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40	20	Q4 Frequency of watching - Channel 4 Base : All respondents	6845
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44	22	Q4 Frequency of watching - Five Base : All respondents	6845
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75	36	Q4I Regularity of watching - BBC3 Base : All who watch BBC3 regularly or occasionally	3716
77	37	Q4I Regularity of watching - BBC4 Base : All who watch BBC4 regularly or occasionally	2833
79	38	Q4I Regularity of watching - BBC News Base : All who watch BBC News regularly or occasionally	3450
81	39	Q4I Regularity of watching - BBC Parliament Base : All who watch BBC Parliament regularly or occasionally	421
83	40	Q4I Regularity of watching - SUMMARY Base : All who ever watch TV and receive the appropriate channels	0
84	41	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - BBC1 ** Base : Regular viewers of BBC1	4850
90	42	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - BBC2 ** Base : Regular viewers of BBC2	2334
96	43	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - ITV1 ** Base : Regular viewers of ITV1	3587
102	44	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - Channel 4 ** Base : Regular viewers of Channel 4	2339

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PAGE	TABLE	TITLE	TOTAL
108	45	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - S4C ** Base : Regular viewers of S4C	97
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120	47	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - BBC3 ** Base : Regular viewers of BBC3	541
126	48	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - BBC4 ** Base : Regular viewers of BBC4	317
132	49	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - BBC News ** Base : Regular viewers of BBC News	1507
138	50	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
144	51	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - All channels combined ** Base : All who ever watch any of the channels	6798
150	52	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - Importance Rating ** Base : All in sample A	3403
156	53	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - Personal Importance Rating ** Base : All in sample B	3442
162	54	Q6b(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today - Social Importance Rating ** Base : All in sample B	3442
168	55	Q6b(a) Its programmes help me understand what's going on in the world today - SUMMARY Base : Regular viewers of each channel	0

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PAGE	TABLE	TITLE	TOTAL
170	56	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - BBC1 ** Base : Regular viewers of BBC1	4850
176	57	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - BBC2 ** Base : Regular viewers of BBC2	2334
182	58	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - ITV1 ** Base : Regular viewers of ITV1	3587
188	59	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - Channel 4 ** Base : Regular viewers of Channel 4	2339
194	60	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - S4C ** Base : Regular viewers of S4C	97
200	61	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - Five ** Base : Regular viewers of Five	1262
206	62	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - BBC3 ** Base : Regular viewers of BBC3	541
212	63	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - BBC4 ** Base : Regular viewers of BBC4	317
218	64	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - BBC News ** Base : Regular viewers of BBC News	1507
224	65	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
230	66	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - All channels combined ** Base : All who ever watch any of the channels	6798

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PAGE	TABLE	TITLE	TOTAL
236	67	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - Importance Rating ** Base : All in sample A	3403
242	68	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - Personal Importance Rating ** Base : All in sample B	3442
248	69	Q6b(a) Channel-specific ratings ** Its news programmes are trustworthy - Social Importance Rating ** Base : All in sample B	3442
254	70	Q6b(a) Its news programmes are trustworthy - SUMMARY Base : Regular viewers of each channel	0
256	71	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : Regular viewers of BBC1	4850
262	71	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : Regular viewers of BBC1	4850
265	72	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : Regular viewers of ITV1	3587
271	72	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : Regular viewers of ITV1	3587
274	73	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All who ever watch any of the channels	6798
280	73	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All who ever watch any of the channels	6798

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PAGE	TABLE	TITLE	TOTAL
283	74	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All in sample A	3403
289	74	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All in sample A	3403
292	75	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All in sample B	3442
298	75	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All in sample B	3442
301	76	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All in sample B	3442
307	76	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ** Base : All in sample B	3442
310	77	Q6b(a) Its regional news programmes provide a wide range of good quality news about my area - SUMMARY (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) Base : Regular viewers of each channel	0
312	78	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ** Base : Regular viewers of BBC1 in England	2759
318	78	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ** Base : Regular viewers of BBC1 in England	2759
321	79	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ** Base : Regular viewers of ITV1 in England	1941

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PAGE	TABLE	TITLE	TOTAL
327	79	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ** Base : Regular viewers of ITV1 in England	1941
330	80	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ** Base : All who ever watch any of the channels in England	3850
336	80	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ** Base : All who ever watch any of the channels in England	3850
339	81	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating ** Base : All in sample A in England	1933
345	81	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating ** Base : All in sample A in England	1933
348	82	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ** Base : All in sample B in England	1949
354	82	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ** Base : All in sample B in England	1949
357	83	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ** Base : All in sample B in England	1949
363	83	Q6b(a) Channel-specific ratings ** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ** Base : All in sample B in England	1949
366	84	Q6b(a) Its regional news programmes provide a wide range of good quality news about my area - SUMMARY Base : Regular viewers of each channel in England	0
368	85	Q6b(a) Channel-specific ratings ** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ** Base : Regular viewers of BBC1 in Scotland	687

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PAGE	TABLE	TITLE	TOTAL
374	86	Q6b(a) Channel-specific ratings ** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ** Base : Regular viewers of ITV1 in Scotland	508
380	87	Q6b(a) Channel-specific ratings ** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ** Base : All who ever watch any of the channels in Scotland	997
386	88	Q6b(a) Channel-specific ratings ** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Importance Rating ** Base : All in sample A in Scotland	499
392	89	Q6b(a) Channel-specific ratings ** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ** Base : All in sample B in Scotland	503
398	90	Q6b(a) Channel-specific ratings ** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Social Importance Rating ** Base : All in sample B in Scotland	503
404	91	Q6b(a) Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - SUMMARY Base : Regular viewers of each channel in Scotland	0
406	92	Q6b(a) Channel-specific ratings ** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ** Base : Regular viewers of BBC1 in Wales	741
412	93	Q6b(a) Channel-specific ratings ** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ** Base : Regular viewers of ITV1 in Wales	596
418	94	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 who ever watch any of the channels in Wales	975
424	95	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 in sample A in Wales	488
430	96	Q6b(a) Channel-specific ratings ** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ** Base : All in sample B in Wales	491

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PAGE	TABLE	TITLE	TOTAL
436	97	Q6b(a) Channel-specific ratings ** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ** Base : All in sample B in Wales	491
442	98	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 in Wales	0
444	99	Q6b(a) Channel-specific ratings ** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ** Base : Regular viewers of BBC1 in Northern Ireland	663
450	100	Q6b(a) Channel-specific ratings ** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ** Base : Regular viewers of ITV1 in Northern Ireland	542
456	101	Q6b(a) Channel-specific ratings ** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - All channels combined ** Base : All who ever watch any of the channels in Northern Ireland	976
462	102	Q6b(a) Channel-specific ratings ** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Importance Rating ** Base : All in sample A in Northern Ireland	483
468	103	Q6b(a) Channel-specific ratings ** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ** Base : All in sample B in Northern Ireland	499
474	104	Q6b(a) Channel-specific ratings ** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ** Base : All in sample B in Northern Ireland	499
480	105	Q6b(a) Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - SUMMARY Base : Regular viewers of each channel in Northern Ireland	0
482	106	Q6b(a) News, current affairs and other factual programmes - BBC1 SUMMARY Base : Regular viewers of BBC1	0
484	107	Q6b(a) News, current affairs and other factual programmes - BBC2 SUMMARY Base : Regular viewers of BBC2	0
486	108	Q6b(a) News, current affairs and other factual programmes - ITV1 SUMMARY Base : Regular viewers of ITV1	0
488	109	Q6b(a) News, current affairs and other factual programmes - Channel 4 SUMMARY Base : Regular viewers of Channel 4	0

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490	110	Q6b(a) News, current affairs and other factual programmes - S4C SUMMARY Base : Regular viewers of S4C	0
492	111	Q6b(a) News, current affairs and other factual programmes - Five SUMMARY Base : Regular viewers of Five	0
494	112	Q6b(a) News, current affairs and other factual programmes - BBC3 SUMMARY Base : Regular viewers of BBC3	0
496	113	Q6b(a) News, current affairs and other factual programmes - BBC4 SUMMARY Base : Regular viewers of BBC4	0
498	114	Q6b(a) News, current affairs and other factual programmes - BBC News SUMMARY Base : Regular viewers of BBC News	0
500	115	Q6b(a) News, current affairs and other factual programmes - BBC Parliament SUMMARY Base : Regular viewers of BBC Parliament	0
502	116	Q6b(a) News, current affairs and other factual programmes - All channels combined SUMMARY Base : All	0
504	117	Q6b(a) News, current affairs and other factual programmes - Importance Rating SUMMARY Base : All in sample A	0
506	118	Q6b(a) News, current affairs and other factual programmes - Personal Importance Rating SUMMARY Base : All in sample B	0
508	119	Q6b(a) News, current affairs and other factual programmes - Social Importance Rating SUMMARY Base : All in sample B	0
510	120	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - BBC1 ** Base : Regular viewers of BBC1	4850
516	121	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - BBC2 ** Base : Regular viewers of BBC2	2334
522	122	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - ITV1 ** Base : Regular viewers of ITV1	3587
528	123	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - Channel 4 ** Base : Regular viewers of Channel 4	2339

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PAGE	TABLE	TITLE	TOTAL
534	124	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - S4C ** Base : Regular viewers of S4C	97
540	125	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - Five ** Base : Regular viewers of Five	1262
546	126	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - BBC3 ** Base : Regular viewers of BBC3	541
552	127	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - BBC4 ** Base : Regular viewers of BBC4	317
558	128	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - All channels combined ** Base : All who ever watch any of the channels	6798
564	129	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - Importance Rating ** Base : All in sample A	3403
570	130	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - Personal Importance Rating ** Base : All in sample B	3442
576	131	Q6b(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts - Social Importance Rating ** Base : All in sample B	3442
582	132	Q6b(b) It shows interesting programmes about history, science or the arts - SUMMARY Base : Regular viewers of each channel	0
584	133	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - BBC1 ** Base : Regular viewers of BBC1	4850
590	134	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - BBC2 ** Base : Regular viewers of BBC2	2334

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PAGE	TABLE	TITLE	TOTAL
596	135	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - ITV1 ** Base : Regular viewers of ITV1	3587
602	136	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - Channel 4 ** Base : Regular viewers of Channel 4	2339
608	137	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - S4C ** Base : Regular viewers of S4C	97
614	138	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - Five ** Base : Regular viewers of Five	1262
620	139	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - BBC3 ** Base : Regular viewers of BBC3	541
626	140	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - BBC4 ** Base : Regular viewers of BBC4	317
632	141	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - All channels combined ** Base : All who ever watch any of the channels	6798
638	142	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - Importance Rating ** Base : All in sample A	3403
644	143	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ** Base : All in sample B	3442
650	144	Q6b(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK - Social Importance Rating ** Base : All in sample B	3442
656	145	Q6b(b) It shows high quality soaps or dramas made in the UK - SUMMARY Base : Regular viewers of each channel	0

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PAGE	TABLE	TITLE	TOTAL
658	146	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ** Base : Regular viewers of BBC1	4850
664	147	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ** Base : Regular viewers of BBC2	2334
670	148	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ** Base : Regular viewers of ITV1	3587
676	149	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ** Base : Regular viewers of Channel 4	2339
682	150	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	97
688	151	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - Five ** Base : Regular viewers of Five	1262
694	152	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ** Base : Regular viewers of BBC3	541
700	153	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ** Base : Regular viewers of BBC4	317
706	154	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - BBC News ** Base : Regular viewers of BBC News	1507
712	155	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 who ever watch any of the channels	6798
718	156	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ** Base : All in sample A	3403

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PAGE	TABLE	TITLE	TOTAL
724	157	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ** Base : All in sample B	3442
730	158	Q6b(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ** Base : All in sample B	3442
736	159	Q6b(b) As a result of watching its programmes I've become more interested in particular subjects - SUMMARY Base : Regular viewers of each channel	0
738	160	Q6b(b) Programmes in general and what you get from them - BBC1 SUMMARY Base : Regular viewers of BBC1	0
740	161	Q6b(b) Programmes in general and what you get from them - BBC2 SUMMARY Base : Regular viewers of BBC2	0
742	162	Q6b(b) Programmes in general and what you get from them - ITV1 SUMMARY Base : Regular viewers of ITV1	0
744	163	Q6b(b) Programmes in general and what you get from them - Channel 4 SUMMARY Base : Regular viewers of Channel 4	0
746	164	Q6b(b) Programmes in general and what you get from them - S4C SUMMARY Base : Regular viewers of S4C	0
748	165	Q6b(b) Programmes in general and what you get from them - Five SUMMARY Base : Regular viewers of Five	0
750	166	Q6b(b) Programmes in general and what you get from them - BBC3 SUMMARY Base : Regular viewers of BBC3	0
752	167	Q6b(b) Programmes in general and what you get from them - BBC4 SUMMARY Base : Regular viewers of BBC4	0
754	168	Q6b(b) Programmes in general and what you get from them - All channels combined SUMMARY Base : All	0
756	169	Q6b(b) Programmes in general and what you get from them - Importance Rating SUMMARY Base : All in sample A	0
758	170	Q6b(b) Programmes in general and what you get from them - Personal Importance Rating SUMMARY Base : All in sample B	0

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PAGE	TABLE	TITLE	TOTAL
760	171	Q6b(b) Programmes in general and what you get from them - Social Importance Rating SUMMARY Base : All in sample B	0
762	172	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1	4850
768	172	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1	4850
771	173	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2	2334
777	173	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2	2334
780	174	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1	3587
786	174	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1	3587
789	175	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4	2339
795	175	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4	2339
798	176	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - S4C ** Base : Regular viewers of S4C	97
804	176	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - S4C ** Base : Regular viewers of S4C	97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
807	177	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Five ** Base : Regular viewers of Five	1262
813	177	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Five ** Base : Regular viewers of Five	1262
816	178	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3	541
822	178	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3	541
825	179	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4	317
831	179	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4	317
834	180	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News	1507
840	180	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News	1507
843	181	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels	6798
849	181	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels	6798
852	182	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Importance Rating ** Base : All in sample A	3403

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
858	182	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Importance Rating ** Base : All in sample A	3403
861	183	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ** Base : All in sample B	3442
867	183	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ** Base : All in sample B	3442
870	184	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Social Importance Rating ** Base : All in sample B	3442
876	184	Q6b(c) Channel-specific ratings ** It portrays my region/nation well to the rest of the UK - Social Importance Rating ** Base : All in sample B	3442
879	185	Q6b(c) It portrays my region/nation well to the rest of the UK - SUMMARY Base : Regular viewers of each channel	0
881	186	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1 in England	2759
887	186	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1 in England	2759
890	187	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2 in England	1371
896	187	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2 in England	1371
899	188	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1 in England	1941

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
905	188	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1 in England	1941
908	189	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in England	1353
914	189	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in England	1353
917	191	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Five ** Base : Regular viewers of Five in England	698
923	191	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Five ** Base : Regular viewers of Five in England	698
926	192	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3 in England	298
932	192	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3 in England	298
935	193	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4 in England	171
941	193	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4 in England	171
944	194	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News in England	855
950	194	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News in England	855

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
953	195	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels in England	3850
959	195	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels in England	3850
962	196	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Importance Rating ** Base : All in sample A in England	1933
968	196	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Importance Rating ** Base : All in sample A in England	1933
971	197	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Personal Importance Rating ** Base : All in sample B in England	1949
977	197	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Personal Importance Rating ** Base : All in sample B in England	1949
980	198	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Social Importance Rating ** Base : All in sample B in England	1949
986	198	Q6b(c) Channel-specific ratings ** It portrays my region well to the rest of the UK - Social Importance Rating ** Base : All in sample B in England	1949
989	199	Q6b(c) It portrays my region well to the rest of the UK - SUMMARY Base : Regular viewers of each channel in England	0
991	200	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1 in Scotland	687
997	201	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2 in Scotland	323

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1003	202	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1 in Scotland	508
1009	203	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in Scotland	382
1015	205	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - Five ** Base : Regular viewers of Five in Scotland	187
1021	206	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3 in Scotland	87
1027	207	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4 in Scotland	54
1033	208	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News in Scotland	229
1039	209	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels in Scotland	997
1045	210	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - Importance Rating ** Base : All in sample A in Scotland	499
1051	211	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - Personal Importance Rating ** Base : All in sample B in Scotland	503
1057	212	Q6b(c) Channel-specific ratings ** It portrays Scotland well to the rest of the UK - Social Importance Rating ** Base : All in sample B in Scotland	503
1063	213	Q6b(c) It portrays Scotland well to the rest of the UK - SUMMARY Base : Regular viewers of each channel in Scotland	0

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1065	214	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1 in Wales	741
1071	215	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2 in Wales	357
1077	216	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1 in Wales	596
1083	217	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in Wales	222
1089	218	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - S4C ** Base : Regular viewers of S4C in Wales	97
1095	219	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - Five ** Base : Regular viewers of Five in Wales	201
1101	220	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3 in Wales	84
1107	221	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4 in Wales	53
1113	222	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News in Wales	237
1119	223	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels in Wales	975
1125	224	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - Importance Rating ** Base : All in sample A in Wales	488

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1131	225	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - Personal Importance Rating ** Base : All in sample B in Wales	491
1137	226	Q6b(c) Channel-specific ratings ** It portrays Wales well to the rest of the UK - Social Importance Rating ** Base : All in sample B in Wales	491
1143	227	Q6b(c) It portrays Wales well to the rest of the UK - SUMMARY Base : Regular viewers of each channel in Wales	0
1145	228	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - BBC1 ** Base : Regular viewers of BBC1 in Northern Ireland	663
1151	229	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - BBC2 ** Base : Regular viewers of BBC2 in Northern Ireland	283
1157	230	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - ITV1 ** Base : Regular viewers of ITV1 in Northern Ireland	542
1163	231	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in Northern Ireland	382
1169	233	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - Five ** Base : Regular viewers of Five in Northern Ireland	176
1175	234	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - BBC3 ** Base : Regular viewers of BBC3 in Northern Ireland	72
1181	235	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - BBC4 ** Base : Regular viewers of BBC4 in Northern Ireland	39
1187	236	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - BBC News ** Base : Regular viewers of BBC News in Northern Ireland	186

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1193	237	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - All channels combined ** Base : All who ever watch any of the channels in Northern Ireland	976
1199	238	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - Importance Rating ** Base : All in sample A in Northern Ireland	483
1205	239	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ** Base : All in sample B in Northern Ireland	499
1211	240	Q6b(c) Channel-specific ratings ** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ** Base : All in sample B in Northern Ireland	499
1217	241	Q6b(c) It portrays Northern Ireland well to the rest of the UK - SUMMARY Base : Regular viewers of each channel in Northern Ireland	0
1219	242	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - BBC1 ** Base : Regular viewers of BBC1	4850
1225	243	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - BBC2 ** Base : Regular viewers of BBC2	2334
1231	244	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - ITV1 ** Base : Regular viewers of ITV1	3587
1237	245	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - Channel 4 ** Base : Regular viewers of Channel 4	2339
1243	246	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	97
1249	247	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - Five ** Base : Regular viewers of Five	1262

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1255	248	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - BBC3 ** Base : Regular viewers of BBC3	541
1261	249	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - BBC4 ** Base : Regular viewers of BBC4	317
1267	250	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - BBC News ** Base : Regular viewers of BBC News	1507
1273	251	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - All channels combined ** Base : All who ever watch any of the channels	6798
1279	252	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - Importance Rating ** Base : All in sample A	3403
1285	253	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ** Base : All in sample B	3442
1291	254	Q6b(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ** Base : All in sample B	3442
1297	255	Q6b(c) It covers big national events well, like sports, music events or major news stories - SUMMARY Base : Regular viewers of each channel	0
1299	256	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ** Base : Regular viewers of BBC1	4850
1305	256	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ** Base : Regular viewers of BBC1	4850
1308	257	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ** Base : Regular viewers of BBC2	2334

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1314	257	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ** Base : Regular viewers of BBC2	2334
1317	258	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ** Base : Regular viewers of ITV1	3587
1323	258	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ** Base : Regular viewers of ITV1	3587
1326	259	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ** Base : Regular viewers of Channel 4	2339
1332	259	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ** Base : Regular viewers of Channel 4	2339
1335	260	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - S4C ** Base : Regular viewers of S4C	97
1341	260	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - S4C ** Base : Regular viewers of S4C	97
1344	261	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Five ** Base : Regular viewers of Five	1262
1350	261	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Five ** Base : Regular viewers of Five	1262
1353	262	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ** Base : Regular viewers of BBC3	541
1359	262	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ** Base : Regular viewers of BBC3	541

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1362	263	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ** Base : Regular viewers of BBC4	317
1368	263	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ** Base : Regular viewers of BBC4	317
1371	264	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ** Base : All who ever watch any of the channels	6798
1377	264	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ** Base : All who ever watch any of the channels	6798
1380	265	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ** Base : All in sample A	3403
1386	265	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ** Base : All in sample A	3403
1389	266	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ** Base : All in sample B	3442
1395	266	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ** Base : All in sample B	3442
1398	267	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ** Base : All in sample B	3442
1404	267	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ** Base : All in sample B	3442
1407	268	Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY Base : Regular viewers of each channel	0

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PAGE	TABLE	TITLE	TOTAL
1409	269	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ** Base : Regular viewers of BBC1 in England	2759
1415	270	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ** Base : Regular viewers of BBC2 in England	1371
1421	271	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ** Base : Regular viewers of ITV1 in England	1941
1427	272	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in England	1353
1433	274	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Five ** Base : Regular viewers of Five in England	698
1439	275	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ** Base : Regular viewers of BBC3 in England	298
1445	276	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ** Base : Regular viewers of BBC4 in England	171
1451	277	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ** Base : All who ever watch any of the channels in England	3850
1457	278	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ** Base : All in sample A in England	1933
1463	279	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ** Base : All in sample B in England	1949
1469	280	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ** Base : All in sample B in England	1949

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1475	281	Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY Base : Regular viewers of each channel in England	0
1477	282	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ** Base : Regular viewers of BBC1 in Scotland	687
1483	283	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ** Base : Regular viewers of BBC2 in Scotland	323
1489	284	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ** Base : Regular viewers of ITV1 in Scotland	508
1495	285	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in Scotland	382
1501	287	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Five ** Base : Regular viewers of Five in Scotland	187
1507	288	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ** Base : Regular viewers of BBC3 in Scotland	87
1513	289	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ** Base : Regular viewers of BBC4 in Scotland	54
1519	290	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ** Base : All who ever watch any of the channels in Scotland	997
1525	291	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ** Base : All in sample A in Scotland	499
1531	292	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ** Base : All in sample B in Scotland	503

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1537	293	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ** Base : All in sample B in Scotland	503
1543	294	Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY Base : Regular viewers of each channel in Scotland	0
1545	295	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ** Base : Regular viewers of BBC1 in Wales	741
1551	296	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ** Base : Regular viewers of BBC2 in Wales	357
1557	297	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ** Base : Regular viewers of ITV1 in Wales	596
1563	298	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in Wales	222
1569	299	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - S4C ** Base : Regular viewers of S4C in Wales	97
1575	300	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Five ** Base : Regular viewers of Five in Wales	201
1581	301	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ** Base : Regular viewers of BBC3 in Wales	84
1587	302	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ** Base : Regular viewers of BBC4 in Wales	53
1593	303	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ** Base : All who ever watch any of the channels in Wales	975

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
1599	304	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ** Base : All in sample A in Wales	488
1605	305	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ** Base : All in sample B in Wales	491
1611	306	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ** Base : All in sample B in Wales	491
1617	307	Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY Base : Regular viewers of each channel in Wales	0
1619	308	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ** Base : Regular viewers of BBC1 in Northern Ireland	663
1625	309	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ** Base : Regular viewers of BBC2 in Northern Ireland	283
1631	310	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ** Base : Regular viewers of ITV1 in Northern Ireland	542
1637	311	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ** Base : Regular viewers of Channel 4 in Northern Ireland	382
1643	313	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Five ** Base : Regular viewers of Five in Northern Ireland	176
1649	314	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ** Base : Regular viewers of BBC3 in Northern Ireland	72
1655	315	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ** Base : Regular viewers of BBC4 in Northern Ireland	39

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PAGE	TABLE	TITLE	TOTAL
1661	316	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ** Base : All who ever watch any of the channels in Northern Ireland	976
1667	317	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ** Base : All in sample A in Northern Ireland	483
1673	318	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ** Base : All in sample B in Northern Ireland	499
1679	319	Q6b(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ** Base : All in sample B in Northern Ireland	499
1685	320	Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY Base : Regular viewers of each channel in Northern Ireland	0
1687	321	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - BBC1 ** Base : Regular viewers of BBC1	4850
1693	322	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - BBC2 ** Base : Regular viewers of BBC2	2334
1699	323	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - ITV1 ** Base : Regular viewers of ITV1	3587
1705	324	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - Channel 4 ** Base : Regular viewers of Channel 4	2339
1711	325	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - S4C ** Base : Regular viewers of S4C	97
1717	326	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - Five ** Base : Regular viewers of Five	1262

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PAGE	TABLE	TITLE	TOTAL
1723	327	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - BBC3 ** Base : Regular viewers of BBC3	541
1729	328	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - BBC4 ** Base : Regular viewers of BBC4	317
1735	329	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - BBC News ** Base : Regular viewers of BBC News	1507
1741	330	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - All channels combined ** Base : All who ever watch any of the channels	6798
1747	331	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - Importance Rating ** Base : All in sample A	3403
1753	332	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - Personal Importance Rating ** Base : All in sample B	3442
1759	333	Q6b(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me - Social Importance Rating ** Base : All in sample B	3442
1765	334	Q6b(c) Its programmes reflect the interests and concerns of people like me - SUMMARY Base : Regular viewers of each channel	0
1767	335	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - BBC1 ** Base : Regular viewers of BBC1 - Q3 and Q4 only	2418
1773	336	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - BBC2 ** Base : Regular viewers of BBC2 - Q3 and Q4 only	1229
1779	337	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - ITV1 ** Base : Regular viewers of ITV1 - Q3 and Q4 only	1824

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PAGE	TABLE	TITLE	TOTAL
1785	338	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - Channel 4 ** Base : Regular viewers of Channel 4 - Q3 and Q4 only	1138
1791	339	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - S4C ** Base : Regular viewers of S4C - Q3 and Q4 only	39
1797	340	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - Five ** Base : Regular viewers of Five - Q3 and Q4 only	603
1803	341	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - BBC3 ** Base : Regular viewers of BBC3 - Q3 and Q4 only	267
1809	342	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - BBC4 ** Base : Regular viewers of BBC4 - Q3 and Q4 only	152
1815	343	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - BBC News ** Base : Regular viewers of BBC News - Q3 and Q4 only	975
1821	344	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - All channels combined ** Base : All who ever watch any of the channels - Q3 and Q4 only	3334
1827	345	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - Importance Rating ** Base : All in sample A - Q3 and Q4 only	1673
1833	346	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ** Base : All in sample B - Q3 and Q4 only	1682
1839	347	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK - Social Importance Rating ** Base : All in sample B - Q3 and Q4 only	1682
1845	348	Q6b(c) Its programmes show different kinds of cultures within the UK - SUMMARY Base : Regular viewers of each channel - Q3 and Q4 only	0

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PAGE	TABLE	TITLE	TOTAL
1847	349	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ** Base : Regular viewers of BBC1 - Q1 and Q2 only	2432
1853	350	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - BBC2 ** Base : Regular viewers of BBC2 - Q1 and Q2 only	1105
1859	351	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ** Base : Regular viewers of ITV1 - Q1 and Q2 only	1763
1865	352	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ** Base : Regular viewers of Channel 4 - Q1 and Q2 only	1201
1871	353	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - S4C ** Base : Regular viewers of S4C - Q1 and Q2 only	58
1877	354	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - Five ** Base : Regular viewers of Five - Q1 and Q2 only	659
1883	355	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ** Base : Regular viewers of BBC3 - Q1 and Q2 only	274
1889	356	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ** Base : Regular viewers of BBC4 - Q1 and Q2 only	165
1895	357	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - BBC News ** Base : Regular viewers of BBC News - Q1 and Q2 only	532
1901	358	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - All channels combined ** Base : All who ever watch any of the channels - Q1 and Q2 only	3464
1907	359	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ** Base : All in sample A - Q1 and Q2 only	1730

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PAGE	TABLE	TITLE	TOTAL
1913	360	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ** Base : All in sample B - Q1 and Q2 only	1760
1919	361	Q6b(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK - Social Importance Rating ** Base : All in sample B - Q1 and Q2 only	1760
1925	362	Q6b(c) Its programmes show different kinds of cultures and opinions within the UK - SUMMARY Base : Regular viewers of each channel - Q1 and Q2 only	0
1927	363	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - BBC1 ** Base : Regular viewers of BBC1 - Q3 and Q4 only	2418
1933	364	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - BBC2 ** Base : Regular viewers of BBC2 - Q3 and Q4 only	1229
1939	365	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - ITV1 ** Base : Regular viewers of ITV1 - Q3 and Q4 only	1824
1945	366	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - Channel 4 ** Base : Regular viewers of Channel 4 - Q3 and Q4 only	1138
1951	367	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - S4C ** Base : Regular viewers of S4C - Q3 and Q4 only	39
1957	368	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - Five ** Base : Regular viewers of Five - Q3 and Q4 only	603
1963	369	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - BBC3 ** Base : Regular viewers of BBC3 - Q3 and Q4 only	267
1969	370	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - BBC4 ** Base : Regular viewers of BBC4 - Q3 and Q4 only	152

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PAGE	TABLE	TITLE	TOTAL
1975	371	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - BBC News ** Base : Regular viewers of BBC News - Q3 and Q4 only	975
1981	372	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ** Base : Regular viewers of BBC Parliament - Q3 and Q4 only	52
1987	373	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - All channels combined ** Base : All who ever watch any of the channels - Q3 and Q4 only	3334
1993	374	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - Importance Rating ** Base : All in sample A - Q3 and Q4 only	1673
1999	375	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ** Base : All in sample B - Q3 and Q4 only	1682
2005	376	Q6b(c) Channel-specific ratings ** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ** Base : All in sample B - Q3 and Q4 only	1682
2011	377	Q6b(c) Its programmes offer a range of opinions of subjects and issues - SUMMARY Base : Regular viewers of each channel - Q3 and Q4 only	0
2013	378	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - BBC1 ** Base : Regular viewers of BBC1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)	960
2019	379	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - BBC2 ** Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)	326
2025	380	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - ITV1 ** Base : Regular viewers of ITV1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)	725
2031	381	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - Channel 4 ** Base : Regular viewers of Channel 4 who are parents/carers of children in household (Data for Q1-Q3 2008 only)	486

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PAGE	TABLE	TITLE	TOTAL
2037	382	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - S4C ** Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)	23
2043	383	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - Five ** Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)	265
2049	384	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - All channels combined ** Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)	1354
2055	385	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - Importance Rating ** Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)	670
2061	386	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - Personal Importance Rating ** Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)	696
2067	387	Q6b(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children - Social Importance Rating ** Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)	696
2073	388	Q6b(c) It provides a wide range of high quality and UK-made programmes for children - SUMMARY Base : Regular viewers of each channel who are parents/carers of children in household (Data for Q1-Q3 2008 only)	0
2075	389	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ** Base : Regular viewers of BBC1	4850
2081	389	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ** Base : Regular viewers of BBC1	4850
2084	390	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ** Base : Regular viewers of BBC2	2334
2090	390	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ** Base : Regular viewers of BBC2	2334

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2093	391	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ** Base : Regular viewers of ITV1	3587
2099	391	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ** Base : Regular viewers of ITV1	3587
2102	392	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ** Base : All who ever watch any of the channels	6798
2108	392	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ** Base : All who ever watch any of the channels	6798
2111	393	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ** Base : All in sample A	3403
2117	393	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ** Base : All in sample A	3403
2120	394	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ** Base : All in sample B	3442
2126	394	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ** Base : All in sample B	3442
2129	395	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ** Base : All in sample B	3442
2135	395	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ** Base : All in sample B	3442
2138	396	Q6b(c) Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - SUMMARY Base : Regular viewers of each channel	0

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2140	397	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ** Base : Regular viewers of BBC1 in England	2759
2146	397	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ** Base : Regular viewers of BBC1 in England	2759
2149	398	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ** Base : Regular viewers of BBC2 in England	1371
2155	398	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ** Base : Regular viewers of BBC2 in England	1371
2158	399	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ** Base : Regular viewers of ITV1 in England	1941
2164	399	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ** Base : Regular viewers of ITV1 in England	1941
2167	400	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - All channels combined ** Base : All who ever watch any of the channels in England	3850
2173	400	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - All channels combined ** Base : All who ever watch any of the channels in England	3850
2176	401	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Importance Rating ** Base : All in sample A in England	1933
2182	401	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Importance Rating ** Base : All in sample A in England	1933
2185	402	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ** Base : All in sample B in England	1949

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PAGE	TABLE	TITLE	TOTAL
2191	402	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ** Base : All in sample B in England	1949
2194	403	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ** Base : All in sample B in England	1949
2200	403	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ** Base : All in sample B in England	1949
2203	404	Q6b(c) Aside from news, it provides a range of good quality programmes about my region, made for people in my region - SUMMARY Base : Regular viewers of each channel in England	0
2205	405	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ** Base : Regular viewers of BBC1 in Scotland	687
2211	406	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ** Base : Regular viewers of BBC2 in Scotland	323
2217	407	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ** Base : Regular viewers of ITV1 in Scotland	508
2223	408	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - All channels combined ** Base : All who ever watch any of the channels in Scotland	997
2229	409	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ** Base : All in sample A in Scotland	499
2235	410	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Personal Importance Rating ** Base : All in sample B in Scotland	503
2241	411	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Social Importance Rating ** Base : All in sample B in Scotland	503
2247	412	Q6b(c) Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - SUMMARY Base : Regular viewers of each channel in Scotland	0

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PAGE	TABLE	TITLE	TOTAL
2249	413	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC1 ** Base : Regular viewers of BBC1 in Wales	741
2255	414	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ** Base : Regular viewers of BBC2 in Wales	357
2261	415	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - ITV1 ** Base : Regular viewers of ITV1 in Wales	596
2267	416	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - All channels combined ** Base : All who ever watch any of the channels in Wales	975
2273	417	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ** Base : All in sample A in Wales	488
2279	418	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Personal Importance Rating ** Base : All in sample B in Wales	491
2285	419	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Social Importance Rating ** Base : All in sample B in Wales	491
2291	420	Q6b(c) Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - SUMMARY Base : Regular viewers of each channel in Wales	0
2293	421	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - BBC1 ** Base : Regular viewers of BBC1 in Northern Ireland	663
2299	422	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - BBC2 ** Base : Regular viewers of BBC2 in Northern Ireland	283
2305	423	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - ITV1 ** Base : Regular viewers of ITV1 in Northern Ireland	542

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2311	424	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - All channels combined ** Base : All who ever watch any of the channels in Northern Ireland	976
2317	425	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Importance Rating ** Base : All in sample A in Northern Ireland	483
2323	426	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Personal Importance Rating ** Base : All in sample B in Northern Ireland	499
2329	427	Q6b(c) Channel-specific ratings ** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Social Importance Rating ** Base : All in sample B in Northern Ireland	499
2335	428	Q6b(c) Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - SUMMARY Base : Regular viewers of each channel in Northern Ireland	0
2337	429	Q6b(c) Reflecting real people in todays society - BBC1 SUMMARY Base : Regular viewers of BBC1	0
2339	430	Q6b(c) Reflecting real people in todays society - BBC2 SUMMARY Base : Regular viewers of BBC2	0
2341	431	Q6b(c) Reflecting real people in todays society - ITV1 SUMMARY Base : Regular viewers of ITV1	0
2343	432	Q6b(c) Reflecting real people in todays society - Channel 4 SUMMARY Base : Regular viewers of Channel 4	0
2345	433	Q6b(c) Reflecting real people in todays society - S4C SUMMARY Base : Regular viewers of S4C	0
2347	434	Q6b(c) Reflecting real people in todays society - Five SUMMARY Base : Regular viewers of Five	0
2349	435	Q6b(c) Reflecting real people in todays society - BBC3 SUMMARY Base : Regular viewers of BBC3	0
2351	436	Q6b(c) Reflecting real people in todays society - BBC4 SUMMARY Base : Regular viewers of BBC4	0
2353	437	Q6b(c) Reflecting real people in todays society - BBC News SUMMARY Base : Regular viewers of BBC News	0

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2355	438	Q6b(c) Reflecting real people in todays society - All channels combined SUMMARY Base : All	0
2357	439	Q6b(c) Reflecting real people in todays society - Importance Rating SUMMARY Base : All in sample A	0
2359	440	Q6b(c) Reflecting real people in todays society - Personal Importance Rating SUMMARY Base : All in sample B	0
2361	441	Q6b(c) Reflecting real people in todays society - Social Importance Rating SUMMARY Base : All in sample B	0
2363	442	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - BBC1 ** Base : Regular viewers of BBC1	4850
2369	443	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - BBC2 ** Base : Regular viewers of BBC2	2334
2375	444	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - ITV1 ** Base : Regular viewers of ITV1	3587
2381	445	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - Channel 4 ** Base : Regular viewers of Channel 4	2339
2387	446	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - S4C ** Base : Regular viewers of S4C	97
2393	447	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - Five ** Base : Regular viewers of Five	1262
2399	448	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - BBC3 ** Base : Regular viewers of BBC3	541
2405	449	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - BBC4 ** Base : Regular viewers of BBC4	317

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2411	450	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - BBC News ** Base : Regular viewers of BBC News	1507
2417	451	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
2423	452	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - All channels combined ** Base : All who ever watch any of the channels	6798
2429	453	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - Importance Rating ** Base : All in sample A	3403
2435	454	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - Personal Importance Rating ** Base : All in sample B	3442
2441	455	Q6b(d) Channel-specific ratings ** It shows well-made, high quality programmes - Social Importance Rating ** Base : All in sample B	3442
2447	456	Q6b(d) It shows well-made, high quality programmes - SUMMARY Base : Regular viewers of each channel	0
2449	457	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - BBC1 ** Base : Regular viewers of BBC1	4850
2455	458	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - BBC2 ** Base : Regular viewers of BBC2	2334
2461	459	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - ITV1 ** Base : Regular viewers of ITV1	3587
2467	460	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - Channel 4 ** Base : Regular viewers of Channel 4	2339

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2473	461	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - S4C ** Base : Regular viewers of S4C	97
2479	462	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - Five ** Base : Regular viewers of Five	1262
2485	463	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - BBC3 ** Base : Regular viewers of BBC3	541
2491	464	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - BBC4 ** Base : Regular viewers of BBC4	317
2497	465	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - BBC News ** Base : Regular viewers of BBC News	1507
2503	466	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
2509	467	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - All channels combined ** Base : All who ever watch any of the channels	6798
2515	468	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - Importance Rating ** Base : All in sample A	3403
2521	469	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - Personal Importance Rating ** Base : All in sample B	3442
2527	470	Q6b(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches - Social Importance Rating ** Base : All in sample B	3442
2533	471	Q6b(d) It shows programmes with new ideas and different approaches - SUMMARY Base : Regular viewers of each channel	0

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2535	472	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - BBC1 ** Base : Regular viewers of BBC1	4850
2541	473	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - BBC2 ** Base : Regular viewers of BBC2	2334
2547	474	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - ITV1 ** Base : Regular viewers of ITV1	3587
2553	475	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - Channel 4 ** Base : Regular viewers of Channel 4	2339
2559	476	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - S4C ** Base : Regular viewers of S4C	97
2565	477	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - Five ** Base : Regular viewers of Five	1262
2571	478	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - BBC3 ** Base : Regular viewers of BBC3	541
2577	479	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - BBC4 ** Base : Regular viewers of BBC4	317
2583	480	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - BBC News ** Base : Regular viewers of BBC News	1507
2589	481	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
2595	482	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - All channels combined ** Base : All who ever watch any of the channels	6798

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2601	483	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - Importance Rating ** Base : All in sample A	3403
2607	484	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - Personal Importance Rating ** Base : All in sample B	3442
2613	485	Q6b(d) Channel-specific ratings ** It shows programmes that make me stop and think - Social Importance Rating ** Base : All in sample B	3442
2619	486	Q6b(d) It shows programmes that make me stop and think - SUMMARY Base : Regular viewers of each channel	0
2621	487	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - BBC1 ** Base : Regular viewers of BBC1	4850
2627	488	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - BBC2 ** Base : Regular viewers of BBC2	2334
2633	489	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - ITV1 ** Base : Regular viewers of ITV1	3587
2639	490	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - Channel 4 ** Base : Regular viewers of Channel 4	2339
2645	491	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - S4C ** Base : Regular viewers of S4C	97
2651	492	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - Five ** Base : Regular viewers of Five	1262
2657	493	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - BBC3 ** Base : Regular viewers of BBC3	541

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2663	494	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - BBC4 ** Base : Regular viewers of BBC4	317
2669	495	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - BBC News ** Base : Regular viewers of BBC News	1507
2675	496	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
2681	497	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - All channels combined ** Base : All who ever watch any of the channels	6798
2687	498	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - Importance Rating ** Base : All in sample A	3403
2693	499	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - Personal Importance Rating ** Base : All in sample B	3442
2699	500	Q6b(d) Channel-specific ratings ** It shows programmes I want to watch - Social Importance Rating ** Base : All in sample B	3442
2705	501	Q6b(d) It shows programmes I want to watch - SUMMARY Base : Regular viewers of each channel	0
2707	502	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - BBC1 ** Base : Regular viewers of BBC1	4850
2713	503	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - BBC2 ** Base : Regular viewers of BBC2	2334
2719	504	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - ITV1 ** Base : Regular viewers of ITV1	3587

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2725	505	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - Channel 4 ** Base : Regular viewers of Channel 4	2339
2731	506	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - S4C ** Base : Regular viewers of S4C	97
2737	507	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - Five ** Base : Regular viewers of Five	1262
2743	508	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - BBC3 ** Base : Regular viewers of BBC3	541
2749	509	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - BBC4 ** Base : Regular viewers of BBC4	317
2755	510	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - BBC News ** Base : Regular viewers of BBC News	1507
2761	511	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - BBC Parliament ** Base : Regular viewers of BBC Parliament	52
2767	512	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - All channels combined ** Base : All who ever watch any of the channels	6798
2773	513	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - Importance Rating ** Base : All in sample A	3403
2779	514	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - Personal Importance Rating ** Base : All in sample B	3442
2785	515	Q6b(d) Channel-specific ratings ** It shows enough new programmes, made in the UK - Social Importance Rating ** Base : All in sample B	3442

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
2791	516	Q6b(d) It shows enough new programmes, made in the UK - SUMMARY Base : Regular viewers of each channel	0
2793	517	Q6b(d) Channel-specific ratings ** I trust this channel - BBC1 ** Base : Regular viewers of BBC1	4850
2799	518	Q6b(d) Channel-specific ratings ** I trust this channel - BBC2 ** Base : Regular viewers of BBC2	2334
2805	519	Q6b(d) Channel-specific ratings ** I trust this channel - ITV1 ** Base : Regular viewers of ITV1	3587
2811	520	Q6b(d) Channel-specific ratings ** I trust this channel - Channel 4 ** Base : Regular viewers of Channel 4	2339
2817	521	Q6b(d) Channel-specific ratings ** I trust this channel - S4C ** Base : Regular viewers of S4C	97
2823	522	Q6b(d) Channel-specific ratings ** I trust this channel - Five ** Base : Regular viewers of Five	1262
2829	523	Q6b(d) Channel-specific ratings ** I trust this channel - BBC3 ** Base : Regular viewers of BBC3	541
2835	524	Q6b(d) Channel-specific ratings ** I trust this channel - BBC4 ** Base : Regular viewers of BBC4	317
2841	525	Q6b(d) Channel-specific ratings ** I trust this channel - BBC News ** Base : Regular viewers of BBC News	1507
2847	526	Q6b(d) Channel-specific ratings ** I trust this channel - BBC Parliament ** Base : Regular viewers of BBC Parliament	52

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PAGE	TABLE	TITLE	TOTAL
2853	527	Q6b(d) Channel-specific ratings ** I trust this channel - All channels combined ** Base : All who ever watch any of the channels	6798
2859	528	Q6b(d) Channel-specific ratings ** I trust this channel - Importance Rating ** Base : All in sample A	3403
2865	529	Q6b(d) Channel-specific ratings ** I trust this channel - Personal Importance Rating ** Base : All in sample B	3442
2871	530	Q6b(d) Channel-specific ratings ** I trust this channel - Social Importance Rating ** Base : All in sample B	3442
2877	531	Q6b(d) I trust this channel - SUMMARY Base : Regular viewers of each channel	0
2879	532	Q6b(d) Programme quality - BBC1 SUMMARY Base : Regular viewers of BBC1	0
2881	533	Q6b(d) Programme quality - BBC2 SUMMARY Base : Regular viewers of BBC2	0
2883	534	Q6b(d) Programme quality - ITV1 SUMMARY Base : Regular viewers of ITV1	0
2885	535	Q6b(d) Programme quality - Channel 4 SUMMARY Base : Regular viewers of Channel 4	0
2887	536	Q6b(d) Programme quality - S4C SUMMARY Base : Regular viewers of S4C	0
2889	537	Q6b(d) Programme quality - Five SUMMARY Base : Regular viewers of Five	0
2891	538	Q6b(d) Programme quality - BBC3 SUMMARY Base : Regular viewers of BBC3	0
2893	539	Q6b(d) Programme quality - BBC4 SUMMARY Base : Regular viewers of BBC4	0
2895	540	Q6b(d) Programme quality - BBC News SUMMARY Base : Regular viewers of BBC News	0

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PAGE	TABLE	TITLE	TOTAL
2897	541	Q6b(d) Programme quality - BBC Parliament SUMMARY Base : Regular viewers of BBC Parliament	0
2899	542	Q6b(d) Programme quality - All channels combined SUMMARY Base : All who ever watch any of the channels	0
2901	543	Q6b(d) Programme quality - Importance Rating SUMMARY Base : All in sample A	0
2903	544	Q6b(d) Programme quality - Personal Importance Rating SUMMARY Base : All in sample B	0
2905	545	Q6b(d) Programme quality - Social Importance Rating SUMMARY Base : All in sample B	0
2907	546	Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)	403
2913	547	Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)	416
2919	548	Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)	282
2925	549	Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)	316
2931	550	Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)	325
2937	551	Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1 Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)	446
2943	552	Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2 Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)	246
2949	553	Q6b(e) Provides a wide range of high quality and UK made programmes for children - ITV1 Base : All whose children regularly watch ITV1 (Data for Q3 and Q4 2008 only)	386
2955	554	Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4 Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)	309
2961	555	Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)	27

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PAGE	TABLE	TITLE	TOTAL
2967	556	Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)	235
2973	557	Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined Base : All whose children regularly watch BBC1 and/or BBC2, ITV1, S4C, Five, CBeebies, CBBC (Data for Q4 2008 only)	357
2979	558	Q6b(e) Channel-specific ratings ** Provides a wide range of high quality and UK made programmes for children - Importance Rating ** Base : All in sample A (Data for Q4 2008 only)	797
2985	559	Q6b(e) Channel-specific ratings ** Provides a wide range of high quality and UK made programmes for children - Personal Importance Rating ** Base : All in sample B (Data for Q4 2008 only)	815
2991	560	Q6b(e) Channel-specific ratings ** Provides a wide range of high quality and UK made programmes for children - Social Importance Rating ** Base : All in sample B (Data for Q4 2008 only)	815
2997	561	Q6b(e) Provides a wide range of high quality and UK made programmes for children - SUMMARY Base : All whose children regularly watch each channel (Data for Q3 and Q4 2008 only)	0
2999	562	Q6d Overall satisfaction with all channels combined Base : Anyone who answered Q6b	6824
3003	595	QT1 Text services accessed Base : All	1743
3005	596	QT2a Regularity of using analogue Teletext Base : Those accessing Teletext	780
3007	597	QT2a Regularity of using analogue Teletext Base : All	1743
3009	598	QT2b Regularity of using digital Teletext Base : Those accessing Teletext in multi-channel households	688
3011	599	QT2b Regularity of using digital Teletext Base : All	1743
3013	600	QT2c Regularity of using Ceefax Base : Those accessing Ceefax	658
3015	601	QT2c Regularity of using Ceefax Base : All	1743

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PAGE	TABLE	TITLE	TOTAL
3017	602	QT2D Regularity of using BBCi Base : Those accessing BBCi	492
3019	603	QT2D Regularity of using BBCi Base : All	1743
3021	604	QT2E Regularity of using Sky Text Base : Those accessing Sky Text	285
3023	605	QT2E Regularity of using Sky Text Base : All	1743
3025	606	QT2 Regularity of using text services - Summary Base : Those accessing any text service	0
3026	607	QT3a Frequency of using analogue Teletext Base : Those accessing analogue Teletext	780
3030	608	QT3b Frequency of using digital Teletext Base : Those accessing digital Teletext	681
3034	609	QT3e Frequency of using Ceefax Base : Those accessing Ceefax	658
3038	610	QT3g Frequency of using BBCi Base : Those accessing BBCi	492
3042	611	QT3i Frequency of using Sky Text Base : Those accessing Sky Text	285
3046	612	QT3 Frequency of using text services - Summary Base : Those accessing any text service	0
3047	613	QT3c Channels through which Teletext used Base : Those accessing digital Teletext	684
3049	614	QT3d Which Teletext service used more often Base : Those accessing analogue and digital Teletext	174
3051	615	QT4a Information read on analogue Teletext Base : Those accessing analogue Teletext most often	402
3055	616	QT4b Information read on digital Teletext Base : Those accessing digital Teletext most often	355

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PAGE	TABLE	TITLE	TOTAL
3061	617	QT5a Agreement that analogue Teletext contains a range of information Base : Those accessing analogue Teletext most often	402
3065	618	QT5b Agreement that digital Teletext contains a range of information Base : Those accessing digital Teletext most often	355
3069	619	QT6a Agreement that information on analogue Teletext is accurate and impartial Base : Those accessing analogue Teletext most often	402
3073	620	QT6b Agreement that information on digital Teletext is accurate and impartial Base : Those accessing digital Teletext most often	355
3077	621	QT7a Analogue Teletext ratings: Its news content is trustworthy Base : Those accessing analogue Teletext most often	402
3083	622	QT7a Analogue Teletext ratings: Its content helps me understand what's going on in the world today Base : Those accessing analogue Teletext most often	402
3089	623	QT7a Analogue Teletext ratings: Regional/national news content provides a wide range of good quality news about my area Base : Those accessing analogue Teletext most often	402
3095	624	QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation Base : Those accessing analogue Teletext most often	402
3101	625	QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me Base : Those accessing analogue Teletext most often	402
3107	626	QT7a Analogue Teletext ratings: It is a high quality service Base : Those accessing analogue Teletext most often	402
3113	627	QT7a Analogue Teletext ratings: Its pages are regularly updated Base : Those accessing analogue Teletext most often	402
3119	628	QT7a Analogue Teletext ratings - Summary Base : Those accessing analogue Teletext most often	0
3121	629	QT7b Digital Teletext ratings: Its news content is trustworthy Base : Those accessing digital Teletext most often	355
3127	630	QT7b Digital Teletext ratings: Its content helps me understand what's going on in the world today Base : Those accessing digital Teletext most often	355
3133	631	QT7b Digital Teletext ratings: Regional/national news content provides a wide range of good quality news about my area Base : Those accessing digital Teletext most often	355

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PAGE	TABLE	TITLE	TOTAL
3139	632	QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation Base : Those accessing digital Teletext most often	355
3145	633	QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me Base : Those accessing digital Teletext most often	355
3151	634	QT7b Digital Teletext ratings: It is a high quality service Base : Those accessing digital Teletext most often	355
3157	635	QT7b Digital Teletext ratings: Its pages are regularly updated Base : Those accessing digital Teletext most often	355
3163	636	QT7b Digital Teletext ratings - Summary Base : Those accessing digital Teletext most often	0
3165	637	Q6f Frequency of watching - ITV2 Base : All who receive ITV2	4207
3167	638	Q6f Frequency of watching - E4 Base : All who receive E4	4103
3169	639	Q6f Frequency of watching - Sky One Base : All who receive Sky One	2086
3171	640	Q6f Frequency of watching - More4 Base : All who receive More4	4046
3173	641	Q6f Frequency of watching - UKTV History Base : All who receive UKTV History	4103
3175	642	Q6f Frequency of watching - Sky News Base : All who receive Sky News	3736
3177	643	Q6f Frequency of watching - Discovery Channel Base : All who receive Discovery Channel	2581
3179	644	Q6f Frequency of watching - MTV Base : All who receive MTV	1743
3181	645	Q6f Frequency of watching - Living Base : All who receive Living	2581
3183	646	Q6f Frequency of watching - SUMMARY Base : All who receive each channel	0

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PAGE	TABLE	TITLE	TOTAL
3184	647	Q6f Number of digital channels watched regularly Base : All	5102
3188	648	Q6f Number of digital channels watched regularly or occasionally Base : All	5102
3192	649	Q4/Q6f Number of TV channels watched regularly - Total Base : All	5102
3202	650	Q4/Q6f Number of TV channels watched regularly or occasionally - Total Base : All	5102
3212	651	Q6fi Regularity of watching - ITV2 Base : All who ever watch ITV2	2856
3214	652	Q6fi Regularity of watching - E4 Base : All who ever watch E4	2249
3216	653	Q6fi Regularity of watching - Sky One Base : All who ever watch Sky One	1356
3218	654	Q6fi Regularity of watching - More4 Base : All who ever watch More4	1852
3220	655	Q6fi Regularity of watching - UKTV History Base : All who ever watch UKTV History	1829
3222	656	Q6fi Regularity of watching - Sky News Base : All who ever watch Sky News	1635
3224	657	Q6fi Regularity of watching - Discovery Channel Base : All who ever watch Discovery Channel	1521
3226	658	Q6fi Regularity of watching - MTV Base : All who ever watch MTV	580
3228	659	Q6fi Regularity of watching - Living Base : All who ever watch Living	1164
3230	660	Q6fi Regularity of watching - SUMMARY Base : All who ever watch each channel	0
3231	847	Q6g(a) Channel-specific ratings ** Its news programmes are trustworthy ** - More4 Base : All who watch More4 regularly	291

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PAGE	TABLE	TITLE	TOTAL
3237	848	Q6g(a) Channel-specific ratings ** Its news programmes are trustworthy ** - Sky News Base : All who watch Sky News regularly	568
3243	849	Q6g(a) Channel-specific ratings: Its news programmes are trustworthy - SUMMARY Base : All who watch each channel regularly	0
3245	850	Q6g(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today ** - More4 Base : All who watch More4 regularly	291
3251	851	Q6g(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today ** - UKTV History Base : All who watch UKTV History regularly	473
3257	852	Q6g(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today ** - Sky News Base : All who watch Sky News regularly	568
3263	853	Q6g(a) Channel-specific ratings ** Its programmes help me understand what's going on in the world today ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3269	854	Q6g(a) Channel-specific ratings: Its programmes help me understand what's going on in the world today - SUMMARY Base : All who watch each channel regularly	0
3271	855	Q6g(a) News, current affairs and other factual programmes - More4 SUMMARY Base : All who watch More4 regularly	0
3273	856	Q6g(a) News, current affairs and other factual programmes - UKTV History SUMMARY Base : All who watch UKTV History regularly	0
3275	857	Q6g(a) News, current affairs and other factual programmes - Sky News SUMMARY Base : All who watch Sky News regularly	0
3277	858	Q6g(a) News, current affairs and other factual programmes - Discovery Channel SUMMARY Base : All who watch Discovery Channel regularly	0
3279	859	Q6g(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts ** - Sky One Base : All who watch Sky One regularly	492
3285	860	Q6g(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts ** - More4 Base : All who watch More4 regularly	291

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PAGE	TABLE	TITLE	TOTAL
3291	861	Q6g(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts ** - UKTV History Base : All who watch UKTV History regularly	473
3297	862	Q6g(b) Channel-specific ratings ** It shows interesting programmes about history, science or the arts ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3303	863	Q6g(b) Channel-specific ratings: It shows interesting programmes about history, science or the arts - SUMMARY Base : All who watch each channel regularly	0
3305	864	Q6g(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK ** - ITV2 Base : All who watch ITV2 regularly	500
3311	865	Q6g(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK ** - E4 Base : All who watch E4 regularly	616
3317	866	Q6g(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK ** - Sky One Base : All who watch Sky One regularly	492
3323	867	Q6g(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK ** - More4 Base : All who watch More4 regularly	291
3329	868	Q6g(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK ** - MTV Base : All who watch MTV regularly	208
3335	869	Q6g(b) Channel-specific ratings ** It shows high quality soaps or dramas made in the UK ** - Living Base : All who watch Living regularly	338
3341	870	Q6g(b) Channel-specific ratings: It shows high quality soaps or dramas made in the UK - SUMMARY Base : All who watch each channel regularly	0
3343	871	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2 Base : All who watch ITV2 regularly	500
3349	872	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - E4 Base : All who watch E4 regularly	616

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
3355	873	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One Base : All who watch Sky One regularly	492
3361	874	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - More4 Base : All who watch More4 regularly	291
3367	875	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History Base : All who watch UKTV History regularly	473
3373	876	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News Base : All who watch Sky News regularly	568
3379	877	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3385	878	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - MTV Base : All who watch MTV regularly	208
3391	879	Q6g(b) Channel-specific ratings ** As a result of watching its programmes I've become more interested in particular subjects ** - Living Base : All who watch Living regularly	338
3397	880	Q6g(b) Channel-specific ratings: As a result of watching its programmes I've become more interested in particular subjects - SUMMARY Base : All who watch each channel regularly	0
3399	881	Q6g(b) Programmes in general and what you get from them - ITV2 SUMMARY Base : All who watch ITV2 regularly	0
3401	882	Q6g(b) Programmes in general and what you get from them - E4 SUMMARY Base : All who watch E4 regularly	0
3403	883	Q6g(b) Programmes in general and what you get from them - Sky One SUMMARY Base : All who watch Sky One regularly	0
3405	884	Q6g(b) Programmes in general and what you get from them - More4 SUMMARY Base : All who watch More4 regularly	0
3407	885	Q6g(b) Programmes in general and what you get from them - UKTV History SUMMARY Base : All who watch UKTV History regularly	0

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PAGE	TABLE	TITLE	TOTAL
3409	886	Q6g(b) Programmes in general and what you get from them - Sky News SUMMARY Base : All who watch Sky News regularly	0
3411	887	Q6g(b) Programmes in general and what you get from them - Discovery Channel SUMMARY Base : All who watch Discovery Channel regularly	0
3413	888	Q6g(b) Programmes in general and what you get from them - MTV SUMMARY Base : All who watch MTV regularly	0
3415	889	Q6g(b) Programmes in general and what you get from them - Living SUMMARY Base : All who watch Living regularly	0
3417	890	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - ITV2 Base : All who watch ITV2 regularly	500
3423	891	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - E4 Base : All who watch E4 regularly	616
3429	892	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - Sky One Base : All who watch Sky One regularly	492
3435	893	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - More4 Base : All who watch More4 regularly	291
3441	894	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - UKTV History Base : All who watch UKTV History regularly	473
3447	895	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - Sky News Base : All who watch Sky News regularly	568
3453	896	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3459	897	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - MTV Base : All who watch MTV regularly	208

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
3465	898	Q6g(c) Channel-specific ratings ** It portrays my region well to the rest of the UK ** - Living Base : All who watch Living regularly	338
3471	899	Q6g(c) Channel-specific ratings: It portrays my region well to the rest of the UK - SUMMARY Base : All who watch each channel regularly	0
3473	900	Q6g(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories ** - ITV2 Base : All who watch ITV2 regularly	500
3479	901	Q6g(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories ** - Sky One Base : All who watch Sky One regularly	492
3485	902	Q6g(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories ** - More4 Base : All who watch More4 regularly	291
3491	903	Q6g(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories ** - Sky News Base : All who watch Sky News regularly	568
3497	904	Q6g(c) Channel-specific ratings ** It covers big national events well, like sports, music events or major news stories ** - MTV Base : All who watch MTV regularly	208
3503	905	Q6g(c) Channel-specific ratings: It covers big national events well, like sports, music events or major news stories - SUMMARY Base : All who watch each channel regularly	0
3505	906	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2 Base : All who watch ITV2 regularly	500
3511	907	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - E4 Base : All who watch E4 regularly	616
3517	908	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One Base : All who watch Sky One regularly	492
3523	909	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - More4 Base : All who watch More4 regularly	291

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
3529	910	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - UKTV History Base : All who watch UKTV History regularly	473
3535	911	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3541	912	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - MTV Base : All who watch MTV regularly	208
3547	913	Q6g(c) Channel-specific ratings ** Its entertainment and factual programmes show people from different parts of the UK ** - Living Base : All who watch Living regularly	338
3553	914	Q6g(c) Channel-specific ratings: Its entertainment and factual programmes show people from different parts of the UK - SUMMARY Base : All who watch each channel regularly	0
3555	915	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - ITV2 Base : All who watch ITV2 regularly	500
3561	916	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - E4 Base : All who watch E4 regularly	616
3567	917	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - Sky One Base : All who watch Sky One regularly	492
3573	918	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - More4 Base : All who watch More4 regularly	291
3579	919	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - UKTV History Base : All who watch UKTV History regularly	473
3585	920	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - Sky News Base : All who watch Sky News regularly	568

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
3591	921	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - MTV Base : All who watch MTV regularly	208
3597	922	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3603	923	Q6g(c) Channel-specific ratings ** Its programmes reflect the interests and concerns of people like me ** - Living Base : All who watch Living regularly	338
3609	924	Q6g(c) Channel-specific ratings: Its programmes reflect the interests and concerns of people like me - SUMMARY Base : All who watch each channel regularly	0
3611	925	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2 Base : All who watch ITV2 regularly - Q1 and Q2 only	312
3617	926	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - E4 Base : All who watch E4 regularly - Q1 and Q2 only	404
3623	927	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - Sky One Base : All who watch Sky One regularly - Q1 and Q2 only	326
3629	928	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - More4 Base : All who watch More4 regularly - Q1 and Q2 only	201
3635	929	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - UKTV History Base : All who watch UKTV History regularly - Q1 and Q2 only	320
3641	930	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News Base : All who watch Sky News regularly - Q1 and Q2 only	375
3647	931	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel Base : All who watch Discovery Channel regularly - Q1 and Q2 only	391

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PAGE	TABLE	TITLE	TOTAL
3653	932	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - MTV Base : All who watch MTV regularly - Q1 and Q2 only	208
3659	933	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures and opinions within the UK ** - Living Base : All who watch Living regularly - Q1 and Q2 only	226
3665	934	Q6g(c) Channel-specific ratings: Its programmes show different kinds of cultures and opinions within the UK - SUMMARY Base : All who watch each channel regularly - Q1 and Q2 only	0
3667	935	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - ITV2 Base : All who watch ITV2 regularly - Q4 only	188
3673	936	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - E4 Base : All who watch E4 regularly - Q4 only	212
3679	937	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - Sky One Base : All who watch Sky One regularly - Q4 only	166
3685	938	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - More4 Base : All who watch More4 regularly - Q4 only	90
3691	939	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - UKTV History Base : All who watch UKTV History regularly - Q4 only	153
3697	940	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - Sky News Base : All who watch Sky News regularly - Q4 only	193
3703	941	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - Discovery Channel Base : All who watch Discovery Channel regularly - Q4 only	204
3709	943	Q6g(c) Channel-specific ratings ** Its programmes show different kinds of cultures within the UK ** - Living Base : All who watch Living regularly - Q4 only	112
3715	944	Q6g(c) Channel-specific ratings: Its programmes show different kinds of cultures within the UK - SUMMARY Base : All who watch each channel regularly - Q4 only	0

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PAGE	TABLE	TITLE	TOTAL
3717	945	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - ITV2 Base : All who watch ITV2 regularly - Q4 only	188
3723	946	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - E4 Base : All who watch E4 regularly - Q4 only	212
3729	947	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - Sky One Base : All who watch Sky One regularly - Q4 only	166
3735	948	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - More4 Base : All who watch More4 regularly - Q4 only	90
3741	949	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - UKTV History Base : All who watch UKTV History regularly - Q4 only	153
3747	950	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - Sky News Base : All who watch Sky News regularly - Q4 only	193
3753	951	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel Base : All who watch Discovery Channel regularly - Q4 only	204
3759	952	Q6g(c) Channel-specific ratings ** It's programmes offer a range of opinions of subjects and issues ** - Living Base : All who watch Living regularly - Q4 only	112
3765	953	Q6g(c) Channel-specific ratings: It's programmes offer a range of opinions of subjects and issues - SUMMARY Base : All who watch each channel regularly - Q4 only	0
3767	954	Q6g(c) Channel-specific ratings ** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only	115
3773	955	Q6g(c) Reflecting real people in today's society - ITV2 SUMMARY Base : All who watch ITV2 regularly	0
3775	956	Q6g(c) Reflecting real people in today's society - E4 SUMMARY Base : All who watch E4 regularly	0

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PAGE	TABLE	TITLE	TOTAL
3777	957	Q6g(c) Reflecting real people in today's society - Sky One SUMMARY Base : All who watch Sky One regularly	0
3779	958	Q6g(c) Reflecting real people in today's society - More4 SUMMARY Base : All who watch More4 regularly	0
3781	959	Q6g(c) Reflecting real people in today's society - UKTV History SUMMARY Base : All who watch UKTV History regularly	0
3783	960	Q6g(c) Reflecting real people in today's society - Sky News SUMMARY Base : All who watch Sky News regularly	0
3785	961	Q6g(c) Reflecting real people in today's society - Discovery Channel SUMMARY Base : All who watch Discovery Channel regularly	0
3787	962	Q6g(c) Reflecting real people in today's society - MTV SUMMARY Base : All who watch MTV regularly	0
3789	963	Q6g(c) Reflecting real people in today's society - Living SUMMARY Base : All who watch Living regularly	0
3791	964	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - ITV2 Base : All who watch ITV2 regularly	500
3797	965	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - E4 Base : All who watch E4 regularly	616
3803	966	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - Sky One Base : All who watch Sky One regularly	492
3809	967	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - More4 Base : All who watch More4 regularly	291
3815	968	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - UKTV History Base : All who watch UKTV History regularly	473
3821	969	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - Sky News Base : All who watch Sky News regularly	568

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PAGE	TABLE	TITLE	TOTAL
3827	970	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3833	971	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - MTV Base : All who watch MTV regularly	208
3839	972	Q6g(d) Channel-specific ratings ** It shows well-made, high quality programmes ** - Living Base : All who watch Living regularly	338
3845	973	Q6g(d) Channel-specific ratings: It shows well-made, high quality programmes - SUMMARY Base : All who watch each channel regularly	0
3847	974	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - ITV2 Base : All who watch ITV2 regularly	500
3853	975	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - E4 Base : All who watch E4 regularly	616
3859	976	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - Sky One Base : All who watch Sky One regularly	492
3865	977	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - More4 Base : All who watch More4 regularly	291
3871	978	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - UKTV History Base : All who watch UKTV History regularly	473
3877	979	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - Sky News Base : All who watch Sky News regularly	568
3883	980	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - Discovery Channel Base : All who watch Discovery Channel regularly	595

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
3889	981	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - MTV Base : All who watch MTV regularly	208
3895	982	Q6g(d) Channel-specific ratings ** It shows programmes with new ideas and different approaches ** - Living Base : All who watch Living regularly	338
3901	983	Q6g(d) Channel-specific ratings: It shows programmes with new ideas and different approaches - SUMMARY Base : All who watch each channel regularly	0
3903	984	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - ITV2 Base : All who watch ITV2 regularly	500
3909	985	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - E4 Base : All who watch E4 regularly	616
3915	986	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - Sky One Base : All who watch Sky One regularly	492
3921	987	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - More4 Base : All who watch More4 regularly	291
3927	988	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - UKTV History Base : All who watch UKTV History regularly	473
3933	989	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - Sky News Base : All who watch Sky News regularly	568
3939	990	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
3945	991	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - MTV Base : All who watch MTV regularly	208

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
3951	992	Q6g(d) Channel-specific ratings ** It shows programmes that make me stop and think ** - Living Base : All who watch Living regularly	338
3957	993	Q6g(d) Channel-specific ratings: It shows programmes that make me stop and think - SUMMARY Base : All who watch each channel regularly	0
3959	994	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - ITV2 Base : All who watch ITV2 regularly	500
3965	995	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - E4 Base : All who watch E4 regularly	616
3971	996	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - Sky One Base : All who watch Sky One regularly	492
3977	997	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - More4 Base : All who watch More4 regularly	291
3983	998	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - UKTV History Base : All who watch UKTV History regularly	473
3989	999	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - Sky News Base : All who watch Sky News regularly	568
3995	1000	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
4001	1001	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - MTV Base : All who watch MTV regularly	208
4007	1002	Q6g(d) Channel-specific ratings ** It shows programmes I want to watch ** - Living Base : All who watch Living regularly	338
4013	1003	Q6g(d) Channel-specific ratings: It shows programmes I want to watch - SUMMARY Base : All who watch each channel regularly	0

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
4015	1004	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - ITV2 Base : All who watch ITV2 regularly	500
4021	1005	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - E4 Base : All who watch E4 regularly	616
4027	1006	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - Sky One Base : All who watch Sky One regularly	492
4033	1007	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - More4 Base : All who watch More4 regularly	291
4039	1008	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - UKTV History Base : All who watch UKTV History regularly	473
4045	1009	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - Sky News Base : All who watch Sky News regularly	568
4051	1010	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
4057	1011	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - MTV Base : All who watch MTV regularly	208
4063	1012	Q6g(d) Channel-specific ratings ** It shows enough new programmes, made in the UK ** - Living Base : All who watch Living regularly	338
4069	1013	Q6g(d) Channel-specific ratings: It shows enough new programmes, made in the UK - SUMMARY Base : All who watch each channel regularly	0
4071	1014	Q6g(d) Channel-specific ratings ** I trust this channel ** - ITV2 Base : All who watch ITV2 regularly	500

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Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
4077	1015	Q6g(d) Channel-specific ratings ** I trust this channel ** - E4 Base : All who watch E4 regularly	616
4083	1016	Q6g(d) Channel-specific ratings ** I trust this channel ** - Sky One Base : All who watch Sky One regularly	492
4089	1017	Q6g(d) Channel-specific ratings ** I trust this channel ** - More4 Base : All who watch More4 regularly	291
4095	1018	Q6g(d) Channel-specific ratings ** I trust this channel ** - UKTV History Base : All who watch UKTV History regularly	473
4101	1019	Q6g(d) Channel-specific ratings ** I trust this channel ** - Sky News Base : All who watch Sky News regularly	568
4107	1020	Q6g(d) Channel-specific ratings ** I trust this channel ** - Discovery Channel Base : All who watch Discovery Channel regularly	595
4113	1021	Q6g(d) Channel-specific ratings ** I trust this channel ** - MTV Base : All who watch MTV regularly	208
4119	1022	Q6g(d) Channel-specific ratings ** I trust this channel ** - Living Base : All who watch Living regularly	338
4125	1023	Q6g(d) Channel-specific ratings: I trust this channel - SUMMARY Base : All who watch each channel regularly	0
4127	1024	Q6g(d) Programme quality - ITV2 SUMMARY Base : All who watch ITV2 regularly	0
4129	1025	Q6g(d) Programme quality - E4 SUMMARY Base : All who watch E4 regularly	0
4131	1026	Q6g(d) Programme quality - Sky One SUMMARY Base : All who watch Sky One regularly	0

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
4133	1027	Q6g(d) Programme quality - More4 SUMMARY Base : All who watch More4 regularly	0
4135	1028	Q6g(d) Programme quality - UKTV History SUMMARY Base : All who watch UKTV History regularly	0
4137	1029	Q6g(d) Programme quality - Sky News SUMMARY Base : All who watch Sky News regularly	0
4139	1030	Q6g(d) Programme quality - Discovery Channel SUMMARY Base : All who watch Discovery Channel regularly	0
4141	1031	Q6g(d) Programme quality - MTV SUMMARY Base : All who watch MTV regularly	0
4143	1032	Q6g(d) Programme quality - Living SUMMARY Base : All who watch Living regularly	0
4145	1033	Age Base : All	6845
4149	1034	Marital status Base : All	6845
4151	1035	Number of adults (16+) in household Base : All	6845
4155	1036	Q10a Presence of children (under 16) in household Base : All	6845
4157	1037	Q10b Number of children (under 16) in household Base : All with children under 16 in household	1956
4161	1038	Q10c Age of children under 16 in household Base : All with children under 16 in household	1956
4163	1039	Q10d Whether respondent parent/carer of children (under 16) in household Base : All with children under 16 in household	1954
4165	1040	Q10e Channels respondents' children watch regularly Base : All parents/carers of children under 16 in household - Q3 and Q4 only	869
4169	1041	Q11 Ethnic origin Base : All	6845

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

PAGE	TABLE	TITLE	TOTAL
4175	1042	Q11a Whether can speak/understand Welsh Base : All in Welsh sample	979
4177	1043	Q12 Chief income earner (CIE) Base : All	6845
4179	1044	Q13 Respondent's working status Base : All	6845
4181	1045	Social grade Base : All	6845
4185	1046	Region/Nation Base : All	6845
4191	1047	QB Gender Base : All	6845
4193	1048	Q14 Whether happy to be re-contacted for future research for Ofcom Base : All	6845

Q6b(a) - Summary													
BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1

Absolutes/col/row percents

9 Jul 2009

Q1a Welsh sample - Channels receive

Base : All in Welsh sample

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**979**	445 *45%*	534 *55%*	63 *6%*	156 *16%*	163 *17%*	203 *21%*	199 *20%*	191 *20%*	173 *18%*	525 *54%*	264 *27%*
Total (Wtd)	**342**	155 *45%*	188 *55%*	27* *8%* *	65 *19%*	56 *16%*	69 *20%*	60 *17%*	64 *19%*	54 *16%*	166 *49%*	122 *36%*
Effective Total	**894**	404	490	58	146	153	190	184	176	168	508	251
S4C	**300** ***88%***	136 *88%* *45%*	164 *87%* *55%*	25 *90%* *8%*	55 *85%* *18%*	49 *87%* *16%*	64 *92%* *21%* DH	53 *89%* *18%*	53 *84%* *18%*	49 *91%* *16%* K	150 *90%* *50%* K	101 *83%* *34%*
Channel 4	**288** ***84%***	129 *83%* *45%*	159 *85%* *55%*	23 *85%* *8%*	55 *84%* *19%*	49 *87%* *17%*	58 *83%* *20%*	51 *85%* *18%*	52 *82%* *18%*	43 *81%* *15%*	143 *86%* *50%*	102 *83%* *35%*
Don't know	**4** ***1%***	1 *1%* *30%*	3 *2%* *70%*	- - -	3 *4%* *63%* EG	- - -	1 *1%* *22%*	- - -	1 *1%* *16%*	1 *2%* *26%*	2 *1%* *48%*	1 *1%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1

Absolutes/col/row percents

9 Jul 2009

Q1a Welsh sample - Channels receive

Base : All in Welsh sample

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**979**	979 *100%*	957 *98%*	14 *1%*	142 *15%*	824 *84%*	834 *85%*	577 *59%*	256 *26%*	285 *29%*
Total (Wtd)	**342**	342 *100%*	339 *99%*	3** *1%* **	49 *14%*	289 *84%*	292 *85%*	202 *59%*	90 *26%*	100 *29%*
Effective Total	**894**	894	883	10	130	753	761	528	233	258
S4C	**300** ***88%***	300 *88%* *100%*	298 *88%* *99%*	3 *83%* *1%*	40 *83%* *13%*	257 *89%* *86%* UYZ	260 *89%* *87%* UYZ	187 *92%* *62%* UVWYZ	73 *82%* *24%*	83 *83%* *27%*
Channel 4	**288** ***84%***	288 *84%* *100%*	284 *84%* *99%*	3 *100%* *1%*	27 *56%* *9%*	258 *89%* *89%* U	261 *89%* *91%* U	182 *90%* *63%* U	78 *87%* *27%* U	87 *87%* *30%* U
Don't know	**4** ***1%***	4 *1%* *100%*	4 *1%* *100%*	- - -	1 *2%* *19%*	2 *1%* *50%*	2 *1%* *50%*	1 *1%* *33%*	1 *1%* *17%*	1 *1%* *17%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 2

Absolutes/col/row percents

9 Jul 2009

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

Base : All in Welsh sample who receive S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**869**	396 *46%*	473 *54%*	57 *7%*	134 *15%*	145 *17%*	187 *22%*	179 *21%*	163 *19%*	159 *18%*	474 *55%*	220 *25%*
Total (Wtd)	**300**	136 *45%*	164 *55%*	25* *8%* *	55 *18%*	49 *16%*	64 *21%*	53 *18%*	53 *18%*	49 *16%*	150 *50%*	101 *34%*
Effective Total	**792**	360	433	52	125	136	176	165	149	155	459	208
Yes	**108** ***36%***	54 *40%* *50%* B	54 *33%* *50%*	8 *34%* *8%*	16 *29%* *15%*	14 *29%* *13%*	23 *37%* *22%*	24 *46%* *23%* DE	21 *40%* *20%*	20 *40%* *18%*	51 *34%* *47%*	38 *37%* *35%*
No	**192** ***64%***	82 *60%* *43%*	110 *67%* *57%* A	16 *66%* *8%*	40 *71%* *21%* G	35 *71%* *18%* G	41 *63%* *21%*	29 *54%* *15%*	32 *60%* *17%*	30 *60%* *15%*	99 *66%* *52%*	64 *63%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 2

Absolutes/col/row percents

9 Jul 2009

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

Base : All in Welsh sample who receive S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**869**	869 *100%*	849 *98%*	12 *1%*	121 *14%*	739 *85%*	748 *86%*	536 *62%*	212 *24%*	237 *27%*
Total (Wtd)	**300**	300 *100%*	298 *99%*	3** *1%* **	40 *13%*	257 *86%*	260 *87%*	187 *62%*	73 *24%*	83 *27%*
Effective Total	**792**	792	784	9	110	675	683	491	192	215
Yes	**108** ***36%***	108 *36%* *100%*	108 *36%* *100%*	* *13%* *	17 *43%* *16%*	90 *35%* *83%*	91 *35%* *84%*	66 *35%* *61%*	25 *34%* *23%*	30 *36%* *27%*
No	**192** ***64%***	192 *64%* *100%*	190 *64%* *99%*	2 *87%* *1%*	23 *57%* *12%*	167 *65%* *87%*	169 *65%* *88%*	121 *65%* *63%*	49 *66%* *25%*	53 *64%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 3

Absolutes/col/row percents

9 Jul 2009

Q1b Welsh sample - Channel watch most

Base : All in Welsh sample who receive both S4C and Channel 4

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**724**	328 *45%*	396 *55%*	48 *7%*	114 *16%*	121 *17%*	155 *21%*	151 *21%*	131 *18%*	130 *18%*	404 *56%*	177 *24%*
Total (Wtd)	**250**	112 *45%*	138 *55%*	21* *8%* *	47 *19%*	42 *17%*	53 *21%*	45 *18%*	43 *17%*	40 *16%*	128 *51%*	82 *33%*
Effective Total	**661**	298	363	45	105	115	147	139	120	127	392	167
S4C	**39** ***16%***	17 *15%* *44%*	22 *16%* *56%*	- - -	6 *13%* *15%* C	6 *15%* *16%* C	8 *16%* *21%* C	10 *23%* *26%* CD	9 *20%* *22%* C	7 *17%* *18%*	18 *14%* *45%*	15 *18%* *38%*
Channel 4	**201** ***80%***	90 *81%* *45%*	110 *80%* *55%*	20 *98%* *10%* DE FGH	41 *86%* *20%* GH	33 *80%* *17%*	43 *82%* *22%* G	31 *70%* *16%*	32 *74%* *16%*	30 *75%* *15%*	107 *83%* *53%* I	64 *78%* *32%*
Don't know	**10** ***4%***	4 *4%* *41%*	6 *4%* *59%*	* *2%* *4%*	1 *2%* *7%*	2 *5%* *22%*	2 *3%* *15%*	3 *7%* *30%* D	2 *5%* *23%*	3 *8%* *31%* J	4 *3%* *39%*	3 *4%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 3

Absolutes/col/row percents

9 Jul 2009

Q1b Welsh sample - Channel watch most

Base : All in Welsh sample who receive both S4C and Channel 4

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**724**	724 *100%*	708 *98%*	11 *2%*	57 *8%*	660 *91%*	667 *92%*	486 *67%*	181 *25%*	202 *28%*
Total (Wtd)	**250**	250 *100%*	247 *99%*	3** *1%* **	20* *8%* *	228 *91%*	231 *92%*	168 *67%*	63 *25%*	70 *28%*
Effective Total	**661**	661	653	9	52	602	609	445	164	183
S4C	**39** ***16%***	39 *16%* *100%*	39 *16%* *99%*	* *14%* *1%*	5 *24%* *12%*	34 *15%* *87%*	35 *15%* *88%*	25 *15%* *63%*	10 *16%* *25%*	11 *15%* *27%*
Channel 4	**201** ***80%***	201 *80%* *100%*	199 *80%* *99%*	2 *67%* *1%*	14 *73%* *7%*	184 *81%* *92%*	186 *81%* *93%*	136 *81%* *68%*	51 *81%* *25%*	57 *81%* *28%*
Don't know	**10** ***4%***	10 *4%* *100%*	10 *4%* *95%*	1 *20%* *5%*	1 *3%* *6%*	10 *4%* *94%*	10 *4%* *94%*	8 *5%* *73%*	2 *4%* *21%*	3 *4%* *27%*

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 4

Absolutes/col/row percents

9 Jul 2009

Q1c TV service(s) in h/hold

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Terrestrial TV only	**1068** ***16%***	498 *15%* *47%*	570 *16%* *53%*	98 *14%* *9%*	154 *11%* *14%*	136 *11%* *13%*	144 *12%* *14%*	183 *18%* *17%* DE F	352 *27%* *33%* CDEF G	177 *14%* *17%*	468 *14%* *44%*	423 *19%* *40%* IJ	210 *13%* *20%*	297 *17%* *28%* L	377 *16%* *35%* L
Digital satellite TV	**2663** ***39%***	1304 *40%* *49%*	1359 *38%* *51%*	322 *45%* *12%* GH	663 *47%* *25%* FG H	526 *45%* *20%* GH	497 *41%* *19%* GH	338 *33%* *13%* H	317 *24%* *12%*	479 *39%* *18%* K	1488 *43%* *56%* IK	697 *32%* *26%*	630 *38%* *24%*	656 *38%* *25%*	876 *38%* *33%*
Digital cable	**741** ***11%***	353 *11%* *48%*	388 *11%* *52%*	99 *14%* *13%* GH	156 *11%* *21%* H	134 *11%* *18%* H	148 *12%* *20%* H	102 *10%* *14%*	102 *8%* *14%*	141 *11%* *19%*	375 *11%* *51%*	226 *10%* *30%*	200 *12%* *27%*	172 *10%* *23%*	248 *11%* *34%*
Non-digital cable	**75** ***1%***	32 *1%* *42%*	43 *1%* *58%*	8 *1%* *10%*	23 *2%* *31%*	9 *1%* *12%*	9 *1%* *12%*	13 *1%* *17%*	14 *1%* *19%*	11 *1%* *14%*	31 *1%* *42%*	33 *2%* *44%*	14 *1%* *18%*	8 *** *11%*	43 *2%* *58%* LM
Freeview	**2434** ***36%***	1173 *36%* *48%*	1261 *35%* *52%*	211 *29%* *9%*	428 *31%* *18%*	408 *35%* *17%*	462 *38%* *19%* CD	403 *39%* *17%* CD E	522 *40%* *21%* CDE	452 *37%* *19%* J	1132 *33%* *47%*	850 *39%* *35%* J	637 *39%* *26%* N	627 *37%* *26%*	792 *34%* *33%*
Freesat	**149** ***2%***	75 *2%* *50%*	75 *2%* *50%*	12 *2%* *8%*	23 *2%* *15%*	34 *3%* *23%* H	33 *3%* *22%*	29 *3%* *20%* H	19 *1%* *13%*	23 *2%* *15%*	83 *2%* *55%*	44 *2%* *29%*	30 *2%* *20%*	30 *2%* *20%*	62 *3%* *41%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 4

Absolutes/col/row percents

9 Jul 2009

Q1c TV service(s) in h/hold

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Digital TV via broadband DSL line	**16** *	3 * *17%*	14 * *83%* A	1 * *5%*	2 * *10%*	2 * *10%*	4 * *25%*	3 * *21%*	5 * *28%*	2 * *14%*	11 * *70%*	3 * *16%*	5 * *31%*	2 * *10%*	7 * *41%*
No TV in household	**33** *	23 *1%* *70%* B	10 * *30%*	4 *1%* *12%*	14 *1%* *43%* GH	7 *1%* *20%*	5 * *15%*	1 * *4%*	2 * *5%*	7 *1%* *21%*	17 *1%* *53%*	8 * *26%*	10 *1%* *31%*	3 * *11%*	16 *1%* *50%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 4

Absolutes/col/row percents

9 Jul 2009

Q1c TV service(s) in h/hold

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Terrestrial TV only	**1068** ***16%***	95 *15%* *9%*	49 *14%* *5%*	42 *20%* *4%* OPR	884 *16%* *83%*	971 *15%* *91%*	98 *21%* *9%* S	1068 *100%* *100%* VWXYZ	- - -	- - -	- - -	- - -	- - -
Digital satellite TV	**2663** ***39%***	241 *39%* *9%*	170 *50%* *6%* OQR	89 *43%* *3%* R	2162 *38%* *81%*	2424 *38%* *91%*	240 *51%* *9%* S	- - -	2663 *47%* *100%* UYZ	2663 *46%* *100%* UYZ	2663 *74%* *100%* UVWYZ	- - -	- - -
Digital cable	**741** ***11%***	84 *14%* *11%* PQR	19 *6%* *3%*	16 *8%* *2%*	621 *11%* *84%* PQ	690 *11%* *93%*	51 *11%* *7%*	- - -	741 *13%* *100%* UYZ	741 *13%* *100%* UYZ	741 *21%* *100%* UVWYZ	- - -	- - -
Non-digital cable	**75** ***1%***	4 *1%* *5%*	3 *1%* *5%*	3 *1%* *4%*	65 *1%* *87%*	69 *1%* *92%*	6 *1%* *8%*	- - -	4 *** *5%*	75 *1%* *100%* UVYZ	75 *2%* *100%* UVWYZ	- - -	- - -
Freeview	**2434** ***36%***	215 *35%* *9%* Q	107 *31%* *4%*	56 *28%* *2%*	2055 *36%* *84%* PQ	2353 *37%* *97%* T	81 *17%* *3%*	- - -	2434 *43%* *100%* UX	2434 *42%* *100%* UX	301 *8%* *12%* U	2131 *100%* *88%* UVWXZ	2142 *94%* *88%* UVWX
Freesat	**149** ***2%***	12 *2%* *8%*	11 *3%* *8%* OR	5 *2%* *3%*	122 *2%* *82%*	143 *2%* *96%*	6 *1%* *4%*	- - -	149 *3%* *100%* UY	149 *3%* *100%* UY	149 *4%* *100%* UVWY	- - -	136 *6%* *91%* UVWXY

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 4

Absolutes/col/row percents

9 Jul 2009

Q1c TV service(s) in h/hold

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Digital TV via broadband DSL line	**16** *	2 * *12%*	* * *2%*	1 * *4%*	14 * *83%*	16 * *99%*	* * *1%*	- - -	16 * *100%* XYZ	16 * *100%* XYZ	- - -	- - -	- - -
No TV in household	**33** *	1 * *2%*	1 * *4%*	1 * *2%*	30 *1%* *92%*	28 * *85%*	5 *1%* *15%*	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 5

Absolutes/col/row percents

9 Jul 2009

Q1d Whether can receive Five

Base : All who have terrestrial TV only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1104**	492 *45%*	612 *55%*	83 *8%*	143 *13%*	149 *13%*	169 *15%*	210 *19%*	342 *31%*	199 *18%*	543 *49%*	342 *31%*	148 *13%*	163 *15%*	297 *27%*
Total (Wtd)	**1068**	498 *47%*	570 *53%*	98* *9%* *	154 *14%*	136* *13%* *	144 *14%*	183 *17%*	352 *33%*	177 *17%*	468 *44%*	423 *40%*	210 *20%*	297 *28%*	377 *35%*
Effective Total	**749**	343	406	58	104	99	105	143	244	145	383	244	136	151	269
Yes	**713** ***67%***	334 *67%* *47%*	379 *67%* *53%*	76 *77%* *11%* D	91 *59%* *13%*	94 *70%* *13%*	102 *71%* *14%*	122 *67%* *17%*	228 *65%* *32%*	107 *60%* *15%*	326 *69%* *46%* I	281 *66%* *39%*	138 *66%* *19%*	213 *72%* *30%*	245 *65%* *34%*
No	**329** ***31%***	153 *31%* *46%*	176 *31%* *54%*	18 *18%* *5%*	57 *37%* *17%* C	40 *30%* *12%*	40 *28%* *12%*	57 *31%* *17%*	115 *33%* *35%* C	60 *34%* *18%*	132 *28%* *40%*	137 *32%* *41%*	66 *32%* *20%*	81 *27%* *25%*	119 *32%* *36%*
Don't know	**26** ***2%***	11 *2%* *44%*	15 *3%* *56%*	5 *5%* *19%*	6 *4%* *23%*	1 *1%* *4%*	2 *2%* *9%*	4 *2%* *14%*	8 *2%* *33%*	10 *6%* *38%* K	10 *2%* *40%*	6 *1%* *22%*	6 *3%* *23%*	2 *1%* *8%*	13 *3%* *48%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 5

Absolutes/col/row percents

9 Jul 2009

Q1d Whether can receive Five

Base : All who have terrestrial TV only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)
Total (Unwtd)	**1104**	156 *14%*	142 *13%*	198 *18%*	608 *55%*	1006 *91%*	85 *8%*	1104 *100%*
Total (Wtd)	**1068**	95 *9%*	49 *5%*	42 *4%*	884 *83%*	971 *91%*	98* *9%* *	1068 *100%*
Effective Total	**749**	142	130	178	545	676	74	749
Yes	**713** ***67%***	65 *69%* *9%* P	27 *56%* *4%*	25 *59%* *3%*	596 *67%* *84%* PQ	645 *66%* *90%*	68 *70%* *10%*	713 *67%* *100%*
No	**329** ***31%***	27 *28%* *8%*	20 *41%* *6%* OR	16 *38%* *5%* R	267 *30%* *81%*	308 *32%* *94%*	21 *22%* *6%*	329 *31%* *100%*
Don't know	**26** ***2%***	3 *3%* *11%*	2 *3%* *6%*	1 *3%* *4%*	21 *2%* *79%*	18 *2%* *69%*	8 *8%* *31%* S	26 *2%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 6

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC1

Base : All who ever watch TV

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**4841** ***71%***	2257 *69%* *47%*	2584 *73%* *53%* A	424 *59%* *9%*	970 *69%* *20%* C	819 *69%* *17%* C	856 *70%* *18%* C	764 *75%* *16%* CD EF	1006 *77%* *21%* CDEF	953 *77%* *20%* JK	2348 *69%* *49%*	1539 *70%* *32%*	1178 *72%* *24%*	1218 *71%* *25%*	1632 *70%* *34%*
Occasionally	**1801** ***26%***	907 *28%* *50%*	894 *25%* *50%*	249 *35%* *14%* DE FGH	381 *27%* *21%* H	327 *28%* *18%* H	333 *27%* *18%* H	243 *24%* *13%*	269 *21%* *15%*	249 *20%* *14%*	971 *28%* *54%* I	581 *27%* *32%* I	420 *26%* *23%*	443 *26%* *25%*	621 *27%* *34%*
Never	**190** ***3%***	115 *4%* *61%* B	75 *2%* *39%*	39 *5%* *21%* EF GH	50 *4%* *27%* GH	34 *3%* *18%*	29 *2%* *15%*	17 *2%* *9%*	21 *2%* *11%*	28 *2%* *15%*	95 *3%* *50%*	66 *3%* *35%*	41 *3%* *22%*	50 *3%* *27%*	68 *3%* *36%*
Don't know	**13** *****	7 * *52%*	6 * *48%*	3 * *27%* D	- - -	- - -	3 * *21%*	1 * *10%*	6 * *42%* D	1 * *9%*	7 * *57%*	4 * *33%*	3 * *24%*	- - -	6 * *45%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 6

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC1

Base : All who ever watch TV

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**4841** ***71%***	417 *68%* *9%*	257 *75%* *5%* OQR	138 *67%* *3%*	4029 *71%* *83%* Q	4574 *72%* *94%* T	267 *56%* *6%*	711 *67%* *15%*	4078 *72%* *84%* U	4124 *72%* *85%* U	2516 *70%* *52%*	1595 *75%* *33%* UVWX	1689 *75%* *35%* UWX
Occasionally	**1801** ***26%***	181 *29%* *10%* P	77 *22%* *4%*	60 *29%* *3%* P	1484 *26%* *82%* P	1630 *26%* *90%*	171 *36%* *9%* S	317 *30%* *18%* VWYZ	1447 *26%* *80%*	1471 *26%* *82%*	968 *27%* *54%* YZ	499 *23%* *28%*	537 *24%* *30%*
Never	**190** ***3%***	16 *3%* *8%*	7 *2%* *4%*	8 *4%* *4%* P	159 *3%* *84%*	156 *2%* *82%*	34 *7%* *18%* S	36 *3%* *19%* YZ	139 *2%* *73%*	140 *2%* *74%*	105 *3%* *55%* YZ	35 *2%* *18%*	39 *2%* *21%*
Don't know	**13** *****	3 * *20%*	1 * *11%*	- - -	9 * *69%*	12 * *95%*	1 * *5%*	4 * *30%*	9 * *70%*	9 * *70%*	8 * *60%*	1 * *10%*	1 * *10%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 7

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC2

Base : All who ever watch TV

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**2321** ***34%***	1175 *36%* *51%* B	1146 *32%* *49%*	173 *24%* *7%*	336 *24%* *14%*	331 *28%* *14%*	437 *36%* *19%* CD E	428 *42%* *18%* CD EF	617 *47%* *27%* CDEF G	493 *40%* *21%* JK	1079 *32%* *46%*	749 *34%* *32%*	526 *32%* *23%*	588 *34%* *25%*	843 *36%* *36%* L
Occasionally	**3755** ***55%***	1824 *56%* *49%*	1931 *54%* *51%*	369 *52%* *10%*	819 *58%* *22%* CG H	732 *62%* *20%* CF GH	679 *56%* *18%* H	534 *52%* *14%*	620 *48%* *17%*	643 *52%* *17%*	1949 *57%* *52%* IK	1162 *53%* *31%*	936 *57%* *25%* N	951 *56%* *25%*	1214 *52%* *32%*
Never	**747** ***11%***	273 *8%* *37%*	474 *13%* *63%* A	172 *24%* *23%* DE FGH	241 *17%* *32%* EF GH	114 *10%* *15%* GH	99 *8%* *13%* H	59 *6%* *8%*	61 *5%* *8%*	90 *7%* *12%*	383 *11%* *51%* I	274 *12%* *37%* I	179 *11%* *24%*	168 *10%* *22%*	258 *11%* *35%*
Don't know	**23** *	14 * *62%*	9 * *38%*	1 * *6%*	5 * *22%*	3 * *15%*	5 * *22%*	4 * *17%*	4 * *18%*	6 * *25%*	11 * *50%*	6 * *25%*	2 * *9%*	4 * *19%*	11 * *50%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 7

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC2

Base : All who ever watch TV

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**2321** ***34%***	187 *30%* *8%*	120 *35%* *5%* OQ	57 *28%* *2%*	1958 *34%* *84%* OQ	2233 *35%* *96%* T	88 *19%* *4%*	367 *34%* *16%* X	1930 *34%* *83%* X	1954 *34%* *84%* X	1043 *29%* *45%*	906 *43%* *39%* UVWX	959 *42%* *41%* UVWX
Occasionally	**3755** ***55%***	344 *56%* *9%*	194 *57%* *5%*	116 *57%* *3%*	3101 *55%* *83%*	3473 *54%* *92%*	282 *60%* *7%*	593 *56%* *16%* YZ	3118 *55%* *83%* YZ	3146 *55%* *84%* YZ	2075 *58%* *55%* VWYZ	1061 *50%* *28%*	1134 *50%* *30%*
Never	**747** ***11%***	83 *13%* *11%* PR	27 *8%* *4%*	32 *16%* *4%* PR	605 *11%* *81%* P	645 *10%* *86%*	101 *21%* *14%* S	106 *10%* *14%* YZ	606 *11%* *81%* YZ	624 *11%* *84%* YZ	468 *13%* *63%* UVWYZ	155 *7%* *21%*	165 *7%* *22%*
Don't know	**23** *****	3 * *12%*	2 *1%* *9%* Q	- - -	18 * *78%*	21 * *93%*	2 * *7%*	2 * *10%*	19 * *84%*	20 * *90%*	11 * *50%*	9 * *39%*	9 * *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 8

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - ITV1

Base : All who ever watch TV

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**3551** ***52%***	1520 *46%* *43%*	2031 *57%* *57%* A	362 *51%* *10%*	679 *49%* *19%*	644 *55%* *18%* D	639 *52%* *18%*	530 *52%* *15%*	695 *53%* *20%* D	553 *45%* *16%*	1726 *50%* *49%* I	1271 *58%* *36%* IJ	960 *58%* *27%* MN	887 *52%* *25%* N	1065 *46%* *30%*
Occasionally	**2780** ***41%***	1470 *45%* *53%* B	1310 *37%* *47%*	282 *39%* *10%*	565 *40%* *20%*	459 *39%* *17%*	504 *41%* *18%*	440 *43%* *16%*	529 *41%* *19%*	570 *46%* *21%* JK	1443 *42%* *52%* K	767 *35%* *28%*	594 *36%* *21%*	688 *40%* *25%*	1067 *46%* *38%* LM
Never	**480** ***7%***	274 *8%* *57%* B	206 *6%* *43%*	66 *9%* *14%* FG H	155 *11%* *32%* EF GH	76 *6%* *16%*	62 *5%* *13%*	55 *5%* *11%*	67 *5%* *14%*	102 *8%* *21%* K	245 *7%* *51%*	133 *6%* *28%*	86 *5%* *18%*	124 *7%* *26%*	185 *8%* *39%* L
Don't know	**34** ***1%***	22 *1%* *64%*	12 *** *36%*	5 *1%* *16%*	2 *** *5%*	1 *** *3%*	14 *1%* *41%* DEG	1 *** *4%*	10 *1%* *30%* DE	6 *1%* *19%*	9 *** *26%*	19 *1%* *55%* J	3 *** *9%*	13 *1%* *38%*	10 *** *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 8

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - ITV1

Base : All who ever watch TV

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**3551** ***52%***	316 *51%* *9%*	208 *61%* *6%* OQR	115 *56%* *3%* OR	2912 *51%* *82%*	3374 *53%* *95%* T	176 *37%* *5%*	499 *47%* *14%*	3005 *53%* *85%* U	3047 *53%* *86%* U	1889 *53%* *53%* U	1150 *54%* *32%* U	1222 *54%* *34%* U
Occasionally	**2780** ***41%***	238 *39%* *9%* P	116 *34%* *4%*	78 *38%* *3%*	2348 *41%* *84%* P	2540 *40%* *91%*	239 *51%* *9%* S	483 *45%* *17%* VWXY Z	2265 *40%* *81%*	2285 *40%* *82%*	1436 *40%* *52%*	842 *40%* *30%*	888 *39%* *32%*
Never	**480** ***7%***	56 *9%* *12%* PQR	16 *5%* *3%*	12 *6%* *3%*	395 *7%* *82%* P	425 *7%* *89%*	55 *12%* *11%* S	75 *7%* *16%*	379 *7%* *79%*	388 *7%* *81%*	255 *7%* *53%*	132 *6%* *27%*	146 *6%* *30%*
Don't know	**34** ***1%***	7 *1%* *20%* QR	2 *** *4%*	* * *1%*	26 *** *75%*	33 *1%* *95%*	2 *** *5%*	11 *1%* *32%* VWY	23 *** *68%*	23 *** *68%*	16 *** *46%*	7 *** *22%*	11 *** *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 9

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Channel 4

Base : All who were asked question and ever watch TV

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6583**	3130 *48%*	3453 *52%*	605 *9%*	1196 *18%*	1207 *18%*	1216 *18%*	1121 *17%*	1210 *18%*	1267 *19%*	3619 *55%*	1563 *24%*	1131 *17%*	916 *14%*	1835 *28%*
Total (Wtd)	**6756**	3244 *48%*	3512 *52%*	711 *11%*	1386 *21%*	1167 *17%*	1201 *18%*	1007 *15%*	1282 *19%*	1216 *18%*	3383 *50%*	2156 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4591**	2178	2414	411	846	864	843	783	887	946	2660	1141	1034	839	1649
Regularly	**2429** ***36%***	1070 *33%* *44%*	1359 *39%* *56%* A	380 *53%* *16%* DE FGH	620 *45%* *26%* EF GH	385 *33%* *16%* H	367 *31%* *15%*	309 *31%* *13%*	367 *29%* *15%*	464 *38%* *19%* K	1235 *37%* *51%*	729 *34%* *30%*	565 *34%* *23%*	598 *35%* *25%*	864 *37%* *36%*
Occasionally	**3767** ***56%***	1863 *57%* *49%* B	1904 *54%* *51%*	261 *37%* *7%*	646 *47%* *17%* C	692 *59%* *18%* CD	755 *63%* *20%* CD	621 *62%* *16%* CD	791 *62%* *21%* CD	680 *56%* *18%*	1888 *56%* *50%*	1199 *56%* *32%*	953 *58%* *25%*	959 *56%* *25%*	1263 *54%* *34%*
Never	**533** ***8%***	291 *9%* *55%* B	242 *7%* *45%*	70 *10%* *13%* F	117 *8%* *22%* F	86 *7%* *16%*	70 *6%* *13%*	75 *7%* *14%*	115 *9%* *22%* F	67 *6%* *13%*	250 *7%* *47%* I	216 *10%* *40%* IJ	118 *7%* *22%*	147 *9%* *28%*	192 *8%* *36%*
Don't know	**27** *	20 *1%* *74%* B	7 * *26%*	1 * *2%*	3 * *11%*	4 * *14%*	9 *1%* *32%*	2 * *8%*	9 *1%* *32%*	5 * *19%*	10 * *37%*	12 *1%* *44%*	6 * *22%*	7 * *26%*	8 * *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 9

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Channel 4

Base : All who were asked question and ever watch TV

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6583**	1002 *15%*	717 *11%*	982 *15%*	3882 *59%*	6067 *92%*	431 *7%*	1027 *16%*	5457 *83%*	5524 *84%*	3548 *54%*	1957 *30%*	2099 *32%*
Total (Wtd)	**6756**	616 *9%*	253 *4%*	205 *3%*	5681 *84%*	6283 *93%*	472 *7%*	1043 *15%*	5609 *83%*	5680 *84%*	3553 *53%*	2111 *31%*	2244 *33%*
Effective Total	**4591**	926	655	887	3439	4232	363	718	3807	3853	2440	1400	1497
Regularly	**2429** ***36%***	239 *39%* *10%* P	81 *32%* *3%*	82 *40%* *3%* PR	2027 *36%* *83%*	2286 *36%* *94%* T	143 *30%* *6%*	295 *28%* *12%*	2101 *37%* *87%* U	2133 *38%* *88%* U	1253 *35%* *52%* U	873 *41%* *36%* UVWX	932 *42%* *38%* UVWX
Occasionally	**3767** ***56%***	326 *53%* *9%*	157 *62%* *4%* OQR	108 *53%* *3%*	3176 *56%* *84%*	3513 *56%* *93%*	254 *54%* *7%*	635 *61%* *17%* VWXY Z	3080 *55%* *82%*	3115 *55%* *83%*	1982 *56%* *53%*	1123 *53%* *30%*	1189 *53%* *32%*
Never	**533** ***8%***	47 *8%* *9%*	14 *6%* *3%*	14 *7%* *3%*	457 *8%* *86%* P	462 *7%* *87%*	71 *15%* *13%* S	106 *10%* *20%* VWYZ	408 *7%* *77%* YZ	411 *7%* *77%* YZ	308 *9%* *58%* VWYZ	103 *5%* *19%*	112 *5%* *21%*
Don't know	**27** *	4 *1%* *16%*	1 * *4%*	1 * *2%*	21 * *78%*	23 * *84%*	4 *1%* *16%*	7 *1%* *25%*	20 * *75%*	20 * *75%*	10 * *36%*	10 * *38%*	10 * *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 10

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - S4C

Base : All who were asked question and ever watch TV

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**262**	121 *46%*	141 *54%*	9 *3%*	35 *13%*	41 *16%*	58 *22%*	59 *23%*	60 *23%*	53 *20%*	128 *49%*	77 *29%*
Total (Wtd)	**89**	42 *47%*	48 *53%*	4** *5%* **	14* *16%* *	14* *15%* *	19* *21%* *	19* *21%* *	19* *22%* *	16* *18%* *	39 *44%*	34* *38%* *
Effective Total	**239**	109	130	8	33	37	55	56	53	52	122	73
Regularly	**32** ***36%***	11 *26%* *34%*	21 *44%* *66%* A	* *9%* *1%*	4 *32%* *14%*	6 *47%* *20%*	7 *35%* *21%*	7 *39%* *23%*	7 *34%* *21%*	7 *46%* *23%*	13 *35%* *42%*	11 *32%* *34%*
Occasionally	**45** ***50%***	24 *58%* *54%* B	21 *43%* *46%*	2 *47%* *4%*	7 *47%* *15%*	6 *46%* *14%*	9 *48%* *20%*	10 *53%* *22%*	11 *56%* *24%*	5 *29%* *10%*	20 *52%* *45%* I	20 *58%* *44%* I
Never	**12** ***13%***	6 *15%* *51%*	6 *12%* *49%*	2 *44%* *15%*	3 *21%* *25%* G	1 *7%* *8%*	3 *17%* *27%*	1 *6%* *10%*	2 *9%* *14%*	4 *25%* *34%* JK	5 *12%* *38%*	3 *10%* *28%*
Don't know	**1** ***1%***	1 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	* *2%* *51%*	* *1%* *49%*	- - -	1 *1%* *100%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 10

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - S4C

Base : All who were asked question and ever watch TV

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**262**	262 *100%*	255 *97%*	2 *1%*	77 *29%*	182 *69%*	185 *71%*	124 *47%*	61 *23%*	67 *26%*
Total (Wtd)	**89**	89 *100%*	89 *100%*	***	25* *28%* *	63 *71%*	64 *72%*	44 *49%*	20* *23%* *	23* *26%* *
* **										
Effective Total	**239**	239	238	1	70	167	169	113	56	61
Regularly	**32** ***36%***	32 *36%* *100%*	31 *35%* *99%*	* *100%* *1%*	7 *26%* *21%*	25 *40%* *79%* U	25 *39%* *79%*	18 *41%* *56%* U	7 *36%* *23%*	8 *33%* *24%*
Occasionally	**45** ***50%***	45 *50%* *100%*	45 *51%* *100%*	* * *	13 *51%* *29%*	31 *50%* *70%*	32 *50%* *71%*	22 *49%* *48%*	11 *52%* *23%*	12 *53%* *27%*
Never	**12** ***13%***	12 *13%* *100%*	12 *13%* *100%*	- - -	5 *21%* *44%* VWX	7 *11%* *56%*	7 *10%* *56%*	4 *9%* *34%*	3 *13%* *21%*	3 *14%* *27%*
Don't know	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *2%* *100%*	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 11

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Five

Base : All who ever watch TV and receive Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6451**	3074 *48%*	3377 *52%*	592 *9%*	1173 *18%*	1197 *19%*	1220 *19%*	1102 *17%*	1140 *18%*	1241 *19%*	3560 *55%*	1518 *24%*	1080 *17%*	872 *14%*	1733 *27%*
Total (Wtd)	**6490**	3121 *48%*	3369 *52%*	693 *11%*	1337 *21%*	1139 *18%*	1178 *18%*	965 *15%*	1178 *18%*	1162 *18%*	3279 *51%*	2048 *32%*	1571 *24%*	1628 *25%*	2195 *34%*
Effective Total	**4442**	2110	2333	402	819	849	835	757	823	910	2591	1090	986	798	1556
Regularly	**1247** ***19%***	498 *16%* *40%*	749 *22%* *60%* A	119 *17%* *10%*	252 *19%* *20%*	200 *18%* *16%*	229 *19%* *18%*	192 *20%* *15%*	255 *22%* *20%* E	171 *15%* *14%*	644 *20%* *52%* I	432 *21%* *35%* I	310 *20%* *25%*	298 *18%* *24%*	413 *19%* *33%*
Occasionally	**3878** ***60%***	1972 *63%* *51%* B	1906 *57%* *49%*	317 *46%* *8%*	738 *55%* *19%* C	721 *63%* *19%* CD	760 *65%* *20%* CD	596 *62%* *15%* CD	747 *63%* *19%* CD	703 *60%* *18%*	1949 *59%* *50%*	1226 *60%* *32%*	942 *60%* *24%*	1020 *63%* *26%* N	1277 *58%* *33%*
Never	**1333** ***21%***	629 *20%* *47%*	703 *21%* *53%*	254 *37%* *19%* DE FGH	346 *26%* *26%* EF GH	216 *19%* *16%* FH	178 *15%* *13%*	172 *18%* *13%*	167 *14%* *13%*	282 *24%* *21%* JK	677 *21%* *51%*	374 *18%* *28%*	313 *20%* *24%*	303 *19%* *23%*	489 *22%* *37%* M
Don't know	**32** *	22 *1%* *68%*	10 * *32%*	3 * *9%*	2 * *5%*	2 * *6%*	10 *1%* *32%* DE	6 *1%* *19%*	9 *1%* *28%*	7 *1%* *22%*	10 * *30%*	16 *1%* *49%*	6 * *19%*	7 * *21%*	16 *1%* *49%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 11

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Five

Base : All who ever watch TV and receive Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6451**	951 *15%*	914 *14%*	901 *14%*	3685 *57%*	5961 *92%*	405 *6%*	710 *11%*	5639 *87%*	5709 *88%*	3672 *57%*	2018 *31%*	2166 *34%*
Total (Wtd)	**6490**	587 *9%*	321 *5%*	188 *3%*	5394 *83%*	6046 *93%*	443 *7%*	713 *11%*	5673 *87%*	5744 *89%*	3597 *55%*	2131 *33%*	2267 *35%*
Effective Total	**4442**	880	835	816	3260	4104	341	493	3882	3929	2492	1424	1523
Regularly	**1247** ***19%***	114 *19%* *9%*	73 *23%* *6%* R	38 *20%* *3%*	1022 *19%* *82%*	1157 *19%* *93%*	90 *20%* *7%*	118 *16%* *9%*	1113 *20%* *89%*	1127 *20%* *90%*	652 *18%* *52%*	471 *22%* *38%* UVWX	496 *22%* *40%* UX
Occasionally	**3878** ***60%***	351 *60%* *9%*	181 *56%* *5%*	108 *57%* *3%*	3239 *60%* *84%*	3632 *60%* *94%*	246 *56%* *6%*	469 *66%* *12%* VWXY Z	3357 *59%* *87%*	3404 *59%* *88%*	2119 *59%* *55%*	1274 *60%* *33%*	1364 *60%* *35%*
Never	**1333** ***21%***	120 *20%* *9%*	65 *20%* *5%*	43 *23%* *3%*	1105 *20%* *83%*	1229 *20%* *92%*	104 *23%* *8%*	126 *18%* *9%*	1171 *21%* *88%* YZ	1182 *21%* *89%* YZ	807 *22%* *61%* UYZ	373 *18%* *28%*	393 *17%* *30%*
Don't know	**32** *****	2 * *6%*	2 *1%* *5%*	- - -	29 *1%* *89%*	29 * *91%*	3 *1%* *9%*	1 * *3%*	31 *1%* *97%*	31 *1%* *97%*	18 *1%* *56%*	13 *1%* *40%*	13 *1%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 12

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC3

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5639**	2708 *48%*	2931 *52%*	521 *9%*	1062 *19%*	1079 *19%*	1090 *19%*	953 *17%*	914 *16%*	1101 *20%*	3156 *56%*	1268 *22%*	968 *17%*	747 *13%*	1497 *27%*
Total (Wtd)	**5673**	2735 *48%*	2938 *52%*	605 *11%*	1211 *21%*	1029 *18%*	1063 *19%*	829 *15%*	935 *16%*	1039 *18%*	2908 *51%*	1726 *30%*	1411 *25%*	1403 *25%*	1892 *33%*
Effective Total	**3882**	1850	2033	349	741	771	751	655	657	810	2295	910	885	682	1345
Regularly	**576** ***10%***	285 *10%* *50%*	291 *10%* *50%*	133 *22%* *23%* DE FGH	162 *13%* *28%* FG H	108 *11%* *19%* FG H	76 *7%* *13%*	42 *5%* *7%*	54 *6%* *9%*	76 *7%* *13%*	307 *11%* *53%* I	193 *11%* *34%* I	143 *10%* *25%*	141 *10%* *24%*	187 *10%* *33%*
Occasionally	**3240** ***57%***	1572 *57%* *49%*	1668 *57%* *51%*	300 *50%* *9%*	696 *57%* *21%* C	595 *58%* *18%* C	652 *61%* *20%* CG	455 *55%* *14%*	541 *58%* *17%* C	629 *61%* *19%* K	1682 *58%* *52%* K	929 *54%* *29%*	784 *56%* *24%*	814 *58%* *25%*	1105 *58%* *34%*
Never	**1797** ***32%***	849 *31%* *47%*	948 *32%* *53%*	171 *28%* *10%*	343 *28%* *19%*	318 *31%* *18%*	316 *30%* *18%*	319 *38%* *18%* CD EF	330 *35%* *18%* CDF	323 *31%* *18%*	891 *31%* *50%*	583 *34%* *32%*	465 *33%* *26%*	437 *31%* *24%*	583 *31%* *32%*
Don't know	**60** ***1%***	29 *1%* *48%*	31 *1%* *52%*	1 *** *1%*	9 *1%* *16%*	8 *1%* *14%*	19 *2%* *31%* C	13 *2%* *21%* C	10 *1%* *17%*	11 *1%* *18%*	29 *1%* *48%*	21 *1%* *35%*	19 *1%* *32%*	12 *1%* *19%*	18 *1%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 12

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC3

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5639**	839 *15%*	824 *15%*	764 *14%*	3212 *57%*	5225 *93%*	340 *6%*	5639 *100%*	5639 *100%*	3602 *64%*	2018 *36%*	2166 *38%*
Total (Wtd)	**5673**	517 *9%*	289 *5%*	160 *3%*	4706 *83%*	5308 *94%*	364 *6%*	5673 *100%*	5673 *100%*	3525 *62%*	2131 *38%*	2267 *40%*
Effective Total	**3882**	778	753	692	2841	3602	285	3882	3882	2446	1424	1523
Regularly	**576** ***10%***	58 *11%* *10%*	31 *11%* *5%*	16 *10%* *3%*	471 *10%* *82%*	538 *10%* *93%*	38 *10%* *7%*	576 *10%* *100%*	576 *10%* *100%*	342 *10%* *59%*	233 *11%* *40%*	249 *11%* *43%*
Occasionally	**3240** ***57%***	288 *56%* *9%* Q	174 *60%* *5%* Q	74 *46%* *2%*	2703 *57%* *83%* Q	3059 *58%* *94%* T	181 *50%* *6%*	3240 *57%* *100%*	3240 *57%* *100%*	1946 *55%* *60%*	1282 *60%* *40%* VWX	1365 *60%* *42%* VWX
Never	**1797** ***32%***	164 *32%* *9%*	80 *28%* *4%*	69 *43%* *4%* OPR	1484 *32%* *83%* P	1657 *31%* *92%*	140 *38%* *8%* S	1797 *32%* *100%* YZ	1797 *32%* *100%* YZ	1196 *34%* *67%* YZ	597 *28%* *33%*	634 *28%* *35%*
Don't know	**60** ***1%***	7 *1%* *12%*	4 *1%* *6%*	1 *1%* *2%*	48 *1%* *80%*	55 *1%* *92%*	5 *1%* *8%*	60 *1%* *100%*	60 *1%* *100%*	41 *1%* *68%*	19 *1%* *32%*	19 *1%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 13

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC4

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5639**	2708 *48%*	2931 *52%*	521 *9%*	1062 *19%*	1079 *19%*	1090 *19%*	953 *17%*	914 *16%*	1101 *20%*	3156 *56%*	1268 *22%*	968 *17%*	747 *13%*	1497 *27%*
Total (Wtd)	**5673**	2735 *48%*	2938 *52%*	605 *11%*	1211 *21%*	1029 *18%*	1063 *19%*	829 *15%*	935 *16%*	1039 *18%*	2908 *51%*	1726 *30%*	1411 *25%*	1403 *25%*	1892 *33%*
Effective Total	**3882**	1850	2033	349	741	771	751	655	657	810	2295	910	885	682	1345
Regularly	**300** ***5%***	158 *6%* *53%*	141 *5%* *47%*	29 *5%* *10%*	61 *5%* *20%*	47 *5%* *16%*	58 *5%* *19%*	46 *6%* *15%*	59 *6%* *20%*	67 *6%* *22%*	145 *5%* *48%*	87 *5%* *29%*	54 *4%* *18%*	62 *4%* *21%*	121 *6%* *40%* L
Occasionally	**2552** ***45%***	1326 *48%* *52%* B	1226 *42%* *48%*	161 *27%* *6%*	443 *37%* *17%* C	474 *46%* *19%* CD	534 *50%* *21%* CD	423 *51%* *17%* CD	516 *55%* *20%* CDE	492 *47%* *19%*	1286 *44%* *50%*	774 *45%* *30%*	622 *44%* *24%*	670 *48%* *26%*	853 *45%* *33%*
Never	**2764** ***49%***	1228 *45%* *44%*	1537 *52%* *56%* A	412 *68%* *15%* DE FGH	697 *58%* *25%* EF GH	500 *49%* *18%* FG H	459 *43%* *17%* H	349 *42%* *13%*	348 *37%* *13%*	471 *45%* *17%*	1447 *50%* *52%* I	846 *49%* *31%*	723 *51%* *26%*	662 *47%* *24%*	895 *47%* *32%*
Don't know	**56** ***1%***	23 *1%* *41%*	33 *1%* *59%*	3 * *5%*	10 *1%* *18%*	8 *1%* *15%*	13 *1%* *23%*	11 *1%* *19%*	12 *1%* *21%*	8 *1%* *14%*	30 *1%* *53%*	19 *1%* *33%*	12 *1%* *21%*	8 *1%* *15%*	23 *1%* *41%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 13

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC4

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5639**	839 *15%*	824 *15%*	764 *14%*	3212 *57%*	5225 *93%*	340 *6%*	5639 *100%*	5639 *100%*	3602 *64%*	2018 *36%*	2166 *38%*
Total (Wtd)	**5673**	517 *9%*	289 *5%*	160 *3%*	4706 *83%*	5308 *94%*	364 *6%*	5673 *100%*	5673 *100%*	3525 *62%*	2131 *38%*	2267 *40%*
Effective Total	**3882**	778	753	692	2841	3602	285	3882	3882	2446	1424	1523
Regularly	**300** ***5%***	35 *7%* *12%*	18 *6%* *6%*	9 *6%* *3%*	238 *5%* *79%*	276 *5%* *92%*	23 *6%* *8%*	300 *5%* *100%*	300 *5%* *100%*	155 *4%* *52%*	143 *7%* *48%* VWX	154 *7%* *52%* VWX
Occasionally	**2552** ***45%***	224 *43%* *9%* Q	127 *44%* *5%* Q	56 *35%* *2%*	2145 *46%* *84%* Q	2429 *46%* *95%* T	123 *34%* *5%*	2552 *45%* *100%* X	2552 *45%* *100%* X	1448 *41%* *57%*	1095 *51%* *43%* VWX	1157 *51%* *45%* VWX
Never	**2764** ***49%***	249 *48%* *9%*	140 *49%* *5%*	95 *59%* *3%* OPR	2280 *48%* *82%*	2552 *48%* *92%*	212 *58%* *8%* S	2764 *49%* *100%* YZ	2764 *49%* *100%* YZ	1888 *54%* *68%* VWYZ	871 *41%* *32%*	931 *41%* *34%*
Don't know	**56** ***1%***	9 *2%* *16%* QR	3 *1%* *6%*	1 * *1%*	43 *1%* *77%*	51 *1%* *91%*	5 *1%* *9%*	56 *1%* *100%*	56 *1%* *100%*	34 *1%* *60%*	22 *1%* *39%*	24 *1%* *43%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 14

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC News

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5639**	2708 *48%*	2931 *52%*	521 *9%*	1062 *19%*	1079 *19%*	1090 *19%*	953 *17%*	914 *16%*	1101 *20%*	3156 *56%*	1268 *22%*	968 *17%*	747 *13%*	1497 *27%*
Total (Wtd)	**5673**	2735 *48%*	2938 *52%*	605 *11%*	1211 *21%*	1029 *18%*	1063 *19%*	829 *15%*	935 *16%*	1039 *18%*	2908 *51%*	1726 *30%*	1411 *25%*	1403 *25%*	1892 *33%*
Effective Total	**3882**	1850	2033	349	741	771	751	655	657	810	2295	910	885	682	1345
Regularly	**1452** ***26%***	820 *30%* *56%* B	632 *22%* *44%*	94 *16%* *6%*	278 *23%* *19%* C	248 *24%* *17%* C	291 *27%* *20%* CD	243 *29%* *17%* CD E	298 *32%* *21%* CDE	280 *27%* *19%*	737 *25%* *51%*	436 *25%* *30%*	378 *27%* *26%*	323 *23%* *22%*	494 *26%* *34%*
Occasionally	**1940** ***34%***	923 *34%* *48%*	1017 *35%* *52%*	176 *29%* *9%*	402 *33%* *21%*	359 *35%* *19%*	380 *36%* *20%* C	293 *35%* *15%* C	330 *35%* *17%* C	400 *39%* *21%* JK	1008 *35%* *52%* K	532 *31%* *27%*	465 *33%* *24%*	470 *33%* *24%*	684 *36%* *35%*
Never	**2271** ***40%***	989 *36%* *44%*	1282 *44%* *56%* A	333 *55%* *15%* DE FGH	531 *44%* *23%* FG H	423 *41%* *19%* GH	389 *37%* *17%*	292 *35%* *13%*	302 *32%* *13%*	357 *34%* *16%*	1157 *40%* *51%* I	756 *44%* *33%* IJ	564 *40%* *25%*	608 *43%* *27%* N	712 *38%* *31%*
Don't know	**10** *	3 * *32%*	7 * *68%*	2 * *16%*	- - -	- - -	3 * *30%*	* * *3%*	5 *1%* *51%* DE	2 * *16%*	7 * *66%*	2 * *18%*	4 * *39%*	2 * *18%*	2 * *22%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 14

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC News

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5639**	839 *15%*	824 *15%*	764 *14%*	3212 *57%*	5225 *93%*	340 *6%*	5639 *100%*	5639 *100%*	3602 *64%*	2018 *36%*	2166 *38%*
Total (Wtd)	**5673**	517 *9%*	289 *5%*	160 *3%*	4706 *83%*	5308 *94%*	364 *6%*	5673 *100%*	5673 *100%*	3525 *62%*	2131 *38%*	2267 *40%*
Effective Total	**3882**	778	753	692	2841	3602	285	3882	3882	2446	1424	1523
Regularly	**1452** ***26%***	138 *27%* *9%*	82 *28%* *6%* Q	37 *23%* *3%*	1195 *25%* *82%*	1299 *24%* *89%*	153 *42%* *11%* S	1452 *26%* *100%*	1452 *26%* *100%*	914 *26%* *63%*	533 *25%* *37%*	556 *25%* *38%*
Occasionally	**1940** ***34%***	172 *33%* *9%*	100 *35%* *5%*	48 *30%* *2%*	1619 *34%* *83%* Q	1832 *35%* *94%*	107 *30%* *6%*	1940 *34%* *100%*	1940 *34%* *100%*	1208 *34%* *62%*	726 *34%* *37%*	773 *34%* *40%*
Never	**2271** ***40%***	206 *40%* *9%*	106 *37%* *5%*	75 *47%* *3%* OPR	1884 *40%* *83%*	2169 *41%* *96%* T	102 *28%* *4%*	2271 *40%* *100%*	2271 *40%* *100%*	1399 *40%* *62%*	866 *41%* *38%*	932 *41%* *41%*
Don't know	**10** ***	1 * *14%*	1 * *7%*	- - -	8 * *79%*	9 * *88%*	1 * *12%*	10 * *100%*	10 * *100%*	5 * *47%*	5 * *53%*	5 * *53%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 15

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC Parliament

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2863**	1384 *48%*	1479 *52%*	262 *9%*	534 *19%*	531 *19%*	569 *20%*	469 *16%*	487 *17%*	542 *19%*	1629 *57%*	631 *22%*	507 *18%*	384 *13%*	725 *25%*
Total (Wtd)	**2857**	1379 *48%*	1477 *52%*	305 *11%*	606 *21%*	502 *18%*	553 *19%*	406 *14%*	484 *17%*	533 *19%*	1464 *51%*	859 *30%*	725 *25%*	692 *24%*	949 *33%*
Effective Total	**1962**	939	1023	172	372	376	391	327	349	405	1186	448	458	352	643
Regularly	**50** ***2%***	30 *2%* *61%*	19 *1%* *39%*	8 *2%* *15%*	7 *1%* *14%*	3 *1%* *7%*	4 *1%* *8%*	5 *1%* *11%*	22 *5%* *45%* DEFG	6 *1%* *13%*	18 *1%* *36%*	25 *3%* *51%* J	10 *1%* *21%*	14 *2%* *29%*	14 *1%* *29%*
Occasionally	**361** ***13%***	229 *17%* *63%* B	132 *9%* *37%*	20 *7%* *6%*	56 *9%* *15%*	39 *8%* *11%*	74 *13%* *21%* CE	55 *13%* *15%* CE	118 *24%* *33%* CDEF G	75 *14%* *21%*	158 *11%* *44%*	129 *15%* *36%* J	79 *11%* *22%*	87 *13%* *24%*	135 *14%* *37%*
Never	**2444** ***86%***	1118 *81%* *46%*	1326 *90%* *54%* A	277 *91%* *11%* H	544 *90%* *22%* H	459 *92%* *19%* FG H	474 *86%* *19%* H	346 *85%* *14%* H	343 *71%* *14%*	451 *85%* *18%*	1288 *88%* *53%* K	705 *82%* *29%*	635 *88%* *26%*	591 *85%* *24%*	799 *84%* *33%*
Don't know	**2** ***	2 * - *100%*	- - - -	- - - -	- - - -	- - - -	1 * *74%*	- - - -	* * *26%*	- - -	1 * *74%*	* * *26%*	- - -	- - -	1 * *74%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 15

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC Parliament

Base : All who ever watch TV and receive a Digital TV service

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2863**	433 *15%*	415 *14%*	399 *14%*	1616 *56%*	2669 *93%*	152 *5%*	2863 *100%*	2863 *100%*	1812 *63%*	1042 *36%*	1101 *38%*
Total (Wtd)	**2857**	262 *9%*	145 *5%*	83 *3%*	2366 *83%*	2672 *94%*	185 *6%*	2857 *100%*	2857 *100%*	1749 *61%*	1100 *38%*	1148 *40%*
Effective Total	**1962**	397	375	358	1432	1834	128	1962	1962	1223	733	769
Regularly	**50** ***2%***	6 *2%* *12%*	3 *2%* *7%*	2 *2%* *3%*	39 *2%* *78%*	47 *2%* *95%*	3 *1%* *5%*	50 *2%* *100%*	50 *2%* *100%*	25 *1%* *51%*	25 *2%* *49%*	25 *2%* *50%*
Occasionally	**361** ***13%***	36 *14%* *10%*	15 *10%* *4%*	9 *11%* *3%*	301 *13%* *83%*	314 *12%* *87%*	47 *25%* *13%* S	361 *13%* *100%*	361 *13%* *100%*	209 *12%* *58%*	150 *14%* *42%*	157 *14%* *43%*
Never	**2444** ***86%***	220 *84%* *9%*	127 *87%* *5%*	72 *87%* *3%*	2025 *86%* *83%*	2310 *86%* *95%* T	134 *73%* *5%*	2444 *86%* *100%*	2444 *86%* *100%*	1514 *87%* *62%*	924 *84%* *38%*	965 *84%* *39%*
Don't know	**2** *****	- - -	* * *26%*	- - -	1 * *74%*	* * *26%*	1 *1%* *74%* S	2 * *100%*	2 * *100%*	* * *26%*	1 * *74%*	1 * *74%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 16

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - SUMMARY

Base : All who ever watch TV and receive the appropriate channels

	Q4 - Summary									
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament
Total (Unwtd)	6845	6845	6845	6583	262	6451	5639	5639	5639	2863
Total (Wtd)	6845	6845	6845	6756	89	6490	5673	5673	5673	2857
Effective Total	4698	4698	4698	4591	239	4442	3882	3882	3882	1962
Regularly	4841 *71%*	2321 *34%*	3551 *52%*	2429 *36%*	32 *36%*	1247 *19%*	576 *10%*	300 *5%*	1452 *26%*	50 *2%*
Occasionally	1801 *26%*	3755 *55%*	2780 *41%*	3767 *56%*	45 *50%*	3878 *60%*	3240 *57%*	2552 *45%*	1940 *34%*	361 *13%*
Never	190 *3%*	747 *11%*	480 *7%*	533 *8%*	12 *13%*	1333 *21%*	1797 *32%*	2764 *49%*	2271 *40%*	2444 *86%*
Don't know	13 *	23 *	34 *1%*	27 *	1 *1%*	32 *	60 *1%*	56 *1%*	10 *	2 *

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 17

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC1

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**4841** ***71%***	2257 *69%* *47%*	2584 *73%* *53%* A	424 *59%* *9%*	970 *69%* *20%* C	819 *69%* *17%* C	856 *70%* *18%* C	764 *75%* *16%* CD EF	1006 *77%* *21%* CDEF	953 *77%* *20%* JK	2348 *69%* *49%*	1539 *70%* *32%*	1178 *72%* *24%*	1218 *71%* *25%*	1632 *70%* *34%*
Occasionally	**1801** ***26%***	907 *28%* *50%*	894 *25%* *50%*	249 *35%* *14%* DE FGH	381 *27%* *21%* H	327 *28%* *18%* H	333 *27%* *18%* H	243 *24%* *13%*	269 *21%* *15%*	249 *20%* *14%*	971 *28%* *54%* I	581 *27%* *32%* I	420 *26%* *23%*	443 *26%* *25%*	621 *27%* *34%*
Never	**190** ***3%***	115 *4%* *61%* B	75 *2%* *39%*	39 *5%* *21%* EF GH	50 *4%* *27%* GH	34 *3%* *18%*	29 *2%* *15%*	17 *2%* *9%*	21 *2%* *11%*	28 *2%* *15%*	95 *3%* *50%*	66 *3%* *35%*	41 *3%* *22%*	50 *3%* *27%*	68 *3%* *36%*
Don't know	**13** *****	7 * *52%*	6 * *48%*	3 * *27%* D	- - -	- - -	3 * *21%*	1 * *10%*	6 * *42%* D	1 * *9%*	7 * *57%*	4 * *33%*	3 * *24%*	- - -	6 * *45%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 17

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC1

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**4841** ***71%***	417 *68%* *9%*	257 *75%* *5%* OQR	138 *67%* *3%*	4029 *71%* *83%* Q	4574 *72%* *94%* T	267 *56%* *6%*	711 *67%* *15%*	4078 *72%* *84%* U	4124 *72%* *85%* U	2516 *70%* *52%*	1595 *75%* *33%* UVWX	1689 *75%* *35%* UWX
Occasionally	**1801** ***26%***	181 *29%* *10%* P	77 *22%* *4%*	60 *29%* *3%* P	1484 *26%* *82%* P	1630 *26%* *90%*	171 *36%* *9%* S	317 *30%* *18%* VWYZ	1447 *26%* *80%*	1471 *26%* *82%*	968 *27%* *54%* YZ	499 *23%* *28%*	537 *24%* *30%*
Never	**190** ***3%***	16 *3%* *8%*	7 *2%* *4%*	8 *4%* *4%* P	159 *3%* *84%*	156 *2%* *82%*	34 *7%* *18%* S	36 *3%* *19%* YZ	139 *2%* *73%*	140 *2%* *74%*	105 *3%* *55%* YZ	35 *2%* *18%*	39 *2%* *21%*
Don't know	**13** *****	3 * *20%*	1 * *11%*	- - -	9 * *69%*	12 * *95%*	1 * *5%*	4 * *30%*	9 * *70%*	9 * *70%*	8 * *60%*	1 * *10%*	1 * *10%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 18

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC2

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**2321** ***34%***	1175 *36%* *51%* B	1146 *32%* *49%*	173 *24%* *7%*	336 *24%* *14%*	331 *28%* *14%*	437 *36%* *19%* CD E	428 *42%* *18%* CD EF	617 *47%* *27%* CDEF G	493 *40%* *21%* JK	1079 *32%* *46%*	749 *34%* *32%*	526 *32%* *23%*	588 *34%* *25%*	843 *36%* *36%* L
Occasionally	**3755** ***55%***	1824 *56%* *49%*	1931 *54%* *51%*	369 *52%* *10%*	819 *58%* *22%* CG H	732 *62%* *20%* CF GH	679 *56%* *18%* H	534 *52%* *14%*	620 *48%* *17%*	643 *52%* *17%*	1949 *57%* *52%* IK	1162 *53%* *31%*	936 *57%* *25%* N	951 *56%* *25%*	1214 *52%* *32%*
Never	**747** ***11%***	273 *8%* *37%*	474 *13%* *63%* A	172 *24%* *23%* DE FGH	241 *17%* *32%* EF GH	114 *10%* *15%* GH	99 *8%* *13%* H	59 *6%* *8%*	61 *5%* *8%*	90 *7%* *12%*	383 *11%* *51%* I	274 *12%* *37%* I	179 *11%* *24%*	168 *10%* *22%*	258 *11%* *35%*
Don't know	**23** *	14 * *62%*	9 * *38%*	1 * *6%*	5 * *22%*	3 * *15%*	5 * *22%*	4 * *17%*	4 * *18%*	6 * *25%*	11 * *50%*	6 * *25%*	2 * *9%*	4 * *19%*	11 * *50%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 18

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC2

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**2321** ***34%***	187 *30%* *8%*	120 *35%* *5%* OQ	57 *28%* *2%*	1958 *34%* *84%* OQ	2233 *35%* *96%* T	88 *19%* *4%*	367 *34%* *16%* X	1930 *34%* *83%* X	1954 *34%* *84%* X	1043 *29%* *45%*	906 *43%* *39%* UVWX	959 *42%* *41%* UVWX
Occasionally	**3755** ***55%***	344 *56%* *9%*	194 *57%* *5%*	116 *57%* *3%*	3101 *55%* *83%*	3473 *54%* *92%*	282 *60%* *7%*	593 *56%* *16%* YZ	3118 *55%* *83%* YZ	3146 *55%* *84%* YZ	2075 *58%* *55%* VWYZ	1061 *50%* *28%*	1134 *50%* *30%*
Never	**747** ***11%***	83 *13%* *11%* PR	27 *8%* *4%*	32 *16%* *4%* PR	605 *11%* *81%* P	645 *10%* *86%*	101 *21%* *14%* S	106 *10%* *14%* YZ	606 *11%* *81%* YZ	624 *11%* *84%* YZ	468 *13%* *63%* UVWYZ	155 *7%* *21%*	165 *7%* *22%*
Don't know	**23** *****	3 * *12%*	2 *1%* *9%* Q	- - -	18 * *78%*	21 * *93%*	2 * *7%*	2 * *10%*	19 * *84%*	20 * *90%*	11 * *50%*	9 * *39%*	9 * *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 19

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - ITV1

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**3551** ***52%***	1520 *46%* *43%*	2031 *57%* *57%* A	362 *51%* *10%*	679 *49%* *19%*	644 *55%* *18%* D	639 *52%* *18%*	530 *52%* *15%*	695 *53%* *20%* D	553 *45%* *16%*	1726 *50%* *49%* I	1271 *58%* *36%* IJ	960 *58%* *27%* MN	887 *52%* *25%* N	1065 *46%* *30%*
Occasionally	**2780** ***41%***	1470 *45%* *53%* B	1310 *37%* *47%*	282 *39%* *10%*	565 *40%* *20%*	459 *39%* *17%*	504 *41%* *18%*	440 *43%* *16%*	529 *41%* *19%*	570 *46%* *21%* JK	1443 *42%* *52%* K	767 *35%* *28%*	594 *36%* *21%*	688 *40%* *25%*	1067 *46%* *38%* LM
Never	**480** ***7%***	274 *8%* *57%* B	206 *6%* *43%*	66 *9%* *14%* FG H	155 *11%* *32%* EF GH	76 *6%* *16%*	62 *5%* *13%*	55 *5%* *11%*	67 *5%* *14%*	102 *8%* *21%* K	245 *7%* *51%*	133 *6%* *28%*	86 *5%* *18%*	124 *7%* *26%*	185 *8%* *39%* L
Don't know	**34** ***1%***	22 *1%* *64%*	12 *** *36%*	5 *1%* *16%*	2 *** *5%*	1 *** *3%*	14 *1%* *41%* DEG	1 *** *4%*	10 *1%* *30%* DE	6 *1%* *19%*	9 *** *26%*	19 *1%* *55%* J	3 *** *9%*	13 *1%* *38%*	10 *** *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 19

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - ITV1

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**3551** ***52%***	316 *51%* *9%*	208 *61%* *6%* OQR	115 *56%* *3%* OR	2912 *51%* *82%*	3374 *53%* *95%* T	176 *37%* *5%*	499 *47%* *14%*	3005 *53%* *85%* U	3047 *53%* *86%* U	1889 *53%* *53%* U	1150 *54%* *32%* U	1222 *54%* *34%* U
Occasionally	**2780** ***41%***	238 *39%* *9%* P	116 *34%* *4%*	78 *38%* *3%*	2348 *41%* *84%* P	2540 *40%* *91%*	239 *51%* *9%* S	483 *45%* *17%* VWXY Z	2265 *40%* *81%*	2285 *40%* *82%*	1436 *40%* *52%*	842 *40%* *30%*	888 *39%* *32%*
Never	**480** ***7%***	56 *9%* *12%* PQR	16 *5%* *3%*	12 *6%* *3%*	395 *7%* *82%* P	425 *7%* *89%*	55 *12%* *11%* S	75 *7%* *16%*	379 *7%* *79%*	388 *7%* *81%*	255 *7%* *53%*	132 *6%* *27%*	146 *6%* *30%*
Don't know	**34** ***1%***	7 *1%* *20%* QR	2 *** *4%*	* * *1%*	26 *** *75%*	33 *1%* *95%*	2 *** *5%*	11 *1%* *32%* VWY	23 *** *68%*	23 *** *68%*	16 *** *46%*	7 *** *22%*	11 *** *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 20

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Channel 4

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**2429** ***35%***	1070 *33%* *44%*	1359 *38%* *56%* A	380 *53%* *16%* DE FGH	620 *44%* *26%* EF GH	385 *33%* *16%* H	367 *30%* *15%*	309 *30%* *13%*	367 *28%* *15%*	464 *38%* *19%* K	1235 *36%* *51%*	729 *33%* *30%*	565 *34%* *23%*	598 *35%* *25%*	864 *37%* *36%*
Occasionally	**3767** ***55%***	1863 *57%* *49%* B	1904 *53%* *51%*	261 *36%* *7%*	646 *46%* *17%* C	692 *59%* *18%* CD	755 *62%* *20%* CD	621 *60%* *16%* CD	791 *61%* *21%* CD	680 *55%* *18%*	1888 *55%* *50%*	1199 *55%* *32%*	953 *58%* *25%*	959 *56%* *25%*	1263 *54%* *34%*
Never	**533** ***8%***	291 *9%* *55%* B	242 *7%* *45%*	70 *10%* *13%* F	117 *8%* *22%* F	86 *7%* *16%*	70 *6%* *13%*	75 *7%* *14%*	115 *9%* *22%* F	67 *5%* *13%*	250 *7%* *47%* I	216 *10%* *40%* IJ	118 *7%* *22%*	147 *9%* *28%*	192 *8%* *36%*
Don't know	**27** ***	20 *1%* *74%* B	7 * *26%*	1 * *2%*	3 * *11%*	4 * *14%*	9 *1%* *32%*	2 * *8%*	9 *1%* *32%*	5 * *19%*	10 * *37%*	12 *1%* *44%*	6 * *22%*	7 * *26%*	8 * *31%*
Not asked	**89** ***1%***	42 *1%* *47%*	48 *1%* *53%*	4 *1%* *5%*	14 *1%* *16%*	14 *1%* *15%*	19 *2%* *21%*	19 *2%* *21%*	19 *1%* *22%*	16 *1%* *18%*	39 *1%* *44%*	34 *2%* *38%*	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 20

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Channel 4

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**2429** ***35%***	239 *39%* *10%* P	81 *24%* *3%*	82 *40%* *3%* PR	2027 *36%* *83%* P	2286 *36%* *94%* T	143 *30%* *6%*	295 *28%* *12%*	2101 *37%* *87%* U	2133 *37%* *88%* U	1253 *35%* *52%* U	873 *41%* *36%* UVWX	932 *41%* *38%* UVWX
Occasionally	**3767** ***55%***	326 *53%* *9%* P	157 *46%* *4%*	108 *53%* *3%* P	3176 *56%* *84%* P	3513 *55%* *93%*	254 *54%* *7%*	635 *59%* *17%* VWXY Z	3080 *54%* *82%*	3115 *54%* *83%*	1982 *55%* *53%*	1123 *53%* *30%*	1189 *52%* *32%*
Never	**533** ***8%***	47 *8%* *9%* P	14 *4%* *3%*	14 *7%* *3%* P	457 *8%* *86%* P	462 *7%* *87%*	71 *15%* *13%* S	106 *10%* *20%* VWYZ	408 *7%* *77%* YZ	411 *7%* *77%* YZ	308 *9%* *58%* VWYZ	103 *5%* *19%*	112 *5%* *21%*
Don't know	**27** *	4 *1%* *16%*	1 * *4%*	1 * *2%*	21 * *78%*	23 * *84%*	4 *1%* *16%*	7 *1%* *25%*	20 * *75%*	20 * *75%*	10 * *36%*	10 * *38%*	10 * *38%*
Not asked	**89** ***1%***	- - -	89 *26%* *100%* OQR	- - -	- - -	89 *1%* *100%* T	* * *	25 *2%* *28%* VWXY Z	63 *1%* *71%*	64 *1%* *72%*	44 *1%* *49%*	20 *1%* *23%*	23 *1%* *26%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 21

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - S4C

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**32** *****	11 * *34%*	21 *1%* *66%*	* * *1%*	4 * *14%*	6 *1%* *20%*	7 *1%* *21%*	7 *1%* *23%*	7 *1%* *21%*	7 *1%* *23%*	13 * *42%*	11 *1%* *34%*	- - -	- - -	- - -
Occasionally	**45** ***1%***	24 *1%* *54%*	21 *1%* *46%*	2 * *4%*	7 * *15%*	6 *1%* *14%*	9 *1%* *20%*	10 *1%* *22%*	11 *1%* *24%*	5 * *10%*	20 *1%* *45%*	20 *1%* *44%*	- - -	- - -	- - -
Never	**12** *****	6 * *51%*	6 * *49%*	2 * *15%*	3 * *25%*	1 * *8%*	3 * *27%*	1 * *10%*	2 * *14%*	4 * *34%*	5 * *38%*	3 * *28%*	- - -	- - -	- - -
Don't know	**1** *****	1 * *100%*	- - -	- - -	- - -	- - -	- - -	* * *51%*	* * *49%*	- - -	1 * *100%*	- - -	- - -	- - -	- - -
Not asked	**6756** ***99%***	3244 *99%* *48%*	3512 *99%* *52%*	711 *99%* *11%*	1386 *99%* *21%*	1167 *99%* *17%*	1201 *98%* *18%*	1007 *98%* *15%*	1282 *99%* *19%*	1216 *99%* *18%*	3383 *99%* *50%*	2156 *98%* *32%*	1643 *100%* *24%*	1711 *100%* *25%*	2327 *100%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 21

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - S4C

Base : All respondents

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**32** *****	- - -	32 *9%* *100%* OQR	- - -	- - -	31 *** *99%*	* * *1%*	7 *1%* *21%*	25 *** *79%*	25 *** *79%*	18 *** *56%*	7 *** *23%*	8 *** *24%*
Occasionally	**45** ***1%***	- - -	45 *13%* *100%* OQR	- - -	- - -	45 *1%* *100%*	* * *	13 *1%* *29%* VW	31 *1%* *70%*	32 *1%* *71%*	22 *1%* *48%*	11 *** *23%*	12 *1%* *27%*
Never	**12** *****	- - -	12 *4%* *100%* OQR	- - -	- - -	12 *** *100%*	- - -	5 *** *44%* VWX	7 *** *56%*	7 *** *56%*	4 *** *34%*	3 *** *21%*	3 *** *27%*
Don't know	**1** *****	- - -	1 *** *100%* R	- - -	- - -	1 *** *100%*	- - -	1 *** *100%*	- - -	- - -	- - -	- - -	- - -
Not asked	**6756** ***99%***	616 *100%* *9%* P	253 *74%* *4%*	205 *100%* *3%* P	5681 *100%* *84%* P	6283 *99%* *93%*	472 *100%* *7%* S	1043 *98%* *15%*	5609 *99%* *83%* U	5680 *99%* *84%* U	3553 *99%* *53%* U	2111 *99%* *31%* U	2244 *99%* *33%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 22

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Five

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**1247** ***18%***	498 *15%* *40%*	749 *21%* *60%* A	119 *17%* *10%*	252 *18%* *20%*	200 *17%* *16%*	229 *19%* *18%*	192 *19%* *15%*	255 *20%* *20%*	171 *14%* *14%*	644 *19%* *52%* I	432 *20%* *35%* I	310 *19%* *25%*	298 *17%* *24%*	413 *18%* *33%*
Occasionally	**3878** ***57%***	1972 *60%* *51%* B	1906 *54%* *49%*	317 *44%* *8%*	738 *53%* *19%* C	721 *61%* *19%* CD	760 *62%* *20%* CD H	596 *58%* *15%* CD	747 *57%* *19%* CD	703 *57%* *18%*	1949 *57%* *50%*	1226 *56%* *32%*	942 *57%* *24%*	1020 *60%* *26%* N	1277 *55%* *33%*
Never	**1333** ***19%***	629 *19%* *47%*	703 *20%* *53%*	254 *35%* *19%* DE FGH	346 *25%* *26%* EF GH	216 *18%* *16%* FH	178 *15%* *13%*	172 *17%* *13%* H	167 *13%* *13%*	282 *23%* *21%* JK	677 *20%* *51%* K	374 *17%* *28%*	313 *19%* *24%*	303 *18%* *23%*	489 *21%* *37%*
Don't know	**32** ***	22 *1%* *68%*	10 * *32%*	3 * *9%*	2 * *5%*	2 * *6%*	10 *1%* *32%* DE	6 *1%* *19%*	9 *1%* *28%*	7 *1%* *22%*	10 * *30%*	16 *1%* *49%*	6 * *19%*	7 * *21%*	16 *1%* *49%*
Not asked	**355** ***5%***	165 *5%* *46%*	191 *5%* *54%*	23 *3%* *6%*	63 *5%* *18%*	41 *3%* *12%*	42 *3%* *12%*	60 *6%* *17%* CE F	124 *10%* *35%* CDEF G	70 *6%* *20%*	143 *4%* *40%*	142 *6%* *40%* J	72 *4%* *20%*	84 *5%* *24%*	132 *6%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 22

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - Five

Base : All respondents

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**1247** ***18%***	114 *18%* *9%*	73 *21%* *6%* R	38 *19%* *3%*	1022 *18%* *82%*	1157 *18%* *93%*	90 *19%* *7%*	118 *11%* *9%*	1113 *20%* *89%* U	1127 *20%* *90%* U	652 *18%* *52%* U	471 *22%* *38%* UVWX	496 *22%* *40%* UX
Occasionally	**3878** ***57%***	351 *57%* *9%* Q	181 *53%* *5%*	108 *52%* *3%*	3239 *57%* *84%* PQ	3632 *57%* *94%*	246 *52%* *6%*	469 *44%* *12%*	3357 *59%* *87%* U	3404 *59%* *88%* U	2119 *59%* *55%* U	1274 *60%* *33%* U	1364 *60%* *35%* U
Never	**1333** ***19%***	120 *19%* *9%*	65 *19%* *5%*	43 *21%* *3%*	1105 *19%* *83%*	1229 *19%* *92%*	104 *22%* *8%*	126 *12%* *9%*	1171 *21%* *88%* UYZ	1182 *21%* *89%* UYZ	807 *22%* *61%* UYZ	373 *18%* *28%* U	393 *17%* *30%* U
Don't know	**32** *****	2 * *6%*	2 * *5%*	- - -	29 *1%* *89%*	29 * *91%*	3 *1%* *9%*	1 * *3%*	31 *1%* *97%*	31 *1%* *97%*	18 *1%* *56%*	13 *1%* *40%*	13 *1%* *40%*
Not asked	**355** ***5%***	30 *5%* *8%*	22 *6%* *6%*	17 *8%* *5%* OR	287 *5%* *81%*	326 *5%* *92%*	30 *6%* *8%*	355 *33%* *100%* VWXYZ	- - -	- - -	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 23

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC3

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**576** ***8%***	285 *9%* *50%*	291 *8%* *50%*	133 *19%* *23%* DE FGH	162 *12%* *28%* FG H	108 *9%* *19%* FG H	76 *6%* *13%* H	42 *4%* *7%*	54 *4%* *9%*	76 *6%* *13%*	307 *9%* *53%* I	193 *9%* *34%* I	143 *9%* *25%*	141 *8%* *24%*	187 *8%* *33%*
Occasionally	**3240** ***47%***	1572 *48%* *49%*	1668 *47%* *51%*	300 *42%* *9%*	696 *50%* *21%* CG H	595 *50%* *18%* CG H	652 *53%* *20%* CG H	455 *44%* *14%*	541 *42%* *17%*	629 *51%* *19%* K	1682 *49%* *52%* K	929 *42%* *29%*	784 *48%* *24%*	814 *48%* *25%*	1105 *47%* *34%*
Never	**1797** ***26%***	849 *26%* *47%*	948 *27%* *53%*	171 *24%* *10%*	343 *25%* *19%*	318 *27%* *18%*	316 *26%* *18%*	319 *31%* *18%* CD FH	330 *25%* *18%*	323 *26%* *18%*	891 *26%* *50%*	583 *27%* *32%*	465 *28%* *26%*	437 *26%* *24%*	583 *25%* *32%*
Don't know	**60** ***1%***	29 *1%* *48%*	31 *1%* *52%*	1 *** *1%*	9 *1%* *16%*	8 *1%* *14%*	19 *2%* *31%* C	13 *1%* *21%* C	10 *1%* *17%*	11 *1%* *18%*	29 *1%* *48%*	21 *1%* *35%*	19 *1%* *32%*	12 *1%* *19%*	18 *1%* *29%*
Not asked	**1172** ***17%***	550 *17%* *47%*	622 *17%* *53%*	110 *15%* *9%*	189 *14%* *16%*	151 *13%* *13%*	157 *13%* *13%*	197 *19%* *17%* DE F	367 *28%* *31%* CDEF G	193 *16%* *17%*	514 *15%* *44%*	465 *21%* *40%* IJ	232 *14%* *20%*	309 *18%* *26%* L	434 *19%* *37%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 23

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC3

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**576** ***8%***	58 *9%* *10%*	31 *9%* *5%*	16 *8%* *3%*	471 *8%* *82%*	538 *8%* *93%*	38 *8%* *7%*	- - -	576 *10%* *100%* U	576 *10%* *100%* U	342 *10%* *59%* U	233 *11%* *40%* U	249 *11%* *43%* U
Occasionally	**3240** ***47%***	288 *47%* *9%* Q	174 *51%* *5%* Q	74 *36%* *2%*	2703 *48%* *83%* Q	3059 *48%* *94%* T	181 *38%* *6%*	- - -	3240 *57%* *100%* UX	3240 *56%* *100%* U	1946 *54%* *60%* U	1282 *60%* *40%* UVWX	1365 *60%* *42%* UVWX
Never	**1797** ***26%***	164 *27%* *9%*	80 *23%* *4%*	69 *34%* *4%* OPR	1484 *26%* *83%*	1657 *26%* *92%*	140 *30%* *8%*	- - -	1797 *32%* *100%* UYZ	1797 *31%* *100%* UYZ	1196 *33%* *67%* UYZ	597 *28%* *33%* U	634 *28%* *35%* U
Don't know	**60** ***1%***	7 *1%* *12%*	4 *1%* *6%*	1 *1%* *2%*	48 *1%* *80%*	55 *1%* *92%*	5 *1%* *8%*	- - -	60 *1%* *100%* U	60 *1%* *100%* U	41 *1%* *68%* U	19 *1%* *32%* U	19 *1%* *32%* U
Not asked	**1172** ***17%***	99 *16%* *8%*	53 *16%* *5%*	45 *22%* *4%* OPR	975 *17%* *83%*	1064 *17%* *91%*	109 *23%* *9%* S	1068 *100%* *91%* VWXYZ	- - -	71 *1%* *6%* VYZ	71 *2%* *6%* VWYZ	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 24

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC4

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**300** ***4%***	158 *5%* *53%*	141 *4%* *47%*	29 *4%* *10%*	61 *4%* *20%*	47 *4%* *16%*	58 *5%* *19%*	46 *5%* *15%*	59 *5%* *20%*	67 *5%* *22%*	145 *4%* *48%*	87 *4%* *29%*	54 *3%* *18%*	62 *4%* *21%*	121 *5%* *40%* L
Occasionally	**2552** ***37%***	1326 *40%* *52%* B	1226 *34%* *48%*	161 *23%* *6%*	443 *32%* *17%* C	474 *40%* *19%* CD	534 *44%* *21%* CD	423 *41%* *17%* CD	516 *40%* *20%* CD	492 *40%* *19%* K	1286 *38%* *50%*	774 *35%* *30%*	622 *38%* *24%*	670 *39%* *26%*	853 *37%* *33%*
Never	**2764** ***40%***	1228 *37%* *44%*	1537 *43%* *56%* A	412 *58%* *15%* DE FGH	697 *50%* *25%* EF GH	500 *42%* *18%* FG H	459 *38%* *17%* H	349 *34%* *13%* H	348 *27%* *13%*	471 *38%* *17%*	1447 *42%* *52%* IK	846 *39%* *31%*	723 *44%* *26%* MN	662 *39%* *24%*	895 *38%* *32%*
Don't know	**56** ***1%***	23 *1%* *41%*	33 *1%* *59%*	3 * *5%*	10 *1%* *18%*	8 *1%* *15%*	13 *1%* *23%*	11 *1%* *19%*	12 *1%* *21%*	8 *1%* *14%*	30 *1%* *53%*	19 *1%* *33%*	12 *1%* *21%*	8 * *15%*	23 *1%* *41%*
Not asked	**1172** ***17%***	550 *17%* *47%*	622 *17%* *53%*	110 *15%* *9%*	189 *14%* *16%*	151 *13%* *13%*	157 *13%* *13%*	197 *19%* *17%* DE F	367 *28%* *31%* CDEF G	193 *16%* *17%*	514 *15%* *44%*	465 *21%* *40%* IJ	232 *14%* *20%*	309 *18%* *26%* L	434 *19%* *37%* L

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 24

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC4

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**300** ***4%***	35 *6%* *12%*	18 *5%* *6%*	9 *4%* *3%*	238 *4%* *79%*	276 *4%* *92%*	23 *5%* *8%*	- - -	300 *5%* *100%* U	300 *5%* *100%* U	155 *4%* *52%* U	143 *7%* *48%* UVWX	154 *7%* *52%* UVWX
Occasionally	**2552** ***37%***	224 *36%* *9%* Q	127 *37%* *5%* Q	56 *27%* *2%*	2145 *38%* *84%* Q	2429 *38%* *95%* T	123 *26%* *5%*	- - -	2552 *45%* *100%* UX	2552 *44%* *100%* UX	1448 *40%* *57%* U	1095 *51%* *43%* UVWX	1157 *51%* *45%* UVWX
Never	**2764** ***40%***	249 *40%* *9%*	140 *41%* *5%*	95 *46%* *3%* OPR	2280 *40%* *82%*	2552 *40%* *92%*	212 *45%* *8%*	- - -	2764 *49%* *100%* UYZ	2764 *48%* *100%* UYZ	1888 *53%* *68%* UVWYZ	871 *41%* *32%* U	931 *41%* *34%* U
Don't know	**56** ***1%***	9 *1%* *16%* QR	3 *1%* *6%*	1 * *1%*	43 *1%* *77%*	51 *1%* *91%*	5 *1%* *9%*	- - -	56 *1%* *100%* U	56 *1%* *100%* U	34 *1%* *60%* U	22 *1%* *39%* U	24 *1%* *43%* U
Not asked	**1172** ***17%***	99 *16%* *8%*	53 *16%* *5%*	45 *22%* *4%* OPR	975 *17%* *83%*	1064 *17%* *91%*	109 *23%* *9%* S	1068 *100%* *91%* VWXYZ	- - -	71 *1%* *6%* VYZ	71 *2%* *6%* VWYZ	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 25

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC News

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Regularly	**1452** ***21%***	820 *25%* *56%* B	632 *18%* *44%*	94 *13%* *6%*	278 *20%* *19%* C	248 *21%* *17%* C	291 *24%* *20%* CD	243 *24%* *17%* C	298 *23%* *21%* C	280 *23%* *19%*	737 *22%* *51%*	436 *20%* *30%*	378 *23%* *26%* M	323 *19%* *22%*	494 *21%* *34%*
Occasionally	**1940** ***28%***	923 *28%* *48%*	1017 *29%* *52%*	176 *25%* *9%*	402 *29%* *21%*	359 *30%* *19%* CH	380 *31%* *20%* CH	293 *29%* *15%*	330 *25%* *17%*	400 *32%* *21%* K	1008 *29%* *52%* K	532 *24%* *27%*	465 *28%* *24%*	470 *27%* *24%*	684 *29%* *35%*
Never	**2271** ***33%***	989 *30%* *44%*	1282 *36%* *56%* A	333 *47%* *15%* DE FGH	531 *38%* *23%* FG H	423 *36%* *19%* GH	389 *32%* *17%* H	292 *29%* *13%* H	302 *23%* *13%*	357 *29%* *16%*	1157 *34%* *51%* I	756 *35%* *33%* I	564 *34%* *25%* N	608 *36%* *27%* N	712 *31%* *31%*
Don't know	**10** *	3 * *32%*	7 * *68%*	2 * *16%*	- - -	- - -	3 * *30%*	* * *3%*	5 * *51%*	2 * *16%*	7 * *66%*	2 * *18%*	4 * *39%*	2 * *18%*	2 * *22%*
Not asked	**1172** ***17%***	550 *17%* *47%*	622 *17%* *53%*	110 *15%* *9%*	189 *14%* *16%*	151 *13%* *13%*	157 *13%* *13%*	197 *19%* *17%* DE F	367 *28%* *31%* CDEF G	193 *16%* *17%*	514 *15%* *44%*	465 *21%* *40%* IJ	232 *14%* *20%*	309 *18%* *26%* L	434 *19%* *37%* L

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 25

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC News

Base : All respondents

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Regularly	**1452** ***21%***	138 *22%* *9%* Q	82 *24%* *6%* Q	37 *18%* *3%*	1195 *21%* *82%* Q	1299 *20%* *89%*	153 *32%* *11%* S	- - -	1452 *26%* *100%* U	1452 *25%* *100%* U	914 *25%* *63%* U	533 *25%* *37%* U	556 *25%* *38%* U
Occasionally	**1940** ***28%***	172 *28%* *9%* Q	100 *29%* *5%* Q	48 *24%* *2%*	1619 *28%* *83%* Q	1832 *29%* *94%* T	107 *23%* *6%*	- - -	1940 *34%* *100%* U	1940 *34%* *100%* U	1208 *34%* *62%* U	726 *34%* *37%* U	773 *34%* *40%* U
Never	**2271** ***33%***	206 *33%* *9%*	106 *31%* *5%*	75 *36%* *3%* P	1884 *33%* *83%*	2169 *34%* *96%* T	102 *22%* *4%*	- - -	2271 *40%* *100%* U	2271 *40%* *100%* U	1399 *39%* *62%* U	866 *41%* *38%* U	932 *41%* *41%* U
Don't know	**10** ***	1 * *14%*	1 * *7%*	- - -	8 * *79%*	9 * *88%*	1 * *12%*	- - -	10 * *100%*	10 * *100%*	5 * *47%*	5 * *53%*	5 * *53%*
Not asked	**1172** ***17%***	99 *16%* *8%*	53 *16%* *5%*	45 *22%* *4%* OPR	975 *17%* *83%*	1064 *17%* *91%*	109 *23%* *9%* S	1068 *100%* *91%* VWXYZ	- - -	71 *1%* *6%* VYZ	71 *2%* *6%* VWYZ	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 26

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC Parliament

Base : All respondents

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3355**	1609 *48%*	1746 *52%*	293 *9%*	599 *18%*	600 *18%*	637 *19%*	558 *17%*	653 *19%*	624 *19%*	1869 *56%*	793 *24%*	565 *17%*	465 *14%*	861 *26%*
Total (Wtd)	**3355**	1610 *48%*	1745 *52%*	343 *10%*	691 *21%*	568 *17%*	611 *18%*	485 *14%*	655 *20%*	604 *18%*	1677 *50%*	1074 *32%*	805 *24%*	839 *25%*	1140 *34%*
Effective Total	**2295**	1095	1201	193	421	421	434	387	465	463	1357	564	511	427	766
Regularly	**50** ***1%***	30 *2%* *61%*	19 *1%* *39%*	8 *2%* *15%*	7 *1%* *14%*	3 *1%* *7%*	4 *1%* *8%*	5 *1%* *11%*	22 *3%* *45%* DEFG	6 *1%* *13%*	18 *1%* *36%*	25 *2%* *51%* J	10 *1%* *21%*	14 *2%* *29%*	14 *1%* *29%*
Occasionally	**361** ***11%***	229 *14%* *63%* B	132 *8%* *37%*	20 *6%* *6%*	56 *8%* *15%*	39 *7%* *11%*	74 *12%* *21%* CD E	55 *11%* *15%* CE	118 *18%* *33%* CDEF G	75 *12%* *21%*	158 *9%* *44%*	129 *12%* *36%*	79 *10%* *22%*	87 *10%* *24%*	135 *12%* *37%*
Never	**2444** ***73%***	1118 *69%* *46%*	1326 *76%* *54%* A	277 *81%* *11%* GH	544 *79%* *22%* GH	459 *81%* *19%* GH	474 *78%* *19%* GH	346 *71%* *14%* H	343 *52%* *14%*	451 *75%* *18%* K	1288 *77%* *53%* K	705 *66%* *29%*	635 *79%* *26%* MN	591 *70%* *24%*	799 *70%* *33%*
Don't know	**2** *	2 * *100%*	- - -	- - -	- - -	- - -	1 * *74%*	- - -	* * *26%*	- - -	1 * *74%*	* * *26%*	- - -	- - -	1 * *74%*
Not asked	**498** ***15%***	231 *14%* *46%*	267 *15%* *54%*	38 *11%* *8%*	85 *12%* *17%*	66 *12%* *13%*	58 *9%* *12%*	79 *16%* *16%* F	171 *26%* *34%* CDEF G	71 *12%* *14%*	213 *13%* *43%*	214 *20%* *43%* IJ	81 *10%* *16%*	147 *18%* *29%* L	191 *17%* *38%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 26

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - BBC Parliament

Base : All respondents

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3355**	500 *15%*	479 *14%*	485 *14%*	1891 *56%*	3121 *93%*	185 *6%*	447 *13%*	2863 *85%*	2891 *86%*	1840 *55%*	1042 *31%*	1101 *33%*
Total (Wtd)	**3355**	302 *9%*	168 *5%*	101 *3%*	2785 *83%*	3123 *93%*	231 *7%*	447 *13%*	2857 *85%*	2888 *86%*	1780 *53%*	1100 *33%*	1148 *34%*
Effective Total	**2295**	457	433	431	1680	2138	157	304	1962	1981	1242	733	769
Regularly	**50** ***1%***	6 *2%* *12%*	3 *2%* *7%*	2 *2%* *3%*	39 *1%* *78%*	47 *2%* *95%*	3 *1%* *5%*	- - -	50 *2%* *100%* U	50 *2%* *100%* U	25 *1%* *51%* U	25 *2%* *49%* U	25 *2%* *50%* U
Occasionally	**361** ***11%***	36 *12%* *10%*	15 *9%* *4%*	9 *9%* *3%*	301 *11%* *83%*	314 *10%* *87%*	47 *20%* *13%* S	- - -	361 *13%* *100%* U	361 *13%* *100%* U	209 *12%* *58%* U	150 *14%* *42%* U	157 *14%* *43%* U
Never	**2444** ***73%***	220 *73%* *9%*	127 *75%* *5%*	72 *72%* *3%*	2025 *73%* *83%*	2310 *74%* *95%* T	134 *58%* *5%*	- - -	2444 *86%* *100%* U	2444 *85%* *100%* U	1514 *85%* *62%* U	924 *84%* *38%* U	965 *84%* *39%* U
Don't know	**2** ***	- - -	* * *26%*	- - -	1 * *74%*	* * *26%*	1 *1%* *74%* S	- - -	2 * *100%*	2 * *100%*	* * *26%*	1 * *74%*	1 * *74%*
Not asked	**498** ***15%***	40 *13%* *8%*	23 *14%* *5%*	17 *17%* *3%*	419 *15%* *84%*	452 *14%* *91%*	47 *20%* *9%*	447 *100%* *90%* VWXYZ	- - -	31 *1%* *6%* VYZ	31 *2%* *6%* VYZ	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 27

Absolutes/col/row percents

9 Jul 2009

Q4 Frequency of watching - SUMMARY

Base : All respondents

	Q4 - Summary									
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament
Total (Unwtd)	6845	6845	6845	6845	6845	6845	6845	6845	6845	3355
Total (Wtd)	6845	6845	6845	6845	6845	6845	6845	6845	6845	3355
Effective Total	4698	4698	4698	4698	4698	4698	4698	4698	4698	2295
Regularly	4841 *71%*	2321 *34%*	3551 *52%*	2429 *35%*	32 *	1247 *18%*	576 *8%*	300 *4%*	1452 *21%*	50 *1%*
Occasionally	1801 *26%*	3755 *55%*	2780 *41%*	3767 *55%*	45 *1%*	3878 *57%*	3240 *47%*	2552 *37%*	1940 *28%*	361 *11%*
Never	190 *3%*	747 *11%*	480 *7%*	533 *8%*	12 *	1333 *19%*	1797 *26%*	2764 *40%*	2271 *33%*	2444 *73%*
Don't know	13 *	23 *	34 *1%*	27 *	1 *	32 *	60 *1%*	56 *1%*	10 *	2 *
Not asked	- -	- -	- -	89 *1%*	6756 *99%*	355 *5%*	1172 *17%*	1172 *17%*	1172 *17%*	498 *15%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 28

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
0	**790** ***12%***	466 *14%* *59%* B	324 *9%* *41%*	89 *12%* *11%* H	197 *14%* *25%* GH	154 *13%* *19%* H	152 *12%* *19%* H	103 *10%* *13%* H	95 *7%* *12%*	134 *11%* *17%*	455 *13%* *58%* K	201 *9%* *25%*	168 *10%* *21%*	192 *11%* *24%*	305 *13%* *39%* L
1	**1135** ***17%***	579 *18%* *51%*	557 *16%* *49%*	139 *19%* *12%*	220 *16%* *19%*	189 *16%* *17%*	208 *17%* *18%*	162 *16%* *14%*	215 *17%* *19%*	161 *13%* *14%*	570 *17%* *50%* I	404 *18%* *36%* I	265 *16%* *23%*	285 *17%* *25%*	396 *17%* *35%*
2	**1648** ***24%***	729 *22%* *44%*	918 *26%* *56%* A	151 *21%* *9%*	323 *23%* *20%*	291 *25%* *18%*	292 *24%* *18%*	261 *25%* *16%*	332 *25%* *20%*	333 *27%* *20%* J	779 *23%* *47%*	536 *24%* *33%*	377 *23%* *23%*	449 *26%* *27%*	532 *23%* *32%*
3	**1596** ***23%***	714 *22%* *45%*	882 *25%* *55%* A	174 *24%* *11%*	317 *23%* *20%*	275 *23%* *17%*	263 *22%* *16%*	249 *24%* *16%*	317 *24%* *20%*	307 *25%* *19%*	787 *23%* *49%*	502 *23%* *31%*	432 *26%* *27%* N	384 *22%* *24%*	509 *22%* *32%*
4	**1042** ***15%***	481 *15%* *46%*	561 *16%* *54%*	84 *12%* *8%*	209 *15%* *20%*	192 *16%* *18%* C	192 *16%* *18%*	152 *15%* *15%*	212 *16%* *20%* C	189 *15%* *18%*	512 *15%* *49%*	341 *16%* *33%*	245 *15%* *24%*	265 *16%* *25%*	360 *15%* *35%*
5	**451** ***7%***	216 *7%* *48%*	235 *7%* *52%*	55 *8%* *12%* E	99 *7%* *22%*	58 *5%* *13%*	75 *6%* *17%*	71 *7%* *16%*	93 *7%* *21%* E	85 *7%* *19%*	224 *7%* *50%*	142 *6%* *31%*	113 *7%* *25%*	97 *6%* *21%*	161 *7%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 28

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
6	**129** ***2%***	65 *2%* *50%*	65 *2%* *50%*	13 *2%* *10%*	28 *2%* *22%*	16 *1%* *12%*	27 *2%* *21%*	21 *2%* *16%*	25 *2%* *19%*	18 *1%* *14%*	76 *2%* *59%*	35 *2%* *27%*	31 *2%* *24%*	25 *1%* *19%*	48 *2%* *37%*
7	**47** ***1%***	32 *1%* *69%* B	15 *** *31%*	10 *1%* *21%*	7 *1%* *15%*	5 *** *11%*	10 *1%* *22%*	6 *1%* *12%*	9 *1%* *19%*	4 *** *9%*	17 *** *36%*	26 *1%* *54%* IJ	9 *1%* *19%*	14 *1%* *30%*	14 *1%* *30%*
8	**6** *****	3 *** *53%*	3 *** *47%*	* * *4%*	- - -	1 *** *22%*	1 *** *12%*	1 *** *19%*	3 *** *43%*	* * *4%*	2 *** *41%*	3 *** *56%*	1 *** *22%*	- - -	2 *** *28%*
9	* *	* * *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* * *100%*	- - -	- - -	* * *100%*	- - -	- - -	- - -
Total number of mentions	**16798** ***245%***	7825 *238%* *47%*	8973 *252%* *53%*	1722 *241%* *10%*	3368 *241%* *20%*	2793 *237%* *17%*	2964 *243%* *18%*	2568 *250%* *15%*	3380 *260%* *20%*	3071 *249%* *18%*	8253 *241%* *49%*	5474 *250%* *33%*	4126 *251%* *25%*	4130 *241%* *25%*	5633 *242%* *34%*
Average number of mentions	**2.77**	2.78	2.77	2.75	2.80	2.72	2.78	2.78	2.80	2.80	2.78	2.75	2.80	2.72	2.79
SD	**1.34**	1.39	1.29	1.41	1.33	1.27	1.37	1.32	1.34	1.25	1.34	1.37	1.31	1.30	1.36

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 28

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
0	**790** ***12%***	76 *12%* *10%* P	27 *8%* *3%*	23 *11%* *3%* P	665 *12%* *84%* P	699 *11%* *88%*	92 *19%* *12%* S	184 *17%* *23%* VWXY Z	566 *10%* *72%* YZ	580 *10%* *73%* YZ	418 *12%* *53%* VYZ	162 *8%* *20%*	173 *8%* *22%*
1	**1135** ***17%***	106 *17%* *9%* P	47 *14%* *4%*	37 *18%* *3%* P	946 *17%* *83%* P	1036 *16%* *91%*	99 *21%* *9%* S	221 *21%* *20%* VWXY Z	907 *16%* *80%*	912 *16%* *80%*	605 *17%* *53%* YZ	304 *14%* *27%*	323 *14%* *28%*
2	**1648** ***24%***	148 *24%* *9%*	91 *26%* *5%*	51 *25%* *3%*	1358 *24%* *82%*	1546 *24%* *94%*	102 *22%* *6%*	338 *32%* *21%* VWXY Z	1288 *23%* *78%*	1308 *23%* *79%*	846 *24%* *51%*	457 *21%* *28%*	497 *22%* *30%*
3	**1596** ***23%***	132 *22%* *8%*	86 *25%* *5%*	52 *25%* *3%*	1326 *23%* *83%*	1503 *24%* *94%*	92 *20%* *6%*	227 *21%* *14%*	1350 *24%* *85%*	1367 *24%* *86%*	832 *23%* *52%*	533 *25%* *33%* U	562 *25%* *35%*
4	**1042** ***15%***	91 *15%* *9%*	55 *16%* *5%* Q	25 *12%* *2%*	871 *15%* *84%* Q	994 *16%* *95%* T	48 *10%* *5%*	73 *7%* *7%*	957 *17%* *92%* U	969 *17%* *93%* U	589 *16%* *56%* U	377 *18%* *36%* U	396 *17%* *38%* U
5	**451** ***7%***	43 *7%* *10%*	25 *7%* *5%*	11 *5%* *2%*	372 *7%* *82%*	420 *7%* *93%*	31 *6%* *7%*	25 *2%* *6%*	422 *7%* *94%* UX	426 *7%* *94%* UX	211 *6%* *47%* U	214 *10%* *47%* UVWX	220 *10%* *49%* UVWX

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 28

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
6	**129** ***2%***	12 *2%* *9%*	9 *3%* *7%*	5 *2%* *4%*	104 *2%* *80%*	123 *2%* *95%*	7 *1%* *5%*	- - -	129 *2%* *100%* U	129 *2%* *100%* U	71 *2%* *55%* U	57 *3%* *44%* U	64 *3%* *49%* U
7	**47** ***1%***	5 *1%* *11%*	3 *1%* *7%*	1 *** *2%*	38 *1%* *80%*	44 *1%* *94%*	3 *1%* *6%*	- - -	47 *1%* *100%* U	47 *1%* *100%* U	22 *1%* *46%* U	25 *1%* *54%* U	27 *1%* *58%* UX
8	**6** ***	2 *** *39%* R	- - -	1 *** *11%* PR	3 *** *49%*	6 *** *100%*	- - -	- - -	6 *** *100%*	6 *** *100%*	3 *** *53%*	3 *** *47%*	3 *** *47%*
9	* *	- - -	- - -	* * *100%* R	- - -	* * *100%*	- - -	- - -	* * *100%*	* * *100%*	- - -	* * *100%*	* * *100%*
Total number of mentions	**16798** ***245%***	1509 *245%* *9%*	906 *265%* *5%*	493 *240%* *3%*	13889 *244%* *83%*	15815 *248%* *94%*	981 *208%* *6%*	1997 *187%* *12%*	14630 *258%* *87%*	14788 *257%* *88%*	8807 *245%* *52%*	5937 *279%* *35%*	6290 *277%* *37%*
Average number of mentions	**2.77**	2.79	2.87 QR	2.70	2.77	2.79 T	2.58	2.26	2.86 UX	2.86 UX	2.77 U	3.01 UVWX	3.00 UVWX
SD	**1.34**	1.40	1.34	1.36	1.33	1.33	1.36	1.01	1.37	1.36	1.33	1.41	1.41

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 29

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly or occasionally

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
0	**46** ***1%***	32 *1%* *68%* B	15 *** *32%*	6 *1%* *14%*	19 *1%* *40%* FH	9 *1%* *19%*	4 *** *9%*	5 *** *10%*	3 *** *7%*	9 *1%* *19%*	26 *1%* *55%*	12 *1%* *26%*	7 *** *15%*	12 *1%* *27%*	21 *1%* *45%*
1	**43** ***1%***	27 *1%* *62%*	16 *** *38%*	4 *1%* *9%*	13 *1%* *29%* G	6 *** *13%*	9 *1%* *21%* G	1 *** *2%*	11 *1%* *25%* G	5 *** *11%*	18 *1%* *43%*	20 *1%* *46%*	6 *** *14%*	8 *** *18%*	22 *1%* *52%*
2	**89** ***1%***	47 *1%* *52%*	43 *1%* *48%*	13 *2%* *15%*	23 *2%* *25%*	16 *1%* *18%*	11 *1%* *12%*	11 *1%* *13%*	15 *1%* *17%*	13 *1%* *14%*	49 *1%* *54%*	28 *1%* *32%*	19 *1%* *22%*	14 *1%* *16%*	31 *1%* *35%*
3	**297** ***4%***	142 *4%* *48%*	156 *4%* *52%*	63 *9%* *21%* EF GH	86 *6%* *29%* EF GH	36 *3%* *12%*	34 *3%* *11%*	30 *3%* *10%*	50 *4%* *17%*	46 *4%* *16%*	143 *4%* *48%*	108 *5%* *36%*	72 *4%* *24%*	65 *4%* *22%*	114 *5%* *38%*
4	**790** ***12%***	328 *10%* *41%*	463 *13%* *59%* A	108 *15%* *14%* EF	164 *12%* *21%*	108 *9%* *14%*	109 *9%* *14%*	129 *13%* *16%* EF	171 *13%* *22%* EF	150 *12%* *19%*	364 *11%* *46%*	276 *13%* *35%*	157 *10%* *20%*	230 *13%* *29%* L	262 *11%* *33%*
5	**1410** ***21%***	632 *19%* *45%*	778 *22%* *55%* A	157 *22%* *11%*	248 *18%* *18%*	235 *20%* *17%*	225 *18%* *16%*	231 *23%* *16%* DF	314 *24%* *22%* DEF	221 *18%* *16%*	667 *19%* *47%*	522 *24%* *37%* IJ	346 *21%* *25%*	363 *21%* *26%*	467 *20%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 29

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly or occasionally

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
6	**1284** ***19%***	585 *18%* *46%*	699 *20%* *54%*	190 *27%* *15%* EF GH	313 *22%* *24%* FG H	225 *19%* *18%* H	223 *18%* *17%* H	160 *16%* *12%*	174 *13%* *14%*	222 *18%* *17%*	669 *20%* *52%*	393 *18%* *31%*	333 *20%* *26%*	311 *18%* *24%*	419 *18%* *33%*
7	**1400** ***20%***	685 *21%* *49%*	716 *20%* *51%*	119 *17%* *9%*	279 *20%* *20%*	294 *25%* *21%* CD GH	267 *22%* *19%* CH	207 *20%* *15%*	233 *18%* *17%*	256 *21%* *18%*	725 *21%* *52%*	420 *19%* *30%*	362 *22%* *26%*	331 *19%* *24%*	469 *20%* *33%*
8	**1274** ***19%***	671 *20%* *53%* B	602 *17%* *47%*	42 *6%* *3%*	233 *17%* *18%* C	229 *19%* *18%* C	299 *25%* *24%* CD EH	223 *22%* *18%* CD	247 *19%* *19%* C	274 *22%* *22%* K	674 *20%* *53%* K	325 *15%* *26%*	298 *18%* *23%*	316 *18%* *25%*	446 *19%* *35%*
9	**211** ***3%***	138 *4%* *66%* B	72 *2%* *34%*	12 *2%* *6%*	23 *2%* *11%*	23 *2%* *11%*	39 *3%* *19%* D	29 *3%* *14%*	84 *6%* *40%* CDEF G	36 *3%* *17%*	87 *3%* *41%*	87 *4%* *41%* J	44 *3%* *21%*	62 *4%* *29%*	75 *3%* *36%*
Total number of mentions	**40916** ***598%***	19934 *607%* *49%*	20982 *589%* *51%*	3859 *540%* *9%*	8119 *580%* *20%*	7198 *610%* *18%*	7645 *627%* *19%*	6237 *608%* *15%*	7851 *603%* *19%*	7517 *610%* *18%*	20605 *602%* *50%*	12793 *584%* *31%*	9921 *604%* *24%*	10231 *598%* *25%*	13853 *595%* *34%*
Average number of mentions	**6.02**	6.13 B	5.92	5.44	5.88 C	6.14 C D	6.29 C DGH	6.11 C D	6.05 CD	6.15 K	6.07 K	5.87	6.06	6.02	6.01
SD	**1.63**	1.68	1.58	1.52	1.65	1.54	1.59	1.59	1.74	1.62	1.61	1.66	1.57	1.61	1.68

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 29

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly or occasionally

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
0	**46** ***1%***	3 *1%* *7%*	2 *** *4%*	1 *1%* *3%*	40 *1%* *87%*	35 *1%* *76%*	11 *2%* *24%* S	14 *1%* *30%* VWXY Z	18 *** *39%*	19 *** *40%*	13 *** *29%*	5 *** *11%*	6 *** *13%*
1	**43** ***1%***	4 *1%* *10%*	2 *1%* *4%*	1 *1%* *3%*	36 *1%* *83%*	35 *1%* *81%*	8 *2%* *19%* S	15 *1%* *35%* VWYZ	25 *** *57%*	28 *** *65%* Y	26 *1%* *60%* YZ	2 *** *5%*	4 *** *8%*
2	**89** ***1%***	16 *3%* *18%* R	5 *1%* *6%*	4 *2%* *4%*	64 *1%* *72%*	73 *1%* *81%*	17 *4%* *19%* S	31 *3%* *35%* VWXY Z	56 *1%* *62%*	56 *1%* *63%*	41 *1%* *45%*	15 *1%* *17%*	17 *1%* *19%*
3	**297** ***4%***	24 *4%* *8%*	13 *4%* *4%*	10 *5%* *3%*	250 *4%* *84%*	258 *4%* *87%*	39 *8%* *13%* S	111 *10%* *37%* VWXY Z	178 *3%* *60%*	183 *3%* *61%*	129 *4%* *43%*	53 *3%* *18%*	56 *2%* *19%*
4	**790** ***12%***	75 *12%* *9%*	33 *10%* *4%*	33 *16%* *4%* OPR	649 *11%* *82%*	748 *12%* *95%*	42 *9%* *5%*	389 *36%* *49%* VWXY Z	377 *7%* *48%*	395 *7%* *50%* YZ	284 *8%* *36%* YZ	111 *5%* *14%*	121 *5%* *15%*
5	**1410** ***21%***	115 *19%* *8%*	65 *19%* *5%*	54 *26%* *4%* OPR	1177 *21%* *83%*	1306 *21%* *93%*	103 *22%* *7%*	508 *48%* *36%* VWXY Z	850 *15%* *60%* YZ	895 *16%* *63%* YZ	624 *17%* *44%* VYZ	270 *13%* *19%*	289 *13%* *20%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 29

Absolutes/col/row percents

9 Jul 2009

Q4 Number of PSB channels watched regularly or occasionally

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
6	**1284** ***19%***	117 *19%* *9%*	65 *19%* *5%*	39 *19%* *3%*	1063 *19%* *83%*	1207 *19%* *94%*	77 *16%* *6%*	- - -	1284 *23%* *100%* U	1284 *22%* *100%* U	829 *23%* *65%* U	449 *21%* *35%* U	470 *21%* *37%* U
7	**1400** ***20%***	129 *21%* *9%* Q	77 *22%* *5%* Q	32 *16%* *2%*	1162 *20%* *83%* Q	1308 *21%* *93%*	92 *19%* *7%*	- - -	1400 *25%* *100%* U	1400 *24%* *100%* U	816 *23%* *58%* U	585 *27%* *42%* UVWX	629 *28%* *45%* UVWX
8	**1274** ***19%***	115 *19%* *9%* Q	74 *22%* *6%* QR	25 *12%* *2%*	1060 *19%* *83%* Q	1211 *19%* *95%* T	63 *13%* *5%*	- - -	1274 *22%* *100%* UX	1274 *22%* *100%* U	732 *20%* *57%* U	534 *25%* *42%* UVWX	567 *25%* *44%* UVWX
9	**211** ***3%***	18 *3%* *8%*	7 *2%* *3%*	5 *3%* *3%*	180 *3%* *86%*	191 *3%* *90%*	20 *4%* *9%*	- - -	211 *4%* *100%* U	211 *4%* *100%* U	104 *3%* *49%* U	106 *5%* *50%* UVWX	108 *5%* *51%* UX
Total number of mentions	**40916** ***598%***	3669 *596%* *9%*	2091 *611%* *5%*	1151 *560%* *3%*	34005 *599%* *83%*	38281 *601%* *94%*	2631 *557%* *6%*	4507 *422%* *11%*	36020 *635%* *88%*	36335 *633%* *89%*	22220 *618%* *54%*	14001 *657%* *34%*	14867 *656%* *36%*
Average number of mentions	**6.02**	5.99 Q	6.14 OQ	5.64	6.03 Q	6.04 T	5.71	4.27	6.37 UX	6.35 UX	6.20 U	6.59 UVWX	6.58 UVWX
SD	**1.63**	1.69	1.60	1.60	1.63	1.61	1.85	0.87	1.52	1.53	1.56	1.45	1.45

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 30

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC1

Base : All who watch BBC1 regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6645**	3135 *47%*	3510 *53%*	575 *9%*	1185 *18%*	1209 *18%*	1246 *19%*	1159 *17%*	1243 *19%*	1290 *19%*	3636 *55%*	1589 *24%*	1102 *17%*	890 *13%*	1777 *27%*
Total (Wtd)	**6642**	3164 *48%*	3479 *52%*	673 *10%*	1350 *20%*	1146 *17%*	1188 *18%*	1007 *15%*	1275 *19%*	1202 *18%*	3320 *50%*	2120 *32%*	1599 *24%*	1661 *25%*	2253 *34%*
Effective Total	**4566**	2148	2418	389	831	855	845	796	894	946	2634	1138	1007	815	1600
Every day	**3268** ***49%***	1560 *49%* *48%*	1708 *49%* *52%*	264 *39%* *8%*	603 *45%* *18%*	522 *46%* *16%* C	568 *48%* *17%* C	541 *54%* *17%* CD EF	769 *60%* *24%* CDEF G	599 *50%* *18%*	1560 *47%* *48%*	1109 *52%* *34%* J	803 *50%* *25%*	791 *48%* *24%*	1105 *49%* *34%*
Most days	**1734** ***26%***	808 *26%* *47%*	926 *27%* *53%*	197 *29%* *11%*	357 *26%* *21%*	285 *25%* *16%*	314 *26%* *18%*	262 *26%* *15%*	319 *25%* *18%*	323 *27%* *19%*	848 *26%* *49%*	563 *27%* *32%*	433 *27%* *25%*	466 *28%* *27%*	562 *25%* *32%*
2-3 times a week	**1182** ***18%***	572 *18%* *48%*	610 *18%* *52%*	151 *22%* *13%* GH	265 *20%* *22%* GH	243 *21%* *21%* GH	219 *18%* *19%* H	159 *16%* *13%* H	145 *11%* *12%*	211 *18%* *18%*	649 *20%* *55%* K	322 *15%* *27%*	246 *15%* *21%*	310 *19%* *26%*	413 *18%* *35%* L
About once a week	**332** ***5%***	153 *5%* *46%*	179 *5%* *54%*	46 *7%* *14%* GH	88 *7%* *27%* GH	76 *7%* *23%* GH	61 *5%* *18%* H	34 *3%* *10%*	27 *2%* *8%*	45 *4%* *13%*	200 *6%* *60%* IK	88 *4%* *26%*	88 *6%* *27%*	74 *4%* *22%*	113 *5%* *34%*
Less than once a week	**123** ***2%***	68 *2%* *55%*	55 *2%* *45%*	15 *2%* *12%*	36 *3%* *29%* GH	21 *2%* *17%*	25 *2%* *21%*	10 *1%* *8%*	15 *1%* *13%*	23 *2%* *19%*	62 *2%* *51%*	38 *2%* *31%*	29 *2%* *24%*	18 *1%* *15%*	62 *3%* *50%* M
Don't know	**3** *	2 * *83%*	* * *17%*	- - -	- - -	* * *11%*	2 * *72%*	* * *17%*	- - -	2 * *65%*	1 * *24%*	* * *11%*	- - -	2 * *65%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 30

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC1

Base : All who watch BBC1 regularly or occasionally

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6645**	975 *15%*	956 *14%*	945 *14%*	3769 *57%*	6155 *93%*	403 *6%*	1060 *16%*	5502 *83%*	5568 *84%*	3566 *54%*	1983 *30%*	2126 *32%*
Total (Wtd)	**6642**	598 *9%*	334 *5%*	197 *3%*	5513 *83%*	6204 *93%*	438 *7%*	1028 *15%*	5525 *83%*	5595 *84%*	3484 *52%*	2095 *32%*	2226 *34%*
Effective Total	**4566**	902	874	856	3342	4230	339	720	3788	3833	2421	1400	1495
Every day	**3268** ***49%***	279 *47%* *9%*	188 *56%* *6%* OR	103 *52%* *3%* O	2699 *49%* *83%*	3064 *49%* *94%*	204 *47%* *6%*	486 *47%* *15%*	2746 *50%* *84%*	2777 *50%* *85%*	1735 *50%* *53%*	1035 *49%* *32%*	1106 *50%* *34%*
Most days	**1734** ***26%***	148 *25%* *9%*	83 *25%* *5%*	43 *22%* *2%*	1460 *26%* *84%* Q	1644 *26%* *95%* T	90 *21%* *5%*	267 *26%* *15%*	1450 *26%* *84%*	1467 *26%* *85%*	887 *25%* *51%*	575 *27%* *33%*	603 *27%* *35%*
2-3 times a week	**1182** ***18%***	122 *20%* *10%* PR	51 *15%* *4%*	40 *20%* *3%* P	969 *18%* *82%*	1093 *18%* *92%*	89 *20%* *8%*	197 *19%* *17%*	968 *18%* *82%*	984 *18%* *83%*	615 *18%* *52%*	364 *17%* *31%*	389 *17%* *33%*
About once a week	**332** ***5%***	40 *7%* *12%* PQR	9 *3%* *3%*	8 *4%* *2%*	275 *5%* *83%* P	300 *5%* *90%*	33 *7%* *10%* S	58 *6%* *17%*	269 *5%* *81%*	271 *5%* *82%*	179 *5%* *54%*	92 *4%* *28%*	98 *4%* *29%*
Less than once a week	**123** ***2%***	8 *1%* *7%*	2 *1%* *2%*	3 *2%* *3%*	109 *2%* *89%* P	100 *2%* *82%*	22 *5%* *18%* S	19 *2%* *16%*	91 *2%* *74%*	95 *2%* *78%*	67 *2%* *55%*	28 *1%* *23%*	30 *1%* *24%*
Don't know	**3** *	* * *17%*	- - -	1 * *18%* R	2 * *65%*	3 * *100%*	- - -	2 * *65%* VW	1 * *28%*	1 * *28%*	* * *17%*	* * *11%*	* * *11%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 31

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC2

Base : All who watch BBC2 regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6105**	2977 *49%*	3128 *51%*	469 *8%*	1015 *17%*	1111 *18%*	1163 *19%*	1115 *18%*	1208 *20%*	1220 *20%*	3319 *54%*	1444 *24%*	1018 *17%*	834 *14%*	1631 *27%*
Total (Wtd)	**6076**	2999 *49%*	3077 *51%*	542 *9%*	1154 *19%*	1064 *18%*	1115 *18%*	962 *16%*	1237 *20%*	1137 *19%*	3028 *50%*	1911 *31%*	1462 *24%*	1539 *25%*	2057 *34%*
Effective Total	**4206**	2039	2168	316	712	788	795	766	866	896	2407	1036	932	763	1472
Every day	**977** ***16%***	513 *17%* *53%*	463 *15%* *47%*	67 *12%* *7%*	118 *10%* *12%*	113 *11%* *12%*	174 *16%* *18%* DE	191 *20%* *20%* CD EF	314 *25%* *32%* CDEF G	170 *15%* *17%*	428 *14%* *44%*	379 *20%* *39%* IJ	225 *15%* *23%*	248 *16%* *25%*	351 *17%* *36%*
Most days	**1320** ***22%***	719 *24%* *54%* B	602 *20%* *46%*	126 *23%* *10%* D	179 *16%* *14%*	205 *19%* *15%*	246 *22%* *19%* D	235 *24%* *18%* DE	330 *27%* *25%* DEF	266 *23%* *20%*	621 *21%* *47%*	434 *23%* *33%*	292 *20%* *22%*	333 *22%* *25%*	471 *23%* *36%*
2-3 times a week	**2295** ***38%***	1154 *38%* *50%*	1142 *37%* *50%*	183 *34%* *8%*	437 *38%* *19%*	440 *41%* *19%* CH	419 *38%* *18%*	379 *39%* *16%*	437 *35%* *19%*	445 *39%* *19%* K	1185 *39%* *52%* K	665 *35%* *29%*	588 *40%* *26%* N	589 *38%* *26%*	740 *36%* *32%*
About once a week	**1015** ***17%***	413 *14%* *41%*	602 *20%* *59%* A	117 *22%* *12%* GH	289 *25%* *28%* EF GH	200 *19%* *20%* GH	191 *17%* *19%* GH	118 *12%* *12%* H	100 *8%* *10%*	190 *17%* *19%*	555 *18%* *55%* K	271 *14%* *27%*	246 *17%* *24%*	252 *16%* *25%*	336 *16%* *33%*
Less than once a week	**454** ***7%***	191 *6%* *42%*	264 *9%* *58%* A	48 *9%* *11%* GH	132 *11%* *29%* FG H	104 *10%* *23%* GH	83 *7%* *18%* GH	38 *4%* *8%*	49 *4%* *11%*	62 *5%* *14%*	234 *8%* *52%* I	158 *8%* *35%* I	109 *7%* *24%*	113 *7%* *25%*	154 *7%* *34%*
Don't know	**13** *	9 * *70%*	4 * *30%*	2 * *12%*	- - -	1 * *10%*	4 * *27%*	1 * *11%*	5 * *41%*	3 * *26%*	5 * *40%*	5 * *34%*	3 * *20%*	4 * *33%*	5 * *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 31

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC2

Base : All who watch BBC2 regularly or occasionally

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6105**	878 *14%*	902 *15%*	842 *14%*	3483 *57%*	5681 *93%*	342 *6%*	987 *16%*	5049 *83%*	5104 *84%*	3219 *53%*	1868 *31%*	2004 *33%*
Total (Wtd)	**6076**	530 *9%*	313 *5%*	173 *3%*	5059 *83%*	5706 *94%*	369 *6%*	960 *16%*	5047 *83%*	5100 *84%*	3117 *51%*	1967 *32%*	2093 *34%*
Effective Total	**4206**	816	825	761	3093	3922	287	670	3490	3526	2192	1323	1414
Every day	**977** ***16%***	72 *14%* *7%*	56 *18%* *6%* O	26 *15%* *3%*	823 *16%* *84%*	919 *16%* *94%*	58 *16%* *6%*	179 *19%* *18%* WX	792 *16%* *81%* X	798 *16%* *82%* X	418 *13%* *43%*	378 *19%* *39%* VWX	395 *19%* *40%* VWX
Most days	**1320** ***22%***	120 *23%* *9%*	70 *22%* *5%*	33 *19%* *3%*	1097 *22%* *83%*	1257 *22%* *95%*	63 *17%* *5%*	204 *21%* *15%*	1101 *22%* *83%*	1117 *22%* *85%*	621 *20%* *47%*	488 *25%* *37%* VWX	521 *25%* *39%* VWX
2-3 times a week	**2295** ***38%***	199 *37%* *9%*	112 *36%* *5%*	68 *39%* *3%*	1917 *38%* *84%*	2172 *38%* *95%*	124 *33%* *5%*	387 *40%* *17%*	1882 *37%* *82%*	1905 *37%* *83%*	1181 *38%* *51%*	719 *37%* *31%*	766 *37%* *33%*
About once a week	**1015** ***17%***	95 *18%* *9%*	53 *17%* *5%*	34 *20%* *3%* R	833 *16%* *82%*	938 *16%* *92%*	77 *21%* *8%*	136 *14%* *13%*	870 *17%* *86%* UYZ	875 *17%* *86%* YZ	615 *20%* *61%* UVWYZ	260 *13%* *26%*	283 *14%* *28%*
Less than once a week	**454** ***7%***	45 *8%* *10%*	22 *7%* *5%*	12 *7%* *3%*	375 *7%* *83%*	409 *7%* *90%*	45 *12%* *10%* S	48 *5%* *11%*	396 *8%* *87%* UYZ	399 *8%* *88%* UYZ	277 *9%* *61%* UYZ	120 *6%* *27%*	126 *6%* *28%*
Don't know	**13** *	- - -	* * *3%*	* * *3%*	13 * *94%*	11 * *83%*	2 *1%* *17%*	6 *1%* *47%* VWXY Z	7 * *51%*	7 * *51%*	5 * *39%*	2 * *12%*	2 * *12%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 32

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - ITV1

Base : All who watch ITV1 regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6344**	2981 *47%*	3363 *53%*	557 *9%*	1102 *17%*	1164 *18%*	1199 *19%*	1115 *18%*	1180 *19%*	1202 *19%*	3489 *55%*	1533 *24%*	1071 *17%*	847 *13%*	1675 *26%*
Total (Wtd)	**6331**	2990 *47%*	3341 *53%*	644 *10%*	1244 *20%*	1104 *17%*	1143 *18%*	970 *15%*	1224 *19%*	1123 *18%*	3169 *50%*	2038 *32%*	1554 *25%*	1574 *25%*	2132 *34%*
Effective Total	**4356**	2038	2319	376	768	821	813	765	852	882	2516	1099	979	777	1511
Every day	**2297** ***36%***	961 *32%* *42%*	1336 *40%* *58%* A	215 *33%* *9%*	433 *35%* *19%*	380 *34%* *17%*	422 *37%* *18%*	369 *38%* *16%*	479 *39%* *21%* E	286 *25%* *12%*	1095 *35%* *48%* I	916 *45%* *40%* IJ	634 *41%* *28%* N	588 *37%* *26%* N	633 *30%* *28%*
Most days	**1391** ***22%***	673 *23%* *48%*	718 *21%* *52%*	165 *26%* *12%* D	239 *19%* *17%*	261 *24%* *19%* D	236 *21%* *17%*	205 *21%* *15%*	285 *23%* *20%* D	252 *22%* *18%*	689 *22%* *50%*	450 *22%* *32%*	377 *24%* *27%* N	347 *22%* *25%*	425 *20%* *31%*
2-3 times a week	**1655** ***26%***	827 *28%* *50%* B	827 *25%* *50%*	157 *24%* *9%*	355 *29%* *21%* H	283 *26%* *17%*	307 *27%* *19%*	255 *26%* *15%*	296 *24%* *18%*	350 *31%* *21%* JK	859 *27%* *52%* K	446 *22%* *27%*	350 *23%* *21%*	409 *26%* *25%*	634 *30%* *38%* L
About once a week	**673** ***11%***	363 *12%* *54%* B	310 *9%* *46%*	65 *10%* *10%*	159 *13%* *24%* H	127 *12%* *19%*	116 *10%* *17%*	98 *10%* *15%*	108 *9%* *16%*	165 *15%* *25%* JK	371 *12%* *55%* K	137 *7%* *20%*	131 *8%* *19%*	157 *10%* *23%*	296 *14%* *44%* LM
Less than once a week	**308** ***5%***	162 *5%* *52%*	147 *4%* *48%*	42 *7%* *14%*	58 *5%* *19%*	51 *5%* *17%*	60 *5%* *19%*	40 *4%* *13%*	57 *5%* *18%*	69 *6%* *22%*	150 *5%* *49%*	89 *4%* *29%*	61 *4%* *20%*	72 *5%* *23%*	141 *7%* *46%* LM
Don't know	**7** *	3 * *40%*	4 * *60%*	- - -	- - -	1 * *20%*	3 * *37%*	3 * *40%*	* * *4%*	2 * *24%*	5 * *76%*	- - -	2 * *34%*	1 * *21%*	2 * *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 32

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - ITV1

Base : All who watch ITV1 regularly or occasionally

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6344**	904 *14%*	928 *15%*	919 *14%*	3593 *57%*	5878 *93%*	382 *6%*	1019 *16%*	5249 *83%*	5311 *84%*	3400 *54%*	1894 *30%*	2027 *32%*
Total (Wtd)	**6331**	553 *9%*	325 *5%*	193 *3%*	5260 *83%*	5915 *93%*	415 *7%*	983 *16%*	5270 *83%*	5333 *84%*	3326 *53%*	1992 *31%*	2110 *33%*
Effective Total	**4356**	837	848	831	3193	4039	320	686	3618	3660	2311	1338	1427
Every day	**2297** ***36%***	210 *38%* *9%*	146 *45%* *6%* OR	85 *44%* *4%* OR	1855 *35%* *81%*	2178 *37%* *95%* T	119 *29%* *5%*	329 *33%* *14%*	1947 *37%* *85%*	1968 *37%* *86%*	1209 *36%* *53%*	756 *38%* *33%* U	803 *38%* *35%* U
Most days	**1391** ***22%***	124 *22%* *9%*	75 *23%* *5%*	43 *22%* *3%*	1148 *22%* *83%*	1319 *22%* *95%* T	72 *17%* *5%*	212 *22%* *15%*	1156 *22%* *83%*	1175 *22%* *84%*	744 *22%* *53%*	426 *21%* *31%*	455 *22%* *33%*
2-3 times a week	**1655** ***26%***	150 *27%* *9%* PQ	69 *21%* *4%*	43 *23%* *3%*	1392 *26%* *84%* PQ	1516 *26%* *92%*	138 *33%* *8%* S	268 *27%* *16%*	1369 *26%* *83%*	1386 *26%* *84%*	872 *26%* *53%*	509 *26%* *31%*	534 *25%* *32%*
About once a week	**673** ***11%***	51 *9%* *8%*	23 *7%* *3%*	15 *8%* *2%*	584 *11%* *87%* PQ	629 *11%* *94%*	44 *11%* *6%*	109 *11%* *16%*	554 *11%* *82%*	560 *10%* *83%*	349 *11%* *52%*	210 *11%* *31%*	223 *11%* *33%*
Less than once a week	**308** ***5%***	17 *3%* *6%*	10 *3%* *3%*	6 *3%* *2%*	274 *5%* *89%* OPQ	267 *5%* *87%*	41 *10%* *13%* S	64 *6%* *21%* VWXY Z	239 *5%* *78%*	239 *4%* *78%*	149 *4%* *48%*	89 *4%* *29%*	93 *4%* *30%*
Don't know	**7** *****	- - -	1 * *8%*	* * *3%*	6 * *89%*	6 * *87%*	1 * *13%*	2 * *25%*	5 * *72%*	5 * *72%*	3 * *41%*	2 * *32%*	2 * *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 33

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - Channel 4

Base : All who watch Channel 4 regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6064**	2855 *47%*	3209 *53%*	555 *9%*	1106 *18%*	1112 *18%*	1141 *19%*	1032 *17%*	1093 *18%*	1183 *20%*	3356 *55%*	1403 *23%*	1046 *17%*	840 *14%*	1678 *28%*
Total (Wtd)	**6195**	2933 *47%*	3263 *53%*	641 *10%*	1266 *20%*	1077 *17%*	1122 *18%*	930 *15%*	1158 *19%*	1144 *18%*	3123 *50%*	1929 *31%*	1519 *25%*	1558 *25%*	2126 *34%*
Effective Total	**4230**	1980	2250	371	779	799	790	726	802	885	2460	1024	958	767	1509
Every day	**1337** ***22%***	564 *19%* *42%*	772 *24%* *58%* A	253 *39%* *19%* DE FGH	335 *26%* *25%* EF GH	179 *17%* *13%*	170 *15%* *13%*	188 *20%* *14%* F	212 *18%* *16%*	208 *18%* *16%*	674 *22%* *50%* I	455 *24%* *34%* I	345 *23%* *26%*	318 *20%* *24%*	454 *21%* *34%*
Most days	**1159** ***19%***	547 *19%* *47%*	612 *19%* *53%*	161 *25%* *14%* EF GH	267 *21%* *23%* FG	194 *18%* *17%*	184 *16%* *16%*	154 *17%* *13%*	199 *17%* *17%*	226 *20%* *19%*	570 *18%* *49%*	363 *19%* *31%*	273 *18%* *24%*	311 *20%* *27%*	389 *18%* *34%*
2-3 times a week	**2245** ***36%***	1155 *39%* *51%* B	1091 *33%* *49%*	135 *21%* *6%*	397 *31%* *18%* C	441 *41%* *20%* CD	475 *42%* *21%* CD G	343 *37%* *15%* CD	453 *39%* *20%* CD	411 *36%* *18%*	1186 *38%* *53%* K	647 *34%* *29%*	550 *36%* *25%*	573 *37%* *26%*	731 *34%* *33%*
About once a week	**1016** ***16%***	484 *16%* *48%*	533 *16%* *52%*	62 *10%* *6%*	188 *15%* *18%* C	185 *17%* *18%* C	204 *18%* *20%* C	176 *19%* *17%* CD	200 *17%* *20%* C	218 *19%* *21%* J	483 *15%* *48%*	315 *16%* *31%*	248 *16%* *24%*	251 *16%* *25%*	377 *18%* *37%*
Less than once a week	**426** ***7%***	177 *6%* *42%*	248 *8%* *58%* A	30 *5%* *7%*	79 *6%* *19%*	75 *7%* *18%*	85 *8%* *20%*	66 *7%* *15%*	91 *8%* *21%* C	78 *7%* *18%*	204 *7%* *48%*	143 *7%* *34%*	99 *6%* *23%*	102 *7%* *24%*	170 *8%* *40%*
Don't know	**13** *	6 * *46%*	7 * *54%*	- - -	- - -	3 * *21%*	4 * *27%*	3 * *21%*	4 * *30%*	3 * *20%*	6 * *43%*	5 * *37%*	5 * *35%*	2 * *15%*	5 * *41%*

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 33

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - Channel 4

Base : All who watch Channel 4 regularly or occasionally

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6064**	920 *15%*	674 *11%*	906 *15%*	3564 *59%*	5618 *93%*	367 *6%*	916 *15%*	5071 *84%*	5135 *85%*	3259 *54%*	1857 *31%*	1991 *33%*
Total (Wtd)	**6195**	564 *9%*	238 *4%*	191 *3%*	5203 *84%*	5798 *94%*	397 *6%*	930 *15%*	5181 *84%*	5249 *85%*	3235 *52%*	1997 *32%*	2122 *34%*
Effective Total	**4230**	852	616	822	3160	3925	309	637	3537	3582	2237	1332	1422
Every day	**1337** ***22%***	128 *23%* *10%* P	39 *16%* *3%*	53 *28%* *4%* OPR	1117 *21%* *84%* P	1244 *21%* *93%*	92 *23%* *7%*	166 *18%* *12%*	1155 *22%* *86%* U	1171 *22%* *88%* U	717 *22%* *54%* U	450 *23%* *34%* U	482 *23%* *36%* U
Most days	**1159** ***19%***	109 *19%* *9%*	42 *18%* *4%*	34 *18%* *3%*	973 *19%* *84%*	1077 *19%* *93%*	82 *21%* *7%*	166 *18%* *14%*	977 *19%* *84%*	992 *19%* *86%*	568 *18%* *49%*	418 *21%* *36%* X	438 *21%* *38%* X
2-3 times a week	**2245** ***36%***	222 *39%* *10%* R	99 *41%* *4%* R	70 *37%* *3%*	1855 *36%* *83%*	2122 *37%* *95%* T	123 *31%* *5%*	342 *37%* *15%*	1872 *36%* *83%*	1900 *36%* *85%*	1170 *36%* *52%*	726 *36%* *32%*	773 *36%* *34%*
About once a week	**1016** ***16%***	69 *12%* *7%*	45 *19%* *4%* OQ	27 *14%* *3%*	876 *17%* *86%* OQ	955 *16%* *94%*	61 *15%* *6%*	175 *19%* *17%* YZ	828 *16%* *81%*	836 *16%* *82%*	543 *17%* *53%*	291 *15%* *29%*	307 *14%* *30%*
Less than once a week	**426** ***7%***	35 *6%* *8%* Q	14 *6%* *3%*	7 *4%* *2%*	370 *7%* *87%* Q	387 *7%* *91%*	39 *10%* *9%* S	74 *8%* *17%* YZ	344 *7%* *81%*	344 *7%* *81%*	234 *7%* *55%* YZ	108 *5%* *25%*	116 *5%* *27%*
Don't know	**13** *	* * *4%*	1 * *4%*	* * *2%*	12 * *91%*	13 * *100%*	- - -	7 *1%* *54%* VWXY	6 * *44%*	6 * *44%*	3 * *24%*	3 * *21%*	4 * *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 34

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - S4C

Base : All who watch S4C regularly or occasionally

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**225**	102 *45%*	123 *55%*	5 *2%*	28 *12%*	37 *16%*	47 *21%*	54 *24%*	54 *24%*	41 *18%*	111 *49%*	70 *31%*
Total (Wtd)	**77**	35* *46%* *	42 *54%*	2** *3%* **	11** *14%* **	13* *17%* *	16* *21%* *	17* *23%* *	17* *23%* *	12* *16%* *	34 *44%*	31* *40%* *
Effective Total	**206**	92	114	4	26	34	45	51	47	40	107	67
Every day	**19** ***24%***	6 *18%* *35%*	12 *29%* *65%*	* *17%* *2%*	2 *18%* *11%*	3 *20%* *14%*	4 *26%* *22%*	5 *28%* *26%*	5 *27%* *25%*	3 *29%* *19%*	8 *23%* *42%*	7 *23%* *39%*
Most days	**13** ***17%***	6 *17%* *46%*	7 *17%* *54%*	- - -	2 *20%* *17%*	3 *26%* *25%*	2 *15%* *18%*	2 *13%* *17%*	3 *17%* *23%*	3 *25%* *23%*	6 *17%* *43%*	5 *15%* *34%*
2-3 times a week	**22** ***29%***	13 *38%* *59%* B	9 *22%* *41%*	1 *28%* *3%*	3 *27%* *13%*	3 *23%* *13%*	6 *38%* *27%*	5 *28%* *22%*	5 *28%* *22%*	3 *27%* *14%*	11 *32%* *48%*	8 *27%* *37%*
About once a week	**15** ***20%***	8 *24%* *54%*	7 *17%* *46%*	1 *55%* *8%*	2 *20%* *14%*	3 *21%* *18%* F	1 *4%* *4%*	4 *25%* *29%* F	4 *23%* *27%* F	1 *5%* *4%*	6 *19%* *42%* I	8 *27%* *54%* I
Less than once a week	**8** ***10%***	1 *3%* *15%*	6 *15%* *85%* A	- - -	2 *16%* *23%*	1 *10%* *17%*	3 *16%* *35%*	1 *5%* *12%*	1 *5%* *12%*	2 *15%* *24%*	3 *10%* *43%*	2 *8%* *33%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 34

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - S4C

Base : All who watch S4C regularly or occasionally

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**225**	225 *100%*	219 *97%*	2 *1%*	59 *26%*	164 *73%*	166 *74%*	113 *50%*	53 *24%*	57 *25%*
Total (Wtd)	**77**	77 *100%*	76 *99%*	*** *1%* **	20* *25%* *	57 *74%*	57 *75%*	39 *51%*	18* *23%* *	20* *26%* *
Effective Total	**206**	206	205	1	54	150	152	104	48	51
Every day	**19** ***24%***	19 *24%* *100%*	18 *24%* *98%*	* *100%* *2%*	4 *19%* *20%*	15 *26%* *80%*	15 *26%* *80%*	11 *27%* *58%*	4 *23%* *22%*	4 *20%* *22%*
Most days	**13** ***17%***	13 *17%* *100%*	13 *17%* *100%*	- - -	3 *15%* *22%*	10 *18%* *78%*	10 *18%* *78%*	8 *19%* *57%*	3 *16%* *21%*	3 *18%* *26%*
2-3 times a week	**22** ***29%***	22 *29%* *100%*	22 *29%* *100%*	- - -	7 *36%* *31%*	15 *27%* *69%*	15 *27%* *69%*	10 *24%* *43%*	6 *32%* *26%*	6 *32%* *28%*
About once a week	**15** ***20%***	15 *20%* *100%*	15 *20%* *100%*	- - -	4 *20%* *25%*	11 *19%* *70%*	11 *20%* *75%*	8 *21%* *54%*	3 *18%* *21%*	3 *16%* *21%*
Less than once a week	**8** ***10%***	8 *10%* *100%*	8 *10%* *100%*	* * *	2 *11%* *28%*	5 *10%* *72%*	5 *9%* *72%*	3 *8%* *44%*	2 *12%* *28%*	3 *14%* *36%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 35

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - Five

Base : All who watch Five regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5106**	2446 *48%*	2660 *52%*	375 *7%*	867 *17%*	957 *19%*	1018 *20%*	905 *18%*	961 *19%*	934 *18%*	2829 *55%*	1234 *24%*	866 *17%*	711 *14%*	1339 *26%*
Total (Wtd)	**5125**	2470 *48%*	2655 *52%*	436 *9%*	989 *19%*	921 *18%*	989 *19%*	788 *15%*	1002 *20%*	873 *17%*	2593 *51%*	1659 *32%*	1251 *24%*	1318 *26%*	1691 *33%*
Effective Total	**3517**	1681	1837	251	604	681	697	620	697	687	2063	888	790	649	1204
Every day	**613** ***12%***	241 *10%* *39%*	372 *14%* *61%* A	65 *15%* *11%* EF	137 *14%* *22%* EF	90 *10%* *15%*	101 *10%* *16%*	96 *12%* *16%*	124 *12%* *20%*	65 *7%* *11%*	313 *12%* *51%* I	235 *14%* *38%* I	143 *11%* *23%*	135 *10%* *22%*	218 *13%* *36%*
Most days	**677** ***13%***	290 *12%* *43%*	387 *15%* *57%* A	71 *16%* *11%*	128 *13%* *19%*	110 *12%* *16%*	124 *13%* *18%*	103 *13%* *15%*	139 *14%* *21%*	88 *10%* *13%*	319 *12%* *47%*	270 *16%* *40%* IJ	161 *13%* *24%*	200 *15%* *30%*	205 *12%* *30%*
2-3 times a week	**1839** ***36%***	966 *39%* *53%* B	873 *33%* *47%*	125 *29%* *7%*	313 *32%* *17%*	319 *35%* *17%*	398 *40%* *22%* CD E	291 *37%* *16%* C	393 *39%* *21%* CD	317 *36%* *17%*	924 *36%* *50%*	597 *36%* *32%*	470 *38%* *26%*	479 *36%* *26%*	570 *34%* *31%*
About once a week	**1220** ***24%***	626 *25%* *51%* B	594 *22%* *49%*	126 *29%* *10%* FG H	266 *27%* *22%* FG H	255 *28%* *21%* FG H	209 *21%* *17%*	166 *21%* *14%*	199 *20%* *16%*	248 *28%* *20%* JK	631 *24%* *52%* K	341 *21%* *28%*	314 *25%* *26%*	282 *21%* *23%*	419 *25%* *34%*
Less than once a week	**765** ***15%***	340 *14%* *44%*	426 *16%* *56%*	47 *11%* *6%*	146 *15%* *19%*	142 *15%* *19%*	156 *16%* *20%*	129 *16%* *17%* C	145 *15%* *19%*	154 *18%* *20%* K	398 *15%* *52%*	214 *13%* *28%*	162 *13%* *21%*	216 *16%* *28%*	277 *16%* *36%* L
Don't know	**11** *	8 * *71%*	3 * *29%*	2 *1%* *21%*	- - -	5 *1%* *42%*	2 * *17%*	2 * *16%*	1 * *5%*	2 * *17%*	8 * *66%*	2 * *17%*	1 * *12%*	6 * *55%*	3 * *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 35

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - Five

Base : All who watch Five regularly or occasionally

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5106**	765 *15%*	728 *14%*	697 *14%*	2916 *57%*	4731 *93%*	314 *6%*	592 *12%*	4449 *87%*	4508 *88%*	2828 *55%*	1664 *33%*	1786 *35%*
Total (Wtd)	**5125**	465 *9%*	254 *5%*	146 *3%*	4260 *83%*	4788 *93%*	336 *7%*	587 *11%*	4470 *87%*	4531 *88%*	2771 *54%*	1745 *34%*	1860 *36%*
Effective Total	**3517**	708	668	631	2581	3258	263	409	3064	3105	1922	1172	1255
Every day	**613** ***12%***	61 *13%* *10%*	35 *14%* *6%*	21 *14%* *3%*	496 *12%* *81%*	547 *11%* *89%*	66 *20%* *11%* S	59 *10%* *10%*	542 *12%* *88%*	551 *12%* *90%*	347 *13%* *57%*	203 *12%* *33%*	221 *12%* *36%*
Most days	**677** ***13%***	54 *12%* *8%*	39 *15%* *6%* O	17 *12%* *3%*	566 *13%* *84%*	625 *13%* *92%*	52 *15%* *8%*	72 *12%* *11%*	600 *13%* *89%*	604 *13%* *89%*	327 *12%* *48%*	273 *16%* *40%* X	282 *15%* *42%* X
2-3 times a week	**1839** ***36%***	179 *39%* *10%*	90 *35%* *5%*	51 *35%* *3%*	1518 *36%* *83%*	1737 *36%* *94%*	102 *30%* *6%*	245 *42%* *13%* VWX	1560 *35%* *85%*	1592 *35%* *87%*	929 *34%* *51%*	656 *38%* *36%* X	694 *37%* *38%* X
About once a week	**1220** ***24%***	108 *23%* *9%*	57 *22%* *5%*	40 *27%* *3%* P	1015 *24%* *83%*	1141 *24%* *93%*	79 *24%* *6%*	130 *22%* *11%*	1082 *24%* *89%* Y	1090 *24%* *89%* Y	726 *26%* *59%* YZ	363 *21%* *30%*	404 *22%* *33%*
Less than once a week	**765** ***15%***	63 *13%* *8%*	33 *13%* *4%*	16 *11%* *2%*	654 *15%* *85%* Q	728 *15%* *95%*	38 *11%* *5%*	76 *13%* *10%*	678 *15%* *89%*	686 *15%* *90%*	439 *16%* *57%*	246 *14%* *32%*	256 *14%* *33%*
Don't know	**11** *	- - -	1 * *6%*	* * *1%*	11 * *93%*	11 * *100%*	- - -	3 *1%* *30%*	8 * *70%*	8 * *70%*	4 * *34%*	4 * *36%*	4 * *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 36

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC3

Base : All who watch BBC3 regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3716**	1811 *49%*	1905 *51%*	365 *10%*	738 *20%*	707 *19%*	750 *20%*	581 *16%*	561 *15%*	728 *20%*	2106 *57%*	815 *22%*	630 *17%*	508 *14%*	1017 *27%*
Total (Wtd)	**3815**	1857 *49%*	1958 *51%*	433 *11%*	858 *22%*	703 *18%*	729 *19%*	497 *13%*	595 *16%*	705 *18%*	1989 *52%*	1122 *29%*	927 *24%*	955 *25%*	1292 *34%*
Effective Total	**2588**	1238	1350	247	515	518	528	401	412	539	1549	586	577	463	910
Every day	**214** ***6%***	110 *6%* *51%*	104 *5%* *49%*	72 *17%* *34%* DE FGH	52 *6%* *24%* FG	27 *4%* *13%*	21 *3%* *10%*	13 *3%* *6%*	29 *5%* *14%*	19 *3%* *9%*	95 *5%* *44%* I	99 *9%* *46%* IJ	55 *6%* *26%*	40 *4%* *19%*	77 *6%* *36%*
Most days	**338** ***9%***	170 *9%* *50%*	169 *9%* *50%*	76 *18%* *22%* DE FGH	84 *10%* *25%* F	63 *9%* *19%* F	41 *6%* *12%*	31 *6%* *9%*	44 *7%* *13%*	45 *6%* *13%*	173 *9%* *51%*	121 *11%* *36%* I	86 *9%* *26%*	93 *10%* *28%*	97 *7%* *29%*
2-3 times a week	**1183** ***31%***	570 *31%* *48%*	613 *31%* *52%*	122 *28%* *10%*	268 *31%* *23%*	238 *34%* *20%*	218 *30%* *18%*	158 *32%* *13%*	179 *30%* *15%*	209 *30%* *18%*	596 *30%* *50%*	378 *34%* *32%*	279 *30%* *24%*	326 *34%* *28%*	383 *30%* *32%*
About once a week	**1172** ***31%***	622 *34%* *53%* B	550 *28%* *47%*	110 *25%* *9%*	250 *29%* *21%*	215 *31%* *18%*	257 *35%* *22%* CD	152 *31%* *13%*	189 *32%* *16%*	218 *31%* *19%*	659 *33%* *56%* K	295 *26%* *25%*	282 *30%* *24%*	282 *30%* *24%*	409 *32%* *35%*
Less than once a week	**902** ***24%***	381 *20%* *42%*	521 *27%* *58%* A	53 *12%* *6%*	203 *24%* *23%* C	159 *23%* *18%* C	193 *26%* *21%* C	142 *29%* *16%* CE	152 *26%* *17%* C	212 *30%* *23%* JK	462 *23%* *51%*	228 *20%* *25%*	225 *24%* *25%*	213 *22%* *24%*	321 *25%* *36%*
Don't know	**6** *	5 * *71%*	2 * *29%*	* * *6%*	1 * *21%*	2 * *34%*	- - -	1 * *12%*	2 * *26%*	1 * *21%*	3 * *53%*	2 * *26%*	- - -	- - -	5 * *82%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 36

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC3

Base : All who watch BBC3 regularly or occasionally

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3716**	560 *15%*	574 *15%*	427 *11%*	2155 *58%*	3452 *93%*	211 *6%*	3716 *100%*	3716 *100%*	2298 *62%*	1405 *38%*	1513 *41%*
Total (Wtd)	**3815**	346 *9%*	205 *5%*	90 *2%*	3174 *83%*	3596 *94%*	219 *6%*	3815 *100%*	3815 *100%*	2288 *60%*	1515 *40%*	1614 *42%*
Effective Total	**2588**	521	524	389	1903	2414	178	2588	2588	1573	1006	1077
Every day	**214** ***6%***	21 *6%* *10%*	13 *7%* *6%*	7 *8%* *3%* R	172 *5%* *80%*	181 *5%* *85%*	33 *15%* *15%* S	214 *6%* *100%*	214 *6%* *100%*	131 *6%* *61%*	82 *5%* *38%*	90 *6%* *42%*
Most days	**338** ***9%***	34 *10%* *10%*	20 *10%* *6%*	8 *9%* *2%*	276 *9%* *82%*	321 *9%* *95%*	17 *8%* *5%*	338 *9%* *100%*	338 *9%* *100%*	196 *9%* *58%*	142 *9%* *42%*	150 *9%* *44%*
2-3 times a week	**1183** ***31%***	103 *30%* *9%*	64 *31%* *5%*	27 *31%* *2%*	988 *31%* *84%*	1121 *31%* *95%*	62 *28%* *5%*	1183 *31%* *100%*	1183 *31%* *100%*	689 *30%* *58%*	491 *32%* *41%*	526 *33%* *45%*
About once a week	**1172** ***31%***	105 *30%* *9%*	66 *32%* *6%*	28 *31%* *2%*	974 *31%* *83%*	1116 *31%* *95%*	56 *26%* *5%*	1172 *31%* *100%*	1172 *31%* *100%*	707 *31%* *60%*	462 *30%* *39%*	490 *30%* *42%*
Less than once a week	**902** ***24%***	83 *24%* *9%*	41 *20%* *5%*	20 *22%* *2%*	758 *24%* *84%*	852 *24%* *94%*	50 *23%* *6%*	902 *24%* *100%*	902 *24%* *100%*	562 *25%* *62%*	336 *22%* *37%*	355 *22%* *39%*
Don't know	**6** *	* * *8%*	1 * *11%*	- - -	5 * *82%*	6 * *87%*	1 * *13%*	6 * *100%*	6 * *100%*	4 * *63%*	2 * *37%*	2 * *37%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 37

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC4

Base : All who watch BBC4 regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2833**	1474 *52%*	1359 *48%*	163 *6%*	413 *15%*	518 *18%*	607 *21%*	557 *20%*	568 *20%*	598 *21%*	1529 *54%*	654 *23%*	476 *17%*	396 *14%*	788 *28%*
Total (Wtd)	**2852**	1484 *52%*	1368 *48%*	190 *7%*	504 *18%*	521 *18%*	592 *21%*	469 *16%*	576 *20%*	560 *20%*	1431 *50%*	861 *30%*	677 *24%*	732 *26%*	974 *34%*
Effective Total	**1985**	1013	973	108	298	385	431	381	406	443	1137	467	433	364	713
Every day	**124** ***4%***	73 *5%* *59%*	51 *4%* *41%*	17 *9%* *14%* EF G	27 *5%* *22%*	15 *3%* *12%*	21 *4%* *17%*	18 *4%* *14%*	26 *5%* *21%*	23 *4%* *18%*	51 *4%* *41%*	50 *6%* *41%* J	28 *4%* *23%*	29 *4%* *23%*	44 *4%* *35%*
Most days	**168** ***6%***	91 *6%* *55%*	76 *6%* *45%*	19 *10%* *11%* DF	20 *4%* *12%*	30 *6%* *18%*	26 *4%* *16%*	35 *7%* *21%*	38 *7%* *23%*	26 *5%* *16%*	71 *5%* *42%*	70 *8%* *42%* IJ	37 *5%* *22%*	33 *5%* *20%*	65 *7%* *39%*
2-3 times a week	**812** ***28%***	445 *30%* *55%*	367 *27%* *45%*	46 *24%* *6%*	127 *25%* *16%*	122 *23%* *15%*	175 *30%* *22%* E	143 *31%* *18%* E	199 *35%* *25%* CDE	150 *27%* *19%*	382 *27%* *47%*	280 *32%* *34%* J	177 *26%* *22%*	238 *32%* *29%* N	257 *26%* *32%*
About once a week	**911** ***32%***	473 *32%* *52%*	438 *32%* *48%*	55 *29%* *6%*	139 *27%* *15%*	198 *38%* *22%* DH	193 *33%* *21%*	158 *34%* *17%*	168 *29%* *18%*	197 *35%* *22%* K	479 *34%* *53%* K	235 *27%* *26%*	236 *35%* *26%*	233 *32%* *26%*	296 *30%* *33%*
Less than once a week	**832** ***29%***	397 *27%* *48%*	435 *32%* *52%* A	53 *28%* *6%*	192 *38%* *23%* EF GH	155 *30%* *19%*	174 *29%* *21%*	115 *24%* *14%*	143 *25%* *17%*	163 *29%* *20%*	446 *31%* *54%* K	224 *26%* *27%*	197 *29%* *24%*	199 *27%* *24%*	311 *32%* *37%*
Don't know	**5** *	5 * *92%*	* * *8%*	- - -	- - -	1 * *27%*	3 * *56%*	* * *6%*	1 * *11%*	1 * *14%*	2 * *36%*	2 * *50%*	2 * *42%*	- - -	1 * *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 37

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC4

Base : All who watch BBC4 regularly or occasionally

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2833**	433 *15%*	420 *15%*	320 *11%*	1660 *59%*	2651 *94%*	144 *5%*	2833 *100%*	2833 *100%*	1625 *57%*	1196 *42%*	1270 *45%*
Total (Wtd)	**2852**	259 *9%*	145 *5%*	65 *2%*	2383 *84%*	2705 *95%*	146 *5%*	2852 *100%*	2852 *100%*	1603 *56%*	1238 *43%*	1312 *46%*
Effective Total	**1985**	401	384	291	1471	1867	120	1985	1985	1133	844	894
Every day	**124** ***4%***	13 *5%* *10%*	7 *5%* *5%*	4 *7%* *3%*	100 *4%* *81%*	110 *4%* *89%*	14 *10%* *11%* S	124 *4%* *100%*	124 *4%* *100%*	66 *4%* *53%*	56 *5%* *45%*	61 *5%* *49%*
Most days	**168** ***6%***	18 *7%* *11%*	10 *7%* *6%*	5 *8%* *3%*	134 *6%* *80%*	155 *6%* *93%*	12 *8%* *7%*	168 *6%* *100%*	168 *6%* *100%*	82 *5%* *49%*	85 *7%* *51%*	90 *7%* *54%*
2-3 times a week	**812** ***28%***	80 *31%* *10%* Q	45 *31%* *6%* Q	16 *24%* *2%*	671 *28%* *83%*	770 *28%* *95%*	42 *29%* *5%*	812 *28%* *100%* X	812 *28%* *100%* X	404 *25%* *50%*	408 *33%* *50%* VWX	427 *33%* *53%* VWX
About once a week	**911** ***32%***	80 *31%* *9%*	42 *29%* *5%*	23 *35%* *2%*	766 *32%* *84%*	873 *32%* *96%*	38 *26%* *4%*	911 *32%* *100%*	911 *32%* *100%*	528 *33%* *58%*	381 *31%* *42%*	412 *31%* *45%*
Less than once a week	**832** ***29%***	67 *26%* *8%*	39 *27%* *5%*	17 *27%* *2%*	708 *30%* *85%*	792 *29%* *95%*	40 *27%* *5%*	832 *29%* *100%* YZ	832 *29%* *100%* YZ	519 *32%* *62%* YZ	307 *25%* *37%*	320 *24%* *38%*
Don't know	**5** *	- - -	1 *1%* *27%* OR	* * *3%*	3 * *69%*	5 * *100%*	- - -	5 * *100%*	5 * *100%*	4 * *86%*	1 * *14%*	1 * *14%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 38

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC News

Base : All who watch BBC News regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3450**	1767 *51%*	1683 *49%*	241 *7%*	587 *17%*	639 *19%*	700 *20%*	634 *18%*	635 *18%*	728 *21%*	1915 *56%*	741 *21%*	591 *17%*	440 *13%*	949 *28%*
Total (Wtd)	**3392**	1743 *51%*	1649 *49%*	270 *8%*	680 *20%*	607 *18%*	672 *20%*	536 *16%*	628 *19%*	680 *20%*	1744 *51%*	968 *29%*	843 *25%*	793 *23%*	1178 *35%*
Effective Total	**2397**	1214	1184	166	415	469	488	435	449	533	1409	529	540	400	854
Every day	**1079** ***32%***	616 *35%* *57%* B	462 *28%* *43%*	69 *26%* *6%*	208 *31%* *19%*	184 *30%* *17%*	193 *29%* *18%*	185 *35%* *17%* C	240 *38%* *22%* CDEF	202 *30%* *19%*	524 *30%* *49%*	354 *37%* *33%* IJ	287 *34%* *27%*	227 *29%* *21%*	373 *32%* *35%*
Most days	**422** ***12%***	237 *14%* *56%*	185 *11%* *44%*	34 *13%* *8%*	78 *11%* *18%*	61 *10%* *14%*	96 *14%* *23%* E	67 *12%* *16%*	87 *14%* *21%*	71 *10%* *17%*	235 *13%* *56%*	117 *12%* *28%*	115 *14%* *27%*	106 *13%* *25%*	131 *11%* *31%*
2-3 times a week	**648** ***19%***	309 *18%* *48%*	339 *21%* *52%*	39 *15%* *6%*	109 *16%* *17%*	141 *23%* *22%* CD G	133 *20%* *21%*	95 *18%* *15%*	130 *21%* *20%*	119 *18%* *18%*	353 *20%* *54%*	175 *18%* *27%*	162 *19%* *25%*	132 *17%* *20%*	226 *19%* *35%*
About once a week	**655** ***19%***	326 *19%* *50%*	329 *20%* *50%*	76 *28%* *12%* DE FGH	129 *19%* *20%*	114 *19%* *17%*	127 *19%* *19%*	105 *20%* *16%*	103 *16%* *16%*	135 *20%* *21%*	321 *18%* *49%*	199 *21%* *30%*	160 *19%* *24%*	173 *22%* *26%*	217 *18%* *33%*
Less than once a week	**585** ***17%***	252 *14%* *43%*	332 *20%* *57%* A	52 *19%* *9%* H	155 *23%* *27%* EG H	106 *17%* *18%* H	122 *18%* *21%* H	84 *16%* *14%* H	66 *10%* *11%*	152 *22%* *26%* JK	312 *18%* *53%* K	121 *12%* *21%*	119 *14%* *20%*	152 *19%* *26%* L	231 *20%* *40%* L
Don't know	**3** *	3 * *90%*	* * *10%*	- - -	- - -	* * *10%*	- - -	* * *9%*	3 * *81%*	* * *10%*	* * *9%*	3 * *81%*	- - -	3 * *81%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 38

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC News

Base : All who watch BBC News regularly or occasionally

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3450**	520 *15%*	527 *15%*	423 *12%*	1980 *57%*	3157 *92%*	243 *7%*	3450 *100%*	3450 *100%*	2212 *64%*	1227 *36%*	1311 *38%*
Total (Wtd)	**3392**	310 *9%*	182 *5%*	85 *3%*	2814 *83%*	3131 *92%*	261 *8%*	3392 *100%*	3392 *100%*	2122 *63%*	1259 *37%*	1329 *39%*
Effective Total	**2397**	485	484	380	1755	2195	204	2397	2397	1527	863	917
Every day	**1079** ***32%***	105 *34%* *10%*	60 *33%* *6%*	28 *32%* *3%*	887 *32%* *82%*	957 *31%* *89%*	122 *47%* *11%* S	1079 *32%* *100%*	1079 *32%* *100%*	667 *31%* *62%*	408 *32%* *38%*	427 *32%* *40%*
Most days	**422** ***12%***	39 *13%* *9%*	20 *11%* *5%*	11 *13%* *3%*	352 *13%* *83%*	387 *12%* *92%*	35 *13%* *8%*	422 *12%* *100%*	422 *12%* *100%*	271 *13%* *64%*	151 *12%* *36%*	159 *12%* *38%*
2-3 times a week	**648** ***19%***	66 *21%* *10%*	44 *24%* *7%* R	17 *20%* *3%*	520 *18%* *80%*	614 *20%* *95%* T	34 *13%* *5%*	648 *19%* *100%*	648 *19%* *100%*	422 *20%* *65%*	223 *18%* *34%*	240 *18%* *37%*
About once a week	**655** ***19%***	54 *17%* *8%*	35 *19%* *5%*	16 *19%* *2%*	550 *20%* *84%*	605 *19%* *92%*	50 *19%* *8%*	655 *19%* *100%*	655 *19%* *100%*	407 *19%* *62%*	246 *20%* *37%*	260 *20%* *40%*
Less than once a week	**585** ***17%***	46 *15%* *8%*	23 *12%* *4%*	14 *16%* *2%*	502 *18%* *86%* P	564 *18%* *97%* T	20 *8%* *3%*	585 *17%* *100%*	585 *17%* *100%*	355 *17%* *61%*	229 *18%* *39%*	240 *18%* *41%*
Don't know	**3** *	- - -	1 * *19%*	- - -	3 * *81%*	3 * *100%*	- - -	3 * *100%*	3 * *100%*	* * *10%*	3 * *90%*	3 * *90%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

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Table 39

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - BBC Parliament

Base : All who watch BBC Parliament regularly or occasionally

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**421**	262 *62%*	159 *38%*	26 *6%*	54 *13%*	42 *10%*	72 *17%*	76 *18%*	150 *36%*	89 *21%*	199 *47%*	124 *29%*	62 *15%*	57 *14%*	120 *29%*
Total (Wtd)	**411**	260 *63%*	151 *37%*	27** *7%* **	63* *15%* *	42* *10%* *	78* *19%* *	60* *15%* *	140 *34%*	82* *20%* *	175 *43%*	154* *37%* *	90* *22%* *	101* *25%* *	149 *36%*
Effective Total	**289**	179	110	15	41	31	54	49	102	67	149	85	57	51	108
Every day	**12** ***3%***	5 *2%* *43%*	7 *5%* *57%*	2 *8%* *18%*	3 *4%* *22%*	- - -	1 *2%* *10%*	- - -	6 *4%* *49%*	1 *1%* *8%*	7 *4%* *55%*	4 *3%* *37%*	3 *3%* *24%*	2 *2%* *16%*	4 *3%* *31%*
Most days	**43** ***10%***	32 *12%* *75%*	11 *7%* *25%*	5 *18%* *11%*	4 *7%* *9%*	5 *13%* *13%*	5 *7%* *13%*	5 *9%* *12%*	18 *13%* *42%*	6 *7%* *13%*	12 *7%* *29%*	25 *16%* *58%* J	11 *13%* *26%*	13 *13%* *31%*	11 *7%* *26%*
2-3 times a week	**57** ***14%***	35 *13%* *61%*	22 *15%* *39%*	2 *6%* *3%*	14 *22%* *24%* E	2 *4%* *3%*	11 *14%* *19%*	8 *14%* *15%*	21 *15%* *37%*	16 *19%* *28%*	23 *13%* *40%*	19 *12%* *33%*	11 *13%* *20%*	8 *8%* *15%*	20 *14%* *36%*
About once a week	**120** ***29%***	81 *31%* *67%*	40 *26%* *33%*	11 *40%* *9%*	18 *29%* *15%*	10 *23%* *8%*	21 *27%* *17%*	14 *23%* *12%*	46 *33%* *39%*	25 *30%* *20%*	51 *29%* *42%*	45 *29%* *37%*	31 *35%* *26%*	21 *20%* *17%*	49 *33%* *41%*
Less than once a week	**179** ***43%***	107 *41%* *60%*	71 *47%* *40%*	8 *29%* *4%*	24 *38%* *13%*	26 *60%* *14%* H	40 *51%* *22%*	33 *54%* *18%* H	49 *35%* *27%*	34 *42%* *19%*	83 *47%* *46%*	61 *40%* *34%*	32 *36%* *18%*	57 *56%* *32%* L	65 *44%* *36%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Total (Unwtd)	**421**	72 *17%*	52 *12%*	58 *14%*	239 *57%*	375 *89%*	38 *9%*	421 *100%*	421 *100%*	247 *59%*	172 *41%*	179 *43%*
Total (Wtd)	**411**	42* *10%* *	18* *4%* *	11* *3%* *	340 *83%*	361 *88%*	49* *12%* *	411 *100%*	411 *100%*	234 *57%*	175 *43%*	182 *44%*
Effective Total	**289**	66	48	50	210	254	35	289	289	174	114	119
Every day	**12** ***3%***	2 *5%* *18%*	1 *5%* *7%*	* *3%* *3%*	9 *3%* *72%*	12 *3%* *100%*	- - -	12 *3%* *100%*	12 *3%* *100%*	4 *2%* *37%*	8 *4%* *63%*	8 *4%* *67%*
Most days	**43** ***10%***	4 *10%* *10%*	2 *10%* *4%*	1 *13%* *3%*	36 *11%* *83%*	41 *11%* *95%*	2 *5%* *5%*	43 *10%* *100%*	43 *10%* *100%*	21 *9%* *49%*	22 *13%* *51%*	22 *12%* *51%*
2-3 times a week	**57** ***14%***	12 *28%* *21%* R	3 *14%* *4%*	2 *22%* *4%*	40 *12%* *70%*	49 *14%* *86%*	8 *16%* *14%*	57 *14%* *100%*	57 *14%* *100%*	31 *13%* *55%*	26 *15%* *45%*	27 *15%* *47%*
About once a week	**120** ***29%***	11 *25%* *9%*	6 *33%* *5%*	3 *24%* *2%*	101 *30%* *84%*	99 *27%* *82%*	21 *43%* *18%*	120 *29%* *100%* YZ	120 *29%* *100%* YZ	89 *38%* *74%* YZ	32 *18%* *26%*	34 *19%* *28%*
Less than once a week	**179** ***43%***	13 *31%* *7%*	7 *38%* *4%*	4 *39%* *2%*	154 *45%* *86%* O	161 *45%* *90%*	18 *36%* *10%*	179 *43%* *100%*	179 *43%* *100%*	89 *38%* *50%*	87 *50%* *49%* X	91 *50%* *51%* X
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 40

Absolutes/col/row percents

9 Jul 2009

Q4I Regularity of watching - SUMMARY

Base : All who ever watch TV and receive the appropriate channels

	Q4I - Summary									
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament
Total (Unwtd)	6645	6105	6344	6064	225	5106	3716	2833	3450	421
Total (Wtd)	6642	6076	6331	6195	77	5125	3815	2852	3392	411
Effective Total	4566	4206	4356	4230	206	3517	2588	1985	2397	289
Every day	3268 *49%*	977 *16%*	2297 *36%*	1337 *22%*	19 *24%*	613 *12%*	214 *6%*	124 *4%*	1079 *32%*	12 *3%*
Most days	1734 *26%*	1320 *22%*	1391 *22%*	1159 *19%*	13 *17%*	677 *13%*	338 *9%*	168 *6%*	422 *12%*	43 *10%*
2-3 times a week	1182 *18%*	2295 *38%*	1655 *26%*	2245 *36%*	22 *29%*	1839 *36%*	1183 *31%*	812 *28%*	648 *19%*	57 *14%*
About once a week	332 *5%*	1015 *17%*	673 *11%*	1016 *16%*	15 *20%*	1220 *24%*	1172 *31%*	911 *32%*	655 *19%*	120 *29%*
Less than once a week	123 *2%*	454 *7%*	308 *5%*	426 *7%*	8 *10%*	765 *15%*	902 *24%*	832 *29%*	585 *17%*	179 *43%*
Don't know	3 *	13 *	7 *	13 *	- -	11 *	6 *	5 *	3 *	- -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 41

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**642** ***13%***	260 *12%* *40%*	382 *15%* *60%* A	61 *14%* *9%*	125 *13%* *19%*	111 *14%* *17%*	115 *13%* *18%*	90 *12%* *14%*	141 *14%* *22%*	113 *12%* *18%*	308 *13%* *48%*	221 *14%* *34%*	163 *14%* *25%*	171 *14%* *27%*	195 *12%* *30%*
9	**868** ***18%***	402 *18%* *46%*	466 *18%* *54%*	82 *19%* *10%*	145 *15%* *17%*	136 *17%* *16%*	179 *21%* *21%* D	152 *20%* *18%* D	173 *17%* *20%*	171 *18%* *20%*	439 *19%* *51%*	259 *17%* *30%*	231 *20%* *27%*	202 *17%* *23%*	294 *18%* *34%*
8	**1629** ***34%***	774 *34%* *47%*	856 *33%* *53%*	112 *26%* *7%*	333 *34%* *20%* C	271 *33%* *17%*	292 *34%* *18%* C	248 *32%* *15%*	372 *37%* *23%* C	334 *35%* *20%*	785 *33%* *48%*	511 *33%* *31%*	411 *35%* *25%*	405 *33%* *25%*	548 *34%* *34%*
7	**859** ***18%***	423 *19%* *49%*	435 *17%* *51%*	83 *19%* *10%* F	204 *21%* *24%* FH	166 *20%* *19%* FH	119 *14%* *14%*	141 *18%* *16%* FH	145 *14%* *17%*	187 *20%* *22%*	425 *18%* *49%*	246 *16%* *29%*	183 *16%* *21%*	218 *18%* *25%*	318 *19%* *37%* L
6	**311** ***6%***	153 *7%* *49%*	157 *6%* *51%*	33 *8%* *11%*	66 *7%* *21%*	45 *6%* *14%*	58 *7%* *19%*	48 *6%* *15%*	61 *6%* *20%*	68 *7%* *22%*	147 *6%* *47%*	96 *6%* *31%*	69 *6%* *22%*	85 *7%* *27%*	98 *6%* *31%*
5	**260** ***5%***	132 *6%* *51%*	128 *5%* *49%*	26 *6%* *10%*	43 *4%* *17%*	47 *6%* *18%*	49 *6%* *19%*	37 *5%* *14%*	58 *6%* *22%*	41 *4%* *16%*	126 *5%* *48%*	94 *6%* *36%*	57 *5%* *22%*	60 *5%* *23%*	96 *6%* *37%*

GfK NOP

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
4	**61** ***1%***	39 *2%* *64%* B	22 *1%* *36%*	9 *2%* *15%*	11 *1%* *18%*	13 *2%* *21%*	11 *1%* *18%*	7 *1%* *12%*	9 *1%* *15%*	9 *1%* *15%*	31 *1%* *51%*	21 *1%* *34%*	11 *1%* *18%*	14 *1%* *24%*	24 *1%* *39%*
3	**42** ***1%***	24 *1%* *57%*	18 *1%* *43%*	4 *1%* *10%*	13 *1%* *30%* G	11 *1%* *27%* G	5 *1%* *13%*	2 *** *4%*	7 *1%* *16%*	11 *1%* *25%*	17 *1%* *40%*	15 *1%* *35%*	8 *1%* *18%*	12 *1%* *28%*	18 *1%* *42%*
2	**30** ***1%***	16 *1%* *52%*	14 *1%* *48%*	2 *** *6%*	7 *1%* *22%*	7 *1%* *22%*	1 *** *3%*	6 *1%* *20%*	8 *1%* *26%*	8 *1%* *26%*	14 *1%* *45%*	9 *1%* *29%*	10 *1%* *32%*	6 *** *19%*	9 *1%* *30%*
1	**25** ***1%***	12 *1%* *47%*	13 *1%* *53%*	1 *** *5%*	2 *** *9%*	* *** *1%*	6 *1%* *23%*	11 *1%* *42%* DE	5 *1%* *21%*	4 *** *14%*	10 *** *38%*	12 *1%* *48%*	7 *1%* *29%*	11 *1%* *45%* N	2 *** *10%*
Don't know	**113** ***2%***	21 *1%* *19%*	91 *4%* *81%* A	11 *3%* *10%*	21 *2%* *18%*	11 *1%* *10%*	21 *3%* *19%*	22 *3%* *19%*	26 *3%* *24%*	9 *1%* *8%*	47 *2%* *42%* I	57 *4%* *50%* IJ	28 *2%* *25%*	34 *3%* *30%*	30 *2%* *27%*
Net: 10/9/8/7	**3998** ***83%***	1859 *82%* *46%*	2140 *83%* *54%*	337 *80%* *8%*	808 *83%* *20%*	685 *84%* *17%*	705 *82%* *18%*	632 *83%* *16%*	831 *83%* *21%*	805 *84%* *20%* K	1956 *83%* *49%*	1237 *80%* *31%*	988 *84%* *25%*	996 *82%* *25%*	1355 *83%* *34%*
Net: 10/9	**1510** ***31%***	661 *29%* *44%*	849 *33%* *56%* A	143 *34%* *9%*	270 *28%* *18%*	248 *30%* *16%*	294 *34%* *19%* D	242 *32%* *16%*	313 *31%* *21%*	284 *30%* *19%*	747 *32%* *49%*	480 *31%* *32%*	394 *33%* *26%*	373 *31%* *25%*	489 *30%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 41

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 6/5/4	**632** ***13%***	325 *14%* *51%* B	307 *12%* *49%*	68 *16%* *11%*	120 *12%* *19%*	105 *13%* *17%*	117 *14%* *19%*	92 *12%* *15%*	129 *13%* *20%*	118 *12%* *19%*	304 *13%* *48%*	210 *14%* *33%*	138 *12%* *22%*	159 *13%* *25%*	217 *13%* *34%*
Net: 3/2/1	**98** ***2%***	52 *2%* *53%*	46 *2%* *47%*	8 *2%* *8%*	21 *2%* *22%*	18 *2%* *18%*	12 *1%* *12%*	19 *2%* *19%*	20 *2%* *21%*	22 *2%* *22%*	40 *2%* *41%*	36 *2%* *36%*	25 *2%* *25%*	29 *2%* *30%*	29 *2%* *30%*
Mean	**7.80**	7.70	7.89 A	7.75	7.75	7.77	7.89	7.78	7.85	7.78	7.83	7.79	7.89	7.78	7.77
Standard Deviation	**1.60**	1.62	1.57	1.66	1.55	1.59	1.57	1.66	1.60	1.55	1.57	1.68	1.59	1.65	1.55

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 41

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**642** ***13%***	59 *14%* *9%*	37 *15%* *6%*	17 *13%* *3%*	528 *13%* *82%*	602 *13%* *94%*	40 *15%* *6%*	93 *13%* *15%*	543 *13%* *84%*	549 *13%* *85%*	353 *14%* *55%*	193 *12%* *30%*	199 *12%* *31%*
9	**868** ***18%***	67 *16%* *8%*	46 *18%* *5%*	27 *19%* *3%*	728 *18%* *84%*	838 *18%* *97%* T	30 *11%* *3%*	118 *17%* *14%*	742 *18%* *85%*	750 *18%* *86%*	472 *19%* *54%*	274 *17%* *32%*	299 *18%* *34%*
8	**1629** ***34%***	136 *33%* *8%*	84 *33%* *5%*	45 *33%* *3%*	1364 *34%* *84%*	1546 *34%* *95%*	84 *31%* *5%*	246 *35%* *15%*	1365 *33%* *84%*	1382 *34%* *85%*	801 *32%* *49%*	577 *36%* *35%* X	606 *36%* *37%* X
7	**859** ***18%***	76 *18%* *9%*	40 *16%* *5%*	23 *17%* *3%*	719 *18%* *84%*	805 *18%* *94%*	54 *20%* *6%*	116 *16%* *13%*	730 *18%* *85%*	739 *18%* *86%*	456 *18%* *53%*	283 *18%* *33%*	293 *17%* *34%*
6	**311** ***6%***	34 *8%* *11%*	17 *7%* *5%*	8 *6%* *3%*	252 *6%* *81%*	292 *6%* *94%*	19 *7%* *6%*	47 *7%* *15%*	262 *6%* *84%*	264 *6%* *85%*	165 *7%* *53%*	99 *6%* *32%*	107 *6%* *34%*
5	**260** ***5%***	22 *5%* *9%*	17 *7%* *7%*	7 *5%* *3%*	214 *5%* *82%*	237 *5%* *91%*	23 *9%* *9%* S	46 *6%* *18%*	213 *5%* *82%*	215 *5%* *82%*	134 *5%* *52%*	80 *5%* *31%*	89 *5%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 41

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
4	**61** ***1%***	3 *1%* *5%*	6 *2%* *9%* OR	3 *2%* *6%* OR	49 *1%* *80%*	50 *1%* *83%*	10 *4%* *17%* S	14 *2%* *22%* Z	47 *1%* *78%*	47 *1%* *78%*	34 *1%* *57%*	13 *1%* *21%*	13 *1%* *22%*
3	**42** ***1%***	- - -	3 *1%* *8%* O	2 *1%* *4%* O	37 *1%* *88%* O	40 *1%* *94%*	3 *1%* *6%*	9 *1%* *22%*	33 *1%* *78%*	33 *1%* *78%*	17 *1%* *40%*	16 *1%* *38%*	16 *1%* *38%*
2	**30** ***1%***	3 *1%* *11%*	1 *1%* *5%*	1 *1%* *3%*	25 *1%* *81%*	29 *1%* *97%*	1 *** *3%*	4 *1%* *14%*	26 *1%* *85%*	26 *1%* *86%*	14 *1%* *45%*	13 *1%* *41%*	14 *1%* *47%*
1	**25** ***1%***	3 *1%* *13%*	* * *1%*	1 *** *3%*	21 *1%* *83%*	24 *1%* *95%*	1 *** *5%*	3 *** *10%*	23 *1%* *90%*	23 *1%* *90%*	15 *1%* *60%*	7 *** *28%*	11 *1%* *45%*
Don't know	**113** ***2%***	13 *3%* *11%*	5 *2%* *4%*	3 *2%* *3%*	92 *2%* *82%*	112 *2%* *99%*	1 *** *1%*	16 *2%* *14%*	95 *2%* *84%*	96 *2%* *86%*	55 *2%* *49%*	40 *3%* *35%*	41 *2%* *36%*
Net: 10/9/8/7	**3998** ***83%***	339 *81%* *8%*	208 *81%* *5%*	113 *82%* *3%*	3339 *83%* *84%*	3790 *83%* *95%*	208 *78%* *5%*	573 *81%* *14%*	3379 *83%* *85%*	3419 *83%* *86%*	2081 *83%* *52%*	1328 *83%* *33%*	1397 *83%* *35%*
Net: 10/9	**1510** ***31%***	127 *30%* *8%*	84 *33%* *6%*	44 *32%* *3%*	1256 *31%* *83%*	1440 *31%* *95%*	70 *26%* *5%*	212 *30%* *14%*	1284 *31%* *85%*	1298 *31%* *86%*	824 *33%* *55%*	468 *29%* *31%*	498 *29%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 41

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 6/5/4	**632** ***13%***	59 *14%* *9%*	40 *15%* *6%*	19 *14%* *3%*	515 *13%* *81%*	579 *13%* *92%*	53 *20%* *8%* S	106 *15%* *17%*	522 *13%* *83%*	526 *13%* *83%*	333 *13%* *53%*	192 *12%* *30%*	210 *12%* *33%*
Net: 3/2/1	**98** ***2%***	7 *2%* *7%*	5 *2%* *5%*	3 *2%* *3%*	83 *2%* *85%*	93 *2%* *95%*	5 *2%* *5%*	16 *2%* *16%*	82 *2%* *83%*	82 *2%* *84%*	46 *2%* *47%*	36 *2%* *36%*	42 *2%* *42%*
Mean	**7.80**	7.80	7.79	7.76	7.81	7.82 T	7.54	7.74	7.82	7.82	7.83	7.80	7.77
Standard Deviation	**1.60**	1.60	1.65	1.67	1.59	1.59	1.75	1.65	1.59	1.59	1.61	1.56	1.60

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 42

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**216** ***9%***	102 *9%* *47%*	114 *10%* *53%*	12 *7%* *6%*	33 *10%* *15%*	19 *6%* *9%*	56 *13%* *26%* E	41 *10%* *19%*	55 *9%* *25%*	43 *9%* *20%*	103 *10%* *48%*	69 *9%* *32%*	60 *11%* *28%* N	65 *11%* *30%*	61 *7%* *28%*
9	**358** ***15%***	180 *15%* *50%*	179 *16%* *50%*	14 *8%* *4%*	40 *12%* *11%*	51 *15%* *14%*	94 *22%* *26%* CD GH	62 *14%* *17%*	98 *16%* *27%*	88 *18%* *25%*	155 *14%* *43%*	115 *15%* *32%*	90 *17%* *25%*	81 *14%* *23%*	128 *15%* *36%*
8	**669** ***29%***	346 *29%* *52%*	324 *28%* *48%*	41 *23%* *6%*	73 *22%* *11%*	94 *28%* *14%*	110 *25%* *16%*	153 *36%* *23%* CD F	199 *32%* *30%* DF	142 *29%* *21%*	317 *29%* *47%*	211 *28%* *31%*	154 *29%* *23%*	151 *26%* *23%*	261 *31%* *39%*
7	**353** ***15%***	193 *16%* *55%*	160 *14%* *45%*	33 *19%* *9%*	70 *21%* *20%* GH	55 *17%* *16%*	66 *15%* *19%*	56 *13%* *16%*	73 *12%* *21%*	88 *18%* *25%*	157 *15%* *44%*	109 *15%* *31%*	61 *12%* *17%*	101 *17%* *29%* L	137 *16%* *39%* L
6	**220** ***9%***	110 *9%* *50%*	110 *10%* *50%*	24 *14%* *11%*	34 *10%* *15%*	34 *10%* *16%*	46 *11%* *21%*	32 *8%* *15%*	50 *8%* *23%*	43 *9%* *20%*	112 *10%* *51%*	64 *9%* *29%*	39 *7%* *18%*	52 *9%* *24%*	97 *12%* *44%* L

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 42

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**151** ***6%***	80 *7%* *53%*	71 *6%* *47%*	12 *7%* *8%*	31 *9%* *20%* G	21 *6%* *14%*	27 *6%* *18%*	17 *4%* *12%*	43 *7%* *28%*	22 *4%* *14%*	74 *7%* *49%*	55 *7%* *36%*	33 *6%* *22%*	35 *6%* *23%*	52 *6%* *34%*
4	**55** ***2%***	32 *3%* *57%*	23 *2%* *43%*	19 *11%* *34%* DE FGH	8 *3%* *15%*	9 *3%* *17%* H	5 *1%* *9%*	8 *2%* *14%*	5 *1%* *10%*	11 *2%* *20%*	28 *3%* *51%*	16 *2%* *29%*	12 *2%* *21%*	14 *2%* *25%*	20 *2%* *37%*
3	**48** ***2%***	22 *2%* *46%*	26 *2%* *54%*	8 *5%* *17%* F	8 *2%* *16%*	9 *3%* *19%* F	3 *1%* *6%*	8 *2%* *16%*	12 *2%* *25%*	6 *1%* *13%*	22 *2%* *45%*	21 *3%* *43%*	18 *3%* *38%*	11 *2%* *23%*	13 *2%* *27%*
2	**31** ***1%***	21 *2%* *67%*	10 *1%* *33%*	4 *2%* *14%*	8 *2%* *26%* F	5 *1%* *16%*	2 *** *6%*	4 *1%* *12%*	8 *1%* *26%*	9 *2%* *29%*	11 *1%* *36%*	11 *1%* *36%*	11 *2%* *35%*	6 *1%* *18%*	10 *1%* *33%*
1	**29** ***1%***	16 *1%* *54%*	13 *1%* *46%*	1 *1%* *3%*	8 *2%* *26%*	6 *2%* *22%*	2 *** *8%*	3 *1%* *12%*	9 *1%* *30%*	- - -	16 *2%* *56%* I	13 *2%* *43%* I	4 *1%* *15%*	16 *3%* *54%* N	7 *1%* *25%*
Don't know	**190** ***8%***	74 *6%* *39%*	117 *10%* *61%* A	6 *3%* *3%*	24 *7%* *12%*	27 *8%* *14%*	25 *6%* *13%*	44 *10%* *23%* CF	65 *11%* *34%* CF	42 *9%* *22%*	83 *8%* *43%*	66 *9%* *35%*	45 *9%* *24%*	56 *10%* *29%*	56 *7%* *29%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 42

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9/8/7	**1597** ***69%***	821 *70%* *51%*	777 *68%* *49%*	100 *58%* *6%*	215 *64%* *13%*	219 *66%* *14%*	326 *75%* *20%* CD E	312 *73%* *20%* CD	425 *69%* *27%* C	361 *73%* *23%*	732 *68%* *46%*	504 *67%* *32%*	364 *69%* *23%*	399 *68%* *25%*	587 *70%* *37%*
Net: 10/9	**574** ***25%***	282 *24%* *49%*	293 *26%* *51%*	26 *15%* *5%*	73 *22%* *13%*	70 *21%* *12%*	150 *34%* *26%* CD EGH	103 *24%* *18%*	152 *25%* *27%* C	132 *27%* *23%*	258 *24%* *45%*	184 *25%* *32%*	150 *28%* *26%* N	146 *25%* *25%*	189 *22%* *33%*
Net: 6/5/4	**426** ***18%***	222 *19%* *52%*	204 *18%* *48%*	54 *31%* *13%* EF GH	73 *22%* *17%* G	65 *20%* *15%* G	78 *18%* *18%*	57 *13%* *13%*	98 *16%* *23%*	76 *15%* *18%*	215 *20%* *50%*	135 *18%* *32%*	83 *16%* *20%*	101 *17%* *24%*	170 *20%* *40%*
Net: 3/2/1	**108** ***5%***	59 *5%* *54%*	49 *4%* *46%*	14 *8%* *13%* F	23 *7%* *22%* F	20 *6%* *19%* F	7 *2%* *6%*	15 *4%* *14%*	29 *5%* *27%* F	15 *3%* *14%*	49 *5%* *45%*	44 *6%* *41%*	33 *6%* *31%*	32 *5%* *30%*	30 *4%* *28%*
Mean	**7.39**	7.33	7.46	6.65	7.05	7.16 C	7.77 C DEH	7.62 C DE	7.48 CDE	7.58	7.35	7.31	7.46	7.34	7.37
Standard Deviation	**1.89**	1.91	1.87	2.05	2.09	1.96	1.65	1.72	1.87	1.68	1.90	1.99	2.01	2.03	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 42

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**216** ***9%***	15 *8%* *7%*	11 *9%* *5%*	4 *7%* *2%*	186 *9%* *86%*	210 *9%* *97%*	6 *7%* *3%*	38 *10%* *18%*	175 *9%* *81%*	178 *9%* *82%*	95 *9%* *44%*	82 *9%* *38%*	83 *9%* *39%*
9	**358** ***15%***	28 *15%* *8%*	21 *18%* *6%*	10 *17%* *3%*	299 *15%* *83%*	346 *15%* *97%*	12 *14%* *3%*	50 *14%* *14%*	307 *16%* *86%*	309 *16%* *86%*	172 *16%* *48%*	135 *15%* *38%*	149 *16%* *42%*
8	**669** ***29%***	52 *28%* *8%*	35 *29%* *5%*	16 *28%* *2%*	567 *29%* *85%*	646 *29%* *97%*	23 *26%* *3%*	116 *32%* *17%*	547 *28%* *82%*	553 *28%* *83%*	269 *26%* *40%*	281 *31%* *42%* X	294 *31%* *44%* X
7	**353** ***15%***	27 *15%* *8%*	19 *16%* *5%*	9 *15%* *2%*	299 *15%* *85%*	338 *15%* *96%*	15 *18%* *4%*	60 *16%* *17%*	291 *15%* *82%*	294 *15%* *83%*	158 *15%* *45%*	136 *15%* *39%*	142 *15%* *40%*
6	**220** ***9%***	16 *9%* *8%*	10 *8%* *4%*	6 *10%* *3%*	188 *10%* *86%*	212 *9%* *96%*	8 *9%* *4%*	38 *10%* *17%*	182 *9%* *83%*	182 *9%* *83%*	91 *9%* *41%*	91 *10%* *42%*	98 *10%* *45%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 42

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**151** ***6%***	15 *8%* *10%*	11 *9%* *7%* R	4 *8%* *3%*	120 *6%* *80%*	143 *6%* *95%*	8 *9%* *5%*	17 *5%* *11%*	127 *7%* *84%*	134 *7%* *89%*	78 *7%* *52%*	56 *6%* *37%*	58 *6%* *38%*
4	**55** ***2%***	6 *3%* *10%*	1 *1%* *3%*	2 *4%* *4%* P	46 *2%* *84%*	49 *2%* *88%*	6 *7%* *12%* S	7 *2%* *13%*	48 *2%* *87%*	48 *2%* *87%*	26 *2%* *47%*	22 *2%* *40%*	22 *2%* *41%*
3	**48** ***2%***	3 *1%* *6%*	2 *2%* *4%*	1 *2%* *3%*	42 *2%* *88%*	48 *2%* *100%*	* * *	4 *1%* *9%*	44 *2%* *91%*	44 *2%* *91%*	31 *3%* *63%*	13 *1%* *28%*	17 *2%* *35%*
2	**31** ***1%***	2 *1%* *6%*	1 *1%* *4%*	1 *2%* *3%*	26 *1%* *86%*	30 *1%* *97%*	1 *1%* *3%*	5 *1%* *17%*	25 *1%* *82%*	25 *1%* *83%*	16 *2%* *53%*	9 *1%* *30%*	9 *1%* *30%*
1	**29** ***1%***	1 *1%* *5%*	* * *1%*	* * *1%*	27 *1%* *93%*	27 *1%* *93%*	2 *2%* *7%*	3 *1%* *9%*	26 *1%* *91%*	26 *1%* *91%*	18 *2%* *64%*	8 *1%* *27%*	11 *1%* *38%*
Don't know	**190** ***8%***	20 *11%* *11%*	9 *7%* *5%*	4 *8%* *2%*	157 *8%* *82%*	185 *8%* *97%*	5 *6%* *3%*	29 *8%* *15%*	158 *8%* *83%*	161 *8%* *85%*	89 *9%* *47%*	72 *8%* *38%*	75 *8%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9/8/7	**1597** ***69%***	123 *66%* *8%*	86 *71%* *5%*	38 *67%* *2%*	1351 *69%* *85%*	1540 *69%* *96%*	57 *65%* *4%*	263 *72%* *16%*	1319 *68%* *83%*	1334 *68%* *84%*	694 *67%* *43%*	634 *70%* *40%*	668 *70%* *42%*
Net: 10/9	**574** ***25%***	43 *23%* *8%*	32 *27%* *6%*	14 *24%* *2%*	485 *25%* *84%*	556 *25%* *97%*	18 *21%* *3%*	88 *24%* *15%*	482 *25%* *84%*	487 *25%* *85%*	267 *26%* *46%*	217 *24%* *38%*	232 *24%* *40%*
Net: 6/5/4	**426** ***18%***	37 *20%* *9%*	22 *18%* *5%*	12 *21%* *3%*	354 *18%* *83%*	403 *18%* *95%*	23 *26%* *5%*	62 *17%* *15%*	357 *18%* *84%*	364 *19%* *85%*	195 *19%* *46%*	169 *19%* *40%*	179 *19%* *42%*
Net: 3/2/1	**108** ***5%***	6 *3%* *6%*	3 *3%* *3%*	3 *4%* *2%*	96 *5%* *89%*	105 *5%* *97%*	3 *3%* *3%*	12 *3%* *11%*	95 *5%* *89%*	96 *5%* *89%*	65 *6%* *60%* YZ	30 *3%* *28%*	37 *4%* *35%*
Mean	**7.39**	7.37	7.53	7.29	7.38	7.40	7.07	7.53	7.36	7.36	7.27	7.46	7.43
Standard Deviation	**1.89**	1.82	1.72	1.88	1.91	1.89	1.98	1.75	1.92	1.92	2.03	1.78	1.81

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 43

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**325** ***9%***	113 *7%* *35%*	212 *10%* *65%* A	30 *8%* *9%*	55 *8%* *17%*	66 *10%* *20%*	66 *10%* *20%*	56 *11%* *17%*	51 *7%* *16%*	32 *6%* *10%*	156 *9%* *48%* I	137 *11%* *42%* I	110 *11%* *34%* MN	62 *7%* *19%*	85 *8%* *26%*
9	**413** ***12%***	180 *12%* *43%*	234 *12%* *57%*	35 *10%* *9%*	79 *12%* *19%*	67 *10%* *16%*	72 *11%* *17%*	65 *12%* *16%*	95 *14%* *23%*	54 *10%* *13%*	191 *11%* *46%*	169 *13%* *41%*	115 *12%* *28%*	116 *13%* *28%*	110 *10%* *27%*
8	**901** ***25%***	352 *23%* *39%*	548 *27%* *61%* A	80 *22%* *9%*	146 *21%* *16%*	182 *28%* *20%* D	170 *27%* *19%*	140 *26%* *16%*	183 *26%* *20%*	126 *23%* *14%*	439 *25%* *49%*	336 *26%* *37%*	277 *29%* *31%* M	188 *21%* *21%*	260 *24%* *29%*
7	**733** ***21%***	347 *23%* *47%* B	386 *19%* *53%*	82 *22%* *11%*	174 *26%* *24%* EF G	121 *19%* *16%*	118 *18%* *16%*	98 *19%* *13%*	141 *20%* *19%*	136 *25%* *19%* K	376 *22%* *51%* K	221 *17%* *30%*	179 *19%* *24%*	209 *24%* *29%*	218 *20%* *30%*
6	**438** ***12%***	221 *15%* *51%* B	217 *11%* *49%*	47 *13%* *11%*	71 *10%* *16%*	82 *13%* *19%*	88 *14%* *20%*	60 *11%* *14%*	90 *13%* *20%*	93 *17%* *21%* JK	211 *12%* *48%*	133 *10%* *30%*	95 *10%* *22%*	120 *14%* *27%*	149 *14%* *34%* L
5	**322** ***9%***	144 *9%* *45%*	178 *9%* *55%*	46 *13%* *14%* H	60 *9%* *18%*	64 *10%* *20%*	54 *8%* *17%*	48 *9%* *15%*	50 *7%* *15%*	38 *7%* *12%*	168 *10%* *52%*	116 *9%* *36%*	72 *8%* *22%*	88 *10%* *27%*	110 *10%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 43

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**84** ***2%***	39 *3%* *47%*	45 *2%* *53%*	16 *5%* *20%* FH	23 *3%* *27%* H	13 *2%* *15%*	12 *2%* *14%*	15 *3%* *17%* H	6 *1%* *7%*	16 *3%* *19%*	39 *2%* *46%*	29 *2%* *35%*	21 *2%* *25%*	19 *2%* *23%*	27 *2%* *32%*
3	**87** ***2%***	38 *2%* *43%*	49 *2%* *57%*	8 *2%* *9%*	18 *3%* *21%*	15 *2%* *17%*	17 *3%* *19%*	12 *2%* *14%*	18 *3%* *20%*	15 *3%* *17%*	30 *2%* *35%*	42 *3%* *48%* J	23 *2%* *26%*	26 *3%* *30%*	27 *3%* *32%*
2	**26** ***1%***	15 *1%* *58%*	11 *1%* *42%*	1 *** *6%*	6 *1%* *22%*	8 *1%* *30%*	4 *1%* *17%*	2 *** *9%*	4 *1%* *16%*	8 *1%* *30%*	11 *1%* *42%*	7 *1%* *28%*	* * *	7 *1%* *28%* L	14 *1%* *52%* L
1	**45** ***1%***	22 *1%* *49%*	23 *1%* *51%*	6 *2%* *12%*	5 *1%* *11%*	8 *1%* *18%*	8 *1%* *19%*	6 *1%* *15%*	11 *2%* *25%*	4 *1%* *9%*	22 *1%* *50%*	18 *1%* *41%*	7 *1%* *16%*	20 *2%* *44%*	11 *1%* *24%*
Don't know	**178** ***5%***	49 *3%* *27%*	129 *6%* *73%* A	11 *3%* *6%*	42 *6%* *24%* E	20 *3%* *11%*	30 *5%* *17%*	27 *5%* *15%*	47 *7%* *26%* E	31 *6%* *18%*	83 *5%* *47%*	63 *5%* *36%*	61 *6%* *34%* M	31 *4%* *18%*	54 *5%* *30%*
Net: 10/9/8/7	**2372** ***67%***	992 *65%* *42%*	1380 *68%* *58%*	227 *63%* *10%*	454 *67%* *19%*	435 *67%* *18%*	426 *67%* *18%*	359 *68%* *15%*	470 *68%* *20%*	347 *63%* *15%*	1162 *67%* *49%*	862 *68%* *36%*	681 *71%* *29%* MN	575 *65%* *24%*	673 *63%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 43

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**738** ***21%***	293 *19%* *40%*	446 *22%* *60%*	65 *18%* *9%*	135 *20%* *18%*	133 *21%* *18%*	139 *22%* *19%*	121 *23%* *16%*	147 *21%* *20%*	86 *15%* *12%*	347 *20%* *47%* I	306 *24%* *41%* IJ	225 *23%* *30%* N	178 *20%* *24%*	195 *18%* *26%*
Net: 6/5/4	**844** ***24%***	404 *27%* *48%* B	439 *22%* *52%*	109 *30%* *13%* DH	154 *23%* *18%*	159 *25%* *19%*	153 *24%* *18%*	123 *23%* *15%*	145 *21%* *17%*	148 *27%* *17%*	418 *24%* *50%*	278 *22%* *33%*	189 *20%* *22%*	227 *26%* *27%* L	286 *27%* *34%* L
Net: 3/2/1	**158** ***4%***	75 *5%* *48%*	83 *4%* *52%*	15 *4%* *9%*	29 *4%* *18%*	31 *5%* *19%*	29 *5%* *19%*	21 *4%* *13%*	33 *5%* *21%*	27 *5%* *17%*	63 *4%* *40%*	67 *5%* *43%*	30 *3%* *19%*	53 *6%* *34%* L	52 *5%* *33%*
Mean	**7.18**	7.04	7.29 A	6.94	7.13	7.19	7.24	7.27 C	7.25 C	6.98	7.19 I	7.26 I	7.44 MN	6.99	7.04
Standard Deviation	**1.85**	1.85	1.84	1.87	1.81	1.88	1.86	1.86	1.81	1.75	1.80	1.94	1.75	1.93	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 43

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**325** ***9%***	33 *11%* *10%*	23 *11%* *7%*	12 *10%* *4%*	256 *9%* *79%*	308 *9%* *95%*	16 *9%* *5%*	47 *9%* *14%*	273 *9%* *84%*	278 *9%* *86%*	182 *10%* *56%*	96 *8%* *29%*	98 *8%* *30%*
9	**413** ***12%***	32 *10%* *8%*	25 *12%* *6%*	15 *13%* *4%*	341 *12%* *83%*	396 *12%* *96%*	17 *10%* *4%*	50 *10%* *12%*	362 *12%* *88%*	364 *12%* *88%*	234 *12%* *57%*	128 *11%* *31%*	140 *11%* *34%*
8	**901** ***25%***	81 *26%* *9%*	64 *31%* *7%* R	31 *27%* *3%*	725 *25%* *80%*	869 *26%* *96%* T	32 *18%* *4%*	133 *27%* *15%*	747 *25%* *83%*	766 *25%* *85%*	498 *26%* *55%*	265 *23%* *29%*	281 *23%* *31%*
7	**733** ***21%***	65 *21%* *9%*	37 *18%* *5%*	24 *21%* *3%*	606 *21%* *83%*	697 *21%* *95%*	36 *20%* *5%*	100 *20%* *14%*	626 *21%* *85%*	633 *21%* *86%*	382 *20%* *52%*	249 *22%* *34%*	262 *21%* *36%*
6	**438** ***12%***	41 *13%* *9%*	21 *10%* *5%*	11 *10%* *3%*	365 *13%* *83%*	407 *12%* *93%*	31 *17%* *7%*	66 *13%* *15%*	366 *12%* *84%*	370 *12%* *84%*	220 *12%* *50%*	148 *13%* *34%*	162 *13%* *37%*
5	**322** ***9%***	24 *8%* *8%*	18 *9%* *6%*	9 *8%* *3%*	270 *9%* *84%*	299 *9%* *93%*	23 *13%* *7%*	43 *9%* *13%*	277 *9%* *86%*	279 *9%* *87%*	170 *9%* *53%*	109 *9%* *34%*	114 *9%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 43

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**84** ***2%***	9 *3%* *10%*	5 *3%* *6%*	3 *2%* *3%*	67 *2%* *80%*	77 *2%* *92%*	7 *4%* *8%*	20 *4%* *24%* VWYZ	64 *2%* *76%*	64 *2%* *76%*	46 *2%* *55%*	18 *2%* *21%*	19 *2%* *23%*
3	**87** ***2%***	6 *2%* *6%*	3 *2%* *4%*	2 *2%* *2%*	77 *3%* *88%*	84 *2%* *97%*	3 *2%* *3%*	10 *2%* *11%*	77 *3%* *89%*	77 *3%* *89%*	38 *2%* *44%*	39 *3%* *45%*	42 *3%* *48%* X
2	**26** ***1%***	3 *1%* *11%*	1 *1%* *5%*	1 *1%* *4%*	21 *1%* *80%*	26 *1%* *100%*	- - -	6 *1%* *23%*	20 *1%* *77%*	20 *1%* *77%*	10 *1%* *37%*	10 *1%* *40%*	11 *1%* *41%*
1	**45** ***1%***	5 *1%* *10%* P	* * *1%*	2 *2%* *4%* P	38 *1%* *85%* P	43 *1%* *95%*	2 *1%* *5%*	5 *1%* *11%*	38 *1%* *85%*	40 *1%* *89%*	25 *1%* *57%*	15 *1%* *33%*	16 *1%* *35%*
Don't know	**178** ***5%***	18 *6%* *10%*	9 *4%* *5%*	5 *4%* *3%*	146 *5%* *82%*	169 *5%* *95%*	9 *5%* *5%*	20 *4%* *11%*	156 *5%* *88%*	157 *5%* *89%*	84 *4%* *47%*	74 *6%* *41%* X	77 *6%* *43%*
Net: 10/9/8/7	**2372** ***67%***	212 *67%* *9%*	149 *72%* *6%* R	82 *72%* *3%* R	1928 *66%* *81%*	2270 *67%* *96%* T	101 *57%* *4%*	330 *66%* *14%*	2008 *67%* *85%*	2040 *67%* *86%*	1296 *69%* *55%* YZ	737 *64%* *31%*	781 *64%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 43

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - ITV1 ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**738** ***21%***	66 *21%* *9%*	48 *23%* *6%*	27 *24%* *4%*	598 *21%* *81%*	705 *21%* *95%*	34 *19%* *5%*	97 *19%* *13%*	635 *21%* *86%*	642 *21%* *87%*	416 *22%* *56%*	223 *19%* *30%*	238 *20%* *32%*
Net: 6/5/4	**844** ***24%***	74 *23%* *9%*	45 *22%* *5%*	23 *20%* *3%*	702 *24%* *83%*	783 *23%* *93%*	61 *35%* *7%* S	128 *26%* *15%*	706 *24%* *84%*	713 *23%* *84%*	436 *23%* *52%*	275 *24%* *33%*	295 *24%* *35%*
Net: 3/2/1	**158** ***4%***	13 *4%* *8%*	5 *2%* *3%*	5 *4%* *3%*	135 *5%* *86%* P	153 *5%* *97%*	5 *3%* *3%*	21 *4%* *13%*	135 *5%* *86%*	137 *4%* *87%*	73 *4%* *46%*	64 *6%* *41%*	68 *6%* *43%*
Mean	**7.18**	7.22	7.44 R	7.34	7.16	7.20	6.95	7.14	7.19	7.19	7.26 Z	7.09	7.08
Standard Deviation	**1.85**	1.87	1.70	1.86	1.85	1.85	1.83	1.85	1.85	1.85	1.83	1.88	1.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 44

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**147** ***6%***	56 *5%* *38%*	91 *7%* *62%*	30 *8%* *20%*	42 *7%* *28%*	19 *5%* *13%*	19 *5%* *13%*	17 *6%* *12%*	20 *5%* *13%*	30 *6%* *20%*	79 *6%* *54%*	39 *5%* *26%*	39 *7%* *26%*	27 *4%* *18%*	55 *6%* *37%*
9	**266** ***11%***	107 *10%* *40%*	158 *12%* *60%*	41 *11%* *15%*	75 *12%* *28%*	42 *11%* *16%*	48 *13%* *18%*	25 *8%* *9%*	35 *10%* *13%*	56 *12%* *21%*	133 *11%* *50%*	77 *11%* *29%*	78 *14%* *29%*	53 *9%* *20%*	94 *11%* *35%*
8	**503** ***21%***	263 *25%* *52%* B	241 *18%* *48%*	70 *19%* *14%*	126 *20%* *25%*	93 *24%* *18%*	71 *19%* *14%*	63 *20%* *13%*	80 *22%* *16%*	107 *23%* *21%*	267 *22%* *53%*	129 *18%* *26%*	104 *18%* *21%*	123 *21%* *24%*	194 *22%* *39%*
7	**429** ***18%***	218 *20%* *51%* B	210 *15%* *49%*	64 *17%* *15%*	113 *18%* *26%*	78 *20%* *18%* H	55 *15%* *13%*	73 *24%* *17%* FH	46 *13%* *11%*	93 *20%* *22%*	222 *18%* *52%*	113 *16%* *26%*	86 *15%* *20%*	125 *21%* *29%*	148 *17%* *35%*
6	**293** ***12%***	129 *12%* *44%*	164 *12%* *56%*	54 *14%* *18%*	73 *12%* *25%*	40 *10%* *14%*	47 *13%* *16%*	36 *11%* *12%*	43 *12%* *15%*	51 *11%* *18%*	140 *11%* *48%*	101 *14%* *35%*	58 *10%* *20%*	77 *13%* *26%*	112 *13%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 44

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
5	**255** ***11%***	113 *11%* *44%*	142 *10%* *56%*	51 *13%* *20%* EG	73 *12%* *28%* EG	27 *7%* *11%*	42 *12%* *17%*	21 *7%* *8%*	41 *11%* *16%*	43 *9%* *17%*	138 *11%* *54%*	74 *10%* *29%*	53 *9%* *21%*	82 *14%* *32%* N	77 *9%* *30%*
4	**74** ***3%***	28 *3%* *37%*	47 *3%* *63%*	16 *4%* *21%*	16 *3%* *21%*	12 *3%* *16%*	9 *2%* *12%*	10 *3%* *14%*	12 *3%* *16%*	16 *3%* *21%*	27 *2%* *37%*	31 *4%* *42%* J	26 *5%* *35%* M	5 *1%* *7%*	28 *3%* *37%* M
3	**66** ***3%***	30 *3%* *45%*	37 *3%* *55%*	8 *2%* *13%*	19 *3%* *29%*	16 *4%* *24%*	11 *3%* *16%*	4 *1%* *6%*	9 *2%* *13%*	10 *2%* *16%*	31 *3%* *47%*	25 *3%* *38%*	18 *3%* *27%*	7 *1%* *11%*	26 *3%* *40%*
2	**34** ***1%***	18 *2%* *53%*	16 *1%* *47%*	7 *2%* *20%* F	9 *1%* *26%*	9 *2%* *28%* F	- - -	4 *1%* *12%*	4 *1%* *13%*	5 *1%* *14%*	24 *2%* *72%*	5 *1%* *14%*	17 *3%* *49%* M	3 *1%* *10%*	10 *1%* *30%*
1	**35** ***1%***	16 *1%* *46%*	19 *1%* *54%*	5 *1%* *13%*	6 *1%* *18%*	9 *2%* *25%*	3 *1%* *8%*	5 *2%* *15%*	7 *2%* *21%*	3 *1%* *9%*	20 *2%* *58%*	11 *2%* *32%*	4 *1%* *11%*	12 *2%* *35%*	12 *1%* *35%*
Don't know	**327** ***13%***	93 *9%* *28%*	234 *17%* *72%* A	35 *9%* *11%*	70 *11%* *21%*	41 *11%* *12%*	61 *17%* *19%* CD E	51 *17%* *16%* CE	69 *19%* *21%* CDE	50 *11%* *15%*	153 *12%* *47%*	125 *17%* *38%* IJ	83 *15%* *25%*	83 *14%* *25%*	107 *12%* *33%*
Net: 10/9/8/7	**1344** ***55%***	644 *60%* *48%* B	700 *52%* *52%*	205 *54%* *15%*	355 *57%* *26%* H	232 *60%* *17%* H	194 *53%* *14%*	178 *58%* *13%*	181 *49%* *13%*	286 *62%* *21%* K	701 *57%* *52%* K	357 *49%* *27%*	306 *54%* *23%*	328 *55%* *24%*	492 *57%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 44

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 10/9	**412** ***17%***	163 *15%* *40%*	249 *18%* *60%*	71 *19%* *17%*	117 *19%* *28%*	62 *16%* *15%*	67 *18%* *16%*	42 *14%* *10%*	54 *15%* *13%*	85 *18%* *21%*	212 *17%* *51%*	115 *16%* *28%*	116 *21%* *28%* M	80 *13%* *19%*	149 *17%* *36%*
Net: 6/5/4	**623** ***26%***	269 *25%* *43%*	353 *26%* *57%*	121 *32%* *19%* EG	161 *26%* *26%*	79 *20%* *13%*	98 *27%* *16%*	67 *22%* *11%*	97 *26%* *16%*	110 *24%* *18%*	306 *25%* *49%*	207 *28%* *33%*	137 *24%* *22%*	165 *28%* *26%*	216 *25%* *35%*
Net: 3/2/1	**135** ***6%***	64 *6%* *47%*	71 *5%* *53%*	20 *5%* *15%*	34 *5%* *25%*	34 *9%* *25%* FG	14 *4%* *10%*	13 *4%* *10%*	21 *6%* *15%*	18 *4%* *14%*	75 *6%* *56%*	41 *6%* *30%*	39 *7%* *29%*	23 *4%* *17%*	49 *6%* *36%*
Mean	**6.91**	6.90	6.91	6.84	6.96	6.84	7.02	6.96	6.81	7.09 K	6.91	6.77	6.90	6.87	6.96
Standard Deviation	**1.95**	1.90	2.00	1.99	1.93	2.08	1.82	1.85	2.02	1.82	1.99	1.97	2.09	1.79	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 44

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**147** ***6%***	16 *7%* *11%*	4 *5%* *3%*	7 *8%* *5%*	120 *6%* *82%*	139 *6%* *95%*	7 *5%* *5%*	27 *9%* *18%* YZ	118 *6%* *81%*	120 *6%* *82%*	79 *6%* *54%*	40 *5%* *27%*	44 *5%* *30%*
9	**266** ***11%***	22 *9%* *8%*	7 *8%* *3%*	12 *14%* *4%* OP	225 *11%* *85%*	251 *11%* *94%*	15 *10%* *6%*	42 *14%* *16%*	224 *11%* *84%*	224 *11%* *84%*	134 *11%* *51%*	88 *10%* *33%*	95 *10%* *36%*
8	**503** ***21%***	46 *19%* *9%*	19 *24%* *4%*	17 *21%* *3%*	421 *21%* *84%*	468 *20%* *93%*	35 *24%* *7%*	62 *21%* *12%*	435 *21%* *87%*	441 *21%* *88%*	257 *20%* *51%*	185 *21%* *37%*	189 *20%* *38%*
7	**429** ***18%***	43 *18%* *10%*	12 *15%* *3%*	14 *17%* *3%*	359 *18%* *84%*	408 *18%* *95%*	20 *14%* *5%*	47 *16%* *11%*	375 *18%* *87%*	382 *18%* *89%*	199 *16%* *46%*	181 *21%* *42%* X	199 *21%* *46%* X
6	**293** ***12%***	25 *10%* *9%*	10 *12%* *3%*	11 *13%* *4%*	247 *12%* *84%*	266 *12%* *91%*	27 *19%* *9%* S	34 *12%* *12%*	252 *12%* *86%*	259 *12%* *88%*	162 *13%* *55%*	97 *11%* *33%*	105 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 44

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
5	**255** ***11%***	27 *11%* *11%*	8 *10%* *3%*	8 *9%* *3%*	212 *10%* *83%*	237 *10%* *93%*	18 *13%* *7%*	43 *14%* *17%* WYZ	211 *10%* *82%*	213 *10%* *83%*	131 *10%* *51%*	82 *9%* *32%*	84 *9%* *33%*
4	**74** ***3%***	9 *4%* *12%*	3 *4%* *4%*	3 *4%* *4%*	59 *3%* *80%*	72 *3%* *97%*	2 *1%* *3%*	6 *2%* *8%*	68 *3%* *91%*	68 *3%* *92%*	45 *4%* *61%*	22 *3%* *30%*	26 *3%* *35%*
3	**66** ***3%***	8 *4%* *13%*	5 *6%* *7%* QR	2 *2%* *2%*	52 *3%* *78%*	59 *3%* *89%*	8 *5%* *11%*	2 *1%* *3%*	62 *3%* *94%*	64 *3%* *96%*	40 *3%* *60%*	24 *3%* *36%*	26 *3%* *38%*
2	**34** ***1%***	4 *2%* *11%*	- - -	* * *	30 *1%* *89%*	30 *1%* *89%*	4 *3%* *11%*	3 *1%* *10%*	30 *1%* *90%*	30 *1%* *90%*	20 *2%* *60%*	9 *1%* *26%*	10 *1%* *31%*
1	**35** ***1%***	4 *2%* *12%*	1 *2%* *4%*	1 *1%* *2%*	28 *1%* *81%*	34 *2%* *99%*	* * *1%*	3 *1%* *9%*	30 *1%* *86%*	32 *1%* *91%*	17 *1%* *49%*	15 *2%* *42%*	17 *2%* *50%*
Don't know	**327** ***13%***	34 *14%* *10%*	11 *14%* *4%*	8 *10%* *2%*	273 *13%* *84%*	320 *14%* *98%* T	7 *5%* *2%*	27 *9%* *8%*	296 *14%* *90%* U	300 *14%* *92%* U	169 *14%* *52%*	131 *15%* *40%* U	137 *15%* *42%* U
Net: 10/9/8/7	**1344** ***55%***	127 *53%* *9%*	42 *52%* *3%*	50 *61%* *4%* OP	1126 *56%* *84%*	1267 *55%* *94%*	77 *54%* *6%*	177 *60%* *13%*	1152 *55%* *86%*	1167 *55%* *87%*	669 *53%* *50%*	494 *57%* *37%*	527 *57%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 44

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 10/9	**412** ***17%***	37 *16%* *9%*	11 *14%* *3%*	19 *23%* *5%* OPR	345 *17%* *84%*	390 *17%* *95%*	22 *16%* *5%*	68 *23%* *17%* VWXY Z	343 *16%* *83%*	344 *16%* *83%*	213 *17%* *52%*	128 *15%* *31%*	139 *15%* *34%*
Net: 6/5/4	**623** ***26%***	61 *26%* *10%*	21 *26%* *3%*	21 *26%* *3%*	518 *26%* *83%*	575 *25%* *92%*	47 *33%* *8%*	83 *28%* *13%*	530 *25%* *85%*	540 *25%* *87%*	338 *27%* *54%*	201 *23%* *32%*	215 *23%* *35%*
Net: 3/2/1	**135** ***6%***	16 *7%* *12%* Q	6 *8%* *5%* Q	3 *3%* *2%*	110 *5%* *81%*	123 *5%* *91%*	12 *8%* *9%*	9 *3%* *6%*	122 *6%* *91%*	125 *6%* *93%*	77 *6%* *57%*	47 *5%* *35%*	53 *6%* *40%*
Mean	**6.91**	6.77	6.74	7.18 OPR	6.92	6.92	6.76	7.16	6.88	6.87	6.85	6.90	6.88
Standard Deviation	**1.95**	2.05	2.02	1.86	1.94	1.96	1.91	1.89	1.96	1.96	2.00	1.89	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 45

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**3** ***8%***	1 *11%* *46%*	1 *6%* *54%*	* *99%* *15%*	- - -	* *5%* *12%*	1 *10%* *26%*	1 *16%* *46%*	* * *	1 *13%* *38%*	1 *8%* *45%*	* *4%* *17%*
9	**3** ***10%***	1 *12%* *40%*	2 *9%* *60%*	* *1%* *	- - -	1 *14%* *28%*	1 *14%* *29%*	* *4%* *9%*	1 *17%* *34%*	1 *12%* *28%*	1 *11%* *45%*	1 *8%* *26%*
8	**6** ***17%***	1 *13%* *25%*	4 *20%* *75%*	- - -	* *9%* *7%*	1 *12%* *14%*	2 *33%* *40%*	1 *15%* *19%*	1 *17%* *20%*	1 *20%* *26%*	2 *12%* *29%*	2 *23%* *45%*
7	**5** ***17%***	2 *21%* *42%*	3 *14%* *58%*	- - -	2 *43%* *36%*	1 *8%* *10%*	1 *10%* *13%*	1 *17%* *23%*	1 *14%* *17%*	1 *12%* *16%*	3 *22%* *58%*	1 *13%* *26%*
6	**6** ***20%***	3 *31%* *52%*	3 *15%* *48%*	- - -	* *9%* *6%*	3 *45%* *46%*	1 *15%* *16%*	1 *9%* *11%*	1 *22%* *22%*	1 *16%* *19%*	3 *22%* *46%*	2 *21%* *36%*
5	**3** ***10%***	1 *7%* *24%*	2 *11%* *76%*	- - -	- - -	- - -	1 *14%* *29%*	1 *18%* *41%*	1 *14%* *29%*	1 *8%* *19%*	1 *10%* *42%*	1 *11%* *39%*
4	**2** ***5%***	- - -	2 *7%* *100%*	- - -	* *9%* *25%*	1 *10%* *41%*	* *5%* *19%*	* *3%* *16%*	- - -	1 *8%* *35%*	1 *8%* *65%*	- - -

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***2%***	- - -	1 *3%* *100%*	- - -	* *9%* *62%*	- - -	- - -	* *3%* *38%*	- - -	* *3%* *38%*	* *3%* *62%*	- - -
2	**1** ***2%***	- - -	1 *3%* *100%*	- - -	1 *14%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *6%* *100%*
1	* ***1%***	* *3%* *100%*	- - -	- - -	- - -	- - -	- - -	* *4%* *100%*	- - -	- - -	* *2%* *100%*	- - -
Don't know	**3** ***8%***	* *3%* *10%*	2 *11%* *90%*	- - -	* *8%* *14%*	* *5%* *12%*	- - -	1 *11%* *32%*	1 *17%* *42%*	1 *9%* *25%*	* *2%* *12%*	2 *15%* *63%*
Net: 10/9/8/7	**17** ***52%***	6 *57%* *37%*	10 *49%* *63%*	* *100%* *2%*	2 *51%* *14%*	3 *40%* *15%*	4 *67%* *27%*	4 *51%* *23%*	3 *47%* *19%*	4 *56%* *25%*	7 *53%* *44%*	5 *47%* *31%*
Net: 10/9	**6** ***18%***	2 *23%* *43%*	3 *15%* *57%*	* *100%* *7%*	- - -	1 *19%* *21%*	2 *24%* *28%*	1 *20%* *25%*	1 *17%* *19%*	2 *25%* *33%*	3 *19%* *45%*	1 *12%* *22%*
Net: 6/5/4	**11** ***35%***	4 *38%* *37%*	7 *33%* *63%*	- - -	1 *17%* *7%*	4 *55%* *32%*	2 *33%* *20%*	2 *31%* *20%*	2 *36%* *21%*	2 *32%* *21%*	5 *39%* *47%*	4 *32%* *32%*
Net: 3/2/1	**2** ***5%***	* *3%* *18%*	1 *6%* *82%*	- - -	1 *23%* *66%*	- - -	- - -	1 *7%* *34%*	- - -	* *3%* *16%*	1 *5%* *44%*	1 *6%* *40%*
Mean	**6.81**	7.09	6.66	9.99	5.56	6.79	7.34	6.75	7.00	7.16	6.69	6.73

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.97**	1.89	2.05	-	2.40	1.75	1.80	2.51	1.55	2.13	2.04	1.96

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 45

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	* *5%* *13%*	2 *9%* *87%*	2 *9%* *87%*	2 *9%* *62%*	1 *9%* *25%*	1 *8%* *25%*
9	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	* *5%* *9%*	3 *12%* *91%*	3 *12%* *91%*	2 *9%* *52%*	1 *17%* *39%*	2 *21%* *48%*
8	**6** ***17%***	6 *17%* *100%*	5 *16%* *93%*	* *100%* *7%*	1 *17%* *20%*	4 *18%* *80%*	4 *18%* *80%*	3 *19%* *61%*	1 *15%* *19%*	1 *14%* *19%*
7	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	* *6%* *8%*	5 *19%* *92%*	5 *19%* *92%*	3 *15%* *51%*	2 *30%* *41%*	2 *28%* *41%*
6	**6** ***20%***	6 *20%* *100%*	6 *20%* *100%*	- - -	2 *29%* *30%*	4 *18%* *70%*	4 *18%* *70%*	4 *23%* *64%*	* *5%* *5%*	* *4%* *5%*
5	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	1 *12%* *25%*	2 *10%* *75%*	2 *10%* *75%*	2 *9%* *53%*	1 *10%* *22%*	1 *9%* *22%*
4	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	1 *11%* *45%*	1 *3%* *55%*	1 *3%* *55%*	1 *3%* *35%*	* *4%* *19%*	* *4%* *19%*

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *3%* *100%*	1 *3%* *100%*	* *2%* *62%*	* *3%* *38%*	* *3%* *38%*
2	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *4%* *100%*	- - -	- - -
1	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	* *4%* *100%*	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	1 *12%* *30%*	2 *7%* *70%*	2 *7%* *70%*	1 *7%* *48%*	1 *8%* *23%*	1 *8%* *23%*
Net: 10/9/8/7	**17** ***52%***	17 *52%* *100%*	16 *51%* *98%*	* *100%* *2%*	2 *32%* *13%*	14 *57%* *87%*	14 *57%* *87%*	9 *52%* *56%*	5 *70%* *31%*	5 *71%* *33%*
Net: 10/9	**6** ***18%***	6 *18%* *100%*	6 *18%* *100%*	- - -	1 *9%* *11%*	5 *20%* *89%*	5 *20%* *89%*	3 *18%* *56%*	2 *26%* *33%*	2 *29%* *38%*
Net: 6/5/4	**11** ***35%***	11 *35%* *100%*	11 *35%* *100%*	- - -	3 *52%* *31%*	8 *31%* *69%*	8 *31%* *69%*	6 *36%* *57%*	1 *18%* *12%*	1 *18%* *12%*
Net: 3/2/1	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	* *4%* *18%*	1 *5%* *82%*	1 *5%* *82%*	1 *6%* *66%*	* *3%* *16%*	* *3%* *16%*
Mean	**6.81**	6.81	6.80	8.00	6.20	6.97	6.97	6.85	7.27	7.35

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.97**	1.97	1.98	-	2.18	1.93	1.93	1.98	1.93	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 46

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**59** ***5%***	19 *4%* *32%*	40 *5%* *68%*	6 *5%* *10%*	17 *7%* *29%*	9 *5%* *16%*	6 *3%* *11%*	7 *4%* *12%*	13 *5%* *22%*	5 *3%* *8%*	27 *4%* *46%*	27 *6%* *45%*	6 *2%* *11%*	16 *5%* *27%*	21 *5%* *35%*
9	**47** ***4%***	16 *3%* *34%*	31 *4%* *66%*	4 *4%* *9%*	6 *2%* *13%*	10 *5%* *22%*	12 *5%* *26%*	5 *3%* *12%*	9 *3%* *18%*	3 *2%* *7%*	25 *4%* *52%*	19 *4%* *41%*	11 *4%* *23%*	13 *4%* *28%*	13 *3%* *28%*
8	**186** ***15%***	79 *16%* *42%*	107 *14%* *58%*	12 *10%* *6%*	31 *12%* *17%*	32 *16%* *17%*	41 *18%* *22%*	35 *18%* *19%*	35 *14%* *19%*	25 *15%* *13%*	96 *15%* *51%*	65 *15%* *35%*	51 *16%* *27%*	49 *16%* *26%*	56 *14%* *30%*
7	**183** ***15%***	81 *16%* *44%*	102 *14%* *56%*	20 *17%* *11%*	28 *11%* *15%*	39 *19%* *21%* D	26 *12%* *14%*	34 *18%* *18%*	36 *14%* *20%*	12 *7%* *7%*	96 *15%* *52%* I	75 *17%* *41%* I	50 *16%* *27%*	58 *19%* *32%* N	42 *10%* *23%*
6	**177** ***14%***	69 *14%* *39%*	108 *14%* *61%*	17 *14%* *10%*	44 *17%* *25%*	26 *13%* *14%*	28 *12%* *16%*	25 *13%* *14%*	37 *15%* *21%*	32 *19%* *18%* K	96 *15%* *54%*	49 *11%* *28%*	33 *11%* *18%*	55 *18%* *31%* L	60 *15%* *34%*
5	**177** ***14%***	66 *13%* *37%*	111 *15%* *63%*	21 *18%* *12%*	43 *17%* *24%*	23 *11%* *13%*	39 *17%* *22%*	21 *11%* *12%*	30 *12%* *17%*	24 *14%* *13%*	104 *16%* *59%*	49 *11%* *28%*	48 *15%* *27%*	33 *11%* *19%*	69 *17%* *39%*

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**75** ***6%***	36 *7%* *48%*	39 *5%* *52%*	9 *8%* *12%*	14 *5%* *18%*	10 *5%* *13%*	14 *6%* *19%*	12 *7%* *17%*	16 *6%* *21%*	9 *5%* *13%*	36 *6%* *49%*	29 *7%* *39%*	16 *5%* *21%*	14 *5%* *19%*	32 *8%* *43%*
3	**61** ***5%***	33 *7%* *54%* B	28 *4%* *46%*	11 *9%* *18%* D	7 *3%* *11%*	14 *7%* *23%*	8 *3%* *13%*	8 *4%* *14%*	12 *5%* *20%*	14 *8%* *24%* J	18 *3%* *30%*	28 *6%* *46%* J	12 *4%* *20%*	19 *6%* *32%*	20 *5%* *33%*
2	**18** ***1%***	12 *2%* *71%* B	5 *1%* *29%*	1 *1%* *5%*	3 *1%* *16%*	4 *2%* *25%*	5 *2%* *26%*	2 *1%* *14%*	2 *1%* *14%*	3 *2%* *16%*	11 *2%* *64%*	3 *1%* *20%*	7 *2%* *41%*	3 *1%* *18%*	4 *1%* *21%*
1	**38** ***3%***	14 *3%* *37%*	24 *3%* *63%*	2 *2%* *6%*	10 *4%* *27%*	6 *3%* *15%*	5 *2%* *13%*	8 *4%* *21%*	7 *3%* *18%*	6 *3%* *15%*	19 *3%* *49%*	14 *3%* *36%*	7 *2%* *18%*	7 *2%* *19%*	15 *4%* *39%*
Don't know	**227** ***18%***	74 *15%* *33%*	153 *20%* *67%* A	15 *13%* *7%*	49 *19%* *22%*	27 *14%* *12%*	44 *19%* *20%*	34 *18%* *15%*	57 *22%* *25%* E	37 *22%* *16%*	116 *18%* *51%*	73 *17%* *32%*	69 *22%* *30%* M	31 *10%* *14%*	81 *20%* *36%* M
Net: 10/9/8/7	**475** ***38%***	195 *39%* *41%*	281 *37%* *59%*	42 *36%* *9%*	83 *33%* *17%*	91 *45%* *19%* D	86 *37%* *18%*	81 *42%* *17%*	93 *37%* *20%*	45 *26%* *9%*	244 *38%* *51%* I	187 *43%* *39%* I	118 *38%* *25%*	136 *46%* *29%* N	132 *32%* *28%*
Net: 10/9	**106** ***9%***	35 *7%* *33%*	71 *10%* *67%*	10 *9%* *10%*	23 *9%* *22%*	20 *10%* *18%*	19 *8%* *18%*	12 *6%* *12%*	22 *9%* *21%*	8 *5%* *8%*	52 *8%* *49%*	46 *11%* *43%*	17 *6%* *16%*	29 *10%* *28%*	34 *8%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 46

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**428** **34%**	170 *34%* *40%*	258 *35%* *60%*	47 *40%* *11%*	100 *40%* *23%* E	58 *29%* *14%*	82 *36%* *19%*	58 *30%* *14%*	83 *33%* *19%*	65 *38%* *15%*	236 *37%* *55%*	127 *29%* *30%*	96 *31%* *22%*	102 *34%* *24%*	161 *39%* *38%*
Net: 3/2/1	**116** **9%**	59 *12%* *51%* B	57 *8%* *49%*	14 *12%* *12%*	20 *8%* *17%*	24 *12%* *21%*	17 *8%* *15%*	19 *10%* *16%*	22 *8%* *19%*	23 *14%* *20%* J	48 *7%* *41%*	45 *10%* *39%*	27 *9%* *23%*	30 *10%* *26%*	39 *9%* *33%*
Mean	**6.16**	6.02	6.26	5.94	6.12	6.23	6.19	6.17	6.22	5.73	6.19 I	6.27 I	6.12	6.34	5.98
Standard Deviation	**2.11**	2.12	2.10	2.04	2.16	2.16	2.03	2.13	2.10	2.12	2.03	2.20	2.01	2.03	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 46

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Five ****

Base : Regular viewers of Five

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**59** ***5%***	9 *8%* *15%*	4 *6%* *7%*	3 *8%* *5%*	43 *4%* *74%*	50 *4%* *85%*	9 *10%* *15%* S	10 *8%* *17%* YZ	46 *4%* *78%*	49 *4%* *83%*	33 *5%* *57%*	16 *3%* *27%*	16 *3%* *27%*
9	**47** ***4%***	5 *4%* *10%*	3 *3%* *5%*	3 *8%* *6%* R	37 *4%* *79%*	44 *4%* *94%*	3 *3%* *6%*	2 *2%* *4%*	45 *4%* *95%*	45 *4%* *96%*	23 *3%* *48%*	22 *5%* *48%*	26 *5%* *55%*
8	**186** ***15%***	14 *13%* *8%*	10 *14%* *5%*	6 *16%* *3%*	156 *15%* *84%*	171 *15%* *92%*	15 *17%* *8%*	20 *17%* *11%*	166 *15%* *89%*	166 *15%* *89%*	96 *15%* *51%*	70 *15%* *38%*	72 *14%* *39%*
7	**183** ***15%***	15 *13%* *8%*	14 *19%* *8%*	5 *13%* *3%*	150 *15%* *82%*	172 *15%* *94%*	11 *12%* *6%*	17 *14%* *9%*	164 *15%* *89%*	164 *15%* *89%*	82 *13%* *45%*	82 *17%* *45%*	85 *17%* *46%*
6	**177** ***14%***	15 *13%* *8%*	10 *14%* *6%*	4 *11%* *2%*	148 *14%* *83%*	165 *14%* *93%*	12 *13%* *7%*	15 *12%* *8%*	159 *14%* *90%*	162 *14%* *92%*	107 *16%* *60%*	55 *12%* *31%*	66 *13%* *37%*
5	**177** ***14%***	14 *13%* *8%*	8 *11%* *5%*	5 *13%* *3%*	149 *15%* *84%*	157 *14%* *89%*	20 *22%* *11%* S	19 *16%* *11%*	157 *14%* *89%*	158 *14%* *89%*	89 *14%* *50%*	69 *15%* *39%*	71 *14%* *40%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 46

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**75** ***6%***	6 *6%* *8%*	4 *6%* *6%*	2 *6%* *3%*	62 *6%* *83%*	68 *6%* *91%*	6 *7%* *9%*	1 *1%* *2%*	72 *6%* *97%* U	73 *7%* *98%* U	42 *6%* *56%* U	29 *6%* *39%*	30 *6%* *40%*
3	**61** ***5%***	5 *4%* *8%*	3 *4%* *5%*	1 *2%* *1%*	52 *5%* *85%*	59 *5%* *98%*	1 *1%* *2%*	7 *6%* *12%*	53 *5%* *88%*	53 *5%* *88%*	28 *4%* *47%*	25 *5%* *42%*	25 *5%* *42%*
2	**18** ***1%***	2 *1%* *9%*	1 *1%* *5%*	1 *3%* *6%*	14 *1%* *80%*	16 *1%* *94%*	1 *1%* *6%*	* * *1%*	17 *2%* *99%*	17 *2%* *99%*	12 *2%* *67%*	6 *1%* *32%*	7 *1%* *38%*
1	**38** ***3%***	4 *3%* *10%*	4 *5%* *10%*	1 *3%* *3%*	29 *3%* *77%*	35 *3%* *91%*	3 *4%* *9%*	1 *1%* *2%*	37 *3%* *97%*	37 *3%* *98%*	27 *4%* *71%*	10 *2%* *26%*	10 *2%* *26%*
Don't know	**227** ***18%***	26 *23%* *11%*	12 *17%* *5%*	7 *19%* *3%*	182 *18%* *80%*	218 *19%* *96%* T	9 *9%* *4%*	26 *22%* *11%*	197 *18%* *87%*	201 *18%* *89%*	114 *17%* *50%*	87 *18%* *38%*	89 *18%* *39%*
Net: 10/9/8/7	**475** ***38%***	42 *37%* *9%*	30 *42%* *6%*	17 *44%* *4%*	386 *38%* *81%*	438 *38%* *92%*	37 *42%* *8%*	49 *41%* *10%*	420 *38%* *88%*	424 *38%* *89%*	234 *36%* *49%*	190 *40%* *40%*	198 *40%* *42%*
Net: 10/9	**106** ***9%***	13 *11%* *12%*	7 *9%* *6%*	6 *15%* *5%* R	81 *8%* *76%*	94 *8%* *89%*	12 *13%* *11%*	12 *10%* *11%*	91 *8%* *86%*	94 *8%* *89%*	56 *9%* *53%*	38 *8%* *36%*	42 *8%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 46

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Five ****

Base : Regular viewers of Five

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**428** ***34%***	35 *31%* *8%*	23 *31%* *5%*	11 *30%* *3%*	359 *35%* *84%*	390 *34%* *91%*	38 *43%* *9%*	35 *30%* *8%*	388 *35%* *91%*	393 *35%* *92%*	237 *36%* *55%*	154 *33%* *36%*	167 *34%* *39%*
Net: 3/2/1	**116** ***9%***	11 *9%* *9%*	8 *11%* *7%*	3 *7%* *2%*	95 *9%* *82%*	110 *10%* *95%*	6 *6%* *5%*	8 *7%* *7%*	108 *10%* *93%*	108 *10%* *93%*	67 *10%* *58%*	41 *9%* *35%*	42 *8%* *36%*
Mean	**6.16**	6.26	6.15	6.53	6.14	6.15	6.33	6.58	6.11	6.12	6.07	6.20	6.21
Standard Deviation	**2.11**	2.28	2.24	2.28	2.07	2.10	2.19	1.98	2.11	2.12	2.19	2.01	2.00

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 47

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**40** ***7%***	15 *5%* *37%*	25 *9%* *63%*	7 *5%* *18%*	13 *8%* *33%*	7 *6%* *16%*	7 *9%* *17%*	2 *5%* *5%*	4 *8%* *11%*	* * *	16 *5%* *40%*	24 *12%* *60%* IJ	20 *14%* *51%* MN	5 *4%* *14%*	9 *5%* *23%*
9	**26** ***5%***	9 *3%* *36%*	17 *6%* *64%*	* * *	4 *3%* *17%*	2 *2%* *7%*	12 *16%* *47%* CDE	2 *4%* *6%*	6 *11%* *23%* CDE	7 *9%* *26%*	10 *3%* *40%*	9 *5%* *34%*	10 *7%* *38%*	2 *1%* *8%*	8 *5%* *33%*
8	**70** ***12%***	28 *10%* *40%*	42 *15%* *60%*	15 *12%* *22%*	17 *11%* *25%*	17 *16%* *25%*	6 *7%* *8%*	5 *12%* *7%*	10 *18%* *14%*	11 *15%* *16%*	46 *15%* *65%* K	13 *7%* *18%*	23 *16%* *33%*	14 *10%* *20%*	23 *12%* *32%*
7	**76** ***13%***	34 *12%* *45%*	42 *14%* *55%*	15 *11%* *19%*	27 *16%* *35%*	21 *19%* *27%* F	4 *6%* *6%*	5 *11%* *6%*	5 *9%* *7%*	12 *16%* *15%*	43 *14%* *57%*	21 *11%* *27%*	15 *11%* *20%*	20 *14%* *26%*	27 *14%* *35%*
6	**62** ***11%***	40 *14%* *64%*	22 *8%* *36%*	15 *11%* *24%*	23 *14%* *38%* E	6 *5%* *9%*	9 *12%* *15%*	5 *12%* *8%*	4 *7%* *6%*	9 *12%* *14%*	30 *10%* *48%*	24 *12%* *38%*	12 *9%* *20%*	20 *14%* *32%*	15 *8%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 47

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
5	**78** ***14%***	47 *17%* *60%*	31 *11%* *40%*	22 *17%* *28%*	27 *17%* *35%* E	7 *6%* *9%*	11 *15%* *14%*	4 *10%* *6%*	6 *11%* *8%*	5 *6%* *6%*	51 *17%* *65%* I	23 *12%* *29%*	14 *10%* *18%*	16 *12%* *21%*	30 *16%* *38%*
4	**35** ***6%***	17 *6%* *47%*	19 *6%* *53%*	15 *11%* *42%*	7 *4%* *20%*	6 *6%* *18%*	4 *5%* *11%*	* * *	3 *5%* *8%*	2 *2%* *5%*	16 *5%* *45%*	18 *9%* *50%*	12 *8%* *33%*	5 *3%* *13%*	9 *5%* *25%*
3	**33** ***6%***	19 *7%* *57%*	14 *5%* *43%*	9 *7%* *28%*	6 *4%* *18%*	11 *10%* *34%*	4 *5%* *11%*	- - -	3 *6%* *10%*	4 *5%* *11%*	13 *4%* *38%*	17 *9%* *50%*	5 *3%* *14%*	10 *7%* *31%*	16 *8%* *47%*
2	**25** ***4%***	17 *6%* *66%*	8 *3%* *34%*	8 *6%* *31%*	7 *5%* *29%*	7 *6%* *27%*	2 *2%* *6%*	1 *2%* *4%*	1 *1%* *3%*	7 *10%* *29%*	11 *4%* *44%*	7 *4%* *27%*	6 *4%* *23%*	9 *6%* *36%*	6 *3%* *24%*
1	**35** ***6%***	24 *8%* *67%*	12 *4%* *33%*	9 *7%* *25%*	10 *6%* *27%*	8 *7%* *23%*	2 *3%* *7%*	5 *13%* *15%*	1 *2%* *3%*	10 *13%* *28%* K	20 *6%* *56%*	6 *3%* *16%*	5 *4%* *15%*	12 *9%* *34%*	14 *7%* *39%*
Don't know	**94** ***16%***	36 *13%* *38%*	58 *20%* *62%*	18 *14%* *19%*	19 *12%* *20%*	18 *16%* *19%*	15 *20%* *16%*	13 *31%* *14%* CD	11 *21%* *12%*	9 *12%* *10%*	51 *17%* *54%*	33 *17%* *36%*	21 *14%* *22%*	26 *18%* *28%*	31 *17%* *33%*
Net: 10/9/8/7	**212** ***37%***	86 *30%* *41%*	126 *43%* *59%* A	37 *28%* *17%*	62 *38%* *29%*	46 *43%* *22%*	29 *38%* *14%*	13 *31%* *6%*	25 *46%* *12%* C	30 *40%* *14%*	116 *38%* *55%*	66 *34%* *31%*	69 *48%* *32%* M	42 *30%* *20%*	67 *36%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 47

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 10/9	**66** ***11%***	24 *8%* *37%*	42 *14%* *63%*	7 *5%* *11%*	18 *11%* *27%*	8 *8%* *13%*	19 *25%* *29%* CDE	3 *8%* *5%*	10 *19%* *16%* C	7 *9%* *11%*	26 *9%* *40%*	33 *17%* *49%* J	30 *21%* *46%* MN	7 *5%* *11%*	18 *9%* *27%*
Net: 6/5/4	**176** ***31%***	103 *36%* *59%* B	72 *25%* *41%*	52 *39%* *30%* E	58 *36%* *33%* E	19 *17%* *11%*	25 *32%* *14%* E	10 *23%* *6%*	13 *24%* *7%*	15 *20%* *9%*	96 *31%* *55%*	64 *33%* *37%*	38 *26%* *21%*	41 *29%* *23%*	54 *29%* *31%*
Net: 3/2/1	**94** ***16%***	59 *21%* *63%* B	34 *12%* *37%*	26 *19%* *28%*	23 *14%* *25%*	26 *24%* *28%* F	8 *10%* *8%*	6 *15%* *7%*	5 *9%* *5%*	21 *28%* *22%* J	44 *14%* *47%*	29 *15%* *31%*	16 *11%* *17%*	32 *23%* *34%*	36 *19%* *38%*
Mean	**5.85**	5.42	6.31 A	5.29	5.92	5.64	6.51 C	5.70	6.71 C	5.37	5.87	6.02	6.58 MN	5.32	5.65
Standard Deviation	**2.51**	2.48	2.46	2.37	2.40	2.67	2.50	2.81	2.33	2.78	2.41	2.54	2.58	2.50	2.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 47

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**40** ***7%***	2 *4%* *6%*	2 *6%* *4%*	1 *6%* *3%*	35 *7%* *87%*	38 *7%* *95%*	2 *5%* *5%*	40 *7%* *100%*	40 *7%* *100%*	30 *9%* *75%*	10 *4%* *25%*	11 *4%* *27%*
9	**26** ***5%***	4 *7%* *16%*	1 *2%* *3%*	1 *5%* *3%*	20 *4%* *78%*	26 *5%* *100%*	- - -	26 *5%* *100%*	26 *5%* *100%*	13 *4%* *51%*	13 *5%* *49%*	13 *5%* *49%*
8	**70** ***12%***	4 *7%* *6%*	4 *12%* *6%*	2 *15%* *3%*	60 *13%* *85%*	69 *13%* *98%*	2 *4%* *2%*	70 *12%* *100%*	70 *12%* *100%*	40 *12%* *56%*	31 *13%* *44%*	32 *13%* *45%*
7	**76** ***13%***	8 *13%* *10%*	5 *16%* *6%*	1 *9%* *2%*	62 *13%* *82%*	68 *13%* *89%*	8 *22%* *11%*	76 *13%* *100%*	76 *13%* *100%*	48 *14%* *63%*	28 *12%* *37%*	29 *12%* *38%*
6	**62** ***11%***	9 *15%* *14%*	4 *11%* *6%*	2 *14%* *4%*	47 *10%* *76%*	59 *11%* *94%*	3 *9%* *6%*	62 *11%* *100%*	62 *11%* *100%*	34 *10%* *54%*	28 *12%* *46%*	33 *13%* *53%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 47

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
5	**78** ***14%***	12 *21%* *15%*	3 *10%* *4%*	3 *20%* *4%*	60 *13%* *77%*	72 *13%* *92%*	6 *16%* *8%*	78 *14%* *100%*	78 *14%* *100%*	46 *14%* *59%*	32 *14%* *40%*	35 *14%* *45%*
4	**35** ***6%***	5 *8%* *13%*	4 *12%* *11%* R	2 *11%* *5%*	25 *5%* *71%*	33 *6%* *93%*	2 *6%* *7%*	35 *6%* *100%*	35 *6%* *100%*	20 *6%* *56%*	15 *7%* *44%*	16 *6%* *45%*
3	**33** ***6%***	1 *1%* *2%*	1 *4%* *4%*	* *3%* *1%*	31 *7%* *93%*	30 *6%* *90%*	3 *8%* *10%*	33 *6%* *100%*	33 *6%* *100%*	24 *7%* *72%*	9 *4%* *28%*	9 *4%* *28%*
2	**25** ***4%***	3 *4%* *10%*	1 *3%* *4%*	1 *3%* *2%*	21 *4%* *84%*	24 *4%* *95%*	1 *4%* *5%*	25 *4%* *100%*	25 *4%* *100%*	14 *4%* *56%*	11 *5%* *44%*	11 *4%* *44%*
1	**35** ***6%***	1 *2%* *3%*	2 *6%* *5%*	1 *6%* *3%*	31 *7%* *89%*	33 *6%* *94%*	2 *6%* *6%*	35 *6%* *100%*	35 *6%* *100%*	21 *6%* *61%*	14 *6%* *39%*	14 *6%* *40%*
Don't know	**94** ***16%***	10 *17%* *11%*	5 *17%* *6%*	1 *7%* *1%*	78 *16%* *82%*	86 *16%* *92%*	8 *20%* *8%*	94 *16%* *100%*	94 *16%* *100%*	53 *15%* *56%*	41 *18%* *44%*	46 *19%* *49%*
Net: 10/9/8/7	**212** ***37%***	18 *31%* *8%*	11 *36%* *5%*	6 *35%* *3%*	177 *38%* *84%*	200 *37%* *94%*	12 *31%* *6%*	212 *37%* *100%*	212 *37%* *100%*	130 *38%* *61%*	82 *35%* *39%*	84 *34%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 47

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 10/9	**66** ***11%***	6 *11%* *10%*	3 *8%* *4%*	2 *11%* *3%*	55 *12%* *84%*	64 *12%* *97%*	2 *5%* *3%*	66 *11%* *100%*	66 *11%* *100%*	43 *13%* *65%*	23 *10%* *35%*	23 *9%* *35%*
Net: 6/5/4	**176** ***31%***	26 *44%* *15%* R	10 *33%* *6%*	7 *45%* *4%* R	133 *28%* *75%*	164 *30%* *93%*	12 *31%* *7%*	176 *31%* *100%*	176 *31%* *100%*	100 *29%* *57%*	76 *32%* *43%*	84 *34%* *48%*
Net: 3/2/1	**94** ***16%***	4 *7%* *5%*	4 *13%* *4%*	2 *13%* *2%*	83 *18%* *89%* O	87 *16%* *93%*	7 *18%* *7%*	94 *16%* *100%*	94 *16%* *100%*	59 *17%* *63%*	34 *15%* *37%*	35 *14%* *37%*
Mean	**5.85**	5.95	5.78	5.81	5.84	5.88	5.43	5.85	5.85	5.88	5.81	5.82
Standard Deviation	**2.51**	2.08	2.42	2.44	2.57	2.52	2.28	2.51	2.51	2.57	2.43	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 48

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**20** ***7%***	11 *7%* *56%*	9 *6%* *44%*	3 *11%* *16%*	7 *11%* *33%*	4 *9%* *21%*	3 *5%* *14%*	1 *2%* *5%*	2 *4%* *11%*	5 *8%* *25%*	11 *7%* *52%*	5 *5%* *23%*	6 *11%* *29%*	3 *5%* *16%*	7 *6%* *34%*
9	**25** ***8%***	8 *5%* *33%*	17 *12%* *67%*	2 *5%* *6%*	4 *7%* *17%*	2 *5%* *9%*	9 *15%* *35%*	2 *5%* *8%*	6 *10%* *24%*	7 *11%* *30%*	15 *10%* *58%*	3 *3%* *12%*	8 *15%* *32%*	6 *10%* *24%*	7 *6%* *27%*
8	**55** ***18%***	29 *18%* *54%*	25 *18%* *46%*	2 *6%* *3%*	16 *26%* *29%*	10 *22%* *19%*	15 *27%* *28%* H	5 *12%* *10%*	6 *10%* *11%*	12 *17%* *21%*	29 *20%* *52%*	14 *17%* *26%*	8 *14%* *14%*	19 *30%* *34%*	18 *15%* *33%*
7	**50** ***17%***	23 *15%* *46%*	27 *19%* *54%*	11 *37%* *21%*	10 *16%* *19%*	8 *17%* *16%*	11 *20%* *23%* G	2 *4%* *3%*	9 *15%* *18%*	9 *13%* *17%*	27 *18%* *53%*	15 *17%* *29%*	9 *16%* *18%*	4 *7%* *8%*	27 *23%* *55%* M
6	**25** ***8%***	17 *11%* *69%*	8 *6%* *31%*	1 *4%* *4%*	3 *6%* *13%*	4 *9%* *17%*	6 *10%* *23%*	6 *12%* *22%*	5 *9%* *21%*	10 *14%* *39%*	10 *7%* *41%*	5 *6%* *20%*	6 *11%* *25%*	4 *6%* *14%*	9 *7%* *36%*
5	**31** ***10%***	18 *11%* *58%*	13 *9%* *42%*	7 *24%* *22%*	7 *12%* *23%*	4 *8%* *12%*	2 *4%* *8%*	9 *19%* *29%* FH	2 *3%* *6%*	9 *13%* *28%*	12 *8%* *38%*	11 *12%* *34%*	9 *17%* *30%*	3 *5%* *11%*	11 *9%* *34%*

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**8** ***3%***	2 *1%* *29%*	6 *4%* *71%*	* * *	2 *3%* *21%*	1 *2%* *13%*	1 *1%* *7%*	3 *6%* *35%*	2 *3%* *24%*	1 *1%* *11%*	2 *2%* *29%*	5 *6%* *59%*	- - -	2 *4%* *27%*	2 *2%* *24%*
3	**12** ***4%***	9 *6%* *75%*	3 *2%* *25%*	* *1%* *2%*	1 *2%* *12%*	2 *5%* *19%*	3 *6%* *30%*	2 *3%* *13%*	3 *5%* *25%*	5 *7%* *41%*	3 *2%* *24%*	4 *5%* *35%*	- - -	3 *4%* *21%*	6 *5%* *54%*
2	**4** ***1%***	3 *2%* *73%*	1 *1%* *27%*	- - -	2 *4%* *53%*	- - -	* * *4%*	- - -	2 *3%* *43%*	2 *3%* *53%*	1 *1%* *31%*	1 *1%* *16%*	1 *2%* *27%*	2 *4%* *53%*	- - -
1	**9** ***3%***	* * *2%*	8 *6%* *98%* A	- - -	- - -	- - -	2 *3%* *21%*	3 *6%* *32%*	4 *7%* *47%*	- - -	5 *4%* *62%*	3 *4%* *38%*	1 *2%* *13%*	1 *2%* *16%*	5 *4%* *63%*
Don't know	**61** ***20%***	37 *23%* *60%*	24 *17%* *40%*	4 *13%* *6%*	8 *14%* *14%*	10 *22%* *17%*	5 *9%* *9%*	15 *31%* *24%* F	19 *31%* *30%* F	8 *12%* *14%*	31 *21%* *51%*	22 *25%* *36%*	6 *11%* *10%*	15 *24%* *25%*	29 *24%* *47%*
Net: 10/9/8/7	**150** ***50%***	72 *45%* *48%*	78 *55%* *52%*	17 *59%* *11%*	36 *60%* *24%* G	25 *54%* *17%* G	38 *66%* *26%* GH	10 *22%* *7%*	23 *39%* *15%*	33 *49%* *22%*	80 *55%* *54%*	37 *42%* *24%*	31 *56%* *20%*	32 *51%* *21%*	59 *49%* *39%*
Net: 10/9	**45** ***15%***	20 *12%* *43%*	26 *18%* *57%*	5 *16%* *10%*	11 *18%* *24%*	7 *14%* *15%*	12 *20%* *26%*	3 *7%* *7%*	8 *14%* *18%*	13 *19%* *28%*	25 *17%* *56%*	8 *9%* *17%*	14 *26%* *31%* N	9 *15%* *20%*	14 *11%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 48

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**64** ***21%***	38 *24%* *59%*	26 *19%* *41%*	8 *27%* *12%*	12 *20%* *19%*	9 *19%* *14%*	9 *15%* *13%*	17 *37%* *27%* FH	9 *15%* *14%*	19 *28%* *30%*	24 *17%* *38%*	21 *24%* *32%*	15 *28%* *24%*	9 *14%* *14%*	21 *18%* *33%*
Net: 3/2/1	**25** ***8%***	12 *8%* *49%*	13 *9%* *51%*	* *1%* *1%*	4 *6%* *15%*	2 *5%* *9%*	5 *9%* *22%*	4 *9%* *17%*	9 *15%* *36%*	7 *11%* *29%*	10 *7%* *39%*	8 *9%* *33%*	2 *4%* *9%*	6 *10%* *25%*	12 *10%* *48%*
Mean	**6.72**	6.73	6.71	6.95	7.08	7.12	7.08	5.69	6.13	6.69	6.99	6.30	7.09	6.87	6.55
Standard Deviation	**2.20**	2.02	2.38	1.69	2.07	1.86	2.07	2.27	2.69	2.15	2.17	2.26	2.08	2.35	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 48

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**20** ***7%***	3 *8%* *13%*	1 *4%* *4%*	1 *9%* *4%*	16 *7%* *79%*	17 *6%* *84%*	3 *14%* *16%*	20 *7%* *100%*	20 *7%* *100%*	10 *7%* *50%*	10 *7%* *50%*	10 *7%* *50%*
9	**25** ***8%***	1 *3%* *4%*	2 *13%* *9%*	1 *9%* *3%*	21 *9%* *83%*	21 *8%* *84%*	4 *17%* *16%*	25 *8%* *100%*	25 *8%* *100%*	9 *6%* *35%*	16 *11%* *65%*	19 *12%* *76%*
8	**55** ***18%***	5 *14%* *9%*	4 *20%* *7%*	2 *18%* *3%*	45 *19%* *82%*	50 *18%* *91%*	5 *21%* *9%*	55 *18%* *100%*	55 *18%* *100%*	20 *13%* *37%*	34 *24%* *63%* X	35 *23%* *64%*
7	**50** ***17%***	6 *19%* *13%*	2 *11%* *4%*	1 *15%* *3%*	40 *17%* *80%*	46 *16%* *91%*	5 *20%* *9%*	50 *17%* *100%*	50 *17%* *100%*	29 *19%* *58%*	21 *15%* *42%*	23 *15%* *46%*
6	**25** ***8%***	4 *12%* *17%*	1 *8%* *6%*	1 *10%* *3%*	19 *8%* *74%*	25 *9%* *100%*	- - -	25 *8%* *100%*	25 *8%* *100%*	14 *9%* *54%*	11 *8%* *46%*	14 *9%* *54%*
5	**31** ***10%***	5 *14%* *16%*	2 *13%* *8%*	1 *7%* *2%*	23 *10%* *75%*	31 *11%* *100%*	- - -	31 *10%* *100%*	31 *10%* *100%*	18 *12%* *59%*	12 *9%* *40%*	14 *9%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 48

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**8** ***3%***	2 *6%* *26%*	1 *8%* *18%* R	* *5%* *5%*	4 *2%* *51%*	6 *2%* *76%*	2 *8%* *24%*	8 *3%* *100%*	8 *3%* *100%*	6 *4%* *70%*	2 *2%* *30%*	2 *2%* *30%*
3	**12** ***4%***	2 *4%* *13%*	1 *4%* *6%*	1 *7%* *5%*	9 *4%* *75%*	12 *4%* *100%*	- - -	12 *4%* *100%*	12 *4%* *100%*	5 *3%* *46%*	5 *4%* *44%*	5 *3%* *44%*
2	**4** ***1%***	1 *2%* *16%*	- - -	* *2%* *4%*	4 *1%* *80%*	4 *2%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *3%* *96%*	* * *4%*	* * *4%*
1	**9** ***3%***	1 *2%* *7%*	- - -	* *2%* *2%*	8 *3%* *92%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	4 *3%* *46%*	5 *3%* *54%*	5 *3%* *54%*
Don't know	**61** ***20%***	6 *17%* *10%*	4 *20%* *6%*	1 *16%* *2%*	50 *21%* *82%*	56 *20%* *92%*	5 *20%* *8%*	61 *20%* *100%*	61 *20%* *100%*	36 *23%* *59%*	25 *18%* *41%*	27 *17%* *44%*
Net: 10/9/8/7	**150** ***50%***	15 *43%* *10%*	9 *48%* *6%*	5 *52%* *3%*	122 *51%* *81%*	133 *48%* *89%*	17 *71%* *11%*	150 *50%* *100%*	150 *50%* *100%*	68 *44%* *45%*	82 *57%* *55%*	87 *56%* *58%*
Net: 10/9	**45** ***15%***	4 *11%* *8%*	3 *17%* *7%*	2 *19%* *4%*	37 *15%* *81%*	38 *14%* *84%*	7 *31%* *16%*	45 *15%* *100%*	45 *15%* *100%*	19 *12%* *42%*	26 *18%* *58%*	29 *19%* *64%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 48

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**64** ***21%***	11 *32%* *17%*	5 *29%* *8%*	2 *21%* *3%*	46 *19%* *71%*	62 *22%* *97%*	2 *8%* *3%*	64 *21%* *100%*	64 *21%* *100%*	37 *24%* *58%*	26 *18%* *41%*	30 *20%* *48%*
Net: 3/2/1	**25** ***8%***	3 *8%* *11%*	1 *4%* *3%*	1 *11%* *4%*	20 *9%* *82%*	25 *9%* *100%*	- - -	25 *8%* *100%*	25 *8%* *100%*	14 *9%* *55%*	10 *7%* *40%*	10 *6%* *40%*
Mean	**6.72**	6.37	6.80	6.74	6.77	6.62	7.90	6.72	6.72	6.45	7.04	7.03
Standard Deviation	**2.20**	2.13	2.00	2.46	2.22	2.21	1.72	2.20	2.20	2.22	2.12	2.08

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**354** ***24%***	201 *24%* *57%*	153 *24%* *43%*	26 *28%* *7%*	80 *29%* *23%* F	62 *25%* *17%*	53 *18%* *15%*	58 *24%* *16%*	76 *25%* *21%*	68 *24%* *19%*	172 *23%* *48%*	114 *26%* *32%*	93 *25%* *26%*	74 *23%* *21%*	120 *24%* *34%*
9	**361** ***25%***	198 *24%* *55%*	163 *26%* *45%*	21 *23%* *6%*	65 *23%* *18%*	69 *28%* *19%*	84 *29%* *23%* H	62 *26%* *17%*	60 *20%* *17%*	69 *25%* *19%*	191 *26%* *53%*	101 *23%* *28%*	85 *23%* *24%*	88 *27%* *24%*	126 *25%* *35%*
8	**429** ***30%***	240 *29%* *56%*	190 *30%* *44%*	24 *26%* *6%*	76 *27%* *18%*	72 *29%* *17%*	96 *33%* *22%*	70 *29%* *16%*	90 *30%* *21%*	86 *31%* *20%*	229 *31%* *53%*	115 *26%* *27%*	127 *34%* *30%*	93 *29%* *22%*	138 *28%* *32%*
7	**155** ***11%***	95 *12%* *61%*	60 *10%* *39%*	10 *11%* *6%*	29 *10%* *18%*	24 *10%* *16%*	28 *10%* *18%*	26 *11%* *17%*	37 *13%* *24%*	34 *12%* *22%*	81 *11%* *52%*	40 *9%* *26%*	36 *10%* *23%*	31 *10%* *20%*	57 *12%* *37%*
6	**62** ***4%***	32 *4%* *52%*	30 *5%* *48%*	* * *	17 *6%* *27%*	8 *3%* *13%*	11 *4%* *18%*	12 *5%* *20%*	13 *5%* *22%*	9 *3%* *15%*	23 *3%* *37%*	30 *7%* *48%* J	16 *4%* *26%*	19 *6%* *30%*	15 *3%* *25%*
5	**37** ***3%***	22 *3%* *60%*	15 *2%* *40%*	7 *7%* *18%* DE	5 *2%* *14%*	3 *1%* *8%*	8 *3%* *23%*	7 *3%* *20%*	6 *2%* *17%*	6 *2%* *17%*	16 *2%* *43%*	15 *3%* *41%*	13 *3%* *34%*	2 *1%* *5%*	14 *3%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 49

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**12** ***1%***	8 *1%* *70%*	4 *1%* *30%*	2 *2%* *13%*	1 *1%* *12%*	3 *1%* *22%*	4 *2%* *37%*	2 *1%* *16%*	- - -	2 *1%* *17%*	7 *1%* *58%*	3 *1%* *25%*	1 *** *6%*	3 *1%* *23%*	7 *1%* *60%*
3	**12** ***1%***	6 *1%* *46%*	7 *1%* *54%*	3 *3%* *22%* DE	- - -	- - -	2 *1%* *17%*	2 *1%* *14%*	6 *2%* *47%*	- - -	2 *** *17%*	10 *2%* *83%* IJ	4 *1%* *29%*	4 *1%* *35%*	4 *1%* *36%*
2	**6** ***	4 *1%* *73%*	2 *** *27%*	- - -	- - -	3 *1%* *49%*	3 *1%* *49%*	- - -	* * *2%*	3 *1%* *49%*	3 *** *51%*	- - -	3 *1%* *45%*	1 *** *24%*	1 *** *25%*
1	**9** ***1%***	5 *1%* *56%*	4 *1%* *44%*	1 *1%* *14%*	1 *** *12%*	- - -	1 *** *10%*	1 *1%* *17%*	4 *1%* *47%*	- - -	5 *1%* *52%*	4 *1%* *48%*	- - -	2 *1%* *26%*	5 *1%* *56%*
Don't know	**15** ***1%***	9 *1%* *61%*	6 *1%* *39%*	- - -	4 *1%* *25%*	3 *1%* *20%*	1 *** *8%*	2 *1%* *13%*	5 *2%* *33%*	1 *** *9%*	9 *1%* *61%*	5 *1%* *30%*	1 *** *7%*	5 *2%* *35%*	5 *1%* *34%*
Net: 10/9/8/7	**1299** ***89%***	733 *89%* *56%*	566 *90%* *44%*	81 *87%* *6%*	250 *90%* *19%*	228 *92%* *18%*	260 *89%* *20%*	217 *89%* *17%*	263 *88%* *20%*	258 *92%* *20%* K	672 *91%* *52%* K	369 *85%* *28%*	342 *90%* *26%*	286 *89%* *22%*	441 *89%* *34%*
Net: 10/9	**715** ***49%***	399 *49%* *56%*	316 *50%* *44%*	47 *50%* *7%*	145 *52%* *20%*	131 *53%* *18%*	136 *47%* *19%*	120 *49%* *17%*	136 *45%* *19%*	138 *49%* *19%*	362 *49%* *51%*	215 *49%* *30%*	178 *47%* *25%*	162 *50%* *23%*	246 *50%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 49

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**111** ***8%***	63 *8%* *57%*	48 *8%* *43%*	8 *9%* *8%*	23 *8%* *21%*	14 *6%* *13%*	24 *8%* *22%*	21 *9%* *19%*	20 *7%* *18%*	18 *6%* *16%*	46 *6%* *41%*	48 *11%* *43%* J	30 *8%* *27%*	23 *7%* *21%*	37 *7%* *33%*
Net: 3/2/1	**27** ***2%***	15 *2%* *55%*	12 *2%* *45%*	4 *4%* *15%* D	1 *** *4%*	3 *1%* *11%*	6 *2%* *21%*	3 *1%* *12%*	10 *3%* *38%* D	3 *1%* *11%*	10 *1%* *36%*	14 *3%* *54%*	6 *2%* *23%*	8 *2%* *30%*	11 *2%* *40%*
Mean	**8.33**	8.31	8.35	8.15	8.49	8.47	8.21	8.33	8.23	8.39	8.37	8.22	8.34	8.33	8.29
Standard Deviation	**1.56**	1.58	1.54	1.94	1.40	1.42	1.55	1.52	1.71	1.42	1.48	1.77	1.48	1.58	1.65

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 49

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**354** ***24%***	34 *25%* *10%*	22 *27%* *6%*	11 *29%* *3%*	287 *24%* *81%*	320 *25%* *90%*	34 *22%* *10%*	354 *24%* *100%*	354 *24%* *100%*	233 *26%* *66%*	118 *22%* *33%*	124 *22%* *35%*
9	**361** ***25%***	34 *24%* *9%*	20 *25%* *6%*	8 *22%* *2%*	299 *25%* *83%*	323 *25%* *90%*	38 *25%* *10%*	361 *25%* *100%*	361 *25%* *100%*	225 *25%* *62%*	136 *26%* *38%*	143 *26%* *39%*
8	**429** ***30%***	38 *27%* *9%*	22 *27%* *5%*	10 *27%* *2%*	359 *30%* *84%*	395 *30%* *92%*	34 *22%* *8%*	429 *30%* *100%*	429 *30%* *100%*	264 *29%* *62%*	163 *31%* *38%*	170 *31%* *40%*
7	**155** ***11%***	17 *13%* *11%*	9 *11%* *6%*	5 *12%* *3%*	124 *10%* *80%*	125 *10%* *80%*	30 *20%* *19%* S	155 *11%* *100%*	155 *11%* *100%*	99 *11%* *64%*	56 *11%* *36%*	56 *10%* *36%*
6	**62** ***4%***	6 *4%* *9%*	5 *6%* *8%*	1 *3%* *2%*	50 *4%* *81%*	56 *4%* *90%*	6 *4%* *10%*	62 *4%* *100%*	62 *4%* *100%*	32 *3%* *52%*	30 *6%* *48%*	30 *5%* *49%*
5	**37** ***3%***	6 *5%* *17%*	1 *1%* *3%*	1 *2%* *2%*	29 *2%* *77%*	33 *3%* *90%*	4 *2%* *10%*	37 *3%* *100%*	37 *3%* *100%*	28 *3%* *75%*	9 *2%* *25%*	9 *2%* *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 49

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**12** ***1%***	- - -	1 *1%* *7%*	1 *1%* *4%* O	11 *1%* *89%*	9 *1%* *75%*	3 *2%* *25%*	12 *1%* *100%*	12 *1%* *100%*	8 *1%* *63%*	4 *1%* *37%*	5 *1%* *39%*
3	**12** ***1%***	- - -	- - -	- - -	12 *1%* *100%*	12 *1%* *100%*	- - -	12 *1%* *100%*	12 *1%* *100%*	7 *1%* *54%*	6 *1%* *46%*	6 *1%* *46%*
2	**6** ***	- - -	- - -	* *1%* *6%* O	5 * *94%*	5 * *80%*	1 *1%* *20%*	6 * *100%*	6 * *100%*	4 * *73%*	2 * *27%*	2 * *27%*
1	**9** ***1%***	1 *1%* *12%*	* * *3%*	* *1%* *3%*	7 *1%* *82%*	7 *1%* *74%*	2 *2%* *26%*	9 *1%* *100%*	9 *1%* *100%*	6 *1%* *65%*	3 * *29%*	5 *1%* *56%*
Don't know	**15** ***1%***	2 *1%* *12%*	1 *1%* *8%*	1 *2%* *4%*	11 *1%* *76%*	14 *1%* *94%*	1 *1%* *6%*	15 *1%* *100%*	15 *1%* *100%*	8 *1%* *56%*	7 *1%* *44%*	7 *1%* *44%*
Net: 10/9/8/7	**1299** ***89%***	123 *89%* *9%*	74 *90%* *6%*	33 *90%* *3%*	1069 *89%* *82%*	1163 *90%* *90%*	136 *89%* *10%*	1299 *89%* *100%*	1299 *89%* *100%*	821 *90%* *63%*	473 *89%* *36%*	493 *89%* *38%*
Net: 10/9	**715** ***49%***	68 *49%* *9%*	43 *52%* *6%*	19 *50%* *3%*	586 *49%* *82%*	644 *50%* *90%*	71 *47%* *10%*	715 *49%* *100%*	715 *49%* *100%*	458 *50%* *64%*	254 *48%* *36%*	266 *48%* *37%*

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**111** ***8%***	12 *9%* *11%*	7 *8%* *6%*	3 *7%* *2%*	90 *7%* *81%*	98 *8%* *88%*	13 *8%* *12%*	111 *8%* *100%*	111 *8%* *100%*	67 *7%* *61%*	44 *8%* *39%*	44 *8%* *40%*
Net: 3/2/1	**27** ***2%***	1 *1%* *4%*	* * *1%*	1 *2%* *2%*	25 *2%* *93%*	23 *2%* *87%*	3 *2%* *13%*	27 *2%* *100%*	27 *2%* *100%*	17 *2%* *62%*	10 *2%* *36%*	12 *2%* *45%*
Mean	**8.33**	8.34	8.47	8.37	8.32	8.36	8.11	8.33	8.33	8.35	8.29	8.28
Standard Deviation	**1.56**	1.50	1.39	1.66	1.58	1.53	1.75	1.56	1.56	1.58	1.52	1.58

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 50

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**5** ***11%***	5 *16%* *88%*	1 *3%* *12%*	1 *9%* *12%*	- - -	- - -	- - -	- - -	5 *21%* *88%*	1 *10%* *12%*	- - -	5 *19%* *88%*	- - -	2 *16%* *43%*	- - -
9	**8** ***17%***	4 *14%* *52%*	4 *21%* *48%*	1 *12%* *11%*	2 *32%* *27%*	3 *95%* *38%*	- - -	2 *30%* *19%*	* *2%* *6%*	2 *27%* *20%*	3 *15%* *33%*	4 *16%* *47%*	- - -	- - -	6 *45%* *76%*
8	**17** ***35%***	13 *44%* *76%*	4 *21%* *24%*	3 *47%* *20%*	1 *21%* *9%*	- - -	3 *68%* *16%*	2 *44%* *14%*	7 *33%* *41%*	2 *26%* *9%*	7 *38%* *39%*	9 *35%* *51%*	3 *25%* *15%*	7 *51%* *42%*	5 *37%* *30%*
7	**5** ***10%***	3 *10%* *65%*	2 *9%* *35%*	- - -	1 *9%* *14%*	- - -	- - -	* * *	4 *18%* *86%*	- - -	2 *13%* *50%*	2 *9%* *50%*	3 *27%* *59%*	1 *9%* *26%*	* * *
6	**1** ***3%***	1 *5%* *100%*	- - -	* *3%* *16%*	- - -	- - -	- - -	- - -	1 *6%* *84%*	1 *15%* *66%*	* *1%* *16%*	* *1%* *18%*	- - -	- - -	1 *7%* *66%*
5	**4** ***7%***	2 *6%* *51%*	2 *9%* *49%*	* *3%* *6%*	- - -	- - -	- - -	1 *26%* *39%*	2 *9%* *55%*	1 *22%* *39%*	* *3%* *13%*	2 *7%* *49%*	2 *17%* *49%*	1 *10%* *39%*	- - -
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 50

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**2** ***4%***	- - -	2 *10%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *9%* *100%*	- - -	* *1%* *8%*	2 *7%* *92%*	2 *17%* *92%*	- - -	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**7** ***13%***	2 *5%* *23%*	5 *26%* *77%*	2 *26%* *30%*	3 *38%* *41%*	* *5%* *3%*	1 *32%* *20%*	- - -	* *2%* *6%*	- - -	5 *28%* *76%*	2 *6%* *24%*	1 *13%* *20%*	2 *14%* *30%*	2 *11%* *23%*
Net: 10/9/8/7	**36** ***73%***	25 *84%* *71%*	11 *55%* *29%*	5 *68%* *14%*	4 *62%* *12%*	3 *95%* *9%*	3 *68%* *8%*	4 *74%* *11%*	16 *74%* *46%*	4 *62%* *11%*	12 *67%* *33%*	20 *79%* *56%*	5 *52%* *15%*	11 *76%* *30%*	12 *82%* *32%*
Net: 10/9	**14** ***28%***	9 *30%* *66%*	5 *25%* *34%*	2 *21%* *11%*	2 *32%* *16%*	3 *95%* *23%*	- - -	2 *30%* *12%*	5 *23%* *38%*	2 *37%* *17%*	3 *15%* *20%*	9 *34%* *63%*	- - -	2 *16%* *17%*	6 *45%* *46%*
Net: 6/5/4	**5** ***10%***	3 *11%* *65%*	2 *9%* *35%*	* *6%* *9%*	- - -	- - -	- - -	1 *26%* *28%*	3 *15%* *63%*	2 *38%* *47%*	1 *4%* *14%*	2 *8%* *40%*	2 *17%* *35%*	1 *10%* *28%*	1 *7%* *19%*
Net: 3/2/1	**2** ***4%***	- - -	2 *10%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *9%* *100%*	- - -	* *1%* *8%*	2 *7%* *92%*	2 *17%* *92%*	- - -	- - -
Mean	**7.78**	8.07	7.20	8.19	8.36	9.00	8.00	7.51	7.43	7.50	7.82	7.84	6.09	7.93	8.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 50

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**1.69**	1.33	2.20	1.18	0.83	0.00	0.00	1.72	2.06	1.90	1.08	1.95	1.97	1.44	0.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 50

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
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Base : Regular viewers of BBC Parliament

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**5** ***11%***	1 *23%* *25%*	2 *52%* *32%*	- - -	2 *6%* *43%*	5 *11%* *100%*	- - -	5 *11%* *100%*	5 *11%* *100%*	2 *6%* *28%*	4 *16%* *72%*	4 *17%* *80%*
9	**8** ***17%***	1 *23%* *16%*	* *7%* *3%*	* *28%* *5%*	6 *16%* *76%*	7 *16%* *88%*	1 *41%* *12%*	8 *17%* *100%*	8 *17%* *100%*	5 *21%* *63%*	3 *13%* *37%*	3 *12%* *37%*
8	**17** ***35%***	2 *36%* *12%*	- - -	* *8%* *1%*	15 *39%* *87%*	17 *37%* *100%*	- - -	17 *35%* *100%*	17 *35%* *100%*	9 *35%* *50%*	9 *35%* *50%*	9 *35%* *50%*
7	**5** ***10%***	- - -	1 *20%* *14%*	- - -	4 *10%* *86%*	5 *10%* *100%*	- - -	5 *10%* *100%*	5 *10%* *100%*	2 *9%* *49%*	2 *10%* *51%*	2 *10%* *51%*
6	**1** ***3%***	- - -	- - -	* *30%* *34%*	1 *3%* *66%*	1 *3%* *100%*	- - -	1 *3%* *100%*	1 *3%* *100%*	1 *5%* *82%*	* *1%* *18%*	* *1%* *18%*
5	**4** ***7%***	- - -	* *7%* *6%*	* *14%* *6%*	3 *8%* *87%*	4 *8%* *100%*	- - -	4 *7%* *100%*	4 *7%* *100%*	2 *8%* *51%*	2 *7%* *49%*	2 *7%* *49%*
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 50

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC Parliament ****

Base : Regular viewers of BBC Parliament

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**2** ***4%***	- - -	- - -	* *9%* *8%*	2 *5%* *92%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	* *1%* *8%*	2 *7%* *92%*	2 *7%* *92%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**7** ***13%***	1 *19%* *17%*	* *13%* *6%*	* *11%* *3%*	5 *12%* *74%*	5 *11%* *77%*	2 *59%* *23%*	7 *13%* *100%*	7 *13%* *100%*	4 *15%* *59%*	3 *11%* *41%*	3 *11%* *41%*
Net: 10/9/8/7	**36** ***73%***	5 *81%* *13%*	3 *80%* *7%*	1 *36%* *2%*	28 *72%* *78%*	35 *74%* *97%*	1 *41%* *3%*	36 *73%* *100%*	36 *73%* *100%*	18 *72%* *50%*	18 *74%* *50%*	18 *74%* *51%*
Net: 10/9	**14** ***28%***	3 *45%* *19%*	2 *60%* *14%*	* *28%* *3%*	9 *22%* *63%*	13 *27%* *92%*	1 *41%* *8%*	14 *28%* *100%*	14 *28%* *100%*	7 *27%* *50%*	7 *28%* *50%*	7 *30%* *54%*
Net: 6/5/4	**5** ***10%***	- - -	* *7%* *5%*	1 *44%* *14%*	4 *11%* *81%*	5 *11%* *100%*	- - -	5 *10%* *100%*	5 *10%* *100%*	3 *12%* *60%*	2 *8%* *40%*	2 *8%* *40%*
Net: 3/2/1	**2** ***4%***	- - -	- - -	* *9%* *8%*	2 *5%* *92%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	* *1%* *8%*	2 *7%* *92%*	2 *7%* *92%*
Mean	**7.78**	8.84	8.80	6.66	7.60	7.75	9.00	7.78	7.78	7.87	7.71	7.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 50

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - BBC Parliament ****

Base : Regular viewers of BBC Parliament

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**1.69**	0.94	2.09	-	1.67	1.70	-	1.69	1.69	1.39	1.97	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 51

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**560** ***8%***	223 *7%* *40%*	337 *9%* *60%* A	61 *9%* *11%*	110 *8%* *20%*	108 *9%* *19%*	107 *9%* *19%*	82 *8%* *15%*	92 *7%* *16%*	88 *7%* *16%*	242 *7%* *43%*	229 *11%* *41%* IJ	150 *9%* *27%*	156 *9%* *28%*	163 *7%* *29%*
9	**765** ***11%***	316 *10%* *41%*	449 *13%* *59%* A	83 *12%* *11%*	152 *11%* *20%*	140 *12%* *18%*	129 *11%* *17%*	113 *11%* *15%*	148 *11%* *19%*	114 *9%* *15%*	391 *12%* *51%*	260 *12%* *34%* I	202 *12%* *26%*	194 *11%* *25%*	237 *10%* *31%*
8	**1895** ***28%***	853 *26%* *45%*	1042 *29%* *55%* A	166 *23%* *9%*	355 *26%* *19%*	323 *28%* *17%*	332 *27%* *18%*	319 *31%* *17%* CD	399 *31%* *21%* CD	330 *27%* *17%*	944 *28%* *50%*	621 *28%* *33%*	500 *31%* *26%* M	422 *25%* *22%*	629 *27%* *33%*
7	**1567** ***23%***	791 *24%* *50%* B	776 *22%* *50%*	175 *25%* *11%*	351 *25%* *22%* GH	281 *24%* *18%*	271 *22%* *17%*	215 *21%* *14%*	275 *21%* *18%*	300 *25%* *19%*	802 *24%* *51%*	465 *21%* *30%*	341 *21%* *22%*	427 *25%* *27%* L	539 *23%* *34%*
6	**827** ***12%***	445 *14%* *54%* B	382 *11%* *46%*	91 *13%* *11%*	178 *13%* *21%*	133 *11%* *16%*	149 *12%* *18%*	120 *12%* *14%*	157 *12%* *19%*	159 *13%* *19%* K	458 *13%* *55%* K	210 *10%* *25%*	169 *10%* *20%*	212 *12%* *26%*	300 *13%* *36%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 51

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**580** ***9%***	303 *9%* *52%*	276 *8%* *48%*	69 *10%* *12%*	122 *9%* *21%*	88 *8%* *15%*	112 *9%* *19%*	82 *8%* *14%*	106 *8%* *18%*	111 *9%* *19%*	291 *9%* *50%*	178 *8%* *31%*	136 *8%* *23%*	132 *8%* *23%*	226 *10%* *39%*
4	**172** ***3%***	120 *4%* *70%* B	51 *1%* *30%*	16 *2%* *9%*	33 *2%* *20%*	36 *3%* *21%*	36 *3%* *21%*	20 *2%* *12%*	29 *2%* *17%*	36 *3%* *21%*	77 *2%* *45%*	58 *3%* *34%*	33 *2%* *19%*	47 *3%* *27%*	67 *3%* *39%*
3	**92** ***1%***	53 *2%* *57%*	39 *1%* *43%*	14 *2%* *16%*	16 *1%* *18%*	14 *1%* *16%*	19 *2%* *20%*	9 *1%* *9%*	20 *2%* *21%*	18 *1%* *20%*	32 *1%* *35%*	42 *2%* *46%* J	20 *1%* *21%*	25 *1%* *27%*	30 *1%* *32%*
2	**47** ***1%***	37 *1%* *78%* B	10 *** *22%*	8 *1%* *17%*	5 *** *11%*	12 *1%* *26%*	5 *** *11%*	7 *1%* *16%*	9 *1%* *19%*	11 *1%* *24%*	25 *1%* *53%*	11 *** *23%*	9 *1%* *20%*	8 *** *18%*	21 *1%* *44%*
1	**61** ***1%***	36 *1%* *58%*	26 *1%* *42%*	6 *1%* *10%*	13 *1%* *22%*	8 *1%* *13%*	5 *** *8%*	20 *2%* *32%* EFH	9 *1%* *15%*	16 *1%* *26%*	24 *1%* *40%*	21 *1%* *35%*	16 *1%* *26%*	20 *1%* *33%*	18 *1%* *29%*
Don't know	**233** ***3%***	76 *2%* *33%*	157 *4%* *67%* A	19 *3%* *8%*	46 *3%* *20%*	28 *2%* *12%*	51 *4%* *22%* E	35 *3%* *15%*	54 *4%* *23%* E	40 *3%* *17%*	110 *3%* *47%*	83 *4%* *36%*	61 *4%* *26%*	55 *3%* *24%*	75 *3%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 51

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**4787** ***70%***	2184 *67%* *46%*	2604 *73%* *54%* A	485 *68%* *10%*	968 *70%* *20%*	852 *73%* *18%*	838 *69%* *18%*	729 *71%* *15%*	914 *70%* *19%*	832 *68%* *17%*	2380 *70%* *50%*	1575 *72%* *33%* I	1193 *73%* *25%* N	1199 *71%* *25%*	1569 *68%* *33%*
Net: 10/9	**1325** ***19%***	539 *17%* *41%*	786 *22%* *59%* A	144 *20%* *11%*	262 *19%* *20%*	248 *21%* *19%*	236 *19%* *18%*	195 *19%* *15%*	240 *19%* *18%*	202 *17%* *15%*	633 *19%* *48%*	490 *22%* *37%* IJ	352 *22%* *27%* N	350 *21%* *26%*	401 *17%* *30%*
Net: 6/5/4	**1578** ***23%***	869 *27%* *55%* B	709 *20%* *45%*	176 *25%* *11%*	333 *24%* *21%*	257 *22%* *16%*	297 *24%* *19%*	221 *22%* *14%*	292 *22%* *18%*	306 *25%* *19%* K	826 *24%* *52%* K	446 *20%* *28%*	338 *21%* *21%*	391 *23%* *25%*	593 *26%* *38%* L
Net: 3/2/1	**200** ***3%***	125 *4%* *62%* B	75 *2%* *38%*	29 *4%* *14%*	35 *3%* *17%*	35 *3%* *17%*	29 *2%* *14%*	36 *3%* *18%*	38 *3%* *19%*	45 *4%* *23%* J	81 *2%* *41%*	74 *3%* *37%*	45 *3%* *22%*	54 *3%* *27%*	69 *3%* *34%*
Mean	**7.25**	7.04	7.44 A	7.15	7.22	7.30	7.26	7.26	7.27	7.09	7.24 I	7.35 I	7.38 N	7.24	7.14
Standard Deviation	**1.71**	1.77	1.63	1.78	1.67	1.72	1.67	1.77	1.67	1.75	1.64	1.78	1.70	1.75	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 51

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - All channels combined ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**560** ***8%***	46 *7%* *8%*	27 *8%* *5%*	17 *8%* *3%*	470 *8%* *84%*	517 *8%* *92%*	43 *9%* *8%*	89 *8%* *16%*	468 *8%* *84%*	471 *8%* *84%*	324 *9%* *58%* YZ	145 *7%* *26%*	154 *7%* *27%*
9	**765** ***11%***	59 *10%* *8%*	50 *15%* *6%* OR	24 *12%* *3%*	633 *11%* *83%*	722 *11%* *94%*	43 *9%* *6%*	76 *7%* *10%*	680 *12%* *89%* U	690 *12%* *90%* U	449 *13%* *59%* U	239 *11%* *31%* U	257 *11%* *34%* U
8	**1895** ***28%***	185 *30%* *10%*	107 *31%* *6%* QR	53 *26%* *3%*	1550 *27%* *82%*	1798 *28%* *95%* T	97 *21%* *5%*	297 *28%* *16%*	1568 *28%* *83%*	1593 *28%* *84%*	966 *27%* *51%*	622 *29%* *33%*	661 *29%* *35%*
7	**1567** ***23%***	141 *23%* *9%*	70 *21%* *4%*	48 *24%* *3%*	1308 *23%* *83%*	1450 *23%* *93%*	117 *25%* *7%*	225 *21%* *14%*	1328 *23%* *85%*	1341 *23%* *86%*	828 *23%* *53%*	512 *24%* *33%*	546 *24%* *35%*
6	**827** ***12%***	81 *13%* *10%*	37 *11%* *5%*	27 *13%* *3%*	682 *12%* *82%*	761 *12%* *92%*	65 *14%* *8%*	135 *13%* *16%*	682 *12%* *82%*	691 *12%* *84%*	423 *12%* *51%*	266 *13%* *32%*	282 *12%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 51

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - All channels combined ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**580** ***9%***	46 *8%* *8%*	26 *8%* *5%*	14 *7%* *2%*	493 *9%* *85%*	526 *8%* *91%*	53 *12%* *9%* S	110 *10%* *19%* VWYZ	463 *8%* *80%*	467 *8%* *81%*	303 *8%* *52%*	164 *8%* *28%*	170 *8%* *29%*
4	**172** ***3%***	14 *2%* *8%*	5 *2%* *3%*	5 *3%* *3%*	147 *3%* *86%*	158 *2%* *92%*	13 *3%* *8%*	34 *3%* *20%*	132 *2%* *77%*	133 *2%* *78%*	75 *2%* *44%*	56 *3%* *32%*	59 *3%* *34%*
3	**92** ***1%***	9 *1%* *10%*	5 *2%* *6%*	3 *1%* *3%*	75 *1%* *81%*	90 *1%* *97%*	2 *1%* *3%*	16 *1%* *17%*	76 *1%* *83%*	76 *1%* *83%*	49 *1%* *53%*	27 *1%* *30%*	30 *1%* *33%*
2	**47** ***1%***	5 *1%* *10%*	2 *1%* *5%*	1 *1%* *3%*	38 *1%* *82%*	39 *1%* *83%*	8 *2%* *17%* S	14 *1%* *30%* VWX	30 *1%* *64%*	31 *1%* *67%*	19 *1%* *41%*	12 *1%* *26%*	13 *1%* *28%*
1	**61** ***1%***	6 *1%* *10%* P	* * *1%*	1 *1%* *2%*	54 *1%* *88%* P	53 *1%* *87%*	8 *2%* *13%*	13 *1%* *21%*	44 *1%* *71%*	47 *1%* *76%*	34 *1%* *55%*	12 *1%* *20%*	17 *1%* *28%*
Don't know	**233** ***3%***	22 *4%* *10%*	10 *3%* *4%*	9 *5%* *4%*	191 *3%* *82%*	222 *4%* *95%*	10 *2%* *4%*	46 *4%* *20%*	184 *3%* *79%*	185 *3%* *80%*	114 *3%* *49%*	71 *3%* *30%*	72 *3%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 51

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**4787** ***70%***	430 *70%* *9%*	253 *74%* *5%* OQR	143 *70%* *3%*	3961 *70%* *83%*	4487 *71%* *94%* T	300 *65%* *6%*	686 *65%* *14%*	4044 *72%* *84%* U	4094 *72%* *86%* U	2566 *72%* *54%* U	1518 *71%* *32%* U	1617 *72%* *34%* U
Net: 10/9	**1325** ***19%***	105 *17%* *8%*	76 *22%* *6%* O	41 *20%* *3%*	1103 *20%* *83%*	1239 *20%* *93%*	86 *19%* *7%*	165 *16%* *12%*	1148 *20%* *87%* U	1160 *20%* *88%* U	773 *22%* *58%* UYZ	384 *18%* *29%*	411 *18%* *31%*
Net: 6/5/4	**1578** ***23%***	141 *23%* *9%*	69 *20%* *4%*	46 *23%* *3%*	1322 *23%* *84%* P	1446 *23%* *92%*	132 *29%* *8%* S	279 *26%* *18%* VWXZ	1277 *23%* *81%*	1292 *23%* *82%*	801 *22%* *51%*	485 *23%* *31%*	511 *23%* *32%*
Net: 3/2/1	**200** ***3%***	20 *3%* *10%*	8 *2%* *4%*	6 *3%* *3%*	167 *3%* *83%*	182 *3%* *91%*	18 *4%* *9%*	43 *4%* *22%* VWY	150 *3%* *75%*	154 *3%* *77%*	102 *3%* *51%*	52 *2%* *26%*	61 *3%* *30%*
Mean	**7.25**	7.22	7.44 OR	7.29	7.24	7.27 T	7.01	7.04	7.29 U	7.29 U	7.31 U	7.26 U	7.25 U
Standard Deviation	**1.71**	1.68	1.58	1.68	1.72	1.69	1.88	1.83	1.67	1.68	1.71	1.61	1.64

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 52

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**1063** ***31%***	467 *29%* *44%*	597 *33%* *56%* A	102 *28%* *10%*	218 *32%* *20%*	193 *33%* *18%*	198 *33%* *19%*	162 *32%* *15%*	190 *27%* *18%*	233 *39%* *22%* JK	513 *30%* *48%*	318 *28%* *30%*	260 *32%* *24%*	265 *30%* *25%*	361 *31%* *34%*
9	**622** ***18%***	275 *17%* *44%*	346 *19%* *56%*	61 *17%* *10%*	131 *19%* *21%*	100 *17%* *16%*	112 *19%* *18%*	95 *19%* *15%*	122 *18%* *20%*	103 *17%* *17%*	303 *18%* *49%*	216 *19%* *35%*	142 *17%* *23%*	167 *19%* *27%*	202 *18%* *32%*
8	**778** ***23%***	381 *23%* *49%*	397 *22%* *51%*	78 *21%* *10%*	140 *21%* *18%*	136 *23%* *18%*	126 *21%* *16%*	115 *23%* *15%*	182 *26%* *23%* D	134 *22%* *17%*	378 *22%* *49%*	266 *24%* *34%*	201 *25%* *26%*	180 *20%* *23%*	266 *23%* *34%*
7	**416** ***12%***	225 *14%* *54%* B	191 *11%* *46%*	57 *15%* *14%*	91 *13%* *22%*	68 *12%* *16%*	63 *11%* *15%*	51 *10%* *12%*	86 *12%* *21%*	58 *10%* *14%*	222 *13%* *53%*	137 *12%* *33%*	82 *10%* *20%*	113 *13%* *27%*	145 *13%* *35%*
6	**160** ***5%***	83 *5%* *52%*	77 *4%* *48%*	17 *5%* *11%*	29 *4%* *18%*	20 *3%* *12%*	29 *5%* *18%*	26 *5%* *16%*	39 *6%* *24%*	14 *2%* *9%*	92 *5%* *57%* I	54 *5%* *34%* I	30 *4%* *18%*	50 *6%* *31%*	47 *4%* *30%*
5	**185** ***5%***	102 *6%* *55%*	83 *5%* *45%*	26 *7%* *14%*	40 *6%* *21%*	28 *5%* *15%*	34 *6%* *19%*	28 *5%* *15%*	30 *4%* *16%*	32 *5%* *17%*	93 *5%* *50%*	61 *5%* *33%*	46 *6%* *25%*	42 *5%* *23%*	69 *6%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 52

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**42** ***1%***	22 *1%* *52%*	20 *1%* *48%*	7 *2%* *16%*	8 *1%* *19%*	6 *1%* *15%*	7 *1%* *16%*	3 *1%* *7%*	11 *2%* *27%*	7 *1%* *17%*	27 *2%* *65%*	8 *1%* *18%*	10 *1%* *24%*	15 *2%* *35%*	12 *1%* *27%*
3	**31** ***1%***	18 *1%* *58%*	13 *1%* *42%*	3 *1%* *9%*	8 *1%* *26%*	5 *1%* *16%*	4 *1%* *13%*	6 *1%* *18%*	5 *1%* *18%*	2 *** *7%*	17 *1%* *54%*	12 *1%* *39%*	7 *1%* *23%*	10 *1%* *32%*	12 *1%* *40%*
2	**14** ***	10 *1%* *74%*	4 *** *26%*	2 *** *12%*	2 *** *14%*	3 *1%* *25%*	2 *** *11%*	3 *1%* *18%*	3 *** *19%*	4 *1%* *28%*	9 *1%* *67%*	1 *** *4%*	1 *** *11%*	5 *1%* *37%*	6 *** *40%*
1	**55** ***2%***	25 *2%* *45%*	30 *2%* *55%*	5 *1%* *10%*	9 *1%* *16%*	12 *2%* *22%*	8 *1%* *14%*	10 *2%* *19%*	10 *2%* *19%*	6 *1%* *11%*	25 *1%* *46%*	24 *2%* *44%*	18 *2%* *32%*	17 *2%* *30%*	17 *1%* *31%*
Don't know	**53** ***2%***	20 *1%* *37%*	33 *2%* *63%*	10 *3%* *19%* D	1 *** *2%*	10 *2%* *19%* D	10 *2%* *19%* D	8 *1%* *14%* D	14 *2%* *27%* D	3 *** *6%*	25 *1%* *47%*	25 *2%* *48%* I	17 *2%* *32%*	19 *2%* *36%*	13 *1%* *25%*
Net: 10/9/8/7	**2879** ***84%***	1347 *83%* *47%*	1531 *85%* *53%*	299 *81%* *10%*	580 *86%* *20%*	498 *86%* *17%*	500 *84%* *17%*	422 *84%* *15%*	580 *84%* *20%*	528 *89%* *18%* JK	1415 *83%* *49%*	936 *84%* *33%*	685 *84%* *24%*	725 *82%* *25%*	974 *85%* *34%*
Net: 10/9	**1685** ***49%***	742 *46%* *44%*	943 *53%* *56%* A	163 *44%* *10%*	349 *51%* *21%*	293 *50%* *17%*	311 *52%* *18%* H	257 *51%* *15%*	312 *45%* *19%*	336 *56%* *20%* JK	816 *48%* *48%*	533 *48%* *32%*	403 *49%* *24%*	432 *49%* *26%*	563 *49%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 52

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 6/5/4	**387** ***11%***	208 *13%* *54%* B	180 *10%* *46%*	49 *13%* *13%*	77 *11%* *20%*	54 *9%* *14%*	70 *12%* *18%*	56 *11%* *15%*	80 *12%* *21%*	53 *9%* *14%*	212 *12%* *55%* I	122 *11%* *32%*	86 *11%* *22%*	107 *12%* *28%*	128 *11%* *33%*
Net: 3/2/1	**99** ***3%***	53 *3%* *53%*	47 *3%* *47%*	10 *3%* *10%*	19 *3%* *19%*	20 *4%* *21%*	13 *2%* *13%*	18 *4%* *18%*	18 *3%* *19%*	12 *2%* *12%*	51 *3%* *51%*	36 *3%* *37%*	26 *3%* *26%*	31 *4%* *32%*	35 *3%* *35%*
Mean	**8.20**	8.06	8.32 A	8.03	8.22	8.24	8.30	8.22	8.13	8.48 JK	8.13	8.15	8.22	8.12	8.19
Standard Deviation	**1.90**	1.93	1.86	1.92	1.88	1.95	1.85	1.96	1.84	1.79	1.92	1.91	1.95	1.98	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 52

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**1063** ***31%***	92 *30%* *9%*	51 *30%* *5%*	33 *33%* *3%*	887 *31%* *83%*	986 *31%* *93%*	77 *34%* *7%*	177 *31%* *17%*	873 *31%* *82%*	880 *31%* *83%*	556 *32%* *52%*	324 *31%* *30%*	346 *31%* *33%*
9	**622** ***18%***	58 *19%* *9%*	34 *20%* *6%*	19 *19%* *3%*	510 *18%* *82%*	582 *18%* *94%*	40 *18%* *6%*	101 *17%* *16%*	511 *18%* *82%*	518 *18%* *83%*	316 *18%* *51%*	202 *19%* *32%*	213 *19%* *34%*
8	**778** ***23%***	70 *23%* *9%*	41 *24%* *5%*	20 *20%* *3%*	647 *23%* *83%*	735 *23%* *94%*	43 *19%* *6%*	146 *25%* *19%*	617 *22%* *79%*	627 *22%* *81%*	393 *22%* *51%*	233 *22%* *30%*	246 *22%* *32%*
7	**416** ***12%***	40 *13%* *10%*	24 *14%* *6%*	13 *13%* *3%*	340 *12%* *82%*	386 *12%* *93%*	30 *13%* *7%*	55 *10%* *13%*	358 *13%* *86%*	359 *13%* *86%*	222 *13%* *53%*	137 *13%* *33%*	142 *13%* *34%*
6	**160** ***5%***	21 *7%* *13%* PR	6 *3%* *4%*	7 *7%* *5%* PR	126 *4%* *79%*	151 *5%* *95%*	8 *4%* *5%*	25 *4%* *16%*	130 *5%* *81%*	134 *5%* *84%*	88 *5%* *55%*	45 *4%* *28%*	47 *4%* *30%*
5	**185** ***5%***	15 *5%* *8%* Q	10 *6%* *6%* Q	2 *2%* *1%*	158 *6%* *85%* Q	174 *5%* *94%*	11 *5%* *6%*	36 *6%* *19%*	144 *5%* *78%*	144 *5%* *78%*	88 *5%* *48%*	55 *5%* *30%*	57 *5%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 52

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Importance Rating ****

Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**42** ***1%***	3 *1%* *6%*	1 *1%* *3%*	2 *2%* *4%*	37 *1%* *87%*	38 *1%* *91%*	4 *2%* *9%*	6 *1%* *13%*	36 *1%* *86%*	37 *1%* *87%*	23 *1%* *55%*	13 *1%* *32%*	16 *1%* *37%*
3	**31** ***1%***	1 * *2%*	* * *	1 *1%* *3%* P	29 *1%* *95%*	29 *1%* *96%*	1 * *4%*	8 *1%* *26%*	23 *1%* *74%*	23 *1%* *74%*	15 *1%* *49%*	8 *1%* *25%*	8 *1%* *25%*
2	**14** *	1 * *4%*	1 * *4%*	1 *1%* *4%*	12 * *88%*	13 * *92%*	1 * *8%*	2 * *15%*	10 * *74%*	10 * *74%*	7 * *49%*	4 * *26%*	4 * *26%*
1	**55** ***2%***	2 *1%* *4%*	* * *1%*	1 *1%* *2%*	51 *2%* *93%* P	50 *2%* *91%*	5 *2%* *9%*	8 *1%* *14%*	46 *2%* *83%*	46 *2%* *83%*	23 *1%* *42%*	23 *2%* *41%*	23 *2%* *42%*
Don't know	**53** ***2%***	1 * *3%*	1 * *1%*	2 *2%* *3%* OP	49 *2%* *93%* P	48 *2%* *91%*	5 *2%* *9%*	17 *3%* *32%* VWXY Z	33 *1%* *63%*	35 *1%* *66%*	24 *1%* *45%*	11 *1%* *20%*	13 *1%* *24%*
Net: 10/9/8/7	**2879** ***84%***	260 *86%* *9%*	149 *89%* *5%* R	86 *85%* *3%*	2384 *84%* *83%*	2689 *84%* *93%*	190 *84%* *7%*	479 *83%* *17%*	2360 *85%* *82%*	2385 *85%* *83%*	1487 *85%* *52%*	896 *85%* *31%*	947 *85%* *33%*
Net: 10/9	**1685** ***49%***	150 *50%* *9%*	85 *51%* *5%*	52 *52%* *3%*	1397 *49%* *83%*	1568 *49%* *93%*	117 *52%* *7%*	278 *48%* *17%*	1385 *50%* *82%*	1398 *50%* *83%*	872 *50%* *52%*	526 *50%* *31%*	558 *50%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 52

Absolutes/col/row percents

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Q6b(a) Channel-specific ratings
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		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 6/5/4	**387** ***11%***	39 *13%* *10%*	17 *10%* *4%*	11 *11%* *3%*	321 *11%* *83%*	364 *11%* *94%*	24 *10%* *6%*	66 *11%* *17%*	310 *11%* *80%*	314 *11%* *81%*	199 *11%* *51%*	113 *11%* *29%*	120 *11%* *31%*
Net: 3/2/1	**99** ***3%***	4 *1%* *4%*	1 *1%* *1%*	2 *2%* *3%* P	92 *3%* *93%* OP	92 *3%* *93%*	7 *3%* *7%*	18 *3%* *18%*	78 *3%* *79%*	78 *3%* *79%*	44 *3%* *45%*	34 *3%* *34%*	34 *3%* *35%*
Mean	**8.20**	8.27	8.35	8.32	8.18	8.20	8.24	8.20	8.21	8.21	8.23	8.18	8.19
Standard Deviation	**1.90**	1.69	1.57	1.80	1.94	1.89	1.98	1.89	1.89	1.88	1.85	1.94	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 53

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**887** ***26%***	416 *25%* *47%*	471 *27%* *53%*	60 *17%* *7%*	173 *24%* *19%*	148 *25%* *17%* C	171 *27%* *19%* C	157 *30%* *18%* CD	177 *29%* *20%* C	173 *27%* *19%*	419 *24%* *47%*	296 *28%* *33%*	210 *25%* *24%*	197 *24%* *22%*	327 *28%* *37%*
9	**533** ***16%***	266 *16%* *50%*	267 *15%* *50%*	51 *15%* *10%*	112 *16%* *21%*	90 *15%* *17%*	95 *15%* *18%*	85 *16%* *16%*	100 *16%* *19%*	124 *20%* *23%* J	245 *14%* *46%*	164 *15%* *31%*	113 *14%* *21%*	126 *15%* *24%*	196 *17%* *37%*
8	**823** ***24%***	375 *23%* *45%*	449 *25%* *55%*	80 *23%* *10%*	171 *24%* *21%*	140 *23%* *17%*	162 *26%* *20%*	134 *26%* *16%*	138 *23%* *17%*	145 *23%* *18%*	433 *25%* *53%*	245 *23%* *30%*	215 *26%* *26%* N	225 *27%* *27%* N	250 *21%* *30%*
7	**468** ***14%***	223 *13%* *48%*	245 *14%* *52%*	67 *19%* *14%* FG H	109 *15%* *23%*	85 *14%* *18%*	67 *11%* *14%*	66 *13%* *14%*	73 *12%* *15%*	76 *12%* *16%*	274 *16%* *58%* IK	118 *11%* *25%*	115 *14%* *24%*	98 *12%* *21%*	171 *14%* *36%*
6	**237** ***7%***	119 *7%* *50%*	117 *7%* *50%*	26 *7%* *11%*	58 *8%* *24%*	37 *6%* *16%*	50 *8%* *21%*	27 *5%* *12%*	39 *6%* *16%*	44 *7%* *19%*	127 *7%* *54%*	66 *6%* *28%*	52 *6%* *22%*	58 *7%* *25%*	84 *7%* *35%*
5	**228** ***7%***	119 *7%* *52%*	109 *6%* *48%*	34 *10%* *15%* GH	45 *6%* *20%*	49 *8%* *22%* GH	51 *8%* *23%* GH	19 *4%* *8%*	29 *5%* *13%*	42 *7%* *18%*	111 *6%* *49%*	74 *7%* *33%*	60 *7%* *26%*	61 *7%* *27%*	71 *6%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 53

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**63** ***2%***	37 *2%* *58%*	27 *2%* *42%*	10 *3%* *15%*	8 *1%* *13%*	17 *3%* *27%*	12 *2%* *19%*	8 *1%* *12%*	8 *1%* *13%*	9 *1%* *14%*	25 *1%* *40%*	30 *3%* *47%*	15 *2%* *24%*	19 *2%* *30%*	19 *2%* *30%*
3	**47** ***1%***	29 *2%* *62%*	18 *1%* *38%*	7 *2%* *15%* G	10 *1%* *21%* G	10 *2%* *21%* G	3 * *6%*	* * *1%*	17 *3%* *37%* FG	5 *1%* *11%*	12 *1%* *26%*	29 *3%* *62%* IJ	10 *1%* *21%*	12 *1%* *24%*	19 *2%* *40%*
2	**35** ***1%***	24 *1%* *69%* B	11 *1%* *31%*	5 *2%* *16%*	8 *1%* *24%*	9 *2%* *27%*	3 *1%* *9%*	3 *1%* *8%*	5 *1%* *15%*	3 * *9%*	24 *1%* *69%*	8 *1%* *22%*	6 *1%* *16%*	2 * *6%*	19 *2%* *56%* M
1	**58** ***2%***	35 *2%* *60%*	23 *1%* *40%*	3 *1%* *5%*	16 *2%* *27%*	8 *1%* *14%*	9 *1%* *15%*	13 *2%* *22%*	10 *2%* *17%*	8 *1%* *14%*	26 *1%* *44%*	25 *2%* *42%*	22 *3%* *37%* N	14 *2%* *24%*	12 *1%* *21%*
Don't know	**47** ***1%***	16 *1%* *34%*	31 *2%* *66%*	4 *1%* *9%*	13 *2%* *27%*	5 *1%* *10%*	3 *1%* *7%*	9 *2%* *20%*	13 *2%* *28%* F	7 *1%* *14%*	24 *1%* *51%*	17 *2%* *35%*	12 *1%* *25%*	18 *2%* *39%* N	10 *1%* *20%*
Net: 10/9/8/7	**2711** ***79%***	1279 *77%* *47%*	1432 *81%* *53%* A	258 *74%* *10%*	565 *78%* *21%*	463 *77%* *17%*	495 *79%* *18%*	442 *85%* *16%* CD EF	487 *80%* *18%*	519 *81%* *19%*	1370 *80%* *51%*	823 *77%* *30%*	652 *79%* *24%*	645 *78%* *24%*	943 *80%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 53

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1420** ***41%***	681 *41%* *48%*	738 *42%* *52%*	111 *32%* *8%*	285 *39%* *20%*	238 *40%* *17%*	265 *42%* *19%* C	242 *47%* *17%* CD E	276 *45%* *19%* C	297 *47%* *21%* J	664 *39%* *47%*	459 *43%* *32%*	323 *39%* *23%*	323 *39%* *23%*	523 *44%* *37%* L
Net: 6/5/4	**528** ***15%***	275 *17%* *52%*	253 *14%* *48%*	70 *20%* *13%* GH	111 *15%* *21%* G	103 *17%* *20%* GH	114 *18%* *22%* GH	54 *10%* *10%*	76 *12%* *14%*	95 *15%* *18%*	264 *15%* *50%*	170 *16%* *32%*	128 *15%* *24%*	138 *17%* *26%*	174 *15%* *33%*
Net: 3/2/1	**140** ***4%***	88 *5%* *63%* B	52 *3%* *37%*	15 *4%* *11%*	34 *5%* *24%*	28 *5%* *20%*	15 *2%* *11%*	16 *3%* *11%*	32 *5%* *23%* F	17 *3%* *12%*	62 *4%* *44%*	62 *6%* *44%* IJ	38 *5%* *27%*	27 *3%* *20%*	51 *4%* *36%*
Mean	**7.87**	7.76	7.99 A	7.48	7.79	7.74	7.95 C	8.16 C DE	8.00 C	8.07 JK	7.84	7.81	7.80	7.85	7.93
Standard Deviation	**2.02**	2.14	1.90	1.98	2.05	2.09	1.93	1.93	2.06	1.88	1.96	2.19	2.09	1.96	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 53

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**887** ***26%***	80 *25%* *9%*	51 *29%* *6%* Q	23 *22%* *3%*	733 *26%* *83%*	811 *26%* *91%*	76 *31%* *9%*	136 *28%* *15%*	737 *25%* *83%*	746 *25%* *84%*	481 *26%* *54%*	261 *24%* *29%*	276 *24%* *31%*
9	**533** ***16%***	48 *15%* *9%*	30 *17%* *6%*	20 *19%* *4%* R	435 *15%* *82%*	506 *16%* *95%*	27 *11%* *5%*	42 *9%* *8%*	483 *17%* *91%* U	490 *17%* *92%* U	273 *15%* *51%* U	214 *20%* *40%* UX	236 *20%* *44%* UVWX
8	**823** ***24%***	79 *25%* *10%* P	33 *19%* *4%*	21 *20%* *3%*	689 *24%* *84%* P	780 *25%* *95%* T	43 *17%* *5%*	119 *24%* *14%*	687 *24%* *83%*	703 *24%* *85%*	438 *24%* *53%*	261 *24%* *32%*	275 *24%* *33%*
7	**468** ***14%***	41 *13%* *9%*	27 *15%* *6%*	18 *17%* *4%*	383 *14%* *82%*	435 *14%* *93%*	33 *13%* *7%*	67 *14%* *14%*	397 *14%* *85%*	401 *14%* *86%*	265 *14%* *57%*	135 *13%* *29%*	150 *13%* *32%*
6	**237** ***7%***	24 *8%* *10%*	10 *5%* *4%*	9 *8%* *4%*	194 *7%* *82%*	213 *7%* *90%*	24 *10%* *10%*	35 *7%* *15%*	200 *7%* *85%*	202 *7%* *85%*	136 *7%* *58%*	66 *6%* *28%*	67 *6%* *28%*
5	**228** ***7%***	17 *5%* *7%*	14 *8%* *6%* Q	5 *5%* *2%*	192 *7%* *84%*	198 *6%* *87%*	30 *12%* *13%* S	39 *8%* *17%*	187 *6%* *82%*	188 *6%* *82%*	116 *6%* *51%*	71 *7%* *31%*	75 *7%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 53

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**63** ***2%***	5 *1%* *7%*	2 *1%* *3%*	4 *3%* *6%* OPR	53 *2%* *84%*	61 *2%* *97%*	2 *1%* *3%*	14 *3%* *23%*	49 *2%* *77%*	49 *2%* *77%*	29 *2%* *45%*	20 *2%* *32%*	20 *2%* *32%*
3	**47** ***1%***	4 *1%* *8%*	2 *1%* *4%*	1 *1%* *2%*	41 *1%* *86%*	45 *1%* *95%*	2 *1%* *5%*	3 *1%* *7%*	44 *2%* *93%*	44 *1%* *93%*	27 *1%* *57%*	17 *2%* *36%*	20 *2%* *43%*
2	**35** ***1%***	4 *1%* *12%*	2 *1%* *6%*	1 *1%* *4%*	27 *1%* *78%*	31 *1%* *89%*	4 *2%* *11%*	2 * *6%*	29 *1%* *85%*	32 *1%* *94%*	27 *1%* *78%* Z	6 *1%* *16%*	6 * *16%*
1	**58** ***2%***	7 *2%* *12%* P	1 *1%* *2%*	2 *2%* *3%*	48 *2%* *83%*	55 *2%* *94%*	3 *1%* *6%*	18 *4%* *30%* VWXY Z	41 *1%* *70%*	41 *1%* *70%*	29 *2%* *50%*	11 *1%* *19%*	12 *1%* *20%*
Don't know	**47** ***1%***	4 *1%* *8%*	3 *1%* *5%*	1 *1%* *3%*	40 *1%* *84%*	44 *1%* *94%*	3 *1%* *6%*	11 *2%* *24%*	36 *1%* *76%*	36 *1%* *76%*	21 *1%* *45%*	15 *1%* *31%*	15 *1%* *31%*
Net: 10/9/8/7	**2711** ***79%***	248 *79%* *9%*	141 *81%* *5%*	82 *78%* *3%*	2241 *79%* *83%*	2532 *80%* *93%* T	179 *72%* *7%*	365 *75%* *13%*	2304 *80%* *85%* U	2340 *80%* *86%* U	1457 *79%* *54%*	872 *81%* *32%* U	938 *81%* *35%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 53

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Personal Importance Rating ****

Base : All in sample B

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Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1420** ***41%***	128 *41%* *9%*	81 *46%* *6%* R	43 *41%* *3%*	1168 *41%* *82%*	1317 *41%* *93%*	103 *42%* *7%*	179 *37%* *13%*	1220 *42%* *86%* U	1236 *42%* *87%*	754 *41%* *53%*	475 *44%* *33%* U	512 *44%* *36%* U
Net: 6/5/4	**528** ***15%***	46 *15%* *9%*	26 *15%* *5%*	17 *17%* *3%*	439 *15%* *83%*	472 *15%* *89%*	56 *23%* *11%* S	88 *18%* *17%*	436 *15%* *83%*	438 *15%* *83%*	281 *15%* *53%*	157 *15%* *30%*	163 *14%* *31%*
Net: 3/2/1	**140** ***4%***	15 *5%* *11%*	5 *3%* *4%*	4 *4%* *3%*	116 *4%* *83%*	131 *4%* *93%*	9 *4%* *7%*	23 *5%* *16%*	114 *4%* *81%*	117 *4%* *84%*	83 *4%* *59%*	34 *3%* *24%*	38 *3%* *27%*
Mean	**7.87**	7.86	8.03	7.78	7.87	7.88	7.77	7.69	7.90	7.90	7.85	7.98 U	7.98 U
Standard Deviation	**2.02**	2.07	1.93	2.03	2.02	2.01	2.13	2.22	1.98	1.98	2.04	1.89	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 54

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**1031** ***30%***	474 *29%* *46%*	558 *32%* *54%*	90 *26%* *9%*	215 *30%* *21%*	174 *29%* *17%*	198 *32%* *19%*	168 *32%* *16%*	185 *30%* *18%*	207 *33%* *20%*	493 *29%* *48%*	332 *31%* *32%*	239 *29%* *23%*	239 *29%* *23%*	372 *32%* *36%*
9	**569** ***17%***	274 *17%* *48%*	295 *17%* *52%*	69 *20%* *12%*	125 *17%* *22%*	89 *15%* *16%*	97 *15%* *17%*	103 *20%* *18%* H	86 *14%* *15%*	123 *19%* *22%*	270 *16%* *47%*	175 *16%* *31%*	154 *19%* *27%*	124 *15%* *22%*	192 *16%* *34%*
8	**821** ***24%***	380 *23%* *46%*	442 *25%* *54%*	73 *21%* *9%*	159 *22%* *19%*	157 *26%* *19%*	170 *27%* *21%*	117 *22%* *14%*	146 *24%* *18%*	131 *21%* *16%*	449 *26%* *55%* I	241 *23%* *29%*	210 *25%* *26%*	208 *25%* *25%*	269 *23%* *33%*
7	**412** ***12%***	209 *13%* *51%*	203 *11%* *49%*	48 *14%* *12%*	96 *13%* *23%*	69 *12%* *17%*	62 *10%* *15%*	69 *13%* *17%*	67 *11%* *16%*	79 *12%* *19%*	219 *13%* *53%*	114 *11%* *28%*	90 *11%* *22%*	115 *14%* *28%*	130 *11%* *32%*
6	**191** ***6%***	103 *6%* *54%*	88 *5%* *46%*	21 *6%* *11%*	41 *6%* *22%*	31 *5%* *16%*	33 *5%* *17%*	19 *4%* *10%*	45 *7%* *23%* G	37 *6%* *19%*	112 *7%* *59%* K	42 *4%* *22%*	46 *6%* *24%*	39 *5%* *20%*	70 *6%* *36%*
5	**182** ***5%***	99 *6%* *54%*	83 *5%* *46%*	24 *7%* *13%* G	38 *5%* *21%*	37 *6%* *20%* G	44 *7%* *24%* G	15 *3%* *8%*	25 *4%* *14%*	23 *4%* *13%*	81 *5%* *45%*	77 *7%* *42%* IJ	49 *6%* *27%*	37 *4%* *20%*	64 *5%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 54

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**59** ***2%***	36 *2%* *61%*	23 *1%* *39%*	12 *4%* *21%* F	13 *2%* *22%*	10 *2%* *17%*	4 *1%* *6%*	6 *1%* *10%*	14 *2%* *23%* F	10 *2%* *18%*	17 *1%* *29%*	31 *3%* *53%* J	11 *1%* *19%*	14 *2%* *24%*	28 *2%* *48%*
3	**20** ***1%***	12 *1%* *59%*	8 *** *41%*	1 *** *4%*	2 *** *11%*	4 *1%* *19%*	6 *1%* *30%*	1 *** *5%*	6 *1%* *30%*	5 *1%* *27%*	11 *1%* *53%*	4 *** *19%*	8 *1%* *40%*	3 *** *15%*	6 *** *28%*
2	**17** ***	10 *1%* *62%*	6 *** *38%*	1 *** *6%*	6 *1%* *34%*	3 *1%* *19%*	3 *** *16%*	2 *** *11%*	2 *** *14%*	2 *** *9%*	12 *1%* *68%*	4 *** *23%*	1 *** *9%*	2 *** *12%*	9 *1%* *52%*
1	**33** ***1%***	23 *1%* *69%* B	10 *1%* *31%*	2 *** *5%*	8 *1%* *23%*	11 *2%* *34%* FH	2 *** *6%*	8 *1%* *23%*	3 *** *8%*	5 *1%* *15%*	11 *1%* *32%*	18 *2%* *53%* J	11 *1%* *32%*	13 *2%* *38%*	6 *1%* *18%*
Don't know	**91** ***3%***	38 *2%* *42%*	53 *3%* *58%*	7 *2%* *8%*	20 *3%* *22%*	13 *2%* *14%*	8 *1%* *9%*	13 *2%* *14%*	30 *5%* *33%* EF	13 *2%* *15%*	45 *3%* *50%*	32 *3%* *35%*	10 *1%* *11%*	34 *4%* *38%* L	32 *3%* *35%*
Net: 10/9/8/7	**2834** ***83%***	1337 *81%* *47%*	1497 *85%* *53%* A	279 *80%* *10%*	596 *82%* *21%*	489 *82%* *17%*	526 *84%* *19%*	457 *88%* *16%* CD EH	484 *80%* *17%*	540 *85%* *19%*	1431 *83%* *50%*	862 *81%* *30%*	692 *83%* *24%*	687 *83%* *24%*	963 *82%* *34%*
Net: 10/9	**1600** ***47%***	748 *45%* *47%*	852 *48%* *53%*	159 *46%* *10%*	340 *47%* *21%*	263 *44%* *16%*	295 *47%* *18%*	271 *52%* *17%* EH	271 *45%* *17%*	330 *52%* *21%* J	763 *44%* *48%*	507 *47%* *32%*	393 *47%* *25%*	363 *44%* *23%*	564 *48%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 54

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 6/5/4	**432** ***13%***	238 *14%* *55%* B	194 *11%* *45%*	57 *16%* *13%* G	92 *13%* *21%* G	78 *13%* *18%* G	81 *13%* *19%* G	41 *8%* *9%*	83 *14%* *19%* G	71 *11%* *16%*	211 *12%* *49%*	151 *14%* *35%*	107 *13%* *25%*	90 *11%* *21%*	162 *14%* *37%*
Net: 3/2/1	**70** ***2%***	45 *3%* *65%* B	25 *1%* *35%*	3 *1%* *5%*	16 *2%* *22%*	18 *3%* *26%*	11 *2%* *15%*	11 *2%* *15%*	11 *2%* *16%*	12 *2%* *17%*	33 *2%* *47%*	25 *2%* *36%*	20 *2%* *28%*	18 *2%* *25%*	20 *2%* *29%*
Mean	**8.19**	8.05	8.31 A	8.05	8.16	8.06	8.26	8.37 C E	8.18	8.32	8.18	8.11	8.16	8.16	8.21
Standard Deviation	**1.82**	1.93	1.70	1.80	1.86	1.96	1.73	1.75	1.80	1.76	1.74	1.98	1.83	1.83	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 54

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**1031** ***30%***	95 *30%* *9%*	61 *35%* *6%* QR	26 *25%* *3%*	850 *30%* *82%*	948 *30%* *92%*	83 *34%* *8%*	143 *29%* *14%*	873 *30%* *85%*	887 *30%* *86%*	588 *32%* *57%* YZ	292 *27%* *28%*	317 *28%* *31%*
9	**569** ***17%***	48 *15%* *8%*	31 *18%* *5%*	20 *19%* *4%*	470 *17%* *83%*	538 *17%* *95%*	31 *12%* *5%*	67 *14%* *12%*	494 *17%* *87%*	501 *17%* *88%*	284 *15%* *50%*	217 *20%* *38%* UX	228 *20%* *40%* UX
8	**821** ***24%***	76 *24%* *9%*	34 *19%* *4%*	25 *24%* *3%*	687 *24%* *84%* P	770 *24%* *94%*	51 *21%* *6%*	110 *23%* *13%*	699 *24%* *85%*	708 *24%* *86%*	444 *24%* *54%*	261 *24%* *32%*	279 *24%* *34%*
7	**412** ***12%***	43 *14%* *10%*	20 *11%* *5%*	14 *14%* *3%*	336 *12%* *81%*	390 *12%* *95%*	22 *9%* *5%*	62 *13%* *15%*	347 *12%* *84%*	350 *12%* *85%*	206 *11%* *50%*	142 *13%* *34%*	152 *13%* *37%*
6	**191** ***6%***	17 *5%* *9%*	12 *7%* *6%*	8 *7%* *4%*	155 *5%* *81%*	178 *6%* *93%*	13 *5%* *7%*	27 *5%* *14%*	161 *6%* *84%*	164 *6%* *86%*	118 *6%* *62%* YZ	46 *4%* *24%*	49 *4%* *26%*
5	**182** ***5%***	16 *5%* *9%*	8 *5%* *5%*	7 *7%* *4%*	150 *5%* *83%*	158 *5%* *87%*	24 *10%* *13%* S	32 *7%* *17%*	148 *5%* *81%*	150 *5%* *82%*	91 *5%* *50%*	59 *5%* *32%*	63 *5%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 54

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**59** ***2%***	4 *1%* *6%*	1 *1%* *2%*	1 *1%* *2%*	53 *2%* *90%*	50 *2%* *85%*	9 *4%* *15%* S	16 *3%* *27%* VWXY Z	41 *1%* *70%*	41 *1%* *70%*	26 *1%* *44%*	16 *1%* *26%*	17 *1%* *29%*
3	**20** ***1%***	2 *1%* *12%*	1 *** *4%*	* *** *1%*	16 *1%* *83%*	20 *1%* *100%*	- - -	3 *1%* *17%*	17 *1%* *83%*	17 *1%* *83%*	11 *1%* *54%*	5 *** *27%*	6 *** *28%*
2	**17** ***	2 *1%* *14%*	2 *1%* *11%*	* *** *3%*	12 *** *73%*	16 *** *94%*	1 *** *6%*	* *** *2%*	15 *1%* *90%*	17 *1%* *98%*	12 *1%* *70%*	5 *** *28%*	5 *** *28%*
1	**33** ***1%***	3 *1%* *10%*	- - -	1 *1%* *3%* P	29 *1%* *87%* P	29 *1%* *86%*	5 *2%* *14%*	10 *2%* *31%* VWX	23 *1%* *69%*	23 *1%* *69%*	13 *1%* *38%*	10 *1%* *31%*	10 *1%* *31%*
Don't know	**91** ***3%***	7 *2%* *8%*	5 *3%* *6%*	2 *2%* *2%*	76 *3%* *84%*	82 *3%* *90%*	9 *4%* *10%*	17 *3%* *19%*	74 *3%* *81%*	74 *3%* *81%*	50 *3%* *55%*	24 *2%* *27%*	27 *2%* *29%*
Net: 10/9/8/7	**2834** ***83%***	261 *83%* *9%*	145 *83%* *5%*	86 *82%* *3%*	2343 *83%* *83%*	2646 *83%* *93%* T	187 *76%* *7%*	382 *78%* *13%*	2412 *83%* *85%* U	2446 *83%* *86%* U	1522 *83%* *54%*	912 *85%* *32%* U	977 *85%* *34%* U
Net: 10/9	**1600** ***47%***	143 *46%* *9%*	91 *52%* *6%* OQR	47 *45%* *3%*	1320 *47%* *82%*	1486 *47%* *93%*	114 *46%* *7%*	210 *43%* *13%*	1366 *47%* *85%*	1388 *47%* *87%*	871 *47%* *54%*	509 *47%* *32%*	546 *47%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 54

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 6/5/4	**432** ***13%***	37 *12%* *8%*	21 *12%* *5%*	15 *15%* *4%*	359 *13%* *83%*	386 *12%* *89%*	46 *19%* *11%* S	75 *15%* *17%*	351 *12%* *81%*	356 *12%* *82%*	235 *13%* *54%*	120 *11%* *28%*	129 *11%* *30%*
Net: 3/2/1	**70** ***2%***	8 *3%* *12%*	3 *2%* *4%*	2 *2%* *2%*	58 *2%* *82%*	65 *2%* *92%*	6 *2%* *8%*	14 *3%* *20%*	55 *2%* *78%*	56 *2%* *80%*	35 *2%* *50%*	20 *2%* *29%*	21 *2%* *29%*
Mean	**8.19**	8.16	8.37 QR	8.09	8.18	8.20	8.01	7.97	8.22 U	8.22 U	8.24 U	8.19	8.20
Standard Deviation	**1.82**	1.85	1.72	1.76	1.83	1.80	2.11	2.04	1.78	1.78	1.79	1.76	1.75

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 55

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(a) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	642 *13%*	216 *9%*	325 *9%*	147 *6%*	3 *8%*	59 *5%*	40 *7%*	20 *7%*	354 *24%*	5 *11%*	560 *8%*	1063 *31%*	887 *26%*	1031 *30%*
9	868 *18%*	358 *15%*	413 *12%*	266 *11%*	3 *10%*	47 *4%*	26 *5%*	25 *8%*	361 *25%*	8 *17%*	765 *11%*	622 *18%*	533 *16%*	569 *17%*
8	1629 *34%*	669 *29%*	901 *25%*	503 *21%*	6 *17%*	186 *15%*	70 *12%*	55 *18%*	429 *30%*	17 *35%*	1895 *28%*	778 *23%*	823 *24%*	821 *24%*
7	859 *18%*	353 *15%*	733 *21%*	429 *18%*	5 *17%*	183 *15%*	76 *13%*	50 *17%*	155 *11%*	5 *10%*	1567 *23%*	416 *12%*	468 *14%*	412 *12%*
6	311 *6%*	220 *9%*	438 *12%*	293 *12%*	6 *20%*	177 *14%*	62 *11%*	25 *8%*	62 *4%*	1 *3%*	827 *12%*	160 *5%*	237 *7%*	191 *6%*
5	260 *5%*	151 *6%*	322 *9%*	255 *11%*	3 *10%*	177 *14%*	78 *14%*	31 *10%*	37 *3%*	4 *7%*	580 *9%*	185 *5%*	228 *7%*	182 *5%*
4	61 *1%*	55 *2%*	84 *2%*	74 *3%*	2 *5%*	75 *6%*	35 *6%*	8 *3%*	12 *1%*	- -	172 *3%*	42 *1%*	63 *2%*	59 *2%*
3	42 *1%*	48 *2%*	87 *2%*	66 *3%*	1 *2%*	61 *5%*	33 *6%*	12 *4%*	12 *1%*	2 *4%*	92 *1%*	31 *1%*	47 *1%*	20 *1%*
2	30 *1%*	31 *1%*	26 *1%*	34 *1%*	1 *2%*	18 *1%*	25 *4%*	4 *1%*	6 *	- -	47 *1%*	14 *	35 *1%*	17 *
1	25 *1%*	29 *1%*	45 *1%*	35 *1%*	* *1%*	38 *3%*	35 *6%*	9 *3%*	9 *1%*	- -	61 *1%*	55 *2%*	58 *2%*	33 *1%*
Don't know	113 *2%*	190 *8%*	178 *5%*	327 *13%*	3 *8%*	227 *18%*	94 *16%*	61 *20%*	15 *1%*	7 *13%*	233 *3%*	53 *2%*	47 *1%*	91 *3%*
Net: 10/9/8/7	3998 *83%*	1597 *69%*	2372 *67%*	1344 *55%*	17 *52%*	475 *38%*	212 *37%*	150 *50%*	1299 *89%*	36 *73%*	4787 *70%*	2879 *84%*	2711 *79%*	2834 *83%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 55

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(a) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	1510 *31%*	574 *25%*	738 *21%*	412 *17%*	6 *18%*	106 *9%*	66 *11%*	45 *15%*	715 *49%*	14 *28%*	1325 *19%*	1685 *49%*	1420 *41%*	1600 *47%*
Net: 6/5/4	632 *13%*	426 *18%*	844 *24%*	623 *26%*	11 *35%*	428 *34%*	176 *31%*	64 *21%*	111 *8%*	5 *10%*	1578 *23%*	387 *11%*	528 *15%*	432 *13%*
Net: 3/2/1	98 *2%*	108 *5%*	158 *4%*	135 *6%*	2 *5%*	116 *9%*	94 *16%*	25 *8%*	27 *2%*	2 *4%*	200 *3%*	99 *3%*	140 *4%*	70 *2%*
Mean	7.80	7.39	7.18	6.91	6.81	6.16	5.85	6.72	8.33	7.78	7.25	8.20	7.87	8.19
Standard Deviation	1.60	1.89	1.85	1.95	1.97	2.11	2.51	2.20	1.56	1.69	1.71	1.90	2.02	1.82

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 56

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**587** ***12%***	272 *12%* *46%*	316 *12%* *54%*	62 *15%* *11%* G	125 *13%* *21%* G	102 *12%* *17%* G	95 *11%* *16%*	68 *9%* *12%*	134 *13%* *23%* G	103 *11%* *17%*	288 *12%* *49%*	196 *13%* *33%*	154 *13%* *26%*	140 *12%* *24%*	184 *11%* *31%*
9	**833** ***17%***	404 *18%* *49%*	428 *17%* *51%*	81 *19%* *10%*	159 *16%* *19%*	146 *18%* *18%*	165 *19%* *20%* H	137 *18%* *16%*	144 *14%* *17%*	195 *20%* *23%* K	422 *18%* *51%* K	215 *14%* *26%*	195 *17%* *23%*	210 *17%* *25%*	287 *18%* *34%*
8	**1574** ***33%***	727 *32%* *46%*	847 *33%* *54%*	120 *28%* *8%*	310 *32%* *20%*	252 *31%* *16%*	280 *33%* *18%*	261 *34%* *17%*	353 *35%* *22%* C	324 *34%* *21%*	745 *32%* *47%*	506 *33%* *32%*	379 *32%* *24%*	413 *34%* *26%*	532 *33%* *34%*
7	**828** ***17%***	372 *16%* *45%*	456 *18%* *55%*	70 *16%* *8%*	174 *18%* *21%*	149 *18%* *18%*	145 *17%* *18%*	129 *17%* *16%*	162 *16%* *20%*	147 *15%* *18%*	421 *18%* *51%*	261 *17%* *31%*	201 *17%* *24%*	205 *17%* *25%*	280 *17%* *34%*
6	**358** ***7%***	174 *8%* *49%*	184 *7%* *51%*	29 *7%* *8%*	52 *5%* *14%*	66 *8%* *18%*	66 *8%* *18%*	69 *9%* *19%* D	78 *8%* *22%*	72 *8%* *20%*	164 *7%* *46%*	123 *8%* *34%*	93 *8%* *26%*	73 *6%* *20%*	134 *8%* *37%*
5	**340** ***7%***	166 *7%* *49%*	175 *7%* *51%*	20 *5%* *6%*	77 *8%* *23%*	50 *6%* *15%*	64 *7%* *19%*	52 *7%* *15%*	76 *8%* *22%*	59 *6%* *17%*	161 *7%* *47%*	120 *8%* *35%*	75 *6%* *22%*	109 *9%* *32%* N	101 *6%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 56

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
4	**65** ***1%***	33 *1%* *50%*	32 *1%* *50%*	8 *2%* *12%*	9 *1%* *14%*	10 *1%* *16%*	13 *2%* *21%*	9 *1%* *14%*	15 *1%* *23%*	16 *2%* *25%*	29 *1%* *44%*	20 *1%* *31%*	11 *1%* *18%*	17 *1%* *26%*	25 *2%* *38%*
3	**45** ***1%***	25 *1%* *57%*	19 *1%* *43%*	4 *1%* *9%*	20 *2%* *44%* FG H	7 *1%* *15%*	4 *** *9%*	4 *1%* *9%*	7 *1%* *15%*	11 *1%* *25%*	18 *1%* *40%*	16 *1%* *35%*	12 *1%* *26%*	5 *** *10%*	22 *1%* *48%* M
2	**31** ***1%***	19 *1%* *62%*	12 *** *38%*	4 *1%* *13%*	5 *1%* *18%*	8 *1%* *27%*	3 *** *9%*	3 *** *11%*	7 *1%* *22%*	5 *1%* *17%*	10 *** *32%*	15 *1%* *50%*	9 *1%* *28%*	8 *1%* *26%*	10 *1%* *31%*
1	**38** ***1%***	14 *1%* *37%*	24 *1%* *63%*	4 *1%* *9%* F	11 *1%* *30%* F	8 *1%* *21%* F	* * *	8 *1%* *20%* F	7 *1%* *19%* F	8 *1%* *21%*	16 *1%* *42%*	14 *1%* *37%*	16 *1%* *42%*	7 *1%* *19%*	9 *1%* *24%*
Don't know	**140** ***3%***	50 *2%* *35%*	91 *4%* *65%* A	24 *6%* *17%* EF H	27 *3%* *20%*	22 *3%* *16%*	21 *2%* *15%*	23 *3%* *16%*	23 *2%* *16%*	13 *1%* *9%*	74 *3%* *53%* I	53 *3%* *38%* I	33 *3%* *24%*	33 *3%* *23%*	48 *3%* *34%*
Net: 10/9/8/7	**3823** ***79%***	1776 *79%* *46%*	2047 *79%* *54%*	332 *78%* *9%*	768 *79%* *20%*	648 *79%* *17%*	685 *80%* *18%*	595 *78%* *16%*	794 *79%* *21%*	769 *81%* *20%* K	1876 *80%* *49%* K	1178 *77%* *31%*	929 *79%* *24%*	968 *79%* *25%*	1283 *79%* *34%*
Net: 10/9	**1420** ***29%***	676 *30%* *48%*	744 *29%* *52%*	143 *34%* *10%* G	284 *29%* *20%*	248 *30%* *17%*	260 *30%* *18%*	205 *27%* *14%*	279 *28%* *20%*	298 *31%* *21%* K	711 *30%* *50%*	411 *27%* *29%*	349 *30%* *25%*	351 *29%* *25%*	471 *29%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 56

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 6/5/4	**764** ***16%***	373 *17%* *49%*	391 *15%* *51%*	57 *13%* *7%*	138 *14%* *18%*	126 *15%* *17%*	143 *17%* *19%*	131 *17%* *17%*	169 *17%* *22%*	147 *15%* *19%*	354 *15%* *46%*	263 *17%* *34%*	180 *15%* *24%*	198 *16%* *26%*	261 *16%* *34%*
Net: 3/2/1	**114** ***2%***	59 *3%* *52%*	55 *2%* *48%*	12 *3%* *10%* F	36 *4%* *32%* F	23 *3%* *20%* F	7 *1%* *6%*	15 *2%* *14%*	21 *2%* *18%*	25 *3%* *22%*	44 *2%* *39%*	45 *3%* *40%*	36 *3%* *32%*	20 *2%* *17%*	40 *2%* *36%*
Mean	**7.68**	7.66	7.70	7.79	7.63	7.67	7.76	7.62	7.68	7.71	7.73 K	7.59	7.67	7.68	7.67
Standard Deviation	**1.67**	1.70	1.65	1.75	1.79	1.72	1.51	1.62	1.67	1.67	1.62	1.75	1.75	1.63	1.65

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 56

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**587** ***12%***	61 *15%* *10%*	30 *12%* *5%*	19 *14%* *3%*	478 *12%* *81%*	547 *12%* *93%*	40 *15%* *7%*	87 *12%* *15%*	496 *12%* *84%*	501 *12%* *85%*	308 *12%* *52%*	191 *12%* *32%*	197 *12%* *34%*
9	**833** ***17%***	74 *18%* *9%*	42 *16%* *5%*	23 *17%* *3%*	693 *17%* *83%*	799 *17%* *96%*	33 *12%* *4%*	109 *15%* *13%*	716 *18%* *86%*	724 *18%* *87%*	445 *18%* *53%*	276 *17%* *33%*	295 *17%* *35%*
8	**1574** ***33%***	126 *30%* *8%*	85 *33%* *5%*	41 *29%* *3%*	1323 *33%* *84%*	1507 *33%* *96%* T	68 *25%* *4%*	236 *33%* *15%*	1324 *32%* *84%*	1335 *32%* *85%*	809 *32%* *51%*	521 *33%* *33%*	557 *33%* *35%*
7	**828** ***17%***	76 *18%* *9%*	43 *17%* *5%*	23 *17%* *3%*	685 *17%* *83%*	776 *17%* *94%*	53 *20%* *6%*	120 *17%* *14%*	699 *17%* *84%*	708 *17%* *86%*	410 *16%* *50%*	297 *19%* *36%*	309 *18%* *37%*
6	**358** ***7%***	24 *6%* *7%*	23 *9%* *7%* O	11 *8%* *3%*	300 *7%* *84%*	339 *7%* *94%*	20 *7%* *6%*	61 *9%* *17%*	293 *7%* *82%*	297 *7%* *83%*	186 *7%* *52%*	110 *7%* *31%*	117 *7%* *33%*
5	**340** ***7%***	28 *7%* *8%*	17 *7%* *5%*	10 *8%* *3%*	285 *7%* *84%*	315 *7%* *93%*	25 *10%* *7%*	45 *6%* *13%*	289 *7%* *85%*	293 *7%* *86%*	176 *7%* *52%*	116 *7%* *34%*	123 *7%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 56

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
4	**65** ***1%***	6 *1%* *9%*	3 *1%* *4%*	3 *3%* *5%* PR	53 *1%* *82%*	55 *1%* *85%*	10 *4%* *15%* S	12 *2%* *19%*	53 *1%* *81%*	53 *1%* *81%*	30 *1%* *47%*	22 *1%* *34%*	22 *1%* *34%*
3	**45** ***1%***	3 *1%* *7%*	2 *1%* *5%*	1 *1%* *3%*	38 *1%* *85%*	39 *1%* *88%*	5 *2%* *12%*	6 *1%* *12%*	39 *1%* *88%*	39 *1%* *88%*	26 *1%* *59%*	13 *1%* *29%*	13 *1%* *29%*
2	**31** ***1%***	2 *1%* *7%*	2 *1%* *5%*	1 *** *2%*	26 *1%* *85%*	28 *1%* *90%*	3 *1%* *10%*	9 *1%* *29%*	22 *1%* *71%*	22 *1%* *71%*	13 *1%* *44%*	8 *1%* *27%*	8 *** *27%*
1	**38** ***1%***	3 *1%* *8%*	2 *1%* *4%*	1 *1%* *3%*	32 *1%* *85%*	34 *1%* *88%*	4 *2%* *12%*	8 *1%* *20%*	29 *1%* *77%*	30 *1%* *80%*	21 *1%* *56%*	9 *1%* *23%*	11 *1%* *29%*
Don't know	**140** ***3%***	15 *4%* *11%*	8 *3%* *5%*	4 *3%* *3%*	114 *3%* *81%*	135 *3%* *96%*	5 *2%* *4%*	19 *3%* *14%*	118 *3%* *84%*	122 *3%* *86%*	89 *4%* *63%* YZ	32 *2%* *23%*	35 *2%* *25%*
Net: 10/9/8/7	**3823** ***79%***	337 *81%* *9%*	200 *78%* *5%*	106 *77%* *3%*	3180 *79%* *83%*	3629 *79%* *95%* T	193 *73%* *5%*	551 *78%* *14%*	3236 *79%* *85%*	3268 *79%* *85%*	1972 *78%* *52%*	1285 *81%* *34%*	1358 *80%* *36%*
Net: 10/9	**1420** ***29%***	135 *32%* *9%*	72 *28%* *5%*	42 *30%* *3%*	1171 *29%* *82%*	1347 *29%* *95%*	73 *27%* *5%*	196 *28%* *14%*	1212 *30%* *85%*	1224 *30%* *86%*	754 *30%* *53%*	466 *29%* *33%*	493 *29%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 56

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 6/5/4	**764** ***16%***	57 *14%* *7%*	44 *17%* *6%*	25 *18%* *3%* O	639 *16%* *84%*	709 *15%* *93%*	55 *21%* *7%* S	119 *17%* *16%*	635 *16%* *83%*	643 *16%* *84%*	393 *16%* *51%*	248 *16%* *32%*	263 *16%* *34%*
Net: 3/2/1	**114** ***2%***	8 *2%* *7%*	6 *2%* *5%*	3 *2%* *3%*	97 *2%* *85%*	101 *2%* *89%*	13 *5%* *11%* S	22 *3%* *20%*	90 *2%* *79%*	91 *2%* *80%*	61 *2%* *54%*	30 *2%* *26%*	32 *2%* *28%*
Mean	**7.68**	7.79	7.66	7.64	7.67	7.70 T	7.35	7.59	7.70	7.70	7.70	7.70	7.69
Standard Deviation	**1.67**	1.67	1.64	1.76	1.67	1.65	2.02	1.76	1.66	1.66	1.68	1.62	1.62

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 57

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**246** ***11%***	125 *11%* *51%*	122 *11%* *49%*	19 *11%* *8%*	39 *12%* *16%*	28 *8%* *11%*	60 *14%* *24%* G	37 *9%* *15%*	63 *10%* *25%*	46 *9%* *19%*	122 *11%* *49%*	78 *10%* *32%*	69 *13%* *28%*	61 *10%* *25%*	81 *10%* *33%*
9	**365** ***16%***	201 *17%* *55%*	164 *14%* *45%*	25 *15%* *7%*	46 *14%* *13%*	55 *17%* *15%*	91 *21%* *25%* DH	73 *17%* *20%*	74 *12%* *20%*	98 *20%* *27%* K	180 *17%* *49%* K	87 *12%* *24%*	78 *15%* *21%*	79 *13%* *22%*	149 *18%* *41%*
8	**677** ***29%***	371 *32%* *55%* B	305 *27%* *45%*	37 *22%* *6%*	103 *31%* *15%*	90 *27%* *13%*	118 *27%* *17%*	144 *34%* *21%* C	185 *30%* *27%*	172 *35%* *25%* J	284 *26%* *42%*	221 *29%* *33%*	127 *24%* *19%*	197 *34%* *29%* L	244 *29%* *36%*
7	**346** ***15%***	173 *15%* *50%*	173 *15%* *50%*	31 *18%* *9%*	39 *12%* *11%*	50 *15%* *15%*	72 *16%* *21%*	59 *14%* *17%*	95 *15%* *28%*	64 *13%* *19%*	159 *15%* *46%*	123 *16%* *35%*	75 *14%* *22%*	73 *12%* *21%*	138 *16%* *40%*
6	**174** ***7%***	83 *7%* *48%*	91 *8%* *52%*	22 *13%* *12%* G	22 *7%* *13%*	23 *7%* *13%*	28 *6%* *16%*	27 *6%* *15%*	51 *8%* *30%*	33 *7%* *19%*	82 *8%* *47%*	58 *8%* *33%*	42 *8%* *24%*	42 *7%* *24%*	69 *8%* *40%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 57

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**156** ***7%***	77 *7%* *50%*	78 *7%* *50%*	11 *6%* *7%*	29 *9%* *19%*	23 *7%* *15%*	23 *5%* *15%*	23 *5%* *15%*	46 *7%* *30%*	15 *3%* *9%*	75 *7%* *48%* I	66 *9%* *42%* I	31 *6%* *20%*	41 *7%* *26%*	60 *7%* *39%*
4	**55** ***2%***	31 *3%* *57%*	24 *2%* *43%*	9 *5%* *16%* G	5 *2%* *9%*	8 *2%* *14%*	8 *2%* *15%*	6 *1%* *11%*	19 *3%* *35%*	9 *2%* *16%*	26 *2%* *47%*	20 *3%* *37%*	17 *3%* *30%*	20 *3%* *36%*	14 *2%* *25%*
3	**26** ***1%***	14 *1%* *54%*	12 *1%* *46%*	4 *2%* *14%*	7 *2%* *29%* F	5 *1%* *18%*	1 *** *4%*	5 *1%* *18%*	4 *1%* *16%*	3 *1%* *11%*	12 *1%* *48%*	11 *1%* *41%*	7 *1%* *29%*	3 *** *11%*	9 *1%* *35%*
2	**16** ***1%***	4 *** *28%*	12 *1%* *72%*	- - -	3 *1%* *22%*	2 *1%* *13%*	2 *** *11%*	3 *1%* *20%*	5 *1%* *33%*	6 *1%* *36%*	3 *** *20%*	7 *1%* *45%*	10 *2%* *61%* N	2 *** *11%*	3 *** *19%*
1	**20** ***1%***	9 *1%* *46%*	11 *1%* *54%*	- - -	4 *1%* *20%*	7 *2%* *33%*	1 *** *7%*	2 *1%* *11%*	6 *1%* *29%*	* * *1%*	13 *1%* *62%* I	7 *1%* *37%*	3 *1%* *14%*	8 *1%* *40%*	7 *1%* *34%*
Don't know	**241** ***10%***	87 *7%* *36%*	154 *13%* *64%* A	15 *9%* *6%*	38 *11%* *16%*	39 *12%* *16%*	32 *7%* *13%*	49 *12%* *21%*	67 *11%* *28%*	47 *10%* *20%*	122 *11%* *51%*	71 *9%* *30%*	68 *13%* *28%* N	64 *11%* *27%*	69 *8%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 57

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9/8/7	**1634** ***70%***	869 *74%* *53%* B	765 *67%* *47%*	113 *66%* *7%*	226 *67%* *14%*	224 *68%* *14%*	341 *78%* *21%* CD EH	312 *73%* *19%*	417 *68%* *26%*	380 *77%* *23%* JK	745 *69%* *46%*	509 *68%* *31%*	349 *66%* *21%*	409 *70%* *25%*	612 *73%* *37%* L
Net: 10/9	**611** ***26%***	325 *28%* *53%*	286 *25%* *47%*	45 *26%* *7%*	85 *25%* *14%*	84 *25%* *14%*	151 *35%* *25%* DE GH	110 *26%* *18%*	137 *22%* *22%*	144 *29%* *24%* K	301 *28%* *49%* K	165 *22%* *27%*	147 *28%* *24%*	139 *24%* *23%*	230 *27%* *38%*
Net: 6/5/4	**385** ***17%***	191 *16%* *50%*	193 *17%* *50%*	41 *24%* *11%* FG	57 *17%* *15%*	54 *16%* *14%*	60 *14%* *16%*	56 *13%* *15%*	117 *19%* *30%* G	57 *12%* *15%*	184 *17%* *48%* I	144 *19%* *37%* I	90 *17%* *23%*	103 *17%* *27%*	143 *17%* *37%*
Net: 3/2/1	**62** ***3%***	28 *2%* *45%*	34 *3%* *55%*	4 *2%* *6%*	15 *4%* *24%* F	14 *4%* *22%* F	4 *1%* *7%*	10 *2%* *16%*	15 *2%* *25%*	9 *2%* *14%*	28 *3%* *45%*	25 *3%* *41%*	20 *4%* *32%*	13 *2%* *21%*	19 *2%* *30%*
Mean	**7.57**	7.62	7.51	7.39	7.48	7.42	7.88 C DEH	7.69	7.44	7.84 JK	7.58	7.38	7.52	7.54	7.60
Standard Deviation	**1.77**	1.72	1.82	1.77	1.93	1.92	1.58	1.63	1.79	1.53	1.81	1.84	1.93	1.78	1.69

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 57

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**246** ***11%***	18 *10%* *7%*	10 *9%* *4%*	7 *12%* *3%*	211 *11%* *86%*	237 *11%* *96%*	9 *11%* *4%*	38 *10%* *15%*	207 *11%* *84%*	208 *11%* *85%*	102 *10%* *42%*	106 *12%* *43%*	112 *12%* *46%*
9	**365** ***16%***	32 *17%* *9%*	17 *14%* *5%*	10 *17%* *3%*	306 *16%* *84%*	353 *16%* *97%*	12 *13%* *3%*	55 *15%* *15%*	304 *16%* *83%*	310 *16%* *85%*	166 *16%* *46%*	140 *15%* *38%*	149 *16%* *41%*
8	**677** ***29%***	54 *29%* *8%*	42 *35%* *6%* QR	13 *22%* *2%*	568 *29%* *84%* Q	652 *29%* *96%*	25 *28%* *4%*	116 *32%* *17%*	553 *29%* *82%*	561 *29%* *83%*	291 *28%* *43%*	268 *30%* *40%*	288 *30%* *43%*
7	**346** ***15%***	31 *17%* *9%*	19 *16%* *5%*	11 *20%* *3%* R	285 *15%* *82%*	329 *15%* *95%*	17 *20%* *5%*	56 *15%* *16%*	285 *15%* *82%*	290 *15%* *84%*	148 *14%* *43%*	141 *16%* *41%*	147 *15%* *43%*
6	**174** ***7%***	7 *4%* *4%*	9 *7%* *5%*	4 *7%* *2%*	154 *8%* *88%* O	166 *7%* *95%*	8 *9%* *4%*	28 *8%* *16%*	145 *8%* *83%*	146 *7%* *84%*	68 *7%* *39%*	78 *9%* *45%*	80 *8%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 57

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**156** ***7%***	13 *7%* *8%*	8 *6%* *5%*	4 *7%* *2%*	132 *7%* *85%*	149 *7%* *95%*	7 *8%* *5%*	23 *6%* *15%*	132 *7%* *85%*	133 *7%* *85%*	84 *8%* *54%* YZ	49 *5%* *31%*	51 *5%* *33%*
4	**55** ***2%***	3 *2%* *5%*	1 *1%* *1%*	1 *2%* *2%*	50 *3%* *91%* P	53 *2%* *96%*	2 *2%* *4%*	10 *3%* *18%*	43 *2%* *79%*	45 *2%* *82%*	30 *3%* *54%*	15 *2%* *27%*	16 *2%* *29%*
3	**26** ***1%***	5 *2%* *18%* PR	* * *1%*	2 *3%* *7%* PR	19 *1%* *74%*	25 *1%* *96%*	1 *1%* *4%*	4 *1%* *14%*	22 *1%* *86%* YZ	22 *1%* *86%* YZ	20 *2%* *78%* YZ	2 * *8%*	2 * *8%*
2	**16** ***1%***	1 *1%* *6%*	* * *2%*	- - -	15 *1%* *92%*	16 *1%* *100%*	- - -	2 * *11%*	14 *1%* *89%*	14 *1%* *89%*	8 *1%* *49%*	6 *1%* *40%*	6 *1%* *40%*
1	**20** ***1%***	1 * *4%*	1 *1%* *6%*	* *1%* *2%*	18 *1%* *87%*	20 *1%* *100%*	- - -	* * *1%*	20 *1%* *99%*	20 *1%* *99%*	12 *1%* *60%*	8 *1%* *39%*	9 *1%* *43%*
Don't know	**241** ***10%***	23 *12%* *10%*	12 *10%* *5%*	5 *8%* *2%*	201 *10%* *83%*	234 *10%* *97%*	6 *7%* *3%*	35 *10%* *15%*	204 *11%* *85%*	206 *11%* *85%*	113 *11%* *47%*	93 *10%* *39%*	97 *10%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 57

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9/8/7	**1634** ***70%***	135 *72%* *8%*	88 *74%* *5%*	41 *71%* *2%*	1370 *70%* *84%*	1571 *70%* *96%*	63 *72%* *4%*	265 *72%* *16%*	1349 *70%* *83%*	1368 *70%* *84%*	707 *68%* *43%*	655 *72%* *40%*	697 *73%* *43%* X
Net: 10/9	**611** ***26%***	50 *27%* *8%*	28 *23%* *5%*	17 *29%* *3%*	516 *26%* *85%*	590 *26%* *97%*	21 *24%* *3%*	93 *25%* *15%*	511 *26%* *84%*	518 *27%* *85%*	268 *26%* *44%*	246 *27%* *40%*	261 *27%* *43%*
Net: 6/5/4	**385** ***17%***	23 *12%* *6%*	17 *14%* *4%*	9 *16%* *2%*	336 *17%* *87%* O	368 *16%* *95%*	17 *20%* *4%*	61 *17%* *16%*	320 *17%* *83%*	324 *17%* *84%*	183 *18%* *47%*	141 *16%* *37%*	148 *15%* *38%*
Net: 3/2/1	**62** ***3%***	6 *3%* *10%*	2 *2%* *3%*	2 *4%* *4%* P	52 *3%* *83%*	61 *3%* *98%*	1 *1%* *2%*	6 *2%* *9%*	56 *3%* *91%*	56 *3%* *91%*	40 *4%* *65%* YZ	16 *2%* *26%*	17 *2%* *28%*
Mean	**7.57**	7.62	7.67	7.54	7.56	7.57	7.53	7.63	7.56	7.56	7.44	7.69 X	7.70 X
Standard Deviation	**1.77**	1.74	1.57	1.85	1.78	1.78	1.60	1.62	1.80	1.80	1.89	1.68	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 58

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**355** ***10%***	144 *9%* *41%*	211 *10%* *59%*	36 *10%* *10%*	74 *11%* *21%*	58 *9%* *16%*	74 *12%* *21%*	47 *9%* *13%*	67 *10%* *19%*	44 *8%* *12%*	159 *9%* *45%*	151 *12%* *43%* I	106 *11%* *30%*	68 *8%* *19%*	103 *10%* *29%*
9	**367** ***10%***	160 *11%* *44%*	206 *10%* *56%*	42 *12%* *12%*	71 *10%* *19%*	62 *10%* *17%*	74 *12%* *20%*	54 *10%* *15%*	63 *9%* *17%*	47 *8%* *13%*	206 *12%* *56%* IK	114 *9%* *31%*	104 *11%* *28%*	93 *10%* *25%*	104 *10%* *28%*
8	**992** ***28%***	417 *27%* *42%*	575 *28%* *58%*	98 *27%* *10%*	186 *27%* *19%*	180 *28%* *18%*	179 *28%* *18%*	150 *28%* *15%*	198 *28%* *20%*	178 *32%* *18%* K	479 *28%* *48%*	334 *26%* *34%*	251 *26%* *25%*	259 *29%* *26%*	309 *29%* *31%*
7	**686** ***19%***	284 *19%* *41%*	402 *20%* *59%*	58 *16%* *8%*	123 *18%* *18%*	134 *21%* *20%*	122 *19%* *18%*	110 *21%* *16%*	139 *20%* *20%*	118 *21%* *17%*	334 *19%* *49%*	234 *18%* *34%*	195 *20%* *28%*	168 *19%* *24%*	205 *19%* *30%*
6	**391** ***11%***	173 *11%* *44%*	217 *11%* *56%*	41 *11%* *10%*	54 *8%* *14%*	65 *10%* *17%*	83 *13%* *21%* D	61 *12%* *16%*	86 *12%* *22%* D	68 *12%* *17%*	170 *10%* *44%*	153 *12%* *39%*	109 *11%* *28%*	91 *10%* *23%*	123 *12%* *31%*
5	**367** ***10%***	170 *11%* *46%*	197 *10%* *54%*	41 *11%* *11%*	81 *12%* *22%*	67 *10%* *18%*	60 *9%* *16%*	46 *9%* *13%*	72 *10%* *20%*	52 *9%* *14%*	178 *10%* *49%*	137 *11%* *37%*	95 *10%* *26%*	102 *12%* *28%*	104 *10%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 58

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - ITV1 ****

Base : Regular viewers of ITV1

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Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**77** ***2%***	41 *3%* *54%*	35 *2%* *46%*	8 *2%* *11%*	19 *3%* *25%*	14 *2%* *18%*	14 *2%* *18%*	7 *1%* *9%*	15 *2%* *19%*	14 *3%* *18%*	38 *2%* *49%*	25 *2%* *33%*	22 *2%* *28%*	18 *2%* *24%*	23 *2%* *30%*
3	**47** ***1%***	16 *1%* *34%*	31 *2%* *66%*	14 *4%* *29%* EF H	13 *2%* *27%* F	3 *1%* *7%*	3 *** *6%*	10 *2%* *21%* F	5 *1%* *10%*	3 *1%* *6%*	27 *2%* *58%*	17 *1%* *36%*	13 *1%* *27%*	19 *2%* *39%*	8 *1%* *17%*
2	**29** ***1%***	13 *1%* *44%*	16 *1%* *56%*	4 *1%* *12%*	8 *1%* *27%*	9 *1%* *29%*	5 *1%* *15%*	2 *** *8%*	2 *** *8%*	5 *1%* *18%*	9 *1%* *31%*	15 *1%* *51%*	11 *1%* *37%*	4 *** *13%*	10 *1%* *36%*
1	**43** ***1%***	29 *2%* *68%* B	14 *1%* *32%*	6 *2%* *14%*	9 *1%* *20%*	11 *2%* *25%* F	2 *** *5%*	8 *2%* *19%*	6 *1%* *15%*	3 *1%* *7%*	23 *1%* *53%*	17 *1%* *40%*	10 *1%* *23%*	16 *2%* *37%*	10 *1%* *23%*
Don't know	**198** ***6%***	71 *5%* *36%*	127 *6%* *64%*	15 *4%* *7%*	42 *6%* *21%*	42 *6%* *21%* F	23 *4%* *12%*	35 *7%* *18%* F	42 *6%* *21%*	21 *4%* *10%*	102 *6%* *52%*	75 *6%* *38%*	46 *5%* *23%*	49 *6%* *25%*	65 *6%* *33%*
Net: 10/9/8/7	**2399** ***68%***	1006 *66%* *42%*	1394 *69%* *58%*	234 *65%* *10%*	454 *67%* *19%*	434 *67%* *18%*	450 *70%* *19%*	361 *68%* *15%*	467 *67%* *19%*	387 *70%* *16%*	1179 *68%* *49%*	833 *66%* *35%*	655 *68%* *27%*	588 *66%* *24%*	722 *68%* *30%*
Net: 10/9	**722** ***20%***	304 *20%* *42%*	417 *21%* *58%*	78 *21%* *11%*	145 *21%* *20%*	119 *19%* *17%*	148 *23%* *21%*	101 *19%* *14%*	130 *19%* *18%*	91 *16%* *13%*	366 *21%* *51%* I	265 *21%* *37%*	210 *22%* *29%*	161 *18%* *22%*	207 *19%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 58

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 6/5/4	**834** ***23%***	385 *25%* *46%*	449 *22%* *54%*	90 *25%* *11%*	154 *23%* *18%*	146 *23%* *18%*	157 *25%* *19%*	114 *22%* *14%*	173 *25%* *21%*	134 *24%* *16%*	386 *22%* *46%*	315 *25%* *38%*	226 *24%* *27%*	212 *24%* *25%*	250 *23%* *30%*
Net: 3/2/1	**119** ***3%***	58 *4%* *48%*	61 *3%* *52%*	24 *6%* *20%* FH	29 *4%* *25%* FH	23 *4%* *19%* F	10 *1%* *8%*	20 *4%* *17%* F	13 *2%* *11%*	11 *2%* *9%*	59 *3%* *49%*	49 *4%* *41%*	33 *3%* *28%*	38 *4%* *32%*	28 *3%* *23%*
Mean	**7.25**	7.16	7.32 A	7.09	7.21	7.19	7.42 C	7.25	7.28	7.25	7.27	7.22	7.27	7.13	7.29
Standard Deviation	**1.81**	1.89	1.75	2.01	1.93	1.84	1.67	1.79	1.69	1.63	1.81	1.89	1.83	1.85	1.75

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 58

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**355** ***10%***	37 *12%* *10%*	26 *12%* *7%*	15 *13%* *4%* R	278 *10%* *78%*	338 *10%* *95%*	16 *9%* *5%*	60 *12%* *17%* YZ	289 *10%* *81%*	295 *10%* *83%*	203 *11%* *57%* YZ	93 *8%* *26%*	98 *8%* *27%*
9	**367** ***10%***	29 *9%* *8%*	23 *11%* *6%*	14 *12%* *4%*	301 *10%* *82%*	346 *10%* *94%*	21 *12%* *6%*	44 *9%* *12%*	320 *11%* *87%*	323 *11%* *88%*	201 *11%* *55%*	122 *11%* *33%*	127 *10%* *35%*
8	**992** ***28%***	88 *28%* *9%*	55 *26%* *6%*	30 *26%* *3%*	819 *28%* *83%*	946 *28%* *95%*	46 *26%* *5%*	152 *30%* *15%*	830 *28%* *84%*	838 *28%* *85%*	537 *28%* *54%*	298 *26%* *30%*	317 *26%* *32%*
7	**686** ***19%***	59 *19%* *9%*	37 *18%* *5%*	22 *19%* *3%*	568 *20%* *83%*	655 *19%* *95%*	31 *18%* *5%*	99 *20%* *14%*	577 *19%* *84%*	587 *19%* *86%*	339 *18%* *49%*	246 *21%* *36%*	256 *21%* *37%*
6	**391** ***11%***	32 *10%* *8%*	24 *12%* *6%*	12 *11%* *3%*	323 *11%* *83%*	366 *11%* *94%*	25 *14%* *6%*	55 *11%* *14%*	331 *11%* *85%*	336 *11%* *86%*	205 *11%* *52%*	129 *11%* *33%*	137 *11%* *35%*
5	**367** ***10%***	32 *10%* *9%*	22 *11%* *6%*	11 *9%* *3%*	302 *10%* *82%*	351 *10%* *96%*	16 *9%* *4%*	46 *9%* *12%*	314 *10%* *85%*	319 *10%* *87%*	186 *10%* *51%*	132 *11%* *36%*	146 *12%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 58

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**77** ***2%***	8 *2%* *10%*	3 *1%* *4%*	3 *3%* *4%*	63 *2%* *82%*	72 *2%* *94%*	5 *3%* *6%*	9 *2%* *12%*	68 *2%* *88%*	68 *2%* *88%*	39 *2%* *51%*	28 *2%* *37%*	29 *2%* *38%*
3	**47** ***1%***	5 *2%* *10%*	2 *1%* *5%*	1 *1%* *2%*	39 *1%* *83%*	46 *1%* *97%*	1 *1%* *3%*	5 *1%* *12%*	42 *1%* *88%*	42 *1%* *88%*	26 *1%* *56%*	15 *1%* *33%*	16 *1%* *33%*
2	**29** ***1%***	2 *1%* *8%*	1 *** *3%*	1 *1%* *3%*	25 *1%* *85%*	26 *1%* *90%*	3 *2%* *10%*	2 *** *6%*	28 *1%* *94%*	28 *1%* *94%*	14 *1%* *48%*	13 *1%* *46%*	14 *1%* *49%*
1	**43** ***1%***	5 *2%* *11%*	2 *1%* *4%*	1 *1%* *2%*	35 *1%* *83%*	40 *1%* *93%*	3 *2%* *7%*	10 *2%* *24%*	32 *1%* *76%*	32 *1%* *76%*	19 *1%* *46%*	13 *1%* *30%*	14 *1%* *33%*
Don't know	**198** ***6%***	19 *6%* *9%*	14 *7%* *7%*	6 *5%* *3%*	160 *6%* *81%*	189 *6%* *96%*	9 *5%* *4%*	18 *4%* *9%*	177 *6%* *90%*	180 *6%* *91%*	119 *6%* *60%*	61 *5%* *31%*	69 *6%* *35%*
Net: 10/9/8/7	**2399** ***68%***	214 *68%* *9%*	141 *68%* *6%*	80 *70%* *3%*	1965 *67%* *82%*	2285 *68%* *95%*	114 *65%* *5%*	354 *71%* *15%*	2015 *67%* *84%*	2044 *67%* *85%*	1280 *68%* *53%*	758 *66%* *32%*	797 *65%* *33%*
Net: 10/9	**722** ***20%***	67 *21%* *9%*	48 *23%* *7%*	29 *25%* *4%* R	578 *20%* *80%*	684 *20%* *95%*	37 *21%* *5%*	103 *21%* *14%*	608 *20%* *84%*	618 *20%* *86%*	404 *21%* *56%*	215 *19%* *30%*	225 *18%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 58

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 6/5/4	**834** ***23%***	72 *23%* *9%*	49 *23%* *6%*	26 *23%* *3%*	688 *24%* *82%*	788 *23%* *94%*	46 *26%* *6%*	109 *22%* *13%*	712 *24%* *85%*	723 *24%* *87%*	430 *23%* *52%*	289 *25%* *35%*	311 *25%* *37%*
Net: 3/2/1	**119** ***3%***	12 *4%* *10%*	5 *3%* *4%*	3 *2%* *2%*	99 *3%* *83%*	112 *3%* *94%*	7 *4%* *6%*	18 *4%* *15%*	101 *3%* *85%*	101 *3%* *85%*	60 *3%* *50%*	41 *4%* *35%*	44 *4%* *37%*
Mean	**7.25**	7.27	7.38	7.41	7.23	7.26	7.17	7.32	7.24	7.24	7.32 YZ	7.13	7.11
Standard Deviation	**1.81**	1.89	1.78	1.79	1.81	1.81	1.90	1.85	1.81	1.81	1.81	1.81	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 59

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**197** ***8%***	82 *8%* *42%*	115 *8%* *58%*	30 *8%* *15%*	66 *11%* *34%*	29 *8%* *15%*	26 *7%* *13%*	22 *7%* *11%*	24 *6%* *12%*	44 *9%* *22%*	109 *9%* *55%*	44 *6%* *23%*	51 *9%* *26%*	41 *7%* *21%*	70 *8%* *35%*
9	**290** ***12%***	128 *12%* *44%*	162 *12%* *56%*	45 *12%* *15%*	99 *16%* *34%* EH	40 *10%* *14%*	46 *13%* *16%* H	36 *12%* *12%*	24 *7%* *8%*	79 *17%* *27%* JK	153 *12%* *53%* K	59 *8%* *20%*	59 *10%* *20%*	67 *11%* *23%*	121 *14%* *42%*
8	**528** ***22%***	280 *26%* *53%* B	248 *18%* *47%*	79 *21%* *15%*	121 *20%* *23%*	99 *26%* *19%*	75 *20%* *14%*	72 *23%* *14%*	82 *22%* *15%*	120 *26%* *23%* J	258 *21%* *49%*	149 *20%* *28%*	108 *19%* *20%*	146 *24%* *28%*	183 *21%* *35%*
7	**382** ***16%***	176 *16%* *46%*	206 *15%* *54%*	65 *17%* *17%*	92 *15%* *24%*	50 *13%* *13%*	61 *17%* *16%*	54 *18%* *14%*	60 *16%* *16%*	78 *17%* *21%*	188 *15%* *49%*	115 *16%* *30%*	79 *14%* *21%*	89 *15%* *23%*	160 *19%* *42%*
6	**251** ***10%***	110 *10%* *44%*	140 *10%* *56%*	37 *10%* *15%*	59 *9%* *23%*	43 *11%* *17%*	48 *13%* *19%*	25 *8%* *10%*	39 *11%* *16%*	39 *8%* *16%*	140 *11%* *56%*	72 *10%* *29%*	74 *13%* *30%*	54 *9%* *22%*	81 *9%* *32%*
5	**242** ***10%***	108 *10%* *45%*	134 *10%* *55%*	38 *10%* *16%*	65 *11%* *27%*	32 *8%* *13%*	45 *12%* *19%*	26 *8%* *11%*	36 *10%* *15%*	39 *8%* *16%*	114 *9%* *47%*	88 *12%* *36%*	51 *9%* *21%*	78 *13%* *32%* N	74 *9%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 59

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**77** ***3%***	40 *4%* *52%*	36 *3%* *48%*	22 *6%* *29%* DF	16 *3%* *21%*	13 *3%* *16%*	6 *2%* *8%*	7 *2%* *9%*	14 *4%* *18%*	8 *2%* *11%*	40 *3%* *52%*	29 *4%* *37%*	21 *4%* *28%*	18 *3%* *23%*	27 *3%* *35%*
3	**43** ***2%***	16 *1%* *36%*	27 *2%* *64%*	12 *3%* *29%*	9 *1%* *20%*	6 *2%* *14%*	7 *2%* *15%*	3 *1%* *7%*	6 *2%* *14%*	4 *1%* *9%*	19 *2%* *45%*	20 *3%* *46%*	18 *3%* *41%*	7 *1%* *15%*	11 *1%* *26%*
2	**12** *	5 * *44%*	6 * *56%*	2 * *14%*	3 *1%* *29%*	2 *1%* *21%*	2 *1%* *18%*	2 *1%* *16%*	* * *2%*	4 *1%* *33%*	8 *1%* *65%*	* * *2%*	1 * *8%*	4 *1%* *34%*	2 * *20%*
1	**31** ***1%***	11 *1%* *36%*	20 *1%* *64%*	4 *1%* *12%*	5 *1%* *15%*	8 *2%* *27%*	2 *1%* *7%*	5 *2%* *17%*	7 *2%* *22%*	- - -	16 *1%* *53%* I	15 *2%* *47%* I	10 *2%* *34%*	7 *1%* *21%*	7 *1%* *23%*
Don't know	**378** ***16%***	114 *11%* *30%*	264 *19%* *70%* A	46 *12%* *12%*	87 *14%* *23%*	63 *16%* *17%*	50 *14%* *13%*	58 *19%* *15%*	74 *20%* *20%* CDF	49 *11%* *13%*	191 *15%* *50%* I	138 *19%* *37%* I	93 *16%* *25%*	88 *15%* *23%*	127 *15%* *34%*
Net: 10/9/8/7	**1396** ***57%***	666 *62%* *48%* B	731 *54%* *52%*	219 *58%* *16%*	377 *61%* *27%* H	218 *57%* *16%*	208 *57%* *15%*	184 *59%* *13%*	190 *52%* *14%*	321 *69%* *23%* JK	707 *57%* *51%* K	368 *50%* *26%*	297 *53%* *21%*	343 *57%* *25%*	533 *62%* *38%* L
Net: 10/9	**487** ***20%***	210 *20%* *43%*	277 *20%* *57%*	75 *20%* *15%*	165 *27%* *34%* EF GH	70 *18%* *14%*	72 *20%* *15%* H	57 *18%* *12%*	48 *13%* *10%*	122 *26%* *25%* JK	261 *21%* *54%* K	103 *14%* *21%*	110 *19%* *23%*	108 *18%* *22%*	191 *22%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 59

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**569** ***23%***	258 *24%* *45%*	311 *23%* *55%*	97 *25%* *17%*	139 *22%* *25%*	87 *23%* *15%*	98 *27%* *17%* G	57 *19%* *10%*	90 *24%* *16%*	86 *19%* *15%*	294 *24%* *52%* I	188 *26%* *33%* I	147 *26%* *26%*	150 *25%* *26%*	182 *21%* *32%*
Net: 3/2/1	**85** ***4%***	32 *3%* *37%*	53 *4%* *63%*	18 *5%* *21%*	17 *3%* *19%*	17 *4%* *20%*	11 *3%* *13%*	10 *3%* *12%*	13 *4%* *15%*	8 *2%* *9%*	43 *3%* *51%*	34 *5%* *40%* I	29 *5%* *34%* N	17 *3%* *20%*	20 *2%* *24%*
Mean	**7.16**	7.19	7.13	7.00	7.38 C H	7.11	7.13	7.23	6.94	7.56 JK	7.18 K	6.83	7.00	7.11	7.30 L
Standard Deviation	**1.90**	1.82	1.96	1.97	1.88	1.99	1.78	1.86	1.90	1.65	1.92	1.97	2.04	1.85	1.78

GfK NOP

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**197** ***8%***	21 *9%* *11%*	7 *9%* *4%*	7 *8%* *4%*	161 *8%* *82%*	186 *8%* *95%*	10 *7%* *5%*	29 *10%* *15%*	163 *8%* *83%*	168 *8%* *85%*	108 *9%* *55%*	60 *7%* *30%*	68 *7%* *34%*
9	**290** ***12%***	24 *10%* *8%*	9 *11%* *3%*	10 *13%* *4%*	247 *12%* *85%*	268 *12%* *92%*	22 *16%* *8%*	27 *9%* *9%*	261 *12%* *90%*	263 *12%* *91%*	149 *12%* *51%*	113 *13%* *39%*	119 *13%* *41%*
8	**528** ***22%***	57 *24%* *11%*	15 *18%* *3%*	19 *23%* *4%*	437 *22%* *83%*	504 *22%* *95%*	24 *17%* *5%*	70 *24%* *13%*	449 *21%* *85%*	458 *21%* *87%*	248 *20%* *47%*	208 *24%* *39%*	217 *23%* *41%*
7	**382** ***16%***	31 *13%* *8%*	8 *10%* *2%*	15 *18%* *4%* P	328 *16%* *86%* P	355 *16%* *93%*	27 *19%* *7%*	54 *18%* *14%*	322 *15%* *84%*	327 *15%* *86%*	187 *15%* *49%*	139 *16%* *36%*	148 *16%* *39%*
6	**251** ***10%***	26 *11%* *11%*	7 *9%* *3%*	7 *8%* *3%*	210 *10%* *84%*	228 *10%* *91%*	23 *16%* *9%* S	31 *10%* *12%*	219 *10%* *87%*	220 *10%* *88%*	133 *11%* *53%*	87 *10%* *35%*	94 *10%* *37%*
5	**242** ***10%***	20 *8%* *8%*	11 *13%* *4%*	8 *9%* *3%*	203 *10%* *84%*	222 *10%* *92%*	19 *14%* *8%*	31 *11%* *13%*	208 *10%* *86%*	210 *10%* *87%*	129 *10%* *53%*	81 *9%* *34%*	87 *9%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 59

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**77** ***3%***	4 *2%* *5%*	3 *4%* *4%*	3 *4%* *4%*	66 *3%* *87%*	74 *3%* *97%*	2 *2%* *3%*	9 *3%* *12%*	67 *3%* *88%*	67 *3%* *88%*	43 *3%* *56%*	23 *3%* *30%*	26 *3%* *34%*
3	**43** ***2%***	5 *2%* *13%*	2 *2%* *4%*	* *1%* *1%*	35 *2%* *82%*	40 *2%* *94%*	3 *2%* *6%*	5 *2%* *11%*	38 *2%* *89%*	38 *2%* *89%*	26 *2%* *60%*	12 *1%* *29%*	12 *1%* *29%*
2	**12** *****	3 *1%* *29%* R	- - -	1 *1%* *10%* R	7 * *61%*	10 * *89%*	1 *1%* *11%*	1 * *12%*	10 * *88%*	10 * *88%*	6 * *53%*	4 * *35%*	4 * *35%*
1	**31** ***1%***	4 *2%* *14%*	2 *2%* *5%*	1 *1%* *3%*	24 *1%* *78%*	31 *1%* *99%*	* * *1%*	3 *1%* *10%*	27 *1%* *87%*	28 *1%* *90%*	13 *1%* *42%*	15 *2%* *48%*	15 *2%* *49%*
Don't know	**378** ***16%***	42 *18%* *11%*	17 *21%* *4%* QR	11 *13%* *3%*	308 *15%* *82%*	368 *16%* *97%* T	10 *7%* *3%*	34 *12%* *9%*	337 *16%* *89%*	344 *16%* *91%*	212 *17%* *56%*	131 *15%* *35%*	142 *15%* *38%*
Net: 10/9/8/7	**1396** ***57%***	133 *56%* *10%*	39 *48%* *3%*	51 *63%* *4%* P	1173 *58%* *84%* P	1312 *57%* *94%*	84 *59%* *6%*	180 *61%* *13%*	1195 *57%* *86%*	1215 *57%* *87%*	692 *55%* *50%*	520 *59%* *37%*	551 *59%* *39%*
Net: 10/9	**487** ***20%***	45 *19%* *9%*	16 *20%* *3%*	17 *21%* *4%*	408 *20%* *84%*	454 *20%* *93%*	33 *23%* *7%*	56 *19%* *11%*	424 *20%* *87%*	431 *20%* *89%*	257 *20%* *53%*	173 *20%* *36%*	186 *20%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 59

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**569** ***23%***	50 *21%* *9%*	22 *27%* *4%*	17 *21%* *3%*	479 *24%* *84%*	524 *23%* *92%*	45 *31%* *8%* S	71 *24%* *12%*	493 *23%* *87%*	498 *23%* *88%*	305 *24%* *54%*	191 *22%* *34%*	207 *22%* *36%*
Net: 3/2/1	**85** ***4%***	13 *5%* *15%* R	3 *4%* *4%*	2 *3%* *3%*	66 *3%* *78%*	81 *4%* *95%*	4 *3%* *5%*	9 *3%* *11%*	75 *4%* *88%*	76 *4%* *89%*	45 *4%* *53%*	31 *4%* *36%*	31 *3%* *37%*
Mean	**7.16**	7.13	6.97	7.25	7.16	7.16	7.09	7.17	7.15	7.15	7.13	7.19	7.19
Standard Deviation	**1.90**	2.03	2.13	1.88	1.88	1.91	1.78	1.85	1.91	1.91	1.93	1.88	1.88

GfK NOP

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**4** ***14%***	2 *18%* *43%*	3 *12%* *57%*	- - -	* *9%* *9%*	1 *10%* *14%*	2 *29%* *43%*	1 *16%* *26%*	* *6%* *9%*	2 *21%* *34%*	2 *13%* *39%*	1 *11%* *27%*
9	**5** ***17%***	2 *18%* *37%*	3 *16%* *63%*	* *99%* *7%*	1 *17%* *14%*	1 *17%* *20%*	1 *10%* *12%*	1 *13%* *18%*	2 *23%* *28%*	1 *13%* *19%*	2 *16%* *41%*	2 *20%* *40%*
8	**10** ***30%***	3 *33%* *37%*	6 *29%* *63%*	* *1%* *	1 *23%* *11%*	2 *32%* *21%*	3 *38%* *26%*	2 *24%* *18%*	2 *34%* *23%*	3 *35%* *27%*	4 *28%* *39%*	3 *30%* *34%*
7	**4** ***14%***	2 *18%* *46%*	2 *11%* *54%*	- - -	1 *17%* *18%*	1 *17%* *25%*	1 *15%* *23%*	1 *11%* *18%*	1 *10%* *16%*	1 *11%* *19%*	2 *15%* *47%*	1 *14%* *35%*
6	**3** ***10%***	1 *9%* *29%*	2 *11%* *71%*	- - -	* *8%* *11%*	1 *15%* *29%*	* *5%* *9%*	1 *11%* *24%*	1 *14%* *27%*	1 *12%* *28%*	2 *15%* *60%*	* *4%* *12%*
5	**1** ***3%***	* *4%* *38%*	1 *3%* *62%*	- - -	* *9%* *38%*	- - -	- - -	1 *9%* *62%*	- - -	* *3%* *24%*	* *3%* *38%*	* *4%* *38%*
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	* ***1%**	- - -	* *2%* *100%*	- - -	* *9%* *100%*	- - -	- - -	- - -	- - -	- - -	* *3%* *100%*	- - -
2	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***11%***	* * *	3 *16%* *100%*	- - -	* *8%* *11%*	1 *10%* *19%*	* *5%* *9%*	1 *17%* *37%*	1 *13%* *24%*	* *5%* *11%*	1 *7%* *28%*	2 *19%* *61%*
Net: 10/9/8/7	**24** ***74%***	9 *87%* *40%*	14 *68%* *60%*	* *100%* *2%*	3 *66%* *12%*	5 *75%* *20%*	6 *91%* *26%*	5 *63%* *20%*	5 *74%* *20%*	6 *79%* *25%*	10 *72%* *41%*	8 *74%* *34%*
Net: 10/9	**10** ***31%***	4 *36%* *40%*	6 *28%* *60%*	* *99%* *4%*	1 *26%* *12%*	2 *27%* *17%*	3 *38%* *26%*	2 *29%* *21%*	2 *29%* *19%*	3 *34%* *26%*	4 *29%* *40%*	3 *31%* *34%*
Net: 6/5/4	**4** ***14%***	1 *13%* *31%*	3 *14%* *69%*	- - -	1 *17%* *17%*	1 *15%* *22%*	* *5%* *7%*	1 *20%* *33%*	1 *14%* *21%*	1 *16%* *27%*	2 *18%* *55%*	1 *7%* *18%*
Net: 3/2/1	* ***1%**	- - -	* *2%* *100%*	- - -	* *9%* *100%*	- - -	- - -	- - -	- - -	- - -	* *3%* *100%*	- - -
Mean	**7.94**	8.07	7.85	8.99	7.23	7.88	8.45	7.82	7.97	8.09	7.72	8.12

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.48**	1.40	1.56	-	2.25	1.32	1.31	1.72	1.25	1.51	1.66	1.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 60

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**4** ***14%***	4 *14%* *100%*	4 *13%* *91%*	* *100%* *9%*	1 *19%* *28%*	3 *13%* *72%*	3 *13%* *72%*	3 *14%* *58%*	1 *9%* *14%*	1 *8%* *14%*
9	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	* *6%* *7%*	5 *20%* *93%*	5 *20%* *93%*	3 *18%* *62%*	2 *23%* *31%*	2 *22%* *31%*
8	**10** ***30%***	10 *30%* *100%*	10 *30%* *100%*	- - -	2 *23%* *16%*	8 *32%* *84%*	8 *32%* *84%*	6 *33%* *61%*	2 *30%* *23%*	3 *33%* *26%*
7	**4** ***14%***	4 *14%* *100%*	4 *14%* *100%*	- - -	2 *24%* *37%*	3 *11%* *63%*	3 *11%* *63%*	2 *9%* *36%*	1 *16%* *27%*	1 *15%* *27%*
6	**3** ***10%***	3 *10%* *100%*	3 *11%* *100%*	- - -	1 *12%* *25%*	3 *10%* *75%*	3 *10%* *75%*	2 *12%* *64%*	* *5%* *11%*	* *5%* *11%*
5	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	* *2%* *38%*	1 *9%* *62%*	1 *9%* *62%*
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 60

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	* ***1%*** *100%*	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *2%* *100%*	* *2%* *100%*	* *2%* *100%*	- - -	- - -
2	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***11%*** *100%*	3 *11%* *100%*	3 *11%* *100%*	- - -	1 *16%* *32%*	2 *9%* *68%*	2 *9%* *68%*	2 *9%* *49%*	1 *9%* *19%*	1 *8%* *19%*
Net: 10/9/8/7	**24** ***74%*** *100%*	24 *74%* *100%*	23 *74%* *98%*	* *100%* *2%*	5 *71%* *20%*	19 *75%* *80%*	19 *75%* *80%*	13 *74%* *56%*	6 *77%* *24%*	6 *78%* *25%*
Net: 10/9	**10** ***31%*** *100%*	10 *31%* *100%*	9 *30%* *96%*	* *100%* *4%*	2 *24%* *17%*	8 *32%* *83%*	8 *32%* *83%*	6 *33%* *60%*	2 *31%* *23%*	2 *30%* *23%*
Net: 6/5/4	**4** ***14%*** *100%*	4 *14%* *100%*	4 *14%* *100%*	- - -	1 *12%* *19%*	4 *14%* *81%*	4 *14%* *81%*	3 *14%* *58%*	1 *14%* *23%*	1 *13%* *23%*
Net: 3/2/1	* ***1%*** *100%*	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *2%* *100%*	* *2%* *100%*	* *2%* *100%*	- - -	- - -
Mean	**7.94**	7.94	7.91	10.00	7.93	7.94	7.94	7.97	7.86	7.87

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 60

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.48**	1.48	1.47	-	1.50	1.51	1.51	1.56	1.49	1.45

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 61

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**74** ***6%***	26 *5%* *36%*	48 *6%* *64%*	8 *7%* *11%*	16 *6%* *22%*	10 *5%* *14%*	17 *8%* *24%*	6 *3%* *8%*	16 *6%* *21%*	5 *3%* *7%*	38 *6%* *52%*	31 *7%* *42%*	10 *3%* *14%*	19 *6%* *26%*	25 *6%* *33%*
9	**57** ***5%***	24 *5%* *43%*	33 *4%* *57%*	2 *2%* *4%*	13 *5%* *23%*	5 *3%* *9%*	15 *7%* *27%*	13 *7%* *22%*	9 *3%* *15%*	5 *3%* *10%*	38 *6%* *66%*	14 *3%* *24%*	17 *6%* *30%*	11 *4%* *20%*	16 *4%* *28%*
8	**209** ***17%***	81 *16%* *39%*	127 *17%* *61%*	19 *16%* *9%*	39 *15%* *18%*	42 *21%* *20%* F	25 *11%* *12%*	42 *22%* *20%* F	42 *16%* *20%*	26 *15%* *12%*	109 *17%* *52%*	74 *17%* *35%*	53 *17%* *26%*	71 *24%* *34%* N	51 *12%* *25%*
7	**185** ***15%***	89 *18%* *48%* B	96 *13%* *52%*	13 *11%* *7%*	47 *19%* *25%*	25 *12%* *13%*	38 *17%* *21%*	30 *15%* *16%*	33 *13%* *18%*	28 *17%* *15%*	92 *14%* *50%*	64 *15%* *35%*	46 *15%* *25%*	45 *15%* *24%*	64 *15%* *34%*
6	**155** ***12%***	67 *14%* *43%*	87 *12%* *57%*	25 *21%* *16%* DG	26 *10%* *17%*	24 *12%* *16%*	26 *11%* *17%*	16 *8%* *10%*	37 *15%* *24%*	24 *14%* *16%*	77 *12%* *50%*	53 *12%* *34%*	31 *10%* *20%*	45 *15%* *29%*	52 *12%* *33%*
5	**154** ***12%***	68 *14%* *44%*	86 *12%* *56%*	20 *17%* *13%*	32 *13%* *21%*	27 *14%* *18%*	29 *13%* *19%*	18 *9%* *12%*	29 *11%* *19%*	23 *13%* *15%*	83 *13%* *54%*	49 *11%* *31%*	40 *13%* *26%*	37 *12%* *24%*	52 *12%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 61

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**50** ***4%***	28 *6%* *56%* B	22 *3%* *44%*	12 *10%* *23%* DE GH	7 *3%* *13%*	5 *3%* *11%*	13 *6%* *25%*	6 *3%* *11%*	8 *3%* *16%*	9 *5%* *18%*	29 *4%* *57%*	12 *3%* *24%*	5 *2%* *10%*	11 *4%* *23%*	22 *5%* *44%* L
3	**33** ***3%***	14 *3%* *43%*	19 *3%* *57%*	3 *2%* *9%*	6 *2%* *18%*	6 *3%* *17%*	7 *3%* *20%*	7 *4%* *21%*	5 *2%* *16%*	3 *2%* *9%*	18 *3%* *53%*	13 *3%* *38%*	13 *4%* *39%*	4 *1%* *11%*	11 *3%* *33%*
2	**6** *	3 *1%* *44%*	3 * *56%*	* * *4%*	2 *1%* *26%*	1 *1%* *22%*	- - -	1 * *17%*	2 *1%* *31%*	1 *1%* *18%*	2 * *34%*	3 *1%* *48%*	2 *1%* *31%*	- - -	1 * *23%*
1	**25** ***2%***	7 *1%* *29%*	18 *2%* *71%*	4 *3%* *15%*	2 *1%* *9%*	7 *3%* *26%* F	1 * *3%*	6 *3%* *23%*	6 *2%* *24%*	5 *3%* *21%*	10 *2%* *39%*	10 *2%* *40%*	7 *2%* *29%*	3 *1%* *11%*	9 *2%* *38%*
Don't know	**299** ***24%***	89 *18%* *30%*	209 *28%* *70%* A	13 *11%* *4%*	63 *25%* *21%* C	47 *24%* *16%* C	57 *25%* *19%* C	49 *25%* *16%* C	69 *27%* *23%* C	40 *24%* *14%*	148 *23%* *50%*	110 *25%* *37%*	85 *27%* *28%* M	51 *17%* *17%*	111 *27%* *37%* M
Net: 10/9/8/7	**525** ***42%***	221 *44%* *42%*	304 *41%* *58%*	42 *35%* *8%*	115 *46%* *22%*	83 *41%* *16%*	96 *42%* *18%*	90 *47%* *17%*	99 *39%* *19%*	65 *38%* *12%*	278 *43%* *53%*	183 *42%* *35%*	127 *41%* *24%*	147 *49%* *28%* N	156 *38%* *30%*
Net: 10/9	**132** ***11%***	51 *10%* *39%*	81 *11%* *61%*	11 *9%* *8%*	29 *12%* *22%*	16 *8%* *12%*	33 *14%* *25%*	19 *10%* *14%*	25 *10%* *19%*	11 *6%* *8%*	76 *12%* *58%*	45 *10%* *34%*	28 *9%* *21%*	31 *10%* *23%*	41 *10%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 61

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**359** ***29%***	163 *33%* *45%* B	196 *26%* *55%*	57 *48%* *16%* DE FGH	64 *26%* *18%*	57 *28%* *16%*	68 *30%* *19%*	39 *20%* *11%*	74 *29%* *21%*	56 *33%* *16%*	189 *29%* *53%*	114 *26%* *32%*	76 *25%* *21%*	94 *31%* *26%*	125 *30%* *35%*
Net: 3/2/1	**64** ***5%***	24 *5%* *38%*	40 *5%* *62%*	7 *6%* *11%*	10 *4%* *15%*	13 *7%* *21%*	7 *3%* *11%*	14 *7%* *22%*	13 *5%* *20%*	9 *5%* *14%*	29 *5%* *46%*	25 *6%* *40%*	22 *7%* *34%* M	7 *2%* *10%*	22 *5%* *34%*
Mean	**6.60**	6.53	6.65	6.17	6.78 C	6.49	6.74	6.64	6.58	6.28	6.66	6.64	6.51	6.87 N	6.43
Standard Deviation	**1.99**	1.90	2.06	2.02	1.86	2.08	1.91	2.08	2.02	1.94	1.96	2.05	2.01	1.74	2.03

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 61

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**74** ***6%***	10 *9%* *13%*	6 *8%* *8%*	4 *11%* *6%* R	54 *5%* *73%*	64 *6%* *86%*	10 *11%* *14%* S	9 *7%* *12%*	64 *6%* *86%*	66 *6%* *88%*	44 *7%* *60%*	21 *5%* *29%*	23 *5%* *31%*
9	**57** ***5%***	6 *5%* *10%*	5 *7%* *9%*	2 *4%* *3%*	45 *4%* *78%*	52 *4%* *90%*	6 *6%* *10%*	8 *6%* *13%*	47 *4%* *81%*	50 *4%* *87%*	25 *4%* *44%*	25 *5%* *43%*	25 *5%* *43%*
8	**209** ***17%***	14 *13%* *7%*	13 *18%* *6%*	5 *13%* *2%*	176 *17%* *84%*	197 *17%* *94%*	12 *13%* *6%*	25 *21%* *12%*	183 *16%* *88%*	184 *16%* *88%*	120 *18%* *58%*	63 *13%* *30%*	71 *14%* *34%*
7	**185** ***15%***	14 *12%* *7%*	11 *14%* *6%*	6 *16%* *3%*	155 *15%* *84%*	174 *15%* *94%*	11 *13%* *6%*	12 *10%* *6%*	172 *15%* *93%*	173 *15%* *94%*	85 *13%* *46%*	88 *19%* *48%* UX	91 *18%* *49%* X
6	**155** ***12%***	14 *12%* *9%*	9 *12%* *6%*	4 *10%* *2%*	128 *13%* *83%*	141 *12%* *91%*	13 *15%* *9%*	12 *10%* *8%*	142 *13%* *92%*	143 *13%* *92%*	85 *13%* *55%*	56 *12%* *36%*	60 *12%* *39%*
5	**154** ***12%***	11 *10%* *7%*	10 *13%* *6%*	5 *13%* *3%*	129 *13%* *83%*	145 *13%* *94%*	10 *11%* *6%*	13 *11%* *8%*	139 *12%* *90%*	139 *12%* *90%*	77 *12%* *50%*	62 *13%* *40%*	66 *13%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 61

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**50** ***4%***	7 *6%* *14%*	4 *5%* *7%*	1 *2%* *2%*	39 *4%* *77%*	42 *4%* *85%*	8 *9%* *15%* S	5 *4%* *10%*	44 *4%* *88%*	45 *4%* *90%*	26 *4%* *52%*	19 *4%* *38%*	19 *4%* *38%*
3	**33** ***3%***	2 *2%* *7%*	2 *3%* *7%*	1 *2%* *3%*	28 *3%* *83%*	30 *3%* *90%*	3 *4%* *10%*	3 *3%* *9%*	30 *3%* *91%*	30 *3%* *91%*	21 *3%* *64%*	9 *2%* *27%*	9 *2%* *27%*
2	**6** *	1 *1%* *18%*	* *1%* *8%*	1 *3%* *20%* R	3 * *54%*	4 * *77%*	1 *1%* *23%*	1 *1%* *13%*	5 * *87%*	5 * *87%*	5 *1%* *83%*	* * *4%*	* * *4%*
1	**25** ***2%***	3 *2%* *11%*	2 *3%* *10%*	1 *2%* *2%*	20 *2%* *78%*	21 *2%* *85%*	4 *4%* *15%*	3 *3%* *13%*	22 *2%* *86%*	22 *2%* *87%*	15 *2%* *60%*	7 *1%* *27%*	7 *1%* *27%*
Don't know	**299** ***24%***	32 *28%* *11%* P	11 *15%* *4%*	9 *23%* *3%*	247 *24%* *83%* P	286 *25%* *96%* T	12 *14%* *4%*	28 *24%* *9%*	265 *24%* *89%*	271 *24%* *91%*	149 *23%* *50%*	120 *26%* *40%*	125 *25%* *42%*
Net: 10/9/8/7	**525** ***42%***	44 *38%* *8%*	35 *48%* *7%*	17 *45%* *3%*	429 *42%* *82%*	486 *42%* *93%*	39 *43%* *7%*	53 *45%* *10%*	466 *42%* *89%*	472 *42%* *90%*	275 *42%* *52%*	197 *42%* *38%*	210 *42%* *40%*
Net: 10/9	**132** ***11%***	16 *14%* *12%*	11 *15%* *8%* R	6 *15%* *4%* R	99 *10%* *75%*	116 *10%* *88%*	16 *18%* *12%* S	16 *14%* *12%*	110 *10%* *84%*	115 *10%* *88%*	69 *11%* *53%*	46 *10%* *35%*	48 *10%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 61

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**359** ***29%***	32 *28%* *9%*	22 *30%* *6%*	10 *25%* *3%*	295 *29%* *82%*	328 *28%* *91%*	31 *34%* *9%*	30 *25%* *8%*	325 *29%* *91%*	326 *29%* *91%*	187 *29%* *52%*	138 *29%* *38%*	144 *29%* *40%*
Net: 3/2/1	**64** ***5%***	6 *5%* *10%*	5 *7%* *8%*	3 *7%* *4%*	50 *5%* *78%*	56 *5%* *87%*	8 *9%* *13%*	7 *6%* *11%*	57 *5%* *89%*	57 *5%* *89%*	41 *6%* *64%* Z	16 *3%* *25%*	16 *3%* *25%*
Mean	**6.60**	6.62	6.62	6.70	6.59	6.61	6.44	6.75	6.58	6.59	6.58	6.60	6.64
Standard Deviation	**1.99**	2.21	2.19	2.25	1.94	1.95	2.39	2.18	1.97	1.97	2.07	1.83	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 62

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**55** ***9%***	31 *11%* *56%*	24 *8%* *44%*	15 *11%* *28%*	11 *7%* *20%*	10 *10%* *19%*	12 *16%* *22%*	4 *10%* *8%*	2 *3%* *3%*	6 *8%* *11%*	26 *8%* *47%*	23 *12%* *42%*	26 *18%* *47%* MN	5 *4%* *10%*	15 *8%* *27%*
9	**40** ***7%***	21 *8%* *54%*	18 *6%* *46%*	9 *6%* *22%*	14 *9%* *35%*	5 *5%* *12%*	9 *12%* *23%*	2 *4%* *4%*	2 *3%* *4%*	5 *7%* *12%*	22 *7%* *55%*	13 *7%* *32%*	17 *12%* *42%* M	3 *2%* *8%*	16 *9%* *40%*
8	**130** ***22%***	61 *21%* *47%*	69 *24%* *53%*	28 *21%* *21%*	41 *25%* *31%*	23 *21%* *17%*	13 *17%* *10%*	8 *19%* *6%*	17 *32%* *13%*	15 *20%* *12%*	85 *28%* *65%* K	30 *15%* *23%*	30 *21%* *23%*	43 *30%* *33%*	42 *22%* *32%*
7	**67** ***12%***	32 *11%* *48%*	35 *12%* *52%*	11 *9%* *17%*	24 *15%* *36%*	14 *13%* *21%*	10 *13%* *14%*	4 *8%* *5%*	4 *7%* *6%*	11 *15%* *16%*	31 *10%* *47%*	25 *13%* *37%*	14 *10%* *21%*	18 *13%* *28%*	19 *10%* *28%*
6	**43** ***7%***	21 *7%* *50%*	21 *7%* *50%*	11 *8%* *26%*	8 *5%* *18%*	9 *8%* *20%*	4 *5%* *10%*	4 *9%* *9%*	7 *14%* *17%*	5 *7%* *13%*	21 *7%* *49%*	17 *9%* *39%*	3 *2%* *6%*	11 *8%* *26%*	17 *9%* *39%* L
5	**63** ***11%***	38 *13%* *61%*	24 *8%* *39%*	10 *7%* *15%*	28 *17%* *45%* H	10 *10%* *17%*	7 *9%* *11%*	6 *15%* *10%* H	1 *2%* *2%*	8 *11%* *13%*	41 *13%* *65%*	14 *7%* *22%*	14 *10%* *22%*	22 *15%* *35%*	18 *10%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 62

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**25** ***4%***	17 *6%* *67%*	8 *3%* *33%*	9 *7%* *36%*	4 *3%* *17%*	4 *4%* *16%*	4 *5%* *15%*	- - -	4 *7%* *16%*	3 *4%* *11%*	7 *2%* *29%*	15 *8%* *59%* J	2 *1%* *7%*	7 *5%* *28%*	12 *6%* *46%*
3	**11** ***2%***	7 *2%* *67%*	4 *1%* *33%*	7 *5%* *64%*	1 *** *6%*	3 *3%* *30%*	- - -	- - -	- - -	1 *1%* *5%*	3 *1%* *30%*	7 *4%* *65%*	3 *2%* *24%*	- - -	5 *3%* *45%*
2	**11** ***2%***	2 *1%* *23%*	8 *3%* *77%*	5 *4%* *48%*	1 *1%* *12%*	4 *4%* *36%*	- - -	- - -	* *1%* *4%*	* * *2%*	6 *2%* *52%*	5 *3%* *46%*	7 *5%* *62%*	- - -	3 *2%* *31%*
1	**26** ***5%***	14 *5%* *52%*	12 *4%* *48%*	13 *10%* *51%*	5 *3%* *20%*	5 *5%* *20%*	2 *3%* *9%*	- - -	- - -	2 *2%* *7%*	14 *5%* *55%*	10 *5%* *38%*	5 *4%* *21%*	4 *3%* *14%*	14 *7%* *52%*
Don't know	**108** ***19%***	41 *14%* *38%*	67 *23%* *62%* A	15 *11%* *14%*	25 *16%* *23%*	21 *20%* *20%*	15 *20%* *14%*	14 *34%* *13%* CD	16 *30%* *15%* CD	19 *26%* *18%*	51 *17%* *48%*	37 *19%* *34%*	24 *17%* *22%*	27 *19%* *25%*	28 *15%* *26%*
Net: 10/9/8/7	**291** ***50%***	145 *51%* *50%*	146 *50%* *50%*	63 *47%* *22%*	90 *55%* *31%*	52 *48%* *18%*	44 *57%* *15%*	18 *42%* *6%*	25 *46%* *8%*	37 *49%* *13%*	163 *53%* *56%*	90 *47%* *31%*	86 *60%* *30%*	70 *50%* *24%*	91 *49%* *31%*
Net: 10/9	**95** ***16%***	52 *18%* *55%*	42 *15%* *45%*	24 *18%* *25%*	25 *16%* *27%*	15 *14%* *16%*	21 *27%* *22%* H	6 *15%* *7%*	3 *6%* *4%*	11 *15%* *12%*	48 *16%* *50%*	36 *18%* *38%*	43 *30%* *45%* MN	9 *6%* *9%*	31 *16%* *33%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 62

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**130** ***23%***	77 *27%* *59%*	54 *18%* *41%*	30 *22%* *23%*	40 *25%* *31%*	23 *21%* *18%*	15 *20%* *12%*	10 *24%* *8%*	13 *23%* *10%*	16 *22%* *13%*	69 *23%* *53%*	45 *23%* *34%*	18 *13%* *14%*	40 *29%* *31%* L	46 *25%* *36%* L
Net: 3/2/1	**47** ***8%***	23 *8%* *49%*	24 *8%* *51%*	25 *19%* *53%* DF GH	7 *4%* *15%*	12 *11%* *26%* GH	2 *3%* *5%*	- - -	* *1%* *1%*	3 *3%* *5%*	23 *8%* *49%*	22 *11%* *46%*	15 *10%* *31%*	4 *3%* *8%*	22 *12%* *46%* M
Mean	**6.74**	6.69	6.80	6.15	6.89	6.53	7.38 C	7.31	7.06	6.99	6.82	6.52	7.25	6.72	6.46
Standard Deviation	**2.38**	2.39	2.37	2.87	2.07	2.49	2.23	1.74	1.63	2.06	2.30	2.59	2.60	1.86	2.55

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 62

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**55** ***9%***	6 *10%* *10%*	2 *5%* *3%*	1 *9%* *3%*	46 *10%* *84%*	52 *10%* *95%*	3 *7%* *5%*	55 *9%* *100%*	55 *9%* *100%*	37 *11%* *67%*	18 *8%* *33%*	18 *7%* *33%*
9	**40** ***7%***	1 *1%* *1%*	3 *8%* *6%* O	1 *4%* *2%*	36 *8%* *91%* O	36 *7%* *91%*	4 *10%* *9%*	40 *7%* *100%*	40 *7%* *100%*	27 *8%* *69%*	12 *5%* *31%*	13 *5%* *33%*
8	**130** ***22%***	8 *13%* *6%*	4 *12%* *3%*	3 *21%* *3%*	115 *24%* *88%* OP	127 *24%* *98%* T	3 *7%* *2%*	130 *22%* *100%*	130 *22%* *100%*	62 *18%* *48%*	68 *29%* *52%* X	69 *28%* *53%* X
7	**67** ***12%***	10 *18%* *16%*	3 *10%* *5%*	2 *11%* *3%*	51 *11%* *77%*	63 *12%* *95%*	3 *9%* *5%*	67 *12%* *100%*	67 *12%* *100%*	46 *14%* *70%*	20 *9%* *30%*	24 *10%* *36%*
6	**43** ***7%***	5 *9%* *13%*	5 *15%* *11%* R	2 *13%* *5%*	31 *6%* *71%*	37 *7%* *87%*	6 *15%* *13%*	43 *7%* *100%*	43 *7%* *100%*	22 *7%* *53%*	20 *9%* *47%*	24 *10%* *56%*
5	**63** ***11%***	4 *6%* *6%*	3 *10%* *5%*	2 *13%* *3%*	54 *11%* *86%*	57 *11%* *92%*	5 *14%* *8%*	63 *11%* *100%*	63 *11%* *100%*	41 *12%* *65%*	22 *9%* *35%*	22 *9%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 62

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**25** ***4%***	3 *6%* *13%*	1 *2%* *3%*	1 *5%* *3%*	20 *4%* *81%*	24 *4%* *96%*	1 *3%* *4%*	25 *4%* *100%*	25 *4%* *100%*	12 *3%* *48%*	13 *6%* *52%*	13 *5%* *52%*
3	**11** ***2%***	2 *4%* *19%*	1 *3%* *10%*	* *1%* *2%*	7 *2%* *69%*	10 *2%* *92%*	1 *2%* *8%*	11 *2%* *100%*	11 *2%* *100%*	6 *2%* *52%*	5 *2%* *48%*	5 *2%* *48%*
2	**11** ***2%***	* *1%* *4%*	- - -	* *3%* *4%*	10 *2%* *92%*	10 *2%* *90%*	1 *3%* *10%*	11 *2%* *100%*	11 *2%* *100%*	10 *3%* *96%* Z	* * *4%*	* * *4%*
1	**26** ***5%***	1 *2%* *5%*	1 *4%* *5%*	1 *4%* *3%*	23 *5%* *87%*	22 *4%* *84%*	4 *11%* *16%*	26 *5%* *100%*	26 *5%* *100%*	17 *5%* *65%*	9 *4%* *35%*	9 *4%* *36%*
Don't know	**108** ***19%***	17 *30%* *16%* QR	9 *30%* *9%* R	2 *16%* *2%*	78 *17%* *73%*	100 *19%* *93%*	8 *20%* *7%*	108 *19%* *100%*	108 *19%* *100%*	62 *18%* *58%*	45 *19%* *42%*	50 *20%* *46%*
Net: 10/9/8/7	**291** ***50%***	24 *42%* *8%*	11 *36%* *4%*	7 *45%* *2%*	248 *53%* *85%* P	278 *52%* *96%* T	12 *33%* *4%*	291 *50%* *100%*	291 *50%* *100%*	172 *50%* *59%*	118 *51%* *41%*	125 *50%* *43%*
Net: 10/9	**95** ***16%***	6 *11%* *7%*	4 *13%* *4%*	2 *13%* *2%*	82 *17%* *87%*	88 *16%* *93%*	6 *16%* *7%*	95 *16%* *100%*	95 *16%* *100%*	64 *19%* *68%*	31 *13%* *32%*	31 *13%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 62

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**130** ***23%***	12 *21%* *9%*	8 *27%* *6%*	5 *31%* *4%*	105 *22%* *80%*	118 *22%* *91%*	12 *32%* *9%*	130 *23%* *100%*	130 *23%* *100%*	75 *22%* *58%*	55 *24%* *42%*	59 *24%* *46%*
Net: 3/2/1	**47** ***8%***	4 *6%* *8%*	2 *8%* *5%*	1 *9%* *3%*	40 *8%* *84%*	41 *8%* *87%*	6 *16%* *13%*	47 *8%* *100%*	47 *8%* *100%*	33 *10%* *69%*	15 *6%* *31%*	15 *6%* *31%*
Mean	**6.74**	6.66	6.49	6.49	6.77	6.80	5.86	6.74	6.74	6.69	6.82	6.82
Standard Deviation	**2.38**	2.21	2.29	2.41	2.40	2.34	2.75	2.38	2.38	2.48	2.22	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 63

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**29** ***10%***	18 *11%* *60%*	12 *8%* *40%*	3 *10%* *10%*	4 *6%* *13%*	6 *13%* *20%*	8 *13%* *26%*	1 *3%* *5%*	8 *13%* *26%*	10 *14%* *33%*	12 *8%* *41%*	8 *9%* *26%*	8 *14%* *27%*	5 *7%* *16%*	12 *10%* *41%*
9	**31** ***10%***	17 *11%* *55%*	14 *10%* *45%*	* *1%* *1%*	5 *9%* *17%*	6 *13%* *19%*	9 *16%* *30%* H	8 *18%* *27%* H	2 *3%* *5%*	4 *6%* *13%*	20 *14%* *64%*	7 *8%* *23%*	7 *14%* *24%*	2 *3%* *6%*	16 *13%* *50%*
8	**63** ***21%***	36 *23%* *57%*	27 *19%* *43%*	3 *11%* *5%*	13 *22%* *21%*	10 *20%* *15%*	15 *26%* *24%*	9 *19%* *14%*	13 *22%* *21%*	21 *31%* *33%*	26 *18%* *42%*	16 *18%* *25%*	14 *27%* *23%*	18 *29%* *28%*	19 *16%* *30%*
7	**45** ***15%***	24 *15%* *53%*	21 *15%* *47%*	9 *32%* *21%*	10 *17%* *22%*	4 *9%* *9%*	11 *18%* *23%*	6 *12%* *13%*	5 *9%* *12%*	10 *15%* *22%*	19 *13%* *41%*	17 *19%* *37%*	13 *23%* *28%*	9 *14%* *19%*	18 *15%* *40%*
6	**21** ***7%***	9 *5%* *41%*	12 *9%* *59%*	2 *7%* *9%*	4 *7%* *20%*	5 *10%* *22%*	2 *3%* *8%*	4 *9%* *20%*	4 *7%* *21%*	5 *8%* *26%*	10 *7%* *47%*	6 *7%* *27%*	2 *4%* *11%*	7 *11%* *31%*	6 *5%* *29%*
5	**24** ***8%***	14 *9%* *59%*	10 *7%* *41%*	7 *24%* *29%*	3 *5%* *12%*	3 *6%* *12%*	4 *7%* *16%*	3 *8%* *14%*	4 *7%* *17%*	- - -	10 *7%* *43%* I	14 *16%* *57%* I	1 *2%* *5%*	4 *7%* *17%*	10 *8%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 63

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**5** ***2%***	3 *2%* *64%*	2 *1%* *36%*	- - -	- - -	4 *8%* *80%*	- - -	- - -	1 *2%* *20%*	1 *1%* *12%*	3 *2%* *68%*	1 *1%* *20%*	- - -	- - -	3 *3%* *68%*
3	**4** ***1%***	2 *1%* *62%*	1 *1%* *38%*	- - -	2 *3%* *57%*	- - -	1 *2%* *31%*	- - -	* *1%* *12%*	1 *2%* *38%*	1 *1%* *35%*	1 *1%* *27%*	- - -	- - -	1 *1%* *38%*
2	**1** *****	1 *1%* *81%*	* * *19%*	- - -	1 *2%* *81%*	- - -	- - -	* *1%* *19%*	- - -	- - -	1 *1%* *81%*	* * *19%*	- - -	- - -	1 *1%* *81%*
1	**6** ***2%***	- - -	6 *4%* *100%* A	- - -	1 *2%* *25%*	* *1%* *5%*	1 *2%* *21%*	- - -	3 *5%* *48%*	* * *5%*	4 *3%* *66%*	2 *2%* *29%*	1 *2%* *19%*	- - -	4 *4%* *75%*
Don't know	**70** ***24%***	34 *22%* *49%*	36 *26%* *51%*	4 *15%* *6%*	17 *27%* *24%*	10 *20%* *14%*	7 *13%* *11%*	14 *30%* *20%*	19 *31%* *26%* F	15 *22%* *21%*	38 *26%* *55%*	17 *19%* *24%*	7 *13%* *10%*	19 *30%* *26%*	30 *25%* *43%*
Net: 10/9/8/7	**168** ***56%***	95 *60%* *56%*	74 *52%* *44%*	16 *55%* *9%*	32 *53%* *19%*	25 *54%* *15%*	42 *74%* *25%* H	24 *53%* *14%*	28 *47%* *17%*	45 *66%* *26%*	77 *53%* *46%*	47 *54%* *28%*	42 *78%* *25%* MN	33 *53%* *19%*	65 *53%* *38%*
Net: 10/9	**60** ***20%***	35 *22%* *58%*	26 *18%* *42%*	3 *12%* *6%*	9 *15%* *15%*	12 *25%* *20%*	17 *29%* *28%*	10 *21%* *16%*	9 *16%* *15%*	14 *20%* *23%*	32 *22%* *53%*	15 *17%* *24%*	15 *28%* *25%*	6 *10%* *11%*	28 *23%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 63

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**50** ***17%***	26 *17%* *52%*	24 *17%* *48%*	9 *31%* *18%*	7 *12%* *14%*	12 *25%* *23%*	5 *9%* *11%*	8 *17%* *15%*	10 *16%* *19%*	6 *9%* *12%*	24 *16%* *48%*	20 *23%* *41%* I	4 *7%* *7%*	11 *17%* *21%*	20 *16%* *39%*
Net: 3/2/1	**11** ***4%***	3 *2%* *31%*	7 *5%* *69%*	- - -	5 *8%* *43%*	* *1%* *3%*	2 *4%* *22%*	* *1%* *2%*	3 *5%* *30%*	2 *2%* *16%*	6 *4%* *57%*	3 *3%* *27%*	1 *2%* *10%*	- - -	7 *6%* *63%*
Mean	**7.32**	7.50	7.12	6.89	7.07	7.40	7.70	7.54	7.14	7.83 K	7.26	7.03	7.88	7.47	7.15
Standard Deviation	**1.97**	1.78	2.16	1.61	2.13	1.98	1.88	1.49	2.37	1.60	2.11	1.95	1.65	1.37	2.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 63

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**29** ***10%***	2 *6%* *8%*	2 *11%* *7%*	1 *7%* *2%*	25 *10%* *84%*	27 *10%* *91%*	3 *11%* *9%*	29 *10%* *100%*	29 *10%* *100%*	17 *11%* *59%*	12 *8%* *41%*	14 *9%* *48%*
9	**31** ***10%***	4 *10%* *11%*	1 *8%* *4%*	1 *13%* *4%*	25 *10%* *80%*	30 *11%* *97%*	1 *4%* *3%*	31 *10%* *100%*	31 *10%* *100%*	18 *11%* *58%*	13 *9%* *42%*	16 *10%* *51%*
8	**63** ***21%***	7 *19%* *10%*	3 *16%* *5%*	2 *25%* *4%*	51 *22%* *81%*	55 *20%* *88%*	8 *33%* *12%*	63 *21%* *100%*	63 *21%* *100%*	21 *13%* *33%*	41 *29%* *65%* X	43 *28%* *69%* X
7	**45** ***15%***	3 *8%* *6%*	3 *14%* *6%*	1 *8%* *1%*	39 *16%* *86%*	44 *16%* *98%*	1 *4%* *2%*	45 *15%* *100%*	45 *15%* *100%*	24 *16%* *54%*	21 *15%* *46%*	22 *14%* *49%*
6	**21** ***7%***	3 *8%* *14%*	2 *10%* *9%*	1 *14%* *6%*	15 *6%* *72%*	19 *7%* *89%*	2 *10%* *11%*	21 *7%* *100%*	21 *7%* *100%*	14 *9%* *65%*	7 *5%* *33%*	7 *5%* *33%*
5	**24** ***8%***	6 *17%* *25%* R	2 *10%* *7%*	1 *11%* *4%*	15 *7%* *64%*	22 *8%* *91%*	2 *9%* *9%*	24 *8%* *100%*	24 *8%* *100%*	13 *8%* *55%*	11 *8%* *45%*	12 *7%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 63

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**5** ***2%***	1 *4%* *26%*	- - -	* *3%* *6%*	3 *1%* *68%*	4 *1%* *82%*	1 *4%* *18%*	5 *2%* *100%*	5 *2%* *100%*	2 *1%* *38%*	3 *2%* *62%*	3 *2%* *62%*
3	**4** ***1%***	1 *4%* *35%*	1 *5%* *27%* R	- - -	1 *1%* *38%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	3 *2%* *85%*	1 * *15%*	1 * *15%*
2	**1** *	- - -	- - -	* *3%* *19%*	1 * *81%*	* * *19%*	1 *5%* *81%*	1 * *100%*	1 * *100%*	1 *1%* *81%*	* * *19%*	* * *19%*
1	**6** ***2%***	- - -	* *2%* *5%*	- - -	5 *2%* *95%*	6 *2%* *100%*	- - -	6 *2%* *100%*	6 *2%* *100%*	1 *1%* *21%*	4 *3%* *79%*	4 *3%* *79%*
Don't know	**70** ***24%***	8 *24%* *12%*	4 *24%* *6%*	1 *16%* *2%*	56 *24%* *80%*	66 *24%* *93%*	5 *20%* *7%*	70 *24%* *100%*	70 *24%* *100%*	40 *26%* *57%*	30 *21%* *43%*	32 *21%* *45%*
Net: 10/9/8/7	**168** ***56%***	15 *44%* *9%*	9 *49%* *5%*	5 *53%* *3%*	140 *59%* *83%*	156 *57%* *93%*	12 *52%* *7%*	168 *56%* *100%*	168 *56%* *100%*	81 *52%* *48%*	87 *61%* *51%*	96 *62%* *57%*
Net: 10/9	**60** ***20%***	6 *16%* *10%*	3 *18%* *5%*	2 *20%* *3%*	50 *21%* *82%*	57 *21%* *94%*	3 *15%* *6%*	60 *20%* *100%*	60 *20%* *100%*	35 *23%* *58%*	25 *18%* *42%*	30 *19%* *50%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 63

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**50** ***17%***	10 *29%* *20%* R	4 *20%* *7%*	3 *28%* *5%* R	34 *14%* *68%*	45 *16%* *89%*	5 *23%* *11%*	50 *17%* *100%*	50 *17%* *100%*	29 *19%* *57%*	21 *15%* *42%*	22 *14%* *43%*
Net: 3/2/1	**11** ***4%***	1 *4%* *12%*	1 *7%* *12%*	* *3%* *2%*	8 *3%* *74%*	10 *3%* *90%*	1 *5%* *10%*	11 *4%* *100%*	11 *4%* *100%*	5 *3%* *51%*	5 *4%* *49%*	5 *3%* *49%*
Mean	**7.32**	6.87	7.02	7.14	7.42	7.34	7.14	7.32	7.32	7.33	7.31	7.39
Standard Deviation	**1.97**	1.97	2.19	2.02	1.95	1.96	2.13	1.97	1.97	1.96	1.99	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 64

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**250** ***17%***	154 *19%* *62%*	96 *15%* *38%*	24 *26%* *10%* FG	46 *17%* *18%*	47 *19%* *19%*	39 *13%* *16%*	32 *13%* *13%*	62 *21%* *25%* FG	30 *11%* *12%*	124 *17%* *50%* I	96 *22%* *38%* I	63 *17%* *25%*	53 *17%* *21%*	86 *17%* *34%*
9	**348** ***24%***	184 *22%* *53%*	164 *26%* *47%*	26 *28%* *7%*	61 *22%* *18%*	64 *26%* *18%*	77 *26%* *22%* H	64 *26%* *18%*	55 *19%* *16%*	71 *25%* *20%*	194 *26%* *56%* K	83 *19%* *24%*	83 *22%* *24%*	76 *23%* *22%*	132 *27%* *38%*
8	**465** ***32%***	254 *31%* *55%*	210 *33%* *45%*	29 *31%* *6%*	96 *34%* *21%*	73 *30%* *16%*	99 *34%* *21%*	72 *29%* *15%*	96 *32%* *21%*	108 *39%* *23%* K	233 *32%* *50%*	124 *28%* *27%*	128 *34%* *28%*	117 *36%* *25%*	142 *29%* *31%*
7	**173** ***12%***	107 *13%* *62%*	67 *11%* *38%*	4 *4%* *2%*	38 *14%* *22%*	30 *12%* *17%*	33 *11%* *19%*	36 *15%* *21%* C	31 *11%* *18%*	36 *13%* *21%*	85 *12%* *49%*	52 *12%* *30%*	44 *12%* *26%*	32 *10%* *18%*	64 *13%* *37%*
6	**91** ***6%***	50 *6%* *55%*	41 *6%* *45%*	1 *2%* *2%*	13 *5%* *14%*	11 *5%* *13%*	23 *8%* *25%*	21 *9%* *23%*	21 *7%* *23%*	9 *3%* *10%*	45 *6%* *49%*	37 *8%* *40%* I	32 *9%* *36%*	22 *7%* *24%*	23 *5%* *26%*
5	**55** ***4%***	36 *4%* *66%*	19 *3%* *34%*	- - -	13 *5%* *24%*	10 *4%* *18%*	10 *4%* *19%*	7 *3%* *12%*	15 *5%* *27%*	13 *5%* *24%*	31 *4%* *56%*	11 *3%* *20%*	12 *3%* *21%*	14 *4%* *25%*	18 *4%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 64

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**28** ***2%***	14 *2%* *48%*	15 *2%* *52%*	7 *7%* *24%* DGH	2 *1%* *6%*	5 *2%* *18%*	8 *3%* *28%*	3 *1%* *11%*	4 *1%* *13%*	5 *2%* *17%*	13 *2%* *47%*	10 *2%* *35%*	3 *1%* *12%*	5 *2%* *18%*	16 *3%* *58%*
3	**11** ***1%***	4 *** *34%*	8 *1%* *66%*	- - -	- - -	4 *2%* *33%*	1 *** *8%*	2 *1%* *17%*	5 *2%* *42%*	2 *1%* *18%*	5 *1%* *42%*	4 *1%* *39%*	2 *1%* *19%*	2 *1%* *20%*	4 *1%* *36%*
2	**8** ***1%***	6 *1%* *82%*	1 *** *18%*	- - -	5 *2%* *72%* F	1 *1%* *18%*	- - -	- - -	1 *** *10%*	* * *6%*	1 *** *7%*	7 *2%* *87%* J	5 *1%* *72%* N	* * *	- - -
1	**3** ***	2 *** *50%*	2 *** *50%*	- - -	1 *** *33%*	- - -	1 *** *17%*	- - -	2 *1%* *50%*	- - -	1 *** *33%*	2 *** *67%*	- - -	- - -	3 *1%* *83%*
Don't know	**20** ***1%***	10 *1%* *49%*	11 *2%* *51%*	2 *2%* *11%* F	2 *1%* *10%*	2 *1%* *9%*	- - -	6 *3%* *32%* F	8 *3%* *39%* F	5 *2%* *26%*	6 *1%* *27%*	9 *2%* *46%*	4 *1%* *22%*	1 *** *7%*	6 *1%* *30%*
Net: 10/9/8/7	**1236** ***85%***	699 *85%* *57%*	537 *85%* *43%*	83 *89%* *7%*	241 *87%* *20%*	215 *87%* *17%*	249 *85%* *20%*	204 *84%* *16%*	244 *82%* *20%*	245 *87%* *20%*	636 *86%* *51%*	355 *82%* *29%*	319 *84%* *26%*	278 *86%* *23%*	424 *86%* *34%*
Net: 10/9	**598** ***41%***	338 *41%* *57%*	260 *41%* *43%*	50 *53%* *8%*	107 *39%* *18%*	111 *45%* *19%*	116 *40%* *19%*	96 *39%* *16%*	117 *39%* *20%*	100 *36%* *17%*	318 *43%* *53%*	179 *41%* *30%*	147 *39%* *25%*	129 *40%* *22%*	218 *44%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 64

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**174** ***12%***	100 *12%* *57%*	74 *12%* *43%*	8 *9%* *5%*	28 *10%* *16%*	26 *11%* *15%*	41 *14%* *24%*	31 *13%* *18%*	39 *13%* *23%*	27 *10%* *16%*	89 *12%* *51%*	58 *13%* *33%*	47 *13%* *27%*	41 *13%* *24%*	57 *12%* *33%*
Net: 3/2/1	**22** ***2%***	12 *1%* *53%*	10 *2%* *47%*	- - -	7 *2%* *29%*	5 *2%* *23%*	1 *1%* *7%*	2 *1%* *9%*	7 *2%* *32%*	3 *1%* *11%*	6 *1%* *29%*	13 *3%* *60%* J	8 *2%* *35%*	2 *1%* *10%*	7 *1%* *31%*
Mean	**8.06**	8.07	8.06	8.44	8.01	8.12	8.02	8.03	8.03	8.02	8.12	8.00	8.02	8.11	8.07
Standard Deviation	**1.57**	1.59	1.55	1.57	1.63	1.61	1.47	1.42	1.69	1.39	1.49	1.80	1.57	1.44	1.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 64

Absolutes/col/row percents

9 Jul 2009

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		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**250** ***17%***	24 *18%* *10%*	14 *18%* *6%*	9 *23%* *3%* R	203 *17%* *81%*	222 *17%* *89%*	28 *18%* *11%*	250 *17%* *100%*	250 *17%* *100%*	160 *18%* *64%*	90 *17%* *36%*	91 *16%* *37%*
9	**348** ***24%***	32 *23%* *9%*	18 *22%* *5%*	7 *18%* *2%*	292 *24%* *84%*	323 *25%* *93%* T	25 *16%* *7%*	348 *24%* *100%*	348 *24%* *100%*	223 *24%* *64%*	124 *23%* *36%*	133 *24%* *38%*
8	**465** ***32%***	43 *31%* *9%*	24 *29%* *5%*	11 *30%* *2%*	387 *32%* *83%*	416 *32%* *90%*	49 *32%* *10%*	465 *32%* *100%*	465 *32%* *100%*	285 *31%* *61%*	177 *33%* *38%*	185 *33%* *40%*
7	**173** ***12%***	16 *12%* *9%*	13 *16%* *8%*	4 *11%* *2%*	140 *12%* *81%*	148 *11%* *86%*	25 *16%* *14%*	173 *12%* *100%*	173 *12%* *100%*	109 *12%* *63%*	63 *12%* *36%*	66 *12%* *38%*
6	**91** ***6%***	8 *6%* *9%*	3 *4%* *3%*	2 *6%* *3%*	78 *7%* *86%*	84 *6%* *92%*	7 *5%* *8%*	91 *6%* *100%*	91 *6%* *100%*	57 *6%* *62%*	34 *6%* *38%*	34 *6%* *38%*
5	**55** ***4%***	5 *4%* *10%*	4 *5%* *7%*	2 *6%* *4%*	43 *4%* *79%*	46 *4%* *85%*	8 *5%* *15%*	55 *4%* *100%*	55 *4%* *100%*	37 *4%* *68%*	17 *3%* *31%*	17 *3%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 64

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**28** ***2%***	2 *2%* *8%*	* *1%* *2%*	1 *2%* *2%*	25 *2%* *88%*	22 *2%* *76%*	7 *4%* *24%* S	28 *2%* *100%*	28 *2%* *100%*	18 *2%* *62%*	11 *2%* *38%*	11 *2%* *38%*
3	**11** ***1%***	2 *1%* *13%*	1 *1%* *7%*	1 *1%* *5%*	9 *1%* *75%*	11 *1%* *100%*	- - -	11 *1%* *100%*	11 *1%* *100%*	7 *1%* *58%*	5 *1%* *42%*	5 *1%* *42%*
2	**8** ***1%***	2 *1%* *24%*	- - -	* *1%* *3%*	5 * *72%*	8 *1%* *100%*	* * *	8 *1%* *100%*	8 *1%* *100%*	5 *1%* *64%*	3 *1%* *36%*	3 * *36%*
1	**3** *	- - -	1 *1%* *17%*	- - -	3 * *83%*	2 * *67%*	1 *1%* *33%*	3 * *100%*	3 * *100%*	2 * *50%*	2 * *50%*	2 * *50%*
Don't know	**20** ***1%***	4 *3%* *18%* R	4 *5%* *20%* R	1 *2%* *3%*	12 *1%* *58%*	18 *1%* *86%*	3 *2%* *14%*	20 *1%* *100%*	20 *1%* *100%*	11 *1%* *55%*	9 *2%* *45%*	9 *2%* *45%*
Net: 10/9/8/7	**1236** ***85%***	115 *84%* *9%*	69 *84%* *6%*	30 *82%* *2%*	1021 *85%* *83%*	1109 *85%* *90%*	127 *83%* *10%*	1236 *85%* *100%*	1236 *85%* *100%*	778 *85%* *63%*	453 *85%* *37%*	476 *86%* *39%*
Net: 10/9	**598** ***41%***	56 *41%* *9%*	32 *39%* *5%*	15 *42%* *3%*	494 *41%* *83%*	544 *42%* *91%*	53 *35%* *9%*	598 *41%* *100%*	598 *41%* *100%*	383 *42%* *64%*	214 *40%* *36%*	224 *40%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 64

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**174** ***12%***	16 *11%* *9%*	7 *9%* *4%*	5 *14%* *3%*	146 *12%* *84%*	152 *12%* *87%*	22 *14%* *13%*	174 *12%* *100%*	174 *12%* *100%*	112 *12%* *64%*	62 *12%* *35%*	62 *11%* *36%*
Net: 3/2/1	**22** ***2%***	3 *2%* *15%*	1 *2%* *6%*	1 *2%* *4%*	17 *1%* *75%*	21 *2%* *95%*	1 *1%* *5%*	22 *2%* *100%*	22 *2%* *100%*	13 *1%* *59%*	9 *2%* *41%*	9 *2%* *41%*
Mean	**8.06**	8.03	8.08	8.05	8.07	8.08	7.89	8.06	8.06	8.07	8.05	8.07
Standard Deviation	**1.57**	1.66	1.56	1.74	1.56	1.56	1.68	1.57	1.57	1.57	1.58	1.56

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 65

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**4** ***9%***	4 *13%* *89%*	* *2%* *11%*	1 *9%* *16%*	- - -	- - -	- - -	- - -	4 *16%* *84%*	- - -	2 *9%* *36%*	3 *11%* *64%*	- - -	2 *16%* *54%*	- - -
9	**11** ***22%***	5 *17%* *46%*	6 *31%* *54%*	1 *12%* *8%*	2 *32%* *20%*	3 *95%* *29%*	1 *32%* *12%*	3 *48%* *23%*	1 *4%* *8%*	2 *37%* *21%*	4 *24%* *39%*	4 *17%* *40%*	1 *13%* *12%*	- - -	7 *52%* *66%*
8	**6** ***12%***	5 *15%* *79%*	1 *6%* *21%*	- - -	- - -	- - -	3 *68%* *49%*	- - -	3 *13%* *51%*	2 *26%* *28%*	2 *10%* *30%*	2 *10%* *42%*	- - -	4 *27%* *66%*	1 *8%* *21%*
7	**16** ***33%***	12 *41%* *75%*	4 *21%* *25%*	4 *50%* *23%*	2 *31%* *13%*	- - -	- - -	1 *18%* *6%*	9 *43%* *58%*	1 *15%* *6%*	6 *31%* *34%*	10 *38%* *60%*	7 *70%* *44%*	5 *33%* *29%*	2 *18%* *15%*
6	**2** ***3%***	1 *4%* *71%*	* *2%* *29%*	- - -	- - -	- - -	- - -	* *8%* *29%*	1 *5%* *71%*	- - -	* *3%* *29%*	1 *4%* *71%*	- - -	- - -	- - -
5	***** ***1%***	* *2%* *100%*	- - -	* *3%* *50%*	- - -	- - -	- - -	- - -	* *1%* *50%*	- - -	* *3%* *100%*	- - -	- - -	- - -	- - -
4	**2** ***4%***	1 *5%* *77%*	* *2%* *23%*	- - -	- - -	- - -	- - -	1 *26%* *77%*	* *2%* *23%*	1 *22%* *77%*	- - -	* *2%* *23%*	- - -	1 *10%* *77%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 65

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**2** ***4%***	- - -	2 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *8%* *100%*	- - -	- - -	2 *7%* *100%*	2 *17%* *100%*	- - -	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**2** ***3%***	- - -	2 *8%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *7%* *100%*	- - -	- - -	2 *6%* *100%*	- - -	- - -	2 *11%* *100%*
Don't know	**5** ***10%***	2 *5%* *32%*	3 *17%* *68%*	2 *26%* *41%*	3 *38%* *55%*	* *5%* *4%*	- - -	- - -	- - -	- - -	4 *21%* *77%*	1 *4%* *23%*	- - -	2 *14%* *41%*	2 *11%* *32%*
Net: 10/9/8/7	**37** ***76%***	26 *85%* *69%*	12 *61%* *31%*	5 *71%* *14%*	4 *62%* *12%*	3 *95%* *8%*	4 *100%* *11%*	4 *65%* *10%*	17 *76%* *45%*	5 *78%* *13%*	13 *74%* *35%*	19 *76%* *51%*	9 *83%* *23%*	11 *76%* *29%*	11 *78%* *29%*
Net: 10/9	**15** ***31%***	9 *29%* *58%*	7 *34%* *42%*	2 *21%* *10%*	2 *32%* *15%*	3 *95%* *21%*	1 *32%* *9%*	3 *48%* *17%*	5 *20%* *29%*	2 *37%* *15%*	6 *33%* *38%*	7 *28%* *46%*	1 *13%* *9%*	2 *16%* *15%*	7 *52%* *48%*
Net: 6/5/4	**4** ***8%***	3 *10%* *78%*	1 *5%* *22%*	* *3%* *6%*	- - -	- - -	- - -	2 *35%* *48%*	2 *8%* *46%*	1 *22%* *36%*	1 *5%* *24%*	2 *6%* *40%*	- - -	1 *10%* *36%*	- - -
Net: 3/2/1	**3** ***7%***	- - -	3 *18%* *100%*	- - -	- - -	- - -	- - -	- - -	3 *15%* *100%*	- - -	- - -	3 *13%* *100%*	2 *17%* *52%*	- - -	2 *11%* *48%*
Mean	**7.36**	7.69	6.76	7.61	8.02	9.00	8.32	7.09	6.81	7.33	7.97	7.01	6.56	7.53	7.49

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 65

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**2.08**	1.49	2.83	1.38	1.14	0.00	0.53	2.30	2.49	2.07	1.30	2.42	1.85	1.74	2.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 65

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
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Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**4** ***9%***	2 *26%* *36%*	* *13%* *10%*	- - -	2 *6%* *54%*	4 *9%* *100%*	- - -	4 *9%* *100%*	4 *9%* *100%*	1 *4%* *26%*	3 *13%* *74%*	3 *13%* *74%*
9	**11** ***22%***	1 *22%* *12%*	1 *21%* *6%*	* *28%* *4%*	9 *22%* *78%*	10 *21%* *91%*	1 *41%* *9%*	11 *22%* *100%*	11 *22%* *100%*	8 *32%* *72%*	3 *13%* *28%*	4 *14%* *32%*
8	**6** ***12%***	* *7%* *7%*	- - -	* *24%* *7%*	5 *13%* *86%*	6 *12%* *100%*	- - -	6 *12%* *100%*	6 *12%* *100%*	3 *11%* *49%*	3 *12%* *51%*	3 *12%* *51%*
7	**16** ***33%***	* *7%* *2%*	1 *33%* *7%*	* *23%* *2%*	14 *37%* *89%*	16 *35%* *100%*	- - -	16 *33%* *100%*	16 *33%* *100%*	8 *33%* *50%*	8 *33%* *50%*	8 *32%* *50%*
6	**2** ***3%***	1 *19%* *72%*	* *14%* *28%*	- - -	- - -	2 *3%* *100%*	- - -	2 *3%* *100%*	2 *3%* *100%*	* *2%* *29%*	1 *5%* *71%*	1 *5%* *71%*
5	* ***1%***	- - -	* *7%* *50%*	* *14%* *50%*	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -
4	**2** ***4%***	- - -	* *13%* *23%*	- - -	1 *4%* *77%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	2 *7%* *100%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 65

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**2** ***4%***	- - -	- - -	- - -	2 *5%* *100%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	- - -	2 *7%* *100%*	2 *7%* *100%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**2** ***3%***	- - -	- - -	- - -	2 *4%* *100%*	2 *3%* *100%*	- - -	2 *3%* *100%*	2 *3%* *100%*	- - -	2 *7%* *100%*	2 *6%* *100%*
Don't know	**5** ***10%***	1 *19%* *23%*	- - -	* *11%* *4%*	3 *9%* *73%*	3 *7%* *68%*	2 *59%* *32%*	5 *10%* *100%*	5 *10%* *100%*	2 *9%* *45%*	3 *11%* *55%*	3 *11%* *55%*
Net: 10/9/8/7	**37** ***76%***	4 *62%* *10%*	2 *66%* *6%*	1 *75%* *3%*	30 *79%* *81%*	36 *77%* *97%*	1 *41%* *3%*	37 *76%* *100%*	37 *76%* *100%*	20 *80%* *54%*	17 *71%* *46%*	18 *71%* *47%*
Net: 10/9	**15** ***31%***	3 *48%* *19%*	1 *33%* *7%*	* *28%* *3%*	11 *28%* *71%*	14 *31%* *93%*	1 *41%* *7%*	15 *31%* *100%*	15 *31%* *100%*	9 *36%* *59%*	6 *26%* *41%*	7 *27%* *44%*
Net: 6/5/4	**4** ***8%***	1 *19%* *29%*	1 *34%* *28%*	* *14%* *6%*	1 *4%* *36%*	4 *8%* *100%*	- - -	4 *8%* *100%*	4 *8%* *100%*	3 *11%* *71%*	1 *5%* *29%*	1 *5%* *29%*
Net: 3/2/1	**3** ***7%***	- - -	- - -	- - -	3 *9%* *100%*	3 *7%* *100%*	- - -	3 *7%* *100%*	3 *7%* *100%*	- - -	3 *14%* *100%*	3 *14%* *100%*
Mean	**7.36**	8.36	7.13	7.58	7.23	7.32	9.00	7.36	7.36	7.67	7.03	7.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 65

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**2.08**	1.77	2.25	-	2.15	2.09	-	2.08	2.08	1.56	2.52	2.51

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 66

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**510** ***8%***	233 *7%* *46%*	277 *8%* *54%*	58 *8%* *11%*	110 *8%* *22%*	82 *7%* *16%*	90 *7%* *18%*	63 *6%* *12%*	107 *8%* *21%*	70 *6%* *14%*	241 *7%* *47%*	198 *9%* *39%* IJ	148 *9%* *29%* N	132 *8%* *26%*	140 *6%* *28%*
9	**696** ***10%***	312 *10%* *45%*	384 *11%* *55%*	79 *11%* *11%*	137 *10%* *20%*	128 *11%* *18%*	135 *11%* *19%*	88 *9%* *13%*	129 *10%* *18%*	124 *10%* *18%*	352 *10%* *51%*	220 *10%* *32%*	167 *10%* *24%*	187 *11%* *27%*	221 *10%* *32%*
8	**1797** ***26%***	817 *25%* *45%*	980 *28%* *55%*	178 *25%* *10%*	363 *26%* *20%*	312 *27%* *17%*	314 *26%* *17%*	296 *29%* *16%*	333 *26%* *19%*	335 *27%* *19%*	909 *27%* *51%*	553 *25%* *31%*	435 *27%* *24%*	446 *26%* *25%*	603 *26%* *34%*
7	**1585** ***23%***	773 *24%* *49%*	812 *23%* *51%*	167 *24%* *11%*	315 *23%* *20%*	284 *24%* *18%*	296 *24%* *19%*	229 *22%* *14%*	295 *23%* *19%*	302 *25%* *19%*	785 *23%* *50%*	498 *23%* *31%*	402 *25%* *25%*	384 *23%* *24%*	533 *23%* *34%*
6	**822** ***12%***	430 *13%* *52%* B	392 *11%* *48%*	103 *15%* *13%* E	178 *13%* *22%*	122 *10%* *15%*	131 *11%* *16%*	128 *13%* *16%*	161 *12%* *20%*	166 *14%* *20%*	405 *12%* *49%*	251 *12%* *31%*	190 *12%* *23%*	175 *10%* *21%*	318 *14%* *39%* M
5	**730** ***11%***	377 *12%* *52%*	354 *10%* *48%*	48 *7%* *7%*	164 *12%* *22%* C	126 *11%* *17%* C	143 *12%* *20%* C	118 *12%* *16%* C	131 *10%* *18%*	119 *10%* *16%*	378 *11%* *52%*	233 *11%* *32%*	155 *9%* *21%*	203 *12%* *28%*	252 *11%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 66

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
4	**156** ***2%***	88 *3%* *57%*	67 *2%* *43%*	24 *3%* *15%* G	25 *2%* *16%*	26 *2%* *17%*	33 *3%* *21%*	16 *2%* *10%*	32 *2%* *20%*	34 *3%* *22%*	82 *2%* *53%*	40 *2%* *26%*	29 *2%* *18%*	47 *3%* *30%*	56 *2%* *36%*
3	**95** ***1%***	54 *2%* *57%*	41 *1%* *43%*	17 *2%* *17%* G	19 *1%* *20%*	13 *1%* *14%*	14 *1%* *14%*	8 *1%* *8%*	25 *2%* *26%* G	13 *1%* *14%*	46 *1%* *49%*	35 *2%* *37%*	11 *1%* *12%*	26 *2%* *27%*	43 *2%* *46%* L
2	**45** ***1%***	27 *1%* *60%*	18 *1%* *40%*	4 *1%* *9%*	6 *** *14%*	10 *1%* *22%*	11 *1%* *25%*	5 *** *11%*	8 *1%* *19%*	13 *1%* *29%*	17 *1%* *39%*	14 *1%* *32%*	13 *1%* *30%*	9 *1%* *20%*	15 *1%* *33%*
1	**58** ***1%***	28 *1%* *48%*	30 *1%* *52%*	7 *1%* *12%*	11 *1%* *20%*	16 *1%* *27%* F	2 *** *4%*	11 *1%* *19%* F	10 *1%* *17%*	9 *1%* *15%*	23 *1%* *40%*	26 *1%* *45%*	17 *1%* *29%*	13 *1%* *21%*	19 *1%* *33%*
Don't know	**304** ***4%***	115 *4%* *38%*	189 *5%* *62%* A	24 *3%* *8%*	55 *4%* *18%*	53 *5%* *17%*	47 *4%* *15%*	59 *6%* *19%*	67 *5%* *22%*	37 *3%* *12%*	158 *5%* *52%* I	109 *5%* *36%* I	68 *4%* *22%*	76 *4%* *25%*	105 *5%* *35%*
Net: 10/9/8/7	**4588** ***67%***	2136 *66%* *47%*	2452 *69%* *53%* A	482 *68%* *11%*	924 *67%* *20%*	805 *69%* *18%*	835 *69%* *18%*	676 *66%* *15%*	863 *67%* *19%*	831 *68%* *18%*	2287 *67%* *50%*	1469 *67%* *32%*	1153 *70%* *25%* N	1150 *68%* *25%*	1498 *65%* *33%*
Net: 10/9	**1206** ***18%***	545 *17%* *45%*	661 *19%* *55%*	137 *19%* *11%* G	247 *18%* *20%*	210 *18%* *17%*	225 *19%* *19%* G	151 *15%* *13%*	236 *18%* *20%*	195 *16%* *16%*	593 *17%* *49%*	418 *19%* *35%*	315 *19%* *26%* N	320 *19%* *27%* N	361 *16%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 66

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 6/5/4	**1708** ***25%***	895 *27%* *52%* B	814 *23%* *48%*	175 *25%* *10%*	366 *26%* *21%*	274 *23%* *16%*	307 *25%* *18%*	262 *26%* *15%*	324 *25%* *19%*	319 *26%* *19%*	865 *25%* *51%*	524 *24%* *31%*	374 *23%* *22%*	426 *25%* *25%*	626 *27%* *37%* L
Net: 3/2/1	**198** ***3%***	109 *3%* *55%*	90 *3%* *45%*	28 *4%* *14%*	36 *3%* *18%*	39 *3%* *20%*	27 *2%* *14%*	24 *2%* *12%*	43 *3%* *22%*	35 *3%* *18%*	87 *3%* *44%*	76 *3%* *38%*	41 *3%* *21%*	47 *3%* *24%*	77 *3%* *39%*
Mean	**7.16**	7.06	7.25 A	7.16	7.16	7.14	7.18	7.13	7.15	7.10	7.16	7.18	7.27 N	7.17	7.05
Standard Deviation	**1.71**	1.73	1.68	1.77	1.69	1.75	1.66	1.64	1.74	1.66	1.67	1.78	1.70	1.73	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 66

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**510** ***8%***	42 *7%* *8%*	28 *8%* *5%*	20 *10%* *4%* OR	421 *7%* *83%*	478 *8%* *94%*	32 *7%* *6%*	82 *8%* *16%*	423 *7%* *83%*	428 *7%* *84%*	280 *8%* *55%*	147 *7%* *29%*	153 *7%* *30%*
9	**696** ***10%***	60 *10%* *9%*	38 *11%* *5%*	23 *11%* *3%*	575 *10%* *83%*	654 *10%* *94%*	42 *9%* *6%*	85 *8%* *12%*	603 *11%* *87%* U	610 *11%* *88%* U	399 *11%* *57%* U	210 *10%* *30%*	224 *10%* *32%*
8	**1797** ***26%***	168 *27%* *9%*	93 *27%* *5%*	51 *25%* *3%*	1485 *26%* *83%*	1703 *27%* *95%* T	94 *20%* *5%*	277 *26%* *15%*	1497 *26%* *83%*	1517 *27%* *84%*	951 *27%* *53%*	561 *26%* *31%*	599 *26%* *33%*
7	**1585** ***23%***	146 *24%* *9%*	74 *22%* *5%*	46 *22%* *3%*	1320 *23%* *83%*	1494 *24%* *94%*	91 *20%* *6%*	238 *23%* *15%*	1320 *23%* *83%*	1337 *23%* *84%*	807 *23%* *51%*	526 *25%* *33%*	552 *24%* *35%*
6	**822** ***12%***	71 *12%* *9%*	46 *13%* *6%*	22 *11%* *3%*	684 *12%* *83%*	746 *12%* *91%*	76 *16%* *9%* S	122 *12%* *15%*	692 *12%* *84%*	699 *12%* *85%*	435 *12%* *53%*	263 *12%* *32%*	281 *12%* *34%*
5	**730** ***11%***	64 *10%* *9%*	36 *10%* *5%*	21 *10%* *3%*	610 *11%* *83%*	669 *11%* *92%*	61 *13%* *8%*	119 *11%* *16%*	603 *11%* *83%*	610 *11%* *84%*	375 *10%* *51%*	234 *11%* *32%*	253 *11%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 66

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - All channels combined ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
4	**156** ***2%***	12 *2%* *8%*	6 *2%* *4%*	6 *3%* *4%*	132 *2%* *85%*	135 *2%* *87%*	21 *4%* *13%* S	31 *3%* *20%*	124 *2%* *80%*	124 *2%* *80%*	77 *2%* *49%*	47 *2%* *30%*	49 *2%* *31%*
3	**95** ***1%***	6 *1%* *7%*	6 *2%* *6%*	2 *1%* *2%*	80 *1%* *84%*	81 *1%* *86%*	14 *3%* *14%* S	21 *2%* *22%* YZ	74 *1%* *78%*	74 *1%* *78%*	56 *2%* *59%*	18 *1%* *19%*	20 *1%* *21%*
2	**45** ***1%***	5 *1%* *12%*	1 *** *2%*	1 *1%* *3%*	37 *1%* *83%*	41 *1%* *93%*	3 *1%* *7%*	10 *1%* *23%*	32 *1%* *71%*	32 *1%* *71%*	19 *1%* *42%*	13 *1%* *29%*	14 *1%* *32%*
1	**58** ***1%***	7 *1%* *12%*	1 *** *2%*	2 *1%* *3%*	49 *1%* *83%*	51 *1%* *88%*	7 *2%* *12%*	14 *1%* *23%*	43 *1%* *73%*	45 *1%* *77%*	23 *1%* *40%*	22 *1%* *37%*	24 *1%* *40%*
Don't know	**304** ***4%***	32 *5%* *10%*	13 *4%* *4%*	10 *5%* *3%*	249 *4%* *82%*	284 *4%* *93%*	21 *4%* *7%*	55 *5%* *18%*	244 *4%* *80%*	249 *4%* *82%*	163 *5%* *54%*	85 *4%* *28%*	92 *4%* *30%*
Net: 10/9/8/7	**4588** ***67%***	416 *68%* *9%*	232 *68%* *5%*	139 *68%* *3%*	3801 *67%* *83%*	4329 *68%* *94%* T	259 *56%* *6%*	683 *65%* *15%*	3843 *68%* *84%*	3893 *68%* *85%*	2436 *68%* *53%*	1443 *68%* *31%*	1528 *68%* *33%*
Net: 10/9	**1206** ***18%***	102 *17%* *8%*	65 *19%* *5%*	43 *21%* *4%* OR	996 *18%* *83%*	1132 *18%* *94%*	74 *16%* *6%*	168 *16%* *14%*	1026 *18%* *85%*	1038 *18%* *86%*	679 *19%* *56%*	357 *17%* *30%*	377 *17%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 66

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 6/5/4	**1708** ***25%***	147 *24%* *9%*	87 *26%* *5%*	49 *24%* *3%*	1425 *25%* *83%*	1550 *24%* *91%*	158 *34%* *9%* S	272 *26%* *16%*	1419 *25%* *83%*	1433 *25%* *84%*	886 *25%* *52%*	544 *26%* *32%*	583 *26%* *34%*
Net: 3/2/1	**198** ***3%***	19 *3%* *9%*	8 *2%* *4%*	5 *3%* *3%*	166 *3%* *84%*	174 *3%* *88%*	24 *5%* *12%* S	45 *4%* *23%* VWXY Z	148 *3%* *75%*	150 *3%* *76%*	98 *3%* *49%*	53 *2%* *27%*	58 *3%* *29%*
Mean	**7.16**	7.14	7.24	7.25	7.15	7.18 T	6.77	7.03	7.18 U	7.18 U	7.21 U	7.14	7.13
Standard Deviation	**1.71**	1.71	1.64	1.76	1.71	1.69	1.90	1.82	1.68	1.68	1.69	1.67	1.68

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 67

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**1550** ***45%***	704 *43%* *45%*	845 *47%* *55%*	143 *39%* *9%*	328 *48%* *21%* CH	298 *51%* *19%* CH	283 *48%* *18%* CH	238 *47%* *15%* CH	260 *38%* *17%*	350 *59%* *23%* JK	759 *45%* *49%* K	440 *39%* *28%*	361 *44%* *23%*	413 *47%* *27%*	517 *45%* *33%*
9	**508** ***15%***	248 *15%* *49%*	260 *15%* *51%*	47 *13%* *9%*	94 *14%* *19%*	77 *13%* *15%*	91 *15%* *18%*	82 *16%* *16%*	116 *17%* *23%*	88 *15%* *17%*	258 *15%* *51%*	162 *14%* *32%*	114 *14%* *22%*	114 *13%* *22%*	191 *17%* *38%*
8	**533** ***16%***	266 *16%* *50%*	267 *15%* *50%*	62 *17%* *12%*	100 *15%* *19%*	81 *14%* *15%*	91 *15%* *17%*	77 *15%* *14%*	123 *18%* *23%*	79 *13%* *15%*	278 *16%* *52%*	176 *16%* *33%*	135 *17%* *25%*	107 *12%* *20%*	197 *17%* *37%* M
7	**310** ***9%***	158 *10%* *51%*	152 *8%* *49%*	40 *11%* *13%*	63 *9%* *20%*	48 *8%* *15%*	49 *8%* *16%*	40 *8%* *13%*	69 *10%* *22%*	28 *5%* *9%*	166 *10%* *54%* I	116 *10%* *37%* I	78 *10%* *25%*	96 *11%* *31%* N	85 *7%* *28%*
6	**139** ***4%***	70 *4%* *50%*	69 *4%* *50%*	18 *5%* *13%*	29 *4%* *21%*	18 *3%* *13%*	27 *5%* *19%*	15 *3%* *11%*	33 *5%* *23%*	18 *3%* *13%*	71 *4%* *51%*	50 *4%* *36%*	38 *5%* *27%*	35 *4%* *25%*	43 *4%* *31%*
5	**166** ***5%***	76 *5%* *46%*	90 *5%* *54%*	24 *7%* *14%*	24 *4%* *15%*	21 *4%* *13%*	21 *4%* *13%*	25 *5%* *15%*	50 *7%* *30%* DEF	13 *2%* *8%*	69 *4%* *42%*	83 *7%* *50%* IJ	37 *5%* *22%*	37 *4%* *22%*	62 *5%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 67

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**49** ***1%***	27 *2%* *56%*	21 *1%* *44%*	12 *3%* *25%* EF G	15 *2%* *30%* EF	2 *** *5%*	3 *** *5%*	5 *1%* *10%*	12 *2%* *25%* E	8 *1%* *16%*	20 *1%* *41%*	21 *2%* *43%*	12 *1%* *24%*	19 *2%* *38%*	13 *1%* *27%*
3	**29** ***1%***	12 *1%* *42%*	17 *1%* *58%*	4 *1%* *13%*	9 *1%* *32%*	3 *1%* *12%*	7 *1%* *23%*	2 *** *8%*	3 *1%* *12%*	5 *1%* *16%*	17 *1%* *58%*	8 *1%* *26%*	1 *** *4%*	11 *1%* *37%*	14 *1%* *48%* L
2	**17** ***1%***	12 *1%* *72%*	5 *** *28%*	5 *1%* *30%* DH	1 *** *4%*	4 *1%* *21%*	4 *1%* *21%*	3 *1%* *19%*	1 *** *6%*	1 *** *8%*	10 *1%* *59%*	6 *** *33%*	3 *** *17%*	6 *1%* *36%*	5 *** *29%*
1	**42** ***1%***	20 *1%* *48%*	22 *1%* *52%*	* * *1%*	7 *1%* *17%*	16 *3%* *38%* CF	3 *1%* *8%*	7 *1%* *16%*	9 *1%* *21%*	3 *** *7%*	17 *1%* *41%*	22 *2%* *52%* I	17 *2%* *40%* N	15 *2%* *36%* N	5 *** *13%*
Don't know	**76** ***2%***	34 *2%* *44%*	43 *2%* *56%*	13 *3%* *17%* D	7 *1%* *9%*	14 *2%* *18%*	14 *2%* *19%*	12 *2%* *16%*	17 *2%* *22%*	2 *** *3%*	37 *2%* *49%* I	37 *3%* *48%* I	19 *2%* *24%*	29 *3%* *39%* N	17 *2%* *23%*
Net: 10/9/8/7	**2900** ***85%***	1376 *85%* *47%*	1524 *85%* *53%*	291 *79%* *10%*	585 *86%* *20%* C	504 *87%* *17%* C	515 *87%* *18%* C	436 *86%* *15%* C	568 *82%* *20%*	545 *92%* *19%* JK	1461 *86%* *50%* K	894 *80%* *31%*	688 *84%* *24%*	730 *83%* *25%*	990 *86%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 67

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**2058** ***60%***	952 *59%* *46%*	1105 *62%* *54%*	190 *52%* *9%*	422 *62%* *21%* CH	375 *64%* *18%* CH	375 *63%* *18%* CH	319 *63%* *16%* CH	376 *54%* *18%*	438 *74%* *21%* JK	1017 *60%* *49%* K	602 *54%* *29%*	475 *58%* *23%*	527 *60%* *26%*	708 *62%* *34%*
Net: 6/5/4	**353** ***10%***	173 *11%* *49%*	181 *10%* *51%*	54 *15%* *15%* EF G	68 *10%* *19%*	41 *7%* *12%*	51 *9%* *14%*	44 *9%* *12%*	95 *14%* *27%* EFG	39 *7%* *11%*	161 *9%* *45%*	154 *14%* *44%* IJ	87 *11%* *24%*	91 *10%* *26%*	118 *10%* *33%*
Net: 3/2/1	**89** ***3%***	45 *3%* *51%*	44 *2%* *49%*	9 *3%* *11%*	17 *3%* *19%*	23 *4%* *26%*	14 *2%* *15%*	12 *2%* *14%*	13 *2%* *15%*	9 *2%* *10%*	44 *3%* *50%*	35 *3%* *40%*	21 *3%* *24%*	32 *4%* *36%*	24 *2%* *27%*
Mean	**8.53**	8.47	8.59	8.23	8.59 C H	8.64 C H	8.70 C H	8.64 C H	8.32	9.01 JK	8.55 K	8.25	8.48	8.46	8.60
Standard Deviation	**1.92**	1.94	1.90	2.00	1.90	2.05	1.76	1.87	1.92	1.61	1.87	2.09	1.97	2.08	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 67

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**1550** ***45%***	131 *43%* *8%*	79 *47%* *5%*	49 *48%* *3%*	1291 *45%* *83%*	1459 *46%* *94%*	90 *40%* *6%*	262 *45%* *17%*	1261 *45%* *81%*	1273 *45%* *82%*	791 *45%* *51%*	482 *46%* *31%*	514 *46%* *33%*
9	**508** ***15%***	47 *15%* *9%*	27 *16%* *5%*	15 *15%* *3%*	419 *15%* *83%*	478 *15%* *94%*	30 *13%* *6%*	88 *15%* *17%*	417 *15%* *82%*	419 *15%* *83%*	255 *15%* *50%*	165 *16%* *32%*	172 *15%* *34%*
8	**533** ***16%***	54 *18%* *10%*	25 *15%* *5%*	15 *15%* *3%*	439 *15%* *82%*	498 *16%* *93%*	35 *15%* *7%*	77 *13%* *15%*	450 *16%* *84%*	456 *16%* *85%*	290 *17%* *54%*	164 *16%* *31%*	171 *15%* *32%*
7	**310** ***9%***	26 *8%* *8%*	16 *9%* *5%*	9 *9%* *3%*	260 *9%* *84%*	281 *9%* *91%*	28 *13%* *9%*	48 *8%* *15%*	255 *9%* *82%*	259 *9%* *84%*	159 *9%* *51%*	100 *9%* *32%*	105 *9%* *34%*
6	**139** ***4%***	14 *5%* *10%*	7 *4%* *5%*	3 *3%* *2%*	115 *4%* *83%*	126 *4%* *91%*	13 *6%* *9%*	27 *5%* *20%*	112 *4%* *80%*	112 *4%* *80%*	69 *4%* *50%*	43 *4%* *31%*	46 *4%* *33%*
5	**166** ***5%***	17 *6%* *10%*	8 *5%* *5%*	4 *4%* *3%*	136 *5%* *82%*	152 *5%* *92%*	14 *6%* *8%*	38 *6%* *23%*	125 *5%* *76%*	125 *4%* *76%*	75 *4%* *45%*	49 *5%* *30%*	51 *5%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 67

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**49** ***1%***	2 *1%* *5%*	2 *1%* *4%*	1 *1%* *2%*	44 *2%* *89%*	40 *1%* *82%*	9 *4%* *18%* S	8 *1%* *16%*	38 *1%* *79%*	41 *1%* *84%*	34 *2%* *69%* YZ	7 *1%* *15%*	8 *1%* *16%*
3	**29** ***1%***	2 *1%* *6%*	1 *1%* *3%*	1 *1%* *3%*	26 *1%* *88%*	28 *1%* *97%*	1 *** *3%*	7 *1%* *25%*	21 *1%* *70%*	21 *1%* *71%*	15 *1%* *52%*	6 *1%* *19%*	8 *1%* *28%*
2	**17** ***1%***	2 *1%* *9%*	* * *2%*	1 *1%* *7%*	14 *** *82%*	16 *** *91%*	1 *1%* *9%*	* * *1%*	15 *1%* *90%*	15 *1%* *90%*	10 *1%* *57%*	6 *1%* *33%*	6 *1%* *33%*
1	**42** ***1%***	3 *1%* *6%*	2 *1%* *4%*	1 *1%* *1%*	37 *1%* *89%*	42 *1%* *100%*	- - -	6 *1%* *14%*	34 *1%* *82%*	34 *1%* *82%*	20 *1%* *48%*	14 *1%* *34%*	15 *1%* *35%*
Don't know	**76** ***2%***	7 *2%* *9%*	2 *1%* *3%*	2 *2%* *2%*	66 *2%* *86%*	73 *2%* *95%*	4 *2%* *5%*	19 *3%* *25%*	55 *2%* *72%*	56 *2%* *73%*	38 *2%* *49%*	18 *2%* *24%*	18 *2%* *24%*
Net: 10/9/8/7	**2900** ***85%***	258 *85%* *9%*	146 *87%* *5%*	88 *87%* *3%*	2408 *85%* *83%*	2717 *85%* *94%*	183 *81%* *6%*	475 *82%* *16%*	2382 *86%* *82%*	2407 *86%* *83%*	1494 *85%* *52%*	910 *86%* *31%* U	961 *86%* *33%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 67

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**2058** ***60%***	178 *59%* *9%*	106 *63%* *5%*	64 *64%* *3%*	1710 *60%* *83%*	1937 *61%* *94%*	120 *53%* *6%*	350 *60%* *17%*	1677 *60%* *82%*	1693 *60%* *82%*	1045 *60%* *51%*	647 *61%* *31%*	686 *62%* *33%*
Net: 6/5/4	**353** ***10%***	33 *11%* *9%*	17 *10%* *5%*	9 *9%* *2%*	295 *10%* *83%*	318 *10%* *90%*	36 *16%* *10%* S	73 *12%* *21%*	275 *10%* *78%*	278 *10%* *79%*	178 *10%* *50%*	99 *9%* *28%*	105 *9%* *30%*
Net: 3/2/1	**89** ***3%***	6 *2%* *7%*	3 *2%* *3%*	3 *3%* *3%*	77 *3%* *87%*	86 *3%* *97%*	3 *1%* *3%*	13 *2%* *15%*	70 *3%* *80%*	71 *3%* *80%*	45 *3%* *51%*	26 *2%* *29%*	29 *3%* *32%*
Mean	**8.53**	8.54	8.63	8.66	8.52	8.55	8.30	8.51	8.55	8.55	8.53	8.58	8.58
Standard Deviation	**1.92**	1.82	1.81	1.84	1.94	1.92	1.90	1.93	1.90	1.90	1.92	1.87	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 68

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**1296** ***38%***	623 *38%* *48%*	673 *38%* *52%*	103 *30%* *8%*	281 *39%* *22%* C	242 *41%* *19%* C	239 *38%* *18%* C	218 *42%* *17%* CH	212 *35%* *16%*	311 *49%* *24%* JK	612 *36%* *47%*	373 *35%* *29%*	317 *38%* *24%*	292 *35%* *23%*	471 *40%* *36%*
9	**506** ***15%***	224 *14%* *44%*	282 *16%* *56%*	53 *15%* *10%*	96 *13%* *19%*	94 *16%* *19%*	100 *16%* *20%*	64 *12%* *13%*	100 *16%* *20%*	107 *17%* *21%*	238 *14%* *47%*	162 *15%* *32%*	126 *15%* *25%*	108 *13%* *21%*	189 *16%* *37%*
8	**664** ***19%***	326 *20%* *49%*	339 *19%* *51%*	56 *16%* *8%*	152 *21%* *23%*	111 *19%* *17%*	124 *20%* *19%*	110 *21%* *17%*	111 *18%* *17%*	108 *17%* *16%*	377 *22%* *57%* IK	180 *17%* *27%*	153 *18%* *23%*	182 *22%* *27%*	214 *18%* *32%*
7	**335** ***10%***	161 *10%* *48%*	174 *10%* *52%*	38 *11%* *11%*	59 *8%* *18%*	49 *8%* *15%*	70 *11%* *21%*	54 *10%* *16%*	65 *11%* *19%*	38 *6%* *11%*	180 *10%* *54%* I	116 *11%* *35%* I	84 *10%* *25%*	84 *10%* *25%*	101 *9%* *30%*
6	**177** ***5%***	74 *4%* *42%*	103 *6%* *58%*	30 *9%* *17%* DF G	29 *4%* *17%*	32 *5%* *18%*	28 *4%* *16%*	20 *4%* *11%*	38 *6%* *21%*	24 *4%* *14%*	98 *6%* *55%*	55 *5%* *31%*	42 *5%* *24%*	45 *5%* *25%*	57 *5%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 68

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**218** ***6%***	125 *8%* *57%* B	93 *5%* *43%*	32 *9%* *15%* GH	52 *7%* *24%*	37 *6%* *17%*	44 *7%* *20%*	23 *4%* *10%*	29 *5%* *13%*	24 *4%* *11%*	107 *6%* *49%* I	87 *8%* *40%* I	55 *7%* *25%*	51 *6%* *23%*	78 *7%* *36%*
4	**60** ***2%***	38 *2%* *63%*	22 *1%* *37%*	13 *4%* *22%* FG	21 *3%* *34%* FG	10 *2%* *16%*	6 *1%* *10%*	3 *1%* *5%*	9 *1%* *14%*	4 *1%* *6%*	35 *2%* *58%* I	21 *2%* *36%*	16 *2%* *26%*	16 *2%* *26%*	18 *2%* *30%*
3	**44** ***1%***	28 *2%* *63%*	16 *1%* *37%*	9 *3%* *20%* F	7 *1%* *16%*	6 *1%* *13%*	2 *** *5%*	7 *1%* *16%*	13 *2%* *30%* F	3 *** *7%*	25 *1%* *56%*	17 *2%* *37%*	9 *1%* *20%*	10 *1%* *23%*	18 *1%* *40%*
2	**26** ***1%***	12 *1%* *47%*	14 *1%* *53%*	1 *** *6%*	5 *1%* *19%*	7 *1%* *26%*	8 *1%* *31%*	1 *** *5%*	3 *1%* *13%*	5 *1%* *18%*	11 *1%* *42%*	10 *1%* *40%*	8 *1%* *29%*	7 *1%* *27%*	6 *1%* *23%*
1	**54** ***2%***	32 *2%* *60%*	21 *1%* *40%*	9 *2%* *16%*	12 *2%* *23%*	6 *1%* *11%*	5 *1%* *8%*	11 *2%* *20%*	12 *2%* *22%*	6 *1%* *12%*	20 *1%* *38%*	27 *3%* *50%* J	13 *2%* *24%*	19 *2%* *35%*	14 *1%* *26%*
Don't know	**45** ***1%***	15 *1%* *33%*	30 *2%* *67%*	4 *1%* *8%*	8 *1%* *18%*	5 *1%* *12%*	1 *** *3%*	10 *2%* *23%* F	16 *3%* *36%* EF	7 *1%* *15%*	16 *1%* *35%*	22 *2%* *50%* J	7 *1%* *16%*	17 *2%* *38%*	11 *1%* *25%*
Net: 10/9/8/7	**2802** ***82%***	1333 *80%* *48%*	1469 *83%* *52%*	249 *72%* *9%*	588 *81%* *21%* C	496 *83%* *18%* C	533 *85%* *19%* C	446 *86%* *16%* CH	488 *80%* *17%* C	564 *89%* *20%* JK	1407 *82%* *50%* K	831 *78%* *30%*	679 *82%* *24%*	665 *80%* *24%*	976 *83%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 68

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1803** ***53%***	847 *51%* *47%*	956 *54%* *53%*	155 *45%* *9%*	377 *52%* *21%*	336 *56%* *19%* C	339 *54%* *19%* C	282 *54%* *16%* C	312 *51%* *17%*	417 *66%* *23%* JK	850 *49%* *47%*	536 *50%* *30%*	443 *53%* *25%*	399 *48%* *22%*	660 *56%* *37%* M
Net: 6/5/4	**456** ***13%***	238 *14%* *52%*	218 *12%* *48%*	75 *22%* *17%* DE FGH	102 *14%* *22%* G	79 *13%* *17%* G	77 *12%* *17%*	46 *9%* *10%*	76 *13%* *17%*	52 *8%* *11%*	241 *14%* *53%* I	163 *15%* *36%* I	113 *14%* *25%*	111 *13%* *24%*	153 *13%* *34%*
Net: 3/2/1	**124** ***4%***	73 *4%* *59%*	51 *3%* *41%*	19 *5%* *15%* F	24 *3%* *19%*	18 *3%* *15%*	15 *2%* *12%*	20 *4%* *16%*	28 *5%* *23%*	14 *2%* *11%*	56 *3%* *45%*	54 *5%* *43%* I	29 *4%* *24%*	36 *4%* *29%*	38 *3%* *30%*
Mean	**8.22**	8.12	8.33 A	7.70	8.21 C	8.35 C	8.33 C	8.40 C	8.15 C	8.74 JK	8.17	8.00	8.22	8.10	8.33
Standard Deviation	**2.05**	2.15	1.94	2.28	2.09	1.98	1.89	1.98	2.09	1.77	1.99	2.23	2.06	2.12	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 68

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**1296** ***38%***	119 *38%* *9%*	62 *36%* *5%*	36 *34%* *3%*	1079 *38%* *83%*	1197 *38%* *92%*	99 *40%* *8%*	164 *34%* *13%*	1113 *39%* *86%*	1129 *39%* *87%*	702 *38%* *54%*	420 *39%* *32%*	446 *39%* *34%*
9	**506** ***15%***	41 *13%* *8%*	25 *14%* *5%*	18 *17%* *3%*	423 *15%* *83%*	486 *15%* *96%* T	20 *8%* *4%*	64 *13%* *13%*	438 *15%* *87%*	442 *15%* *87%*	280 *15%* *55%*	159 *15%* *31%*	179 *15%* *35%*
8	**664** ***19%***	61 *19%* *9%*	36 *21%* *5%*	18 *17%* *3%*	549 *19%* *83%*	631 *20%* *95%* T	33 *13%* *5%*	102 *21%* *15%*	549 *19%* *83%*	562 *19%* *85%*	367 *20%* *55%*	194 *18%* *29%*	204 *18%* *31%*
7	**335** ***10%***	36 *11%* *11%*	19 *11%* *6%*	12 *12%* *4%*	268 *9%* *80%*	308 *10%* *92%*	27 *11%* *8%*	42 *9%* *13%*	292 *10%* *87%*	292 *10%* *87%*	165 *9%* *49%*	128 *12%* *38%* X	137 *12%* *41%* X
6	**177** ***5%***	20 *6%* *11%*	8 *4%* *4%*	6 *6%* *3%*	144 *5%* *81%*	160 *5%* *90%*	17 *7%* *10%*	25 *5%* *14%*	152 *5%* *86%*	152 *5%* *86%*	95 *5%* *54%*	56 *5%* *32%*	58 *5%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 68

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**218** ***6%***	14 *4%* *6%*	12 *7%* *5%*	9 *8%* *4%* O	185 *7%* *85%*	194 *6%* *89%*	25 *10%* *11%* S	39 *8%* *18%*	177 *6%* *81%*	177 *6%* *81%*	112 *6%* *51%*	66 *6%* *30%*	69 *6%* *32%*
4	**60** ***2%***	6 *2%* *10%*	3 *2%* *5%*	2 *2%* *3%*	49 *2%* *82%*	51 *2%* *84%*	10 *4%* *16%* S	11 *2%* *18%*	44 *2%* *72%*	48 *2%* *80%*	36 *2%* *59%*	12 *1%* *20%*	13 *1%* *21%*
3	**44** ***1%***	6 *2%* *13%*	1 *1%* *3%*	1 *1%* *1%*	37 *1%* *83%*	40 *1%* *90%*	5 *2%* *10%*	5 *1%* *12%*	39 *1%* *88%*	39 *1%* *88%*	23 *1%* *52%*	16 *1%* *36%*	16 *1%* *36%*
2	**26** ***1%***	3 *1%* *10%*	2 *1%* *10%*	* * *2%*	21 *1%* *79%*	25 *1%* *96%*	1 * *4%*	3 *1%* *10%*	23 *1%* *89%*	23 *1%* *90%*	13 *1%* *51%*	10 *1%* *38%*	12 *1%* *45%*
1	**54** ***2%***	4 *1%* *7%*	2 *1%* *4%*	2 *2%* *4%*	45 *2%* *85%*	50 *2%* *93%*	4 *1%* *7%*	11 *2%* *21%*	41 *1%* *76%*	43 *1%* *79%*	31 *2%* *57%*	12 *1%* *22%*	14 *1%* *26%*
Don't know	**45** ***1%***	5 *2%* *12%*	3 *2%* *7%*	1 *1%* *2%*	35 *1%* *79%*	38 *1%* *83%*	7 *3%* *16%* S	21 *4%* *47%* VWXY Z	24 *1%* *53%*	24 *1%* *53%*	19 *1%* *42%*	5 * *11%*	7 *1%* *15%*
Net: 10/9/8/7	**2802** ***82%***	256 *82%* *9%*	143 *82%* *5%*	84 *80%* *3%*	2320 *82%* *83%*	2623 *82%* *94%* T	179 *72%* *6%*	373 *76%* *13%*	2392 *83%* *85%* U	2426 *83%* *87%* U	1513 *82%* *54%* U	901 *84%* *32%* U	965 *84%* *34%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 68

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1803** ***53%***	160 *51%* *9%*	88 *50%* *5%*	53 *51%* *3%*	1502 *53%* *83%*	1683 *53%* *93%*	120 *48%* *7%*	228 *47%* *13%*	1551 *54%* *86%* U	1571 *54%* *87%* U	981 *53%* *54%* U	579 *54%* *32%* U	625 *54%* *35%* U
Net: 6/5/4	**456** ***13%***	39 *13%* *9%*	22 *13%* *5%*	17 *16%* *4%*	378 *13%* *83%*	404 *13%* *89%*	52 *21%* *11%* S	75 *15%* *16%*	372 *13%* *82%*	377 *13%* *83%*	243 *13%* *53%*	134 *12%* *29%*	140 *12%* *31%*
Net: 3/2/1	**124** ***4%***	12 *4%* *10%*	6 *3%* *5%*	3 *3%* *3%*	103 *4%* *83%*	115 *4%* *92%*	9 *4%* *8%*	19 *4%* *15%*	103 *4%* *83%*	105 *4%* *85%*	67 *4%* *54%*	38 *3%* *30%*	41 *4%* *33%*
Mean	**8.22**	8.22	8.19	8.10	8.23	8.25	7.96	8.04	8.26	8.26	8.24	8.27	8.27
Standard Deviation	**2.05**	2.02	2.03	2.08	2.05	2.03	2.26	2.15	2.02	2.03	2.05	1.99	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 69

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**1441** ***42%***	692 *42%* *48%*	748 *42%* *52%*	128 *37%* *9%*	329 *45%* *23%* CH	263 *44%* *18%* H	273 *44%* *19%* H	232 *44%* *16%* H	214 *35%* *15%*	339 *53%* *24%* JK	686 *40%* *48%*	415 *39%* *29%*	362 *44%* *25%*	330 *40%* *23%*	499 *42%* *35%*
9	**522** ***15%***	234 *14%* *45%*	288 *16%* *55%*	80 *23%* *15%* DE FGH	107 *15%* *20%*	93 *16%* *18%*	91 *14%* *17%*	68 *13%* *13%*	83 *14%* *16%*	109 *17%* *21%*	240 *14%* *46%*	173 *16%* *33%*	129 *16%* *25%*	115 *14%* *22%*	190 *16%* *36%*
8	**633** ***18%***	299 *18%* *47%*	334 *19%* *53%*	48 *14%* *8%*	115 *16%* *18%*	107 *18%* *17%*	127 *20%* *20%* C	100 *19%* *16%*	136 *22%* *21%* CD	89 *14%* *14%*	374 *22%* *59%* IK	170 *16%* *27%*	160 *19%* *25%*	154 *19%* *24%*	218 *18%* *34%*
7	**323** ***9%***	163 *10%* *50%*	160 *9%* *50%*	43 *12%* *13%*	65 *9%* *20%*	53 *9%* *16%*	50 *8%* *16%*	55 *11%* *17%*	58 *9%* *18%*	38 *6%* *12%*	179 *10%* *55%* I	107 *10%* *33%* I	67 *8%* *21%*	94 *11%* *29%*	101 *9%* *31%*
6	**157** ***5%***	85 *5%* *54%*	72 *4%* *46%*	18 *5%* *11%*	28 *4%* *18%*	27 *5%* *17%*	30 *5%* *19%*	21 *4%* *13%*	32 *5%* *21%*	20 *3%* *13%*	77 *4%* *49%*	59 *6%* *38%*	40 *5%* *25%*	35 *4%* *22%*	49 *4%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 69

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**173** ***5%***	108 *6%* *62%* B	66 *4%* *38%*	17 *5%* *10%*	40 *6%* *23%*	25 *4%* *15%*	29 *5%* *17%*	20 *4%* *11%*	42 *7%* *24%* G	18 *3%* *10%*	89 *5%* *51%* I	67 *6%* *38%* I	47 *6%* *27%*	29 *4%* *17%*	69 *6%* *40%*
4	**32** ***1%***	20 *1%* *63%*	12 *1%* *37%*	3 *1%* *10%*	14 *2%* *43%* H	4 *1%* *12%*	5 *1%* *16%*	4 *1%* *13%*	2 * *6%*	5 *1%* *17%*	12 *1%* *38%*	14 *1%* *44%*	3 * *9%*	12 *1%* *39%*	10 *1%* *32%*
3	**23** ***1%***	12 *1%* *50%*	12 *1%* *50%*	6 *2%* *24%* D	* * *2%*	4 *1%* *18%*	5 *1%* *23%*	2 * *10%*	6 *1%* *24%*	4 *1%* *18%*	10 *1%* *42%*	9 *1%* *40%*	2 * *8%*	8 *1%* *35%*	9 *1%* *40%*
2	**10** *	6 * *62%*	4 * *38%*	* * *2%*	2 * *22%*	* * *	4 *1%* *38%*	* * *2%*	4 *1%* *36%*	- - -	4 * *42%*	6 *1%* *58%*	2 * *21%*	2 * *16%*	4 * *38%*
1	**25** ***1%***	12 *1%* *46%*	14 *1%* *54%*	1 * *4%*	4 *1%* *14%*	6 *1%* *24%*	3 * *12%*	9 *2%* *34%*	3 * *12%*	1 * *3%*	15 *1%* *61%*	9 *1%* *37%*	4 *1%* *17%*	8 *1%* *31%*	10 *1%* *38%*
Don't know	**88** ***3%***	29 *2%* *33%*	59 *3%* *67%* A	4 *1%* *4%*	19 *3%* *22%*	16 *3%* *18%*	8 *1%* *10%*	12 *2%* *13%*	29 *5%* *33%* CF	13 *2%* *15%*	34 *2%* *39%*	40 *4%* *46%* J	13 *2%* *14%*	42 *5%* *47%* LN	19 *2%* *21%*
Net: 10/9/8/7	**2919** ***85%***	1388 *84%* *48%*	1531 *87%* *52%* A	299 *86%* *10%*	615 *85%* *21%*	517 *86%* *18%* H	541 *86%* *19%* H	454 *87%* *16%* H	491 *81%* *17%*	575 *90%* *20%* JK	1478 *86%* *51%* K	866 *81%* *30%*	719 *87%* *25%*	694 *84%* *24%*	1008 *86%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 69

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1963** ***57%***	926 *56%* *47%*	1036 *59%* *53%*	208 *60%* *11%* H	435 *60%* *22%* H	357 *60%* *18%* H	363 *58%* *19%* H	300 *57%* *15%* H	298 *49%* *15%*	448 *70%* *23%* JK	926 *54%* *47%*	589 *55%* *30%*	491 *59%* *25%*	445 *54%* *23%*	689 *59%* *35%*
Net: 6/5/4	**362** ***11%***	212 *13%* *59%* B	150 *8%* *41%*	38 *11%* *11%*	82 *11%* *23%*	56 *9%* *16%*	65 *10%* *18%*	44 *8%* *12%*	76 *13%* *21%*	44 *7%* *12%*	178 *10%* *49%* I	140 *13%* *39%* I	89 *11%* *25%*	76 *9%* *21%*	128 *11%* *35%*
Net: 3/2/1	**59** ***2%***	29 *2%* *50%*	29 *2%* *50%*	7 *2%* *12%*	6 *1%* *11%*	10 *2%* *17%*	12 *2%* *21%*	11 *2%* *19%*	12 *2%* *21%*	5 *1%* *8%*	29 *2%* *50%*	24 *2%* *42%*	8 *1%* *14%*	18 *2%* *30%*	23 *2%* *39%*
Mean	**8.53**	8.43	8.62 A	8.46	8.61 H	8.62 H	8.56	8.56	8.32	8.98 JK	8.46	8.36	8.62	8.47	8.52
Standard Deviation	**1.78**	1.85	1.70	1.74	1.76	1.74	1.77	1.83	1.81	1.49	1.77	1.91	1.68	1.82	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 69

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**1441** ***42%***	137 *44%* *9%*	74 *42%* *5%*	39 *38%* *3%*	1191 *42%* *83%*	1333 *42%* *93%*	107 *43%* *7%*	188 *38%* *13%*	1229 *43%* *85%*	1249 *43%* *87%*	808 *44%* *56%*	434 *40%* *30%*	470 *41%* *33%*
9	**522** ***15%***	39 *12%* *7%*	28 *16%* *5%*	20 *19%* *4%* OR	435 *15%* *83%*	498 *16%* *95%* T	24 *10%* *5%*	61 *12%* *12%*	457 *16%* *87%*	460 *16%* *88%*	281 *15%* *54%*	176 *16%* *34%*	190 *17%* *36%*
8	**633** ***18%***	53 *17%* *8%*	29 *16%* *5%*	18 *17%* *3%*	533 *19%* *84%*	592 *19%* *93%*	41 *17%* *7%*	98 *20%* *16%*	526 *18%* *83%*	534 *18%* *84%*	318 *17%* *50%*	216 *20%* *34%*	226 *20%* *36%*
7	**323** ***9%***	36 *12%* *11%*	15 *9%* *5%*	10 *9%* *3%*	262 *9%* *81%*	302 *9%* *93%*	21 *9%* *7%*	44 *9%* *14%*	276 *10%* *85%*	277 *9%* *86%*	180 *10%* *56%*	98 *9%* *30%*	105 *9%* *33%*
6	**157** ***5%***	16 *5%* *10%*	11 *6%* *7%*	7 *7%* *4%* R	123 *4%* *79%*	143 *4%* *91%*	14 *6%* *9%*	22 *5%* *14%*	132 *5%* *84%*	135 *5%* *86%*	84 *5%* *53%*	51 *5%* *32%*	55 *5%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 69

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**173** ***5%***	15 *5%* *9%*	7 *4%* *4%*	6 *6%* *3%*	145 *5%* *84%*	152 *5%* *88%*	21 *9%* *12%* S	37 *7%* *21%* VWXZ	135 *5%* *78%*	136 *5%* *78%*	84 *5%* *48%*	52 *5%* *30%*	52 *5%* *30%*
4	**32** ***1%***	3 *1%* *11%*	2 *1%* *5%*	1 *1%* *4%*	25 *1%* *80%*	28 *1%* *88%*	4 *2%* *12%*	1 *** *2%*	31 *1%* *97%*	31 *1%* *98%*	19 *1%* *61%*	11 *1%* *36%*	13 *1%* *41%*
3	**23** ***1%***	2 *1%* *8%*	2 *1%* *8%*	* * *2%*	19 *1%* *82%*	21 *1%* *89%*	3 *1%* *11%*	6 *1%* *25%*	17 *1%* *75%*	17 *1%* *75%*	11 *1%* *46%*	7 *1%* *28%*	7 *1%* *28%*
2	**10** ***	1 *** *11%*	1 *1%* *11%*	* * *2%*	8 *** *75%*	9 *** *89%*	1 *** *11%*	3 *1%* *29%*	5 *** *54%*	7 *** *71%*	2 *** *17%*	5 *1%* *54%*	5 *** *54%*
1	**25** ***1%***	2 *1%* *8%*	1 *** *3%*	1 *1%* *3%*	22 *1%* *87%*	24 *1%* *97%*	1 *** *3%*	7 *1%* *26%*	18 *1%* *70%*	19 *1%* *74%*	11 *1%* *45%*	7 *1%* *29%*	9 *1%* *34%*
Don't know	**88** ***3%***	8 *2%* *9%*	5 *3%* *6%*	2 *2%* *2%*	73 *3%* *83%*	78 *2%* *89%*	10 *4%* *11%*	22 *5%* *25%* VWXY Z	66 *2%* *75%*	66 *2%* *75%*	45 *2%* *51%*	21 *2%* *24%*	21 *2%* *24%*
Net: 10/9/8/7	**2919** ***85%***	265 *85%* *9%*	146 *84%* *5%*	87 *83%* *3%*	2420 *85%* *83%*	2725 *86%* *93%* T	194 *78%* *7%*	391 *80%* *13%*	2487 *86%* *85%* U	2522 *86%* *86%* U	1587 *86%* *54%* U	923 *86%* *32%* U	992 *86%* *34%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 69

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes are trustworthy - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1963** ***57%***	176 *56%* *9%*	102 *58%* *5%*	59 *57%* *3%*	1626 *57%* *83%*	1831 *58%* *93%*	131 *53%* *7%*	248 *51%* *13%*	1686 *58%* *86%* U	1710 *58%* *87%* U	1089 *59%* *55%* U	609 *57%* *31%*	660 *57%* *34%* U
Net: 6/5/4	**362** ***11%***	35 *11%* *10%*	19 *11%* *5%*	14 *14%* *4%* R	293 *10%* *81%*	323 *10%* *89%*	39 *16%* *11%* S	59 *12%* *16%*	297 *10%* *82%*	301 *10%* *83%*	187 *10%* *52%*	114 *11%* *31%*	120 *10%* *33%*
Net: 3/2/1	**59** ***2%***	5 *2%* *8%*	4 *2%* *6%*	1 *1%* *2%*	49 *2%* *83%*	54 *2%* *92%*	4 *2%* *8%*	15 *3%* *26%* VWX	41 *1%* *69%*	43 *1%* *74%*	24 *1%* *41%*	19 *2%* *33%*	21 *2%* *35%*
Mean	**8.53**	8.51	8.53	8.43	8.53	8.54	8.36	8.31	8.57 U	8.57 U	8.60 U	8.50	8.51
Standard Deviation	**1.78**	1.80	1.80	1.78	1.77	1.76	1.95	1.98	1.73	1.74	1.72	1.77	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 70

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its news programmes are trustworthy - SUMMARY

Base : Regular viewers of each channel

	Q6b(a) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	587 *12%*	246 *11%*	355 *10%*	197 *8%*	4 *14%*	74 *6%*	55 *9%*	29 *10%*	250 *17%*	4 *9%*	510 *8%*	1550 *45%*	1296 *38%*	1441 *42%*
9	833 *17%*	365 *16%*	367 *10%*	290 *12%*	5 *17%*	57 *5%*	40 *7%*	31 *10%*	348 *24%*	11 *22%*	696 *10%*	508 *15%*	506 *15%*	522 *15%*
8	1574 *33%*	677 *29%*	992 *28%*	528 *22%*	10 *30%*	209 *17%*	130 *22%*	63 *21%*	465 *32%*	6 *12%*	1797 *26%*	533 *16%*	664 *19%*	633 *18%*
7	828 *17%*	346 *15%*	686 *19%*	382 *16%*	4 *14%*	185 *15%*	67 *12%*	45 *15%*	173 *12%*	16 *33%*	1585 *23%*	310 *9%*	335 *10%*	323 *9%*
6	358 *7%*	174 *7%*	391 *11%*	251 *10%*	3 *10%*	155 *12%*	43 *7%*	21 *7%*	91 *6%*	2 *3%*	822 *12%*	139 *4%*	177 *5%*	157 *5%*
5	340 *7%*	156 *7%*	367 *10%*	242 *10%*	1 *3%*	154 *12%*	63 *11%*	24 *8%*	55 *4%*	* *1%*	730 *11%*	166 *5%*	218 *6%*	173 *5%*
4	65 *1%*	55 *2%*	77 *2%*	77 *3%*	- -	50 *4%*	25 *4%*	5 *2%*	28 *2%*	2 *4%*	156 *2%*	49 *1%*	60 *2%*	32 *1%*
3	45 *1%*	26 *1%*	47 *1%*	43 *2%*	* *1%*	33 *3%*	11 *2%*	4 *1%*	11 *1%*	2 *4%*	95 *1%*	29 *1%*	44 *1%*	23 *1%*
2	31 *1%*	16 *1%*	29 *1%*	12 *	- -	6 *	11 *2%*	1 *	8 *1%*	- -	45 *1%*	17 *1%*	26 *1%*	10 *
1	38 *1%*	20 *1%*	43 *1%*	31 *1%*	- -	25 *2%*	26 *5%*	6 *2%*	3 *	2 *3%*	58 *1%*	42 *1%*	54 *2%*	25 *1%*
Don't know	140 *3%*	241 *10%*	198 *6%*	378 *16%*	3 *11%*	299 *24%*	108 *19%*	70 *24%*	20 *1%*	5 *10%*	304 *4%*	76 *2%*	45 *1%*	88 *3%*
Net: 10/9/8/7	3823 *79%*	1634 *70%*	2399 *68%*	1396 *57%*	24 *74%*	525 *42%*	291 *50%*	168 *56%*	1236 *85%*	37 *76%*	4588 *67%*	2900 *85%*	2802 *82%*	2919 *85%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 70

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its news programmes are trustworthy - SUMMARY

Base : Regular viewers of each channel

	Q6b(a) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	1420 *29%*	611 *26%*	722 *20%*	487 *20%*	10 *31%*	132 *11%*	95 *16%*	60 *20%*	598 *41%*	15 *31%*	1206 *18%*	2058 *60%*	1803 *53%*	1963 *57%*
Net: 6/5/4	764 *16%*	385 *17%*	834 *23%*	569 *23%*	4 *14%*	359 *29%*	130 *23%*	50 *17%*	174 *12%*	4 *8%*	1708 *25%*	353 *10%*	456 *13%*	362 *11%*
Net: 3/2/1	114 *2%*	62 *3%*	119 *3%*	85 *4%*	* *1%*	64 *5%*	47 *8%*	11 *4%*	22 *2%*	3 *7%*	198 *3%*	89 *3%*	124 *4%*	59 *2%*
Mean	7.68	7.57	7.25	7.16	7.94	6.60	6.74	7.32	8.06	7.36	7.16	8.53	8.22	8.53
Standard Deviation	1.67	1.77	1.81	1.90	1.48	1.99	2.38	1.97	1.57	2.08	1.71	1.92	2.05	1.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 71

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**504** ***10%***	211 *9%* *42%*	292 *11%* *58%*	50 *12%* *10%* D	67 *7%* *13%*	75 *9%* *15%*	75 *9%* *15%*	93 *12%* *18%* D	145 *14%* *29%* DEF	74 *8%* *15%*	231 *10%* *46%*	199 *13%* *39%* IJ	145 *12%* *29%* N	134 *11%* *27%*	143 *9%* *28%*
9	**668** ***14%***	297 *13%* *44%*	371 *14%* *56%*	65 *15%* *10%*	127 *13%* *19%*	99 *12%* *15%*	122 *14%* *18%*	105 *14%* *16%*	150 *15%* *23%*	126 *13%* *19%*	308 *13%* *46%*	234 *15%* *35%*	191 *16%* *29%* N	202 *17%* *30%* N	173 *11%* *26%*
8	**1281** ***26%***	609 *27%* *48%*	672 *26%* *52%*	76 *18%* *6%*	259 *27%* *20%* C	211 *26%* *16%* C	234 *27%* *18%* C	207 *27%* *16%* C	294 *29%* *23%* C	247 *26%* *19%*	614 *26%* *48%*	420 *27%* *33%*	330 *28%* *26%*	308 *25%* *24%*	442 *27%* *34%*
7	**808** ***17%***	392 *17%* *48%*	416 *16%* *52%*	77 *18%* *9%*	180 *19%* *22%* G	147 *18%* *18%*	143 *17%* *18%*	109 *14%* *14%*	151 *15%* *19%*	178 *19%* *22%* K	422 *18%* *52%* K	208 *14%* *26%*	186 *16%* *23%*	195 *16%* *24%*	291 *18%* *36%*
6	**454** ***9%***	218 *10%* *48%*	236 *9%* *52%*	51 *12%* *11%* EG	109 *11%* *24%* EG	63 *8%* *14%*	92 *11%* *20%* G	53 *7%* *12%*	86 *9%* *19%*	96 *10%* *21%*	240 *10%* *53%* K	118 *8%* *26%*	115 *10%* *25%*	105 *9%* *23%*	156 *10%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 71

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**405** ***8%***	210 *9%* *52%*	195 *8%* *48%*	39 *9%* *10%*	93 *10%* *23%*	72 *9%* *18%*	67 *8%* *16%*	61 *8%* *15%*	72 *7%* *18%*	71 *7%* *17%*	202 *9%* *50%*	132 *9%* *33%*	78 *7%* *19%*	103 *8%* *25%*	146 *9%* *36%*
4	**160** ***3%***	76 *3%* *48%*	84 *3%* *52%*	16 *4%* *10%*	38 *4%* *24%*	20 *2%* *12%*	25 *3%* *16%*	36 *5%* *23%* EH	24 *2%* *15%*	52 *5%* *32%* JK	67 *3%* *42%*	42 *3%* *26%*	25 *2%* *15%*	28 *2%* *17%*	75 *5%* *47%* LM
3	**120** ***2%***	62 *3%* *52%*	58 *2%* *48%*	7 *2%* *6%*	20 *2%* *17%*	31 *4%* *26%* F	13 *2%* *11%*	25 *3%* *21%* F	23 *2%* *19%*	22 *2%* *18%*	50 *2%* *41%*	49 *3%* *41%*	22 *2%* *18%*	28 *2%* *23%*	44 *3%* *37%*
2	**81** ***2%***	46 *2%* *57%*	35 *1%* *43%*	8 *2%* *9%*	12 *1%* *15%*	17 *2%* *21%*	17 *2%* *21%*	15 *2%* *19%*	12 *1%* *15%*	17 *2%* *21%*	38 *2%* *47%*	26 *2%* *32%*	13 *1%* *15%*	18 *2%* *23%*	35 *2%* *43%*
1	**88** ***2%***	45 *2%* *51%*	43 *2%* *49%*	15 *4%* *17%* DH	6 *1%* *7%*	20 *2%* *22%* D	14 *2%* *16%*	20 *3%* *23%* DH	11 *1%* *12%*	15 *2%* *17%*	41 *2%* *47%*	32 *2%* *37%*	21 *2%* *24%*	21 *2%* *24%*	28 *2%* *32%*
Don't know	**273** ***6%***	91 *4%* *33%*	182 *7%* *67%* A	20 *5%* *7%*	56 *6%* *20%*	66 *8%* *24%* H	54 *6%* *20%* H	40 *5%* *15%*	38 *4%* *14%*	56 *6%* *20%*	137 *6%* *50%*	80 *5%* *29%*	53 *5%* *19%*	77 *6%* *28%*	100 *6%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 71

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**3260** ***67%***	1509 *67%* *46%*	1751 *68%* *54%*	267 *63%* *8%*	634 *65%* *19%*	531 *65%* *16%*	574 *67%* *18%*	513 *67%* *16%*	740 *74%* *23%* CDEF G	625 *66%* *19%*	1575 *67%* *48%*	1060 *69%* *33%*	851 *72%* *26%* N	838 *69%* *26%*	1049 *64%* *32%*
Net: 10/9	**1171** ***24%***	508 *23%* *43%*	663 *26%* *57%* A	114 *27%* *10%* D	194 *20%* *17%*	173 *21%* *15%*	197 *23%* *17%*	197 *26%* *17%* D	295 *29%* *25%* DEF	200 *21%* *17%*	539 *23%* *46%*	432 *28%* *37%* IJ	336 *28%* *29%* N	336 *28%* *29%* N	316 *19%* *27%*
Net: 6/5/4	**1019** ***21%***	504 *22%* *49%*	515 *20%* *51%*	107 *25%* *10%* EH	241 *25%* *24%* EG H	155 *19%* *15%*	184 *22%* *18%*	150 *20%* *15%*	182 *18%* *18%*	218 *23%* *21%*	508 *22%* *50%*	292 *19%* *29%*	218 *19%* *21%*	236 *19%* *23%*	376 *23%* *37%* L
Net: 3/2/1	**289** ***6%***	153 *7%* *53%*	136 *5%* *47%*	30 *7%* *10%*	39 *4%* *13%*	68 *8%* *23%* DF H	44 *5%* *15%*	61 *8%* *21%* DF H	46 *5%* *16%*	54 *6%* *19%*	128 *5%* *44%*	107 *7%* *37%*	56 *5%* *19%*	68 *6%* *24%*	107 *7%* *37%*
Mean	**7.21**	7.10	7.31 A	7.04	7.14	7.05	7.23	7.16	7.52 CDE FG	7.07	7.20	7.31 I	7.47 N	7.34 N	7.02
Standard Deviation	**2.03**	2.06	2.01	2.22	1.83	2.13	1.96	2.22	1.93	1.99	1.98	2.13	1.94	2.02	2.05

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**504** ***10%***	35 *8%* *7%*	24 *10%* *5%*	22 *16%* *4%* OPR	422 *10%* *84%*	471 *10%* *94%*	32 *12%* *6%*	75 *11%* *15%*	426 *10%* *85%*	428 *10%* *85%*	266 *11%* *53%*	162 *10%* *32%*	170 *10%* *34%*
9	**668** ***14%***	42 *10%* *6%*	34 *13%* *5%*	25 *18%* *4%* OPR	566 *14%* *85%* O	650 *14%* *97%* T	18 *7%* *3%*	96 *13%* *14%*	564 *14%* *85%*	570 *14%* *85%*	352 *14%* *53%*	216 *14%* *32%*	237 *14%* *36%*
8	**1281** ***26%***	98 *23%* *8%*	69 *27%* *5%*	35 *26%* *3%*	1079 *27%* *84%*	1222 *27%* *95%*	59 *22%* *5%*	195 *27%* *15%*	1074 *26%* *84%*	1086 *26%* *85%*	644 *26%* *50%*	434 *27%* *34%*	462 *27%* *36%*
7	**808** ***17%***	74 *18%* *9%*	39 *15%* *5%*	24 *17%* *3%*	671 *17%* *83%*	759 *17%* *94%*	49 *18%* *6%*	117 *16%* *14%*	676 *17%* *84%*	689 *17%* *85%*	410 *16%* *51%*	280 *18%* *35%*	289 *17%* *36%*
6	**454** ***9%***	43 *10%* *10%*	23 *9%* *5%*	12 *8%* *3%*	376 *9%* *83%*	435 *10%* *96%*	19 *7%* *4%*	72 *10%* *16%*	378 *9%* *83%*	382 *9%* *84%*	215 *9%* *47%*	167 *10%* *37%*	169 *10%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

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**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**405** ***8%***	44 *11%* *11%* QR	28 *11%* *7%* QR	6 *4%* *1%*	327 *8%* *81%* Q	375 *8%* *93%*	30 *11%* *7%*	60 *8%* *15%*	343 *8%* *85%*	345 *8%* *85%*	220 *9%* *54%*	125 *8%* *31%*	130 *8%* *32%*
4	**160** ***3%***	18 *4%* *11%*	11 *4%* *7%*	3 *3%* *2%*	127 *3%* *79%*	145 *3%* *91%*	15 *6%* *9%*	21 *3%* *13%*	134 *3%* *84%*	136 *3%* *85%*	93 *4%* *58%*	43 *3%* *27%*	46 *3%* *29%*
3	**120** ***2%***	13 *3%* *11%*	9 *3%* *7%*	4 *3%* *3%*	94 *2%* *78%*	110 *2%* *92%*	10 *4%* *8%*	17 *2%* *14%*	102 *2%* *84%*	103 *3%* *86%*	68 *3%* *57%*	34 *2%* *29%*	37 *2%* *31%*
2	**81** ***2%***	11 *3%* *14%* Q	3 *1%* *4%*	1 *1%* *1%*	65 *2%* *81%*	73 *2%* *90%*	8 *3%* *10%*	11 *2%* *13%*	69 *2%* *85%*	70 *2%* *87%*	54 *2%* *67%* Y	16 *1%* *20%*	22 *1%* *27%*
1	**88** ***2%***	11 *3%* *13%*	4 *2%* *5%*	2 *1%* *2%*	71 *2%* *81%*	74 *2%* *85%*	14 *5%* *15%* S	19 *3%* *22%* Y	68 *2%* *78%*	68 *2%* *78%*	49 *2%* *55%*	20 *1%* *23%*	23 *1%* *26%*
Don't know	**273** ***6%***	27 *6%* *10%* Q	12 *5%* *5%*	4 *3%* *1%*	230 *6%* *84%* Q	259 *6%* *95%*	14 *5%* *5%*	28 *4%* *10%*	244 *6%* *89%*	246 *6%* *90%*	147 *6%* *54%*	99 *6%* *36%*	104 *6%* *38%*

GfK NOP

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		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**3260** ***67%***	249 *60%* *8%*	166 *65%* *5%*	106 *77%* *3%* OPR	2739 *68%* *84%* O	3102 *68%* *95%* T	158 *59%* *5%*	483 *68%* *15%*	2741 *67%* *84%*	2773 *67%* *85%*	1671 *66%* *51%*	1092 *68%* *33%*	1159 *69%* *36%*
Net: 10/9	**1171** ***24%***	78 *19%* *7%*	59 *23%* *5%*	47 *34%* *4%* OPR	988 *25%* *84%* O	1121 *25%* *96%*	50 *19%* *4%*	171 *24%* *15%*	991 *24%* *85%*	999 *24%* *85%*	617 *25%* *53%*	378 *24%* *32%*	407 *24%* *35%*
Net: 6/5/4	**1019** ***21%***	106 *25%* *10%* QR	62 *24%* *6%* QR	21 *15%* *2%*	830 *21%* *81%* Q	956 *21%* *94%*	63 *24%* *6%*	153 *22%* *15%*	854 *21%* *84%*	863 *21%* *85%*	528 *21%* *52%*	334 *21%* *33%*	345 *20%* *34%*
Net: 3/2/1	**289** ***6%***	36 *9%* *12%* QR	16 *6%* *5%*	7 *5%* *2%*	230 *6%* *80%*	257 *6%* *89%*	32 *12%* *11%* S	47 *7%* *16%*	239 *6%* *83%*	242 *6%* *84%*	171 *7%* *59%* YZ	70 *4%* *24%*	82 *5%* *28%*
Mean	**7.21**	6.81	7.10 O	7.63 OPR	7.25 O	7.25 T	6.63	7.17	7.22	7.22	7.16	7.31	7.31
Standard Deviation	**2.03**	2.18	2.05	1.93	2.02	2.00	2.45	2.09	2.03	2.02	2.11	1.89	1.92

GfK NOP

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**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Total (Wtd)	**4841**	240 *5%*	535 *11%*	403 *8%*	138 *3%*	417 *9%*	254 *5%*	429 *9%*	535 *11%*	257 *5%*	471 *10%*	773 *16%*	388 *8%*	4029 *83%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
10	**504** ***10%***	21 *9%* *4%*	68 *13%* *13%* EK	56 *14%* *11%* EK	22 *16%* *4%* AEHIJKLM	35 *8%* *7%*	34 *13%* *7%* K	52 *12%* *10%* K	47 *9%* *9%*	24 *10%* *5%* K	51 *11%* *10%* K	49 *6%* *10%*	43 *11%* *8%* K	422 *10%* *84%* K
9	**668** ***14%***	36 *15%* *5%* J	82 *15%* *12%* EJK	72 *18%* *11%* EJK	25 *18%* *4%* EIJKM	42 *10%* *6%*	50 *20%* *7%* EJK	76 *18%* *11%* EJK	77 *14%* *12%* J	34 *13%* *5%* J	37 *8%* *5%*	80 *10%* *12%*	57 *15%* *9%* J	566 *14%* *85%* EJK
8	**1281** ***26%***	73 *30%* *6%*	142 *26%* *11%*	115 *29%* *9%*	35 *26%* *3%*	98 *23%* *8%*	73 *29%* *6%*	104 *24%* *8%*	130 *24%* *10%*	69 *27%* *5%*	120 *26%* *9%*	220 *28%* *17%* E	102 *26%* *8%*	1079 *27%* *84%*
7	**808** ***17%***	50 *21%* *6%* G	75 *14%* *9%*	60 *15%* *7%*	24 *17%* *3%* G	74 *18%* *9%* G	38 *15%* *5%*	51 *12%* *6%*	105 *20%* *13%* G	39 *15%* *5%*	90 *19%* *11%* G	124 *16%* *15%*	77 *20%* *10%* G	671 *17%* *83%*
6	**454** ***9%***	14 *6%* *3%*	62 *12%* *14%* AJ	39 *10%* *9%*	12 *8%* *3%*	43 *10%* *10%*	23 *9%* *5%*	36 *8%* *8%*	46 *9%* *10%*	23 *9%* *5%*	33 *7%* *7%*	89 *11%* *20%* AJ	33 *9%* *7%*	376 *9%* *83%*
5	**405** ***8%***	18 *7%* *4%*	44 *8%* *11%* D	17 *4%* *4%*	6 *4%* *1%*	44 *11%* *11%* CDFLM	12 *5%* *3%*	41 *10%* *10%* CD	50 *9%* *12%* CD	28 *11%* *7%* CDFLM	44 *9%* *11%* CD	77 *10%* *19%* CD	25 *6%* *6%*	327 *8%* *81%* CD

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Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
4	**160** ***3%***	8 *3%* *5%* C	14 *3%* *9%*	2 *1%* *1%*	3 *3%* *2%* C	18 *4%* *11%* CF	2 *1%* *1%*	12 *3%* *8%*	14 *3%* *8%*	11 *4%* *7%* CF	27 *6%* *17%* BCDFHM	36 *5%* *23%* CF	11 *3%* *7%* C	127 *3%* *79%* C
3	**120** ***2%***	6 *2%* *5%*	5 *1%* *4%*	11 *3%* *9%* H	4 *3%* *3%* BH	13 *3%* *11%* BH	11 *4%* *9%* BH	15 *3%* *12%* BH	3 *1%* *3%*	9 *3%* *7%* BH	12 *3%* *10%*	21 *3%* *17%* H	12 *3%* *10%* H	94 *2%* *78%*
2	**81** ***2%***	2 *1%* *2%*	6 *1%* *8%*	5 *1%* *6%*	1 *1%* *1%*	11 *3%* *14%* DK	2 *1%* *2%*	7 *2%* *9%*	9 *2%* *11%*	3 *1%* *4%*	16 *3%* *20%* DKM	9 *1%* *12%*	9 *2%* *12%*	65 *2%* *81%*
1	**88** ***2%***	3 *1%* *4%*	10 *2%* *11%*	8 *2%* *9%*	2 *1%* *2%*	11 *3%* *13%*	2 *1%* *2%*	10 *2%* *11%*	10 *2%* *12%*	4 *2%* *5%*	9 *2%* *10%*	11 *1%* *13%*	8 *2%* *9%*	71 *2%* *81%*
Don't know	**273** ***6%***	9 *4%* *3%*	27 *5%* *10%*	17 *4%* *6%*	4 *3%* *1%*	27 *6%* *10%* DL	8 *3%* *3%*	24 *6%* *9%*	45 *8%* *16%* DL	12 *5%* *5%*	32 *7%* *12%* DL	56 *7%* *21%* DL	11 *3%* *4%*	230 *6%* *84%* D
Net: 10/9/8/7	**3260** ***67%***	181 *75%* *6%* EIJK	367 *69%* *11%* EK	304 *75%* *9%* EGHIJKM	106 *77%* *3%* BEGHIJKM	249 *60%* *8%*	195 *77%* *6%* EGIJKM	284 *66%* *9%*	360 *67%* *11%* E	166 *65%* *5%*	298 *63%* *9%*	473 *61%* *15%*	278 *72%* *9%* EIJK	2739 *68%* *84%* EK
Net: 10/9	**1171** ***24%***	57 *24%* *5%* K	150 *28%* *13%* EJK	128 *32%* *11%* EHIJKM	47 *34%* *4%* AEHIJKLM	78 *19%* *7%*	84 *33%* *7%* EHIJKM	128 *30%* *11%* EJK	124 *23%* *11%* K	59 *23%* *5%* K	87 *19%* *7%*	129 *17%* *11%*	100 *26%* *8%* EJK	988 *25%* *84%* EJK
Net: 6/5/4	**1019** ***21%***	40 *17%* *4%*	120 *22%* *12%* CD	58 *14%* *6%*	21 *15%* *2%*	106 *25%* *10%* ACDFLM	38 *15%* *4%*	89 *21%* *9%*	109 *20%* *11%*	62 *24%* *6%* ACDFLM	105 *22%* *10%* CD	202 *26%* *20%* ACDFLM	69 *18%* *7%*	830 *21%* *81%* CD

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 71

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
Net: 3/2/1	**289** ***6%***	10 *4%* *4%*	21 *4%* *7%*	24 *6%* *8%*	7 *5%* *2%*	36 *9%* *12%* BDHKM	14 *6%* *5%*	32 *7%* *11%*	22 *4%* *8%*	16 *6%* *5%*	36 *8%* *13%* B	41 *5%* *14%*	29 *7%* *10%*	230 *6%* *80%*
Mean	**7.21**	7.37 EJK	7.40 EIJK	7.60 EHIJKL M	7.63 EGHIJK LM	6.81	7.65 EIJKM	7.26 E	7.25 E	7.10 E	6.92	6.97	7.23 E	7.25 EJK
Standard Deviation	**2.03**	1.84	1.96	1.96	1.93	2.18	1.85	2.18	1.94	2.05	2.18	1.94	2.09	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**374** ***11%***	134 *9%* *36%*	240 *12%* *64%* A	47 *13%* *12%*	60 *9%* *16%*	65 *10%* *17%*	65 *10%* *17%*	59 *11%* *16%*	78 *11%* *21%*	33 *6%* *9%*	176 *10%* *47%* I	164 *13%* *44%* I	132 *14%* *35%* MN	75 *8%* *20%*	100 *9%* *27%*
9	**410** ***12%***	165 *11%* *40%*	245 *12%* *60%*	39 *11%* *9%*	81 *12%* *20%*	72 *11%* *17%*	70 *11%* *17%*	55 *10%* *13%*	93 *13%* *23%*	63 *11%* *15%*	190 *11%* *46%*	157 *12%* *38%*	117 *12%* *28%*	106 *12%* *26%*	112 *10%* *27%*
8	**865** ***24%***	341 *22%* *39%*	524 *26%* *61%*	72 *20%* *8%*	157 *23%* *18%*	159 *25%* *18%*	164 *26%* *19%*	131 *25%* *15%*	182 *26%* *21%*	122 *22%* *14%*	423 *24%* *49%*	320 *25%* *37%*	267 *28%* *31%*	199 *22%* *23%*	252 *24%* *29%*
7	**540** ***15%***	245 *16%* *45%*	296 *15%* *55%*	54 *15%* *10%*	114 *17%* *21%*	105 *16%* *19%*	106 *17%* *20%*	71 *13%* *13%*	90 *13%* *17%*	95 *17%* *18%*	277 *16%* *51%*	168 *13%* *31%*	143 *15%* *27%*	134 *15%* *25%*	174 *16%* *32%*
6	**394** ***11%***	181 *12%* *46%*	213 *10%* *54%*	38 *11%* *10%*	85 *12%* *21%* E	53 *8%* *13%*	87 *14%* *22%* E	56 *11%* *14%*	75 *11%* *19%*	56 *10%* *14%*	204 *12%* *52%*	134 *11%* *34%*	100 *10%* *26%*	102 *12%* *26%*	113 *11%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**289** ***8%***	132 *9%* *46%*	157 *8%* *54%*	38 *10%* *13%*	63 *9%* *22%*	56 *9%* *19%*	43 *7%* *15%*	36 *7%* *13%*	52 *8%* *18%*	44 *8%* *15%*	156 *9%* *54%*	89 *7%* *31%*	48 *5%* *16%*	86 *10%* *30%* L	88 *8%* *30%* L
4	**111** ***3%***	55 *4%* *49%*	57 *3%* *51%*	22 *6%* *20%* DG H	19 *3%* *17%*	20 *3%* *18%*	23 *4%* *21%*	14 *3%* *13%*	13 *2%* *11%*	20 *4%* *18%*	55 *3%* *49%*	37 *3%* *33%*	20 *2%* *18%*	24 *3%* *22%*	40 *4%* *36%*
3	**88** ***2%***	45 *3%* *51%*	43 *2%* *49%*	16 *5%* *19%* FH	14 *2%* *16%*	22 *3%* *25%* H	10 *2%* *12%*	16 *3%* *18%*	9 *1%* *11%*	18 *3%* *20%*	37 *2%* *42%*	33 *3%* *38%*	14 *2%* *16%*	20 *2%* *22%*	42 *4%* *48%* L
2	**50** ***1%***	22 *1%* *44%*	28 *1%* *56%*	3 *1%* *7%*	13 *2%* *27%*	8 *1%* *15%*	8 *1%* *15%*	10 *2%* *20%*	8 *1%* *17%*	9 *2%* *17%*	26 *2%* *52%*	15 *1%* *31%*	8 *1%* *17%*	18 *2%* *36%*	11 *1%* *23%*
1	**72** ***2%***	42 *3%* *58%* B	31 *2%* *42%*	8 *2%* *11%*	12 *2%* *16%*	20 *3%* *27%* F	7 *1%* *9%*	14 *3%* *20%*	12 *2%* *16%*	10 *2%* *13%*	34 *2%* *48%*	28 *2%* *39%*	21 *2%* *29%*	25 *3%* *35%*	19 *2%* *26%*
Don't know	**358** ***10%***	160 *11%* *45%*	199 *10%* *55%*	25 *7%* *7%*	61 *9%* *17%*	66 *10%* *19%*	55 *9%* *15%*	68 *13%* *19%* C	83 *12%* *23%* C	85 *15%* *24%* JK	148 *9%* *41%*	125 *10%* *35%*	91 *9%* *25%*	98 *11%* *27%*	114 *11%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1**
(statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) **

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9/8/7	**2189** ***62%***	884 *58%* *40%*	1304 *64%* *60%* A	211 *58%* *10%*	412 *61%* *19%*	400 *62%* *18%*	406 *64%* *19%*	316 *60%* *14%*	443 *64%* *20%*	313 *57%* *14%*	1066 *62%* *49%*	810 *64%* *37%* I	658 *69%* *30%* MN	513 *58%* *23%*	637 *60%* *29%*
Net: 10/9	**784** ***22%***	299 *20%* *38%*	485 *24%* *62%* A	85 *24%* *11%*	141 *21%* *18%*	136 *21%* *17%*	136 *21%* *17%*	114 *22%* *15%*	171 *25%* *22%*	96 *17%* *12%*	366 *21%* *47%*	321 *25%* *41%* IJ	248 *26%* *32%* MN	181 *20%* *23%*	211 *20%* *27%*
Net: 6/5/4	**794** ***22%***	367 *24%* *46%*	426 *21%* *54%*	98 *27%* *12%* EH	167 *25%* *21%*	129 *20%* *16%*	153 *24%* *19%*	107 *20%* *13%*	140 *20%* *18%*	119 *22%* *15%*	414 *24%* *52%*	260 *20%* *33%*	168 *17%* *21%*	212 *24%* *27%* L	241 *23%* *30%* L
Net: 3/2/1	**210** ***6%***	108 *7%* *52%* B	102 *5%* *48%*	28 *8%* *13%* F	39 *6%* *19%*	49 *8%* *24%* FH	25 *4%* *12%*	40 *7%* *19%* FH	29 *4%* *14%*	36 *7%* *17%*	98 *6%* *46%*	77 *6%* *36%*	44 *5%* *21%*	63 *7%* *30%*	72 *7%* *34%*
Mean	**7.15**	6.95	7.30 A	6.93	7.06	7.05	7.24	7.11	7.39 CDE	6.94	7.11	7.28 I	7.48 MN	6.96	7.03
Standard Deviation	**2.06**	2.13	2.00	2.23	2.02	2.18	1.88	2.19	1.95	2.03	2.04	2.11	1.97	2.15	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**374** ***11%***	30 *10%* *8%*	18 *9%* *5%*	20 *17%* *5%* OPR	306 *11%* *82%*	355 *11%* *95%*	19 *11%* *5%*	69 *14%* *18%* VWYZ	299 *10%* *80%*	305 *10%* *82%*	204 *11%* *55%*	101 *9%* *27%*	107 *9%* *29%*
9	**410** ***12%***	38 *12%* *9%*	20 *10%* *5%*	17 *15%* *4%* PR	334 *11%* *82%*	391 *12%* *96%*	18 *10%* *4%*	64 *13%* *16%*	339 *11%* *83%*	344 *11%* *84%*	206 *11%* *50%*	136 *12%* *33%*	146 *12%* *36%*
8	**865** ***24%***	68 *21%* *8%*	51 *25%* *6%*	28 *25%* *3%*	717 *25%* *83%*	837 *25%* *97%* T	27 *15%* *3%*	118 *24%* *14%*	738 *25%* *85%*	747 *25%* *86%*	467 *25%* *54%*	278 *24%* *32%*	293 *24%* *34%*
7	**540** ***15%***	39 *12%* *7%*	34 *16%* *6%*	17 *15%* *3%*	451 *15%* *83%*	520 *15%* *96%*	20 *11%* *4%*	73 *15%* *14%*	458 *15%* *85%*	467 *15%* *86%*	282 *15%* *52%*	182 *16%* *34%*	192 *16%* *35%*
6	**394** ***11%***	42 *13%* *11%*	24 *11%* *6%*	11 *10%* *3%*	316 *11%* *80%*	365 *11%* *93%*	29 *16%* *7%* S	45 *9%* *11%*	344 *11%* *88%*	349 *11%* *89%*	212 *11%* *54%*	135 *12%* *34%*	143 *12%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1**
(statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) **

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**289** ***8%***	38 *12%* *13%* QR	23 *11%* *8%* QR	7 *6%* *2%*	221 *8%* *76%*	264 *8%* *92%*	24 *14%* *8%* S	43 *9%* *15%*	241 *8%* *83%*	244 *8%* *84%*	159 *8%* *55%*	85 *7%* *29%*	92 *8%* *32%*
4	**111** ***3%***	13 *4%* *11%*	11 *5%* *10%* R	4 *3%* *3%*	84 *3%* *75%*	105 *3%* *94%*	6 *4%* *6%*	14 *3%* *13%*	97 *3%* *87%*	97 *3%* *87%*	65 *3%* *58%*	32 *3%* *29%*	36 *3%* *32%*
3	**88** ***2%***	7 *2%* *8%*	3 *2%* *4%*	2 *2%* *2%*	76 *3%* *86%*	83 *2%* *95%*	5 *3%* *5%*	9 *2%* *11%*	77 *3%* *87%*	79 *3%* *89%*	46 *2%* *52%*	33 *3%* *37%*	35 *3%* *40%*
2	**50** ***1%***	8 *2%* *15%*	3 *2%* *7%*	1 *1%* *3%*	38 *1%* *75%*	46 *1%* *92%*	4 *2%* *8%*	11 *2%* *21%*	38 *1%* *77%*	39 *1%* *79%*	27 *1%* *54%*	12 *1%* *24%*	12 *1%* *24%*
1	**72** ***2%***	3 *1%* *4%*	3 *2%* *4%*	1 *1%* *2%*	65 *2%* *90%*	62 *2%* *85%*	11 *6%* *15%* S	13 *3%* *18%*	59 *2%* *82%*	59 *2%* *82%*	39 *2%* *54%*	20 *2%* *28%*	24 *2%* *34%*
Don't know	**358** ***10%***	31 *10%* *9%* Q	18 *8%* *5%*	6 *6%* *2%*	303 *10%* *85%* Q	346 *10%* *97%*	12 *7%* *3%*	41 *8%* *12%*	315 *10%* *88%*	317 *10%* *88%*	183 *10%* *51%*	134 *12%* *37%*	141 *12%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

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Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9/8/7	**2189** ***62%***	175 *55%* *8%*	123 *59%* *6%*	82 *72%* *4%* OPR	1809 *62%* *83%* O	2104 *62%* *96%* T	85 *48%* *4%*	324 *65%* *15%*	1833 *61%* *84%*	1863 *61%* *85%*	1159 *61%* *53%*	698 *61%* *32%*	737 *60%* *34%*
Net: 10/9	**784** ***22%***	68 *22%* *9%*	38 *18%* *5%*	37 *32%* *5%* OPR	640 *22%* *82%*	746 *22%* *95%*	37 *21%* *5%*	133 *27%* *17%* VWYZ	638 *21%* *81%*	650 *21%* *83%*	410 *22%* *52%*	238 *21%* *30%*	253 *21%* *32%*
Net: 6/5/4	**794** ***22%***	93 *29%* *12%* QR	58 *28%* *7%* QR	22 *19%* *3%*	621 *21%* *78%*	734 *22%* *92%*	60 *34%* *8%* S	101 *20%* *13%*	682 *23%* *86%*	690 *23%* *87%*	436 *23%* *55%*	252 *22%* *32%*	271 *22%* *34%*
Net: 3/2/1	**210** ***6%***	18 *6%* *8%*	10 *5%* *5%*	4 *4%* *2%*	179 *6%* *85%* Q	191 *6%* *91%*	20 *11%* *9%* S	33 *7%* *16%*	175 *6%* *83%*	177 *6%* *84%*	112 *6%* *53%*	65 *6%* *31%*	72 *6%* *34%*
Mean	**7.15**	6.98	6.96	7.60 OPR	7.16	7.18 T	6.52	7.24	7.13	7.13	7.12	7.14	7.11
Standard Deviation	**2.06**	2.06	2.00	1.95	2.07	2.04	2.46	2.19	2.04	2.04	2.07	2.00	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1**
(statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) **

Base : Regular viewers of ITV1

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Total (Wtd)	**3551**	209 *6%*	430 *12%*	321 *9%*	115 *3%*	316 *9%*	161* *5%* *	336 *9%*	389 *11%*	208 *6%*	292 *8%*	505 *14%*	267 *8%*	2912 *82%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
10	**374** ***11%***	30 *14%* *8%* HK	59 *14%* *16%* HIK	43 *13%* *11%* HK	20 *17%* *5%* EGHIJKM	30 *10%* *8%*	21 *13%* *5%*	27 *8%* *7%*	28 *7%* *7%*	18 *9%* *5%*	24 *8%* *6%*	38 *8%* *10%*	38 *14%* *10%* HIK	306 *11%* *82%*
9	**410** ***12%***	30 *14%* *7%*	56 *13%* *14%*	31 *10%* *7%*	17 *15%* *4%* CHIJKM	38 *12%* *9%*	35 *22%* *8%* CEGHIJKM	33 *10%* *8%*	38 *10%* *9%*	20 *10%* *5%*	28 *10%* *7%*	50 *10%* *12%*	34 *13%* *8%*	334 *11%* *82%*
8	**865** ***24%***	83 *39%* *10%* BCDEFGH IJKLM	109 *25%* *13%*	75 *23%* *9%*	28 *25%* *3%*	68 *21%* *8%*	38 *24%* *4%*	71 *21%* *8%*	89 *23%* *10%*	51 *25%* *6%*	65 *22%* *8%*	120 *24%* *14%*	67 *25%* *8%*	717 *25%* *83%*
7	**540** ***15%***	21 *10%* *4%*	80 *19%* *15%* AE	42 *13%* *8%*	17 *15%* *3%*	39 *12%* *7%*	18 *11%* *3%*	49 *14%* *9%*	67 *17%* *12%*	34 *16%* *6%*	36 *12%* *7%*	96 *19%* *18%* AEJ	43 *16%* *8%*	451 *15%* *83%*
6	**394** ***11%***	16 *8%* *4%*	33 *8%* *8%*	51 *16%* *13%* ABDKM	11 *10%* *3%*	42 *13%* *11%* B	23 *14%* *6%*	31 *9%* *8%*	48 *12%* *12%*	24 *11%* *6%*	40 *14%* *10%* B	48 *9%* *12%*	25 *9%* *6%*	316 *11%* *80%*
5	**289** ***8%***	12 *6%* *4%*	22 *5%* *8%*	13 *4%* *5%*	7 *6%* *2%*	38 *12%* *13%* ABCDFLM	6 *4%* *2%*	44 *13%* *15%* BCDFLM	36 *9%* *12%*	23 *11%* *8%* BCDFLM	28 *10%* *10%* C	45 *9%* *15%* C	15 *6%* *5%*	221 *8%* *76%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1**
(statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) **

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
4	**111** ***3%***	1 *1%* *1%*	8 *2%* *7%*	10 *3%* *9%*	4 *3%* *3%* AF	13 *4%* *11%* AF	- - -	12 *4%* *11%*	12 *3%* *11%*	11 *5%* *10%* ABFM	16 *5%* *14%* ABFM	16 *3%* *15%*	8 *3%* *7%*	84 *3%* *75%*
3	**88** ***2%***	5 *3%* *6%*	7 *2%* *8%*	3 *1%* *3%*	2 *2%* *2%*	7 *2%* *8%*	3 *2%* *3%*	11 *3%* *13%*	5 *1%* *6%*	3 *2%* *4%*	12 *4%* *13%* C	21 *4%* *24%* CDI	9 *3%* *10%*	76 *3%* *86%*
2	**50** ***1%***	2 *1%* *3%*	3 *1%* *5%*	4 *1%* *9%*	1 *1%* *3%*	8 *2%* *15%* B	1 *1%* *3%*	11 *3%* *23%* BM	5 *1%* *10%*	3 *2%* *7%*	3 *1%* *6%*	6 *1%* *12%*	3 *1%* *5%*	38 *1%* *75%*
1	**72** ***2%***	2 *1%* *3%*	10 *2%* *14%*	9 *3%* *12%*	1 *1%* *2%*	3 *1%* *4%*	7 *4%* *9%* L	13 *4%* *18%* EL	6 *1%* *8%*	3 *2%* *4%*	9 *3%* *12%*	9 *2%* *12%*	1 *** *2%*	65 *2%* *90%*
Don't know	**358** ***10%***	8 *4%* *2%*	43 *10%* *12%* AD	40 *12%* *11%* AD	6 *6%* *2%*	31 *10%* *9%* AD	9 *6%* *3%*	33 *10%* *9%*	56 *14%* *16%* ADI	18 *8%* *5%* A	32 *11%* *9%* AD	57 *11%* *16%* AD	25 *9%* *7%*	303 *10%* *85%* AD
Net: 10/9/8/7	**2189** ***62%***	164 *78%* *7%* CEGHIJK M	304 *71%* *14%* CEGHIJKM	191 *59%* *9%*	82 *72%* *4%* CEGHIJKM	175 *55%* *8%*	111 *69%* *5%* EGJ	180 *54%* *8%*	222 *57%* *10%*	123 *59%* *6%*	152 *52%* *7%*	303 *60%* *14%*	182 *68%* *8%* EGHIJ	1809 *62%* *83%* EGJ
Net: 10/9	**784** ***22%***	60 *29%* *8%* GHIJK	115 *27%* *15%* GHIJK	74 *23%* *9%*	37 *32%* *5%* CEGHIJKM	68 *22%* *9%*	55 *34%* *7%* EGHIJKM	60 *18%* *8%*	65 *17%* *8%*	38 *18%* *5%*	51 *18%* *7%*	88 *17%* *11%*	72 *27%* *9%* GHIJK	640 *22%* *82%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 72

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
Net: 6/5/4	**794** ***22%***	29 *14%* *4%*	64 *15%* *8%*	75 *23%* *9%* AB	22 *19%* *3%*	93 *29%* *12%* ABDFKLM	30 *18%* *4%*	87 *26%* *11%* AB	95 *25%* *12%* AB	58 *28%* *7%* ABDKLM	85 *29%* *11%* ABDLM	109 *22%* *14%* B	48 *18%* *6%*	621 *21%* *78%* B
Net: 3/2/1	**210** ***6%***	9 *4%* *4%*	19 *5%* *9%*	16 *5%* *8%*	4 *4%* *2%*	18 *6%* *8%*	11 *7%* *5%*	36 *11%* *17%* ABCDEHIL M	16 *4%* *8%*	10 *5%* *5%*	24 *8%* *11%* D	36 *7%* *17%* D	13 *5%* *6%*	179 *6%* *85%* D
Mean	**7.15**	7.73 CEGHIJ KM	7.50 EGHIJK M	7.26 GJ	7.60 EGHIJK M	6.98	7.51 EGIJK	6.62	7.03	6.96	6.74	6.96	7.47 EGHIJK	7.16 GJ
Standard Deviation	**2.06**	1.77	1.97	2.10	1.95	2.06	2.13	2.34	1.91	2.00	2.19	2.03	1.92	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**414** ***6%***	156 *5%* *38%*	259 *7%* *62%* A	43 *6%* *10%*	58 *4%* *14%*	77 *7%* *19%* D	68 *6%* *16%*	80 *8%* *19%* D	87 *7%* *21%* D	40 *3%* *10%*	173 *5%* *42%* I	202 *9%* *49%* IJ	118 *7%* *28%* N	111 *7%* *27%*	111 *5%* *27%*
9	**538** ***8%***	221 *7%* *41%*	317 *9%* *59%* A	65 *9%* *12%*	92 *7%* *17%*	82 *7%* *15%*	103 *8%* *19%*	79 *8%* *15%*	118 *9%* *22%*	88 *7%* *16%*	256 *8%* *48%*	194 *9%* *36%*	153 *9%* *28%* N	151 *9%* *28%*	155 *7%* *29%*
8	**1468** ***22%***	666 *20%* *45%*	802 *23%* *55%*	119 *17%* *8%*	277 *20%* *19%*	259 *22%* *18%* C	251 *21%* *17%*	241 *24%* *16%* C	320 *25%* *22%* CDF	211 *17%* *14%*	736 *22%* *50%* I	520 *24%* *35%* I	414 *25%* *28%* MN	355 *21%* *24%*	455 *20%* *31%*
7	**1298** ***19%***	611 *19%* *47%*	687 *19%* *53%*	145 *20%* *11%*	329 *24%* *25%* EF GH	197 *17%* *15%*	221 *18%* *17%*	182 *18%* *14%*	224 *17%* *17%*	246 *20%* *19%* K	692 *20%* *53%* K	360 *17%* *28%*	318 *19%* *24%*	321 *19%* *25%*	451 *20%* *35%*
6	**872** ***13%***	454 *14%* *52%* B	418 *12%* *48%*	105 *15%* *12%*	178 *13%* *20%*	155 *13%* *18%*	158 *13%* *18%*	117 *11%* *13%*	160 *12%* *18%*	162 *13%* *19%*	441 *13%* *51%*	269 *12%* *31%*	232 *14%* *27%*	205 *12%* *23%*	295 *13%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**851** ***13%***	452 *14%* *53%* B	398 *11%* *47%*	97 *14%* *11%*	188 *14%* *22%*	139 *12%* *16%*	168 *14%* *20%*	111 *11%* *13%*	148 *11%* *17%*	158 *13%* *19%*	439 *13%* *52%*	254 *12%* *30%*	150 *9%* *18%*	214 *13%* *25%* L	322 *14%* *38%* L
4	**302** ***4%***	186 *6%* *62%* B	116 *3%* *38%*	39 *6%* *13%* H	80 *6%* *26%* H	53 *5%* *18%*	51 *4%* *17%*	39 *4%* *13%*	41 *3%* *13%*	83 *7%* *27%* JK	147 *4%* *49%*	72 *3%* *24%*	54 *3%* *18%*	78 *5%* *26%*	103 *4%* *34%*
3	**208** ***3%***	108 *3%* *52%*	99 *3%* *48%*	32 *5%* *15%* DH	33 *2%* *16%*	43 *4%* *21%*	36 *3%* *17%*	32 *3%* *15%*	31 *2%* *15%*	45 *4%* *22%*	99 *3%* *48%*	63 *3%* *31%*	22 *1%* *10%*	54 *3%* *26%* L	89 *4%* *43%* L
2	**132** ***2%***	79 *2%* *60%* B	53 *1%* *40%*	9 *1%* *7%*	39 *3%* *30%* H	24 *2%* *18%*	23 *2%* *17%*	19 *2%* *14%*	19 *1%* *14%*	39 *3%* *30%* JK	66 *2%* *50%*	27 *1%* *20%*	26 *2%* *20%*	28 *2%* *21%*	46 *2%* *35%*
1	**119** ***2%***	76 *2%* *64%* B	43 *1%* *36%*	9 *1%* *8%*	19 *1%* *16%*	34 *3%* *29%* DF H	13 *1%* *11%*	27 *3%* *23%* FH	15 *1%* *13%*	25 *2%* *21%*	50 *1%* *42%*	44 *2%* *37%*	26 *2%* *22%*	26 *2%* *22%*	50 *2%* *42%*
Don't know	**597** ***9%***	244 *7%* *41%*	353 *10%* *59%* A	45 *6%* *8%*	89 *6%* *15%*	109 *9%* *18%* D	122 *10%* *20%* CD	96 *9%* *16%* D	135 *10%* *23%* CD	127 *10%* *21%* K	297 *9%* *50%*	172 *8%* *29%*	125 *8%* *21%*	156 *9%* *26%*	229 *10%* *38%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3718** ***55%***	1654 *51%* *44%*	2064 *58%* *56%* A	373 *53%* *10%*	755 *55%* *20%*	614 *52%* *17%*	644 *53%* *17%*	582 *57%* *16%*	750 *58%* *20%* EF	584 *48%* *16%*	1857 *55%* *50%* I	1277 *59%* *34%* IJ	1002 *61%* *27%* MN	938 *55%* *25%* N	1172 *51%* *32%*
Net: 10/9	**953** ***14%***	376 *12%* *40%*	576 *16%* *60%* A	109 *15%* *11%* D	150 *11%* *16%*	159 *14%* *17%*	172 *14%* *18%* D	159 *16%* *17%* D	205 *16%* *22%* D	128 *10%* *13%*	429 *13%* *45%*	396 *18%* *42%* IJ	271 *17%* *28%* N	262 *15%* *28%* N	266 *12%* *28%*
Net: 6/5/4	**2025** ***30%***	1093 *34%* *54%* B	932 *26%* *46%*	241 *34%* *12%* GH	446 *32%* *22%* GH	347 *30%* *17%*	377 *31%* *19%* G	266 *26%* *13%*	348 *27%* *17%*	402 *33%* *20%* K	1027 *30%* *51%*	596 *27%* *29%*	436 *27%* *22%*	496 *29%* *24%*	720 *31%* *36%* L
Net: 3/2/1	**459** ***7%***	263 *8%* *57%* B	196 *6%* *43%*	50 *7%* *11%*	91 *7%* *20%*	101 *9%* *22%* FH	72 *6%* *16%*	77 *8%* *17%* H	66 *5%* *14%*	109 *9%* *24%* JK	215 *6%* *47%*	134 *6%* *29%*	74 *4%* *16%*	108 *6%* *24%*	185 *8%* *40%* L
Mean	**6.69**	6.46	6.91 A	6.60	6.54	6.59	6.70	6.79 D	6.94 CDE F	6.32	6.67 I	6.93 IJ	7.01 MN	6.75 N	6.50
Standard Deviation	**1.99**	2.03	1.93	1.97	1.91	2.13	1.94	2.10	1.91	2.04	1.93	2.04	1.88	2.00	2.02

GfK NOP

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Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**414** ***6%***	32 *5%* *8%*	24 *7%* *6%*	18 *9%* *4%* OR	340 *6%* *82%*	381 *6%* *92%*	33 *7%* *8%*	63 *6%* *15%*	349 *6%* *84%*	352 *6%* *85%*	237 *7%* *57%*	114 *5%* *27%*	121 *5%* *29%*
9	**538** ***8%***	36 *6%* *7%*	27 *8%* *5%*	16 *8%* *3%*	459 *8%* *85%* O	510 *8%* *95%*	28 *6%* *5%*	81 *8%* *15%*	453 *8%* *84%*	455 *8%* *85%*	312 *9%* *58%* YZ	142 *7%* *26%*	157 *7%* *29%*
8	**1468** ***22%***	121 *20%* *8%*	78 *23%* *5%*	45 *22%* *3%*	1223 *22%* *83%*	1402 *22%* *96%* T	65 *14%* *4%*	234 *22%* *16%*	1219 *22%* *83%*	1231 *22%* *84%*	757 *21%* *52%*	469 *22%* *32%*	501 *22%* *34%*
7	**1298** ***19%***	106 *17%* *8%*	63 *18%* *5%*	40 *20%* *3%*	1090 *19%* *84%*	1205 *19%* *93%*	92 *20%* *7%*	187 *18%* *14%*	1083 *19%* *83%*	1109 *19%* *85%*	664 *19%* *51%*	444 *21%* *34%*	463 *20%* *36%*
6	**872** ***13%***	74 *12%* *9%*	41 *12%* *5%*	25 *12%* *3%*	732 *13%* *84%*	815 *13%* *93%*	57 *12%* *6%*	126 *12%* *14%*	734 *13%* *84%*	739 *13%* *85%*	432 *12%* *50%*	307 *14%* *35%* X	310 *14%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**851** ***13%***	96 *16%* *11%* R	43 *13%* *5%*	26 *13%* *3%*	686 *12%* *81%*	783 *12%* *92%*	68 *15%* *8%*	143 *14%* *17%*	699 *12%* *82%*	707 *12%* *83%*	466 *13%* *55%*	237 *11%* *28%*	254 *11%* *30%*
4	**302** ***4%***	41 *7%* *14%* QR	19 *6%* *6%*	8 *4%* *3%*	234 *4%* *77%*	271 *4%* *90%*	32 *7%* *10%* S	52 *5%* *17%*	250 *4%* *83%*	251 *4%* *83%*	157 *4%* *52%*	93 *4%* *31%*	95 *4%* *31%*
3	**208** ***3%***	23 *4%* *11%*	13 *4%* *6%*	7 *3%* *3%*	165 *3%* *79%*	190 *3%* *91%*	18 *4%* *9%*	31 *3%* *15%*	175 *3%* *84%*	177 *3%* *85%*	120 *3%* *58%*	56 *3%* *27%*	67 *3%* *32%*
2	**132** ***2%***	23 *4%* *18%* PQR	6 *2%* *4%*	3 *1%* *2%*	101 *2%* *76%*	117 *2%* *89%*	15 *3%* *11%*	18 *2%* *13%*	106 *2%* *80%*	112 *2%* *84%*	71 *2%* *54%*	41 *2%* *31%*	46 *2%* *35%*
1	**119** ***2%***	9 *1%* *8%*	5 *1%* *4%*	3 *1%* *3%*	102 *2%* *86%*	101 *2%* *85%*	18 *4%* *15%* S	21 *2%* *18%*	95 *2%* *80%*	97 *2%* *82%*	71 *2%* *60%*	27 *1%* *22%*	29 *1%* *25%*
Don't know	**597** ***9%***	51 *8%* *9%*	22 *7%* *4%*	13 *7%* *2%*	510 *9%* *85%* PQ	562 *9%* *94%*	35 *8%* *6%*	100 *9%* *17%*	489 *9%* *82%*	495 *9%* *83%*	296 *8%* *50%*	197 *9%* *33%*	217 *10%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3718** ***55%***	295 *48%* *8%*	192 *56%* *5%* O	119 *58%* *3%* O	3112 *55%* *84%* O	3498 *55%* *94%* T	220 *48%* *6%*	565 *54%* *15%*	3104 *55%* *83%*	3147 *55%* *85%*	1969 *55%* *53%*	1169 *55%* *31%*	1242 *55%* *33%*
Net: 10/9	**953** ***14%***	68 *11%* *7%*	51 *15%* *5%* O	34 *17%* *4%* O	799 *14%* *84%* O	891 *14%* *94%*	62 *13%* *6%*	143 *14%* *15%*	801 *14%* *84%* Y	807 *14%* *85%* Y	549 *15%* *58%* YZ	255 *12%* *27%*	278 *12%* *29%*
Net: 6/5/4	**2025** ***30%***	212 *35%* *10%* QR	103 *30%* *5%*	59 *29%* *3%*	1652 *29%* *82%*	1869 *29%* *92%*	156 *34%* *8%*	320 *30%* *16%*	1684 *30%* *83%*	1696 *30%* *84%*	1055 *29%* *52%*	636 *30%* *31%*	660 *29%* *33%*
Net: 3/2/1	**459** ***7%***	56 *9%* *12%* QR	23 *7%* *5%*	13 *6%* *3%*	367 *7%* *80%*	408 *6%* *89%*	51 *11%* *11%* S	70 *7%* *15%*	377 *7%* *82%*	386 *7%* *84%*	262 *7%* *57%*	123 *6%* *27%*	142 *6%* *31%*
Mean	**6.69**	6.35	6.72 O	6.85 O	6.72 O	6.73 T	6.25	6.66	6.71	6.70	6.69	6.71	6.71
Standard Deviation	**1.99**	2.08	2.01	1.99	1.98	1.97	2.25	2.01	1.99	1.99	2.05	1.89	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Total (Wtd)	**6799**	352 *5%*	733 *11%*	550 *8%*	204 *3%*	613 *9%*	352 *5%*	599 *9%*	747 *11%*	341 *5%*	737 *11%*	1060 *16%*	509 *7%*	5641 *83%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
10	**414** ***6%***	22 *6%* *5%*	46 *6%* *11%*	49 *9%* *12%* EJKM	18 *9%* *4%* EJKM	32 *5%* *8%*	30 *9%* *7%* JK	34 *6%* *8%*	47 *6%* *11%*	24 *7%* *6%* JK	34 *5%* *8%*	46 *4%* *11%*	32 *6%* *8%*	340 *6%* *82%*
9	**538** ***8%***	25 *7%* *5%*	82 *11%* *15%* EHJKM	45 *8%* *8%*	16 *8%* *3%* J	36 *6%* *7%*	41 *12%* *8%* EJ	58 *10%* *11%* EJ	52 *7%* *10%*	27 *8%* *5%* J	36 *5%* *7%*	75 *7%* *14%*	44 *9%* *8%* J	459 *8%* *85%* EJ
8	**1468** ***22%***	108 *31%* *7%* BDEGHIJ KLM	168 *23%* *11%* J	137 *25%* *9%* EGJ	45 *22%* *3%* J	121 *20%* *8%*	79 *22%* *5%*	103 *17%* *7%*	173 *23%* *12%* J	78 *23%* *5%* GJ	118 *16%* *8%*	227 *21%* *15%* J	111 *22%* *8%* J	1223 *22%* *83%* J
7	**1298** ***19%***	54 *15%* *4%*	156 *21%* *12%*	108 *20%* *8%*	40 *20%* *3%*	106 *17%* *8%*	67 *19%* *5%*	110 *18%* *8%*	144 *19%* *11%*	63 *18%* *5%*	149 *20%* *11%*	196 *19%* *15%*	105 *21%* *8%*	1090 *19%* *84%*
6	**872** ***13%***	43 *12%* *5%*	103 *14%* *12%* G	87 *16%* *10%* G	25 *12%* *3%*	74 *12%* *9%*	42 *12%* *5%*	51 *9%* *6%*	112 *15%* *13%* G	41 *12%* *5%*	100 *14%* *11%* G	124 *12%* *14%*	71 *14%* *8%* G	732 *13%* *84%* G
5	**851** ***13%***	41 *12%* *5%*	65 *9%* *8%*	43 *8%* *5%*	26 *13%* *3%* BC	96 *16%* *11%* BCFHLM	34 *10%* *4%*	109 *18%* *13%* ABCDFHIL M	71 *10%* *8%*	43 *13%* *5%* BC	116 *16%* *14%* BCFHM	149 *14%* *17%* BCH	57 *11%* *7%*	686 *12%* *81%* BC

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
4	**302** ***4%***	17 *5%* *6%*	23 *3%* *8%*	14 *3%* *5%*	8 *4%* *3%*	41 *7%* *14%* BCDFLM	6 *2%* *2%*	29 *5%* *9%*	43 *6%* *14%* CFL	19 *6%* *6%* BCFL	36 *5%* *12%* F	54 *5%* *18%* F	13 *3%* *4%*	234 *4%* *77%*
3	**208** ***3%***	8 *2%* *4%*	9 *1%* *4%*	5 *1%* *2%*	7 *3%* *3%* BC	23 *4%* *11%* BC	11 *3%* *5%*	27 *5%* *13%* BC	16 *2%* *8%*	13 *4%* *6%* BC	33 *5%* *16%* BCM	41 *4%* *20%* BC	14 *3%* *7%*	165 *3%* *79%* BC
2	**132** ***2%***	10 *3%* *8%* F	11 *2%* *8%*	5 *1%* *4%*	3 *1%* *2%*	23 *4%* *18%* BCDFHIKL M	1 *** *1%*	14 *2%* *11%*	13 *2%* *10%*	6 *2%* *4%*	22 *3%* *16%* CF	15 *1%* *12%*	9 *2%* *7%*	101 *2%* *76%*
1	**119** ***2%***	1 *** *1%*	13 *2%* *11%*	12 *2%* *10%*	3 *1%* *3%*	9 *1%* *8%*	7 *2%* *6%*	6 *1%* *5%*	13 *2%* *11%*	5 *1%* *4%*	24 *3%* *20%* AEGIKM	16 *1%* *13%*	10 *2%* *9%*	102 *2%* *86%*
Don't know	**597** ***9%***	22 *6%* *4%*	57 *8%* *10%*	45 *8%* *8%*	13 *7%* *2%*	51 *8%* *9%*	35 *10%* *6%*	58 *10%* *10%*	63 *8%* *11%*	22 *7%* *4%*	69 *9%* *12%*	117 *11%* *20%* ADI	42 *8%* *7%*	510 *9%* *85%* DI
Net: 10/9/8/7	**3718** ***55%***	210 *60%* *6%* EJK	452 *62%* *12%* EGJKM	339 *62%* *9%* EGJKM	119 *58%* *3%* EGJK	295 *48%* *8%*	217 *61%* *6%* EGJK	305 *51%* *8%*	416 *56%* *11%* EJ	192 *56%* *5%* EJK	337 *46%* *9%*	544 *51%* *15%*	291 *57%* *8%* EJ	3112 *55%* *84%* EJ
Net: 10/9	**953** ***14%***	48 *14%* *5%*	129 *18%* *13%* EJK	94 *17%* *10%* EJK	34 *17%* *4%* EJK	68 *11%* *7%*	71 *20%* *7%* EHJKM	92 *15%* *10%* J	99 *13%* *10%*	51 *15%* *5%* EJK	70 *10%* *7%*	121 *11%* *13%*	76 *15%* *8%* J	799 *14%* *84%* EJK

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 73

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All who ever watch any of the channels

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
Net: 6/5/4	**2025** ***30%***	101 *29%* *5%*	191 *26%* *9%*	144 *26%* *7%*	59 *29%* *3%*	212 *35%* *10%* BCDFLM	81 *23%* *4%*	188 *31%* *9%*	226 *30%* *11%*	103 *30%* *5%* F	251 *34%* *12%* BCDFLM	327 *31%* *16%* F	142 *28%* *7%*	1652 *29%* *82%*
Net: 3/2/1	**459** ***7%***	19 *5%* *4%*	33 *4%* *7%*	21 *4%* *5%*	13 *6%* *3%*	56 *9%* *12%* BCDHM	19 *6%* *4%*	48 *8%* *10%* C	41 *6%* *9%*	23 *7%* *5%* C	79 *11%* *17%* ABCDFHI KLM	73 *7%* *16%* C	34 *7%* *7%*	367 *7%* *80%*
Mean	**6.69**	6.88 EJK	7.00 EGIJKM	7.09 EGHIJK LM	6.85 EGJK	6.35	7.10 EGIJKM	6.54 J	6.75 EJ	6.72 EJ	6.20	6.57 EJ	6.79 EJ	6.72 EJ
Standard Deviation	**1.99**	1.90	1.87	1.87	1.99	2.08	1.95	2.06	1.94	2.01	2.11	1.95	1.96	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 74

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**945** ***28%***	395 *24%* *42%*	549 *31%* *58%* A	85 *23%* *9%*	175 *26%* *19%*	163 *28%* *17%*	168 *28%* *18%*	172 *34%* *18%* CD H	181 *26%* *19%*	186 *31%* *20%* J	445 *26%* *47%*	313 *28%* *33%*	225 *28%* *24%*	236 *27%* *25%*	309 *27%* *33%*
9	**563** ***16%***	268 *17%* *48%*	294 *16%* *52%*	69 *19%* *12%*	100 *15%* *18%*	92 *16%* *16%*	98 *17%* *17%*	81 *16%* *14%*	122 *18%* *22%*	56 *9%* *10%*	296 *17%* *53%* I	212 *19%* *38%* I	127 *16%* *23%*	174 *20%* *31%* N	161 *14%* *29%*
8	**742** ***22%***	341 *21%* *46%*	401 *22%* *54%*	58 *16%* *8%*	146 *22%* *20%*	125 *21%* *17%*	143 *24%* *19%* C	99 *20%* *13%*	172 *25%* *23%* C	135 *23%* *18%*	366 *22%* *49%*	241 *22%* *32%*	197 *24%* *27%*	190 *22%* *26%*	248 *22%* *33%*
7	**431** ***13%***	229 *14%* *53%* B	202 *11%* *47%*	50 *14%* *12%*	102 *15%* *24%* G	77 *13%* *18%*	74 *12%* *17%*	50 *10%* *12%*	78 *11%* *18%*	95 *16%* *22%* J	202 *12%* *47%*	134 *12%* *31%*	98 *12%* *23%*	92 *10%* *21%*	175 *15%* *41%* M
6	**212** ***6%***	113 *7%* *53%*	99 *6%* *47%*	31 *8%* *15%*	53 *8%* *25%*	34 *6%* *16%*	27 *5%* *13%*	31 *6%* *15%*	36 *5%* *17%*	33 *5%* *15%*	112 *7%* *53%*	67 *6%* *32%*	52 *6%* *25%*	45 *5%* *21%*	77 *7%* *36%*

GfK NOP

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Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**216** ***6%***	112 *7%* *52%*	105 *6%* *48%*	33 *9%* *15%*	43 *6%* *20%*	32 *5%* *15%*	35 *6%* *16%*	25 *5%* *11%*	48 *7%* *22%*	31 *5%* *14%*	129 *8%* *60%* K	57 *5%* *26%*	43 *5%* *20%*	57 *6%* *26%*	78 *7%* *36%*
4	**71** ***2%***	47 *3%* *66%* B	24 *1%* *34%*	10 *3%* *15%* E	20 *3%* *28%* E	4 *1%* *6%*	8 *1%* *12%*	12 *2%* *17%*	16 *2%* *22%*	13 *2%* *18%*	35 *2%* *49%*	24 *2%* *33%*	14 *2%* *19%*	25 *3%* *35%*	21 *2%* *29%*
3	**53** ***2%***	21 *1%* *40%*	32 *2%* *60%*	3 *1%* *5%*	10 *1%* *19%*	11 *2%* *22%*	9 *2%* *17%*	7 *1%* *14%*	12 *2%* *23%*	10 *2%* *18%*	27 *2%* *50%*	17 *1%* *31%*	14 *2%* *27%*	14 *2%* *27%*	17 *2%* *32%*
2	**37** ***1%***	27 *2%* *73%* B	10 *1%* *27%*	2 *1%* *5%*	8 *1%* *22%* H	12 *2%* *31%* H	10 *2%* *28%* H	5 *1%* *14%* H	- - -	15 *2%* *40%* JK	17 *1%* *48%*	5 *** *12%*	6 *1%* *15%*	15 *2%* *42%*	11 *1%* *29%*
1	**61** ***2%***	32 *2%* *53%*	29 *2%* *47%*	11 *3%* *18%* DH	4 *1%* *6%*	17 *3%* *28%* DH	12 *2%* *20%*	11 *2%* *17%* D	6 *1%* *11%*	15 *2%* *24%*	30 *2%* *49%*	16 *1%* *26%*	16 *2%* *27%*	12 *1%* *20%*	24 *2%* *39%*
Don't know	**88** ***3%***	41 *3%* *47%*	46 *3%* *53%*	16 *4%* *18%* F	16 *2%* *18%*	16 *3%* *18%*	8 *1%* *9%*	11 *2%* *13%*	21 *3%* *24%*	9 *2%* *10%*	43 *3%* *49%*	35 *3%* *40%*	22 *3%* *25%*	22 *2%* *25%*	29 *3%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 74

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9/8/7	**2681** ***78%***	1234 *76%* *46%*	1446 *81%* *54%* A	262 *71%* *10%*	523 *77%* *20%*	457 *78%* *17%* C	483 *81%* *18%* C	402 *80%* *15%* C	554 *80%* *21%* C	471 *79%* *18%*	1310 *77%* *49%*	899 *80%* *34%*	647 *80%* *24%*	692 *78%* *26%*	893 *78%* *33%*
Net: 10/9	**1508** ***44%***	664 *41%* *44%*	844 *47%* *56%* A	154 *42%* *10%*	275 *41%* *18%*	255 *44%* *17%*	267 *45%* *18%*	253 *50%* *17%* CD	304 *44%* *20%*	242 *41%* *16%*	741 *44%* *49%*	525 *47%* *35%* I	352 *43%* *23%*	410 *46%* *27%*	469 *41%* *31%*
Net: 6/5/4	**499** ***15%***	272 *17%* *54%* B	228 *13%* *46%*	75 *20%* *15%* EF G	116 *17%* *23%* EF	70 *12%* *14%*	70 *12%* *14%*	68 *14%* *14%*	100 *14%* *20%*	76 *13%* *15%*	276 *16%* *55%*	148 *13%* *30%*	109 *13%* *22%*	127 *14%* *25%*	176 *15%* *35%*
Net: 3/2/1	**151** ***4%***	80 *5%* *53%*	71 *4%* *47%*	16 *4%* *10%*	22 *3%* *15%*	40 *7%* *26%* DH	31 *5%* *21%* H	23 *5%* *15%*	19 *3%* *12%*	39 *7%* *26%* K	74 *4%* *49%*	37 *3%* *25%*	36 *4%* *24%*	42 *5%* *28%*	51 *4%* *34%*
Mean	**7.93**	7.74	8.09 A	7.67	7.86	7.85	7.96	8.10 C	8.03 C	7.80	7.87	8.08 IJ	7.97	7.93	7.84
Standard Deviation	**2.07**	2.14	2.00	2.19	1.96	2.24	2.10	2.13	1.88	2.26	2.08	1.95	2.04	2.10	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**945** ***28%***	93 *31%* *10%*	47 *28%* *5%*	36 *35%* *4%* PR	769 *27%* *81%*	878 *27%* *93%*	67 *30%* *7%*	144 *25%* *15%*	786 *28%* *83%*	798 *28%* *84%*	514 *29%* *54%*	283 *27%* *30%*	305 *27%* *32%*
9	**563** ***16%***	52 *17%* *9%*	30 *18%* *5%*	19 *19%* *3%*	462 *16%* *82%*	527 *16%* *94%*	36 *16%* *6%*	96 *17%* *17%*	462 *17%* *82%*	467 *17%* *83%*	279 *16%* *50%*	187 *18%* *33%*	196 *18%* *35%*
8	**742** ***22%***	52 *17%* *7%*	36 *22%* *5%*	18 *18%* *2%*	636 *22%* *86%* O	710 *22%* *96%* T	32 *14%* *4%*	147 *25%* *20%* VYZ	577 *21%* *78%*	586 *21%* *79%*	381 *22%* *51%*	203 *19%* *27%*	214 *19%* *29%*
7	**431** ***13%***	35 *12%* *8%*	19 *11%* *4%*	12 *12%* *3%*	365 *13%* *85%*	395 *12%* *92%*	36 *16%* *8%*	59 *10%* *14%*	368 *13%* *85%*	369 *13%* *86%*	211 *12%* *49%*	156 *15%* *36%* U	160 *14%* *37%* U
6	**212** ***6%***	21 *7%* *10%*	9 *6%* *4%*	6 *6%* *3%*	175 *6%* *83%*	200 *6%* *94%*	12 *5%* *6%*	33 *6%* *15%*	175 *6%* *83%*	179 *6%* *85%*	100 *6%* *47%*	79 *8%* *37%*	82 *7%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
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Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**216** ***6%***	19 *6%* *9%*	14 *9%* *7%* Q	5 *5%* *2%*	178 *6%* *82%*	197 *6%* *91%*	19 *9%* *9%*	45 *8%* *21%*	171 *6%* *79%*	171 *6%* *79%*	108 *6%* *50%*	63 *6%* *29%*	66 *6%* *30%*
4	**71** ***2%***	8 *3%* *12%*	3 *2%* *4%*	1 *1%* *1%*	59 *2%* *83%*	65 *2%* *92%*	6 *3%* *8%*	14 *2%* *19%*	57 *2%* *80%*	57 *2%* *80%*	35 *2%* *49%*	22 *2%* *30%*	24 *2%* *33%*
3	**53** ***2%***	4 *1%* *8%*	2 *1%* *5%*	* * *1%*	46 *2%* *87%*	52 *2%* *99%*	1 * *1%*	10 *2%* *19%*	42 *1%* *78%*	42 *1%* *78%*	34 *2%* *64%* Y	8 *1%* *14%*	12 *1%* *23%*
2	**37** ***1%***	3 *1%* *8%*	2 *1%* *4%*	1 *1%* *2%*	32 *1%* *86%*	33 *1%* *90%*	4 *2%* *10%*	8 *1%* *22%*	27 *1%* *74%*	27 *1%* *74%*	16 *1%* *43%*	11 *1%* *30%*	12 *1%* *32%*
1	**61** ***2%***	6 *2%* *9%*	2 *1%* *3%*	2 *2%* *3%*	52 *2%* *85%*	55 *2%* *91%*	5 *2%* *9%*	9 *2%* *15%*	49 *2%* *81%*	49 *2%* *81%*	32 *2%* *52%*	18 *2%* *29%*	19 *2%* *31%*
Don't know	**88** ***3%***	10 *3%* *12%*	4 *2%* *4%*	1 *1%* *2%*	72 *3%* *82%*	80 *3%* *92%*	7 *3%* *8%*	17 *3%* *19%*	67 *2%* *76%*	68 *2%* *78%*	45 *3%* *51%*	23 *2%* *26%*	24 *2%* *27%*

GfK NOP

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Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9/8/7	**2681** ***78%***	231 *76%* *9%*	132 *79%* *5%*	85 *84%* *3%* OPR	2232 *78%* *83%*	2510 *79%* *94%*	171 *76%* *6%*	446 *77%* *17%*	2194 *79%* *82%*	2219 *79%* *83%*	1385 *79%* *52%*	830 *79%* *31%*	875 *79%* *33%*
Net: 10/9	**1508** ***44%***	144 *48%* *10%*	77 *46%* *5%*	54 *54%* *4%* PR	1231 *43%* *82%*	1404 *44%* *93%*	103 *46%* *7%*	240 *41%* *16%*	1249 *45%* *83%*	1264 *45%* *84%*	793 *45%* *53%*	471 *45%* *31%*	501 *45%* *33%*
Net: 6/5/4	**499** ***15%***	49 *16%* *10%*	26 *16%* *5%*	12 *12%* *2%*	412 *14%* *83%*	462 *14%* *93%*	37 *16%* *7%*	91 *16%* *18%*	403 *14%* *81%*	407 *14%* *81%*	243 *14%* *49%*	164 *16%* *33%*	172 *15%* *34%*
Net: 3/2/1	**151** ***4%***	13 *4%* *9%*	6 *3%* *4%*	3 *3%* *2%*	129 *5%* *86%*	141 *4%* *93%*	10 *4%* *7%*	27 *5%* *18%*	118 *4%* *78%*	118 *4%* *78%*	81 *5%* *54%*	36 *3%* *24%*	43 *4%* *28%*
Mean	**7.93**	7.96	8.01	8.30 OPR	7.90	7.93	7.84	7.84	7.95	7.96	7.97	7.94	7.93
Standard Deviation	**2.07**	2.14	1.98	1.92	2.08	2.06	2.22	2.09	2.06	2.06	2.09	2.01	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 74

Absolutes/col/row percents

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**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample A

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Total (Wtd)	**3418**	171 *5%*	366 *11%*	277 *8%*	101 *3%*	303 *9%*	187* *5%* *	314 *9%*	381 *11%*	168 *5%*	363 *11%*	541 *16%*	246 *7%*	2846 *83%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
10	**945** ***28%***	50 *29%* *5%*	103 *28%* *11%*	73 *26%* *8%*	36 *35%* *4%* CGHIJKM	93 *31%* *10%*	57 *30%* *6%*	83 *26%* *9%*	96 *25%* *10%*	47 *28%* *5%*	102 *28%* *11%*	137 *25%* *14%*	70 *29%* *7%*	769 *27%* *81%*
9	**563** ***16%***	40 *23%* *7%* BJKL	46 *13%* *8%*	41 *15%* *7%*	19 *19%* *3%* B	52 *17%* *9%*	25 *14%* *5%*	70 *22%* *12%* BJK	79 *21%* *14%* BK	30 *18%* *5%*	51 *14%* *9%*	76 *14%* *13%*	34 *14%* *6%*	462 *16%* *82%*
8	**742** ***22%***	33 *19%* *4%*	85 *23%* *11%*	80 *29%* *11%* DEH	18 *18%* *2%*	52 *17%* *7%*	53 *28%* *7%* DE	63 *20%* *9%*	74 *19%* *10%*	36 *22%* *5%*	78 *21%* *11%*	116 *21%* *16%*	54 *22%* *7%*	636 *22%* *86%* E
7	**431** ***13%***	17 *10%* *4%*	50 *14%* *12%*	30 *11%* *7%*	12 *12%* *3%*	35 *12%* *8%*	16 *9%* *4%*	24 *8%* *6%*	52 *14%* *12%*	19 *11%* *4%*	48 *13%* *11%*	84 *16%* *20%* G	42 *17%* *10%* FGI	365 *13%* *85%*
6	**212** ***6%***	4 *2%* *2%*	29 *8%* *14%* F	19 *7%* *9%* F	6 *6%* *3%* F	21 *7%* *10%* F	2 *1%* *1%*	17 *5%* *8%*	26 *7%* *12%* F	9 *6%* *4%* F	26 *7%* *12%* F	41 *8%* *19%* F	11 *4%* *5%*	175 *6%* *83%* F
5	**216** ***6%***	12 *7%* *6%*	20 *5%* *9%*	11 *4%* *5%*	5 *5%* *2%*	19 *6%* *9%*	10 *6%* *5%*	23 *7%* *11%*	23 *6%* *11%*	14 *9%* *7%* CD	29 *8%* *13%*	32 *6%* *15%*	18 *7%* *8%*	178 *6%* *82%*

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Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
4	**71** ***2%***	3 *2%* *4%*	6 *2%* *8%*	5 *2%* *6%*	1 *1%* *1%*	8 *3%* *12%*	10 *6%* *14%* DJM	4 *1%* *5%*	11 *3%* *15%*	3 *2%* *4%*	5 *2%* *8%*	11 *2%* *16%*	4 *1%* *5%*	59 *2%* *83%*
3	**53** ***2%***	4 *2%* *8%*	9 *2%* *16%*	2 *1%* *3%*	* * *1%*	4 *1%* *8%*	3 *2%* *6%*	8 *3%* *16%*	3 *1%* *5%*	2 *1%* *5%*	6 *2%* *11%*	9 *2%* *17%*	2 *1%* *4%*	46 *2%* *87%*
2	**37** ***1%***	1 *1%* *4%*	4 *1%* *11%*	- - -	1 *1%* *2%*	3 *1%* *8%*	2 *1%* *6%*	6 *2%* *16%*	7 *2%* *19%*	2 *1%* *4%*	2 *1%* *6%*	7 *1%* *19%*	1 *1%* *3%*	32 *1%* *86%*
1	**61** ***2%***	- - -	7 *2%* *11%*	9 *3%* *15%*	2 *2%* *3%* A	6 *2%* *9%*	- - -	3 *1%* *5%*	9 *2%* *15%*	2 *1%* *3%*	7 *2%* *11%*	11 *2%* *19%*	5 *2%* *9%*	52 *2%* *85%*
Don't know	**88** ***3%***	6 *3%* *6%*	8 *2%* *9%*	8 *3%* *9%*	1 *1%* *2%*	10 *3%* *12%* H	7 *4%* *8%* H	12 *4%* *14%* H	2 *1%* *3%*	4 *2%* *4%*	9 *2%* *10%*	16 *3%* *19%*	4 *1%* *4%*	72 *3%* *82%*
Net: 10/9/8/7	**2681** ***78%***	140 *82%* *5%*	284 *78%* *11%*	223 *81%* *8%*	85 *84%* *3%* EGIJKM	231 *76%* *9%*	151 *81%* *6%*	240 *76%* *9%*	301 *79%* *11%*	132 *79%* *5%*	279 *77%* *10%*	413 *76%* *15%*	201 *82%* *8%*	2232 *78%* *83%*
Net: 10/9	**1508** ***44%***	90 *52%* *6%* BK	149 *41%* *10%*	114 *41%* *8%*	54 *54%* *4%* BCIJKLM	144 *48%* *10%* K	82 *44%* *5%*	152 *48%* *10%*	175 *46%* *12%*	77 *46%* *5%* K	153 *42%* *10%*	212 *39%* *14%*	104 *42%* *7%*	1231 *43%* *82%*
Net: 6/5/4	**499** ***15%***	20 *12%* *4%*	55 *15%* *11%*	34 *12%* *7%*	12 *12%* *2%*	49 *16%* *10%*	23 *12%* *5%*	44 *14%* *9%*	60 *16%* *12%*	26 *16%* *5%*	60 *17%* *12%*	84 *16%* *17%*	32 *13%* *6%*	412 *14%* *83%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 74

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample A

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
Net: 3/2/1	**151** ***4%***	6 *3%* *4%*	19 *5%* *13%*	11 *4%* *7%*	3 *3%* *2%*	13 *4%* *9%*	6 *3%* *4%*	18 *6%* *12%*	19 *5%* *12%*	6 *3%* *4%*	15 *4%* *10%*	28 *5%* *18%*	9 *4%* *6%*	129 *5%* *86%*
Mean	**7.93**	8.20	7.85	7.98	8.30 BEHIJK LM	7.96	8.09	7.96	7.84	8.01	7.87	7.76	7.95	7.90
Standard Deviation	**2.07**	1.89	2.10	2.04	1.92	2.14	1.98	2.12	2.15	1.98	2.07	2.12	2.01	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**743** ***22%***	304 *18%* *41%*	439 *25%* *59%* A	52 *15%* *7%*	138 *19%* *19%*	120 *20%* *16%*	140 *22%* *19%* C	144 *28%* *19%* CD E	147 *24%* *20%* C	118 *19%* *16%*	359 *21%* *48%*	266 *25%* *36%* I	177 *21%* *24%*	186 *22%* *25%*	225 *19%* *30%*
9	**453** ***13%***	207 *12%* *46%*	246 *14%* *54%*	49 *14%* *11%*	88 *12%* *19%*	71 *12%* *16%*	88 *14%* *19%*	65 *12%* *14%*	92 *15%* *20%*	75 *12%* *17%*	246 *14%* *54%*	132 *12%* *29%*	134 *16%* *30%* M	82 *10%* *18%*	162 *14%* *36%* M
8	**797** ***23%***	373 *22%* *47%*	424 *24%* *53%*	72 *21%* *9%*	146 *20%* *18%*	149 *25%* *19%*	149 *24%* *19%*	119 *23%* *15%*	162 *27%* *20%* D	140 *22%* *18%*	400 *23%* *50%*	258 *24%* *32%*	199 *24%* *25%*	206 *25%* *26%*	250 *21%* *31%*
7	**470** ***14%***	255 *15%* *54%* B	215 *12%* *46%*	63 *18%* *13%* FG H	122 *17%* *26%* FG H	83 *14%* *18%*	75 *12%* *16%*	62 *12%* *13%*	65 *11%* *14%*	98 *15%* *21%*	247 *14%* *53%*	125 *12%* *27%*	101 *12%* *21%*	111 *13%* *24%*	182 *15%* *39%*
6	**277** ***8%***	150 *9%* *54%*	127 *7%* *46%*	21 *6%* *7%*	76 *10%* *27%* H	42 *7%* *15%*	61 *10%* *22%* H	42 *8%* *15%*	36 *6%* *13%*	56 *9%* *20%*	138 *8%* *50%*	83 *8%* *30%*	66 *8%* *24%*	71 *9%* *26%*	97 *8%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**304** **9%**	164 *10%* *54%*	140 *8%* *46%*	38 *11%* *12%*	69 *10%* *23%*	59 *10%* *19%*	60 *10%* *20%*	39 *8%* *13%*	40 *7%* *13%*	58 *9%* *19%*	162 *9%* *53%*	84 *8%* *28%*	68 *8%* *23%*	81 *10%* *27%*	110 *9%* *36%*
4	**113** **3%**	56 *3%* *50%*	57 *3%* *50%*	18 *5%* *16%*	26 *4%* *23%*	21 *4%* *19%*	15 *2%* *14%*	15 *3%* *14%*	16 *3%* *15%*	30 *5%* *27%* J	46 *3%* *41%*	36 *3%* *32%*	22 *3%* *20%*	30 *4%* *27%*	45 *4%* *40%*
3	**59** **2%**	28 *2%* *48%*	31 *2%* *52%*	9 *3%* *16%* F	15 *2%* *25%* F	16 *3%* *26%* F	3 *** *5%*	5 *1%* *9%*	11 *2%* *19%* F	16 *3%* *27%* J	20 *1%* *34%*	23 *2%* *39%*	13 *2%* *21%*	11 *1%* *19%*	27 *2%* *46%*
2	**61** **2%**	36 *2%* *60%*	25 *1%* *40%*	9 *3%* *15%*	12 *2%* *20%*	13 *2%* *21%*	14 *2%* *23%*	6 *1%* *10%*	7 *1%* *12%*	20 *3%* *33%* K	29 *2%* *48%*	12 *1%* *19%*	12 *1%* *20%*	13 *2%* *21%*	30 *3%* *49%*
1	**69** **2%**	46 *3%* *67%* B	23 *1%* *33%*	10 *3%* *15%*	17 *2%* *25%*	15 *2%* *21%*	8 *1%* *12%*	11 *2%* *16%*	7 *1%* *10%*	14 *2%* *20%*	34 *2%* *49%*	21 *2%* *30%*	15 *2%* *22%*	11 *1%* *17%*	32 *3%* *47%*
Don't know	**82** **2%**	39 *2%* *48%*	42 *2%* *52%*	6 *2%* *8%*	14 *2%* *17%*	9 *2%* *11%*	15 *2%* *18%*	13 *3%* *16%*	24 *4%* *29%* E	12 *2%* *15%*	37 *2%* *46%*	32 *3%* *39%*	22 *3%* *27%*	27 *3%* *33%* N	17 *1%* *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2463** ***72%***	1139 *69%* *46%*	1324 *75%* *54%* A	236 *68%* *10%*	494 *68%* *20%*	424 *71%* *17%*	452 *72%* *18%*	389 *75%* *16%* D	467 *77%* *19%* CDE	430 *68%* *17%*	1253 *73%* *51%* I	781 *73%* *32%*	610 *74%* *25%*	585 *71%* *24%*	819 *70%* *33%*
Net: 10/9	**1196** ***35%***	511 *31%* *43%*	685 *39%* *57%* A	100 *29%* *8%*	226 *31%* *19%*	192 *32%* *16%*	228 *36%* *19%*	208 *40%* *17%* CD E	240 *39%* *20%* CDE	193 *30%* *16%*	606 *35%* *51%* I	398 *37%* *33%* I	311 *37%* *26%*	268 *32%* *22%*	387 *33%* *32%*
Net: 6/5/4	**693** ***20%***	370 *22%* *53%* B	324 *18%* *47%*	77 *22%* *11%* H	171 *24%* *25%* H	122 *20%* *18%* H	135 *22%* *20%* H	97 *19%* *14%*	92 *15%* *13%*	144 *23%* *21%*	346 *20%* *50%*	203 *19%* *29%*	156 *19%* *23%*	182 *22%* *26%*	252 *21%* *36%*
Net: 3/2/1	**189** ***6%***	110 *7%* *58%* B	78 *4%* *42%*	29 *8%* *15%* FH	44 *6%* *23%*	43 *7%* *23%* F	25 *4%* *13%*	22 *4%* *12%*	26 *4%* *14%*	50 *8%* *27%* J	83 *5%* *44%*	55 *5%* *29%*	40 *5%* *21%*	35 *4%* *19%*	89 *8%* *47%* LM
Mean	**7.53**	7.30	7.74 A	7.09	7.31	7.36	7.64 C D	7.78 C DE	7.86 CDE	7.21	7.56 I	7.66 I	7.65 N	7.54	7.30
Standard Deviation	**2.18**	2.24	2.09	2.31	2.20	2.26	2.07	2.15	2.02	2.30	2.12	2.17	2.11	2.10	2.30

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**743** ***22%***	83 *27%* *11%* R	43 *25%* *6%*	29 *28%* *4%* R	588 *21%* *79%*	688 *22%* *93%*	54 *22%* *7%*	95 *19%* *13%*	635 *22%* *85%*	647 *22%* *87%*	422 *23%* *57%*	220 *20%* *30%*	236 *21%* *32%*
9	**453** ***13%***	36 *12%* *8%*	25 *14%* *5%*	15 *15%* *3%*	377 *13%* *83%*	429 *13%* *95%*	25 *10%* *5%*	65 *13%* *14%*	381 *13%* *84%*	388 *13%* *86%*	218 *12%* *48%*	167 *15%* *37%* X	174 *15%* *38%* X
8	**797** ***23%***	76 *24%* *10%*	41 *24%* *5%*	24 *23%* *3%*	656 *23%* *82%*	737 *23%* *93%*	60 *24%* *7%*	115 *24%* *14%*	674 *23%* *85%*	681 *23%* *85%*	445 *24%* *56%*	233 *22%* *29%*	256 *22%* *32%*
7	**470** ***14%***	45 *14%* *10%*	20 *12%* *4%*	12 *11%* *2%*	393 *14%* *84%*	436 *14%* *93%*	34 *14%* *7%*	57 *12%* *12%*	408 *14%* *87%*	413 *14%* *88%*	264 *14%* *56%*	149 *14%* *32%*	154 *13%* *33%*
6	**277** ***8%***	22 *7%* *8%*	13 *7%* *5%*	7 *7%* *3%*	234 *8%* *85%*	259 *8%* *94%*	18 *7%* *6%*	37 *7%* *13%*	237 *8%* *86%*	240 *8%* *87%*	148 *8%* *54%*	92 *9%* *33%*	97 *8%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**304** ***9%***	19 *6%* *6%*	17 *10%* *6%* O	8 *8%* *3%*	259 *9%* *85%* O	269 *8%* *89%*	34 *14%* *11%* S	36 *7%* *12%*	264 *9%* *87%*	267 *9%* *88%*	171 *9%* *56%*	96 *9%* *32%*	104 *9%* *34%*
4	**113** ***3%***	7 *2%* *7%*	4 *2%* *3%*	4 *4%* *4%*	97 *3%* *86%*	103 *3%* *92%*	9 *4%* *8%*	20 *4%* *18%*	88 *3%* *78%*	90 *3%* *80%*	56 *3%* *49%*	34 *3%* *30%*	36 *3%* *32%*
3	**59** ***2%***	6 *2%* *9%*	1 *1%* *2%*	2 *2%* *3%*	51 *2%* *86%*	54 *2%* *90%*	6 *2%* *10%*	17 *3%* *28%* VWX	42 *1%* *72%*	42 *1%* *72%*	24 *1%* *41%*	18 *2%* *31%*	20 *2%* *34%*
2	**61** ***2%***	3 *1%* *5%*	2 *1%* *4%*	1 *1%* *1%*	55 *2%* *90%*	58 *2%* *96%*	3 *1%* *4%*	7 *1%* *11%*	53 *2%* *87%*	53 *2%* *87%*	28 *2%* *46%*	25 *2%* *41%*	28 *2%* *46%*
1	**69** ***2%***	6 *2%* *8%*	3 *2%* *4%*	1 *1%* *2%*	59 *2%* *86%*	67 *2%* *97%*	2 *1%* *3%*	18 *4%* *27%* VWXY Z	48 *2%* *70%*	50 *2%* *73%*	35 *2%* *51%*	15 *1%* *22%*	17 *2%* *25%*
Don't know	**82** ***2%***	9 *3%* *11%*	5 *3%* *6%*	1 *1%* *1%*	66 *2%* *81%*	79 *2%* *97%*	3 *1%* *3%*	21 *4%* *25%* VWX	61 *2%* *75%*	61 *2%* *75%*	32 *2%* *39%*	29 *3%* *36%*	30 *3%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2463** ***72%***	240 *77%* *10%* R	129 *74%* *5%*	80 *76%* *3%* R	2014 *71%* *82%*	2290 *72%* *93%*	173 *70%* *7%*	333 *68%* *14%*	2098 *73%* *85%*	2129 *73%* *86%*	1349 *73%* *55%*	768 *71%* *31%*	821 *71%* *33%*
Net: 10/9	**1196** ***35%***	119 *38%* *10%*	68 *39%* *6%* R	44 *42%* *4%* R	965 *34%* *81%*	1117 *35%* *93%*	79 *32%* *7%*	160 *33%* *13%*	1016 *35%* *85%*	1035 *35%* *87%*	640 *35%* *53%*	386 *36%* *32%*	411 *36%* *34%*
Net: 6/5/4	**693** ***20%***	49 *16%* *7%*	34 *19%* *5%*	20 *19%* *3%*	591 *21%* *85%* O	632 *20%* *91%*	62 *25%* *9%*	93 *19%* *13%*	588 *20%* *85%*	596 *20%* *86%*	374 *20%* *54%*	221 *21%* *32%*	238 *21%* *34%*
Net: 3/2/1	**189** ***6%***	14 *5%* *8%*	7 *4%* *3%*	4 *3%* *2%*	164 *6%* *87%*	179 *6%* *95%*	10 *4%* *5%*	42 *9%* *22%* VWXY	143 *5%* *76%*	146 *5%* *77%*	87 *5%* *46%*	59 *5%* *31%*	65 *6%* *34%*
Mean	**7.53**	7.80 R	7.75 R	7.84 R	7.47	7.53	7.45	7.32	7.56	7.56	7.58	7.53	7.51
Standard Deviation	**2.18**	2.08	2.08	2.08	2.19	2.18	2.09	2.38	2.13	2.13	2.13	2.15	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**743** ***22%***	35 *19%* *5%*	81 *22%* *11%*	61 *22%* *8%*	29 *28%* *4%* AJKM	83 *27%* *11%* JKM	49 *29%* *7%* K	59 *20%* *8%*	78 *21%* *10%*	43 *25%* *6%* K	75 *19%* *10%*	92 *18%* *12%*	57 *21%* *8%*	588 *21%* *79%*
9	**453** ***13%***	29 *16%* *6%*	59 *16%* *13%* FG	46 *17%* *10%* FG	15 *15%* *3%* FG	36 *12%* *8%*	12 *7%* *3%*	26 *9%* *6%*	44 *12%* *10%*	25 *14%* *5%*	40 *10%* *9%*	76 *15%* *17%*	46 *17%* *10%* FGJ	377 *13%* *83%*
8	**797** ***23%***	50 *28%* *6%*	79 *21%* *10%*	70 *26%* *9%*	24 *23%* *3%*	76 *24%* *10%*	45 *26%* *6%*	66 *23%* *8%*	96 *26%* *12%*	41 *24%* *5%*	74 *19%* *9%*	115 *22%* *14%*	61 *23%* *8%*	656 *23%* *82%*
7	**470** ***14%***	16 *9%* *4%*	53 *14%* *11%*	31 *11%* *7%*	12 *11%* *2%*	45 *14%* *10%*	28 *16%* *6%*	39 *14%* *8%*	44 *12%* *9%*	20 *12%* *4%*	61 *16%* *13%*	82 *16%* *17%*	39 *14%* *8%*	393 *14%* *84%*
6	**277** ***8%***	11 *6%* *4%*	40 *11%* *14%*	15 *5%* *5%*	7 *7%* *3%*	22 *7%* *8%*	8 *5%* *3%*	34 *12%* *12%* C	29 *8%* *11%*	13 *7%* *5%*	37 *10%* *13%*	40 *8%* *15%*	20 *7%* *7%*	234 *8%* *85%*
5	**304** ***9%***	26 *14%* *9%* BCE	23 *6%* *8%*	19 *7%* *6%*	8 *8%* *3%*	19 *6%* *6%*	13 *7%* *4%*	29 *10%* *10%*	39 *11%* *13%*	17 *10%* *6%* E	45 *12%* *15%* BE	46 *9%* *15%*	19 *7%* *6%*	259 *9%* *85%* E

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
4	**113** ***3%***	3 *2%* *3%*	7 *2%* *6%*	12 *4%* *10%*	4 *4%* *4%*	7 *2%* *7%*	8 *5%* *7%*	13 *4%* *11%*	9 *2%* *8%*	4 *2%* *3%*	22 *6%* *19%* BEI	16 *3%* *14%*	8 *3%* *7%*	97 *3%* *86%*
3	**59** ***2%***	2 *1%* *4%*	5 *1%* *8%*	5 *2%* *9%*	2 *2%* *3%*	6 *2%* *9%*	2 *1%* *4%*	6 *2%* *10%*	3 *1%* *5%*	1 *1%* *2%*	4 *1%* *7%*	13 *3%* *23%*	9 *3%* *16%* I	51 *2%* *86%*
2	**61** ***2%***	2 *1%* *3%*	7 *2%* *12%*	3 *1%* *6%*	1 *1%* *1%*	3 *1%* *5%*	- - -	6 *2%* *9%*	7 *2%* *11%*	2 *1%* *4%*	12 *3%* *19%*	15 *3%* *24%*	3 *1%* *5%*	55 *2%* *90%*
1	**69** ***2%***	4 *2%* *5%*	9 *2%* *13%*	3 *1%* *4%*	1 *1%* *2%* G	6 *2%* *8%* G	5 *3%* *7%* G	- - -	6 *2%* *9%*	3 *2%* *4%* G	9 *2%* *14%* G	20 *4%* *30%* DGM	3 *1%* *4%*	59 *2%* *86%*
Don't know	**82** ***2%***	3 *2%* *3%*	11 *3%* *13%*	9 *3%* *11%*	1 *1%* *1%*	9 *3%* *11%* L	1 *1%* *2%*	13 *5%* *16%* KL	12 *3%* *15%*	5 *3%* *6%*	8 *2%* *10%*	7 *1%* *9%*	2 *1%* *2%*	66 *2%* *81%*
Net: 10/9/8/7	**2463** ***72%***	130 *72%* *5%*	273 *73%* *11%* J	207 *76%* *8%* GJ	80 *76%* *3%* GJKM	240 *77%* *10%* GJKM	134 *78%* *5%* GJ	190 *65%* *8%*	261 *71%* *11%*	129 *74%* *5%* GJ	250 *65%* *10%*	365 *70%* *15%*	203 *76%* *8%* GJ	2014 *71%* *82%* J
Net: 10/9	**1196** ***35%***	64 *35%* *5%*	141 *38%* *12%*	106 *39%* *9%* J	44 *42%* *4%* GHJKM	119 *38%* *10%* GJ	62 *36%* *5%*	85 *29%* *7%*	122 *33%* *10%*	68 *39%* *6%* GJKM	115 *30%* *10%*	168 *32%* *14%*	103 *39%* *9%* J	965 *34%* *81%*
Net: 6/5/4	**693** ***20%***	40 *22%* *6%*	70 *19%* *10%*	46 *17%* *7%*	20 *19%* *3%*	49 *16%* *7%*	28 *17%* *4%*	76 *26%* *11%* CE	78 *21%* *11%*	34 *19%* *5%*	103 *27%* *15%* BCDEIKL M	102 *19%* *15%*	47 *18%* *7%*	591 *21%* *85%* E

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 75

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Net: 3/2/1	**189** ***6%***	8 *4%* *4%*	21 *6%* *11%*	12 *4%* *6%*	4 *3%* *2%*	14 *5%* *8%*	7 *4%* *4%*	12 *4%* *6%*	16 *4%* *9%*	7 *4%* *3%*	25 *7%* *13%*	49 *9%* *26%* CDEGHIM	15 *6%* *8%*	164 *6%* *87%*
Mean	**7.53**	7.55	7.62 JK	7.75 JK	7.84 GJKM	7.80 GJKM	7.72 J	7.40	7.56	7.75 JKM	7.15	7.22	7.66 JK	7.47 J
Standard Deviation	**2.18**	2.10	2.14	2.06	2.08	2.08	2.17	2.05	2.11	2.08	2.31	2.38	2.07	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**829** ***24%***	360 *22%* *43%*	469 *27%* *57%* A	73 *21%* *9%*	156 *22%* *19%*	150 *25%* *18%*	143 *23%* *17%*	147 *28%* *18%* D	158 *26%* *19%*	141 *22%* *17%*	398 *23%* *48%*	290 *27%* *35%*	219 *26%* *26%*	185 *22%* *22%*	260 *22%* *31%*
9	**518** ***15%***	244 *15%* *47%*	274 *15%* *53%*	70 *20%* *13%* GH	112 *16%* *22%*	99 *16%* *19%* G	97 *16%* *19%*	60 *12%* *12%*	80 *13%* *15%*	105 *17%* *20%*	255 *15%* *49%*	158 *15%* *30%*	126 *15%* *24%*	117 *14%* *23%*	192 *16%* *37%*
8	**854** ***25%***	402 *24%* *47%*	452 *26%* *53%*	71 *21%* *8%*	178 *25%* *21%*	138 *23%* *16%*	167 *27%* *20%*	147 *28%* *17%* C	153 *25%* *18%*	152 *24%* *18%*	454 *26%* *53%*	248 *23%* *29%*	202 *24%* *24%*	220 *27%* *26%*	301 *26%* *35%*
7	**454** ***13%***	236 *14%* *52%*	218 *12%* *48%*	52 *15%* *11%*	108 *15%* *24%*	75 *13%* *16%*	80 *13%* *18%*	66 *13%* *14%*	74 *12%* *16%*	71 *11%* *16%*	248 *14%* *55%*	135 *13%* *30%*	124 *15%* *27%*	99 *12%* *22%*	141 *12%* *31%*
6	**225** ***7%***	134 *8%* *60%* B	91 *5%* *40%*	27 *8%* *12%*	50 *7%* *22%*	37 *6%* *16%*	44 *7%* *20%*	24 *5%* *11%*	44 *7%* *20%*	56 *9%* *25%* J	106 *6%* *47%*	63 *6%* *28%*	52 *6%* *23%*	63 *8%* *28%*	66 *6%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**279** ***8%***	149 *9%* *53%*	130 *7%* *47%*	30 *9%* *11%*	65 *9%* *23%*	49 *8%* *17%*	57 *9%* *21%*	35 *7%* *13%*	43 *7%* *15%*	56 *9%* *20%*	139 *8%* *50%*	83 *8%* *30%*	61 *7%* *22%*	72 *9%* *26%*	110 *9%* *39%*
4	**57** ***2%***	27 *2%* *48%*	30 *2%* *52%*	7 *2%* *11%*	18 *3%* *32%*	9 *2%* *16%*	9 *1%* *15%*	8 *2%* *14%*	6 *1%* *11%*	13 *2%* *22%*	28 *2%* *49%*	17 *2%* *29%*	7 *1%* *13%*	9 *1%* *15%*	32 *3%* *55%* L
3	**43** ***1%***	27 *2%* *62%*	16 *1%* *38%*	6 *2%* *15%* G	6 *1%* *14%*	14 *2%* *33%* G	10 *2%* *24%* G	1 *** *1%*	5 *1%* *13%*	10 *2%* *23%*	23 *1%* *54%*	10 *1%* *23%*	4 *** *10%*	15 *2%* *35%*	20 *2%* *48%* L
2	**21** ***1%***	10 *1%* *47%*	11 *1%* *53%*	1 *** *7%*	3 *** *14%*	7 *1%* *35%*	4 *1%* *18%*	4 *1%* *17%*	2 *** *10%*	8 *1%* *40%* J	8 *** *38%*	5 *** *22%*	2 *** *10%*	3 *** *15%*	13 *1%* *62%*
1	**31** ***1%***	22 *1%* *69%*	10 *1%* *31%*	3 *1%* *10%*	5 *1%* *17%*	6 *1%* *20%*	5 *1%* *15%*	6 *1%* *20%*	6 *1%* *19%*	4 *1%* *12%*	14 *1%* *46%*	13 *1%* *42%*	6 *1%* *20%*	4 *** *12%*	15 *1%* *48%*
Don't know	**114** ***3%***	46 *3%* *41%*	68 *4%* *59%*	7 *2%* *6%*	22 *3%* *19%*	15 *2%* *13%*	11 *2%* *9%*	24 *5%* *21%* F	36 *6%* *31%* CDEF	20 *3%* *17%*	44 *3%* *39%*	50 *5%* *44%* J	24 *3%* *21%*	41 *5%* *36%* N	28 *2%* *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

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**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2656** ***78%***	1243 *75%* *47%*	1413 *80%* *53%* A	266 *77%* *10%*	554 *77%* *21%*	461 *77%* *17%*	487 *78%* *18%*	420 *80%* *16%*	466 *77%* *18%*	469 *74%* *18%*	1356 *79%* *51%* I	830 *78%* *31%*	672 *81%* *25%* MN	622 *75%* *23%*	894 *76%* *34%*
Net: 10/9	**1347** ***39%***	605 *36%* *45%*	742 *42%* *55%* A	143 *41%* *11%*	268 *37%* *20%*	248 *41%* *18%*	240 *38%* *18%*	207 *40%* *15%*	238 *39%* *18%*	246 *39%* *18%*	654 *38%* *49%*	447 *42%* *33%*	346 *42%* *26%*	303 *37%* *22%*	452 *38%* *34%*
Net: 6/5/4	**561** ***16%***	311 *19%* *55%* B	251 *14%* *45%*	64 *18%* *11%*	133 *18%* *24%* G	95 *16%* *17%*	110 *18%* *20%*	67 *13%* *12%*	93 *15%* *17%*	125 *20%* *22%*	273 *16%* *49%*	163 *15%* *29%*	120 *14%* *21%*	144 *17%* *26%*	207 *18%* *37%*
Net: 3/2/1	**95** ***3%***	58 *4%* *61%* B	37 *2%* *39%*	11 *3%* *11%*	14 *2%* *15%*	28 *5%* *29%* DG H	19 *3%* *20%*	10 *2%* *11%*	13 *2%* *14%*	22 *3%* *23%*	45 *3%* *48%*	28 *3%* *29%*	12 *2%* *13%*	22 *3%* *23%*	48 *4%* *51%* L
Mean	**7.89**	7.73	8.05 A	7.80	7.81	7.84	7.84	8.07 D	8.00	7.77	7.88	7.99	8.06 N	7.86	7.74
Standard Deviation	**1.90**	1.96	1.82	1.91	1.85	2.04	1.88	1.86	1.85	1.97	1.86	1.92	1.76	1.84	2.04

GfK NOP

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Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**829** ***24%***	86 *27%* *10%*	47 *27%* *6%*	31 *30%* *4%* R	665 *23%* *80%*	775 *24%* *94%*	54 *22%* *6%*	106 *22%* *13%*	708 *24%* *85%*	722 *25%* *87%*	464 *25%* *56%*	249 *23%* *30%*	269 *23%* *32%*
9	**518** ***15%***	40 *13%* *8%*	27 *16%* *5%*	16 *15%* *3%*	436 *15%* *84%*	486 *15%* *94%*	32 *13%* *6%*	71 *15%* *14%*	440 *15%* *85%*	447 *15%* *86%*	297 *16%* *57%*	150 *14%* *29%*	162 *14%* *31%*
8	**854** ***25%***	69 *22%* *8%*	39 *23%* *5%*	22 *21%* *3%*	724 *26%* *85%*	798 *25%* *93%*	56 *23%* *7%*	123 *25%* *14%*	723 *25%* *85%*	731 *25%* *86%*	464 *25%* *54%*	266 *25%* *31%*	284 *25%* *33%*
7	**454** ***13%***	49 *16%* *11%*	25 *14%* *6%*	16 *15%* *3%*	365 *13%* *80%*	416 *13%* *92%*	39 *16%* *8%*	61 *13%* *13%*	387 *13%* *85%*	392 *13%* *86%*	235 *13%* *52%*	155 *14%* *34%*	158 *14%* *35%*
6	**225** ***7%***	25 *8%* *11%*	11 *6%* *5%*	9 *8%* *4%*	181 *6%* *80%*	206 *6%* *91%*	19 *8%* *9%*	28 *6%* *12%*	193 *7%* *86%*	196 *7%* *87%*	118 *6%* *53%*	78 *7%* *34%*	85 *7%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**279** ***8%***	20 *6%* *7%*	11 *6%* *4%*	6 *6%* *2%*	242 *9%* *87%* Q	252 *8%* *90%*	27 *11%* *10%*	45 *9%* *16%*	230 *8%* *83%*	232 *8%* *83%*	143 *8%* *51%*	89 *8%* *32%*	96 *8%* *34%*
4	**57** ***2%***	6 *2%* *11%*	2 *1%* *4%*	1 *1%* *2%*	47 *2%* *83%*	53 *2%* *92%*	4 *2%* *8%*	8 *2%* *14%*	50 *2%* *86%*	50 *2%* *86%*	27 *1%* *48%*	22 *2%* *38%*	25 *2%* *43%*
3	**43** ***1%***	2 *1%* *5%*	1 *** *1%*	1 *1%* *2%*	39 *1%* *92%*	37 *1%* *86%*	6 *2%* *14%*	10 *2%* *23%*	33 *1%* *77%*	33 *1%* *77%*	18 *1%* *42%*	15 *1%* *35%*	16 *1%* *38%*
2	**21** ***1%***	2 *1%* *8%*	1 *1%* *5%*	* * *1%*	18 *1%* *86%*	21 *1%* *100%*	- - -	2 * *7%*	18 *1%* *87%*	18 *1%* *87%*	11 *1%* *53%*	7 *1%* *34%*	7 *1%* *34%*
1	**31** ***1%***	3 *1%* *8%*	3 *2%* *8%*	1 *1%* *3%*	25 *1%* *80%*	28 *1%* *90%*	3 *1%* *10%*	7 *1%* *21%*	22 *1%* *71%*	25 *1%* *79%*	17 *1%* *55%*	8 *1%* *25%*	9 *1%* *28%*
Don't know	**114** ***3%***	11 *4%* *10%*	8 *4%* *7%*	2 *2%* *2%*	93 *3%* *81%*	107 *3%* *94%*	7 *3%* *6%*	28 *6%* *25%* VWX	86 *3%* *75%*	86 *3%* *75%*	47 *3%* *41%*	39 *4%* *35%*	43 *4%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2656** ***78%***	243 *78%* *9%*	138 *80%* *5%*	85 *81%* *3%*	2189 *77%* *82%*	2476 *78%* *93%*	180 *73%* *7%*	361 *74%* *14%*	2258 *78%* *85%*	2292 *78%* *86%*	1460 *79%* *55%* U	820 *76%* *31%*	873 *76%* *33%*
Net: 10/9	**1347** ***39%***	125 *40%* *9%*	74 *43%* *6%*	47 *45%* *4%* R	1100 *39%* *82%*	1262 *40%* *94%*	85 *34%* *6%*	177 *36%* *13%*	1148 *40%* *85%*	1169 *40%* *87%*	761 *41%* *57%*	399 *37%* *30%*	432 *37%* *32%*
Net: 6/5/4	**561** ***16%***	51 *16%* *9%*	24 *14%* *4%*	16 *15%* *3%*	471 *17%* *84%*	511 *16%* *91%*	51 *21%* *9%*	81 *17%* *14%*	473 *16%* *84%*	478 *16%* *85%*	289 *16%* *51%*	188 *17%* *34%*	205 *18%* *37%*
Net: 3/2/1	**95** ***3%***	6 *2%* *7%*	4 *2%* *4%*	2 *2%* *2%*	83 *3%* *87%*	86 *3%* *90%*	9 *4%* *10%*	18 *4%* *19%*	73 *3%* *77%*	76 *3%* *80%*	46 *3%* *49%*	30 *3%* *31%*	32 *3%* *34%*
Mean	**7.89**	7.96	8.04	8.11 R	7.87	7.91	7.63	7.77	7.92	7.92	7.97	7.82	7.82
Standard Deviation	**1.90**	1.88	1.90	1.83	1.90	1.89	1.99	1.98	1.87	1.88	1.87	1.90	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**829** ***24%***	39 *22%* *5%*	103 *27%* *12%*	78 *28%* *9%* K	31 *30%* *4%* GHKLM	86 *27%* *10%* K	44 *26%* *5%*	62 *21%* *8%*	79 *21%* *9%*	47 *27%* *6%* K	93 *24%* *11%*	108 *21%* *13%*	60 *22%* *7%*	665 *23%* *80%*
9	**518** ***15%***	34 *19%* *7%*	54 *14%* *10%*	39 *14%* *7%*	16 *15%* *3%*	40 *13%* *8%*	37 *22%* *7%* EHJ	39 *13%* *7%*	42 *11%* *8%*	27 *16%* *5%*	48 *12%* *9%*	96 *18%* *19%* EHJ	48 *18%* *9%*	436 *15%* *84%*
8	**854** ***25%***	50 *28%* *6%*	84 *22%* *10%*	69 *25%* *8%*	22 *21%* *3%*	69 *22%* *8%*	45 *26%* *5%*	70 *24%* *8%*	105 *28%* *12%*	39 *23%* *5%*	96 *25%* *11%*	132 *25%* *15%*	74 *28%* *9%*	724 *26%* *85%*
7	**454** ***13%***	22 *12%* *5%*	65 *17%* *14%* FKM	37 *13%* *8%*	16 *15%* *3%* F	49 *16%* *11%* FK	12 *7%* *3%*	36 *12%* *8%*	52 *14%* *11%*	25 *14%* *6%* F	54 *14%* *12%*	56 *11%* *12%*	31 *12%* *7%*	365 *13%* *80%*
6	**225** ***7%***	14 *8%* *6%*	26 *7%* *11%*	12 *5%* *5%*	9 *8%* *4%* F	25 *8%* *11%*	5 *3%* *2%*	29 *10%* *13%* F	29 *8%* *13%*	11 *6%* *5%*	24 *6%* *11%*	28 *5%* *12%*	14 *5%* *6%*	181 *6%* *80%*
5	**279** ***8%***	12 *7%* *4%*	27 *7%* *10%*	22 *8%* *8%*	6 *6%* *2%*	20 *6%* *7%*	15 *9%* *5%*	30 *10%* *11%*	28 *7%* *10%*	11 *6%* *4%*	43 *11%* *15%* DEIL	52 *10%* *19%* D	15 *6%* *5%*	242 *9%* *87%* D

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
4	**57** ***2%***	- - -	3 *1%* *5%*	4 *2%* *8%*	1 *1%* *2%*	6 *2%* *11%*	1 *1%* *2%*	2 *1%* *3%*	6 *2%* *10%*	2 *1%* *4%*	7 *2%* *12%*	17 *3%* *30%* BM	8 *3%* *14%*	47 *2%* *83%*
3	**43** ***1%***	1 *1%* *3%*	1 *** *3%*	1 *** *3%*	1 *1%* *2%*	2 *1%* *5%*	- - -	7 *2%* *16%*	8 *2%* *18%*	1 *** *1%*	7 *2%* *16%*	11 *2%* *25%*	3 *1%* *7%*	39 *1%* *92%*
2	**21** ***1%***	- - -	* * *	2 *1%* *10%*	* * *1%*	2 *1%* *8%*	- - -	- - -	3 *1%* *15%*	1 *1%* *5%*	2 *1%* *9%*	5 *1%* *23%*	6 *2%* *29%* BGM	18 *1%* *86%*
1	**31** ***1%***	1 *1%* *4%*	2 *** *6%*	3 *1%* *10%*	1 *1%* *3%* H	3 *1%* *8%*	2 *1%* *5%*	2 *1%* *7%*	- - -	3 *2%* *8%* H	5 *1%* *15%*	9 *2%* *27%*	2 *1%* *5%*	25 *1%* *80%*
Don't know	**114** ***3%***	7 *4%* *6%*	10 *3%* *9%*	7 *2%* *6%*	2 *2%* *2%*	11 *4%* *10%*	10 *6%* *9%*	13 *5%* *12%*	17 *5%* *15%*	8 *4%* *7%* K	10 *3%* *9%*	10 *2%* *9%*	7 *3%* *6%*	93 *3%* *81%*
Net: 10/9/8/7	**2656** ***78%***	145 *80%* *5%*	305 *82%* *11%* G	222 *81%* *8%* G	85 *81%* *3%* GK	243 *78%* *9%*	139 *81%* *5%*	207 *71%* *8%*	277 *75%* *10%*	138 *80%* *5%*	290 *75%* *11%*	392 *75%* *15%*	213 *80%* *8%*	2189 *77%* *82%*
Net: 10/9	**1347** ***39%***	73 *40%* *5%*	156 *42%* *12%*	116 *43%* *9%*	47 *45%* *4%* GHJM	125 *40%* *9%*	81 *48%* *6%* H	101 *35%* *7%*	120 *33%* *9%*	74 *43%* *6%* H	140 *36%* *10%*	204 *39%* *15%*	107 *40%* *8%*	1100 *39%* *82%*
Net: 6/5/4	**561** ***16%***	26 *14%* *5%*	55 *15%* *10%*	39 *14%* *7%*	16 *15%* *3%*	51 *16%* *9%*	21 *12%* *4%*	61 *21%* *11%*	62 *17%* *11%*	24 *14%* *4%*	74 *19%* *13%*	97 *18%* *17%*	37 *14%* *7%*	471 *17%* *84%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 76

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland) ****

Base : All in sample B

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Net: 3/2/1	**95** ***3%***	3 *1%* *3%*	3 *1%* *4%*	7 *2%* *7%*	2 *2%* *2%*	6 *2%* *7%*	2 *1%* *2%*	9 *3%* *10%*	11 *3%* *11%*	4 *2%* *4%*	14 *3%* *14%* B	24 *5%* *25%* BD	11 *4%* *11%* B	83 *3%* *87%*
Mean	**7.89**	8.06	8.08 JK	8.03	8.11 GHJKM	7.96	8.28 GHJK	7.72	7.79	8.04 JK	7.73	7.68	7.88	7.87
Standard Deviation	**1.90**	1.66	1.70	1.90	1.83	1.88	1.70	1.90	1.82	1.90	2.00	2.09	1.97	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 77

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its regional news programmes provide a wide range of good quality news about my area - SUMMARY (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland)

Base : Regular viewers of each channel

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	3587	6798	3403	3442	3442
Total (Wtd)	4841	3551	6799	3418	3427	3427
Effective Total	3339	2404	4667	2333	2365	2365
10	504 *10%*	374 *11%*	414 *6%*	945 *28%*	743 *22%*	829 *24%*
9	668 *14%*	410 *12%*	538 *8%*	563 *16%*	453 *13%*	518 *15%*
8	1281 *26%*	865 *24%*	1468 *22%*	742 *22%*	797 *23%*	854 *25%*
7	808 *17%*	540 *15%*	1298 *19%*	431 *13%*	470 *14%*	454 *13%*
6	454 *9%*	394 *11%*	872 *13%*	212 *6%*	277 *8%*	225 *7%*
5	405 *8%*	289 *8%*	851 *13%*	216 *6%*	304 *9%*	279 *8%*
4	160 *3%*	111 *3%*	302 *4%*	71 *2%*	113 *3%*	57 *2%*
3	120 *2%*	88 *2%*	208 *3%*	53 *2%*	59 *2%*	43 *1%*
2	81 *2%*	50 *1%*	132 *2%*	37 *1%*	61 *2%*	21 *1%*
1	88 *2%*	72 *2%*	119 *2%*	61 *2%*	69 *2%*	31 *1%*
Don't know	273 *6%*	358 *10%*	597 *9%*	88 *3%*	82 *2%*	114 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 77

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its regional news programmes provide a wide range of good quality news about my area - SUMMARY (statement asked relating to nation rather than region for those in Scotland, Wales and Northern Ireland)

Base : Regular viewers of each channel

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	3587	6798	3403	3442	3442
Effective Total	3339	2404	4667	2333	2365	2365
Net: 10/9/8/7	3260 *67%*	2189 *62%*	3718 *55%*	2681 *78%*	2463 *72%*	2656 *78%*
Net: 10/9	1171 *24%*	784 *22%*	953 *14%*	1508 *44%*	1196 *35%*	1347 *39%*
Net: 6/5/4	1019 *21%*	794 *22%*	2025 *30%*	499 *15%*	693 *20%*	561 *16%*
Net: 3/2/1	289 *6%*	210 *6%*	459 *7%*	151 *4%*	189 *6%*	95 *3%*
Mean	7.21	7.15	6.69	7.93	7.53	7.89
Standard Deviation	2.03	2.06	1.99	2.07	2.18	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Total (Wtd)	**4029**	1898 *47%*	2131 *53%*	352 *9%*	822 *20%*	680 *17%*	697 *17%*	622 *15%*	853 *21%*	805 *20%*	1948 *48%*	1276 *32%*	1178 *29%*	1218 *30%*	1632 *41%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
10	**422** ***10%***	175 *9%* *41%*	247 *12%* *59%*	43 *12%* *10%* D	52 *6%* *12%*	61 *9%* *14%*	57 *8%* *14%*	76 *12%* *18%* D	132 *16%* *31%* DEF	60 *7%* *14%*	194 *10%* *46%*	168 *13%* *40%* IJ	145 *12%* *34%* N	134 *11%* *32%*	143 *9%* *34%*
9	**566** ***14%***	253 *13%* *45%*	314 *15%* *55%*	54 *15%* *9%*	109 *13%* *19%*	82 *12%* *14%*	103 *15%* *18%*	87 *14%* *15%*	132 *16%* *23%*	108 *13%* *19%*	256 *13%* *45%*	202 *16%* *36%*	191 *16%* *34%* N	202 *17%* *36%* N	173 *11%* *31%*
8	**1079** ***27%***	522 *27%* *48%*	558 *26%* *52%*	60 *17%* *6%*	223 *27%* *21%* C	182 *27%* *17%* C	195 *28%* *18%* C	168 *27%* *16%* C	252 *30%* *23%* C	212 *26%* *20%*	518 *27%* *48%*	350 *27%* *32%*	330 *28%* *31%*	308 *25%* *29%*	442 *27%* *41%*
7	**671** ***17%***	323 *17%* *48%*	349 *16%* *52%*	64 *18%* *10%*	157 *19%* *23%*	119 *17%* *18%*	119 *17%* *18%*	90 *14%* *13%*	124 *14%* *18%*	149 *19%* *22%* K	355 *18%* *53%* K	167 *13%* *25%*	186 *16%* *28%*	195 *16%* *29%*	291 *18%* *43%*
6	**376** ***9%***	188 *10%* *50%*	188 *9%* *50%*	40 *11%* *11%*	96 *12%* *26%* EG	49 *7%* *13%*	77 *11%* *20%* G	43 *7%* *11%*	71 *8%* *19%*	84 *10%* *22%*	199 *10%* *53%* K	93 *7%* *25%*	115 *10%* *31%*	105 *9%* *28%*	156 *10%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
5	**327** ***8%***	177 *9%* *54%* B	150 *7%* *46%*	35 *10%* *11%*	77 *9%* *24%*	61 *9%* *19%*	52 *7%* *16%*	48 *8%* *15%*	54 *6%* *16%*	60 *7%* *18%*	161 *8%* *49%*	106 *8%* *32%*	78 *7%* *24%*	103 *8%* *31%*	146 *9%* *45%*
4	**127** ***3%***	62 *3%* *49%*	65 *3%* *51%*	14 *4%* *11%*	33 *4%* *26%*	13 *2%* *10%*	19 *3%* *15%*	32 *5%* *25%* EH	17 *2%* *13%*	43 *5%* *34%* JK	50 *3%* *39%*	34 *3%* *26%*	25 *2%* *19%*	28 *2%* *22%*	75 *5%* *59%* LM
3	**94** ***2%***	47 *2%* *50%*	47 *2%* *50%*	6 *2%* *7%*	15 *2%* *16%*	27 *4%* *29%* F	8 *1%* *8%*	18 *3%* *19%*	20 *2%* *21%*	15 *2%* *16%*	36 *2%* *38%*	43 *3%* *45%* J	22 *2%* *23%*	28 *2%* *30%*	44 *3%* *47%*
2	**65** ***2%***	38 *2%* *59%*	27 *1%* *41%*	5 *2%* *8%*	11 *1%* *16%*	15 *2%* *22%*	12 *2%* *18%*	12 *2%* *19%*	10 *1%* *16%*	14 *2%* *22%*	29 *1%* *44%*	22 *2%* *34%*	13 *1%* *19%*	18 *2%* *28%*	35 *2%* *53%*
1	**71** ***2%***	36 *2%* *52%*	34 *2%* *48%*	14 *4%* *19%* DFH	5 *1%* *6%*	16 *2%* *22%* D	9 *1%* *13%*	16 *3%* *23%* D	10 *1%* *14%*	11 *1%* *16%*	33 *2%* *47%*	26 *2%* *37%*	21 *2%* *30%*	21 *2%* *30%*	28 *2%* *40%*
Don't know	**230** ***6%***	78 *4%* *34%*	152 *7%* *66%* A	18 *5%* *8%*	45 *5%* *20%*	57 *8%* *25%* H	46 *7%* *20%* H	32 *5%* *14%*	32 *4%* *14%*	48 *6%* *21%*	117 *6%* *51%*	65 *5%* *28%*	53 *5%* *23%*	77 *6%* *33%*	100 *6%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
Net: 10/9/8/7	**2739** ***68%***	1272 *67%* *46%*	1467 *69%* *54%*	220 *63%* *8%*	541 *66%* *20%*	443 *65%* *16%*	474 *68%* *17%*	421 *68%* *15%*	640 *75%* *23%* CDEF G	529 *66%* *19%*	1322 *68%* *48%*	887 *70%* *32%*	851 *72%* *31%* N	838 *69%* *31%*	1049 *64%* *38%*
Net: 10/9	**988** ***25%***	427 *23%* *43%*	561 *26%* *57%* A	97 *27%* *10%* D	161 *20%* *16%*	143 *21%* *14%*	160 *23%* *16%*	163 *26%* *16%* D	265 *31%* *27%* DEF	168 *21%* *17%*	449 *23%* *45%*	370 *29%* *37%* IJ	336 *28%* *34%* N	336 *28%* *34%* N	316 *19%* *32%*
Net: 6/5/4	**830** ***21%***	427 *22%* *51%* B	403 *19%* *49%*	89 *25%* *11%* EH	206 *25%* *25%* EH	123 *18%* *15%*	148 *21%* *18%*	123 *20%* *15%*	142 *17%* *17%*	187 *23%* *23%* K	410 *21%* *49%*	232 *18%* *28%*	218 *19%* *26%*	236 *19%* *28%*	376 *23%* *45%* L
Net: 3/2/1	**230** ***6%***	122 *6%* *53%*	108 *5%* *47%*	25 *7%* *11%*	31 *4%* *13%*	58 *8%* *25%* DF H	29 *4%* *13%*	47 *7%* *20%* DF	40 *5%* *17%*	41 *5%* *18%*	98 *5%* *43%*	91 *7%* *40%*	56 *5%* *24%*	68 *6%* *29%*	107 *7%* *46%*
Mean	**7.25**	7.12	7.36 A	7.03	7.14	7.07	7.29	7.18	7.60 CDE FG	7.10	7.25	7.34	7.47 N	7.34 N	7.02
Standard Deviation	**2.02**	2.04	1.99	2.25	1.79	2.13	1.87	2.21	1.93	1.96	1.95	2.14	1.94	2.02	2.05

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Total (Wtd)	**4029**	4029 *100%*	3772 *94%*	256 *6%*	589 *15%*	3394 *84%*	3434 *85%*	2061 *51%*	1362 *34%*	1434 *36%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
10	**422** ***10%***	422 *10%* *100%*	391 *10%* *93%*	31 *12%* *7%*	62 *10%* *15%*	359 *11%* *85%*	360 *10%* *85%*	220 *11%* *52%*	141 *10%* *33%*	147 *10%* *35%*
9	**566** ***14%***	566 *14%* *100%*	549 *15%* *97%* T	17 *7%* *3%*	80 *14%* *14%*	479 *14%* *85%*	485 *14%* *86%*	295 *14%* *52%*	187 *14%* *33%*	205 *14%* *36%*
8	**1079** ***27%***	1079 *27%* *100%*	1022 *27%* *95%*	57 *22%* *5%*	166 *28%* *15%*	903 *27%* *84%*	913 *27%* *85%*	527 *26%* *49%*	378 *28%* *35%*	400 *28%* *37%*
7	**671** ***17%***	671 *17%* *100%*	625 *17%* *93%*	47 *18%* *7%*	99 *17%* *15%*	559 *16%* *83%*	571 *17%* *85%*	332 *16%* *49%*	238 *18%* *36%*	245 *17%* *36%*
6	**376** ***9%***	376 *9%* *100%*	359 *10%* *96%*	17 *6%* *4%*	58 *10%* *16%*	314 *9%* *84%*	318 *9%* *84%*	180 *9%* *48%*	138 *10%* *37%*	140 *10%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
5	**327** ***8%***	327 *8%* *100%*	298 *8%* *91%*	29 *11%* *9%*	45 *8%* *14%*	281 *8%* *86%*	282 *8%* *86%*	177 *9%* *54%*	105 *8%* *32%*	109 *8%* *33%*
4	**127** ***3%***	127 *3%* *100%*	112 *3%* *88%*	15 *6%* *12%* S	18 *3%* *14%*	105 *3%* *82%*	107 *3%* *84%*	71 *3%* *56%*	36 *3%* *28%*	38 *3%* *30%*
3	**94** ***2%***	94 *2%* *100%*	85 *2%* *90%*	10 *4%* *10%*	14 *2%* *14%*	79 *2%* *84%*	81 *2%* *86%*	55 *3%* *58%*	26 *2%* *27%*	28 *2%* *30%*
2	**65** ***2%***	65 *2%* *100%*	57 *2%* *87%*	8 *3%* *13%*	9 *1%* *13%*	56 *2%* *85%*	57 *2%* *87%*	44 *2%* *67%* Y	13 *1%* *19%*	17 *1%* *26%*
1	**71** ***2%***	71 *2%* *100%*	57 *2%* *81%*	14 *5%* *19%* S	16 *3%* *22%*	55 *2%* *78%*	55 *2%* *78%*	40 *2%* *56%*	15 *1%* *22%*	18 *1%* *25%*
Don't know	**230** ***6%***	230 *6%* *100%*	217 *6%* *95%*	12 *5%* *5%*	24 *4%* *10%*	205 *6%* *89%*	206 *6%* *90%*	121 *6%* *52%*	85 *6%* *37%*	87 *6%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
Net: 10/9/8/7	**2739** ***68%***	2739 *68%* *100%*	2587 *69%* *94%* T	152 *59%* *6%*	407 *69%* *15%*	2299 *68%* *84%*	2328 *68%* *85%*	1374 *67%* *50%*	944 *69%* *34%*	997 *70%* *36%*
Net: 10/9	**988** ***25%***	988 *25%* *100%*	940 *25%* *95%*	48 *19%* *5%*	141 *24%* *14%*	837 *25%* *85%*	845 *25%* *86%*	514 *25%* *52%*	328 *24%* *33%*	352 *25%* *36%*
Net: 6/5/4	**830** ***21%***	830 *21%* *100%*	769 *20%* *93%*	61 *24%* *7%*	120 *20%* *15%*	700 *21%* *84%*	707 *21%* *85%*	427 *21%* *51%*	279 *20%* *34%*	287 *20%* *35%*
Net: 3/2/1	**230** ***6%***	230 *6%* *100%*	199 *5%* *86%*	32 *12%* *14%* S	38 *6%* *16%*	190 *6%* *82%*	193 *6%* *84%*	139 *7%* *60%* YZ	54 *4%* *23%*	63 *4%* *27%*
Mean	**7.25**	7.25	7.29 T	6.60	7.21	7.26	7.25	7.18	7.36	7.35
Standard Deviation	**2.02**	2.02	1.97	2.47	2.06	2.01	2.01	2.10	1.85	1.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Total (Wtd)	**4029**	240 *6%*	535 *13%*	403 *10%*	-** - **	-** - **	254 *6%*	429 *11%*	535 *13%*	-** - **	471 *12%*	773 *19%*	388 *10%*	4029 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
10	**422** ***10%***	21 *9%* *5%*	68 *13%* *16%* K	56 *14%* *13%* K	- - -	- - -	34 *13%* *8%* K	52 *12%* *12%* K	47 *9%* *11%*	- - -	51 *11%* *12%* K	49 *6%* *12%*	43 *11%* *10%* K	422 *10%* *100%* K
9	**566** ***14%***	36 *15%* *6%* J	82 *15%* *15%* JK	72 *18%* *13%* JK	- - -	- - -	50 *20%* *9%* JK	76 *18%* *13%* JK	77 *14%* *14%* J	- - -	37 *8%* *6%*	80 *10%* *14%*	57 *15%* *10%* J	566 *14%* *100%* JK
8	**1079** ***27%***	73 *30%* *7%*	142 *26%* *13%*	115 *29%* *11%*	- - -	- - -	73 *29%* *7%*	104 *24%* *10%*	130 *24%* *12%*	- - -	120 *26%* *11%*	220 *28%* *20%*	102 *26%* *9%*	1079 *27%* *100%*
7	**671** ***17%***	50 *21%* *8%* G	75 *14%* *11%*	60 *15%* *9%*	- - -	- - -	38 *15%* *6%*	51 *12%* *8%*	105 *20%* *16%* G	- - -	90 *19%* *13%* G	124 *16%* *18%*	77 *20%* *11%* G	671 *17%* *100%*
6	**376** ***9%***	14 *6%* *4%*	62 *12%* *17%* AJ	39 *10%* *10%*	- - -	- - -	23 *9%* *6%*	36 *8%* *10%*	46 *9%* *12%*	- - -	33 *7%* *9%*	89 *11%* *24%* AJ	33 *9%* *9%*	376 *9%* *100%*
5	**327** ***8%***	18 *7%* *5%*	44 *8%* *13%*	17 *4%* *5%*	- - -	- - -	12 *5%* *4%*	41 *10%* *13%* C	50 *9%* *15%* C	- - -	44 *9%* *14%* C	77 *10%* *24%* C	25 *6%* *8%*	327 *8%* *100%* C
4	**127** ***3%***	8 *3%* *7%* C	14 *3%* *11%*	2 *1%* *2%*	- - -	- - -	2 *1%* *2%*	12 *3%* *10%*	14 *3%* *11%*	- - -	27 *6%* *21%* BCFHM	36 *5%* *29%* CF	11 *3%* *9%* C	127 *3%* *100%* C

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
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Base : Regular viewers of BBC1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
3	**94** ***2%***	6 *2%* *6%*	5 *1%* *5%*	11 *3%* *12%* H	- - -	- - -	11 *4%* *11%* BH	15 *3%* *15%* BH	3 *1%* *3%*	- - -	12 *3%* *13%*	21 *3%* *22%* H	12 *3%* *12%* H	94 *2%* *100%*
2	**65** ***2%***	2 *1%* *3%*	6 *1%* *10%*	5 *1%* *7%*	- - -	- - -	2 *1%* *3%*	7 *2%* *11%*	9 *2%* *14%*	- - -	16 *3%* *24%* KM	9 *1%* *14%*	9 *2%* *14%*	65 *2%* *100%*
1	**71** ***2%***	3 *1%* *5%*	10 *2%* *14%*	8 *2%* *11%*	- - -	- - -	2 *1%* *2%*	10 *2%* *14%*	10 *2%* *14%*	- - -	9 *2%* *12%*	11 *1%* *16%*	8 *2%* *11%*	71 *2%* *100%*
Don't know	**230** ***6%***	9 *4%* *4%*	27 *5%* *12%*	17 *4%* *7%*	- - -	- - -	8 *3%* *3%*	24 *6%* *10%*	45 *8%* *19%* L	- - -	32 *7%* *14%* L	56 *7%* *25%* L	11 *3%* *5%*	230 *6%* *100%*
Net: 10/9/8/7	**2739** ***68%***	181 *75%* *7%* JK	367 *69%* *13%* K	304 *75%* *11%* GHJKM	- - -	- - -	195 *77%* *7%* GJKM	284 *66%* *10%*	360 *67%* *13%*	- - -	298 *63%* *11%*	473 *61%* *17%*	278 *72%* *10%* JK	2739 *68%* *100%* K
Net: 10/9	**988** ***25%***	57 *24%* *6%* K	150 *28%* *15%* JK	128 *32%* *13%* HJKM	- - -	- - -	84 *33%* *9%* HJKM	128 *30%* *13%* JK	124 *23%* *13%* K	- - -	87 *19%* *9%*	129 *17%* *13%*	100 *26%* *10%* JK	988 *25%* *100%* JK
Net: 6/5/4	**830** ***21%***	40 *17%* *5%*	120 *22%* *14%* C	58 *14%* *7%*	- - -	- - -	38 *15%* *5%*	89 *21%* *11%*	109 *20%* *13%*	- - -	105 *22%* *13%* C	202 *26%* *24%* ACFLM	69 *18%* *8%*	830 *21%* *100%* C
Net: 3/2/1	**230** ***6%***	10 *4%* *5%*	21 *4%* *9%*	24 *6%* *10%*	- - -	- - -	14 *6%* *6%*	32 *7%* *14%*	22 *4%* *10%*	- - -	36 *8%* *16%* B	41 *5%* *18%*	29 *7%* *13%*	230 *6%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 78

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - BBC1 ****

Base : Regular viewers of BBC1 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
Mean	**7.25**	7.37 JK	7.40 JK	7.60 HJKLM	-	-	7.65 JKM	7.26	7.25	-	6.92	6.97	7.23	7.25 JK
Standard Deviation	**2.02**	1.84	1.96	1.96	-	-	1.85	2.18	1.94	-	2.18	1.94	2.09	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Total (Wtd)	**2912**	1252 *43%*	1660 *57%*	303 *10%*	564 *19%*	528 *18%*	505 *17%*	427 *15%*	585 *20%*	463 *16%*	1404 *48%*	1045 *36%*	960 *33%*	887 *30%*	1065 *37%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
10	**306** ***11%***	108 *9%* *35%*	198 *12%* *65%* A	42 *14%* *14%* D	45 *8%* *15%*	52 *10%* *17%*	54 *11%* *18%*	46 *11%* *15%*	68 *12%* *22%*	26 *6%* *9%*	146 *10%* *48%* I	134 *13%* *44%* I	132 *14%* *43%* MN	75 *8%* *24%*	100 *9%* *33%*
9	**334** ***11%***	134 *11%* *40%*	201 *12%* *60%*	29 *10%* *9%*	64 *11%* *19%*	59 *11%* *18%*	54 *11%* *16%*	46 *11%* *14%*	82 *14%* *25%*	54 *12%* *16%*	147 *10%* *44%*	133 *13%* *40%*	117 *12%* *35%*	106 *12%* *32%*	112 *10%* *33%*
8	**717** ***25%***	276 *22%* *38%*	441 *27%* *62%* A	61 *20%* *9%*	136 *24%* *19%*	133 *25%* *19%*	133 *26%* *19%*	102 *24%* *14%*	152 *26%* *21%*	106 *23%* *15%*	345 *25%* *48%*	267 *26%* *37%*	267 *28%* *37%*	199 *22%* *28%*	252 *24%* *35%*
7	**451** ***15%***	205 *16%* *45%*	246 *15%* *55%*	41 *14%* *9%*	99 *17%* *22%*	90 *17%* *20%*	89 *18%* *20%*	57 *13%* *13%*	76 *13%* *17%*	78 *17%* *17%*	234 *17%* *52%*	138 *13%* *31%*	143 *15%* *32%*	134 *15%* *30%*	174 *16%* *39%*
6	**316** ***11%***	151 *12%* *48%*	165 *10%* *52%*	29 *10%* *9%*	70 *12%* *22%* E	40 *7%* *13%*	67 *13%* *21%* E	49 *11%* *15%*	62 *11%* *20%*	44 *9%* *14%*	168 *12%* *53%*	105 *10%* *33%*	100 *10%* *32%*	102 *12%* *32%*	113 *11%* *36%*
5	**221** ***8%***	105 *8%* *47%*	116 *7%* *53%*	32 *11%* *15%*	50 *9%* *23%*	41 *8%* *19%*	30 *6%* *14%*	28 *7%* *13%*	38 *7%* *17%*	36 *8%* *16%*	122 *9%* *55%*	63 *6%* *28%*	48 *5%* *22%*	86 *10%* *39%* L	88 *8%* *40%* L

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
4	**84** ***3%***	41 *3%* *49%*	43 *3%* *51%*	21 *7%* *25%* DE FGH	15 *3%* *18%*	14 *3%* *16%*	14 *3%* *17%*	12 *3%* *14%*	8 *1%* *10%*	15 *3%* *18%*	39 *3%* *47%*	30 *3%* *35%*	20 *2%* *23%*	24 *3%* *29%*	40 *4%* *48%*
3	**76** ***3%***	37 *3%* *49%*	39 *2%* *51%*	16 *5%* *21%* FH	13 *2%* *17%*	18 *3%* *24%*	9 *2%* *12%*	13 *3%* *17%*	7 *1%* *10%*	14 *3%* *18%*	30 *2%* *40%*	32 *3%* *42%*	14 *2%* *19%*	20 *2%* *26%*	42 *4%* *55%* L
2	**38** ***1%***	15 *1%* *40%*	23 *1%* *60%*	2 *1%* *5%*	13 *2%* *34%*	6 *1%* *15%*	3 *1%* *9%*	6 *2%* *17%*	8 *1%* *20%*	7 *2%* *19%*	17 *1%* *46%*	13 *1%* *35%*	8 *1%* *22%*	18 *2%* *48%*	11 *1%* *30%*
1	**65** ***2%***	38 *3%* *58%*	27 *2%* *42%*	8 *3%* *13%*	11 *2%* *17%*	18 *3%* *28%* F	5 *1%* *7%*	12 *3%* *18%*	11 *2%* *17%*	8 *2%* *13%*	30 *2%* *46%*	27 *3%* *41%*	21 *2%* *32%*	25 *3%* *39%*	19 *2%* *29%*
Don't know	**303** ***10%***	142 *11%* *47%*	162 *10%* *53%*	21 *7%* *7%*	49 *9%* *16%*	57 *11%* *19%*	47 *9%* *15%*	57 *13%* *19%* C	73 *12%* *24%*	74 *16%* *24%* JK	124 *9%* *41%*	105 *10%* *34%*	91 *9%* *30%*	98 *11%* *32%*	114 *11%* *38%*
Net: 10/9/8/7	**1809** ***62%***	722 *58%* *40%*	1087 *65%* *60%* A	174 *57%* *10%*	344 *61%* *19%*	334 *63%* *18%*	329 *65%* *18%*	250 *59%* *14%*	378 *65%* *21%*	265 *57%* *15%*	872 *62%* *48%*	671 *64%* *37%* I	658 *69%* *36%* MN	513 *58%* *28%*	637 *60%* *35%*
Net: 10/9	**640** ***22%***	241 *19%* *38%*	399 *24%* *62%* A	71 *24%* *11%*	109 *19%* *17%*	111 *21%* *17%*	108 *21%* *17%*	91 *21%* *14%*	150 *26%* *23%*	81 *17%* *13%*	293 *21%* *46%*	267 *26%* *42%* IJ	248 *26%* *39%* MN	181 *20%* *28%*	211 *20%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
Net: 6/5/4	**621** ***21%***	298 *24%* *48%* B	323 *19%* *52%*	82 *27%* *13%* EH	135 *24%* *22%*	95 *18%* *15%*	111 *22%* *18%*	89 *21%* *14%*	108 *19%* *17%*	95 *20%* *15%*	329 *23%* *53%* K	197 *19%* *32%*	168 *17%* *27%*	212 *24%* *34%* L	241 *23%* *39%* L
Net: 3/2/1	**179** ***6%***	90 *7%* *50%*	89 *5%* *50%*	26 *9%* *15%* F	36 *6%* *20%*	42 *8%* *24%* F	17 *3%* *10%*	31 *7%* *17%* F	26 *4%* *14%*	30 *6%* *17%*	77 *6%* *43%*	72 *7%* *40%*	44 *5%* *25%*	63 *7%* *35%*	72 *7%* *40%*
Mean	**7.16**	6.94	7.32 A	6.88	7.01	7.07	7.33 C	7.10	7.44 CDE	6.97	7.13	7.28	7.48 MN	6.96	7.03
Standard Deviation	**2.07**	2.14	2.01	2.31	2.03	2.19	1.81	2.18	1.97	2.03	2.02	2.15	1.97	2.15	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Total (Wtd)	**2912**	2912 *100%*	2743 *94%*	169 *6%*	399 *14%*	2471 *85%*	2508 *86%*	1529 *53%*	972 *33%*	1027 *35%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
10	**306** ***11%***	306 *11%* *100%*	288 *11%* *94%*	18 *11%* *6%*	55 *14%* *18%* YZ	244 *10%* *80%*	251 *10%* *82%*	166 *11%* *54%*	85 *9%* *28%*	88 *9%* *29%*
9	**334** ***11%***	334 *11%* *100%*	316 *12%* *94%*	18 *11%* *5%*	51 *13%* *15%*	277 *11%* *83%*	282 *11%* *84%*	164 *11%* *49%*	116 *12%* *35%*	123 *12%* *37%*
8	**717** ***25%***	717 *25%* *100%*	692 *25%* *96%* T	26 *15%* *4%*	97 *24%* *14%*	612 *25%* *85%*	620 *25%* *86%*	379 *25%* *53%*	240 *25%* *33%*	250 *24%* *35%*
7	**451** ***15%***	451 *15%* *100%*	432 *16%* *96%*	19 *11%* *4%*	62 *16%* *14%*	381 *15%* *85%*	389 *16%* *86%*	229 *15%* *51%*	158 *16%* *35%*	165 *16%* *37%*
6	**316** ***11%***	316 *11%* *100%*	289 *11%* *91%*	27 *16%* *9%* S	33 *8%* *11%*	279 *11%* *88%*	283 *11%* *89%*	174 *11%* *55%*	108 *11%* *34%*	115 *11%* *36%*
5	**221** ***8%***	221 *8%* *100%*	197 *7%* *89%*	23 *14%* *11%* S	27 *7%* *12%*	189 *8%* *85%*	191 *8%* *87%*	122 *8%* *55%*	69 *7%* *31%*	74 *7%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
4	**84** ***3%***	84 *3%* *100%*	77 *3%* *92%*	6 *4%* *8%*	11 *3%* *13%*	73 *3%* *87%*	73 *3%* *87%*	47 *3%* *56%*	26 *3%* *31%*	28 *3%* *34%*
3	**76** ***3%***	76 *3%* *100%*	71 *3%* *94%*	5 *3%* *6%*	8 *2%* *10%*	66 *3%* *87%*	68 *3%* *90%*	40 *3%* *52%*	28 *3%* *37%*	30 *3%* *39%*
2	**38** ***1%***	38 *1%* *100%*	33 *1%* *89%*	4 *2%* *11%*	8 *2%* *22%*	28 *1%* *75%*	29 *1%* *78%*	19 *1%* *51%*	10 *1%* *27%*	10 *1%* *27%*
1	**65** ***2%***	65 *2%* *100%*	54 *2%* *84%*	11 *6%* *16%* S	11 *3%* *17%*	54 *2%* *83%*	54 *2%* *83%*	36 *2%* *55%*	18 *2%* *27%*	21 *2%* *33%*
Don't know	**303** ***10%***	303 *10%* *100%*	292 *11%* *96%*	11 *7%* *4%*	34 *9%* *11%*	268 *11%* *88%*	269 *11%* *89%*	154 *10%* *51%*	115 *12%* *38%*	121 *12%* *40%*
Net: 10/9/8/7	**1809** ***62%***	1809 *62%* *100%*	1727 *63%* *96%* T	81 *48%* *4%*	266 *67%* *15%*	1515 *61%* *84%*	1541 *61%* *85%*	937 *61%* *52%*	598 *62%* *33%*	627 *61%* *35%*
Net: 10/9	**640** ***22%***	640 *22%* *100%*	604 *22%* *94%*	36 *21%* *6%*	107 *27%* *17%*	522 *21%* *81%*	532 *21%* *83%*	330 *22%* *52%*	200 *21%* *31%*	211 *21%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
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Base : Regular viewers of ITV1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
Net: 6/5/4	**621** ***21%***	621 *21%* *100%*	564 *21%* *91%*	57 *34%* *9%* S	72 *18%* *12%*	540 *22%* *87%*	547 *22%* *88%*	343 *22%* *55%*	203 *21%* *33%*	218 *21%* *35%*
Net: 3/2/1	**179** ***6%***	179 *6%* *100%*	159 *6%* *89%*	20 *12%* *11%* S	28 *7%* *15%*	148 *6%* *83%*	151 *6%* *85%*	95 *6%* *53%*	56 *6%* *31%*	61 *6%* *34%*
Mean	**7.16**	7.16	7.20 T	6.49	7.28	7.13	7.14	7.13	7.15	7.13
Standard Deviation	**2.07**	2.07	2.04	2.48	2.20	2.05	2.05	2.09	1.99	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Total (Wtd)	**2912**	209 *7%*	430 *15%*	321 *11%*	-** - **	-** - **	161* *6%* *	336 *12%*	389 *13%*	-** - **	292 *10%*	505 *17%*	267 *9%*	2912 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
10	**306** ***11%***	30 *14%* *10%* HK	59 *14%* *19%* HK	43 *13%* *14%* HK	- - -	- - -	21 *13%* *7%*	27 *8%* *9%*	28 *7%* *9%*	- - -	24 *8%* *8%*	38 *8%* *12%*	38 *14%* *12%* HK	306 *11%* *100%*
9	**334** ***11%***	30 *14%* *9%*	56 *13%* *17%*	31 *10%* *9%*	- - -	- - -	35 *22%* *10%* CGHJKM	33 *10%* *10%*	38 *10%* *11%*	- - -	28 *10%* *8%*	50 *10%* *15%*	34 *13%* *10%*	334 *11%* *100%*
8	**717** ***25%***	83 *39%* *12%* BCFGHJK LM	109 *25%* *15%*	75 *23%* *10%*	- - -	- - -	38 *24%* *5%*	71 *21%* *10%*	89 *23%* *12%*	- - -	65 *22%* *9%*	120 *24%* *17%*	67 *25%* *9%*	717 *25%* *100%*
7	**451** ***15%***	21 *10%* *5%*	80 *19%* *18%* A	42 *13%* *9%*	- - -	- - -	18 *11%* *4%*	49 *14%* *11%*	67 *17%* *15%*	- - -	36 *12%* *8%*	96 *19%* *21%* AJ	43 *16%* *10%*	451 *15%* *100%*
6	**316** ***11%***	16 *8%* *5%*	33 *8%* *11%*	51 *16%* *16%* ABKM	- - -	- - -	23 *14%* *7%*	31 *9%* *10%*	48 *12%* *15%*	- - -	40 *14%* *13%* B	48 *9%* *15%*	25 *9%* *8%*	316 *11%* *100%*
5	**221** ***8%***	12 *6%* *6%*	22 *5%* *10%*	13 *4%* *6%*	- - -	- - -	6 *4%* *3%*	44 *13%* *20%* BCFLM	36 *9%* *16%*	- - -	28 *10%* *13%* C	45 *9%* *20%* C	15 *6%* *7%*	221 *8%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
4	**84** ***3%***	1 *1%* *1%*	8 *2%* *10%*	10 *3%* *12%*	- - -	- - -	- - -	12 *4%* *15%*	12 *3%* *14%*	- - -	16 *5%* *19%* ABFM	16 *3%* *19%*	8 *3%* *9%*	84 *3%* *100%*
3	**76** ***3%***	5 *3%* *7%*	7 *2%* *9%*	3 *1%* *3%*	- - -	- - -	3 *2%* *4%*	11 *3%* *15%*	5 *1%* *7%*	- - -	12 *4%* *15%* C	21 *4%* *28%* C	9 *3%* *12%*	76 *3%* *100%*
2	**38** ***1%***	2 *1%* *4%*	3 *1%* *7%*	4 *1%* *11%*	- - -	- - -	1 *1%* *4%*	11 *3%* *30%* BM	5 *1%* *14%*	- - -	3 *1%* *8%*	6 *1%* *15%*	3 *1%* *7%*	38 *1%* *100%*
1	**65** ***2%***	2 *1%* *3%*	10 *2%* *16%*	9 *3%* *14%*	- - -	- - -	7 *4%* *10%* L	13 *4%* *20%* L	6 *1%* *9%*	- - -	9 *3%* *14%*	9 *2%* *13%*	1 *** *2%*	65 *2%* *100%*
Don't know	**303** ***10%***	8 *4%* *3%*	43 *10%* *14%* A	40 *12%* *13%* A	- - -	- - -	9 *6%* *3%*	33 *10%* *11%*	56 *14%* *18%* A	- - -	32 *11%* *11%* A	57 *11%* *19%* A	25 *9%* *8%*	303 *10%* *100%* A
Net: 10/9/8/7	**1809** ***62%***	164 *78%* *9%* CGHJKM	304 *71%* *17%* CGHJKM	191 *59%* *11%*	- - -	- - -	111 *69%* *6%* GJ	180 *54%* *10%*	222 *57%* *12%*	- - -	152 *52%* *8%*	303 *60%* *17%*	182 *68%* *10%* GHJ	1809 *62%* *100%* GJ
Net: 10/9	**640** ***22%***	60 *29%* *9%* GHJK	115 *27%* *18%* GHJK	74 *23%* *12%*	- - -	- - -	55 *34%* *9%* GHJKM	60 *18%* *9%*	65 *17%* *10%*	- - -	51 *18%* *8%*	88 *17%* *14%*	72 *27%* *11%* GHJK	640 *22%* *100%*
Net: 6/5/4	**621** ***21%***	29 *14%* *5%*	64 *15%* *10%*	75 *23%* *12%* AB	- - -	- - -	30 *18%* *5%*	87 *26%* *14%* AB	95 *25%* *15%* AB	- - -	85 *29%* *14%* ABLM	109 *22%* *18%* B	48 *18%* *8%*	621 *21%* *100%* B

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 79

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - ITV1 ****

Base : Regular viewers of ITV1 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
Net: 3/2/1	**179** ***6%***	9 *4%* *5%*	19 *5%* *11%*	16 *5%* *9%*	- - -	- - -	11 *7%* *6%*	36 *11%* *20%* ABCHLM	16 *4%* *9%*	- - -	24 *8%* *13%*	36 *7%* *20%*	13 *5%* *7%*	179 *6%* *100%*
Mean	**7.16**	7.73 CGHJKM	7.50 GHJKM	7.26 GJ	-	-	7.51 GJK	6.62	7.03	-	6.74	6.96	7.47 GHJK	7.16 GJ
Standard Deviation	**2.07**	1.77	1.97	2.10	-	-	2.13	2.34	1.91	-	2.19	2.03	1.92	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 80

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Total (Wtd)	**5641**	2729 *48%*	2912 *52%*	595 *11%*	1157 *21%*	963 *17%*	995 *18%*	838 *15%*	1092 *19%*	1033 *18%*	2813 *50%*	1795 *32%*	1636 *29%*	1699 *30%*	2306 *41%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
10	**340** ***6%***	128 *5%* *38%*	212 *7%* *62%* A	36 *6%* *11%*	44 *4%* *13%*	65 *7%* *19%* D	50 *5%* *15%*	67 *8%* *20%* DF	77 *7%* *23%* D	32 *3%* *10%*	140 *5%* *41%* I	168 *9%* *49%* IJ	118 *7%* *35%* N	111 *7%* *33%*	111 *5%* *33%*
9	**459** ***8%***	188 *7%* *41%*	271 *9%* *59%* A	55 *9%* *12%*	80 *7%* *17%*	70 *7%* *15%*	87 *9%* *19%*	66 *8%* *14%*	101 *9%* *22%*	77 *7%* *17%*	217 *8%* *47%*	165 *9%* *36%*	153 *9%* *33%* N	151 *9%* *33%*	155 *7%* *34%*
8	**1223** ***22%***	556 *20%* *45%*	667 *23%* *55%*	94 *16%* *8%*	235 *20%* *19%*	215 *22%* *18%* C	210 *21%* *17%*	196 *23%* *16%* C	273 *25%* *22%* CD	179 *17%* *15%*	619 *22%* *51%* I	425 *24%* *35%* I	414 *25%* *34%* MN	355 *21%* *29%*	455 *20%* *37%*
7	**1090** ***19%***	517 *19%* *47%*	573 *20%* *53%*	119 *20%* *11%*	286 *25%* *26%* EF GH	159 *17%* *15%*	182 *18%* *17%*	151 *18%* *14%*	192 *18%* *18%*	212 *21%* *19%* K	579 *21%* *53%* K	298 *17%* *27%*	318 *19%* *29%*	321 *19%* *29%*	451 *20%* *41%*
6	**732** ***13%***	386 *14%* *53%* B	345 *12%* *47%*	89 *15%* *12%*	148 *13%* *20%*	127 *13%* *17%*	133 *13%* *18%*	101 *12%* *14%*	133 *12%* *18%*	138 *13%* *19%*	363 *13%* *50%*	230 *13%* *31%*	232 *14%* *32%*	205 *12%* *28%*	295 *13%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 80

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
5	**686** ***12%***	380 *14%* *55%* B	305 *10%* *45%*	82 *14%* *12%*	153 *13%* *22%*	111 *12%* *16%*	136 *14%* *20%*	87 *10%* *13%*	116 *11%* *17%*	125 *12%* *18%*	356 *13%* *52%*	205 *11%* *30%*	150 *9%* *22%*	214 *13%* *31%* L	322 *14%* *47%* L
4	**234** ***4%***	149 *5%* *64%* B	85 *3%* *36%*	35 *6%* *15%* H	63 *5%* *27%* H	39 *4%* *17%*	37 *4%* *16%*	30 *4%* *13%*	31 *3%* *13%*	68 *7%* *29%* JK	111 *4%* *47%*	55 *3%* *23%*	54 *3%* *23%*	78 *5%* *33%*	103 *4%* *44%*
3	**165** ***3%***	85 *3%* *52%*	79 *3%* *48%*	29 *5%* *18%* DH	25 *2%* *15%*	37 *4%* *22%*	27 *3%* *16%*	22 *3%* *13%*	26 *2%* *16%*	36 *4%* *22%*	78 *3%* *47%*	51 *3%* *31%*	22 *1%* *13%*	54 *3%* *33%* L	89 *4%* *54%* L
2	**101** ***2%***	61 *2%* *61%* B	39 *1%* *39%*	6 *1%* *6%*	33 *3%* *33%*	17 *2%* *17%*	17 *2%* *17%*	14 *2%* *14%*	14 *1%* *14%*	34 *3%* *33%* JK	47 *2%* *47%*	20 *1%* *20%*	26 *2%* *26%*	28 *2%* *28%*	46 *2%* *46%*
1	**102** ***2%***	64 *2%* *63%* B	38 *1%* *37%*	8 *1%* *8%*	15 *1%* *15%*	32 *3%* *31%* DFH	8 *1%* *8%*	24 *3%* *24%* FH	14 *1%* *13%*	21 *2%* *20%*	42 *1%* *41%*	39 *2%* *38%*	26 *2%* *25%*	26 *2%* *26%*	50 *2%* *49%*
Don't know	**510** ***9%***	214 *8%* *42%*	296 *10%* *58%* A	42 *7%* *8%*	73 *6%* *14%*	92 *10%* *18%* D	109 *11%* *21%* D	79 *9%* *16%* D	114 *10%* *22%* D	111 *11%* *22%* K	261 *9%* *51%*	139 *8%* *27%*	125 *8%* *25%*	156 *9%* *31%*	229 *10%* *45%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
Net: 10/9/8/7	**3112** ***55%***	1389 *51%* *45%*	1723 *59%* *55%* A	305 *51%* *10%*	646 *56%* *21%*	509 *53%* *16%*	528 *53%* *17%*	480 *57%* *15%*	644 *59%* *21%* CEF	501 *48%* *16%*	1555 *55%* *50%* I	1056 *59%* *34%* I	1002 *61%* *32%* MN	938 *55%* *30%* N	1172 *51%* *38%*
Net: 10/9	**799** ***14%***	316 *12%* *40%*	483 *17%* *60%* A	92 *15%* *11%* D	125 *11%* *16%*	135 *14%* *17%*	137 *14%* *17%*	133 *16%* *17%* D	178 *16%* *22%* D	110 *11%* *14%*	357 *13%* *45%*	333 *19%* *42%* IJ	271 *17%* *34%* N	262 *15%* *33%* N	266 *12%* *33%*
Net: 6/5/4	**1652** ***29%***	916 *34%* *55%* B	736 *25%* *45%*	206 *35%* *12%* GH	365 *32%* *22%* GH	276 *29%* *17%*	306 *31%* *19%* H	218 *26%* *13%*	280 *26%* *17%*	331 *32%* *20%* K	831 *30%* *50%*	490 *27%* *30%*	436 *27%* *26%*	496 *29%* *30%*	720 *31%* *44%* L
Net: 3/2/1	**367** ***7%***	211 *8%* *57%* B	156 *5%* *43%*	43 *7%* *12%*	73 *6%* *20%*	85 *9%* *23%* FH	51 *5%* *14%*	60 *7%* *16%*	54 *5%* *15%*	91 *9%* *25%* JK	167 *6%* *45%*	110 *6%* *30%*	74 *4%* *20%*	108 *6%* *30%*	185 *8%* *50%* L
Mean	**6.72**	6.48	6.96 A	6.57	6.57	6.61	6.75	6.82 D	6.99 CDE F	6.35	6.71 I	6.95 IJ	7.01 MN	6.75 N	6.50
Standard Deviation	**1.98**	2.02	1.92	1.98	1.89	2.15	1.87	2.09	1.89	2.03	1.90	2.04	1.88	2.00	2.02

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9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Total (Wtd)	**5641**	5641 *100%*	5195 *92%*	445 *8%*	873 *15%*	4689 *83%*	4751 *84%*	2930 *52%*	1807 *32%*	1916 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
10	**340** ***6%***	340 *6%* *100%*	308 *6%* *91%*	32 *7%* *9%*	49 *6%* *14%*	288 *6%* *85%*	291 *6%* *86%*	194 *7%* *57%*	96 *5%* *28%*	102 *5%* *30%*
9	**459** ***8%***	459 *8%* *100%*	431 *8%* *94%*	28 *6%* *6%*	71 *8%* *15%*	385 *8%* *84%*	387 *8%* *84%*	264 *9%* *58%* YZ	120 *7%* *26%*	133 *7%* *29%*
8	**1223** ***22%***	1223 *22%* *100%*	1159 *22%* *95%* T	64 *14%* *5%*	188 *22%* *15%*	1022 *22%* *84%*	1032 *22%* *84%*	622 *21%* *51%*	406 *22%* *33%*	431 *23%* *35%*
7	**1090** ***19%***	1090 *19%* *100%*	1000 *19%* *92%*	89 *20%* *8%*	154 *18%* *14%*	910 *19%* *84%*	934 *20%* *86%*	546 *19%* *50%*	387 *21%* *36%*	404 *21%* *37%*
6	**732** ***13%***	732 *13%* *100%*	679 *13%* *93%*	53 *12%* *7%*	104 *12%* *14%*	618 *13%* *84%*	622 *13%* *85%*	357 *12%* *49%*	265 *15%* *36%*	265 *14%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 100%	3413 89%	377 10%	598 16%	3200 83%	3240 84%	2002 52%	1226 32%	1305 34%
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
5	**686** **12%**	686 12% 100%	619 12% 90%	67 15% 10%	112 13% 16%	568 12% 83%	573 12% 84%	373 13% 54%	196 11% 29%	212 11% 31%
4	**234** **4%**	234 4% 100%	204 4% 87%	30 7% 13% S	46 5% 19%	189 4% 81%	189 4% 81%	111 4% 47%	76 4% 33%	77 4% 33%
3	**165** **3%**	165 3% 100%	147 3% 89%	18 4% 11%	27 3% 16%	137 3% 83%	138 3% 84%	97 3% 59%	41 2% 25%	51 3% 31%
2	**101** **2%**	101 2% 100%	86 2% 86%	14 3% 14% S	15 2% 15%	78 2% 77%	83 2% 82%	50 2% 50%	33 2% 33%	35 2% 35%
1	**102** **2%**	102 2% 100%	84 2% 82%	18 4% 18% S	17 2% 16%	84 2% 83%	85 2% 84%	63 2% 62%	22 1% 21%	24 1% 24%
Don't know	**510** **9%**	510 9% 100%	478 9% 94%	32 7% 6%	91 10% 18%	411 9% 81%	417 9% 82%	253 9% 50%	163 9% 32%	180 9% 35%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 80

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
Net: 10/9/8/7	**3112** ***55%***	3112 *55%* *100%*	2898 *56%* *93%* T	214 *48%* *7%*	462 *53%* *15%*	2605 *56%* *84%*	2644 *56%* *85%*	1626 *55%* *52%*	1010 *56%* *32%*	1070 *56%* *34%*
Net: 10/9	**799** ***14%***	799 *14%* *100%*	739 *14%* *92%*	60 *13%* *8%*	120 *14%* *15%*	673 *14%* *84%*	678 *14%* *85%*	458 *16%* *57%* YZ	217 *12%* *27%*	235 *12%* *29%*
Net: 6/5/4	**1652** ***29%***	1652 *29%* *100%*	1502 *29%* *91%*	150 *34%* *9%*	261 *30%* *16%*	1374 *29%* *83%*	1383 *29%* *84%*	841 *29%* *51%*	538 *30%* *33%*	555 *29%* *34%*
Net: 3/2/1	**367** ***7%***	367 *7%* *100%*	317 *6%* *86%*	50 *11%* *14%* S	58 *7%* *16%*	299 *6%* *81%*	306 *6%* *83%*	210 *7%* *57%* Y	96 *5%* *26%*	111 *6%* *30%*
Mean	**6.72**	6.72	6.77 T	6.25	6.66	6.74	6.74	6.73	6.75	6.74
Standard Deviation	**1.98**	1.98	1.95	2.26	2.02	1.97	1.97	2.04	1.86	1.88

Ofcom PSB Tracker : 2008

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9 Jul 2009

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	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Total (Wtd)	**5641**	352 *6%*	733 *13%*	550 *10%*	-** - **	-** - **	352 *6%*	599 *11%*	747 *13%*	-** - **	737 *13%*	1060 *19%*	509 *9%*	5641 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
10	**340** ***6%***	22 *6%* *7%*	46 *6%* *14%*	49 *9%* *14%* JKM	- - -	- - -	30 *9%* *9%* JK	34 *6%* *10%*	47 *6%* *14%*	- - -	34 *5%* *10%*	46 *4%* *13%*	32 *6%* *9%*	340 *6%* *100%*
9	**459** ***8%***	25 *7%* *6%*	82 *11%* *18%* HJKM	45 *8%* *10%*	- - -	- - -	41 *12%* *9%* J	58 *10%* *13%* J	52 *7%* *11%*	- - -	36 *5%* *8%*	75 *7%* *16%*	44 *9%* *10%* J	459 *8%* *100%* J
8	**1223** ***22%***	108 *31%* *9%* BGHJKLM	168 *23%* *14%* J	137 *25%* *11%* GJ	- - -	- - -	79 *22%* *6%*	103 *17%* *8%*	173 *23%* *14%* J	- - -	118 *16%* *10%*	227 *21%* *19%* J	111 *22%* *9%* J	1223 *22%* *100%* J
7	**1090** ***19%***	54 *15%* *5%*	156 *21%* *14%*	108 *20%* *10%*	- - -	- - -	67 *19%* *6%*	110 *18%* *10%*	144 *19%* *13%*	- - -	149 *20%* *14%*	196 *19%* *18%*	105 *21%* *10%*	1090 *19%* *100%*
6	**732** ***13%***	43 *12%* *6%*	103 *14%* *14%* G	87 *16%* *12%* G	- - -	- - -	42 *12%* *6%*	51 *9%* *7%*	112 *15%* *15%* G	- - -	100 *14%* *14%* G	124 *12%* *17%*	71 *14%* *10%* G	732 *13%* *100%* G
5	**686** ***12%***	41 *12%* *6%*	65 *9%* *10%*	43 *8%* *6%*	- - -	- - -	34 *10%* *5%*	109 *18%* *16%* ABCFHLM	71 *10%* *10%*	- - -	116 *16%* *17%* BCFHM	149 *14%* *22%* BCH	57 *11%* *8%*	686 *12%* *100%* BC
4	**234** ***4%***	17 *5%* *7%*	23 *3%* *10%*	14 *3%* *6%*	- - -	- - -	6 *2%* *2%*	29 *5%* *12%*	43 *6%* *19%* CFL	- - -	36 *5%* *15%* F	54 *5%* *23%* F	13 *3%* *6%*	234 *4%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 80

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
3	**165** ***3%***	8 *2%* *5%*	9 *1%* *6%*	5 *1%* *3%*	- - -	- - -	11 *3%* *6%*	27 *5%* *16%* BC	16 *2%* *10%*	- - -	33 *5%* *20%* BCM	41 *4%* *25%* BC	14 *3%* *9%*	165 *3%* *100%* BC
2	**101** ***2%***	10 *3%* *10%* F	11 *2%* *11%*	5 *1%* *5%*	- - -	- - -	1 *** *1%*	14 *2%* *14%*	13 *2%* *13%*	- - -	22 *3%* *22%* CF	15 *1%* *15%*	9 *2%* *9%*	101 *2%* *100%*
1	**102** ***2%***	1 *** *1%*	13 *2%* *12%*	12 *2%* *11%*	- - -	- - -	7 *2%* *7%*	6 *1%* *6%*	13 *2%* *12%*	- - -	24 *3%* *24%* AGKM	16 *1%* *16%*	10 *2%* *10%*	102 *2%* *100%*
Don't know	**510** ***9%***	22 *6%* *4%*	57 *8%* *11%*	45 *8%* *9%*	- - -	- - -	35 *10%* *7%*	58 *10%* *11%*	63 *8%* *12%*	- - -	69 *9%* *14%*	117 *11%* *23%* A	42 *8%* *8%*	510 *9%* *100%*
Net: 10/9/8/7	**3112** ***55%***	210 *60%* *7%* JK	452 *62%* *15%* GJKM	339 *62%* *11%* GJKM	- - -	- - -	217 *61%* *7%* GJK	305 *51%* *10%*	416 *56%* *13%* J	- - -	337 *46%* *11%*	544 *51%* *17%*	291 *57%* *9%* J	3112 *55%* *100%* J
Net: 10/9	**799** ***14%***	48 *14%* *6%*	129 *18%* *16%* JK	94 *17%* *12%* JK	- - -	- - -	71 *20%* *9%* HJKM	92 *15%* *12%* J	99 *13%* *12%*	- - -	70 *10%* *9%*	121 *11%* *15%*	76 *15%* *9%* J	799 *14%* *100%* JK
Net: 6/5/4	**1652** ***29%***	101 *29%* *6%*	191 *26%* *12%*	144 *26%* *9%*	- - -	- - -	81 *23%* *5%*	188 *31%* *11%*	226 *30%* *14%*	- - -	251 *34%* *15%* BCFLM	327 *31%* *20%* F	142 *28%* *9%*	1652 *29%* *100%*
Net: 3/2/1	**367** ***7%***	19 *5%* *5%*	33 *4%* *9%*	21 *4%* *6%*	- - -	- - -	19 *6%* *5%*	48 *8%* *13%* C	41 *6%* *11%*	- - -	79 *11%* *22%* ABCFHKL M	73 *7%* *20%* C	34 *7%* *9%*	367 *7%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 80

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - All channels combined ****

Base : All who ever watch any of the channels in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
Mean	**6.72**	6.88 JK	7.00 GJKM	7.09 GHJKLM	-	-	7.10 GJKM	6.54 J	6.75 J	-	6.20	6.57 J	6.79 J	6.72 J
Standard Deviation	**1.98**	1.90	1.87	1.87	-	-	1.95	2.06	1.94	-	2.11	1.95	1.96	1.98

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 81

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Total (Wtd)	**2846**	1371 *48%*	1475 *52%*	309 *11%*	572 *20%*	474 *17%*	488 *17%*	412 *14%*	592 *21%*	498 *17%*	1420 *50%*	928 *33%*	814 *29%*	882 *31%*	1149 *40%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
10	**769** ***27%***	319 *23%* *42%*	450 *31%* *58%* A	68 *22%* *9%*	142 *25%* *19%*	136 *29%* *18%*	134 *27%* *17%*	137 *33%* *18%* CD H	152 *26%* *20%*	152 *30%* *20%*	360 *25%* *47%*	258 *28%* *34%*	225 *28%* *29%*	236 *27%* *31%*	309 *27%* *40%*
9	**462** ***16%***	225 *16%* *49%*	237 *16%* *51%*	58 *19%* *12%*	83 *15%* *18%*	70 *15%* *15%*	81 *17%* *18%*	64 *16%* *14%*	105 *18%* *23%*	40 *8%* *9%*	246 *17%* *53%* I	175 *19%* *38%* I	127 *16%* *28%*	174 *20%* *38%* N	161 *14%* *35%*
8	**636** ***22%***	288 *21%* *45%*	348 *24%* *55%*	47 *15%* *7%*	123 *21%* *19%*	104 *22%* *16%*	123 *25%* *19%* C	83 *20%* *13%*	155 *26%* *24%* C	118 *24%* *19%*	307 *22%* *48%*	210 *23%* *33%*	197 *24%* *31%*	190 *22%* *30%*	248 *22%* *39%*
7	**365** ***13%***	199 *15%* *55%* B	166 *11%* *45%*	41 *13%* *11%*	92 *16%* *25%* GH	62 *13%* *17%*	62 *13%* *17%*	42 *10%* *12%*	65 *11%* *18%*	82 *17%* *23%* J	170 *12%* *46%*	113 *12%* *31%*	98 *12%* *27%*	92 *10%* *25%*	175 *15%* *48%* M
6	**175** ***6%***	96 *7%* *55%*	79 *5%* *45%*	26 *8%* *15%*	47 *8%* *27%* F	26 *6%* *15%*	20 *4%* *12%*	28 *7%* *16%*	28 *5%* *16%*	28 *6%* *16%*	97 *7%* *55%*	50 *5%* *29%*	52 *6%* *30%*	45 *5%* *26%*	77 *7%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
5	**178** ***6%***	95 *7%* *53%*	83 *6%* *47%*	30 *10%* *17%* EG	36 *6%* *20%*	23 *5%* *13%*	26 *5%* *15%*	20 *5%* *11%*	42 *7%* *24%*	25 *5%* *14%*	107 *8%* *60%*	46 *5%* *26%*	43 *5%* *24%*	57 *6%* *32%*	78 *7%* *44%*
4	**59** ***2%***	42 *3%* *70%* B	18 *1%* *30%*	10 *3%* *17%*	16 *3%* *27%*	4 *1%* *6%*	7 *1%* *12%*	10 *3%* *17%*	12 *2%* *20%*	10 *2%* *16%*	31 *2%* *52%*	19 *2%* *32%*	14 *2%* *23%*	25 *3%* *42%*	21 *2%* *35%*
3	**46** ***2%***	16 *1%* *36%*	30 *2%* *64%*	2 *1%* *4%*	10 *2%* *22%*	11 *2%* *23%*	8 *2%* *17%*	6 *1%* *13%*	9 *2%* *20%*	9 *2%* *19%*	23 *2%* *49%*	14 *2%* *31%*	14 *2%* *31%*	14 *2%* *31%*	17 *2%* *38%*
2	**32** ***1%***	24 *2%* *77%* B	7 *** *23%*	1 *** *4%*	7 *1%* *22%* H	10 *2%* *32%* H	10 *2%* *31%* H	4 *1%* *11%*	- - -	13 *3%* *40%* JK	15 *1%* *48%*	4 *** *11%*	6 *1%* *17%*	15 *2%* *49%*	11 *1%* *34%*
1	**52** ***2%***	29 *2%* *56%*	23 *2%* *44%*	11 *4%* *21%* DH	3 *1%* *6%*	14 *3%* *27%* DH	10 *2%* *19%*	9 *2%* *17%*	4 *1%* *9%*	13 *3%* *26%*	27 *2%* *52%*	11 *1%* *22%*	16 *2%* *31%*	12 *1%* *24%*	24 *2%* *45%*
Don't know	**72** ***3%***	38 *3%* *52%*	35 *2%* *48%*	14 *5%* *19%* F	12 *2%* *16%*	13 *3%* *18%*	7 *1%* *9%*	8 *2%* *11%*	19 *3%* *26%*	8 *2%* *11%*	37 *3%* *52%*	27 *3%* *37%*	22 *3%* *30%*	22 *2%* *30%*	29 *3%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
Net: 10/9/8/7	**2232** ***78%***	1031 *75%* *46%*	1201 *81%* *54%* A	214 *69%* *10%*	441 *77%* *20%*	372 *79%* *17%* C	400 *82%* *18%* C	328 *80%* *15%* C	478 *81%* *21%* C	393 *79%* *18%*	1083 *76%* *49%*	757 *82%* *34%* J	647 *80%* *29%*	692 *78%* *31%*	893 *78%* *40%*
Net: 10/9	**1231** ***43%***	544 *40%* *44%*	687 *47%* *56%* A	126 *41%* *10%*	226 *39%* *18%*	206 *43%* *17%*	215 *44%* *17%*	202 *49%* *16%* D	258 *44%* *21%*	192 *39%* *16%*	606 *43%* *49%*	433 *47%* *35%* I	352 *43%* *29%*	410 *46%* *33%*	469 *41%* *38%*
Net: 6/5/4	**412** ***14%***	233 *17%* *56%* B	179 *12%* *44%*	67 *22%* *16%* EF GH	99 *17%* *24%* EF	53 *11%* *13%*	53 *11%* *13%*	57 *14%* *14%*	82 *14%* *20%*	62 *13%* *15%*	235 *17%* *57%* K	115 *12%* *28%*	109 *13%* *26%*	127 *14%* *31%*	176 *15%* *43%*
Net: 3/2/1	**129** ***5%***	70 *5%* *54%*	60 *4%* *46%*	14 *5%* *11%*	20 *4%* *16%*	35 *7%* *27%* DH	27 *6%* *21%* H	19 *5%* *14%*	14 *2%* *11%*	35 *7%* *27%* K	65 *5%* *50%*	29 *3%* *23%*	36 *4%* *28%*	42 *5%* *32%*	51 *4%* *40%*
Mean	**7.90**	7.69	8.10 A	7.57	7.81	7.84	7.95	8.07 C	8.07 C	7.75	7.83	8.10 IJ	7.97	7.93	7.84
Standard Deviation	**2.08**	2.15	1.98	2.25	1.97	2.27	2.11	2.13	1.83	2.27	2.10	1.91	2.04	2.10	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 81

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Importance Rating ****

Base : All in sample A in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Total (Wtd)	**2846**	2846 *100%*	2630 *92%*	215 *8%*	492 *17%*	2304 *81%*	2329 *82%*	1430 *50%*	896 *31%*	945 *33%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
10	**769** ***27%***	769 *27%* *100%*	705 *27%* *92%*	64 *30%* *8%*	118 *24%* *15%*	639 *28%* *83%*	648 *28%* *84%*	411 *29%* *53%*	237 *26%* *31%*	254 *27%* *33%*
9	**462** ***16%***	462 *16%* *100%*	427 *16%* *92%*	35 *16%* *8%*	83 *17%* *18%*	375 *16%* *81%*	379 *16%* *82%*	219 *15%* *47%*	160 *18%* *35%*	168 *18%* *36%*
8	**636** ***22%***	636 *22%* *100%*	605 *23%* *95%* T	31 *14%* *5%*	128 *26%* *20%* YZ	492 *21%* *77%*	499 *21%* *79%*	319 *22%* *50%*	179 *20%* *28%*	188 *20%* *30%*
7	**365** ***13%***	365 *13%* *100%*	331 *13%* *91%*	34 *16%* *9%*	47 *10%* *13%*	315 *14%* *86%*	315 *14%* *86%*	178 *12%* *49%*	135 *15%* *37%* U	137 *15%* *38%* U
6	**175** ***6%***	175 *6%* *100%*	164 *6%* *94%*	11 *5%* *6%*	27 *5%* *15%*	145 *6%* *83%*	148 *6%* *85%*	80 *6%* *45%*	69 *8%* *39%*	71 *8%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

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	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
5	**178** ***6%***	178 *6%* *100%*	159 *6%* *89%*	19 *9%* *11%*	40 *8%* *22%*	138 *6%* *78%*	138 *6%* *78%*	87 *6%* *49%*	51 *6%* *29%*	53 *6%* *30%*
4	**59** ***2%***	59 *2%* *100%*	54 *2%* *91%*	5 *2%* *9%*	10 *2%* *17%*	48 *2%* *81%*	48 *2%* *81%*	30 *2%* *50%*	18 *2%* *30%*	20 *2%* *34%*
3	**46** ***2%***	46 *2%* *100%*	45 *2%* *98%*	1 *** *2%*	9 *2%* *20%*	35 *2%* *77%*	35 *2%* *77%*	30 *2%* *65%* Y	5 *1%* *11%*	10 *1%* *22%*
2	**32** ***1%***	32 *1%* *100%*	28 *1%* *89%*	3 *2%* *11%*	7 *2%* *24%*	23 *1%* *72%*	23 *1%* *72%*	13 *1%* *40%*	10 *1%* *32%*	10 *1%* *32%*
1	**52** ***2%***	52 *2%* *100%*	47 *2%* *91%*	5 *2%* *9%*	7 *1%* *13%*	43 *2%* *82%*	43 *2%* *82%*	29 *2%* *55%*	14 *2%* *27%*	15 *2%* *30%*
Don't know	**72** ***3%***	72 *3%* *100%*	65 *2%* *90%*	7 *3%* *10%*	17 *3%* *23%*	52 *2%* *71%*	53 *2%* *73%*	35 *2%* *48%*	18 *2%* *25%*	18 *2%* *25%*

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Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
Net: 10/9/8/7	**2232** ***78%***	2232 *78%* *100%*	2068 *79%* *93%*	164 *76%* *7%*	376 *76%* *17%*	1821 *79%* *82%*	1842 *79%* *82%*	1127 *79%* *51%*	711 *79%* *32%*	748 *79%* *33%*
Net: 10/9	**1231** ***43%***	1231 *43%* *100%*	1132 *43%* *92%*	99 *46%* *8%*	201 *41%* *16%*	1014 *44%* *82%*	1027 *44%* *83%*	630 *44%* *51%*	397 *44%* *32%*	422 *45%* *34%*
Net: 6/5/4	**412** ***14%***	412 *14%* *100%*	377 *14%* *91%*	35 *16%* *9%*	77 *16%* *19%*	331 *14%* *80%*	335 *14%* *81%*	197 *14%* *48%*	138 *15%* *33%*	144 *15%* *35%*
Net: 3/2/1	**129** ***5%***	129 *5%* *100%*	121 *5%* *93%*	9 *4%* *7%*	23 *5%* *18%*	101 *4%* *78%*	101 *4%* *78%*	71 *5%* *55%*	29 *3%* *23%*	35 *4%* *27%*
Mean	**7.90**	7.90	7.91	7.87	7.83	7.92	7.93	7.93	7.94	7.94
Standard Deviation	**2.08**	2.08	2.07	2.18	2.07	2.07	2.06	2.11	1.98	2.01

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		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Total (Wtd)	**2846**	171 *6%*	366 *13%*	277 *10%*	-** - **	-** - **	187* *7%* *	314 *11%*	381 *13%*	-** - **	363 *13%*	541 *19%*	246 *9%*	2846 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
10	**769** ***27%***	50 *29%* *6%*	103 *28%* *13%*	73 *26%* *9%*	- - -	- - -	57 *30%* *7%*	83 *26%* *11%*	96 *25%* *13%*	- - -	102 *28%* *13%*	137 *25%* *18%*	70 *29%* *9%*	769 *27%* *100%*
9	**462** ***16%***	40 *23%* *9%* BJKL	46 *13%* *10%*	41 *15%* *9%*	- - -	- - -	25 *14%* *6%*	70 *22%* *15%* BJK	79 *21%* *17%* BK	- - -	51 *14%* *11%*	76 *14%* *16%*	34 *14%* *7%*	462 *16%* *100%*
8	**636** ***22%***	33 *19%* *5%*	85 *23%* *13%*	80 *29%* *13%* H	- - -	- - -	53 *28%* *8%*	63 *20%* *10%*	74 *19%* *12%*	- - -	78 *21%* *12%*	116 *21%* *18%*	54 *22%* *9%*	636 *22%* *100%*
7	**365** ***13%***	17 *10%* *5%*	50 *14%* *14%*	30 *11%* *8%*	- - -	- - -	16 *9%* *4%*	24 *8%* *7%*	52 *14%* *14%*	- - -	48 *13%* *13%*	84 *16%* *23%* G	42 *17%* *12%* FG	365 *13%* *100%*
6	**175** ***6%***	4 *2%* *2%*	29 *8%* *17%* F	19 *7%* *11%* F	- - -	- - -	2 *1%* *1%*	17 *5%* *10%*	26 *7%* *15%* F	- - -	26 *7%* *15%* F	41 *8%* *23%* F	11 *4%* *6%*	175 *6%* *100%* F
5	**178** ***6%***	12 *7%* *7%*	20 *5%* *11%*	11 *4%* *6%*	- - -	- - -	10 *6%* *6%*	23 *7%* *13%*	23 *6%* *13%*	- - -	29 *8%* *16%*	32 *6%* *18%*	18 *7%* *10%*	178 *6%* *100%*
4	**59** ***2%***	3 *2%* *5%*	6 *2%* *10%*	5 *2%* *8%*	- - -	- - -	10 *6%* *17%* JM	4 *1%* *7%*	11 *3%* *18%*	- - -	5 *2%* *9%*	11 *2%* *19%*	4 *1%* *6%*	59 *2%* *100%*

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	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114	249	193	-	-	104	161	204	-	294	417	197	1933
		6%	*13%*	*10%*	-	-	*5%*	*8%*	*11%*	-	*15%*	*22%*	*10%*	*100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
3	**46**	4	9	2	-	-	3	8	3	-	6	9	2	46
	2%	*2%*	*2%*	*1%*	-	-	*2%*	*3%*	*1%*	-	*2%*	*2%*	*1%*	*2%*
		9%	*19%*	*4%*	-	-	*7%*	*18%*	*5%*	-	*13%*	*20%*	*5%*	*100%*
2	**32**	1	4	-	-	-	2	6	7	-	2	7	1	32
	1%	*1%*	*1%*	-	-	-	*1%*	*2%*	*2%*	-	*1%*	*1%*	*1%*	*1%*
		5%	*13%*	-	-	-	*7%*	*19%*	*23%*	-	*7%*	*23%*	*4%*	*100%*
1	**52**	-	7	9	-	-	-	3	9	-	7	11	5	52
	2%	-	*2%*	*3%*	-	-	-	*1%*	*2%*	-	*2%*	*2%*	*2%*	*2%*
		-	*13%*	*18%*	-	-	-	*6%*	*17%*	-	*13%*	*22%*	*10%*	*100%*
Don't know	**72**	6	8	8	-	-	7	12	2	-	9	16	4	72
	3%	*3%*	*2%*	*3%*	-	-	*4%*	*4%*	*1%*	-	*2%*	*3%*	*1%*	*3%*
		8%	*11%*	*11%*	-	-	*10%* H	*17%* H	*3%*	-	*12%*	*23%*	*5%*	*100%*
Net: 10/9/8/7	**2232**	140	284	223	-	-	151	240	301	-	279	413	201	2232
	78%	*82%*	*78%*	*81%*	-	-	*81%*	*76%*	*79%*	-	*77%*	*76%*	*82%*	*78%*
		6%	*13%*	*10%*	-	-	*7%*	*11%*	*13%*	-	*13%*	*18%*	*9%*	*100%*
Net: 10/9	**1231**	90	149	114	-	-	82	152	175	-	153	212	104	1231
	43%	*52%*	*41%*	*41%*	-	-	*44%*	*48%*	*46%*	-	*42%*	*39%*	*42%*	*43%*
		7% BK	*12%*	*9%*	-	-	*7%*	*12%*	*14%*	-	*12%*	*17%*	*8%*	*100%*
Net: 6/5/4	**412**	20	55	34	-	-	23	44	60	-	60	84	32	412
	14%	*12%*	*15%*	*12%*	-	-	*12%*	*14%*	*16%*	-	*17%*	*16%*	*13%*	*14%*
		5%	*13%*	*8%*	-	-	*6%*	*11%*	*14%*	-	*15%*	*20%*	*8%*	*100%*
Net: 3/2/1	**129**	6	19	11	-	-	6	18	19	-	15	28	9	129
	5%	*3%*	*5%*	*4%*	-	-	*3%*	*6%*	*5%*	-	*4%*	*5%*	*4%*	*5%*
		4%	*15%*	*9%*	-	-	*4%*	*14%*	*14%*	-	*12%*	*21%*	*7%*	*100%*
Mean	**7.90**	8.20	7.85	7.98	-	-	8.09	7.96	7.84	-	7.87	7.76	7.95	7.90

GfK NOP

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

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Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
Standard Deviation	**2.08**	1.89	2.10	2.04	-	-	1.98	2.12	2.15	-	2.07	2.12	2.01	2.08

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Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**588** ***21%***	234 *17%* *40%*	354 *24%* *60%* A	40 *14%* *7%*	117 *19%* *20%*	91 *18%* *16%*	105 *20%* *18%*	115 *27%* *20%* CD E	119 *24%* *20%* C	90 *17%* *15%*	284 *20%* *48%*	214 *24%* *36%* I	177 *21%* *30%*	186 *22%* *32%*	225 *19%* *38%*
9	**377** ***13%***	172 *12%* *46%*	205 *14%* *54%*	41 *14%* *11%*	75 *12%* *20%*	58 *12%* *15%*	74 *15%* *20%*	56 *13%* *15%*	74 *15%* *20%*	61 *11%* *16%*	208 *15%* *55%*	108 *12%* *29%*	134 *16%* *35%* M	82 *10%* *22%*	162 *14%* *43%* M
8	**656** ***23%***	312 *22%* *48%*	344 *24%* *52%*	62 *21%* *10%*	119 *20%* *18%*	128 *26%* *19%*	115 *22%* *17%*	95 *22%* *15%*	137 *27%* *21%* D	120 *22%* *18%*	326 *23%* *50%*	210 *24%* *32%*	199 *24%* *30%*	206 *25%* *31%*	250 *21%* *38%*
7	**393** ***14%***	215 *16%* *55%* B	178 *12%* *45%*	49 *17%* *13%*	104 *17%* *27%* H	71 *14%* *18%*	64 *13%* *16%*	52 *12%* *13%*	53 *10%* *13%*	84 *15%* *21%*	206 *15%* *52%*	103 *12%* *26%*	101 *12%* *26%*	111 *13%* *28%*	182 *15%* *46%*
6	**234** ***8%***	130 *9%* *56%*	104 *7%* *44%*	17 *6%* *7%*	62 *10%* *27%* H	36 *7%* *15%*	54 *11%* *23%* H	36 *8%* *15%*	29 *6%* *12%*	50 *9%* *21%*	117 *8%* *50%*	67 *8%* *29%*	66 *8%* *28%*	71 *9%* *30%*	97 *8%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
5	**259** **9%**	143 *10%* *55%*	116 *8%* *45%*	35 *12%* *14%*	55 *9%* *21%*	50 *10%* *19%*	51 *10%* *20%*	35 *8%* *13%*	34 *7%* *13%*	52 *10%* *20%*	137 *10%* *53%*	70 *8%* *27%*	68 *8%* *26%*	81 *10%* *31%*	110 *9%* *42%*
4	**97** **3%**	49 *4%* *50%*	48 *3%* *50%*	15 *5%* *15%*	23 *4%* *24%*	18 *4%* *19%*	13 *3%* *13%*	13 *3%* *14%*	15 *3%* *15%*	30 *5%* *31%* J	39 *3%* *40%*	28 *3%* *29%*	22 *3%* *23%*	30 *4%* *31%*	45 *4%* *46%*
3	**51** **2%**	25 *2%* *49%*	26 *2%* *51%*	8 *3%* *15%* F	12 *2%* *23%*	14 *3%* *27%* F	2 *** *5%*	5 *1%* *10%*	10 *2%* *20%*	14 *3%* *27%*	16 *1%* *31%*	21 *2%* *41%*	13 *2%* *25%*	11 *1%* *22%*	27 *2%* *53%*
2	**55** **2%**	33 *2%* *61%*	21 *1%* *39%*	8 *3%* *14%*	11 *2%* *20%*	10 *2%* *19%*	14 *3%* *25%*	6 *1%* *10%*	7 *1%* *12%*	19 *4%* *35%* JK	25 *2%* *45%*	11 *1%* *20%*	12 *1%* *22%*	13 *2%* *23%*	30 *3%* *55%*
1	**59** **2%**	39 *3%* *67%* B	19 *1%* *33%*	9 *3%* *16%*	15 *2%* *25%*	14 *3%* *24%*	6 *1%* *10%*	9 *2%* *15%*	6 *1%* *10%*	13 *2%* *22%*	29 *2%* *49%*	17 *2%* *29%*	15 *2%* *26%*	11 *1%* *19%*	32 *3%* *55%*
Don't know	**66** **2%**	32 *2%* *49%*	34 *2%* *51%*	6 *2%* *9%*	8 *1%* *12%*	7 *1%* *11%*	14 *3%* *21%*	11 *2%* *16%*	21 *4%* *31%* DE	10 *2%* *15%*	30 *2%* *45%*	27 *3%* *41%*	22 *3%* *33%*	27 *3%* *40%* N	17 *1%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 10/9/8/7	**2014** ***71%***	933 *67%* *46%*	1081 *75%* *54%* A	192 *66%* *10%*	415 *69%* *21%*	348 *70%* *17%*	358 *70%* *18%*	317 *74%* *16%*	382 *76%* *19%* C	355 *65%* *18%*	1023 *72%* *51%* I	635 *72%* *32%* I	610 *74%* *30%*	585 *71%* *29%*	819 *70%* *41%*
Net: 10/9	**965** ***34%***	406 *29%* *42%*	559 *39%* *58%* A	80 *28%* *8%*	192 *32%* *20%*	150 *30%* *16%*	179 *35%* *19%*	170 *40%* *18%* CD E	192 *38%* *20%* CE	151 *28%* *16%*	492 *35%* *51%* I	322 *37%* *33%* I	311 *37%* *32%*	268 *32%* *28%*	387 *33%* *40%*
Net: 6/5/4	**591** ***21%***	322 *23%* *55%* B	269 *19%* *45%*	67 *23%* *11%* H	140 *23%* *24%* H	104 *21%* *18%*	118 *23%* *20%* H	84 *19%* *14%*	78 *15%* *13%*	132 *24%* *22%*	293 *21%* *50%*	166 *19%* *28%*	156 *19%* *26%*	182 *22%* *31%*	252 *21%* *43%*
Net: 3/2/1	**164** ***6%***	98 *7%* *59%* B	67 *5%* *41%*	25 *9%* *15%*	37 *6%* *23%*	38 *8%* *23%*	22 *4%* *13%*	19 *4%* *12%*	23 *5%* *14%*	46 *8%* *28%* J	70 *5%* *42%*	49 *6%* *30%*	40 *5%* *24%*	35 *4%* *21%*	89 *8%* *54%* LM
Mean	**7.47**	7.22	7.71 A	7.02	7.32	7.28	7.54 C	7.73 C DE	7.81 CDE	7.08	7.52 I	7.63 I	7.65 N	7.54	7.30
Standard Deviation	**2.19**	2.25	2.11	2.32	2.21	2.28	2.09	2.15	2.05	2.32	2.13	2.18	2.11	2.10	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**588** ***21%***	588 *21%* *100%*	535 *21%* *91%*	52 *22%* *9%*	68 *17%* *12%*	509 *21%* *87%*	518 *21%* *88%*	333 *22%* *57%*	180 *20%* *31%*	192 *20%* *33%*
9	**377** ***13%***	377 *13%* *100%*	353 *14%* *93%*	25 *10%* *7%*	50 *13%* *13%*	321 *13%* *85%*	327 *13%* *87%*	180 *12%* *48%*	144 *16%* *38%* X	151 *15%* *40%* X
8	**656** ***23%***	656 *23%* *100%*	598 *23%* *91%*	58 *24%* *9%*	92 *24%* *14%*	557 *23%* *85%*	563 *23%* *86%*	366 *24%* *56%*	195 *21%* *30%*	215 *22%* *33%*
7	**393** ***14%***	393 *14%* *100%*	361 *14%* *92%*	32 *13%* *8%*	45 *12%* *11%*	344 *14%* *87%*	348 *14%* *89%*	218 *14%* *55%*	130 *14%* *33%*	133 *14%* *34%*
6	**234** ***8%***	234 *8%* *100%*	217 *8%* *93%*	17 *7%* *7%*	29 *7%* *12%*	202 *8%* *86%*	205 *8%* *88%*	126 *8%* *54%*	79 *9%* *34%*	83 *9%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
5	**259** ***9%***	259 *9%* *100%*	225 *9%* *87%*	34 *14%* *13%* S	31 *8%* *12%*	224 *9%* *86%*	227 *9%* *88%*	144 *10%* *56%*	83 *9%* *32%*	89 *9%* *34%*
4	**97** ***3%***	97 *3%* *100%*	88 *3%* *90%*	9 *4%* *10%*	18 *5%* *18%*	75 *3%* *77%*	77 *3%* *79%*	47 *3%* *48%*	30 *3%* *31%*	32 *3%* *33%*
3	**51** ***2%***	51 *2%* *100%*	45 *2%* *89%*	6 *2%* *11%*	16 *4%* *30%* VWX	35 *1%* *70%*	35 *1%* *70%*	19 *1%* *38%*	16 *2%* *32%*	18 *2%* *35%*
2	**55** ***2%***	55 *2%* *100%*	52 *2%* *95%*	3 *1%* *5%*	5 *1%* *10%*	48 *2%* *88%*	48 *2%* *88%*	26 *2%* *47%*	22 *2%* *41%*	25 *3%* *46%*
1	**59** ***2%***	59 *2%* *100%*	57 *2%* *97%*	2 *1%* *3%*	18 *5%* *31%* VWXY Z	39 *2%* *67%*	41 *2%* *69%*	29 *2%* *50%*	11 *1%* *19%*	13 *1%* *21%*
Don't know	**66** ***2%***	66 *2%* *100%*	64 *2%* *96%*	3 *1%* *4%*	18 *5%* *28%* VWX	48 *2%* *72%*	48 *2%* *72%*	23 *2%* *35%*	25 *3%* *37%*	25 *3%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 10/9/8/7	**2014** ***71%***	2014 *71%* *100%*	1846 *71%* *92%*	167 *70%* *8%*	256 *65%* *13%*	1730 *72%* *86%* U	1757 *72%* *87%* U	1098 *73%* *55%* U	649 *71%* *32%*	691 *71%* *34%*
Net: 10/9	**965** ***34%***	965 *34%* *100%*	888 *34%* *92%*	77 *32%* *8%*	118 *30%* *12%*	830 *35%* *86%*	846 *35%* *88%*	514 *34%* *53%*	324 *35%* *34%*	343 *35%* *36%*
Net: 6/5/4	**591** ***21%***	591 *21%* *100%*	530 *20%* *90%*	60 *25%* *10%*	78 *20%* *13%*	501 *21%* *85%*	509 *21%* *86%*	317 *21%* *54%*	192 *21%* *32%*	204 *21%* *35%*
Net: 3/2/1	**164** ***6%***	164 *6%* *100%*	154 *6%* *94%*	10 *4%* *6%*	39 *10%* *24%* VWXY Z	123 *5%* *75%*	124 *5%* *76%*	74 *5%* *45%*	50 *5%* *30%*	55 *6%* *34%*
Mean	**7.47**	7.47	7.47	7.44	7.15	7.52 U	7.53 U	7.53 U	7.50 U	7.49
Standard Deviation	**2.19**	2.19	2.20	2.10	2.46	2.14	2.14	2.14	2.14	2.16

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Total (Wtd)	**2835**	181 *6%*	374 *13%*	273 *10%*	-** - **	-** - **	171* *6%* *	290 *10%*	367 *13%*	-** - **	388 *14%*	523 *18%*	267 *9%*	2835 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
10	**588** ***21%***	35 *19%* *6%*	81 *22%* *14%*	61 *22%* *10%*	- - -	- - -	49 *29%* *8%* K	59 *20%* *10%*	78 *21%* *13%*	- - -	75 *19%* *13%*	92 *18%* *16%*	57 *21%* *10%*	588 *21%* *100%*
9	**377** ***13%***	29 *16%* *8%*	59 *16%* *16%* FG	46 *17%* *12%* FG	- - -	- - -	12 *7%* *3%*	26 *9%* *7%*	44 *12%* *12%*	- - -	40 *10%* *11%*	76 *15%* *20%*	46 *17%* *12%* FGJ	377 *13%* *100%*
8	**656** ***23%***	50 *28%* *8%*	79 *21%* *12%*	70 *26%* *11%*	- - -	- - -	45 *26%* *7%*	66 *23%* *10%*	96 *26%* *15%*	- - -	74 *19%* *11%*	115 *22%* *18%*	61 *23%* *9%*	656 *23%* *100%*
7	**393** ***14%***	16 *9%* *4%*	53 *14%* *14%*	31 *11%* *8%*	- - -	- - -	28 *16%* *7%*	39 *14%* *10%*	44 *12%* *11%*	- - -	61 *16%* *16%*	82 *16%* *21%*	39 *14%* *10%*	393 *14%* *100%*
6	**234** ***8%***	11 *6%* *5%*	40 *11%* *17%*	15 *5%* *6%*	- - -	- - -	8 *5%* *3%*	34 *12%* *15%* C	29 *8%* *13%*	- - -	37 *10%* *16%*	40 *8%* *17%*	20 *7%* *8%*	234 *8%* *100%*
5	**259** ***9%***	26 *14%* *10%* BC	23 *6%* *9%*	19 *7%* *7%*	- - -	- - -	13 *7%* *5%*	29 *10%* *11%*	39 *11%* *15%*	- - -	45 *12%* *17%* B	46 *9%* *18%*	19 *7%* *7%*	259 *9%* *100%*
4	**97** ***3%***	3 *2%* *4%*	7 *2%* *7%*	12 *4%* *12%*	- - -	- - -	8 *5%* *8%*	13 *4%* *13%*	9 *2%* *9%*	- - -	22 *6%* *22%* B	16 *3%* *16%*	8 *3%* *8%*	97 *3%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

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Q6b(a) Channel-specific ratings
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Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
3	**51** ***2%***	2 *1%* *5%*	5 *1%* *10%*	5 *2%* *11%*	- - -	- - -	2 *1%* *4%*	6 *2%* *12%*	3 *1%* *6%*	- - -	4 *1%* *9%*	13 *3%* *26%*	9 *3%* *18%*	51 *2%* *100%*
2	**55** ***2%***	2 *1%* *3%*	7 *2%* *13%*	3 *1%* *6%*	- - -	- - -	- - -	6 *2%* *10%*	7 *2%* *13%*	- - -	12 *3%* *21%*	15 *3%* *27%*	3 *1%* *6%*	55 *2%* *100%*
1	**59** ***2%***	4 *2%* *6%*	9 *2%* *15%*	3 *1%* *5%*	- - -	- - -	5 *3%* *8%* G	- - -	6 *2%* *11%*	- - -	9 *2%* *16%* G	20 *4%* *35%* GM	3 *1%* *4%*	59 *2%* *100%*
Don't know	**66** ***2%***	3 *2%* *4%*	11 *3%* *16%*	9 *3%* *13%*	- - -	- - -	1 *1%* *2%*	13 *5%* *20%* KL	12 *3%* *18%*	- - -	8 *2%* *12%*	7 *1%* *11%*	2 *1%* *3%*	66 *2%* *100%*
Net: 10/9/8/7	**2014** ***71%***	130 *72%* *6%*	273 *73%* *14%* J	207 *76%* *10%* GJ	- - -	- - -	134 *78%* *7%* GJ	190 *65%* *9%*	261 *71%* *13%*	- - -	250 *65%* *12%*	365 *70%* *18%*	203 *76%* *10%* GJ	2014 *71%* *100%* J
Net: 10/9	**965** ***34%***	64 *35%* *7%*	141 *38%* *15%*	106 *39%* *11%* J	- - -	- - -	62 *36%* *6%*	85 *29%* *9%*	122 *33%* *13%*	- - -	115 *30%* *12%*	168 *32%* *17%*	103 *39%* *11%* J	965 *34%* *100%*
Net: 6/5/4	**591** ***21%***	40 *22%* *7%*	70 *19%* *12%*	46 *17%* *8%*	- - -	- - -	28 *17%* *5%*	76 *26%* *13%* C	78 *21%* *13%*	- - -	103 *27%* *18%* BCKLM	102 *19%* *17%*	47 *18%* *8%*	591 *21%* *100%*
Net: 3/2/1	**164** ***6%***	8 *4%* *5%*	21 *6%* *13%*	12 *4%* *7%*	- - -	- - -	7 *4%* *4%*	12 *4%* *7%*	16 *4%* *10%*	- - -	25 *7%* *15%*	49 *9%* *30%* CGHM	15 *6%* *9%*	164 *6%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 82

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
Mean	**7.47**	7.55	7.62 JK	7.75 JK	-	-	7.72 J	7.40	7.56	-	7.15	7.22	7.66 JK	7.47 J
Standard Deviation	**2.19**	2.10	2.14	2.06	-	-	2.17	2.05	2.11	-	2.31	2.38	2.07	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**665** ***23%***	288 *21%* *43%*	377 *26%* *57%* A	59 *20%* *9%*	134 *22%* *20%*	119 *24%* *18%*	105 *21%* *16%*	116 *27%* *17%*	130 *26%* *20%*	115 *21%* *17%*	317 *22%* *48%*	233 *27%* *35%*	219 *26%* *33%*	185 *22%* *28%*	260 *22%* *39%*
9	**436** ***15%***	208 *15%* *48%*	228 *16%* *52%*	58 *20%* *13%* GH	95 *16%* *22%*	82 *17%* *19%*	84 *17%* *19%*	51 *12%* *12%*	65 *13%* *15%*	91 *17%* *21%*	211 *15%* *48%*	133 *15%* *31%*	126 *15%* *29%*	117 *14%* *27%*	192 *16%* *44%*
8	**724** ***26%***	340 *25%* *47%*	384 *26%* *53%*	63 *22%* *9%*	148 *25%* *20%*	119 *24%* *16%*	137 *27%* *19%*	127 *29%* *18%*	129 *26%* *18%*	131 *24%* *18%*	383 *27%* *53%*	210 *24%* *29%*	202 *24%* *28%*	220 *27%* *30%*	301 *26%* *42%*
7	**365** ***13%***	196 *14%* *54%*	169 *12%* *46%*	37 *13%* *10%*	87 *14%* *24%*	65 *13%* *18%*	66 *13%* *18%*	53 *12%* *14%*	57 *11%* *16%*	57 *10%* *16%*	203 *14%* *56%*	105 *12%* *29%*	124 *15%* *34%*	99 *12%* *27%*	141 *12%* *39%*
6	**181** ***6%***	113 *8%* *62%* B	69 *5%* *38%*	23 *8%* *13%*	38 *6%* *21%*	27 *5%* *15%*	37 *7%* *20%*	19 *4%* *10%*	38 *8%* *21%*	48 *9%* *27%*	85 *6%* *47%*	48 *5%* *26%*	52 *6%* *29%*	63 *8%* *35%*	66 *6%* *36%*
5	**242** ***9%***	133 *10%* *55%*	109 *7%* *45%*	29 *10%* *12%*	55 *9%* *23%*	41 *8%* *17%*	48 *9%* *20%*	30 *7%* *12%*	38 *8%* *16%*	52 *10%* *21%*	121 *9%* *50%*	69 *8%* *28%*	61 *7%* *25%*	72 *9%* *30%*	110 *9%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
4	**47** ***2%***	21 *2%* *44%*	26 *2%* *56%*	5 *2%* *10%*	16 *3%* *34%*	8 *2%* *16%*	8 *2%* *16%*	7 *2%* *14%*	5 *1%* *10%*	13 *2%* *27%*	21 *1%* *45%*	14 *2%* *29%*	7 *1%* *15%*	9 *1%* *18%*	32 *3%* *67%* L
3	**39** ***1%***	24 *2%* *62%*	15 *1%* *38%*	5 *2%* *14%* G	6 *1%* *15%*	14 *3%* *35%* G	9 *2%* *24%* G	- - -	5 *1%* *12%*	9 *2%* *24%*	21 *1%* *52%*	10 *1%* *24%*	4 *** *10%*	15 *2%* *38%*	20 *2%* *52%* L
2	**18** ***1%***	8 *1%* *43%*	10 *1%* *57%*	1 *** *8%*	2 *** *14%*	5 *1%* *29%*	4 *1%* *19%*	3 *1%* *19%*	2 *** *12%*	8 *1%* *42%*	6 *** *33%*	5 *1%* *25%*	2 *** *12%*	3 *** *17%*	13 *1%* *71%*
1	**25** ***1%***	16 *1%* *65%*	9 *1%* *35%*	2 *1%* *6%*	4 *1%* *17%*	5 *1%* *22%*	4 *1%* *15%*	5 *1%* *20%*	5 *1%* *20%*	3 *** *10%*	11 *1%* *46%*	11 *1%* *44%*	6 *1%* *25%*	4 *** *15%*	15 *1%* *60%*
Don't know	**93** ***3%***	37 *3%* *40%*	56 *4%* *60%*	7 *2%* *7%*	15 *3%* *16%*	12 *2%* *13%*	8 *2%* *9%*	21 *5%* *22%* F	30 *6%* *32%* DEF	16 *3%* *18%*	36 *3%* *39%*	40 *5%* *44%*	24 *3%* *26%*	41 *5%* *44%* N	28 *2%* *30%*
Net: 10/9/8/7	**2189** ***77%***	1032 *75%* *47%*	1157 *80%* *53%* A	218 *75%* *10%*	464 *77%* *21%*	385 *77%* *18%*	393 *77%* *18%*	346 *80%* *16%*	381 *76%* *17%*	394 *73%* *18%*	1114 *79%* *51%* I	681 *78%* *31%*	672 *81%* *31%* MN	622 *75%* *28%*	894 *76%* *41%*
Net: 10/9	**1100** ***39%***	496 *36%* *45%*	605 *42%* *55%* A	117 *40%* *11%*	229 *38%* *21%*	201 *40%* *18%*	190 *37%* *17%*	167 *39%* *15%*	195 *39%* *18%*	206 *38%* *19%*	528 *37%* *48%*	366 *42%* *33%*	346 *42%* *31%*	303 *37%* *28%*	452 *38%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 6/5/4	**471** ***17%***	267 *19%* *57%* B	204 *14%* *43%*	57 *20%* *12%*	109 *18%* *23%*	75 *15%* *16%*	93 *18%* *20%*	55 *13%* *12%*	81 *16%* *17%*	113 *21%* *24%* JK	228 *16%* *48%*	130 *15%* *28%*	120 *14%* *25%*	144 *17%* *31%*	207 *18%* *44%*
Net: 3/2/1	**83** ***3%***	49 *4%* *59%*	34 *2%* *41%*	8 *3%* *10%*	13 *2%* *16%*	25 *5%* *30%* DG	17 *3%* *20%*	8 *2%* *10%*	12 *2%* *14%*	19 *4%* *24%*	38 *3%* *46%*	25 *3%* *31%*	12 *2%* *15%*	22 *3%* *26%*	48 *4%* *59%* L
Mean	**7.87**	7.70	8.03 A	7.79	7.82	7.81	7.77	8.05	7.97	7.72	7.86	7.98	8.06 N	7.86	7.74
Standard Deviation	**1.90**	1.95	1.85	1.90	1.88	2.04	1.89	1.84	1.87	1.98	1.85	1.94	1.76	1.84	2.04

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**665** ***23%***	665 *23%* *100%*	612 *24%* *92%*	52 *22%* *8%*	78 *20%* *12%*	574 *24%* *86%*	586 *24%* *88%*	370 *24%* *56%*	208 *23%* *31%*	222 *23%* *33%*
9	**436** ***15%***	436 *15%* *100%*	404 *16%* *93%*	32 *13%* *7%*	54 *14%* *12%*	376 *16%* *86%*	382 *16%* *88%*	251 *17%* *58%*	131 *14%* *30%*	143 *15%* *33%*
8	**724** ***26%***	724 *26%* *100%*	669 *26%* *92%*	55 *23%* *8%*	102 *26%* *14%*	614 *26%* *85%*	622 *25%* *86%*	389 *26%* *54%*	232 *25%* *32%*	246 *25%* *34%*
7	**365** ***13%***	365 *13%* *100%*	329 *13%* *90%*	36 *15%* *10%*	50 *13%* *14%*	309 *13%* *85%*	313 *13%* *86%*	187 *12%* *51%*	125 *14%* *34%*	125 *13%* *34%*
6	**181** ***6%***	181 *6%* *100%*	162 *6%* *90%*	19 *8%* *10%*	20 *5%* *11%*	158 *7%* *87%*	160 *7%* *88%*	94 *6%* *52%*	67 *7%* *37%*	73 *7%* *40%*
5	**242** ***9%***	242 *9%* *100%*	216 *8%* *89%*	26 *11%* *11%*	40 *10%* *17%*	199 *8%* *82%*	201 *8%* *83%*	124 *8%* *51%*	77 *8%* *32%*	83 *9%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
4	**47** ***2%***	47 *2%* *100%*	43 *2%* *91%*	4 *2%* *9%*	7 *2%* *14%*	41 *2%* *86%*	41 *2%* *86%*	24 *2%* *50%*	17 *2%* *37%*	20 *2%* *43%*
3	**39** ***1%***	39 *1%* *100%*	33 *1%* *85%*	6 *3%* *15%*	9 *2%* *24%*	30 *1%* *76%*	30 *1%* *76%*	16 *1%* *41%*	14 *1%* *35%*	15 *2%* *38%*
2	**18** ***1%***	18 *1%* *100%*	18 *1%* *100%*	- - -	1 *** *5%*	16 *1%* *88%*	16 *1%* *88%*	9 *1%* *50%*	7 *1%* *38%*	7 *1%* *38%*
1	**25** ***1%***	25 *1%* *100%*	23 *1%* *90%*	2 *1%* *10%*	6 *2%* *23%*	18 *1%* *70%*	19 *1%* *77%*	14 *1%* *55%*	5 *1%* *22%*	7 *1%* *27%*
Don't know	**93** ***3%***	93 *3%* *100%*	86 *3%* *92%*	7 *3%* *8%*	24 *6%* *26%* VWX	69 *3%* *74%*	69 *3%* *74%*	37 *2%* *39%*	32 *4%* *35%*	34 *4%* *37%*
Net: 10/9/8/7	**2189** ***77%***	2189 *77%* *100%*	2014 *78%* *92%*	175 *73%* *8%*	284 *73%* *13%*	1873 *78%* *86%*	1903 *78%* *87%*	1197 *79%* *55%* U	695 *76%* *32%*	736 *75%* *34%*
Net: 10/9	**1100** ***39%***	1100 *39%* *100%*	1016 *39%* *92%*	84 *35%* *8%*	132 *34%* *12%*	950 *40%* *86%*	968 *40%* *88%*	621 *41%* *56%* U	339 *37%* *31%*	366 *37%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 6/5/4	**471** ***17%***	471 *17%* *100%*	421 *16%* *89%*	50 *21%* *11%*	66 *17%* *14%*	398 *17%* *84%*	402 *16%* *85%*	241 *16%* *51%*	161 *18%* *34%*	177 *18%* *38%*
Net: 3/2/1	**83** ***3%***	83 *3%* *100%*	74 *3%* *90%*	8 *4%* *10%*	16 *4%* *20%*	63 *3%* *77%*	65 *3%* *79%*	39 *3%* *47%*	26 *3%* *31%*	28 *3%* *34%*
Mean	**7.87**	7.87	7.89	7.65	7.67	7.90	7.91	7.95 U	7.82	7.81
Standard Deviation	**1.90**	1.90	1.90	1.97	2.01	1.88	1.88	1.87	1.89	1.91

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Total (Wtd)	**2835**	181 *6%*	374 *13%*	273 *10%*	-** - **	-** - **	171* *6%* *	290 *10%*	367 *13%*	-** - **	388 *14%*	523 *18%*	267 *9%*	2835 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
10	**665** ***23%***	39 *22%* *6%*	103 *27%* *15%*	78 *28%* *12%* K	- - -	- - -	44 *26%* *7%*	62 *21%* *9%*	79 *21%* *12%*	- - -	93 *24%* *14%*	108 *21%* *16%*	60 *22%* *9%*	665 *23%* *100%*
9	**436** ***15%***	34 *19%* *8%*	54 *14%* *12%*	39 *14%* *9%*	- - -	- - -	37 *22%* *9%* HJ	39 *13%* *9%*	42 *11%* *10%*	- - -	48 *12%* *11%*	96 *18%* *22%* HJ	48 *18%* *11%*	436 *15%* *100%*
8	**724** ***26%***	50 *28%* *7%*	84 *22%* *12%*	69 *25%* *9%*	- - -	- - -	45 *26%* *6%*	70 *24%* *10%*	105 *28%* *14%*	- - -	96 *25%* *13%*	132 *25%* *18%*	74 *28%* *10%*	724 *26%* *100%*
7	**365** ***13%***	22 *12%* *6%*	65 *17%* *18%* FKM	37 *13%* *10%*	- - -	- - -	12 *7%* *3%*	36 *12%* *10%*	52 *14%* *14%*	- - -	54 *14%* *15%*	56 *11%* *15%*	31 *12%* *9%*	365 *13%* *100%*
6	**181** ***6%***	14 *8%* *8%*	26 *7%* *14%*	12 *5%* *7%*	- - -	- - -	5 *3%* *3%*	29 *10%* *16%* F	29 *8%* *16%*	- - -	24 *6%* *13%*	28 *5%* *15%*	14 *5%* *8%*	181 *6%* *100%*
5	**242** ***9%***	12 *7%* *5%*	27 *7%* *11%*	22 *8%* *9%*	- - -	- - -	15 *9%* *6%*	30 *10%* *12%*	28 *7%* *11%*	- - -	43 *11%* *18%* L	52 *10%* *21%*	15 *6%* *6%*	242 *9%* *100%*
4	**47** ***2%***	- - -	3 *1%* *6%*	4 *2%* *9%*	- - -	- - -	1 *1%* *3%*	2 *1%* *4%*	6 *2%* *12%*	- - -	7 *2%* *14%*	17 *3%* *36%* BM	8 *3%* *16%*	47 *2%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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	TOTAL	Region/Nation												
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Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
3	**39** ***1%***	1 *1%* *3%*	1 *** *4%*	1 *** *3%*	- - -	- - -	- - -	7 *2%* *18%*	8 *2%* *20%*	- - -	7 *2%* *17%*	11 *2%* *27%*	3 *1%* *8%*	39 *1%* *100%*
2	**18** ***1%***	- - -	* * *	2 *1%* *12%*	- - -	- - -	- - -	- - -	3 *1%* *17%*	- - -	2 *1%* *11%*	5 *1%* *27%*	6 *2%* *34%* BGM	18 *1%* *100%*
1	**25** ***1%***	1 *1%* *5%*	2 *** *7%*	3 *1%* *12%*	- - -	- - -	2 *1%* *6%*	2 *1%* *9%*	- - -	- - -	5 *1%* *19%*	9 *2%* *34%*	2 *1%* *6%*	25 *1%* *100%*
Don't know	**93** ***3%***	7 *4%* *8%*	10 *3%* *11%*	7 *2%* *7%*	- - -	- - -	10 *6%* *11%*	13 *5%* *14%*	17 *5%* *19%*	- - -	10 *3%* *11%*	10 *2%* *11%*	7 *3%* *7%*	93 *3%* *100%*
Net: 10/9/8/7	**2189** ***77%***	145 *80%* *7%*	305 *82%* *14%* G	222 *81%* *10%* G	- - -	- - -	139 *81%* *6%*	207 *71%* *9%*	277 *75%* *13%*	- - -	290 *75%* *13%*	392 *75%* *18%*	213 *80%* *10%*	2189 *77%* *100%*
Net: 10/9	**1100** ***39%***	73 *40%* *7%*	156 *42%* *14%*	116 *43%* *11%*	- - -	- - -	81 *48%* *7%* H	101 *35%* *9%*	120 *33%* *11%*	- - -	140 *36%* *13%*	204 *39%* *19%*	107 *40%* *10%*	1100 *39%* *100%*
Net: 6/5/4	**471** ***17%***	26 *14%* *6%*	55 *15%* *12%*	39 *14%* *8%*	- - -	- - -	21 *12%* *4%*	61 *21%* *13%*	62 *17%* *13%*	- - -	74 *19%* *16%*	97 *18%* *21%*	37 *14%* *8%*	471 *17%* *100%*
Net: 3/2/1	**83** ***3%***	3 *1%* *3%*	3 *1%* *4%*	7 *2%* *8%*	- - -	- - -	2 *1%* *2%*	9 *3%* *11%*	11 *3%* *13%*	- - -	14 *3%* *16%* B	24 *5%* *29%* B	11 *4%* *13%* B	83 *3%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 83

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its regional news programmes provide a wide range of good quality news about my area - Social Importance Rating ****

Base : All in sample B in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
Mean	**7.87**	8.06	8.08 JK	8.03	-	-	8.28 GHJK	7.72	7.79	-	7.73	7.68	7.88	7.87
Standard Deviation	**1.90**	1.66	1.70	1.90	-	-	1.70	1.90	1.82	-	2.00	2.09	1.97	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 84

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its regional news programmes provide a wide range of good quality news about my area - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1941	3850	1933	1949	1949
Total (Wtd)	4029	2912	5641	2846	2835	2835
Effective Total	2454	1721	3415	1716	1723	1723
10	422 *10%*	306 *11%*	340 *6%*	769 *27%*	588 *21%*	665 *23%*
9	566 *14%*	334 *11%*	459 *8%*	462 *16%*	377 *13%*	436 *15%*
8	1079 *27%*	717 *25%*	1223 *22%*	636 *22%*	656 *23%*	724 *26%*
7	671 *17%*	451 *15%*	1090 *19%*	365 *13%*	393 *14%*	365 *13%*
6	376 *9%*	316 *11%*	732 *13%*	175 *6%*	234 *8%*	181 *6%*
5	327 *8%*	221 *8%*	686 *12%*	178 *6%*	259 *9%*	242 *9%*
4	127 *3%*	84 *3%*	234 *4%*	59 *2%*	97 *3%*	47 *2%*
3	94 *2%*	76 *3%*	165 *3%*	46 *2%*	51 *2%*	39 *1%*
2	65 *2%*	38 *1%*	101 *2%*	32 *1%*	55 *2%*	18 *1%*
1	71 *2%*	65 *2%*	102 *2%*	52 *2%*	59 *2%*	25 *1%*
Don't know	230 *6%*	303 *10%*	510 *9%*	72 *3%*	66 *2%*	93 *3%*
Net: 10/9/8/7	2739 *68%*	1809 *62%*	3112 *55%*	2232 *78%*	2014 *71%*	2189 *77%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 84

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its regional news programmes provide a wide range of good quality news about my area - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1941	3850	1933	1949	1949
Effective Total	2454	1721	3415	1716	1723	1723
Net: 10/9	988 *25%*	640 *22%*	799 *14%*	1231 *43%*	965 *34%*	1100 *39%*
Net: 6/5/4	830 *21%*	621 *21%*	1652 *29%*	412 *14%*	591 *21%*	471 *17%*
Net: 3/2/1	230 *6%*	179 *6%*	367 *7%*	129 *5%*	164 *6%*	83 *3%*
Mean	7.25	7.16	6.72	7.90	7.47	7.87
Standard Deviation	2.02	2.07	1.98	2.08	2.19	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 85

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Total (Wtd)	**417**	182 *44%*	235 *56%*	36* *9%* *	64* *15%* *	75 *18%*	80 *19%*	76 *18%*	85 *20%*	77 *18%*	205 *49%*	136 *33%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
10	**35** ***8%***	16 *9%* *46%*	19 *8%* *54%*	2 *7%* *7%*	6 *9%* *16%*	5 *7%* *14%*	8 *10%* *23%*	9 *11%* *24%*	6 *7%* *16%*	5 *6%* *14%*	15 *7%* *43%*	15 *11%* *43%*
9	**42** ***10%***	20 *11%* *47%*	22 *10%* *53%*	7 *18%* *16%* F	7 *10%* *16%*	8 *11%* *19%*	6 *7%* *13%*	8 *11%* *20%*	7 *8%* *16%*	8 *10%* *19%*	23 *11%* *54%*	12 *9%* *27%*
8	**98** ***23%***	43 *23%* *44%*	55 *23%* *56%*	8 *22%* *8%*	16 *25%* *16%*	13 *17%* *13%*	20 *25%* *20%*	17 *23%* *18%*	24 *28%* *24%* E	17 *22%* *18%*	46 *23%* *48%*	34 *25%* *35%*
7	**74** ***18%***	37 *20%* *50%*	37 *16%* *50%*	6 *16%* *8%*	10 *15%* *13%*	19 *25%* *26%* G	14 *17%* *19%*	10 *13%* *13%*	16 *18%* *21%*	13 *17%* *18%*	40 *19%* *54%*	21 *16%* *29%*
6	**43** ***10%***	16 *9%* *37%*	27 *11%* *63%*	6 *16%* *13%*	4 *7%* *10%*	9 *11%* *20%*	10 *12%* *23%*	6 *8%* *14%*	9 *10%* *20%*	7 *9%* *15%*	23 *11%* *52%*	14 *10%* *32%*
5	**44** ***11%***	18 *10%* *40%*	26 *11%* *60%*	2 *7%* *6%*	9 *14%* *20%*	6 *8%* *13%*	8 *9%* *17%*	7 *10%* *17%*	12 *14%* *28%*	7 *9%* *15%*	21 *10%* *48%*	16 *12%* *37%*

GfK NOP

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
4	**18** ***4%***	8 *4%* *42%*	11 *4%* *58%*	1 *2%* *4%*	3 *4%* *15%*	4 *5%* *22%*	4 *5%* *20%*	3 *4%* *15%*	4 *5%* *24%*	6 *8%* *34%* K	8 *4%* *45%*	4 *3%* *21%*
3	**13** ***3%***	8 *4%* *57%*	6 *2%* *43%*	1 *2%* *5%*	2 *3%* *15%*	2 *3%* *16%*	1 *2%* *11%*	5 *6%* *36%*	2 *3%* *16%*	4 *5%* *30%*	6 *3%* *45%*	3 *2%* *25%*
2	**11** ***3%***	6 *3%* *50%*	6 *2%* *50%*	2 *5%* *16%*	1 *1%* *6%*	1 *2%* *10%*	4 *5%* *32%*	2 *3%* *20%*	2 *2%* *16%*	3 *4%* *24%*	5 *2%* *44%*	4 *3%* *31%*
1	**11** ***3%***	5 *2%* *40%*	7 *3%* *60%*	1 *4%* *12%* H	1 *1%* *6%*	3 *4%* *26%* H	3 *4%* *30%* H	3 *4%* *25%* H	- - -	2 *3%* *20%*	6 *3%* *51%*	3 *2%* *29%*
Don't know	**27** ***6%***	7 *4%* *28%*	19 *8%* *72%* A	1 *2%* *2%*	7 *11%* *27%*	6 *8%* *22%*	3 *4%* *12%*	6 *8%* *22%*	4 *5%* *15%*	5 *7%* *20%*	12 *6%* *45%*	9 *7%* *35%*
Net: 10/9/8/7	**249** ***60%***	116 *63%* *46%*	133 *57%* *54%*	23 *63%* *9%*	38 *59%* *15%*	45 *60%* *18%*	47 *59%* *19%*	44 *58%* *18%*	52 *61%* *21%*	43 *56%* *17%*	124 *61%* *50%*	82 *60%* *33%*
Net: 10/9	**78** ***19%***	36 *20%* *47%*	41 *18%* *53%*	9 *25%* *12%*	12 *19%* *16%*	13 *18%* *17%*	14 *17%* *18%*	17 *22%* *22%*	13 *15%* *16%*	13 *17%* *16%*	38 *19%* *49%*	27 *20%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 85

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
Net: 6/5/4	**106** ***25%***	42 *23%* *39%*	64 *27%* *61%*	9 *24%* *8%*	16 *25%* *15%*	18 *24%* *17%*	21 *26%* *20%*	16 *21%* *15%*	25 *30%* *24%*	19 *25%* *18%*	52 *25%* *49%*	34 *25%* *32%*
Net: 3/2/1	**36** ***9%***	18 *10%* *50%*	18 *8%* *50%*	4 *11%* *11%*	3 *5%* *9%*	6 *8%* *18%*	8 *11%* *24%*	10 *13%* *28%* H	4 *5%* *11%*	9 *12%* *25%*	17 *8%* *47%*	10 *7%* *28%*
Mean	**6.81**	6.84	6.78	6.89	7.00	6.71	6.67	6.76	6.89	6.52	6.82	6.95
Standard Deviation	**2.18**	2.21	2.17	2.30	2.03	2.17	2.34	2.46	1.86	2.32	2.14	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 85

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Total (Wtd)	**417**	417 *100%*	411 *98%*	6** *2%* **	61* *15%* *	354 *85%*	356 *85%*	223 *53%*	132 *32%*	142 *34%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
10	**35** ***8%***	35 *8%* *100%*	34 *8%* *97%*	1 *19%* *3%*	6 *9%* *16%*	30 *8%* *84%*	30 *8%* *84%*	18 *8%* *51%*	11 *8%* *30%*	12 *8%* *33%*
9	**42** ***10%***	42 *10%* *100%*	42 *10%* *99%*	1 *10%* *1%*	7 *12%* *17%*	35 *10%* *83%*	35 *10%* *83%*	22 *10%* *53%*	12 *9%* *30%*	14 *10%* *33%*
8	**98** ***23%***	98 *23%* *100%*	96 *23%* *99%*	1 *18%* *1%*	12 *20%* *13%*	85 *24%* *87%*	85 *24%* *87%*	52 *23%* *54%*	33 *25%* *34%*	35 *25%* *36%*
7	**74** ***18%***	74 *18%* *100%*	73 *18%* *98%*	1 *19%* *2%*	8 *14%* *11%*	65 *18%* *88%*	65 *18%* *89%*	43 *19%* *58%*	23 *17%* *31%*	24 *17%* *33%*
6	**43** ***10%***	43 *10%* *100%*	42 *10%* *96%*	2 *25%* *4%*	10 *16%* *22%* X	34 *9%* *78%*	34 *9%* *78%*	18 *8%* *41%*	16 *12%* *37%*	16 *11%* *37%*
5	**44** ***11%***	44 *11%* *100%*	44 *11%* *100%*	- - -	8 *14%* *19%*	35 *10%* *79%*	36 *10%* *81%*	23 *10%* *51%*	13 *10%* *30%*	13 *9%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 85

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
4	**18** ***4%***	18 *4%* *100%*	18 *4%* *100%*	- - -	1 *2%* *8%*	17 *5%* *92%*	17 *5%* *92%*	12 *6%* *68%*	4 *3%* *24%*	4 *3%* *24%*
3	**13** ***3%***	13 *3%* *100%*	13 *3%* *100%*	- - -	2 *4%* *18%*	11 *3%* *82%*	11 *3%* *82%*	5 *2%* *40%*	5 *4%* *38%*	6 *4%* *43%*
2	**11** ***3%***	11 *3%* *100%*	11 *3%* *100%*	- - -	2 *3%* *14%*	10 *3%* *86%*	10 *3%* *86%*	7 *3%* *62%*	3 *2%* *24%*	4 *3%* *36%*
1	**11** ***3%***	11 *3%* *100%*	11 *3%* *100%*	- - -	3 *4%* *23%*	9 *2%* *77%*	9 *2%* *77%*	7 *3%* *62%*	2 *1%* *15%*	2 *1%* *15%*
Don't know	**27** ***6%***	27 *6%* *100%*	26 *6%* *98%*	1 *9%* *2%*	1 *2%* *5%*	25 *7%* *95%*	25 *7%* *95%*	15 *7%* *57%*	10 *8%* *38%*	12 *8%* *45%* U
Net: 10/9/8/7	**249** ***60%***	249 *60%* *100%*	245 *60%* *98%*	4 *66%* *2%*	34 *55%* *14%*	214 *60%* *86%*	215 *60%* *86%*	136 *61%* *54%*	79 *60%* *32%*	85 *60%* *34%*
Net: 10/9	**78** ***19%***	78 *19%* *100%*	76 *18%* *98%*	2 *29%* *2%*	13 *21%* *17%*	65 *18%* *83%*	65 *18%* *83%*	41 *18%* *52%*	23 *18%* *30%*	26 *18%* *33%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
Net: 6/5/4	**106** ***25%***	106 *25%* *100%*	104 *25%* *98%*	2 *25%* *2%*	20 *32%* *19%*	85 *24%* *81%*	86 *24%* *81%*	53 *24%* *50%*	33 *25%* *32%*	33 *24%* *32%*
Net: 3/2/1	**36** ***9%***	36 *9%* *100%*	36 *9%* *100%*	- - -	7 *11%* *18%*	29 *8%* *82%*	29 *8%* *82%*	19 *9%* *54%*	9 *7%* *26%*	12 *8%* *32%*
Mean	**6.81**	6.81	6.79	7.76	6.66	6.84	6.83	6.78	6.93	6.92
Standard Deviation	**2.18**	2.18	2.19	1.63	2.32	2.16	2.16	2.23	2.03	2.08

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Total (Wtd)	**316**	130 *41%*	186 *59%*	31* *10%* *	46* *15%* *	58* *18%* *	65 *21%*	55* *17%* *	61* *19%* *	43* *14%* *	157 *50%*	116 *37%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
10	**30** ***10%***	10 *8%* *33%*	20 *11%* *67%*	2 *6%* *7%*	5 *10%* *15%*	5 *9%* *17%*	4 *7%* *15%*	8 *15%* *27%*	6 *10%* *20%*	2 *5%* *7%*	10 *7%* *34%*	18 *15%* *59%* IJ
9	**38** ***12%***	19 *15%* *49%*	19 *10%* *51%*	5 *16%* *13%*	9 *19%* *23%*	7 *12%* *18%*	7 *11%* *18%*	5 *9%* *13%*	6 *9%* *15%*	4 *9%* *10%*	24 *15%* *63%*	10 *9%* *27%*
8	**68** ***21%***	29 *22%* *43%*	39 *21%* *57%*	5 *17%* *8%*	7 *15%* *10%*	11 *18%* *16%*	15 *23%* *22%*	14 *26%* *21%*	16 *26%* *23%*	7 *15%* *10%*	35 *22%* *52%*	26 *23%* *39%*
7	**39** ***12%***	16 *13%* *42%*	22 *12%* *58%*	9 *27%* *22%* DFG H	2 *5%* *5%*	7 *13%* *19%*	7 *11%* *18%*	6 *12%* *16%*	8 *12%* *20%*	7 *15%* *17%*	21 *13%* *53%*	12 *10%* *30%*
6	**42** ***13%***	16 *12%* *38%*	26 *14%* *62%*	4 *13%* *10%*	5 *11%* *12%*	7 *13%* *17%*	12 *19%* *29%*	5 *9%* *12%*	9 *14%* *20%*	7 *17%* *18%*	18 *12%* *43%*	17 *14%* *39%*
5	**38** ***12%***	13 *10%* *35%*	25 *13%* *65%*	2 *7%* *5%*	10 *21%* *25%* G	7 *12%* *18%*	8 *12%* *21%*	4 *7%* *9%*	8 *13%* *21%*	3 *6%* *7%*	19 *12%* *50%*	16 *14%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 86

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
4	**13** ***4%***	7 *5%* *52%*	6 *3%* *48%*	- - -	1 *3%* *12%*	3 *6%* *27%*	5 *8%* *42%* G	* *1%* *4%*	2 *3%* *16%*	3 *6%* *21%*	7 *5%* *59%*	3 *2%* *20%*
3	**7** ***2%***	5 *3%* *63%*	3 *1%* *37%*	1 *2%* *10%*	1 *1%* *9%*	3 *5%* *39%* F	- - -	1 *2%* *19%*	2 *3%* *23%*	2 *6%* *33%* K	4 *3%* *56%*	1 *1%* *11%*
2	**8** ***2%***	4 *3%* *53%*	4 *2%* *47%*	1 *2%* *9%*	- - -	1 *2%* *15%*	3 *5%* *40%*	2 *4%* *29%*	1 *1%* *7%*	1 *2%* *12%*	5 *3%* *67%*	2 *1%* *21%*
1	**3** ***1%***	1 *1%* *39%*	2 *1%* *61%*	- - -	1 *1%* *24%*	1 *1%* *22%*	1 *1%* *20%*	1 *2%* *34%*	- - -	* *1%* *16%*	2 *1%* *84%*	- - -
Don't know	**31** ***10%***	10 *8%* *33%*	21 *11%* *67%*	3 *9%* *9%*	7 *14%* *21%* F	6 *11%* *20%*	3 *4%* *9%*	8 *14%* *24%* F	5 *8%* *16%*	7 *16%* *22%* J	11 *7%* *37%*	13 *11%* *40%*
Net: 10/9/8/7	**175** ***55%***	74 *57%* *42%*	101 *54%* *58%*	21 *66%* *12%*	22 *48%* *13%*	30 *52%* *17%*	34 *51%* *19%*	34 *61%* *19%*	35 *58%* *20%*	19 *45%* *11%*	90 *57%* *51%*	66 *57%* *38%*
Net: 10/9	**68** ***22%***	29 *22%* *42%*	39 *21%* *58%*	7 *22%* *10%*	13 *29%* *19%*	12 *21%* *18%*	11 *18%* *17%*	13 *23%* *19%*	12 *19%* *17%*	6 *14%* *9%*	34 *22%* *50%*	28 *24%* *41%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
Net: 6/5/4	**93** ***29%***	36 *28%* *39%*	57 *31%* *61%*	6 *20%* *7%*	16 *35%* *17%* G	17 *30%* *19%* G	25 *39%* *27%* CG	9 *17%* *10%*	19 *31%* *20%* G	13 *30%* *14%*	44 *28%* *48%*	35 *31%* *38%*
Net: 3/2/1	**18** ***6%***	10 *7%* *55%*	8 *4%* *45%*	1 *4%* *8%*	1 *3%* *8%*	5 *8%* *26%*	4 *6%* *21%*	5 *8%* *26%*	2 *4%* *12%*	4 *9%* *22%* K	11 *7%* *65%* K	2 *2%* *13%*
Mean	**6.98**	6.92	7.03	7.23	7.07	6.78	6.68	7.26	7.09	6.54	6.86	7.31 IJ
Standard Deviation	**2.06**	2.12	2.02	1.73	2.13	2.18	2.08	2.26	1.87	2.11	2.13	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 86

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Total (Wtd)	**316**	316 *100%*	311 *99%*	5** *1%* **	50* *16%* *	265 *84%*	266 *84%*	169 *54%*	97 *31%*	103 *33%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
10	**30** ***10%***	30 *10%* *100%*	30 *9%* *98%*	1 *13%* *2%*	6 *12%* *20%*	24 *9%* *80%*	24 *9%* *80%*	17 *10%* *56%*	7 *8%* *25%*	8 *8%* *27%*
9	**38** ***12%***	38 *12%* *100%*	38 *12%* *100%*	- - -	7 *13%* *17%*	31 *12%* *81%*	32 *12%* *83%*	22 *13%* *57%*	10 *10%* *25%*	11 *10%* *28%*
8	**68** ***21%***	68 *21%* *100%*	67 *21%* *99%*	1 *17%* *1%*	9 *18%* *13%*	59 *22%* *87%*	59 *22%* *87%*	39 *23%* *58%*	20 *20%* *29%*	20 *20%* *30%*
7	**39** ***12%***	39 *12%* *100%*	38 *12%* *98%*	1 *16%* *2%*	3 *7%* *9%*	35 *13%* *89%*	35 *13%* *91%*	22 *13%* *57%*	13 *14%* *34%*	14 *14%* *37%*
6	**42** ***13%***	42 *13%* *100%*	41 *13%* *97%*	1 *23%* *3%*	7 *14%* *17%*	35 *13%* *82%*	35 *13%* *83%*	17 *10%* *40%*	18 *19%* *43%* X	18 *18%* *43%* X
5	**38** ***12%***	38 *12%* *100%*	37 *12%* *98%*	1 *18%* *2%*	9 *19%* *25%* VW	29 *11%* *75%*	29 *11%* *75%*	19 *11%* *49%*	10 *10%* *26%*	10 *10%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 86

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
4	**13** ***4%***	13 *4%* *100%*	13 *4%* *100%*	- - -	1 *3%* *10%*	11 *4%* *90%*	11 *4%* *90%*	9 *5%* *71%*	2 *2%* *19%*	3 *3%* *26%*
3	**7** ***2%***	7 *2%* *100%*	7 *2%* *100%*	- - -	1 *2%* *17%*	6 *2%* *83%*	6 *2%* *83%*	3 *2%* *46%*	3 *3%* *37%*	3 *3%* *46%*
2	**8** ***2%***	8 *2%* *100%*	8 *2%* *100%*	- - -	2 *5%* *30%*	5 *2%* *70%*	5 *2%* *70%*	4 *2%* *55%*	1 *1%* *16%*	1 *1%* *16%*
1	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	* *1%* *18%*	2 *1%* *82%*	2 *1%* *82%*	1 *1%* *39%*	1 *1%* *44%*	1 *1%* *44%*
Don't know	**31** ***10%***	31 *10%* *100%*	30 *10%* *98%*	1 *13%* *2%*	3 *6%* *9%*	28 *11%* *91%*	28 *11%* *91%*	16 *10%* *53%*	12 *12%* *38%*	12 *12%* *40%*
Net: 10/9/8/7	**175** ***55%***	175 *55%* *100%*	173 *55%* *99%*	2 *46%* *1%*	25 *51%* *14%*	148 *56%* *85%*	150 *56%* *86%*	100 *59%* *57%*	50 *52%* *29%*	54 *52%* *31%*
Net: 10/9	**68** ***22%***	68 *22%* *100%*	68 *22%* *99%*	1 *13%* *1%*	13 *25%* *18%*	55 *21%* *81%*	56 *21%* *82%*	39 *23%* *56%*	17 *18%* *25%*	19 *18%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 86

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
Net: 6/5/4	**93** ***29%***	93 *29%* *100%*	91 *29%* *98%*	2 *41%* *2%*	18 *36%* *19%*	74 *28%* *80%*	75 *28%* *81%*	45 *26%* *48%*	30 *31%* *33%*	32 *31%* *34%*
Net: 3/2/1	**18** ***6%***	18 *6%* *100%*	18 *6%* *100%*	- - -	4 *8%* *22%*	14 *5%* *78%*	14 *5%* *78%*	9 *5%* *49%*	5 *5%* *29%*	6 *6%* *33%*
Mean	**6.98**	6.98	6.98	6.97	6.82	7.01	7.02	7.08	6.91	6.91
Standard Deviation	**2.06**	2.06	2.06	1.87	2.28	2.02	2.02	2.06	1.95	1.98

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 87

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Total (Wtd)	**613**	272 *44%*	341 *56%*	59* *10%* *	111 *18%*	114 *19%*	112 *18%*	98 *16%*	119 *19%*	101 *16%*	308 *50%*	204 *33%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
10	**32** ***5%***	11 *4%* *34%*	22 *6%* *66%*	3 *5%* *9%*	6 *5%* *18%*	5 *4%* *14%*	8 *7%* *25%*	6 *6%* *19%*	5 *4%* *14%*	1 *1%* *3%*	14 *4%* *42%* I	18 *9%* *55%* IJ
9	**36** ***6%***	15 *5%* *41%*	21 *6%* *59%*	6 *10%* *17%* D	4 *3%* *11%*	5 *4%* *13%*	8 *7%* *23%*	5 *6%* *15%*	8 *7%* *22%*	4 *4%* *10%*	19 *6%* *52%*	14 *7%* *38%*
8	**121** ***20%***	52 *19%* *43%*	70 *20%* *57%*	12 *21%* *10%*	18 *16%* *15%*	20 *18%* *17%*	21 *18%* *17%*	21 *21%* *17%*	29 *24%* *24%*	16 *16%* *14%*	55 *18%* *45%*	50 *25%* *41%* IJ
7	**106** ***17%***	46 *17%* *44%*	59 *17%* *56%*	14 *24%* *13%*	22 *20%* *21%*	20 *18%* *19%*	16 *14%* *15%*	17 *18%* *16%*	16 *14%* *15%*	15 *15%* *14%*	61 *20%* *58%*	29 *14%* *28%*
6	**74** ***12%***	37 *14%* *50%*	37 *11%* *50%*	6 *10%* *8%*	13 *12%* *18%*	17 *15%* *23%* G	14 *13%* *19%*	7 *7%* *10%*	17 *14%* *22%* G	13 *13%* *17%*	42 *14%* *57%*	19 *9%* *26%*
5	**96** ***16%***	39 *14%* *40%*	57 *17%* *60%*	10 *17%* *10%*	20 *18%* *21%*	18 *15%* *18%*	17 *15%* *18%*	14 *14%* *15%*	18 *15%* *19%*	20 *20%* *21%*	46 *15%* *48%*	30 *15%* *31%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
4	**41** ***7%***	25 *9%* *61%* B	16 *5%* *39%*	3 *5%* *8%*	10 *9%* *24%*	8 *7%* *20%*	10 *9%* *24%*	5 *5%* *11%*	5 *4%* *13%*	9 *9%* *22%*	23 *7%* *56%*	9 *5%* *22%*
3	**23** ***4%***	10 *4%* *44%*	13 *4%* *56%*	1 *2%* *6%*	3 *2%* *12%*	4 *3%* *16%*	4 *4%* *19%*	6 *6%* *27%*	5 *4%* *20%*	5 *5%* *22%*	10 *3%* *41%*	9 *4%* *37%*
2	**23** ***4%***	13 *5%* *56%*	10 *3%* *44%*	2 *3%* *8%*	5 *4%* *21%*	5 *5%* *22%*	5 *4%* *20%*	3 *3%* *14%*	4 *3%* *16%*	5 *5%* *21%*	14 *4%* *58%*	5 *2%* *21%*
1	**9** ***1%***	5 *2%* *61%*	4 *1%* *39%*	1 *2%* *12%*	1 *1%* *16%*	1 *1%* *13%*	3 *3%* *31%*	1 *1%* *16%*	1 *1%* *13%*	2 *2%* *28%*	5 *2%* *53%*	2 *1%* *19%*
Don't know	**51** ***8%***	18 *7%* *36%*	33 *10%* *64%*	1 *1%* *1%*	9 *8%* *19%* C	11 *10%* *22%* C	6 *6%* *12%*	11 *11%* *21%* C	13 *11%* *25%* C	11 *11%* *23%* J	20 *7%* *40%*	19 *9%* *37%*
Net: 10/9/8/7	**295** ***48%***	124 *46%* *42%*	171 *50%* *58%*	35 *60%* *12%* DE	50 *45%* *17%*	50 *44%* *17%*	53 *47%* *18%*	50 *51%* *17%*	57 *48%* *19%*	36 *35%* *12%*	148 *48%* *50%* I	111 *54%* *38%* I
Net: 10/9	**68** ***11%***	26 *9%* *38%*	43 *12%* *62%*	9 *15%* *13%*	10 *9%* *14%*	9 *8%* *13%*	16 *14%* *24%*	12 *12%* *17%*	13 *11%* *18%*	5 *5%* *7%*	32 *10%* *47%* I	31 *15%* *46%* I

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 87

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
Net: 6/5/4	**212** ***35%***	101 *37%* *48%*	111 *32%* *52%*	19 *32%* *9%*	43 *39%* *20%* G	43 *38%* *20%* G	41 *37%* *19%* G	26 *27%* *12%*	40 *33%* *19%*	41 *41%* *20%* K	112 *36%* *53%* K	59 *29%* *28%*
Net: 3/2/1	**56** ***9%***	29 *11%* *52%*	27 *8%* *48%*	4 *7%* *8%*	9 *8%* *16%*	10 *9%* *18%*	12 *11%* *21%*	11 *11%* *20%*	9 *8%* *17%*	12 *12%* *22%*	28 *9%* *50%*	15 *7%* *27%*
Mean	**6.35**	6.15	6.52 A	6.61	6.19	6.21	6.29	6.44	6.50	5.75	6.28 I	6.75 IJ
Standard Deviation	**2.08**	2.12	2.04	2.02	2.03	2.00	2.26	2.18	1.99	2.03	2.05	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 87

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Total (Wtd)	**613**	613 *100%*	603 *98%*	10** *2%* ****	92 *15%*	517 *84%*	520 *85%*	339 *55%*	179 *29%*	190 *31%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
10	**32** ***5%***	32 *5%* *100%*	32 *5%* *97%*	1 *9%* *3%*	5 *6%* *17%*	27 *5%* *83%*	27 *5%* *83%*	20 *6%* *63%*	7 *4%* *21%*	8 *4%* *25%*
9	**36** ***6%***	36 *6%* *100%*	36 *6%* *100%*	- - -	3 *4%* *10%*	32 *6%* *89%*	32 *6%* *90%*	21 *6%* *59%*	11 *6%* *31%*	12 *7%* *35%*
8	**121** ***20%***	121 *20%* *100%*	121 *20%* *99%*	1 *6%* *1%*	23 *25%* *19%*	98 *19%* *81%*	98 *19%* *81%*	64 *19%* *53%*	35 *19%* *29%*	36 *19%* *29%*
7	**106** ***17%***	106 *17%* *100%*	104 *17%* *99%*	2 *15%* *1%*	15 *16%* *14%*	90 *17%* *85%*	90 *17%* *86%*	58 *17%* *55%*	32 *18%* *30%*	33 *17%* *31%*
6	**74** ***12%***	74 *12%* *100%*	71 *12%* *96%*	3 *28%* *4%*	14 *15%* *18%*	59 *12%* *80%*	60 *12%* *81%*	37 *11%* *50%*	23 *13%* *30%*	24 *13%* *32%*
5	**96** ***16%***	96 *16%* *100%*	95 *16%* *99%*	1 *8%* *1%*	18 *19%* *19%*	78 *15%* *81%*	78 *15%* *81%*	52 *15%* *55%*	25 *14%* *26%*	25 *13%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 87

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
4	**41** ***7%***	41 *7%* *100%*	40 *7%* *98%*	1 *9%* *2%*	2 *3%* *6%*	39 *8%* *94%* U	39 *7%* *94%* U	29 *9%* *71%* U	10 *5%* *23%*	11 *6%* *25%*
3	**23** ***4%***	23 *4%* *100%*	23 *4%* *100%*	- - -	3 *3%* *13%*	20 *4%* *87%*	20 *4%* *87%*	13 *4%* *56%*	7 *4%* *29%*	7 *4%* *29%*
2	**23** ***4%***	23 *4%* *100%*	23 *4%* *97%*	1 *6%* *3%*	3 *3%* *12%*	21 *4%* *88%*	21 *4%* *88%*	14 *4%* *61%*	6 *3%* *27%*	8 *4%* *35%*
1	**9** ***1%***	9 *1%* *100%*	9 *1%* *100%*	- - -	2 *2%* *22%*	6 *1%* *66%*	7 *1%* *78%*	4 *1%* *48%*	3 *1%* *29%*	3 *1%* *29%*
Don't know	**51** ***8%***	51 *8%* *100%*	49 *8%* *96%*	2 *21%* *4%*	4 *4%* *7%*	47 *9%* *93%* U	47 *9%* *93%* U	25 *7%* *49%*	21 *12%* *42%* UX	24 *12%* *46%* UX
Net: 10/9/8/7	**295** ***48%***	295 *48%* *100%*	292 *48%* *99%*	3 *29%* *1%*	47 *51%* *16%*	247 *48%* *84%*	248 *48%* *84%*	163 *48%* *55%*	85 *47%* *29%*	89 *47%* *30%*
Net: 10/9	**68** ***11%***	68 *11%* *100%*	67 *11%* *99%*	1 *9%* *1%*	9 *10%* *13%*	59 *11%* *86%*	59 *11%* *87%*	42 *12%* *61%*	18 *10%* *26%*	21 *11%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 87

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
Net: 6/5/4	**212** ***35%***	212 *35%* *100%*	207 *34%* *98%*	5 *44%* *2%*	34 *37%* *16%*	176 *34%* *83%*	177 *34%* *84%*	119 *35%* *56%*	57 *32%* *27%*	60 *31%* *28%*
Net: 3/2/1	**56** ***9%***	56 *9%* *100%*	55 *9%* *99%*	1 *6%* *1%*	8 *9%* *14%*	47 *9%* *84%*	48 *9%* *86%*	31 *9%* *57%*	16 *9%* *28%*	18 *9%* *32%*
Mean	**6.35**	6.35	6.36	6.18	6.44	6.35	6.34	6.33	6.38	6.37
Standard Deviation	**2.08**	2.08	2.08	2.11	2.02	2.09	2.10	2.13	2.03	2.09

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Total (Wtd)	**303**	129 *43%*	174 *57%*	30* *10%* *	51* *17%* *	64 *21%*	49* *16%* *	49* *16%* *	60* *20%* *	48* *16%* *	151 *50%*	104 *34%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
10	**93** ***31%***	41 *32%* *44%*	52 *30%* *56%*	10 *34%* *11%*	18 *35%* *19%*	16 *25%* *17%*	12 *25%* *13%*	19 *39%* *21%* EF	18 *29%* *19%*	16 *33%* *17%*	48 *32%* *52%*	28 *27%* *31%*
9	**52** ***17%***	20 *15%* *38%*	32 *18%* *62%*	6 *20%* *12%*	7 *15%* *14%*	13 *20%* *25%*	7 *15%* *14%*	8 *16%* *16%*	10 *17%* *19%*	7 *14%* *13%*	26 *17%* *51%*	19 *18%* *36%*
8	**52** ***17%***	25 *20%* *49%*	27 *15%* *51%*	5 *16%* *9%*	9 *18%* *18%*	10 *16%* *20%*	11 *23%* *21%*	8 *16%* *15%*	8 *14%* *16%*	8 *16%* *15%*	30 *20%* *59%*	13 *13%* *26%*
7	**35** ***12%***	15 *11%* *41%*	21 *12%* *59%*	5 *17%* *15%*	5 *10%* *15%*	8 *13%* *23%*	6 *11%* *16%*	4 *8%* *11%*	7 *12%* *20%*	6 *13%* *18%*	17 *11%* *47%*	12 *12%* *35%*
6	**21** ***7%***	10 *7%* *45%*	12 *7%* *55%*	2 *7%* *10%*	4 *7%* *18%*	5 *9%* *25%*	5 *10%* *22%*	1 *3%* *6%*	4 *6%* *18%*	3 *7%* *16%*	8 *5%* *38%*	10 *9%* *46%*
5	**19** ***6%***	8 *7%* *45%*	11 *6%* *55%*	- - -	3 *7%* *18%*	6 *10%* *32%*	4 *9%* *22%*	2 *4%* *10%*	3 *6%* *18%*	3 *7%* *17%*	11 *7%* *58%*	5 *5%* *25%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
4	**8** ***3%***	4 *3%* *45%*	5 *3%* *55%*	- - -	3 *6%* *36%* E	- - -	1 *2%* *14%*	1 *3%* *17%*	3 *5%* *34%* E	2 *4%* *24%*	2 *2%* *29%*	4 *4%* *47%*
3	**4** ***1%***	3 *2%* *65%*	2 *1%* *35%*	- - -	- - -	1 *1%* *12%*	1 *1%* *13%*	* *1%* *12%*	3 *5%* *64%*	- - -	2 *1%* *47%*	2 *2%* *53%*
2	**3** ***1%***	1 *1%* *37%*	2 *1%* *63%*	1 *2%* *23%*	1 *1%* *22%*	1 *1%* *32%*	- - -	1 *1%* *23%*	- - -	1 *2%* *32%*	1 *1%* *45%*	1 *1%* *23%*
1	**6** ***2%***	1 *1%* *17%*	5 *3%* *83%*	- - -	- - -	1 *2%* *24%*	1 *2%* *20%*	1 *2%* *20%*	2 *3%* *35%*	1 *2%* *20%*	1 *1%* *26%*	3 *3%* *54%*
Don't know	**10** ***3%***	2 *1%* *18%*	8 *5%* *82%*	1 *4%* *11%*	1 *1%* *6%*	2 *4%* *23%*	1 *2%* *11%*	3 *6%* *28%*	2 *3%* *21%*	1 *1%* *5%*	3 *2%* *30%*	7 *6%* *64%* J
Net: 10/9/8/7	**231** ***76%***	101 *78%* *43%*	131 *75%* *57%*	26 *87%* *11%*	40 *78%* *17%*	47 *74%* *20%*	36 *73%* *15%*	39 *80%* *17%*	43 *72%* *19%*	37 *77%* *16%*	122 *80%* *53%* K	73 *70%* *31%*
Net: 10/9	**144** ***48%***	61 *47%* *42%*	84 *48%* *58%*	16 *54%* *11%*	25 *49%* *17%*	29 *45%* *20%*	19 *39%* *13%*	27 *56%* *19%* F	28 *46%* *19%*	23 *48%* *16%*	74 *49%* *51%*	47 *45%* *33%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
Net: 6/5/4	**49** ***16%***	22 *17%* *45%*	27 *15%* *55%*	2 *7%* *4%*	10 *20%* *21%*	12 *18%* *24%*	10 *21%* *21%* G	5 *9%* *9%*	10 *17%* *21%*	9 *18%* *18%*	22 *14%* *44%*	19 *18%* *38%*
Net: 3/2/1	**13** ***4%***	5 *4%* *37%*	8 *5%* *63%*	1 *2%* *5%*	1 *1%* *5%*	3 *4%* *22%*	2 *3%* *13%*	2 *5%* *18%*	5 *8%* *36%*	2 *4%* *16%*	5 *3%* *37%*	6 *6%* *47%*
Mean	**7.96**	8.00	7.93	8.44	8.08	7.82	7.75	8.30	7.68	7.90	8.12	7.76
Standard Deviation	**2.14**	2.05	2.21	1.69	2.01	2.12	2.09	2.22	2.43	2.27	1.98	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 88

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Total (Wtd)	**303**	303 *100%*	297 *98%*	6** *2%* **	48* *16%* *	254 *84%*	256 *84%*	170 *56%*	85 *28%*	89 *29%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
10	**93** ***31%***	93 *31%* *100%*	91 *31%* *98%*	2 *31%* *2%*	13 *26%* *14%*	80 *31%* *86%*	80 *31%* *86%*	53 *31%* *58%*	26 *31%* *28%*	28 *31%* *30%*
9	**52** ***17%***	52 *17%* *100%*	51 *17%* *99%*	1 *9%* *1%*	7 *14%* *13%*	44 *17%* *86%*	45 *18%* *87%*	31 *19%* *61%*	14 *16%* *26%*	14 *16%* *27%*
8	**52** ***17%***	52 *17%* *100%*	52 *17%* *100%*	- - -	12 *24%* *22%*	40 *16%* *78%*	40 *16%* *78%*	29 *17%* *55%*	12 *14%* *22%*	12 *14%* *24%*
7	**35** ***12%***	35 *12%* *100%*	34 *11%* *96%*	1 *23%* *4%*	5 *10%* *14%*	30 *12%* *86%*	30 *12%* *86%*	19 *11%* *53%*	12 *14%* *33%*	13 *14%* *36%*
6	**21** ***7%***	21 *7%* *100%*	21 *7%* *97%*	1 *9%* *3%*	5 *9%* *21%*	17 *7%* *79%*	17 *7%* *79%*	10 *6%* *49%*	6 *8%* *30%*	6 *7%* *30%*
5	**19** ***6%***	19 *6%* *100%*	19 *6%* *100%*	- - -	3 *6%* *15%*	16 *6%* *85%*	16 *6%* *85%*	11 *7%* *59%*	5 *6%* *26%*	5 *6%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 88

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 100%	484 97%	12 2%	79 16%	417 84%	419 84%	283 57%	135 27%	142 28%
Effective Total	**457**	457	446	11	72	382	384	257	127	133
4	**8** **3%**	8 3% 100%	8 3% 93%	1 9% 7%	3 6% 32%	6 2% 68%	6 2% 68%	4 2% 44%	2 2% 24%	2 2% 24%
3	**4** **1%**	4 1% 100%	4 1% 100%	- - -	- - -	4 2% 100%	4 2% 100%	3 2% 70%	1 2% 30%	1 1% 30%
2	**3** **1%**	3 1% 100%	3 1% 86%	* 6% 14%	1 1% 23%	2 1% 77%	2 1% 77%	1 1% 45%	1 1% 32%	1 1% 32%
1	**6** **2%**	6 2% 100%	5 2% 86%	1 13% 14%	1 3% 24%	4 2% 76%	4 2% 76%	1 1% 17%	3 4% 60% X	3 4% 60% X
Don't know	**10** **3%**	10 3% 100%	10 3% 100%	- - -	- - -	10 4% 100%	10 4% 100%	7 4% 68%	3 4% 32%	4 4% 37%
Net: 10/9/8/7	**231** **76%**	231 76% 100%	227 77% 98%	4 63% 2%	36 75% 15%	195 77% 84%	196 77% 85%	132 78% 57%	63 74% 27%	67 75% 29%
Net: 10/9	**144** **48%**	144 48% 100%	142 48% 98%	3 40% 2%	19 40% 13%	124 49% 86%	125 49% 87%	85 50% 59%	39 46% 27%	42 47% 29%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 88

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
Net: 6/5/4	**49** ***16%***	49 *16%* *100%*	48 *16%* *98%*	1 *18%* *2%*	10 *21%* *21%*	39 *15%* *79%*	39 *15%* *79%*	25 *15%* *52%*	13 *16%* *28%*	13 *15%* *28%*
Net: 3/2/1	**13** ***4%***	13 *4%* *100%*	12 *4%* *91%*	1 *19%* *9%*	2 *4%* *16%*	11 *4%* *84%*	11 *4%* *84%*	5 *3%* *41%*	6 *7%* *43%*	6 *6%* *43%*
Mean	**7.96**	7.96	7.99	6.68	7.69	8.01	8.02	8.13	7.78	7.84
Standard Deviation	**2.14**	2.14	2.10	3.45	2.24	2.12	2.12	1.98	2.38	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 89

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**83** ***27%***	41 *28%* *49%*	42 *25%* *51%*	7 *22%* *8%*	9 *15%* *11%*	12 *24%* *15%*	22 *34%* *26%* D	16 *34%* *20%* D	17 *29%* *20%* D	16 *29%* *19%*	39 *25%* *47%*	29 *28%* *34%*
9	**36** ***12%***	15 *11%* *43%*	21 *12%* *57%*	5 *17%* *14%*	7 *11%* *19%*	6 *12%* *17%*	5 *8%* *14%*	4 *7%* *10%*	9 *16%* *26%*	8 *15%* *23%*	18 *12%* *51%*	9 *9%* *26%*
8	**76** ***24%***	36 *25%* *48%*	40 *24%* *52%*	4 *13%* *5%*	13 *22%* *17%*	9 *18%* *12%*	22 *34%* *28%* CE	15 *30%* *19%*	14 *24%* *18%*	11 *21%* *14%*	41 *26%* *54%*	25 *24%* *32%*
7	**45** ***14%***	23 *16%* *52%*	22 *13%* *48%*	9 *29%* *20%* FG	9 *14%* *19%*	8 *15%* *17%*	6 *9%* *13%*	5 *10%* *11%*	9 *15%* *20%*	8 *15%* *18%*	23 *15%* *51%*	14 *14%* *31%*
6	**22** ***7%***	9 *6%* *40%*	13 *8%* *60%*	1 *2%* *3%*	6 *10%* *28%*	3 *7%* *16%*	4 *7%* *20%*	4 *8%* *17%*	4 *6%* *16%*	3 *5%* *12%*	10 *6%* *46%*	9 *9%* *42%*
5	**19** ***6%***	8 *5%* *41%*	11 *7%* *59%*	1 *2%* *4%*	8 *13%* *40%* GH	5 *9%* *24%*	3 *5%* *15%*	2 *4%* *10%*	2 *3%* *8%*	3 *6%* *17%*	12 *8%* *62%*	4 *4%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 89

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**7** ***2%***	3 *2%* *39%*	5 *3%* *61%*	2 *6%* *25%* F	1 *2%* *14%*	2 *4%* *30%* F	- - -	1 *2%* *16%*	1 *2%* *15%*	- - -	4 *2%* *52%*	4 *4%* *48%*
3	**6** ***2%***	2 *1%* *31%*	4 *2%* *69%*	1 *5%* *25%*	2 *3%* *32%*	1 *3%* *25%*	- - -	- - -	1 *2%* *18%*	2 *4%* *34%*	2 *1%* *31%*	2 *2%* *35%*
2	**3** ***1%***	1 *1%* *39%*	2 *1%* *61%*	- - -	1 *1%* *23%*	2 *5%* *77%* FH	- - -	- - -	- - -	- - -	3 *2%* *100%*	- - -
1	**6** ***2%***	4 *2%* *60%*	2 *1%* *40%*	1 *3%* *18%*	1 *2%* *24%*	1 *1%* *9%*	1 *1%* *15%*	1 *3%* *21%*	1 *1%* *14%*	* *1%* *8%*	2 *1%* *32%*	3 *3%* *60%*
Don't know	**9** ***3%***	4 *3%* *42%*	5 *3%* *58%*	- - -	5 *8%* *50%*	1 *1%* *6%*	1 *2%* *12%*	1 *3%* *16%*	2 *3%* *16%*	2 *4%* *21%*	5 *3%* *51%*	3 *3%* *28%*
Net: 10/9/8/7	**240** ***77%***	116 *80%* *48%*	124 *74%* *52%*	25 *81%* *10%* D	38 *62%* *16%*	35 *70%* *15%*	54 *85%* *23%* DE	39 *81%* *16%* D	49 *84%* *20%* DE	43 *80%* *18%*	121 *76%* *50%*	76 *75%* *32%*
Net: 10/9	**119** ***38%***	56 *39%* *47%*	63 *38%* *53%*	12 *39%* *10%*	16 *26%* *13%*	18 *37%* *15%*	27 *42%* *23%* D	20 *41%* *17%* D	26 *44%* *22%* D	24 *45%* *20%*	57 *36%* *48%*	38 *38%* *32%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**49** ***16%***	20 *13%* *40%*	29 *17%* *60%*	3 *11%* *7%*	15 *24%* *31%* FH	10 *20%* *21%*	7 *11%* *15%*	7 *14%* *14%*	6 *11%* *13%*	6 *11%* *12%*	26 *16%* *53%*	17 *17%* *34%*
Net: 3/2/1	**14** ***5%***	6 *4%* *45%*	8 *5%* *55%*	2 *8%* *17%*	4 *6%* *27%*	4 *8%* *29%* F	1 *1%* *6%*	1 *3%* *9%*	2 *3%* *12%*	2 *4%* *17%*	7 *4%* *46%*	5 *5%* *38%*
Mean	**7.80**	7.86	7.74	7.48	7.20	7.38	8.31 C DE	8.11 D E	8.12 DE	8.06	7.75	7.73
Standard Deviation	**2.08**	2.08	2.09	2.31	2.18	2.38	1.70	1.99	1.86	1.94	2.05	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 89

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* ****	47* *15%* ***	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**83** ***27%***	83 *27%* *100%*	82 *27%* *99%*	1 *26%* *1%*	13 *28%* *16%*	69 *26%* *83%*	70 *26%* *84%*	46 *27%* *55%*	24 *25%* *28%*	26 *25%* *31%*
9	**36** ***12%***	36 *12%* *100%*	36 *12%* *100%*	- - -	7 *15%* *19%*	29 *11%* *81%*	29 *11%* *81%*	15 *9%* *41%*	14 *15%* *40%*	14 *14%* *40%*
8	**76** ***24%***	76 *24%* *100%*	75 *24%* *98%*	2 *36%* *2%*	11 *23%* *14%*	65 *25%* *85%*	65 *24%* *85%*	45 *26%* *58%*	20 *21%* *26%*	21 *21%* *28%*
7	**45** ***14%***	45 *14%* *100%*	44 *14%* *99%*	1 *13%* *1%*	8 *17%* *17%*	37 *14%* *83%*	37 *14%* *83%*	26 *15%* *57%*	11 *12%* *26%*	12 *12%* *27%*
6	**22** ***7%***	22 *7%* *100%*	21 *7%* *96%*	1 *19%* *4%*	4 *9%* *18%*	18 *7%* *82%*	18 *7%* *82%*	10 *6%* *46%*	8 *8%* *36%*	8 *8%* *36%*
5	**19** ***6%***	19 *6%* *100%*	19 *6%* *98%*	* *7%* *2%*	1 *1%* *3%*	19 *7%* *97%*	19 *7%* *97%*	12 *7%* *62%*	7 *7%* *34%*	8 *8%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 89

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**7** ***2%***	7 *2%* *100%*	7 *2%* *100%*	- - -	1 *1%* *7%*	7 *3%* *93%*	7 *3%* *93%*	4 *2%* *51%*	3 *3%* *36%*	3 *3%* *36%*
3	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	1 *1%* *9%*	5 *2%* *91%*	5 *2%* *91%*	3 *2%* *59%*	2 *2%* *32%*	2 *2%* *32%*
2	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	1 *1%* *19%*	2 *1%* *81%*	2 *1%* *81%*	1 *1%* *42%*	1 *1%* *39%*	1 *1%* *39%*
1	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	- - -	5 *2%* *82%*	6 *2%* *100%*	3 *2%* *53%*	3 *3%* *47%*	4 *4%* *62%*
Don't know	**9** ***3%***	9 *3%* *100%*	9 *3%* *100%*	- - -	2 *4%* *20%*	7 *3%* *80%*	7 *3%* *80%*	5 *3%* *52%*	3 *3%* *27%*	3 *3%* *34%*
Net: 10/9/8/7	**240** ***77%***	240 *77%* *100%*	237 *77%* *99%*	3 *74%* *1%*	39 *83%* *16%*	200 *76%* *83%*	201 *76%* *84%*	131 *77%* *54%*	70 *73%* *29%*	74 *72%* *31%*
Net: 10/9	**119** ***38%***	119 *38%* *100%*	118 *38%* *99%*	1 *26%* *1%*	20 *43%* *17%*	98 *37%* *82%*	99 *37%* *83%*	61 *36%* *51%*	38 *40%* *32%*	40 *39%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 89

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**49** ***16%***	49 *16%* *100%*	48 *15%* *98%*	1 *26%* *2%*	5 *11%* *11%*	44 *17%* *89%*	44 *16%* *89%*	26 *15%* *53%*	17 *18%* *35%*	18 *18%* *38%*
Net: 3/2/1	**14** ***5%***	14 *5%* *100%*	14 *5%* *100%*	- - -	1 *2%* *7%*	12 *5%* *85%*	13 *5%* *93%*	8 *5%* *53%*	6 *6%* *39%*	7 *6%* *45%*
Mean	**7.80**	7.80	7.80	7.80	8.16	7.75	7.74	7.78	7.66	7.62
Standard Deviation	**2.08**	2.08	2.09	1.79	1.71	2.10	2.14	2.08	2.25	2.31

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 90

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**86** ***27%***	40 *27%* *47%*	46 *27%* *53%*	9 *29%* *10%*	10 *16%* *11%*	14 *27%* *16%*	20 *31%* *23%* D	17 *36%* *20%* D	16 *28%* *19%*	13 *24%* *15%*	42 *27%* *49%*	31 *31%* *36%*
9	**40** ***13%***	17 *12%* *44%*	22 *13%* *56%*	6 *18%* *14%*	9 *14%* *22%*	7 *14%* *18%*	6 *9%* *14%*	5 *10%* *13%*	8 *14%* *20%*	8 *15%* *20%*	21 *13%* *53%*	11 *10%* *26%*
8	**69** ***22%***	36 *25%* *53%*	33 *20%* *47%*	3 *10%* *5%*	14 *23%* *21%*	10 *20%* *15%*	18 *29%* *26%* C	10 *20%* *14%*	13 *23%* *19%*	13 *25%* *19%*	37 *23%* *54%*	19 *19%* *27%*
7	**49** ***16%***	20 *14%* *41%*	29 *17%* *59%*	8 *28%* *17%* EF	11 *17%* *21%*	4 *7%* *8%*	8 *13%* *17%*	8 *16%* *16%*	10 *17%* *21%*	8 *16%* *17%*	25 *16%* *51%*	16 *15%* *32%*
6	**25** ***8%***	11 *8%* *45%*	14 *8%* *55%*	1 *2%* *3%*	7 *11%* *27%*	7 *14%* *29%* C	4 *6%* *15%*	3 *6%* *12%*	4 *6%* *14%*	3 *6%* *13%*	13 *8%* *53%*	8 *8%* *34%*
5	**20** ***6%***	7 *5%* *37%*	13 *8%* *63%*	1 *2%* *3%*	5 *9%* *26%*	4 *7%* *18%*	6 *9%* *28%*	3 *6%* *14%*	2 *3%* *10%*	3 *6%* *15%*	7 *5%* *37%*	10 *10%* *48%*

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**6** ***2%***	5 *3%* *73%*	2 *1%* *27%*	1 *5%* *23%* F	1 *1%* *11%*	2 *3%* *26%*	- - -	1 *3%* *20%*	1 *2%* *20%*	- - -	5 *3%* *76%*	2 *2%* *24%*
3	**2** ***1%***	1 *1%* *55%*	1 *1%* *45%*	1 *2%* *31%*	- - -	- - -	1 *1%* *26%*	- - -	1 *2%* *42%*	1 *1%* *31%*	1 *1%* *69%*	- - -
2	**2** ***1%***	1 *1%* *68%*	1 *** *32%*	- - -	- - -	2 *3%* *100%*	- - -	- - -	- - -	1 *1%* *32%*	1 *1%* *68%*	- - -
1	**3** ***1%***	2 *1%* *77%*	1 *** *23%*	1 *3%* *40%*	1 *1%* *23%*	1 *1%* *19%*	- - -	* *1%* *18%*	- - -	* *1%* *18%*	1 *1%* *42%*	1 *1%* *40%*
Don't know	**11** ***4%***	5 *3%* *42%*	7 *4%* *58%*	- - -	5 *8%* *44%* E	1 *1%* *5%*	2 *3%* *14%*	1 *2%* *9%*	3 *5%* *28%*	3 *6%* *27%*	4 *2%* *34%*	4 *4%* *38%*
Net: 10/9/8/7	**243** ***78%***	114 *78%* *47%*	130 *78%* *53%*	26 *85%* *11%*	43 *70%* *18%*	35 *69%* *14%*	52 *82%* *21%*	40 *82%* *16%*	48 *81%* *20%*	42 *79%* *17%*	126 *79%* *52%*	76 *75%* *31%*
Net: 10/9	**125** ***40%***	57 *39%* *46%*	68 *41%* *54%*	14 *47%* *11%*	18 *30%* *15%*	21 *42%* *17%*	25 *40%* *20%*	22 *46%* *18%* D	24 *41%* *19%*	21 *39%* *16%*	63 *40%* *51%*	41 *41%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 90

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**51** ***16%***	23 *16%* *45%*	28 *17%* *55%*	3 *9%* *6%*	13 *21%* *25%*	13 *25%* *25%* CH	9 *15%* *18%*	7 *15%* *14%*	7 *12%* *13%*	6 *12%* *12%*	25 *16%* *49%*	20 *19%* *38%*
Net: 3/2/1	**6** ***2%***	4 *3%* *68%*	2 *1%* *32%*	2 *6%* *27%*	1 *1%* *9%*	2 *4%* *34%*	1 *1%* *9%*	* *1%* *7%*	1 *2%* *14%*	2 *3%* *26%*	4 *2%* *58%*	1 *1%* *16%*
Mean	**7.96**	7.91	8.00	7.82	7.66	7.70	8.16	8.18	8.14	7.98	7.94	7.97
Standard Deviation	**1.88**	1.98	1.78	2.25	1.73	2.20	1.68	1.86	1.70	1.84	1.88	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 90

Absolutes/col/row percents

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

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**86** ***27%***	86 *27%* *100%*	85 *28%* *99%*	1 *13%* *1%*	14 *30%* *16%*	71 *27%* *83%*	72 *27%* *84%*	48 *28%* *56%*	23 *25%* *27%*	26 *26%* *31%*
9	**40** ***13%***	40 *13%* *100%*	40 *13%* *100%*	- - -	10 *21%* *25%* VWXY Z	29 *11%* *74%*	30 *11%* *75%*	20 *12%* *50%*	10 *10%* *25%*	10 *10%* *25%*
8	**69** ***22%***	69 *22%* *100%*	68 *22%* *99%*	1 *22%* *1%*	8 *17%* *12%*	60 *23%* *87%*	60 *23%* *87%*	41 *24%* *59%*	20 *21%* *28%*	22 *22%* *32%*
7	**49** ***16%***	49 *16%* *100%*	48 *15%* *97%*	1 *31%* *3%*	4 *9%* *8%*	45 *17%* *92%*	45 *17%* *92%*	26 *16%* *54%*	19 *20%* *38%* U	19 *18%* *38%*
6	**25** ***8%***	25 *8%* *100%*	24 *8%* *97%*	1 *14%* *3%*	6 *12%* *23%*	19 *7%* *77%*	19 *7%* *77%*	12 *7%* *50%*	7 *7%* *27%*	7 *7%* *27%*
5	**20** ***6%***	20 *6%* *100%*	20 *6%* *98%*	* *7%* *2%*	2 *4%* *10%*	18 *7%* *90%*	18 *7%* *90%*	11 *6%* *54%*	7 *8%* *37%*	8 *8%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 90

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	- - -	6 *2%* *100%*	6 *2%* *100%*	2 *1%* *36%*	4 *4%* *56%*	4 *4%* *56%*
3	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	1 *1%* *24%*	2 *1%* *76%*	2 *1%* *76%*	1 *1%* *58%*	* * *19%*	* * *19%*
2	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*	- - -	- - -
1	**3** ***1%***	3 *1%* *100%*	2 *1%* *77%*	1 *13%* *23%*	- - -	2 *1%* *60%*	3 *1%* *100%*	2 *1%* *60%*	1 *1%* *40%*	1 *1%* *40%*
Don't know	**11** ***4%***	11 *4%* *100%*	11 *4%* *100%*	- - -	2 *5%* *20%*	9 *3%* *80%*	9 *3%* *80%*	5 *3%* *41%*	4 *5%* *39%*	5 *5%* *44%*
Net: 10/9/8/7	**243** ***78%***	243 *78%* *100%*	240 *78%* *99%*	3 *66%* *1%*	36 *77%* *15%*	205 *78%* *84%*	207 *78%* *85%*	135 *79%* *55%*	71 *75%* *29%*	76 *75%* *31%*
Net: 10/9	**125** ***40%***	125 *40%* *100%*	125 *40%* *100%*	1 *13%* *	24 *51%* *19%* VWYZ	100 *38%* *80%*	101 *38%* *81%*	67 *40%* *54%*	33 *35%* *27%*	36 *36%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 90

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Scotland provide a wide range of good quality news about Scotland - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**51** ***16%***	51 *16%* *100%*	50 *16%* *98%*	1 *21%* *2%*	8 *17%* *15%*	44 *17%* *85%*	44 *16%* *85%*	26 *15%* *50%*	18 *19%* *34%*	19 *18%* *36%*
Net: 3/2/1	**6** ***2%***	6 *2%* *100%*	6 *2%* *91%*	1 *13%* *9%*	1 *1%* *8%*	5 *2%* *76%*	6 *2%* *92%*	4 *3%* *70%*	1 *2%* *23%*	1 *1%* *23%*
Mean	**7.96**	7.96	7.98	6.55	8.31 Y	7.91	7.89	7.97	7.77	7.81
Standard Deviation	**1.88**	1.88	1.86	2.82	1.66	1.86	1.91	1.90	1.92	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 91

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel in Scotland

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	508	997	499	503	503
Total (Wtd)	417	316	613	303	313	313
Effective Total	639	470	923	457	470	470
10	35 *8%*	30 *10%*	32 *5%*	93 *31%*	83 *27%*	86 *27%*
9	42 *10%*	38 *12%*	36 *6%*	52 *17%*	36 *12%*	40 *13%*
8	98 *23%*	68 *21%*	121 *20%*	52 *17%*	76 *24%*	69 *22%*
7	74 *18%*	39 *12%*	106 *17%*	35 *12%*	45 *14%*	49 *16%*
6	43 *10%*	42 *13%*	74 *12%*	21 *7%*	22 *7%*	25 *8%*
5	44 *11%*	38 *12%*	96 *16%*	19 *6%*	19 *6%*	20 *6%*
4	18 *4%*	13 *4%*	41 *7%*	8 *3%*	7 *2%*	6 *2%*
3	13 *3%*	7 *2%*	23 *4%*	4 *1%*	6 *2%*	2 *1%*
2	11 *3%*	8 *2%*	23 *4%*	3 *1%*	3 *1%*	2 *1%*
1	11 *3%*	3 *1%*	9 *1%*	6 *2%*	6 *2%*	3 *1%*
Don't know	27 *6%*	31 *10%*	51 *8%*	10 *3%*	9 *3%*	11 *4%*
Net: 10/9/8/7	249 *60%*	175 *55%*	295 *48%*	231 *76%*	240 *77%*	243 *78%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 91

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel in Scotland

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	508	997	499	503	503
Effective Total	639	470	923	457	470	470
Net: 10/9	78 *19%*	68 *22%*	68 *11%*	144 *48%*	119 *38%*	125 *40%*
Net: 6/5/4	106 *25%*	93 *29%*	212 *35%*	49 *16%*	49 *16%*	51 *16%*
Net: 3/2/1	36 *9%*	18 *6%*	56 *9%*	13 *4%*	14 *5%*	6 *2%*
Mean	6.81	6.98	6.35	7.96	7.80	7.96
Standard Deviation	2.18	2.06	2.08	2.14	2.08	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 92

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Total (Wtd)	**257**	110 *43%*	147 *57%*	17* *7%* *	50 *19%*	42 *17%*	50 *19%*	47 *18%*	51 *20%*	45 *18%*	122 *47%*	90 *35%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
10	**24** ***10%***	11 *10%* *45%*	13 *9%* *55%*	1 *7%* *5%*	3 *7%* *14%*	5 *12%* *21%*	6 *12%* *24%*	5 *11%* *20%*	4 *8%* *17%*	4 *8%* *15%*	11 *9%* *45%*	10 *11%* *40%*
9	**34** ***13%***	13 *11%* *37%*	22 *15%* *63%*	3 *15%* *7%*	5 *10%* *15%*	5 *12%* *14%*	7 *15%* *22%*	7 *14%* *19%*	8 *15%* *22%*	6 *14%* *18%*	16 *13%* *47%*	12 *13%* *34%*
8	**69** ***27%***	29 *27%* *42%*	40 *27%* *58%*	4 *22%* *5%*	13 *27%* *19%*	11 *26%* *16%*	13 *25%* *18%*	15 *33%* *22%*	13 *26%* *19%*	11 *25%* *17%*	31 *25%* *45%*	27 *30%* *39%*
7	**39** ***15%***	18 *17%* *47%*	20 *14%* *53%*	3 *20%* *9%*	8 *16%* *21%*	6 *15%* *16%*	6 *11%* *14%*	7 *15%* *18%*	8 *16%* *21%*	10 *22%* *26%* J	15 *12%* *38%*	14 *15%* *36%*
6	**23** ***9%***	9 *8%* *37%*	15 *10%* *63%*	3 *18%* *13%* EG	6 *12%* *25%*	2 *6%* *11%*	4 *8%* *16%*	3 *6%* *12%*	5 *10%* *23%*	4 *9%* *17%*	11 *9%* *48%*	8 *9%* *35%*
5	**28** ***11%***	12 *11%* *43%*	16 *11%* *57%*	2 *9%* *5%*	6 *13%* *23%*	4 *11%* *16%*	6 *11%* *21%*	4 *9%* *16%*	5 *10%* *19%*	4 *9%* *14%*	15 *12%* *54%*	9 *10%* *32%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
4	**11** ***4%***	5 *4%* *41%*	7 *5%* *59%*	1 *6%* *9%*	2 *3%* *14%*	3 *7%* *26%*	2 *3%* *14%*	2 *4%* *15%*	3 *5%* *23%*	1 *2%* *7%*	7 *6%* *63%*	3 *4%* *29%*
3	**9** ***3%***	5 *5%* *61%*	3 *2%* *39%*	- - -	2 *3%* *19%*	2 *4%* *22%*	3 *5%* *31%*	1 *2%* *12%*	1 *3%* *16%*	2 *4%* *20%*	6 *5%* *69%* K	1 *1%* *10%*
2	**3** ***1%***	1 *1%* *30%*	2 *2%* *70%*	* *2%* *12%*	1 *2%* *23%*	1 *2%* *19%*	1 *2%* *30%*	1 *1%* *16%*	- - -	- - -	3 *3%* *100%* IK	- - -
1	**4** ***2%***	3 *2%* *64%*	1 *1%* *36%*	- - -	1 *1%* *16%*	1 *2%* *21%*	* *1%* *9%*	1 *3%* *33%*	1 *2%* *21%*	1 *2%* *28%*	1 *1%* *21%*	2 *2%* *51%*
Don't know	**12** ***5%***	5 *4%* *39%*	8 *5%* *61%*	* *2%* *3%*	3 *6%* *23%*	2 *5%* *16%*	4 *8%* *30%*	1 *3%* *12%*	2 *4%* *16%*	2 *4%* *16%*	6 *5%* *45%*	5 *5%* *39%*
Net: 10/9/8/7	**166** ***65%***	71 *65%* *43%*	95 *65%* *57%*	11 *63%* *7%*	30 *61%* *18%*	27 *64%* *16%*	31 *62%* *19%*	34 *72%* *20%*	33 *66%* *20%*	31 *70%* *19%* J	73 *60%* *44%*	62 *69%* *37%* J
Net: 10/9	**59** ***23%***	24 *21%* *40%*	35 *24%* *60%*	4 *21%* *6%*	9 *17%* *15%*	10 *24%* *17%*	13 *26%* *22%*	11 *25%* *20%*	12 *23%* *20%*	10 *22%* *17%*	27 *22%* *46%*	22 *24%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 92

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
Net: 6/5/4	**62** ***24%***	25 *23%* *40%*	37 *25%* *60%*	6 *32%* *9%*	14 *28%* *22%*	10 *23%* *16%*	11 *22%* *18%*	9 *19%* *14%*	13 *26%* *21%*	9 *20%* *14%*	33 *27%* *53%*	20 *22%* *33%*
Net: 3/2/1	**16** ***6%***	9 *8%* *56%*	7 *5%* *44%*	* *2%* *2%*	3 *6%* *19%*	3 *8%* *21%*	4 *8%* *25%*	3 *6%* *18%*	2 *4%* *14%*	3 *6%* *18%*	10 *8%* *64%* K	3 *3%* *18%*
Mean	**7.10**	7.00	7.17	7.07	6.93	7.00	7.16	7.27	7.14	7.16	6.90	7.33 J
Standard Deviation	**2.05**	2.14	1.98	1.81	1.97	2.25	2.17	2.10	1.96	1.97	2.16	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 92

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Total (Wtd)	**257**	257 *100%*	254 *99%*	3** *1%* **	34* *13%* *	220 *86%*	222 *87%*	155 *60%*	67 *26%*	75 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
10	**24** ***10%***	24 *10%* *100%*	24 *10%* *100%*	- - -	4 *11%* *16%*	21 *9%* *84%*	21 *9%* *84%*	15 *9%* *59%*	6 *9%* *25%*	7 *9%* *27%*
9	**34** ***13%***	34 *13%* *100%*	34 *13%* *98%*	1 *21%* *2%*	3 *9%* *9%*	31 *14%* *91%*	31 *14%* *91%*	21 *14%* *62%*	10 *15%* *30%*	11 *14%* *31%*
8	**69** ***27%***	69 *27%* *100%*	69 *27%* *100%*	- - -	11 *33%* *16%* Y	57 *26%* *83%*	58 *26%* *84%*	45 *29%* *65%* Y	13 *20%* *19%*	17 *22%* *24%*
7	**39** ***15%***	39 *15%* *100%*	38 *15%* *98%*	1 *33%* *2%*	4 *13%* *11%*	34 *15%* *87%*	34 *15%* *89%*	23 *15%* *59%*	11 *17%* *30%*	12 *17%* *32%*
6	**23** ***9%***	23 *9%* *100%*	23 *9%* *98%*	* *14%* *1%*	3 *8%* *11%*	21 *9%* *89%*	21 *9%* *89%*	11 *7%* *47%*	10 *15%* *42%* WX	10 *13%* *43%* X
5	**28** ***11%***	28 *11%* *100%*	27 *11%* *99%*	* *15%* *1%*	5 *15%* *19%* YZ	21 *10%* *78%*	22 *10%* *81%*	18 *11%* *64%*	5 *7%* *16%*	6 *8%* *20%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 92

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
4	**11** ***4%***	11 *4%* *100%*	11 *4%* *100%*	- - -	1 *3%* *9%*	10 *5%* *89%*	10 *5%* *91%*	7 *5%* *62%*	3 *5%* *27%*	3 *4%* *29%*
3	**9** ***3%***	9 *3%* *100%*	9 *3%* *100%*	- - -	1 *2%* *8%*	8 *4%* *92%*	8 *4%* *92%*	5 *3%* *61%*	3 *4%* *32%*	3 *4%* *32%*
2	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	* *1%* *10%*	3 *1%* *90%*	3 *1%* *90%*	2 *2%* *73%*	1 *1%* *18%*	1 *1%* *18%*
1	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *3%* *25%* X	3 *1%* *75%*	3 *1%* *75%*	1 *1%* *21%*	2 *3%* *54%* X	2 *3%* *61%* X
Don't know	**12** ***5%***	12 *5%* *100%*	12 *5%* *96%*	* *18%* *4%*	1 *3%* *9%*	11 *5%* *91%*	11 *5%* *91%*	8 *5%* *65%*	3 *5%* *26%*	4 *5%* *31%*
Net: 10/9/8/7	**166** ***65%***	166 *65%* *100%*	165 *65%* *99%*	1 *53%* *1%*	22 *65%* *13%*	143 *65%* *86%*	144 *65%* *87%*	103 *66%* *62%*	41 *61%* *25%*	46 *62%* *28%*
Net: 10/9	**59** ***23%***	59 *23%* *100%*	58 *23%* *99%*	1 *21%* *1%*	7 *20%* *12%*	52 *24%* *88%*	52 *23%* *88%*	36 *23%* *61%*	16 *24%* *28%*	17 *23%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 92

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
Net: 6/5/4	**62** ***24%***	62 *24%* *100%*	62 *24%* *99%*	1 *29%* *1%*	9 *26%* *14%*	52 *24%* *84%*	53 *24%* *86%*	36 *23%* *57%*	17 *26%* *28%*	19 *25%* *31%*
Net: 3/2/1	**16** ***6%***	16 *6%* *100%*	16 *6%* *100%*	- - -	2 *6%* *12%*	14 *6%* *88%*	14 *6%* *88%*	8 *5%* *53%*	5 *8%* *35%*	6 *8%* *36%*
Mean	**7.10**	7.10	7.10	6.98	7.07	7.11	7.10	7.17	6.95	6.98
Standard Deviation	**2.05**	2.05	2.05	1.93	2.11	2.05	2.05	1.98	2.19	2.16

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Total (Wtd)	**208**	85 *41%*	123 *59%*	14** *7%* **	41* *20%* *	37* *18%* *	44 *21%*	36 *17%*	37 *18%*	28* *13%* *	104 *50%*	76 *36%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
10	**18** ***9%***	8 *10%* *47%*	10 *8%* *53%*	1 *7%* *5%*	3 *7%* *17%*	4 *11%* *23%*	5 *11%* *26%*	3 *9%* *17%*	2 *6%* *12%*	1 *5%* *8%*	9 *9%* *51%*	7 *10%* *41%*
9	**20** ***10%***	6 *7%* *29%*	14 *11%* *71%*	2 *12%* *9%*	4 *10%* *22%*	3 *7%* *14%*	5 *11%* *24%*	3 *9%* *16%*	3 *8%* *16%*	2 *7%* *9%*	9 *9%* *48%*	8 *11%* *43%*
8	**51** ***25%***	23 *27%* *45%*	28 *23%* *55%*	3 *19%* *5%*	8 *21%* *16%*	9 *23%* *17%*	11 *25%* *21%*	11 *30%* *21%*	10 *27%* *20%*	6 *20%* *11%*	27 *26%* *52%*	19 *24%* *36%*
7	**34** ***16%***	14 *17%* *42%*	20 *16%* *58%*	3 *23%* *9%*	9 *21%* *25%*	5 *15%* *16%*	6 *14%* *19%*	6 *16%* *16%*	5 *13%* *14%*	6 *22%* *19%* J	14 *13%* *41%*	14 *18%* *40%*
6	**24** ***11%***	9 *10%* *36%*	15 *12%* *64%*	3 *20%* *12%*	7 *16%* *27%* G	5 *12%* *19%* G	5 *11%* *19%*	2 *5%* *7%*	4 *10%* *15%*	4 *13%* *15%*	12 *11%* *50%*	8 *11%* *35%*
5	**23** ***11%***	10 *12%* *44%*	13 *10%* *56%*	1 *8%* *5%*	3 *6%* *11%*	6 *15%* *24%*	5 *10%* *20%*	3 *10%* *15%*	6 *15%* *24%* D	4 *14%* *17%*	10 *10%* *45%*	9 *12%* *38%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
4	**11** ***5%***	4 *5%* *37%*	7 *6%* *63%*	1 *5%* *6%*	2 *6%* *21%*	2 *6%* *19%*	2 *5%* *21%*	2 *4%* *14%*	2 *6%* *19%*	1 *5%* *12%*	7 *7%* *62%*	3 *4%* *27%*
3	**3** ***2%***	2 *2%* *62%*	1 *1%* *38%*	- - -	* *1%* *12%*	1 *3%* *40%*	* *1%* *9%*	1 *3%* *31%*	* *1%* *8%*	1 *3%* *24%* K	2 *2%* *76%* K	- - -
2	**3** ***2%***	2 *2%* *60%*	1 *1%* *40%*	* *3%* *11%*	* *1%* *12%*	1 *2%* *19%*	1 *2%* *29%*	1 *3%* *29%*	- - -	- - -	3 *3%* *87%*	* *1%* *13%*
1	**3** ***2%***	2 *2%* *63%*	1 *1%* *37%*	- - -	- - -	1 *1%* *17%*	1 *1%* *20%*	2 *4%* *50%* D	* *1%* *13%*	* *1%* *8%*	2 *2%* *62%*	1 *1%* *30%*
Don't know	**18** ***8%***	5 *6%* *30%*	12 *10%* *70%*	* *3%* *2%*	4 *11%* *25%*	1 *3%* *7%*	4 *9%* *22%*	3 *8%* *17%*	5 *13%* *27%* E	3 *11%* *17%*	8 *8%* *47%*	6 *8%* *36%*
Net: 10/9/8/7	**123** ***59%***	51 *60%* *42%*	72 *58%* *58%*	9 *61%* *7%*	24 *59%* *20%*	21 *56%* *17%*	27 *61%* *22%*	22 *63%* *18%*	20 *55%* *16%*	15 *55%* *12%*	60 *57%* *48%*	48 *63%* *39%*
Net: 10/9	**38** ***18%***	14 *17%* *37%*	24 *19%* *63%*	3 *19%* *7%*	7 *18%* *19%*	7 *18%* *18%*	10 *22%* *25%*	6 *18%* *17%*	5 *14%* *14%*	3 *12%* *9%*	19 *18%* *50%*	16 *21%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 93

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
Net: 6/5/4	**58** ***28%***	23 *27%* *39%*	35 *29%* *61%*	5 *33%* *8%*	11 *28%* *20%*	12 *33%* *21%* G	12 *26%* *20%*	7 *18%* *11%*	11 *31%* *20%* G	9 *31%* *15%*	29 *28%* *50%*	20 *27%* *35%*
Net: 3/2/1	**10** ***5%***	6 *7%* *62%* B	4 *3%* *38%*	* *3%* *4%*	1 *2%* *8%*	2 *7%* *25%*	2 *4%* *20%*	4 *10%* *36%* DH	1 *2%* *7%*	1 *4%* *10%*	7 *7%* *75%* K	1 *2%* *14%*
Mean	**6.96**	6.85	7.04	7.00	7.10	6.79	7.09	6.85	6.94	6.77	6.83	7.21
Standard Deviation	**2.00**	2.14	1.90	1.81	1.73	2.13	2.07	2.36	1.85	1.79	2.16	1.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 93

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Total (Wtd)	**208**	208 *100%*	207 *99%*	2** *1%* **	28* *13%* *	178 *86%*	181 *87%*	130 *62%*	51 *24%*	57 *28%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
10	**18** ***9%***	18 *9%* *100%*	18 *8%* *97%*	1 *36%* *3%*	2 *9%* *13%*	16 *9%* *87%*	16 *9%* *87%*	12 *9%* *64%*	4 *8%* *23%*	6 *10%* *31%*
9	**20** ***10%***	20 *10%* *100%*	20 *10%* *100%*	- - -	3 *10%* *13%*	17 *9%* *85%*	17 *9%* *87%*	11 *9%* *57%*	6 *12%* *30%*	6 *11%* *32%*
8	**51** ***25%***	51 *25%* *100%*	51 *25%* *99%*	* *17%* *1%*	7 *26%* *14%*	44 *24%* *85%*	44 *24%* *86%*	34 *26%* *66%*	10 *20%* *20%*	13 *22%* *25%*
7	**34** ***16%***	34 *16%* *100%*	34 *16%* *100%*	- - -	5 *18%* *14%*	28 *16%* *83%*	29 *16%* *86%*	21 *16%* *63%*	8 *15%* *23%*	8 *15%* *25%*
6	**24** ***11%***	24 *11%* *100%*	24 *11%* *98%*	* *22%* *2%*	2 *6%* *7%*	22 *12%* *93%*	22 *12%* *93%*	15 *12%* *65%*	7 *13%* *28%*	8 *13%* *31%*
5	**23** ***11%***	23 *11%* *100%*	23 *11%* *100%*	- - -	5 *17%* *21%*	18 *10%* *78%*	18 *10%* *79%*	14 *11%* *61%*	4 *8%* *18%*	5 *8%* *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 93

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 100%	582 98%	8 1%	82 14%	507 85%	514 86%	372 62%	141 24%	160 27%
Effective Total	**541**	541	537	5	73	462	468	339	129	145
4	**11** **5%**	11 5% 100%	11 5% 100%	- - -	1 3% 6%	10 6% 94%	10 6% 94%	7 6% 64%	3 6% 27%	3 5% 27%
3	**3** **2%**	3 2% 100%	3 2% 100%	- - -	* 1% 10%	3 2% 90%	3 2% 90%	1 1% 42%	2 3% 48%	2 3% 48%
2	**3** **2%**	3 2% 100%	3 2% 100%	- - -	- - -	3 2% 100%	3 2% 100%	3 2% 91%	* 1% 9%	* 1% 9%
1	**3** **2%**	3 2% 100%	3 2% 100%	- - -	1 4% 35% X	2 1% 65%	2 1% 65%	1 1% 35%	1 2% 30%	1 2% 38%
Don't know	**18** **8%**	18 8% 100%	17 8% 98%	* 25% 2%	2 7% 10%	15 9% 87%	16 9% 90%	10 7% 55%	6 12% 35%	6 11% 35%
Net: 10/9/8/7	**123** **59%**	123 59% 100%	122 59% 99%	1 53% 1%	17 62% 14%	104 58% 85%	106 59% 86%	78 60% 63%	28 55% 23%	33 57% 27%
Net: 10/9	**38** **18%**	38 18% 100%	37 18% 98%	1 36% 2%	5 18% 13%	33 18% 86%	33 18% 87%	23 18% 60%	10 20% 27%	12 21% 31%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 93

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
Net: 6/5/4	**58** ***28%***	58 *28%* *100%*	58 *28%* *99%*	* *22%* *1%*	7 *26%* *12%*	50 *28%* *87%*	51 *28%* *88%*	37 *28%* *63%*	14 *27%* *24%*	15 *27%* *26%*
Net: 3/2/1	**10** ***5%***	10 *5%* *100%*	10 *5%* *100%*	- - -	1 *5%* *15%*	8 *5%* *85%*	8 *5%* *85%*	6 *4%* *56%*	3 *6%* *29%*	3 *5%* *31%*
Mean	**6.96**	6.96	6.95	8.37	6.93	6.97	6.97	6.99	6.94	7.02
Standard Deviation	**2.00**	2.00	2.00	-	2.12	1.99	1.99	1.96	2.07	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 94

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Total (Wtd)	**341**	154 *45%*	187 *55%*	27* *8%* *	64 *19%*	56 *17%*	69 *20%*	60 *17%*	64 *19%*	54 *16%*	165 *49%*	121 *36%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
10	**24** ***7%***	10 *6%* *41%*	14 *8%* *59%*	2 *7%* *7%*	3 *5%* *14%*	3 *5%* *12%*	7 *10%* *30%*	5 *8%* *19%*	4 *6%* *17%*	3 *5%* *11%*	10 *6%* *41%*	12 *9%* *48%*
9	**27** ***8%***	12 *8%* *44%*	15 *8%* *56%*	1 *5%* *5%*	4 *7%* *16%*	5 *8%* *17%*	5 *8%* *20%*	5 *8%* *18%*	7 *10%* *24%*	5 *10%* *19%*	13 *8%* *47%*	9 *8%* *34%*
8	**78** ***23%***	35 *23%* *45%*	43 *23%* *55%*	8 *30%* *11%*	12 *19%* *16%*	14 *25%* *18%*	13 *18%* *16%*	17 *29%* *22%* DF	14 *21%* *17%*	9 *17%* *12%*	37 *23%* *48%*	31 *26%* *40%* I
7	**63** ***18%***	30 *19%* *47%*	33 *18%* *53%*	4 *16%* *7%*	12 *19%* *19%*	12 *21%* *19%*	14 *21%* *23%*	9 *16%* *15%*	10 *16%* *17%*	11 *21%* *18%*	29 *18%* *47%*	22 *18%* *35%*
6	**41** ***12%***	17 *11%* *41%*	24 *13%* *59%*	6 *21%* *14%* EF G	10 *15%* *23%*	6 *10%* *14%*	7 *10%* *17%*	6 *9%* *14%*	7 *11%* *17%*	7 *12%* *16%*	21 *12%* *50%*	14 *11%* *33%*
5	**43** ***13%***	19 *13%* *45%*	24 *13%* *55%*	2 *7%* *4%*	9 *13%* *20%*	6 *10%* *13%*	10 *15%* *23%*	7 *11%* *15%*	10 *16%* *24%*	8 *16%* *20%*	23 *14%* *53%*	12 *10%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 94

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
4	**19** ***6%***	8 *5%* *42%*	11 *6%* *58%*	1 *3%* *4%*	5 *7%* *24%*	5 *8%* *24%* F	2 *3%* *11%*	3 *5%* *16%*	4 *6%* *20%*	4 *7%* *20%*	9 *6%* *50%*	6 *5%* *31%*
3	**13** ***4%***	9 *6%* *66%* B	4 *2%* *34%*	1 *2%* *5%*	4 *6%* *29%* H	1 *2%* *8%*	4 *6%* *33%* EH	3 *5%* *22%* H	* *1%* *3%*	2 *4%* *18%*	8 *5%* *61%*	3 *2%* *21%*
2	**6** ***2%***	3 *2%* *47%*	3 *2%* *53%*	1 *3%* *14%*	1 *2%* *24%*	2 *3%* *27%*	1 *1%* *17%*	1 *1%* *9%*	1 *1%* *9%*	* *1%* *6%*	5 *3%* *84%* K	1 * *10%*
1	**5** ***1%***	4 *2%* *77%* B	1 *1%* *23%*	- - -	1 *1%* *14%*	1 *2%* *18%*	2 *2%* *35%*	1 *1%* *19%*	1 *1%* *14%*	1 *2%* *21%*	1 *1%* *26%*	2 *2%* *53%*
Don't know	**22** ***7%***	8 *5%* *35%*	14 *8%* *65%*	2 *6%* *7%*	3 *5%* *15%*	4 *6%* *16%*	4 *5%* *16%*	4 *6%* *17%*	7 *10%* *29%*	3 *6%* *14%*	9 *6%* *42%*	10 *8%* *44%*
Net: 10/9/8/7	**192** ***56%***	87 *56%* *45%*	105 *56%* *55%*	16 *58%* *8%*	32 *50%* *17%*	34 *59%* *18%*	39 *57%* *21%*	36 *61%* *19%*	34 *54%* *18%*	28 *52%* *15%*	89 *54%* *47%*	74 *61%* *39%*
Net: 10/9	**51** ***15%***	22 *14%* *42%*	30 *16%* *58%*	3 *12%* *6%*	8 *12%* *15%*	8 *14%* *15%*	12 *18%* *24%*	9 *16%* *18%*	11 *17%* *21%*	8 *14%* *15%*	23 *14%* *44%*	21 *17%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 94

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
Net: 6/5/4	**103** ***30%***	44 *29%* *43%*	59 *31%* *57%*	8 *31%* *8%*	23 *35%* *22%*	16 *28%* *15%*	19 *28%* *19%*	15 *26%* *15%*	21 *33%* *21%*	19 *35%* *18%* K	53 *32%* *51%*	31 *26%* *30%*
Net: 3/2/1	**23** ***7%***	15 *10%* *64%* B	9 *5%* *36%*	1 *5%* *6%*	6 *9%* *25%* H	3 *6%* *15%*	7 *10%* *29%* H	4 *7%* *18%* H	2 *3%* *7%*	4 *7%* *15%*	14 *8%* *59%*	6 *5%* *25%*
Mean	**6.72**	6.58	6.84	6.93	6.42	6.71	6.68	6.88 D	6.85	6.53	6.58	7.00 IJ
Standard Deviation	**2.01**	2.11	1.92	1.80	2.02	2.02	2.19	2.04	1.89	1.99	2.03	1.98

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 94

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Total (Wtd)	**341**	341 *100%*	337 *99%*	3** *1%* **	48 *14%*	288 *85%*	292 *86%*	202 *59%*	89 *26%*	100 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
10	**24** ***7%***	24 *7%* *100%*	23 *7%* *97%*	1 *18%* *3%*	3 *7%* *14%*	21 *7%* *86%*	21 *7%* *86%*	14 *7%* *57%*	7 *8%* *29%*	7 *8%* *31%*
9	**27** ***8%***	27 *8%* *100%*	27 *8%* *100%*	- - -	3 *6%* *10%*	24 *8%* *89%*	24 *8%* *89%*	18 *9%* *65%*	7 *7%* *24%*	7 *7%* *27%*
8	**78** ***23%***	78 *23%* *100%*	78 *23%* *99%*	* *14%* *1%*	13 *27%* *17%* Y	63 *22%* *81%*	65 *22%* *83%*	49 *24%* *63%* Y	16 *18%* *20%*	20 *20%* *26%*
7	**63** ***18%***	63 *18%* *100%*	62 *18%* *99%*	1 *22%* *1%*	10 *22%* *17%*	52 *18%* *83%*	52 *18%* *83%*	37 *18%* *59%*	15 *17%* *25%*	16 *16%* *26%*
6	**41** ***12%***	41 *12%* *100%*	40 *12%* *98%*	1 *21%* *2%*	4 *8%* *10%*	37 *13%* *90%*	37 *13%* *90%*	23 *11%* *56%*	14 *16%* *34%*	15 *15%* *36%*
5	**43** ***13%***	43 *13%* *100%*	43 *13%* *100%*	- - -	8 *17%* *19%*	34 *12%* *79%*	35 *12%* *81%*	25 *13%* *59%*	9 *10%* *21%*	11 *11%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 94

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
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Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
4	**19** ***6%***	19 *6%* *100%*	19 *6%* *100%*	- - -	3 *5%* *14%*	16 *6%* *85%*	16 *6%* *86%*	12 *6%* *65%*	4 *5%* *21%*	4 *4%* *23%*
3	**13** ***4%***	13 *4%* *100%*	13 *4%* *100%*	- - -	* *1%* *2%*	13 *4%* *98%* U	13 *4%* *98%* U	7 *3%* *51%*	6 *7%* *46%* UX	6 *6%* *46%* U
2	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	- - -	6 *2%* *100%*	6 *2%* *100%*	5 *2%* *83%*	1 *1%* *17%*	1 *1%* *17%*
1	**5** ***1%***	5 *1%* *100%*	5 *1%* *100%*	- - -	2 *3%* *32%* X	3 *1%* *68%*	3 *1%* *68%*	2 *1%* *38%*	1 *2%* *30%*	1 *1%* *30%*
Don't know	**22** ***7%***	22 *7%* *100%*	22 *6%* *96%*	1 *25%* *4%*	2 *4%* *10%*	20 *7%* *90%*	20 *7%* *90%*	11 *6%* *50%*	9 *10%* *40%* X	10 *10%* *45%* X
Net: 10/9/8/7	**192** ***56%***	192 *56%* *100%*	190 *56%* *99%*	2 *54%* *1%*	30 *61%* *15%* Y	160 *55%* *83%*	162 *55%* *84%*	117 *58%* *61%* Y	45 *50%* *23%*	51 *51%* *27%*
Net: 10/9	**51** ***15%***	51 *15%* *100%*	51 *15%* *99%*	1 *18%* *1%*	6 *13%* *12%*	45 *16%* *87%*	45 *15%* *87%*	31 *15%* *61%*	13 *15%* *26%*	15 *15%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 94

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
Net: 6/5/4	**103** ***30%***	103 *30%* *100%*	102 *30%* *99%*	1 *21%* *1%*	15 *31%* *14%*	87 *30%* *84%*	88 *30%* *86%*	61 *30%* *59%*	27 *30%* *26%*	30 *30%* *29%*
Net: 3/2/1	**23** ***7%***	23 *7%* *100%*	23 *7%* *100%*	- - -	2 *4%* *8%*	22 *7%* *92%*	22 *7%* *92%*	13 *7%* *56%*	8 *9%* *36%*	8 *8%* *36%*
Mean	**6.72**	6.72	6.71	7.62	6.79	6.71	6.71	6.75	6.60	6.66
Standard Deviation	**2.01**	2.01	2.01	1.90	1.95	2.03	2.02	2.00	2.10	2.06

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 in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Total (Wtd)	**168**	78 *46%*	90 *54%*	14** *8%* **	29* *17%* *	27* *16%* *	37 *22%*	31* *18%* *	31* *19%* *	29* *17%* *	79 *47%*	60 *36%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
10	**47** ***28%***	20 *25%* *42%*	27 *30%* *58%*	2 *16%* *5%*	7 *23%* *14%*	6 *21%* *12%*	14 *37%* *29%* E	11 *35%* *23%*	8 *27%* *18%*	10 *33%* *21%*	20 *26%* *43%*	17 *29%* *36%*
9	**30** ***18%***	15 *19%* *49%*	15 *17%* *51%*	2 *15%* *7%*	6 *20%* *20%*	5 *20%* *18%*	7 *19%* *23%*	5 *16%* *16%*	5 *16%* *16%*	4 *14%* *14%*	14 *18%* *47%*	12 *20%* *40%*
8	**36** ***22%***	19 *24%* *53%*	17 *19%* *47%*	3 *24%* *9%*	8 *27%* *22%*	7 *24%* *18%*	5 *15%* *15%*	6 *21%* *17%*	7 *22%* *19%*	5 *18%* *15%*	17 *21%* *47%*	14 *23%* *39%*
7	**19** ***11%***	8 *10%* *41%*	11 *12%* *59%*	2 *11%* *8%*	2 *6%* *10%*	4 *17%* *24%*	3 *9%* *18%*	3 *10%* *16%*	4 *14%* *24%*	4 *13%* *20%*	10 *13%* *54%*	5 *8%* *26%*
6	**9** ***6%***	4 *6%* *45%*	5 *6%* *55%*	2 *12%* *17%*	* *1%* *4%*	1 *5%* *15%*	1 *4%* *14%*	2 *6%* *21%*	3 *9%* *29%* D	1 *4%* *13%*	4 *5%* *39%*	5 *8%* *48%*
5	**14** ***9%***	6 *8%* *42%*	8 *9%* *58%*	2 *17%* *16%*	3 *10%* *21%*	1 *4%* *8%*	4 *11%* *28%*	2 *6%* *13%*	2 *7%* *15%*	2 *6%* *12%*	8 *10%* *57%*	4 *7%* *31%*

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 in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
4	**3** ***2%***	1 *2%* *48%*	1 *2%* *52%*	- - -	* *1%* *15%*	* *1%* *11%*	* *1%* *12%*	* *1%* *9%*	1 *4%* *52%*	1 *3%* *30%*	1 *1%* *39%*	1 *1%* *31%*
3	**2** ***1%***	2 *2%* *72%*	1 *1%* *28%*	* *3%* *15%*	- - -	* *1%* *12%*	1 *3%* *39%*	1 *3%* *34%*	- - -	1 *2%* *25%*	2 *2%* *75%*	- - -
2	**2** ***1%***	1 *1%* *39%*	1 *1%* *61%*	- - -	* *1%* *25%*	* *1%* *22%*	* *1%* *19%*	1 *2%* *33%*	- - -	1 *3%* *55%* K	1 *1%* *45%*	- - -
1	**2** ***1%***	1 *1%* *74%*	* * *26%*	- - -	- - -	1 *3%* *54%*	* *1%* *20%*	* *1%* *26%*	- - -	* *1%* *20%*	* * *20%*	1 *2%* *59%*
Don't know	**4** ***2%***	1 *2%* *37%*	2 *3%* *63%*	* *3%* *10%*	3 *9%* *68%* EFG H	* *1%* *8%*	* *1%* *8%*	* * *	* *1%* *7%*	1 *2%* *14%*	2 *3%* *55%*	1 *2%* *31%*
Net: 10/9/8/7	**132** ***79%***	61 *79%* *46%*	71 *79%* *54%*	9 *66%* *7%*	22 *77%* *17%*	22 *82%* *17%*	29 *80%* *22%*	25 *81%* *19%*	25 *79%* *19%*	23 *79%* *17%*	61 *77%* *46%*	48 *80%* *36%*
Net: 10/9	**77** ***46%***	35 *44%* *45%*	43 *47%* *55%*	4 *31%* *6%*	13 *43%* *16%*	11 *41%* *14%*	21 *56%* *27%*	16 *51%* *20%*	13 *43%* *17%*	14 *48%* *18%*	34 *43%* *44%*	29 *49%* *38%*
Net: 6/5/4	**26** ***16%***	12 *15%* *44%*	15 *16%* *56%*	4 *28%* *15%*	4 *13%* *14%*	3 *11%* *11%*	6 *15%* *21%*	4 *13%* *16%*	6 *20%* *24%*	4 *13%* *14%*	13 *16%* *49%*	10 *16%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 95

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
Net: 3/2/1	**6** **3%**	4 *5%* *63%*	2 *2%* *37%*	* *3%* *7%*	* *1%* *7%*	1 *6%* *27%* H	2 *4%* *28%*	2 *6%* *31%* H	- - -	2 *6%* *32%*	3 *4%* *51%*	1 *2%* *17%*
Mean	**8.01**	7.93	8.07	7.47	8.15	7.82	8.18	8.08	8.00	7.94	7.91	8.16
Standard Deviation	**1.98**	2.05	1.93	1.91	1.80	2.12	2.12	2.16	1.78	2.28	1.97	1.87

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 100%	472 97%	10 2%	61 13%	420 86%	425 87%	282 58%	142 29%	155 32%
Total (Wtd)	**168**	168 100%	166 99%	2** 1% **	20* 12% *	145 86%	147 87%	98 59%	48 29%	53 31%
Effective Total	**441**	441	434	7	55	380	385	255	129	139
10	**47** **28%**	47 28% 100%	47 28% 99%	* 11% 1%	6 29% 13%	40 28% 85%	41 28% 87%	29 29% 61%	12 25% 26%	14 27% 30%
9	**30** **18%**	30 18% 100%	30 18% 98%	1 34% 2%	3 13% 9%	28 19% 91%	28 19% 91%	20 20% 65%	8 16% 26%	8 15% 26%
8	**36** **22%**	36 22% 100%	36 22% 99%	* 13% 1%	4 18% 10%	32 22% 88%	32 22% 88%	22 22% 61%	10 20% 27%	10 20% 29%
7	**19** **11%**	19 11% 100%	18 11% 99%	* 13% 1%	4 22% 24% VWX	13 9% 72%	14 10% 76%	8 8% 43%	6 13% 33%	6 12% 35%
6	**9** **6%**	9 6% 100%	9 6% 100%	- - -	1 4% 8%	9 6% 92%	9 6% 92%	6 6% 60%	3 6% 33%	3 6% 33%
5	**14** **9%**	14 9% 100%	14 8% 97%	* 18% 3%	1 7% 10%	13 9% 88%	13 9% 88%	7 7% 48%	5 11% 37%	6 12% 44%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Effective Total	**441**	441	434	7	55	380	385	255	129	139
4	**3** **2%**	3 2% 100%	3 2% 100%	- - -	* 2% 15%	2 2% 85%	2 2% 85%	1 1% 46%	1 2% 39%	1 2% 39%
3	**2** **1%**	2 1% 100%	2 1% 100%	- - -	1 3% 25%	2 1% 75%	2 1% 75%	1 1% 39%	1 2% 37%	1 2% 37%
2	**2** **1%**	2 1% 100%	2 1% 100%	* * *	* * *	2 1% 100%	2 1% 100%	1 1% 83%	* 1% 17%	1 1% 33%
1	**2** **1%**	2 1% 100%	2 1% 100%	- - -	* 2% 20%	1 1% 80%	1 1% 80%	1 1% 80%	* * *	* * *
Don't know	**4** **2%**	4 2% 100%	4 2% 94%	* 11% 6%	- - -	4 3% 100%	4 3% 100%	2 2% 61%	2 3% 39%	2 3% 46%
Net: 10/9/8/7	**132** **79%**	132 79% 100%	131 79% 99%	2 71% 1%	17 83% 13%	113 78% 85%	115 78% 87%	79 80% 60%	36 75% 27%	39 74% 29%
Net: 10/9	**77** **46%**	77 46% 100%	76 46% 99%	1 45% 1%	9 43% 11%	68 47% 87%	69 47% 89%	49 49% 63%	20 42% 26%	22 42% 28%
Net: 6/5/4	**26** **16%**	26 16% 100%	26 16% 99%	* 18% 1%	3 13% 10%	24 16% 89%	24 16% 89%	14 14% 52%	9 20% 36%	11 20% 40%

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	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
Net: 3/2/1	**6** **3%**	6 *3%* *100%*	6 *3%* *100%*	* * *	1 *5%* *16%*	5 *3%* *84%*	5 *3%* *84%*	4 *4%* *63%*	1 *2%* *21%*	1 *3%* *25%*
Mean	**8.01**	8.01	8.01	7.89	7.88	8.02	8.03	8.12	7.86	7.85
Standard Deviation	**1.98**	1.98	1.99	-	2.08	1.98	1.98	1.99	1.94	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 96

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**43** ***25%***	17 *22%* *39%*	26 *27%* *61%*	2 *11%* *4%*	6 *18%* *15%*	10 *33%* *23%* D	9 *27%* *20%*	9 *31%* *21%* D	7 *22%* *17%*	7 *29%* *17%*	20 *23%* *47%*	16 *25%* *37%*
9	**25** ***14%***	11 *15%* *45%*	14 *14%* *55%*	2 *11%* *6%*	3 *9%* *13%*	4 *13%* *16%*	6 *17%* *22%*	4 *13%* *15%*	7 *20%* *27%* D	3 *11%* *11%*	12 *14%* *48%*	10 *16%* *41%*
8	**41** ***24%***	13 *17%* *32%*	28 *29%* *68%* A	4 *26%* *9%*	7 *19%* *16%*	9 *30%* *21%*	8 *23%* *18%*	6 *21%* *15%*	8 *26%* *20%*	5 *22%* *13%*	20 *23%* *49%*	16 *25%* *38%*
7	**20** ***12%***	11 *14%* *54%*	9 *10%* *46%*	4 *30%* *20%*	6 *16%* *28%* H	3 *9%* *13%*	3 *8%* *13%*	3 *11%* *17%*	2 *6%* *9%*	3 *14%* *17%*	12 *13%* *58%*	5 *8%* *25%*
6	**13** ***7%***	7 *10%* *58%*	6 *6%* *42%*	1 *6%* *6%*	5 *14%* *39%* E	1 *4%* *9%*	2 *5%* *13%*	2 *6%* *14%*	3 *8%* *19%*	3 *10%* *20%*	7 *8%* *55%*	3 *5%* *25%*
5	**17** ***10%***	9 *11%* *51%*	8 *9%* *49%*	1 *8%* *6%*	5 *14%* *29%*	2 *7%* *12%*	4 *13%* *24%*	2 *6%* *10%*	3 *10%* *18%*	2 *6%* *9%*	9 *10%* *52%*	7 *11%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 96

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**4** ***2%***	2 *3%* *60%*	1 *2%* *40%*	* *3%* *10%*	1 *3%* *28%*	- - -	1 *3%* *29%*	1 *3%* *22%*	* *1%* *11%*	- - -	1 *2%* *37%*	2 *4%* *63%*
3	**1** ***1%***	* *1%* *29%*	1 *1%* *71%*	- - -	1 *2%* *59%*	- - -	* *1%* *23%*	- - -	* *1%* *18%*	* *1%* *23%*	1 *1%* *77%*	- - -
2	**2** ***1%***	1 *1%* *47%*	1 *1%* *53%*	1 *6%* *33%*	1 *2%* *34%*	* *1%* *14%*	- - -	- - -	* *1%* *18%*	1 *3%* *33%*	1 *1%* *48%*	* *1%* *18%*
1	**3** ***2%***	2 *3%* *80%* B	1 *1%* *20%*	- - -	* *1%* *15%*	- - -	1 *3%* *33%*	1 *4%* *43%*	* *1%* *9%*	1 *2%* *20%*	2 *2%* *65%*	* *1%* *15%*
Don't know	**5** ***3%***	3 *3%* *55%*	2 *2%* *45%*	- - -	1 *3%* *22%*	1 *3%* *20%*	- - -	1 *4%* *25%*	2 *5%* *32%* F	* *1%* *7%*	2 *2%* *44%*	2 *4%* *50%*
Net: 10/9/8/7	**129** ***74%***	52 *68%* *40%*	77 *79%* *60%* A	11 *78%* *8%*	22 *61%* *17%*	25 *85%* *20%* D	25 *75%* *19%*	22 *77%* *17%* D	24 *74%* *19%*	19 *75%* *14%*	64 *73%* *49%*	47 *75%* *36%*
Net: 10/9	**68** ***39%***	28 *37%* *41%*	40 *41%* *59%*	3 *23%* *5%*	10 *27%* *14%*	14 *47%* *21%* D	14 *44%* *21%* D	13 *44%* *19%* D	14 *43%* *21%* D	10 *40%* *15%*	32 *37%* *47%*	26 *42%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 96

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**34** ***19%***	18 *24%* *54%* B	15 *16%* *46%*	2 *16%* *7%*	11 *31%* *33%* EG	3 *11%* *10%*	7 *21%* *20%*	4 *15%* *13%*	6 *18%* *18%*	4 *17%* *12%*	17 *20%* *51%*	12 *20%* *36%*
Net: 3/2/1	**7** ***4%***	4 *5%* *58%*	3 *3%* *42%*	1 *6%* *12%*	2 *6%* *31%*	* *1%* *5%*	1 *4%* *19%*	1 *4%* *19%*	1 *3%* *14%*	2 *7%* *25%* K	4 *5%* *61%*	1 *1%* *13%*
Mean	**7.75**	7.46	7.99 A	7.24	7.13	8.38 D F	7.77	7.93 D	7.93 D	7.74	7.64	7.92
Standard Deviation	**2.08**	2.26	1.91	2.00	2.16	1.66	2.22	2.27	1.97	2.27	2.13	1.96

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 96

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales	White	Other	Terrestrial TV only	Digital TV	Multi-channel TV	Cable/ Satellite	Freeview Only	Freeview /Freesat Only
		(P)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**43** ***25%***	43 *25%* *100%*	43 *25%* *99%*	* *29%* *1%*	8 *27%* *18%*	35 *24%* *81%*	36 *24%* *82%*	26 *25%* *60%*	10 *24%* *23%*	11 *23%* *25%*
9	**25** ***14%***	25 *14%* *100%*	25 *14%* *100%*	- - -	4 *15%* *17%*	20 *14%* *81%*	20 *14%* *83%*	15 *15%* *61%*	5 *13%* *22%*	6 *13%* *24%*
8	**41** ***24%***	41 *24%* *100%*	41 *24%* *100%*	* *16%* *	7 *26%* *18%*	34 *23%* *81%*	34 *23%* *81%*	23 *22%* *56%*	10 *25%* *25%*	12 *25%* *29%*
7	**20** ***12%***	20 *12%* *100%*	19 *11%* *96%*	1 *56%* *4%*	2 *8%* *11%*	18 *12%* *89%*	18 *12%* *89%*	14 *13%* *67%*	4 *10%* *21%*	5 *11%* *26%*
6	**13** ***7%***	13 *7%* *100%*	13 *8%* *100%*	- - -	3 *9%* *20%*	10 *7%* *80%*	10 *7%* *80%*	8 *7%* *59%*	3 *7%* *21%*	4 *7%* *27%*
5	**17** ***10%***	17 *10%* *100%*	17 *10%* *100%*	- - -	2 *8%* *13%*	15 *10%* *87%*	15 *10%* *87%*	11 *10%* *64%*	4 *9%* *23%*	4 *9%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 96

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *3%* *22%*	3 *2%* *68%*	3 *2%* *78%*	2 *2%* *51%*	1 *2%* *28%*	1 *3%* *36%*
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *30%*	1 *1%* *70%*	1 *1%* *70%*	1 *1%* *70%*	- - -	- - -
2	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	1 *3%* *33%* X	2 *1%* *67%*	2 *1%* *67%*	* * *14%*	1 *3%* *53%* X	1 *3%* *53%* X
1	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	- - -	3 *2%* *100%*	3 *2%* *100%*	2 *2%* *68%*	1 *2%* *32%*	1 *2%* *32%*
Don't know	**5** ***3%***	5 *3%* *100%*	5 *3%* *100%*	- - -	- - -	5 *3%* *100%*	5 *3%* *100%*	3 *3%* *61%*	2 *4%* *39%*	2 *4%* *45%*
Net: 10/9/8/7	**129** ***74%***	129 *74%* *100%*	128 *74%* *99%*	1 *100%* *1%*	21 *76%* *17%*	106 *74%* *82%*	107 *74%* *83%*	77 *75%* *60%*	30 *72%* *23%*	34 *72%* *26%*
Net: 10/9	**68** ***39%***	68 *39%* *100%*	68 *39%* *99%*	* *29%* *1%*	12 *42%* *18%*	55 *38%* *81%*	56 *39%* *82%*	41 *39%* *60%*	15 *37%* *22%*	17 *35%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 96

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**34** ***19%***	34 *19%* *100%*	34 *20%* *100%*	- - -	6 *20%* *17%*	28 *19%* *82%*	28 *19%* *83%*	20 *20%* *60%*	8 *18%* *23%*	9 *19%* *27%*
Net: 3/2/1	**7** ***4%***	7 *4%* *100%*	7 *4%* *100%*	- - -	1 *4%* *18%*	5 *4%* *82%*	5 *4%* *82%*	3 *3%* *49%*	2 *5%* *33%*	2 *4%* *33%*
Mean	**7.75**	7.75	7.75	8.01	7.83	7.73	7.74	7.78	7.64	7.63
Standard Deviation	**2.08**	2.08	2.09	-	2.08	2.09	2.09	2.04	2.24	2.18

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**47** ***27%***	18 *24%* *39%*	29 *30%* *61%*	1 *8%* *2%*	6 *18%* *14%*	10 *33%* *21%* D	12 *37%* *26%* D	9 *33%* *20%* D	8 *25%* *17%*	9 *35%* *18%*	21 *24%* *44%*	18 *29%* *38%*
9	**27** ***16%***	12 *16%* *45%*	15 *15%* *55%*	5 *33%* *17%*	5 *13%* *18%*	6 *21%* *23%* G	4 *12%* *15%*	3 *10%* *11%*	5 *14%* *17%*	3 *11%* *10%*	15 *18%* *57%*	9 *14%* *33%*
8	**39** ***23%***	15 *19%* *37%*	25 *25%* *63%*	2 *16%* *6%*	9 *26%* *24%*	6 *19%* *14%*	7 *22%* *18%*	7 *26%* *19%*	8 *24%* *20%*	4 *17%* *11%*	22 *26%* *57%*	13 *21%* *32%*
7	**25** ***14%***	12 *16%* *49%*	13 *13%* *51%*	4 *27%* *15%*	6 *18%* *26%*	3 *10%* *12%*	3 *10%* *13%*	3 *11%* *13%*	5 *16%* *21%*	4 *15%* *15%*	12 *13%* *47%*	9 *15%* *38%*
6	**11** ***6%***	6 *8%* *57%*	5 *5%* *43%*	1 *10%* *13%*	3 *9%* *30%*	2 *6%* *16%*	2 *5%* *16%*	1 *4%* *10%*	2 *5%* *15%*	3 *13%* *30%* J	3 *4%* *30%*	4 *7%* *40%*
5	**11** ***6%***	5 *6%* *46%*	6 *6%* *54%*	* *3%* *4%*	3 *7%* *25%*	1 *4%* *11%*	3 *9%* *29%*	2 *6%* *15%*	2 *6%* *17%*	1 *3%* *6%*	7 *8%* *63%*	3 *5%* *31%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**2** ***1%***	1 *1%* *46%*	1 *1%* *54%*	- - -	1 *4%* *63%*	- - -	* *1%* *14%*	* *1%* *12%*	* *1%* *11%*	- - -	2 *2%* *71%*	1 *1%* *29%*
3	**1** *****	1 *1%* *100%*	- - -	- - -	- - -	- - -	* *1%* *52%*	* *1%* *48%*	- - -	- - -	1 *1%* *100%*	- - -
2	**1** ***1%***	1 *1%* *100%*	- - -	- - -	* *1%* *41%*	* *1%* *34%*	- - -	* *1%* *24%*	- - -	* *2%* *41%*	1 *1%* *59%*	- - -
1	**3** ***2%***	2 *3%* *84%* B	* * *16%*	* *3%* *14%*	- - -	* *1%* *12%*	* *1%* *12%*	1 *2%* *27%*	1 *3%* *35%*	1 *3%* *26%*	1 *1%* *41%*	1 *1%* *33%*
Don't know	**8** ***4%***	3 *5%* *45%*	4 *4%* *55%*	- - -	1 *4%* *19%*	2 *5%* *20%*	* *1%* *4%*	2 *6%* *24%* F	3 *8%* *33%* F	* *1%* *4%*	3 *4%* *44%*	4 *6%* *52%*
Net: 10/9/8/7	**138** ***80%***	57 *75%* *41%*	81 *83%* *59%* A	12 *84%* *8%*	27 *75%* *19%*	25 *83%* *18%*	27 *81%* *19%*	23 *79%* *17%*	25 *78%* *18%*	20 *79%* *14%*	70 *80%* *51%*	49 *79%* *35%*
Net: 10/9	**74** ***43%***	30 *39%* *41%*	44 *45%* *59%*	6 *42%* *8%*	11 *31%* *15%*	16 *54%* *22%* D	16 *49%* *22%* D	12 *42%* *17%*	13 *39%* *17%*	11 *46%* *15%*	36 *41%* *49%*	27 *43%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 97

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**24** ***14%***	12 *16%* *51%*	12 *12%* *49%*	2 *13%* *8%*	7 *20%* *31%*	3 *10%* *12%*	5 *16%* *22%*	3 *10%* *12%*	4 *11%* *15%*	4 *16%* *16%*	12 *13%* *49%*	8 *13%* *35%*
Net: 3/2/1	**4** ***2%***	4 *5%* *90%* B	* * *10%*	* *3%* *9%*	* *1%* *10%*	1 *2%* *15%*	1 *2%* *15%*	1 *4%* *29%*	1 *3%* *22%*	1 *4%* *26%*	2 *3%* *53%*	1 *1%* *21%*
Mean	**8.04**	7.73	8.28 A	7.75	7.67	8.41 D	8.22	8.10	7.98	8.03	7.98	8.13
Standard Deviation	**1.90**	2.16	1.64	1.77	1.78	1.80	1.93	2.11	1.98	2.15	1.89	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 97

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**47** ***27%***	47 *27%* *100%*	47 *27%* *100%*	* *16%* *	8 *27%* *16%*	38 *27%* *81%*	39 *27%* *83%*	27 *26%* *58%*	12 *28%* *25%*	14 *29%* *29%*
9	**27** ***16%***	27 *16%* *100%*	27 *16%* *100%*	- - -	4 *15%* *15%*	22 *16%* *83%*	23 *16%* *85%*	18 *17%* *67%*	5 *12%* *18%*	5 *10%* *18%*
8	**39** ***23%***	39 *23%* *100%*	39 *23%* *100%*	- - -	8 *27%* *20%*	32 *22%* *80%*	32 *22%* *80%*	24 *23%* *60%*	8 *19%* *20%*	9 *19%* *23%*
7	**25** ***14%***	25 *14%* *100%*	24 *14%* *97%*	1 *56%* *3%*	3 *11%* *12%*	22 *15%* *86%*	22 *15%* *88%*	14 *14%* *57%*	8 *18%* *31%*	10 *20%* *38%*
6	**11** ***6%***	11 *6%* *100%*	11 *6%* *100%*	- - -	2 *6%* *15%*	9 *6%* *85%*	9 *6%* *85%*	7 *7%* *62%*	2 *6%* *22%*	3 *6%* *26%*
5	**11** ***6%***	11 *6%* *100%*	10 *6%* *96%*	* *29%* *4%*	2 *7%* *18%*	9 *6%* *82%*	9 *6%* *82%*	7 *7%* *64%*	2 *5%* *18%*	2 *5%* *21%*

GfK NOP

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	1 *2%* *28%*	2 *1%* *72%*	2 *1%* *72%*	1 *1%* *43%*	1 *2%* *29%*	1 *1%* *29%*
3	**1** *****	1 *** *100%*	1 *** *100%*	- - -	- - -	1 *** *100%*	1 *** *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *41%*	1 *** *59%*	1 *** *59%*	* *** *34%*	* *1%* *24%*	* *** *24%*
1	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	* *1%* *14%*	2 *2%* *86%*	2 *2%* *86%*	1 *1%* *49%*	1 *2%* *37%*	1 *2%* *37%*
Don't know	**8** ***4%***	8 *4%* *100%*	8 *4%* *100%*	- - -	1 *3%* *11%*	7 *5%* *89%*	7 *5%* *89%*	4 *4%* *56%*	3 *6%* *33%*	3 *6%* *37%*
Net: 10/9/8/7	**138** ***80%***	138 *80%* *100%*	138 *80%* *99%*	1 *71%* *1%*	23 *80%* *16%*	114 *79%* *82%*	115 *79%* *83%*	83 *80%* *60%*	32 *78%* *23%*	37 *78%* *27%*
Net: 10/9	**74** ***43%***	74 *43%* *100%*	74 *43%* *100%*	* *16%* *	12 *42%* *16%*	61 *42%* *82%*	62 *43%* *84%*	45 *44%* *61%*	17 *40%* *22%*	18 *39%* *25%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Wales provide a wide range of good quality news about Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**24** ***14%***	24 *14%* *100%*	23 *14%* *98%*	* *29%* *2%*	4 *15%* *18%*	20 *14%* *82%*	20 *13%* *82%*	15 *14%* *61%*	5 *12%* *21%*	6 *12%* *24%*
Net: 3/2/1	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *3%* *19%*	3 *2%* *81%*	3 *2%* *81%*	2 *2%* *39%*	2 *4%* *43%*	2 *4%* *43%*
Mean	**8.04**	8.04	8.05	6.89	8.00	8.03	8.04	8.10	7.90	7.92
Standard Deviation	**1.90**	1.90	1.90	-	1.98	1.89	1.89	1.81	2.10	2.04

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 98

Absolutes/col/row percents

9 Jul 2009

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 in Wales

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	596	975	488	491	491
Total (Wtd)	257	208	341	168	174	174
Effective Total	677	541	890	441	453	453
10	24 *10%*	18 *9%*	24 *7%*	47 *28%*	43 *25%*	47 *27%*
9	34 *13%*	20 *10%*	27 *8%*	30 *18%*	25 *14%*	27 *16%*
8	69 *27%*	51 *25%*	78 *23%*	36 *22%*	41 *24%*	39 *23%*
7	39 *15%*	34 *16%*	63 *18%*	19 *11%*	20 *12%*	25 *14%*
6	23 *9%*	24 *11%*	41 *12%*	9 *6%*	13 *7%*	11 *6%*
5	28 *11%*	23 *11%*	43 *13%*	14 *9%*	17 *10%*	11 *6%*
4	11 *4%*	11 *5%*	19 *6%*	3 *2%*	4 *2%*	2 *1%*
3	9 *3%*	3 *2%*	13 *4%*	2 *1%*	1 *1%*	1 *
2	3 *1%*	3 *2%*	6 *2%*	2 *1%*	2 *1%*	1 *1%*
1	4 *2%*	3 *2%*	5 *1%*	2 *1%*	3 *2%*	3 *2%*
Don't know	12 *5%*	18 *8%*	22 *7%*	4 *2%*	5 *3%*	8 *4%*
Net: 10/9/8/7	166 *65%*	123 *59%*	192 *56%*	132 *79%*	129 *74%*	138 *80%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 98

Absolutes/col/row percents

9 Jul 2009

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 in Wales

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	596	975	488	491	491
Effective Total	677	541	890	441	453	453
Net: 10/9	59 *23%*	38 *18%*	51 *15%*	77 *46%*	68 *39%*	74 *43%*
Net: 6/5/4	62 *24%*	58 *28%*	103 *30%*	26 *16%*	34 *19%*	24 *14%*
Net: 3/2/1	16 *6%*	10 *5%*	23 *7%*	6 *3%*	7 *4%*	4 *2%*
Mean	7.10	6.96	6.72	8.01	7.75	8.04
Standard Deviation	2.05	2.00	2.01	1.98	2.08	1.90

GfK NOP

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Total (Wtd)	**138**	66 *48%*	72 *52%*	18* *13%* *	33 *24%*	21 *16%*	28 *21%*	19 *14%*	17* *12%* *	26 *19%*	74 *54%*	38 *27%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
10	**22** ***16%***	9 *14%* *42%*	13 *18%* *58%*	3 *16%* *13%*	6 *18%* *28%*	3 *16%* *16%*	4 *13%* *16%*	3 *16%* *14%*	3 *15%* *12%*	5 *19%* *23%*	11 *15%* *52%*	5 *14%* *25%*
9	**25** ***18%***	12 *18%* *47%*	13 *19%* *53%*	2 *11%* *8%*	6 *19%* *26%*	4 *17%* *15%*	6 *21%* *23%*	3 *16%* *13%*	4 *21%* *15%*	4 *15%* *16%*	13 *17%* *51%*	8 *22%* *33%*
8	**35** ***26%***	16 *24%* *45%*	19 *27%* *55%*	5 *27%* *14%*	7 *22%* *21%*	5 *25%* *15%*	7 *24%* *19%*	6 *30%* *17%*	5 *29%* *14%*	7 *27%* *20%*	19 *26%* *54%*	9 *24%* *26%*
7	**24** ***17%***	14 *21%* *58%* B	10 *14%* *42%*	4 *20%* *15%*	5 *16%* *22%*	3 *16%* *14%*	5 *18%* *21%*	3 *15%* *12%*	4 *22%* *16%*	6 *21%* *23%*	13 *17%* *52%*	6 *16%* *24%*
6	**12** ***8%***	5 *8%* *45%*	6 *9%* *55%*	2 *12%* *19%* H	3 *10%* *28%*	2 *11%* *19%*	2 *6%* *16%*	1 *7%* *12%*	1 *3%* *5%*	1 *5%* *11%*	7 *10%* *61%*	3 *9%* *28%*
5	**6** ***4%***	3 *5%* *56%*	3 *4%* *44%*	* *3%* *8%*	1 *3%* *16%*	1 *6%* *22%*	1 *4%* *21%*	1 *5%* *16%*	1 *6%* *18%*	* *2%* *8%*	4 *6%* *75%*	1 *3%* *18%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
4	**3** ***3%***	2 *3%* *63%*	1 *2%* *37%*	1 *4%* *20%*	1 *4%* *37%*	* * *	1 *3%* *26%*	* *1%* *7%*	* *2%* *9%*	1 *5%* *36%*	1 *2%* *37%*	1 *2%* *27%*
3	**4** ***3%***	2 *4%* *56%*	2 *3%* *44%*	1 *3%* *15%*	1 *4%* *29%*	* *1%* *5%*	1 *4%* *29%*	1 *5%* *23%* H	- - -	1 *2%* *13%*	1 *2%* *35%*	2 *6%* *52%* J
2	**1** ***1%***	1 *1%* *77%*	* * *23%*	- - -	* *1%* *24%*	* *1%* *20%*	* *1%* *18%*	* *1%* *15%*	* *1%* *23%*	* *1%* *15%*	1 *1%* *62%*	* *1%* *23%*
1	**2** ***1%***	1 *1%* *62%*	1 *1%* *38%*	* *1%* *15%*	* *1%* *29%*	- - -	1 *3%* *56%*	- - -	* * *	* *1%* *15%*	1 *1%* *65%*	* *1%* *20%*
Don't know	**4** ***3%***	1 *1%* *19%*	3 *5%* *81%* A	1 *3%* *14%*	1 *2%* *15%*	1 *7%* *35%* H	1 *3%* *23%*	* *3%* *12%*	- - -	1 *2%* *14%*	2 *3%* *57%*	1 *3%* *28%*
Net: 10/9/8/7	**106** ***77%***	50 *76%* *48%*	55 *77%* *52%*	13 *73%* *13%*	25 *76%* *24%*	16 *75%* *15%*	21 *75%* *20%*	15 *78%* *14%*	15 *87%* *14%* CDEF	22 *83%* *21%*	56 *75%* *53%*	28 *76%* *27%*
Net: 10/9	**47** ***34%***	21 *31%* *44%*	26 *36%* *56%*	5 *27%* *11%*	13 *38%* *27%*	7 *34%* *15%*	9 *33%* *20%*	6 *33%* *13%*	6 *36%* *13%*	9 *35%* *19%*	24 *33%* *52%*	14 *36%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 99

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
Net: 6/5/4	**21** ***15%***	11 *16%* *51%*	10 *14%* *49%*	3 *19%* *16%*	5 *16%* *26%*	4 *17%* *17%*	4 *14%* *19%*	3 *13%* *12%*	2 *11%* *9%*	3 *11%* *14%*	13 *17%* *61%*	5 *14%* *25%*
Net: 3/2/1	**7** ***5%***	4 *6%* *61%*	3 *4%* *39%*	1 *5%* *12%*	2 *6%* *28%*	* *2%* *6%*	2 *8%* *34%* EH	1 *6%* *17%*	* *1%* *3%*	1 *4%* *14%*	3 *4%* *46%*	3 *7%* *40%*
Mean	**7.63**	7.43	7.83 A	7.48	7.64	7.83	7.40	7.68	7.89	7.78	7.61	7.59
Standard Deviation	**1.93**	2.02	1.83	1.96	2.06	1.69	2.21	1.91	1.63	1.89	1.92	2.03

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 99

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Total (Wtd)	**138**	138 *100%*	136 *99%*	1** *1%* ****	26 *19%*	110 *80%*	112 *81%*	77 *56%*	35 *25%*	39 *28%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
10	**22** ***16%***	22 *16%* *100%*	22 *16%* *100%*	- - -	4 *16%* *19%*	18 *16%* *81%*	18 *16%* *81%*	13 *17%* *61%*	4 *12%* *19%*	5 *12%* *21%*
9	**25** ***18%***	25 *18%* *100%*	25 *18%* *100%*	- - -	5 *20%* *21%*	19 *17%* *77%*	20 *17%* *79%*	13 *17%* *53%*	6 *18%* *26%*	7 *19%* *29%*
8	**35** ***26%***	35 *26%* *100%*	34 *25%* *98%*	1 *48%* *2%*	5 *21%* *15%*	30 *27%* *84%*	30 *27%* *85%*	20 *26%* *56%*	10 *28%* *28%*	10 *27%* *30%*
7	**24** ***17%***	24 *17%* *100%*	24 *17%* *99%*	* *18%* *1%*	5 *19%* *21%*	18 *17%* *77%*	19 *17%* *79%*	12 *15%* *49%*	7 *21%* *30%*	8 *21%* *34%*
6	**12** ***8%***	12 *8%* *100%*	11 *8%* *98%*	* *14%* *2%*	2 *7%* *15%*	10 *9%* *84%*	10 *9%* *85%*	7 *9%* *59%*	3 *9%* *26%*	3 *8%* *26%*
5	**6** ***4%***	6 *4%* *100%*	6 *4%* *100%*	- - -	1 *5%* *23%*	4 *4%* *75%*	5 *4%* *77%*	3 *4%* *47%*	2 *5%* *30%*	2 *5%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
4	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	1 *3%* *26%*	2 *2%* *67%*	3 *2%* *74%*	2 *3%* *63%*	* *1%* *11%*	* *1%* *11%*
3	**4** ***3%***	4 *3%* *100%*	4 *3%* *97%*	* *10%* *3%*	1 *3%* *17%*	3 *3%* *83%*	3 *3%* *83%*	2 *3%* *60%*	1 *3%* *23%*	1 *3%* *26%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *77%*	* *1%* *23%*	* *1%* *41%*
1	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	* *1%* *14%*	1 *1%* *86%*	1 *1%* *86%*	1 *1%* *59%*	* *1%* *26%*	1 *2%* *47%*
Don't know	**4** ***3%***	4 *3%* *100%*	4 *3%* *97%*	* *10%* *3%*	1 *4%* *27%*	3 *3%* *73%*	3 *3%* *73%*	3 *3%* *64%*	* *1%* *9%*	* *1%* *9%*
Net: 10/9/8/7	**106** ***77%***	106 *77%* *100%*	105 *77%* *99%*	1 *66%* *1%*	20 *77%* *19%*	85 *77%* *80%*	86 *77%* *81%*	58 *76%* *55%*	28 *79%* *26%*	30 *79%* *29%*
Net: 10/9	**47** ***34%***	47 *34%* *100%*	47 *34%* *100%*	- - -	10 *37%* *21%*	37 *33%* *79%*	37 *33%* *79%*	26 *35%* *57%*	11 *30%* *23%*	12 *31%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 99

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
Net: 6/5/4	**21** ***15%***	21 *15%* *100%*	21 *15%* *99%*	* *14%* *1%*	4 *15%* *19%*	16 *15%* *78%*	17 *15%* *81%*	12 *15%* *56%*	5 *15%* *25%*	5 *14%* *26%*
Net: 3/2/1	**7** ***5%***	7 *5%* *100%*	7 *5%* *98%*	* *10%* *2%*	1 *4%* *14%*	6 *5%* *86%*	6 *5%* *86%*	4 *6%* *62%*	2 *5%* *24%*	2 *6%* *33%*
Mean	**7.63**	7.63	7.64	6.94	7.70	7.63	7.62	7.64	7.58	7.51
Standard Deviation	**1.93**	1.93	1.93	-	1.92	1.94	1.94	2.01	1.83	1.95

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Total (Wtd)	**115**	53 *46%*	61 *54%*	15* *13%* *	28 *24%*	22* *19%* *	25 *22%*	13* *11%* *	12* *11%* *	19* *17%* *	61 *53%*	35 *30%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
10	**20** ***17%***	8 *14%* *39%*	12 *19%* *61%*	2 *11%* *8%*	8 *27%* *39%* CF	4 *18%* *20%*	2 *9%* *12%*	2 *17%* *11%*	2 *16%* *10%*	3 *17%* *17%*	11 *18%* *54%*	6 *16%* *29%*
9	**17** ***15%***	7 *13%* *39%*	11 *17%* *61%*	3 *19%* *16%*	4 *13%* *20%*	3 *14%* *17%*	5 *18%* *27%*	1 *10%* *8%*	2 *17%* *12%*	3 *14%* *16%*	9 *15%* *54%*	5 *15%* *31%*
8	**28** ***25%***	13 *25%* *47%*	15 *25%* *53%*	3 *18%* *9%*	6 *21%* *21%*	7 *31%* *24%*	5 *21%* *19%*	4 *29%* *13%*	4 *31%* *14%*	4 *20%* *13%*	16 *26%* *57%*	9 *25%* *30%*
7	**17** ***15%***	9 *18%* *56%*	7 *12%* *44%*	1 *10%* *9%*	4 *16%* *27%*	2 *8%* *11%*	4 *17%* *26%*	2 *17%* *13%*	2 *19%* *14%*	3 *18%* *21%*	8 *14%* *51%*	5 *14%* *28%*
6	**11** ***10%***	5 *9%* *44%*	6 *10%* *56%*	2 *14%* *18%*	3 *10%* *24%*	1 *7%* *13%*	3 *11%* *26%*	1 *9%* *10%*	1 *8%* *9%*	1 *5%* *8%*	6 *10%* *55%*	4 *12%* *37%*
5	**7** ***6%***	4 *7%* *52%*	3 *5%* *48%*	2 *13%* *27%* DF H	1 *4%* *16%*	2 *10%* *31%* FH	1 *2%* *8%*	1 *8%* *15%*	* *1%* *2%*	2 *9%* *25%*	4 *7%* *58%*	1 *3%* *17%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 100

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
4	**4** ***3%***	3 *5%* *69%*	1 *2%* *31%*	1 *6%* *24%*	* *1%* *10%*	* *2%* *13%*	1 *5%* *37%*	* *4%* *12%*	* *1%* *4%*	* *2%* *12%*	1 *2%* *35%*	2 *6%* *53%*
3	**2** ***2%***	1 *2%* *66%*	1 *1%* *34%*	- - -	* *2%* *27%*	- - -	1 *4%* *51%*	* *2%* *14%*	* *1%* *9%*	1 *4%* *43%* J	* *1%* *27%*	1 *2%* *31%*
2	**1** ***1%***	1 *1%* *63%*	* *1%* *37%*	* *2%* *19%*	* *1%* *18%*	* *1%* *17%*	* *1%* *15%*	* *1%* *13%*	* *2%* *19%*	* *2%* *28%*	1 *1%* *54%*	* *1%* *19%*
1	**1** ***1%***	1 *1%* *55%*	1 *1%* *45%*	- - -	* *1%* *20%*	* *1%* *18%*	1 *3%* *62%*	- - -	- - -	1 *3%* *55%* J	* *** *18%*	* *1%* *27%*
Don't know	**6** ***6%***	3 *5%* *40%*	4 *6%* *60%*	1 *6%* *15%*	1 *5%* *22%*	2 *7%* *25%*	2 *7%* *28%*	* *2%* *4%*	* *3%* *6%*	1 *5%* *15%*	4 *6%* *57%*	2 *5%* *28%*
Net: 10/9/8/7	**82** ***72%***	37 *69%* *45%*	45 *73%* *55%*	9 *59%* *10%*	22 *77%* *26%* C	15 *71%* *19%*	17 *66%* *20%*	9 *74%* *12%*	10 *83%* *13%* CF	13 *70%* *16%*	45 *73%* *54%*	24 *70%* *30%*
Net: 10/9	**37** ***32%***	14 *27%* *39%*	23 *37%* *61%* A	4 *30%* *12%*	11 *40%* *30%*	7 *32%* *19%*	7 *28%* *19%*	4 *28%* *10%*	4 *33%* *11%*	6 *32%* *16%*	20 *33%* *54%*	11 *32%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 100

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
Net: 6/5/4	**22** ***19%***	11 *21%* *51%*	11 *18%* *49%*	5 *33%* *22%* DH	4 *15%* *19%*	4 *19%* *19%*	5 *19%* *22%*	3 *21%* *12%*	1 *11%* *6%*	3 *16%* *14%*	12 *19%* *52%*	7 *21%* *33%*
Net: 3/2/1	**4** ***4%***	3 *5%* *62%*	2 *3%* *38%*	* *2%* *6%*	1 *3%* *22%*	* *2%* *10%*	2 *7%* *43%*	* *3%* *10%*	* *3%* *10%*	2 *9%* *42%* J	1 *2%* *32%*	1 *3%* *26%*
Mean	**7.60**	7.35	7.83 A	7.24	7.96 C F	7.74	7.21	7.52	7.87 F	7.26	7.73 I	7.56
Standard Deviation	**1.95**	2.04	1.86	2.01	1.93	1.92	2.17	1.93	1.72	2.40	1.81	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 100

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Total (Wtd)	**115**	115 *100%*	114 *99%*	1** *1%* **	23* *20%* *	91 *79%*	92 *80%*	62 *54%*	30 *26%*	34 *29%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
10	**20** ***17%***	20 *17%* *100%*	20 *17%* *100%*	- - -	5 *23%* *27%*	14 *16%* *73%*	14 *16%* *73%*	10 *16%* *50%*	5 *16%* *24%*	5 *15%* *26%*
9	**17** ***15%***	17 *15%* *100%*	17 *15%* *100%*	- - -	3 *14%* *18%*	14 *15%* *79%*	14 *15%* *82%*	9 *14%* *49%*	5 *17%* *30%*	6 *16%* *32%*
8	**28** ***25%***	28 *25%* *100%*	28 *25%* *99%*	* *42%* *1%*	4 *19%* *15%*	24 *26%* *84%*	24 *26%* *85%*	15 *25%* *54%*	9 *29%* *31%*	10 *29%* *34%*
7	**17** ***15%***	17 *15%* *100%*	17 *15%* *100%*	- - -	3 *12%* *17%*	14 *15%* *83%*	14 *15%* *83%*	10 *17%* *62%*	4 *12%* *21%*	4 *11%* *23%*
6	**11** ***10%***	11 *10%* *100%*	11 *10%* *99%*	* *16%* *1%*	3 *13%* *25%*	8 *9%* *75%*	8 *9%* *75%*	6 *10%* *56%*	2 *7%* *18%*	2 *6%* *18%*
5	**7** ***6%***	7 *6%* *100%*	7 *6%* *96%*	* *29%* *4%*	1 *5%* *16%*	6 *6%* *82%*	6 *6%* *84%*	4 *7%* *58%*	2 *6%* *25%*	3 *8%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 100

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
4	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	1 *3%* *18%*	3 *3%* *78%*	3 *3%* *82%*	2 *3%* *50%*	1 *4%* *32%*	2 *5%* *41%*
3	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	- - -	2 *2%* *100%*	2 *2%* *100%*	1 *2%* *73%*	* *2%* *27%*	1 *2%* *40%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *48%*	1 *2%* *52%*	1 *2%* *52%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *65%*	* *1%* *35%*	1 *2%* *53%*
Don't know	**6** ***6%***	6 *6%* *100%*	6 *6%* *98%*	* *14%* *2%*	3 *11%* *39%* VWXZ	4 *4%* *61%*	4 *4%* *61%*	3 *4%* *40%*	1 *5%* *21%*	1 *4%* *21%*
Net: 10/9/8/7	**82** ***72%***	82 *72%* *100%*	82 *72%* *99%*	* *42%* *	15 *68%* *19%*	66 *72%* *80%*	67 *72%* *81%*	44 *71%* *54%*	22 *74%* *27%*	24 *72%* *29%*
Net: 10/9	**37** ***32%***	37 *32%* *100%*	37 *33%* *100%*	- - -	8 *37%* *23%*	28 *31%* *76%*	29 *31%* *77%*	18 *30%* *50%*	10 *33%* *27%*	11 *32%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 100

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
Net: 6/5/4	**22** ***19%***	22 *19%* *100%*	22 *19%* *98%*	* *44%* *2%*	5 *21%* *21%*	17 *19%* *78%*	17 *19%* *79%*	12 *20%* *56%*	5 *17%* *23%*	6 *18%* *28%*
Net: 3/2/1	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	- - -	4 *5%* *100%* U	4 *4%* *100%* U	3 *4%* *63%* U	2 *5%* *37%* U	2 *6%* *47%* U
Mean	**7.60**	7.60	7.61	6.63	7.95	7.53	7.53	7.49	7.57	7.45
Standard Deviation	**1.95**	1.95	1.95	-	1.76	1.99	1.99	1.97	2.08	2.16

GfK NOP

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Total (Wtd)	**204**	99 *48%*	105 *52%*	28 *14%*	49 *24%*	38 *19%*	39 *19%*	26 *13%*	23 *11%*	35 *17%*	110 *54%*	58 *29%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
10	**18** ***9%***	7 *7%* *37%*	11 *11%* *63%* A	2 *8%* *12%*	5 *9%* *26%*	4 *11%* *24%*	3 *8%* *18%*	2 *8%* *11%*	2 *7%* *9%*	3 *9%* *19%*	10 *9%* *55%*	5 *8%* *26%*
9	**16** ***8%***	6 *6%* *38%*	10 *9%* *62%*	2 *9%* *15%*	3 *6%* *19%*	3 *7%* *17%*	3 *8%* *20%*	2 *10%* *15%*	2 *9%* *14%*	2 *6%* *14%*	7 *7%* *45%*	7 *11%* *41%* J
8	**45** ***22%***	22 *23%* *50%*	23 *22%* *50%*	5 *18%* *11%*	11 *22%* *24%*	9 *24%* *21%*	8 *21%* *19%*	7 *25%* *14%*	5 *22%* *11%*	6 *17%* *14%*	26 *23%* *57%*	13 *23%* *30%*
7	**40** ***20%***	19 *19%* *47%*	21 *20%* *53%*	7 *27%* *19%* EG	9 *17%* *21%*	6 *15%* *14%*	9 *23%* *23%* E	4 *16%* *10%*	5 *22%* *13%*	8 *23%* *20%*	22 *20%* *54%*	10 *18%* *26%*
6	**25** ***12%***	14 *14%* *55%*	11 *11%* *45%*	4 *15%* *17%*	7 *13%* *26%*	5 *14%* *21%*	4 *9%* *14%*	3 *10%* *10%*	3 *12%* *11%*	4 *13%* *18%*	14 *13%* *58%*	6 *10%* *24%*
5	**26** ***13%***	14 *14%* *55%*	12 *11%* *45%*	3 *11%* *12%*	7 *14%* *26%*	5 *13%* *19%*	5 *12%* *18%*	3 *13%* *13%*	4 *15%* *14%*	5 *13%* *18%*	14 *12%* *52%*	8 *13%* *29%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
4	**8** ***4%***	4 *4%* *57%*	3 *3%* *43%*	1 *4%* *13%*	2 *4%* *24%*	1 *4%* *18%*	2 *5%* *28%*	1 *3%* *8%*	1 *3%* *9%*	2 *6%* *28%*	3 *3%* *45%*	2 *4%* *28%*
3	**7** ***3%***	4 *4%* *61%*	3 *3%* *39%*	1 *3%* *10%*	2 *5%* *32%*	2 *4%* *24%*	1 *3%* *16%*	1 *3%* *12%*	* *2%* *6%*	1 *4%* *21%*	4 *4%* *58%*	1 *2%* *21%*
2	**3** ***1%***	2 *2%* *76%*	1 *1%* *24%*	* *1%* *9%*	* * *8%*	* *1%* *18%*	1 *1%* *19%*	1 *3%* *31%* D	* *2%* *15%*	* *1%* *13%*	1 *1%* *36%*	1 *2%* *51%*
1	**3** ***1%***	2 *2%* *72%*	1 *1%* *28%*	- - -	1 *2%* *40%*	* *1%* *13%*	1 *2%* *30%*	1 *2%* *18%*	- - -	1 *2%* *18%*	2 *2%* *63%*	1 *1%* *18%*
Don't know	**13** ***7%***	4 *4%* *29%*	10 *9%* *71%* A	1 *5%* *11%*	3 *7%* *24%*	2 *6%* *18%*	3 *7%* *21%*	2 *8%* *16%*	1 *6%* *10%*	2 *6%* *15%*	7 *6%* *53%*	4 *7%* *32%*
Net: 10/9/8/7	**119** ***58%***	54 *55%* *45%*	65 *62%* *55%* A	17 *61%* *14%*	27 *55%* *23%*	22 *57%* *18%*	24 *60%* *20%*	15 *58%* *13%*	14 *60%* *12%*	20 *55%* *17%*	64 *59%* *54%*	35 *60%* *29%*
Net: 10/9	**34** ***17%***	13 *13%* *38%*	21 *20%* *62%* A	5 *16%* *13%*	8 *16%* *23%*	7 *18%* *21%*	6 *16%* *19%*	4 *17%* *13%*	4 *16%* *11%*	6 *16%* *16%*	17 *16%* *50%*	11 *19%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 101

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
Net: 6/5/4	**59** ***29%***	32 *33%* *55%* B	26 *25%* *45%*	8 *30%* *14%*	15 *31%* *26%*	11 *30%* *19%*	10 *26%* *18%*	7 *25%* *11%*	7 *30%* *12%*	11 *32%* *19%*	32 *29%* *54%*	16 *27%* *27%*
Net: 3/2/1	**13** ***6%***	8 *9%* *67%* B	4 *4%* *33%*	1 *3%* *7%*	4 *7%* *29%*	3 *7%* *20%*	2 *6%* *20%*	2 *8%* *17%*	1 *4%* *7%*	2 *7%* *19%*	7 *6%* *55%*	3 *6%* *26%*
Mean	**6.85**	6.57	7.13 A	6.96	6.75	6.91	6.80	6.82	6.94	6.68	6.85	6.95
Standard Deviation	**1.99**	2.05	1.89	1.74	2.09	2.06	2.06	2.18	1.81	2.05	1.98	2.01

Ofcom PSB Tracker : 2008

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Table 101

Absolutes/col/row percents

9 Jul 2009

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

Base : All who ever watch any of the channels in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Total (Wtd)	**204**	204 *100%*	202 *99%*	2** *1%* ****	41 *20%*	160 *78%*	163 *80%*	112 *55%*	50 *25%*	55 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
10	**18** ***9%***	18 *9%* *100%*	18 *9%* *100%*	- - -	5 *11%* *26%*	13 *8%* *74%*	13 *8%* *74%*	9 *8%* *53%*	4 *7%* *21%*	4 *7%* *22%*
9	**16** ***8%***	16 *8%* *100%*	16 *8%* *99%*	* *10%* *1%*	4 *10%* *25%*	12 *7%* *74%*	12 *7%* *75%*	9 *8%* *54%*	3 *7%* *22%*	4 *7%* *25%*
8	**45** ***22%***	45 *22%* *100%*	45 *22%* *100%*	* *6%* *	10 *24%* *22%*	35 *22%* *77%*	35 *22%* *78%*	22 *20%* *49%*	13 *25%* *28%*	14 *25%* *30%*
7	**40** ***20%***	40 *20%* *100%*	39 *19%* *98%*	1 *36%* *2%*	7 *18%* *19%*	32 *20%* *79%*	33 *20%* *81%*	23 *20%* *57%*	10 *19%* *24%*	10 *18%* *25%*
6	**25** ***12%***	25 *12%* *100%*	25 *12%* *99%*	* *17%* *1%*	5 *11%* *18%*	20 *13%* *81%*	20 *13%* *82%*	15 *13%* *59%*	6 *11%* *23%*	6 *11%* *25%*
5	**26** ***13%***	26 *13%* *100%*	26 *13%* *100%*	- - -	5 *12%* *19%*	20 *13%* *78%*	21 *13%* *80%*	15 *14%* *58%*	6 *11%* *22%*	6 *12%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 101

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
4	**8** ***4%***	8 *4%* *100%*	7 *4%* *93%*	1 *25%* *7%*	1 *2%* *11%*	7 *4%* *89%*	7 *4%* *89%*	4 *4%* *56%*	3 *5%* *33%*	3 *5%* *34%*
3	**7** ***3%***	7 *3%* *100%*	7 *3%* *100%*	- - -	1 *2%* *13%*	6 *4%* *87%*	6 *4%* *87%*	4 *4%* *57%*	2 *4%* *30%*	3 *5%* *36%*
2	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	- - -	2 *2%* *93%*	3 *2%* *100%*	2 *2%* *70%*	1 *2%* *30%*	1 *2%* *42%*
1	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	1 *2%* *28%*	2 *1%* *58%*	2 *1%* *65%*	1 *1%* *44%*	1 *1%* *21%*	1 *2%* *28%*
Don't know	**13** ***7%***	13 *7%* *100%*	13 *7%* *99%*	* *7%* *1%*	3 *7%* *21%*	11 *7%* *79%*	11 *7%* *79%*	7 *6%* *53%*	4 *7%* *26%*	4 *6%* *26%*
Net: 10/9/8/7	**119** ***58%***	119 *58%* *100%*	118 *58%* *99%*	1 *51%* *1%*	26 *63%* *22%*	92 *57%* *77%*	93 *57%* *78%*	63 *57%* *53%*	30 *59%* *25%*	32 *58%* *27%*
Net: 10/9	**34** ***17%***	34 *17%* *100%*	34 *17%* *99%*	* *10%* *1%*	9 *21%* *25%*	25 *16%* *74%*	25 *16%* *75%*	18 *16%* *53%*	7 *14%* *21%*	8 *14%* *23%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 101

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
Net: 6/5/4	**59** ***29%***	59 *29%* *100%*	58 *29%* *99%*	1 *42%* *1%*	10 *26%* *18%*	47 *30%* *80%*	48 *30%* *82%*	34 *31%* *58%*	14 *27%* *24%*	15 *28%* *26%*
Net: 3/2/1	**13** ***6%***	13 *6%* *100%*	13 *6%* *100%*	- - -	2 *4%* *14%*	10 *6%* *82%*	11 *7%* *85%*	7 *6%* *57%*	4 *7%* *28%*	4 *8%* *35%*
Mean	**6.85**	6.85	6.86	6.29	7.15 VWX Z	6.80	6.78	6.78	6.79	6.72
Standard Deviation	**1.99**	1.99	1.99	-	1.97	1.98	1.98	1.99	2.01	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 102

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Total (Wtd)	**101**	49 *48%*	52 *52%*	15* *15%* *	25* *25%* *	18* *18%* *	20* *20%* *	13* *13%* *	10* *10%* *	21 *20%*	52 *52%*	28* *28%* *
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
10	**36** ***35%***	15 *31%* *42%*	21 *39%* *58%*	5 *32%* *13%*	8 *33%* *23%*	6 *33%* *17%*	9 *45%* *26%*	5 *37%* *14%*	3 *30%* *8%*	9 *43%* *25%*	17 *33%* *48%*	10 *35%* *27%*
9	**19** ***19%***	9 *19%* *50%*	9 *18%* *50%*	3 *18%* *14%*	3 *14%* *18%*	4 *22%* *21%*	3 *16%* *17%*	4 *27%* *19%* D	2 *20%* *10%*	4 *20%* *22%*	9 *18%* *49%*	5 *20%* *29%*
8	**18** ***18%***	9 *18%* *48%*	10 *18%* *52%*	3 *18%* *14%*	7 *27%* *36%* FG	4 *21%* *20%*	3 *14%* *16%*	1 *9%* *7%*	1 *13%* *7%*	3 *16%* *18%*	12 *22%* *64%* K	3 *12%* *18%*
7	**12** ***12%***	8 *15%* *63%* B	4 *8%* *37%*	3 *17%* *21%*	2 *10%* *21%*	2 *11%* *16%*	3 *13%* *21%*	1 *5%* *6%*	2 *18%* *14%* G	3 *12%* *21%*	6 *11%* *50%*	4 *13%* *29%*
6	**6** ***6%***	3 *6%* *47%*	3 *6%* *53%*	1 *7%* *18%*	2 *8%* *32%*	* *3%* *8%*	1 *3%* *10%*	1 *5%* *10%*	1 *14%* *23%* EF	* *1%* *4%*	3 *6%* *50%*	3 *10%* *46%* I
5	**5** ***5%***	2 *5%* *46%*	3 *5%* *54%*	* *3%* *9%*	1 *4%* *18%*	1 *6%* *22%*	1 *4%* *15%*	2 *11%* *30%* D	* *3%* *6%*	1 *4%* *18%*	3 *5%* *52%*	2 *5%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
4	**1** ***1%***	* *1%* *49%*	* *1%* *51%*	* *2%* *26%*	* *1%* *30%*	* *2%* *43%*	- - -	- - -	- - -	* *1%* *30%*	1 *1%* *70%*	- - -
3	* *	* * *61%*	* * *39%*	* *2%* *61%*	- - -	- - -	- - -	- - -	* *2%* *39%*	* *1%* *61%*	* * *39%*	- - -
2	**1** ***1%***	1 *1%* *100%*	- - -	- - -	- - -	* *1%* *29%*	* *1%* *30%*	* *2%* *41%*	- - -	* *1%* *29%*	* * *30%*	* *1%* *41%*
1	**2** ***2%***	1 *2%* *58%*	1 *1%* *42%*	- - -	1 *2%* *35%*	* *2%* *25%*	1 *3%* *40%*	- - -	- - -	- - -	1 *2%* *60%*	1 *2%* *40%*
Don't know	**1** ***1%***	* *1%* *23%*	1 *2%* *77%*	* *2%* *26%*	* *2%* *33%*	- - -	* *1%* *13%*	* *3%* *28%*	- - -	- - -	1 *1%* *57%*	1 *2%* *43%*
Net: 10/9/8/7	**85** ***84%***	41 *84%* *48%*	44 *84%* *52%*	13 *84%* *15%*	21 *83%* *24%*	16 *86%* *18%*	18 *88%* *21%*	10 *79%* *12%*	8 *81%* *9%*	19 *91%* *22%* K	44 *84%* *52%*	22 *79%* *26%*
Net: 10/9	**54** ***54%***	24 *50%* *45%*	30 *57%* *55%*	7 *50%* *14%*	11 *47%* *21%*	10 *54%* *18%*	12 *61%* *23%* D	8 *64%* *16%* D	5 *50%* *9%*	13 *63%* *24%* J	26 *50%* *48%*	15 *54%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 102

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
Net: 6/5/4	**12** ***12%***	6 *12%* *47%*	6 *12%* *53%*	2 *12%* *15%*	3 *13%* *26%*	2 *11%* *16%*	1 *7%* *11%*	2 *16%* *18%*	2 *18%* *14%* F	1 *7%* *12%*	6 *12%* *53%*	4 *15%* *36%*
Net: 3/2/1	**3** ***3%***	2 *4%* *68%*	1 *2%* *32%*	* *2%* *9%*	1 *2%* *22%*	1 *3%* *22%*	1 *4%* *32%*	* *2%* *10%*	* *2%* *6%*	* *2%* *16%*	1 *3%* *50%*	1 *3%* *34%*
Mean	**8.30**	8.12	8.47	8.27	8.22	8.22	8.48	8.42	8.16	8.62	8.23	8.18
Standard Deviation	**1.92**	2.02	1.83	1.74	1.92	2.08	2.14	2.00	1.77	1.75	1.92	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Total (Wtd)	**101**	101 *100%*	100 *99%*	1** *1%* **	20* *20%* *	79 *78%*	80 *80%*	56 *56%*	24 *24%*	26 *26%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
10	**36** ***35%***	36 *35%* *100%*	35 *36%* *99%*	* *22%* *1%*	8 *38%* *21%*	28 *35%* *78%*	28 *35%* *79%*	20 *35%* *56%*	8 *34%* *23%*	9 *34%* *25%*
9	**19** ***19%***	19 *19%* *100%*	19 *19%* *99%*	* *21%* *1%*	4 *18%* *19%*	15 *19%* *81%*	15 *19%* *81%*	9 *16%* *48%*	6 *26%* *33%* X	6 *25%* *34%*
8	**18** ***18%***	18 *18%* *100%*	18 *18%* *99%*	* *27%* *1%*	4 *20%* *22%*	14 *17%* *73%*	14 *18%* *77%*	11 *20%* *61%*	3 *12%* *16%*	3 *12%* *17%*
7	**12** ***12%***	12 *12%* *100%*	12 *12%* *98%*	* *29%* *2%*	2 *11%* *18%*	10 *12%* *81%*	10 *12%* *82%*	7 *12%* *54%*	3 *13%* *27%*	3 *13%* *29%*
6	**6** ***6%***	6 *6%* *100%*	6 *6%* *100%*	- - -	1 *4%* *14%*	5 *6%* *83%*	5 *7%* *86%*	4 *8%* *73%*	1 *3%* *13%*	1 *4%* *17%*
5	**5** ***5%***	5 *5%* *100%*	5 *5%* *100%*	- - -	1 *5%* *19%*	4 *5%* *73%*	4 *5%* *77%*	2 *4%* *41%*	2 *8%* *36%*	2 *7%* *36%*

GfK NOP

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		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
4	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	* *1%* *43%*	* *2%* *57%*	* *2%* *57%*
3	* *	* * *100%*	* * *100%*	- - -	* *1%* *61%*	* * *39%*	* * *39%*	- - -	* *1%* *39%*	* *1%* *39%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *30%*
1	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	1 *3%* *40%*	1 *1%* *49%*	1 *1%* *49%*	1 *1%* *49%*	- - -	* *1%* *13%*
Don't know	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *2%* *77%*	* *1%* *23%*	* *1%* *23%*
Net: 10/9/8/7	**85** ***84%***	85 *84%* *100%*	84 *84%* *99%*	1 *100%* *1%*	17 *86%* *20%*	66 *84%* *78%*	67 *84%* *79%*	47 *83%* *55%*	21 *85%* *24%*	22 *84%* *26%*
Net: 10/9	**54** ***54%***	54 *54%* *100%*	54 *54%* *99%*	* *44%* *1%*	11 *56%* *20%*	43 *55%* *79%*	43 *54%* *80%*	29 *51%* *53%*	14 *60%* *27%*	15 *59%* *28%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
Net: 6/5/4	**12** ***12%***	12 *12%* *100%*	12 *12%* *100%*	- - -	2 *9%* *15%*	10 *12%* *80%*	10 *12%* *83%*	7 *12%* *57%*	3 *13%* *26%*	3 *13%* *28%*
Net: 3/2/1	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	1 *5%* *33%*	2 *2%* *59%*	2 *2%* *59%*	1 *3%* *54%*	* *1%* *6%*	1 *2%* *21%*
Mean	**8.30**	8.30	8.30	8.37	8.30	8.34	8.33	8.29	8.41	8.30
Standard Deviation	**1.92**	1.92	1.93	-	2.11	1.85	1.85	1.90	1.75	1.94

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**29** ***28%***	13 *25%* *44%*	16 *31%* *56%*	4 *30%* *13%*	5 *22%* *19%*	7 *31%* *22%*	5 *25%* *17%*	4 *28%* *12%*	5 *35%* *17%*	5 *32%* *17%*	16 *28%* *55%*	8 *26%* *27%*
9	**15** ***15%***	8 *16%* *52%*	7 *14%* *48%*	1 *12%* *10%*	3 *14%* *22%*	3 *13%* *18%*	3 *18%* *22%*	2 *13%* *11%*	3 *19%* *17%*	3 *18%* *18%*	8 *15%* *55%*	4 *13%* *27%*
8	**24** ***23%***	12 *23%* *50%*	12 *22%* *50%*	2 *16%* *9%*	7 *29%* *30%*	4 *19%* *16%*	5 *26%* *21%*	3 *24%* *13%*	3 *19%* *11%*	3 *19%* *12%*	13 *23%* *56%*	8 *24%* *32%*
7	**12** ***11%***	6 *11%* *48%*	6 *11%* *52%*	1 *5%* *6%*	3 *13%* *26%*	3 *12%* *22%*	2 *12%* *20%*	2 *12%* *14%*	1 *10%* *12%*	2 *14%* *19%*	7 *11%* *56%*	3 *9%* *25%*
6	**7** ***7%***	3 *7%* *48%*	4 *7%* *52%*	2 *14%* *25%* F	2 *8%* *26%*	1 *7%* *20%*	1 *4%* *11%*	1 *5%* *9%*	1 *4%* *8%*	1 *6%* *13%*	4 *7%* *52%*	3 *8%* *35%*
5	**8** ***8%***	4 *8%* *51%*	4 *8%* *49%*	1 *7%* *11%*	2 *7%* *20%*	2 *11%* *27%*	1 *7%* *17%*	1 *8%* *13%*	1 *7%* *13%*	1 *6%* *11%*	4 *7%* *51%*	3 *10%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 103

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**4** ***4%***	2 *4%* *45%*	2 *5%* *55%*	1 *9%* *25%*	1 *3%* *18%*	1 *3%* *12%*	1 *7%* *29%*	* *2%* *7%*	* *3%* *9%*	1 *5%* *17%*	1 *3%* *33%*	2 *7%* *50%* J
3	**2** ***2%***	1 *2%* *74%*	* *1%* *26%*	* *2%* *15%*	* *2%* *30%*	1 *3%* *37%*	- - -	* *1%* *9%*	* *1%* *10%*	- - -	2 *3%* *100%*	- - -
2	**1** ***1%***	1 *1%* *72%*	* * *28%*	* *2%* *28%*	- - -	- - -	* *1%* *24%*	* *3%* *48%*	- - -	- - -	1 *1%* *72%*	* *1%* *28%*
1	**1** ***1%***	1 *1%* *60%*	* *1%* *40%*	* *2%* *19%*	* *2%* *42%*	- - -	* *1%* *18%*	* *2%* *20%*	- - -	- - -	1 *2%* *80%*	* *1%* *20%*
Don't know	**1** ***1%***	1 *1%* *52%*	1 *1%* *48%*	* *2%* *18%*	* *1%* *30%*	* *2%* *32%*	- - -	- - -	* *2%* *20%*	- - -	1 *2%* *80%*	* *1%* *20%*
Net: 10/9/8/7	**80** ***76%***	38 *75%* *48%*	42 *78%* *52%*	8 *63%* *10%*	19 *77%* *24%*	16 *75%* *20%*	15 *80%* *19%* C	10 *78%* *13%*	12 *83%* *14%* C	13 *83%* *16%*	44 *77%* *56%*	23 *73%* *28%*
Net: 10/9	**44** ***42%***	21 *41%* *47%*	24 *44%* *53%*	5 *41%* *12%*	9 *36%* *20%*	9 *44%* *21%*	8 *42%* *19%*	5 *41%* *12%*	7 *53%* *17%* D	8 *50%* *17%*	25 *42%* *55%*	12 *39%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 103

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 6/5/4	**20** ***19%***	10 *19%* *49%*	10 *19%* *51%*	4 *30%* *19%*	4 *18%* *22%*	4 *20%* *21%*	3 *18%* *17%*	2 *16%* *10%*	2 *15%* *10%*	3 *17%* *13%*	9 *16%* *47%*	8 *25%* *39%*
Net: 3/2/1	**4** ***3%***	2 *5%* *69%*	1 *2%* *31%*	1 *6%* *19%*	1 *4%* *27%*	1 *3%* *16%*	* *2%* *12%*	1 *6%* *22%*	* *1%* *4%*	- - -	3 *5%* *87%* I	* *2%* *13%*
Mean	**7.84**	7.72	7.96	7.48	7.73	7.93	7.85	7.74	8.30 C	8.18	7.82	7.70
Standard Deviation	**2.08**	2.16	2.01	2.51	2.05	2.02	2.07	2.32	1.86	1.83	2.16	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 103

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**29** ***28%***	29 *28%* *100%*	29 *28%* *98%*	* *44%* *2%*	6 *28%* *21%*	22 *28%* *77%*	23 *28%* *79%*	17 *30%* *57%*	6 *24%* *21%*	8 *27%* *27%*
9	**15** ***15%***	15 *15%* *100%*	15 *15%* *100%*	- - -	4 *18%* *25%*	11 *14%* *74%*	11 *14%* *75%*	8 *15%* *54%*	3 *12%* *21%*	3 *11%* *21%*
8	**24** ***23%***	24 *23%* *100%*	23 *23%* *99%*	* *31%* *1%*	5 *22%* *20%*	18 *23%* *77%*	19 *23%* *80%*	11 *20%* *47%*	8 *29%* *32%* X	8 *27%* *33%*
7	**12** ***11%***	12 *11%* *100%*	12 *11%* *100%*	- - -	2 *9%* *16%*	10 *12%* *84%*	10 *12%* *84%*	7 *12%* *58%*	3 *12%* *26%*	3 *11%* *28%*
6	**7** ***7%***	7 *7%* *100%*	7 *7%* *100%*	- - -	1 *3%* *10%*	7 *8%* *90%*	7 *8%* *90%*	5 *8%* *63%*	2 *7%* *27%*	2 *7%* *27%*
5	**8** ***8%***	8 *8%* *100%*	8 *8%* *98%*	* *12%* *2%*	2 *8%* *21%*	6 *8%* *77%*	6 *8%* *77%*	4 *6%* *44%*	3 *11%* *33%*	3 *12%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 103

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	1 *6%* *27%*	3 *4%* *73%*	3 *4%* *73%*	3 *5%* *65%*	* *1%* *8%*	* *1%* *8%*
3	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *2%* *30%*	1 *1%* *70%*	1 *1%* *70%*	1 *1%* *49%*	* *1%* *21%*	* *1%* *21%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	* *1%* *52%*	* *2%* *48%*	* *1%* *48%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *21%*	1 *1%* *79%*	1 *1%* *79%*	* *1%* *41%*	* *1%* *18%*	* *1%* *18%*
Don't know	**1** ***1%***	1 *1%* *100%*	1 *1%* *89%*	* *12%* *11%*	1 *3%* *47%*	1 *1%* *53%*	1 *1%* *53%*	1 *1%* *53%*	- - -	- - -
Net: 10/9/8/7	**80** ***76%***	80 *76%* *100%*	79 *76%* *99%*	1 *76%* *1%*	17 *77%* *21%*	62 *76%* *78%*	63 *76%* *79%*	43 *76%* *54%*	20 *77%* *25%*	22 *77%* *28%*
Net: 10/9	**44** ***42%***	44 *42%* *100%*	44 *42%* *99%*	* *44%* *1%*	10 *46%* *22%*	34 *41%* *76%*	34 *41%* *78%*	25 *44%* *56%*	9 *36%* *21%*	11 *38%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 103

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 6/5/4	**20** ***19%***	20 *19%* *100%*	20 *19%* *99%*	* *12%* *1%*	4 *17%* *18%*	16 *20%* *81%*	16 *19%* *81%*	11 *20%* *56%*	5 *19%* *25%*	6 *20%* *29%*
Net: 3/2/1	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	1 *3%* *20%*	3 *4%* *80%*	3 *3%* *80%*	2 *3%* *47%*	1 *4%* *26%*	1 *3%* *26%*
Mean	**7.84**	7.84	7.83	8.59	7.94	7.81	7.82	7.88	7.75	7.80
Standard Deviation	**2.08**	2.08	2.08	-	2.14	2.08	2.07	2.08	2.00	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 104

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**31** ***30%***	14 *28%* *46%*	17 *32%* *54%*	4 *32%* *13%*	7 *27%* *21%*	7 *33%* *22%*	6 *29%* *18%*	4 *32%* *13%*	4 *29%* *13%*	4 *29%* *14%*	19 *33%* *61%*	8 *25%* *25%*
9	**16** ***15%***	7 *14%* *45%*	9 *16%* *55%*	2 *12%* *10%*	3 *14%* *22%*	3 *15%* *20%*	3 *18%* *21%*	2 *12%* *10%*	3 *19%* *16%*	3 *19%* *18%*	8 *13%* *48%*	5 *17%* *33%*
8	**22** ***21%***	11 *21%* *49%*	11 *21%* *51%*	3 *20%* *12%*	6 *26%* *29%*	3 *15%* *14%*	4 *22%* *19%*	3 *21%* *12%*	3 *21%* *13%*	4 *25%* *18%*	12 *20%* *53%*	6 *21%* *29%*
7	**16** ***15%***	8 *15%* *50%*	8 *14%* *50%*	3 *20%* *16%*	4 *15%* *24%*	3 *15%* *20%*	2 *12%* *15%*	2 *14%* *12%*	2 *15%* *14%*	2 *14%* *14%*	8 *14%* *53%*	5 *17%* *34%*
6	**9** ***8%***	4 *9%* *52%*	4 *8%* *48%*	1 *11%* *16%*	2 *9%* *25%*	1 *6%* *16%*	2 *8%* *19%*	1 *8%* *13%*	1 *7%* *11%*	1 *7%* *14%*	5 *8%* *56%*	3 *8%* *30%*
5	**6** ***6%***	3 *6%* *57%*	2 *5%* *43%*	- - -	1 *5%* *22%*	3 *13%* *46%* CF	* *2%* *6%*	1 *6%* *15%*	1 *5%* *11%*	1 *5%* *13%*	4 *6%* *64%*	1 *4%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 104

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**1** ***1%***	1 *1%* *53%*	1 *1%* *47%*	* *2%* *18%*	* *1%* *26%*	- - -	1 *3%* *45%*	- - -	* *1%* *12%*	* *1%* *12%*	* * *18%*	1 *3%* *71%* J
3	**1** ***1%***	* *1%* *65%*	* * *35%*	* *2%* *35%*	- - -	* *1%* *30%*	- - -	* *2%* *35%*	- - -	- - -	* *1%* *65%*	* *1%* *35%*
2	* *	- - -	* * *100%*	- - -	- - -	- - -	* *1%* *100%*	- - -	- - -	- - -	* * *100%*	- - -
1	**1** ***1%***	1 *2%* *100%* B	- - -	- - -	* *1%* *23%*	- - -	1 *3%* *54%*	* *2%* *22%*	- - -	- - -	1 *1%* *78%*	* *1%* *22%*
Don't know	**2** ***2%***	1 *2%* *45%*	1 *2%* *55%*	* *2%* *11%*	* *1%* *17%*	* *2%* *18%*	* *2%* *15%*	* *2%* *15%*	1 *4%* *24%*	- - -	1 *2%* *46%*	1 *4%* *54%*
Net: 10/9/8/7	**85** ***81%***	40 *79%* *47%*	45 *84%* *53%*	11 *84%* *13%*	20 *82%* *24%*	16 *78%* *19%*	16 *81%* *18%*	10 *79%* *12%*	12 *84%* *14%*	13 *87%* *16%*	47 *81%* *55%*	25 *79%* *29%*
Net: 10/9	**47** ***45%***	22 *42%* *46%*	26 *48%* *54%*	6 *44%* *12%*	10 *41%* *21%*	10 *49%* *22%*	9 *47%* *19%*	6 *44%* *12%*	7 *48%* *14%*	7 *48%* *16%*	27 *46%* *57%*	13 *42%* *28%*
Net: 6/5/4	**16** ***15%***	8 *16%* *54%*	7 *13%* *46%*	2 *13%* *10%*	4 *15%* *24%*	4 *19%* *25%*	3 *13%* *17%*	2 *15%* *12%*	2 *13%* *11%*	2 *13%* *13%*	9 *15%* *56%*	5 *16%* *31%*

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 3/2/1	**2** **2%**	2 *3%* *78%*	* *1%* *22%*	* *2%* *12%*	* *1%* *13%*	* *1%* *11%*	1 *4%* *39%*	* *4%* *25%*	- - -	- - -	1 *3%* *75%*	* *2%* *25%*
Mean	**8.11**	7.94	8.28	8.17	8.07	8.12	8.03	8.04	8.31	8.30	8.12	7.99
Standard Deviation	**1.83**	1.99	1.66	1.75	1.75	1.87	2.15	2.07	1.60	1.56	1.92	1.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 104

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**31** ***30%***	31 *30%* *100%*	31 *30%* *99%*	* *34%* *1%*	6 *30%* *21%*	25 *30%* *78%*	25 *30%* *79%*	19 *34%* *61%* Y	6 *22%* *18%*	7 *24%* *22%*
9	**16** ***15%***	16 *15%* *100%*	16 *15%* *100%*	- - -	3 *14%* *19%*	13 *15%* *80%*	13 *15%* *81%*	8 *15%* *53%*	4 *17%* *27%*	4 *15%* *27%*
8	**22** ***21%***	22 *21%* *100%*	22 *21%* *98%*	* *36%* *2%*	5 *22%* *21%*	17 *21%* *77%*	17 *21%* *79%*	11 *19%* *48%*	7 *25%* *30%*	7 *24%* *31%*
7	**16** ***15%***	16 *15%* *100%*	15 *15%* *99%*	* *18%* *1%*	4 *17%* *23%*	12 *15%* *77%*	12 *14%* *77%*	7 *13%* *48%*	4 *17%* *29%*	5 *18%* *34%*
6	**9** ***8%***	9 *8%* *100%*	9 *8%* *100%*	- - -	1 *3%* *8%*	8 *9%* *89%* U	8 *9%* *92%* U	6 *10%* *66%* U	2 *8%* *23%*	2 *7%* *23%*
5	**6** ***6%***	6 *6%* *100%*	6 *6%* *100%*	- - -	1 *6%* *23%*	4 *5%* *74%*	4 *5%* *74%*	2 *4%* *34%*	2 *9%* *40%* X	2 *9%* *43%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 104

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *3%* *49%*	1 *1%* *51%*	1 *1%* *51%*	1 *1%* *51%*	- - -	- - -
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	* *1%* *65%*	* *1%* *35%*	* *1%* *35%*
2	* *	* * *100%*	* * *100%*	- - -	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *23%*	1 *1%* *77%*	1 *1%* *77%*	1 *1%* *57%*	* *1%* *19%*	* *1%* *19%*
Don't know	**2** ***2%***	2 *2%* *100%*	2 *2%* *94%*	* *12%* *6%*	1 *3%* *31%*	1 *2%* *69%*	1 *2%* *69%*	1 *2%* *55%*	* *1%* *15%*	* *1%* *15%*
Net: 10/9/8/7	**85** ***81%***	85 *81%* *100%*	84 *81%* *99%*	1 *88%* *1%*	18 *83%* *21%*	66 *81%* *78%*	67 *81%* *79%*	46 *81%* *54%*	21 *81%* *25%*	24 *82%* *28%*
Net: 10/9	**47** ***45%***	47 *45%* *100%*	47 *45%* *99%*	* *34%* *1%*	9 *44%* *20%*	37 *45%* *79%*	38 *46%* *80%*	27 *49%* *58%*	10 *38%* *21%*	11 *39%* *24%*
Net: 6/5/4	**16** ***15%***	16 *15%* *100%*	16 *15%* *100%*	- - -	3 *12%* *17%*	13 *15%* *80%*	13 *15%* *82%*	8 *15%* *53%*	4 *16%* *27%*	4 *16%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 104

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Channel-specific ratings
**** Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 3/2/1	**2** **2%**	2 *2%* *100%*	2 *2%* *100%*	- - -	* *2%* *22%*	2 *2%* *78%*	2 *2%* *78%*	1 *2%* *54%*	* *2%* *23%*	* *2%* *23%*
Mean	**8.11**	8.11	8.11	8.57	8.07	8.12	8.13	8.23	7.91	7.96
Standard Deviation	**1.83**	1.83	1.83	-	1.96	1.81	1.80	1.83	1.75	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 105

Absolutes/col/row percents

9 Jul 2009

Q6b(a) Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	542	976	483	499	499
Total (Wtd)	138	115	204	101	105	105
Effective Total	601	491	882	434	453	453
10	22 *16%*	20 *17%*	18 *9%*	36 *35%*	29 *28%*	31 *30%*
9	25 *18%*	17 *15%*	16 *8%*	19 *19%*	15 *15%*	16 *15%*
8	35 *26%*	28 *25%*	45 *22%*	18 *18%*	24 *23%*	22 *21%*
7	24 *17%*	17 *15%*	40 *20%*	12 *12%*	12 *11%*	16 *15%*
6	12 *8%*	11 *10%*	25 *12%*	6 *6%*	7 *7%*	9 *8%*
5	6 *4%*	7 *6%*	26 *13%*	5 *5%*	8 *8%*	6 *6%*
4	3 *3%*	4 *3%*	8 *4%*	1 *1%*	4 *4%*	1 *1%*
3	4 *3%*	2 *2%*	7 *3%*	* *	2 *2%*	1 *1%*
2	1 *1%*	1 *1%*	3 *1%*	1 *1%*	1 *1%*	* *
1	2 *1%*	1 *1%*	3 *1%*	2 *2%*	1 *1%*	1 *1%*
Don't know	4 *3%*	6 *6%*	13 *7%*	1 *1%*	1 *1%*	2 *2%*
Net: 10/9/8/7	106 *77%*	82 *72%*	119 *58%*	85 *84%*	80 *76%*	85 *81%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) Its news programmes for people in Northern Ireland provide a wide range of good quality news about Northern Ireland - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(a) - Summary					
	BBC1	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	542	976	483	499	499
Effective Total	601	491	882	434	453	453
Net: 10/9	47 *34%*	37 *32%*	34 *17%*	54 *54%*	44 *42%*	47 *45%*
Net: 6/5/4	21 *15%*	22 *19%*	59 *29%*	12 *12%*	20 *19%*	16 *15%*
Net: 3/2/1	7 *5%*	4 *4%*	13 *6%*	3 *3%*	4 *3%*	2 *2%*
Mean	7.63	7.60	6.85	8.30	7.84	8.11
Standard Deviation	1.93	1.95	1.99	1.92	2.08	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 106

Absolutes/col/row percents

9 Jul 2009

Q6b(a) News, current affairs and other factual programmes - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	4850	4850	4850
Total (Wtd)	4841	4841	4841
Effective Total	3339	3339	3339
10	642 *13%*	587 *12%*	504 *10%*
9	868 *18%*	833 *17%*	668 *14%*
8	1629 *34%*	1574 *33%*	1281 *26%*
7	859 *18%*	828 *17%*	808 *17%*
6	311 *6%*	358 *7%*	454 *9%*
5	260 *5%*	340 *7%*	405 *8%*
4	61 *1%*	65 *1%*	160 *3%*
3	42 *1%*	45 *1%*	120 *2%*
2	30 *1%*	31 *1%*	81 *2%*
1	25 *1%*	38 *1%*	88 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 106

Absolutes/col/row percents

9 Jul 2009

Q6b(a) News, current affairs and other factual programmes - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	4850	4850	4850
Effective Total	3339	3339	3339
Don't know	113 *2%*	140 *3%*	273 *6%*
Net: 10/9/8/7	3998 *83%*	3823 *79%*	3260 *67%*
Net: 10/9	1510 *31%*	1420 *29%*	1171 *24%*
Net: 6/5/4	632 *13%*	764 *16%*	1019 *21%*
Net: 3/2/1	98 *2%*	114 *2%*	289 *6%*
Mean	7.80	7.68	7.21
Standard Deviation	1.60	1.67	2.03

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	2334	2334
Total (Wtd)	2321	2321
Effective Total	1627	1627
10	216 *9%*	246 *11%*
9	358 *15%*	365 *16%*
8	669 *29%*	677 *29%*
7	353 *15%*	346 *15%*
6	220 *9%*	174 *7%*
5	151 *6%*	156 *7%*
4	55 *2%*	55 *2%*
3	48 *2%*	26 *1%*
2	31 *1%*	16 *1%*
1	29 *1%*	20 *1%*
Don't know	190 *8%*	241 *10%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	2334	2334
Effective Total	1627	1627
Net: 10/9/8/7	1597 *69%*	1634 *70%*
Net: 10/9	574 *25%*	611 *26%*
Net: 6/5/4	426 *18%*	385 *17%*
Net: 3/2/1	108 *5%*	62 *3%*
Mean	7.39	7.57
Standard Deviation	1.89	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 108

Absolutes/col/row percents

9 Jul 2009

Q6b(a) News, current affairs and other factual programmes - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3587	3587	3587
Total (Wtd)	3551	3551	3551
Effective Total	2404	2404	2404
10	325 *9%*	355 *10%*	374 *11%*
9	413 *12%*	367 *10%*	410 *12%*
8	901 *25%*	992 *28%*	865 *24%*
7	733 *21%*	686 *19%*	540 *15%*
6	438 *12%*	391 *11%*	394 *11%*
5	322 *9%*	367 *10%*	289 *8%*
4	84 *2%*	77 *2%*	111 *3%*
3	87 *2%*	47 *1%*	88 *2%*
2	26 *1%*	29 *1%*	50 *1%*
1	45 *1%*	43 *1%*	72 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 108

Absolutes/col/row percents

9 Jul 2009

Q6b(a) News, current affairs and other factual programmes - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3587	3587	3587
Effective Total	2404	2404	2404
Don't know	178 *5%*	198 *6%*	358 *10%*
Net: 10/9/8/7	2372 *67%*	2399 *68%*	2189 *62%*
Net: 10/9	738 *21%*	722 *20%*	784 *22%*
Net: 6/5/4	844 *24%*	834 *23%*	794 *22%*
Net: 3/2/1	158 *4%*	119 *3%*	210 *6%*
Mean	7.18	7.25	7.15
Standard Deviation	1.85	1.81	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 109

Absolutes/col/row percents

9 Jul 2009

Q6b(a) News, current affairs and other factual programmes - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	2339	2339
Total (Wtd)	2429	2429
Effective Total	1619	1619
10	147 *6%*	197 *8%*
9	266 *11%*	290 *12%*
8	503 *21%*	528 *22%*
7	429 *18%*	382 *16%*
6	293 *12%*	251 *10%*
5	255 *11%*	242 *10%*
4	74 *3%*	77 *3%*
3	66 *3%*	43 *2%*
2	34 *1%*	12 *
1	35 *1%*	31 *1%*
Don't know	327 *13%*	378 *16%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	2339	2339
Effective Total	1619	1619
Net: 10/9/8/7	1344 *55%*	1396 *57%*
Net: 10/9	412 *17%*	487 *20%*
Net: 6/5/4	623 *26%*	569 *23%*
Net: 3/2/1	135 *6%*	85 *4%*
Mean	6.91	7.16
Standard Deviation	1.95	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 110

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of S4C

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	97	97
Total (Wtd)	32	32
Effective Total	89	89
10	3 *8%*	4 *14%*
9	3 *10%*	5 *17%*
8	6 *17%*	10 *30%*
7	5 *17%*	4 *14%*
6	6 *20%*	3 *10%*
5	3 *10%*	1 *3%*
4	2 *5%*	- -
3	1 *2%*	* *1%*
2	1 *2%*	- -
1	* *1%*	- -
Don't know	3 *8%*	3 *11%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 110

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of S4C

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	97	97
Effective Total	89	89
Net: 10/9/8/7	17 *52%*	24 *74%*
Net: 10/9	6 *18%*	10 *31%*
Net: 6/5/4	11 *35%*	4 *14%*
Net: 3/2/1	2 *5%*	* *1%*
Mean	6.81	7.94
Standard Deviation	1.97	1.48

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 111

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of Five

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	1262	1262
Total (Wtd)	1247	1247
Effective Total	866	866
10	59 *5%*	74 *6%*
9	47 *4%*	57 *5%*
8	186 *15%*	209 *17%*
7	183 *15%*	185 *15%*
6	177 *14%*	155 *12%*
5	177 *14%*	154 *12%*
4	75 *6%*	50 *4%*
3	61 *5%*	33 *3%*
2	18 *1%*	6 *
1	38 *3%*	25 *2%*
Don't know	227 *18%*	299 *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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

Base : Regular viewers of Five

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	1262	1262
Effective Total	866	866
Net: 10/9/8/7	475 *38%*	525 *42%*
Net: 10/9	106 *9%*	132 *11%*
Net: 6/5/4	428 *34%*	359 *29%*
Net: 3/2/1	116 *9%*	64 *5%*
Mean	6.16	6.60
Standard Deviation	2.11	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	541	541
Total (Wtd)	576	576
Effective Total	365	365
10	40 *7%*	55 *9%*
9	26 *5%*	40 *7%*
8	70 *12%*	130 *22%*
7	76 *13%*	67 *12%*
6	62 *11%*	43 *7%*
5	78 *14%*	63 *11%*
4	35 *6%*	25 *4%*
3	33 *6%*	11 *2%*
2	25 *4%*	11 *2%*
1	35 *6%*	26 *5%*
Don't know	94 *16%*	108 *19%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	541	541
Effective Total	365	365
Net: 10/9/8/7	212 *37%*	291 *50%*
Net: 10/9	66 *11%*	95 *16%*
Net: 6/5/4	176 *31%*	130 *23%*
Net: 3/2/1	94 *16%*	47 *8%*
Mean	5.85	6.74
Standard Deviation	2.51	2.38

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	317	317
Total (Wtd)	300	300
Effective Total	221	221
10	20 *7%*	29 *10%*
9	25 *8%*	31 *10%*
8	55 *18%*	63 *21%*
7	50 *17%*	45 *15%*
6	25 *8%*	21 *7%*
5	31 *10%*	24 *8%*
4	8 *3%*	5 *2%*
3	12 *4%*	4 *1%*
2	4 *1%*	1 *
1	9 *3%*	6 *2%*
Don't know	61 *20%*	70 *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(a) News, current affairs and other factual programmes - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	317	317
Effective Total	221	221
Net: 10/9/8/7	150 *50%*	168 *56%*
Net: 10/9	45 *15%*	60 *20%*
Net: 6/5/4	64 *21%*	50 *17%*
Net: 3/2/1	25 *8%*	11 *4%*
Mean	6.72	7.32
Standard Deviation	2.20	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 114

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of BBC News

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	1507	1507
Total (Wtd)	1452	1452
Effective Total	1047	1047
10	354 *24%*	250 *17%*
9	361 *25%*	348 *24%*
8	429 *30%*	465 *32%*
7	155 *11%*	173 *12%*
6	62 *4%*	91 *6%*
5	37 *3%*	55 *4%*
4	12 *1%*	28 *2%*
3	12 *1%*	11 *1%*
2	6 *	8 *1%*
1	9 *1%*	3 *
Don't know	15 *1%*	20 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 114

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of BBC News

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	1507	1507
Effective Total	1047	1047
Net: 10/9/8/7	1299 *89%*	1236 *85%*
Net: 10/9	715 *49%*	598 *41%*
Net: 6/5/4	111 *8%*	174 *12%*
Net: 3/2/1	27 *2%*	22 *2%*
Mean	8.33	8.06
Standard Deviation	1.56	1.57

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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

Base : Regular viewers of BBC Parliament

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	52	52
Total (Wtd)	50	50
Effective Total	33	33
10	5 *11%*	4 *9%*
9	8 *17%*	11 *22%*
8	17 *35%*	6 *12%*
7	5 *10%*	16 *33%*
6	1 *3%*	2 *3%*
5	4 *7%*	* *1%*
4	- -	2 *4%*
3	2 *4%*	2 *4%*
1	- -	2 *3%*
Don't know	7 *13%*	5 *10%*
Net: 10/9/8/7	36 *73%*	37 *76%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 115

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of BBC Parliament

	Q6b(a) - Statements	
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy
Total (Unwtd)	52	52
Effective Total	33	33
Net: 10/9	14 *28%*	15 *31%*
Net: 6/5/4	5 *10%*	4 *8%*
Net: 3/2/1	2 *4%*	3 *7%*
Mean	7.78	7.36
Standard Deviation	1.69	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 116

Absolutes/col/row percents

9 Jul 2009

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

Base : All

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	6798	6798	6798
Total (Wtd)	6799	6799	6799
Effective Total	4667	4667	4667
10	560 *8%*	510 *8%*	414 *6%*
9	765 *11%*	696 *10%*	538 *8%*
8	1895 *28%*	1797 *26%*	1468 *22%*
7	1567 *23%*	1585 *23%*	1298 *19%*
6	827 *12%*	822 *12%*	872 *13%*
5	580 *9%*	730 *11%*	851 *13%*
4	172 *3%*	156 *2%*	302 *4%*
3	92 *1%*	95 *1%*	208 *3%*
2	47 *1%*	45 *1%*	132 *2%*
1	61 *1%*	58 *1%*	119 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 116

Absolutes/col/row percents

9 Jul 2009

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

Base : All

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	6798	6798	6798
Effective Total	4667	4667	4667
Don't know	233 *3%*	304 *4%*	597 *9%*
Net: 10/9/8/7	4787 *70%*	4588 *67%*	3718 *55%*
Net: 10/9	1325 *19%*	1206 *18%*	953 *14%*
Net: 6/5/4	1578 *23%*	1708 *25%*	2025 *30%*
Net: 3/2/1	200 *3%*	198 *3%*	459 *7%*
Mean	7.25	7.16	6.69
Standard Deviation	1.71	1.71	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 117

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3403	3403	3403
Total (Wtd)	3418	3418	3418
Effective Total	2333	2333	2333
10	1063 *31%*	1550 *45%*	945 *28%*
9	622 *18%*	508 *15%*	563 *16%*
8	778 *23%*	533 *16%*	742 *22%*
7	416 *12%*	310 *9%*	431 *13%*
6	160 *5%*	139 *4%*	212 *6%*
5	185 *5%*	166 *5%*	216 *6%*
4	42 *1%*	49 *1%*	71 *2%*
3	31 *1%*	29 *1%*	53 *2%*
2	14 *	17 *1%*	37 *1%*
1	55 *2%*	42 *1%*	61 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 117

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3403	3403	3403
Effective Total	2333	2333	2333
Don't know	53 *2%*	76 *2%*	88 *3%*
Net: 10/9/8/7	2879 *84%*	2900 *85%*	2681 *78%*
Net: 10/9	1685 *49%*	2058 *60%*	1508 *44%*
Net: 6/5/4	387 *11%*	353 *10%*	499 *15%*
Net: 3/2/1	99 *3%*	89 *3%*	151 *4%*
Mean	8.20	8.53	7.93
Standard Deviation	1.90	1.92	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 118

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3442	3442	3442
Total (Wtd)	3427	3427	3427
Effective Total	2365	2365	2365
10	887 *26%*	1296 *38%*	743 *22%*
9	533 *16%*	506 *15%*	453 *13%*
8	823 *24%*	664 *19%*	797 *23%*
7	468 *14%*	335 *10%*	470 *14%*
6	237 *7%*	177 *5%*	277 *8%*
5	228 *7%*	218 *6%*	304 *9%*
4	63 *2%*	60 *2%*	113 *3%*
3	47 *1%*	44 *1%*	59 *2%*
2	35 *1%*	26 *1%*	61 *2%*
1	58 *2%*	54 *2%*	69 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 118

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3442	3442	3442
Effective Total	2365	2365	2365
Don't know	47 *1%*	45 *1%*	82 *2%*
Net: 10/9/8/7	2711 *79%*	2802 *82%*	2463 *72%*
Net: 10/9	1420 *41%*	1803 *53%*	1196 *35%*
Net: 6/5/4	528 *15%*	456 *13%*	693 *20%*
Net: 3/2/1	140 *4%*	124 *4%*	189 *6%*
Mean	7.87	8.22	7.53
Standard Deviation	2.02	2.05	2.18

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 119

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3442	3442	3442
Total (Wtd)	3427	3427	3427
Effective Total	2365	2365	2365
10	1031 *30%*	1441 *42%*	829 *24%*
9	569 *17%*	522 *15%*	518 *15%*
8	821 *24%*	633 *18%*	854 *25%*
7	412 *12%*	323 *9%*	454 *13%*
6	191 *6%*	157 *5%*	225 *7%*
5	182 *5%*	173 *5%*	279 *8%*
4	59 *2%*	32 *1%*	57 *2%*
3	20 *1%*	23 *1%*	43 *1%*
2	17 *	10 *	21 *1%*
1	33 *1%*	25 *1%*	31 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 119

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(a) - Statements		
	Its programmes help me understand what's going on in the world today	Its news programmes are trustworthy	Its regional news programmes provide a wide range of good quality news about my area
Total (Unwtd)	3442	3442	3442
Effective Total	2365	2365	2365
Don't know	91 *3%*	88 *3%*	114 *3%*
Net: 10/9/8/7	2834 *83%*	2919 *85%*	2656 *78%*
Net: 10/9	1600 *47%*	1963 *57%*	1347 *39%*
Net: 6/5/4	432 *13%*	362 *11%*	561 *16%*
Net: 3/2/1	70 *2%*	59 *2%*	95 *3%*
Mean	8.19	8.53	7.89
Standard Deviation	1.82	1.78	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 120

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**263** ***5%***	125 *6%* *47%*	138 *5%* *53%*	22 *5%* *8%*	34 *3%* *13%*	31 *4%* *12%*	41 *5%* *16%*	55 *7%* *21%* DE	80 *8%* *30%* DEF	34 *4%* *13%*	104 *4%* *40%*	125 *8%* *48%* IJ	64 *5%* *24%*	84 *7%* *32%* N	71 *4%* *27%*
9	**449** ***9%***	206 *9%* *46%*	243 *9%* *54%*	48 *11%* *11%* D	70 *7%* *16%*	72 *9%* *16%*	85 *10%* *19%*	73 *10%* *16%*	101 *10%* *22%*	102 *11%* *23%*	208 *9%* *46%*	139 *9%* *31%*	107 *9%* *24%*	111 *9%* *25%*	168 *10%* *38%*
8	**1079** ***22%***	512 *23%* *47%*	567 *22%* *53%*	75 *18%* *7%*	212 *22%* *20%*	166 *20%* *15%*	188 *22%* *17%*	167 *22%* *15%*	270 *27%* *25%* CDEF G	208 *22%* *19%*	515 *22%* *48%*	355 *23%* *33%*	292 *25%* *27%* M	241 *20%* *22%*	377 *23%* *35%*
7	**1025** ***21%***	521 *23%* *51%* B	504 *20%* *49%*	69 *16%* *7%*	227 *23%* *22%* C	179 *22%* *17%*	193 *23%* *19%* C	160 *21%* *16%*	198 *20%* *19%*	244 *26%* *24%* JK	484 *21%* *47%*	297 *19%* *29%*	238 *20%* *23%*	284 *23%* *28%*	346 *21%* *34%*
6	**611** ***13%***	267 *12%* *44%*	344 *13%* *56%*	59 *14%* *10%*	130 *13%* *21%*	118 *14%* *19%* H	97 *11%* *16%*	102 *13%* *17%*	104 *10%* *17%*	135 *14%* *22%*	302 *13%* *49%*	174 *11%* *29%*	131 *11%* *21%*	155 *13%* *25%*	220 *14%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 120

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**467** ***10%***	240 *11%* *52%*	226 *9%* *48%*	53 *13%* *11%* DH	79 *8%* *17%*	93 *11%* *20%* H	88 *10%* *19%*	71 *9%* *15%*	82 *8%* *18%*	71 *7%* *15%*	262 *11%* *56%* IK	133 *9%* *29%*	115 *10%* *25%*	119 *10%* *26%*	148 *9%* *32%*
4	**222** ***5%***	110 *5%* *49%*	112 *4%* *51%*	29 *7%* *13%*	41 *4%* *19%*	43 *5%* *19%*	36 *4%* *16%*	32 *4%* *14%*	41 *4%* *19%*	43 *5%* *19%*	107 *5%* *48%*	72 *5%* *32%*	56 *5%* *25%*	47 *4%* *21%*	84 *5%* *38%*
3	**116** ***2%***	63 *3%* *54%*	54 *2%* *46%*	17 *4%* *15%* FG	30 *3%* *26%* F	23 *3%* *19%*	11 *1%* *10%*	12 *2%* *10%*	23 *2%* *20%*	23 *2%* *20%*	56 *2%* *48%*	37 *2%* *32%*	23 *2%* *20%*	30 *2%* *26%*	38 *2%* *32%*
2	**72** ***1%***	36 *2%* *50%*	36 *1%* *50%*	4 *1%* *6%*	18 *2%* *25%*	7 *1%* *10%*	21 *2%* *29%* E	8 *1%* *11%*	13 *1%* *19%*	13 *1%* *18%*	34 *1%* *47%*	25 *2%* *35%*	19 *2%* *27%*	17 *1%* *24%*	24 *1%* *34%*
1	**63** ***1%***	40 *2%* *64%* B	23 *1%* *36%*	10 *2%* *17%* FH	19 *2%* *30%*	9 *1%* *14%*	6 *1%* *10%*	12 *2%* *18%*	7 *1%* *12%*	15 *2%* *25%*	33 *1%* *52%*	15 *1%* *24%*	15 *1%* *24%*	18 *1%* *29%*	18 *1%* *28%*
Don't know	**475** ***10%***	137 *6%* *29%*	338 *13%* *71%* A	38 *9%* *8%*	110 *11%* *23%*	78 *9%* *16%*	89 *10%* *19%*	73 *10%* *15%*	87 *9%* *18%*	63 *7%* *13%*	245 *10%* *52%* I	167 *11%* *35%* I	117 *10%* *25%*	112 *9%* *24%*	138 *8%* *29%*
Net: 10/9/8/7	**2816** ***58%***	1364 *60%* *48%* B	1452 *56%* *52%*	214 *50%* *8%*	542 *56%* *19%*	448 *55%* *16%*	507 *59%* *18%* C	454 *59%* *16%* C	648 *64%* *23%* CDE	588 *62%* *21%* J	1311 *56%* *47%*	916 *60%* *33%*	701 *59%* *25%*	720 *59%* *26%*	962 *59%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 120

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**712** ***15%***	331 *15%* *47%*	381 *15%* *53%*	70 *17%* *10%* D	104 *11%* *15%*	103 *13%* *14%*	126 *15%* *18%* D	128 *17%* *18%* DE	181 *18%* *25%* DE	136 *14%* *19%*	312 *13%* *44%*	264 *17%* *37%* J	171 *15%* *24%*	195 *16%* *27%*	240 *15%* *34%*
Net: 6/5/4	**1299** ***27%***	617 *27%* *47%*	682 *26%* *53%*	141 *33%* *11%* DF H	250 *26%* *19%*	255 *31%* *20%* DF H	221 *26%* *17%*	205 *27%* *16%*	227 *23%* *17%*	249 *26%* *19%*	670 *29%* *52%* K	379 *25%* *29%*	302 *26%* *23%*	321 *26%* *25%*	452 *28%* *35%*
Net: 3/2/1	**251** ***5%***	138 *6%* *55%* B	112 *4%* *45%*	32 *7%* *13%*	67 *7%* *27%* GH	39 *5%* *15%*	38 *4%* *15%*	32 *4%* *13%*	44 *4%* *17%*	52 *5%* *21%*	122 *5%* *49%*	77 *5%* *31%*	58 *5%* *23%*	65 *5%* *26%*	80 *5%* *32%*
Mean	**6.85**	6.79	6.91	6.57	6.67	6.72	6.89 C	6.97 C DE	7.13 CDE F	6.84	6.77	6.99 J	6.89	6.88	6.85
Standard Deviation	**1.89**	1.93	1.84	2.08	1.91	1.81	1.84	1.88	1.85	1.83	1.87	1.94	1.89	1.91	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 120

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**263** ***5%***	22 *5%* *8%*	13 *5%* *5%*	8 *6%* *3%*	220 *5%* *84%*	237 *5%* *90%*	25 *10%* *10%* S	43 *6%* *16%*	218 *5%* *83%*	220 *5%* *84%*	128 *5%* *49%*	90 *6%* *34%*	97 *6%* *37%*
9	**449** ***9%***	32 *8%* *7%*	19 *7%* *4%*	11 *8%* *3%*	386 *10%* *86%*	422 *9%* *94%*	27 *10%* *6%*	55 *8%* *12%*	392 *10%* *87%*	394 *10%* *88%*	231 *9%* *51%*	163 *10%* *36%*	174 *10%* *39%*
8	**1079** ***22%***	79 *19%* *7%*	61 *24%* *6%* O	29 *21%* *3%*	910 *23%* *84%* O	1021 *22%* *95%*	57 *21%* *5%*	176 *25%* *16%*	889 *22%* *82%*	902 *22%* *84%*	527 *21%* *49%*	373 *23%* *35%*	394 *23%* *37%*
7	**1025** ***21%***	85 *20%* *8%*	46 *18%* *4%*	26 *19%* *3%*	868 *22%* *85%* P	969 *21%* *94%*	57 *21%* *6%*	158 *22%* *15%*	856 *21%* *83%*	864 *21%* *84%*	503 *20%* *49%*	356 *22%* *35%*	383 *23%* *37%*
6	**611** ***13%***	51 *12%* *8%*	31 *12%* *5%*	22 *16%* *4%* R	507 *13%* *83%*	583 *13%* *95%*	28 *11%* *5%*	86 *12%* *14%*	518 *13%* *85%*	525 *13%* *86%*	325 *13%* *53%*	199 *12%* *33%*	208 *12%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 120

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**467** ***10%***	43 *10%* *9%*	29 *11%* *6%*	13 *10%* *3%*	381 *9%* *82%*	443 *10%* *95%*	24 *9%* *5%*	66 *9%* *14%*	397 *10%* *85%*	401 *10%* *86%*	255 *10%* *55%*	146 *9%* *31%*	151 *9%* *32%*
4	**222** ***5%***	16 *4%* *7%*	12 *5%* *5%*	7 *5%* *3%*	187 *5%* *84%*	207 *5%* *93%*	15 *5%* *7%*	36 *5%* *16%*	184 *5%* *83%*	186 *5%* *84%*	119 *5%* *54%*	67 *4%* *30%*	67 *4%* *30%*
3	**116** ***2%***	15 *4%* *13%* R	6 *3%* *6%*	3 *2%* *3%*	91 *2%* *78%*	107 *2%* *92%*	10 *4%* *8%*	15 *2%* *13%*	98 *2%* *84%*	99 *2%* *85%*	69 *3%* *59%*	31 *2%* *26%*	33 *2%* *28%*
2	**72** ***1%***	6 *2%* *9%*	4 *2%* *5%*	1 *** *1%*	61 *2%* *85%* Q	65 *1%* *91%*	7 *2%* *9%*	7 *1%* *9%*	65 *2%* *91%*	65 *2%* *91%*	48 *2%* *67%*	16 *1%* *22%*	18 *1%* *26%*
1	**63** ***1%***	8 *2%* *12%*	3 *1%* *5%*	1 *1%* *2%*	51 *1%* *81%*	59 *1%* *94%*	4 *1%* *6%*	6 *1%* *10%*	56 *1%* *89%*	57 *1%* *90%*	46 *2%* *73%* YZ	11 *1%* *17%*	14 *1%* *22%*
Don't know	**475** ***10%***	60 *14%* *13%* R	32 *12%* *7%* R	16 *12%* *3%* R	368 *9%* *77%*	461 *10%* *97%* T	14 *5%* *3%*	64 *9%* *14%*	406 *10%* *85%*	411 *10%* *86%*	265 *11%* *56%*	145 *9%* *31%*	150 *9%* *32%*
Net: 10/9/8/7	**2816** ***58%***	219 *52%* *8%*	139 *54%* *5%*	74 *54%* *3%*	2384 *59%* *85%* OPQ	2649 *58%* *94%*	166 *62%* *6%*	432 *61%* *15%* X	2354 *58%* *84%*	2380 *58%* *85%*	1389 *55%* *49%*	981 *62%* *35%* VWX	1048 *62%* *37%* VWX

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 120

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**712** ***15%***	55 *13%* *8%*	32 *13%* *5%*	19 *14%* *3%*	606 *15%* *85%*	659 *14%* *93%*	52 *20%* *7%* S	98 *14%* *14%*	609 *15%* *86%*	614 *15%* *86%*	359 *14%* *50%*	253 *16%* *35%*	270 *16%* *38%*
Net: 6/5/4	**1299** ***27%***	109 *26%* *8%*	72 *28%* *6%*	42 *31%* *3%* R	1075 *27%* *83%*	1233 *27%* *95%*	66 *25%* *5%*	187 *26%* *14%*	1099 *27%* *85%*	1112 *27%* *86%*	699 *28%* *54%*	411 *26%* *32%*	427 *25%* *33%*
Net: 3/2/1	**251** ***5%***	30 *7%* *12%* QR	13 *5%* *5%*	5 *4%* *2%*	203 *5%* *81%*	231 *5%* *92%*	20 *8%* *8%*	28 *4%* *11%*	219 *5%* *87%* YZ	221 *5%* *88%* YZ	162 *6%* *65%* UYZ	58 *4%* *23%*	65 *4%* *26%*
Mean	**6.85**	6.68	6.78	6.83	6.87 O	6.85	6.90	6.94 X	6.84	6.84	6.73	7.01 VWX	7.01 VWX
Standard Deviation	**1.89**	1.99	1.89	1.82	1.88	1.87	2.09	1.79	1.90	1.90	1.98	1.76	1.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 121

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**211** ***9%***	99 *8%* *47%*	112 *10%* *53%*	17 *10%* *8%*	26 *8%* *12%*	33 *10%* *16%*	28 *6%* *13%*	37 *9%* *18%*	70 *11%* *33%* F	37 *7%* *17%*	88 *8%* *42%*	85 *11%* *41%*	54 *10%* *26%*	67 *11%* *32%* N	61 *7%* *29%*
9	**443** ***19%***	226 *19%* *51%*	217 *19%* *49%*	30 *17%* *7%*	67 *20%* *15%*	61 *18%* *14%*	104 *24%* *23%* H	90 *21%* *20%* H	91 *15%* *21%*	117 *24%* *26%* JK	200 *19%* *45%*	126 *17%* *28%*	112 *21%* *25%*	104 *18%* *23%*	163 *19%* *37%*
8	**780** ***34%***	397 *34%* *51%*	383 *33%* *49%*	39 *23%* *5%*	122 *36%* *16%* C	121 *37%* *15%* C	145 *33%* *19%* C	153 *36%* *20%* C	200 *32%* *26%*	198 *40%* *25%* K	371 *34%* *48%* K	211 *28%* *27%*	164 *31%* *21%*	186 *32%* *24%*	306 *36%* *39%*
7	**375** ***16%***	198 *17%* *53%*	178 *16%* *47%*	33 *19%* *9%*	55 *17%* *15%*	56 *17%* *15%*	67 *15%* *18%*	59 *14%* *16%*	105 *17%* *28%*	73 *15%* *19%*	174 *16%* *46%*	129 *17%* *34%*	65 *12%* *17%*	101 *17%* *27%*	146 *17%* *39%* L
6	**196** ***8%***	108 *9%* *55%*	88 *8%* *45%*	13 *8%* *7%*	34 *10%* *17%*	22 *7%* *11%*	35 *8%* *18%*	31 *7%* *16%*	61 *10%* *31%*	28 *6%* *14%*	91 *8%* *46%*	77 *10%* *39%* I	48 *9%* *25%*	51 *9%* *26%*	70 *8%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 121

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**97** ***4%***	56 *5%* *58%*	41 *4%* *42%*	15 *8%* *15%* E	13 *4%* *14%*	5 *1%* *5%*	18 *4%* *18%*	22 *5%* *22%* E	25 *4%* *26%*	13 *3%* *14%*	44 *4%* *46%*	39 *5%* *41%*	21 *4%* *22%*	24 *4%* *25%*	32 *4%* *33%*
4	**27** ***1%***	11 *1%* *41%*	16 *1%* *59%*	4 *2%* *15%*	5 *1%* *17%*	5 *1%* *17%*	2 *1%* *8%*	4 *1%* *17%*	7 *1%* *25%*	4 *1%* *15%*	15 *1%* *57%*	8 *1%* *28%*	4 *1%* *17%*	6 *1%* *22%*	11 *1%* *43%*
3	**19** ***1%***	9 *1%* *48%*	10 *1%* *52%*	1 *** *3%*	1 *** *5%*	4 *1%* *22%*	3 *1%* *14%*	5 *1%* *28%*	5 *1%* *29%*	2 *** *9%*	8 *1%* *42%*	9 *1%* *48%*	7 *1%* *38%*	3 *1%* *16%*	4 *** *20%*
2	**22** ***1%***	15 *1%* *69%*	7 *1%* *31%*	9 *5%* *39%* DEF GH	1 *** *6%*	2 *** *7%*	1 *** *3%*	5 *1%* *25%*	4 *1%* *20%*	3 *1%* *13%*	9 *1%* *40%*	10 *1%* *47%*	6 *1%* *30%*	4 *1%* *17%*	7 *1%* *34%*
1	**15** ***1%***	8 *1%* *52%*	7 *1%* *48%*	3 *2%* *20%*	- - -	5 *1%* *33%*	1 *** *8%*	2 *** *13%*	4 *1%* *27%*	1 *** *9%*	10 *1%* *68%*	4 *** *24%*	4 *1%* *29%*	6 *1%* *38%*	3 *** *20%*
Don't know	**137** ***6%***	48 *4%* *35%*	89 *8%* *65%* A	9 *5%* *7%*	12 *3%* *8%*	19 *6%* *14%*	33 *8%* *24%* D	21 *5%* *15%*	44 *7%* *32%*	18 *4%* *13%*	68 *6%* *49%*	52 *7%* *38%* I	40 *8%* *29%*	36 *6%* *26%*	40 *5%* *29%*
Net: 10/9/8/7	**1809** ***78%***	920 *78%* *51%*	889 *78%* *49%*	120 *69%* *7%*	270 *81%* *15%* C	271 *82%* *15%* C	344 *79%* *19%*	338 *79%* *19%* C	466 *76%* *26%*	424 *86%* *23%* JK	834 *77%* *46%*	551 *74%* *30%*	395 *75%* *22%*	458 *78%* *25%*	676 *80%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 121

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**654** ***28%***	325 *28%* *50%*	328 *29%* *50%*	47 *27%* *7%*	93 *28%* *14%*	94 *28%* *14%*	132 *30%* *20%*	127 *30%* *19%*	161 *26%* *25%*	154 *31%* *24%*	289 *27%* *44%*	211 *28%* *32%*	166 *32%* *25%*	171 *29%* *26%*	224 *27%* *34%*
Net: 6/5/4	**320** ***14%***	175 *15%* *55%*	145 *13%* *45%*	32 *18%* *10%* E	51 *15%* *16%*	31 *9%* *10%*	55 *13%* *17%*	57 *13%* *18%*	93 *15%* *29%* E	46 *9%* *14%*	150 *14%* *47%* I	124 *17%* *39%* I	74 *14%* *23%*	81 *14%* *25%*	114 *13%* *36%*
Net: 3/2/1	**55** ***2%***	32 *3%* *58%*	23 *2%* *42%*	12 *7%* *22%* DFH	2 *1%* *4%*	10 *3%* *19%*	4 *1%* *8%*	12 *3%* *23%*	14 *2%* *25%*	6 *1%* *11%*	27 *2%* *48%*	23 *3%* *41%*	18 *3%* *32%*	12 *2%* *23%*	14 *2%* *26%*
Mean	**7.71**	7.65	7.78	7.20	7.77 C	7.78 C	7.84 C	7.73 C	7.69 C	7.94 JK	7.67	7.62	7.74	7.75	7.72
Standard Deviation	**1.59**	1.62	1.57	2.14	1.37	1.63	1.37	1.62	1.61	1.33	1.61	1.71	1.72	1.62	1.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 121

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**211** ***9%***	14 *7%* *6%*	11 *9%* *5%*	4 *7%* *2%*	182 *9%* *87%*	202 *9%* *96%*	9 *10%* *4%*	34 *9%* *16%*	176 *9%* *84%*	177 *9%* *84%*	87 *8%* *41%*	88 *10%* *42%*	96 *10%* *46%*
9	**443** ***19%***	28 *15%* *6%*	25 *21%* *6%*	11 *20%* *3%*	379 *19%* *85%*	424 *19%* *96%*	19 *22%* *4%*	60 *16%* *13%*	378 *20%* *85%*	384 *20%* *87%*	187 *18%* *42%*	196 *22%* *44%*	217 *23%* *49%* UX
8	**780** ***34%***	62 *33%* *8%*	43 *36%* *5%*	19 *33%* *2%*	657 *34%* *84%*	757 *34%* *97%*	23 *26%* *3%*	124 *34%* *16%*	646 *33%* *83%*	656 *34%* *84%*	365 *35%* *47%*	287 *32%* *37%*	300 *31%* *38%*
7	**375** ***16%***	35 *19%* *9%*	18 *15%* *5%*	10 *18%* *3%*	312 *16%* *83%*	357 *16%* *95%*	18 *21%* *5%*	65 *18%* *17%*	306 *16%* *82%*	310 *16%* *83%*	165 *16%* *44%*	144 *16%* *38%*	148 *15%* *39%*
6	**196** ***8%***	12 *7%* *6%*	9 *8%* *5%*	5 *8%* *2%*	170 *9%* *87%*	187 *8%* *95%*	9 *10%* *5%*	27 *7%* *14%*	167 *9%* *85%*	169 *9%* *86%*	85 *8%* *43%*	84 *9%* *43%*	86 *9%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 121

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**97** ***4%***	11 *6%* *12%*	7 *6%* *7%*	1 *2%* *1%*	77 *4%* *79%*	91 *4%* *94%*	6 *7%* *6%*	14 *4%* *15%*	81 *4%* *84%*	83 *4%* *85%*	43 *4%* *44%*	40 *4%* *41%*	40 *4%* *42%*
4	**27** ***1%***	1 *1%* *5%*	2 *2%* *8%*	2 *3%* *6%* OR	22 *1%* *81%*	26 *1%* *97%*	1 *1%* *3%*	2 *1%* *9%*	24 *1%* *91%*	24 *1%* *91%*	16 *1%* *58%*	9 *1%* *33%*	9 *1%* *33%*
3	**19** ***1%***	3 *2%* *18%*	1 *1%* *6%*	* *1%* *3%*	14 *1%* *74%*	17 *1%* *93%*	1 *2%* *7%*	3 *1%* *14%*	16 *1%* *86%*	16 *1%* *86%*	8 *1%* *42%*	8 *1%* *44%*	9 *1%* *50%*
2	**22** ***1%***	3 *2%* *13%* P	- - -	1 *2%* *5%* P	18 *1%* *81%*	20 *1%* *93%*	1 *2%* *7%*	4 *1%* *20%*	16 *1%* *75%*	18 *1%* *80%*	15 *1%* *68%* YZ	3 * *12%*	3 * *15%*
1	**15** ***1%***	1 *1%* *10%*	* * *2%*	* * *2%*	13 *1%* *87%*	14 *1%* *94%*	1 *1%* *6%*	1 * *8%*	14 *1%* *92%*	14 *1%* *92%*	9 *1%* *59%*	5 *1%* *33%*	5 *1%* *33%*
Don't know	**137** ***6%***	15 *8%* *11%* P	4 *3%* *3%*	3 *6%* *3%*	115 *6%* *84%* P	137 *6%* *100%* T	* * *	32 *9%* *23%* VWYZ	104 *5%* *76%*	105 *5%* *77%*	64 *6%* *47%*	41 *5%* *30%*	44 *5%* *32%*
Net: 10/9/8/7	**1809** ***78%***	139 *75%* *8%*	96 *80%* *5%*	44 *77%* *2%*	1529 *78%* *85%*	1740 *78%* *96%*	68 *78%* *4%*	283 *77%* *16%*	1507 *78%* *83%*	1526 *78%* *84%*	804 *77%* *44%*	715 *79%* *40%*	762 *79%* *42%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 121

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**654** ***28%***	42 *22%* *6%*	36 *30%* *5%* O	15 *27%* *2%*	561 *29%* *86%* O	626 *28%* *96%*	28 *32%* *4%*	94 *25%* *14%*	554 *29%* *85%*	560 *29%* *86%*	275 *26%* *42%*	284 *31%* *43%* X	314 *33%* *48%* UX
Net: 6/5/4	**320** ***14%***	25 *14%* *8%*	18 *15%* *6%*	8 *13%* *2%*	269 *14%* *84%*	304 *14%* *95%*	16 *18%* *5%*	44 *12%* *14%*	273 *14%* *85%*	276 *14%* *86%*	143 *14%* *45%*	133 *15%* *42%*	135 *14%* *42%*
Net: 3/2/1	**55** ***2%***	8 *4%* *14%* P	1 *1%* *3%*	2 *3%* *3%*	44 *2%* *80%*	52 *2%* *93%*	4 *4%* *7%*	8 *2%* *15%*	46 *2%* *83%*	47 *2%* *85%*	31 *3%* *57%*	16 *2%* *28%*	18 *2%* *32%*
Mean	**7.71**	7.48	7.77 O	7.59	7.73 O	7.72	7.52	7.73	7.71	7.71	7.64	7.78	7.82 X
Standard Deviation	**1.59**	1.72	1.48	1.70	1.58	1.58	1.80	1.54	1.60	1.60	1.66	1.53	1.54

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 122

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**74** ***2%***	31 *2%* *42%*	43 *2%* *58%*	9 *2%* *12%*	9 *1%* *13%*	8 *1%* *11%*	10 *2%* *13%*	18 *3%* *24%* E	21 *3%* *28%*	7 *1%* *10%*	27 *2%* *36%*	40 *3%* *54%* J	25 *3%* *34%*	18 *2%* *24%*	19 *2%* *25%*
9	**76** ***2%***	28 *2%* *37%*	48 *2%* *63%*	6 *2%* *8%*	14 *2%* *18%*	9 *1%* *12%*	19 *3%* *24%*	12 *2%* *16%*	16 *2%* *21%*	10 *2%* *13%*	35 *2%* *45%*	32 *2%* *41%*	10 *1%* *13%*	22 *3%* *29%*	31 *3%* *40%* L
8	**329** ***9%***	149 *10%* *45%*	180 *9%* *55%*	23 *6%* *7%*	41 *6%* *12%*	65 *10%* *20%* D	54 *8%* *16%*	57 *11%* *17%* D	90 *13%* *27%* CDF	34 *6%* *10%*	154 *9%* *47%*	141 *11%* *43%* I	90 *9%* *27%*	81 *9%* *24%*	99 *9%* *30%*
7	**539** ***15%***	228 *15%* *42%*	312 *15%* *58%*	44 *12%* *8%*	87 *13%* *16%*	95 *15%* *18%*	104 *16%* *19%*	76 *14%* *14%*	134 *19%* *25%* CD	74 *13%* *14%*	262 *15%* *49%*	203 *16%* *38%*	149 *16%* *28%*	131 *15%* *24%*	155 *15%* *29%*
6	**578** ***16%***	267 *18%* *46%*	311 *15%* *54%*	54 *15%* *9%*	118 *17%* *20%*	90 *14%* *16%*	123 *19%* *21%* E	90 *17%* *16%*	103 *15%* *18%*	106 *19%* *18%* K	298 *17%* *51%* K	175 *14%* *30%*	161 *17%* *28%*	146 *17%* *25%*	169 *16%* *29%*
5	**641** ***18%***	280 *18%* *44%*	361 *18%* *56%*	63 *17%* *10%*	122 *18%* *19%*	118 *18%* *18%*	112 *18%* *17%*	109 *20%* *17%*	118 *17%* *18%*	95 *17%* *15%*	322 *19%* *50%*	224 *18%* *35%*	188 *20%* *29%*	166 *19%* *26%*	183 *17%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 122

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**308** ***9%***	165 *11%* *54%* B	142 *7%* *46%*	42 *12%* *14%* H	50 *7%* *16%*	71 *11%* *23%* H	64 *10%* *21%* H	48 *9%* *15%* H	32 *5%* *11%*	61 *11%* *20%*	145 *8%* *47%*	102 *8%* *33%*	79 *8%* *26%*	69 *8%* *23%*	105 *10%* *34%*
3	**193** ***5%***	88 *6%* *46%*	105 *5%* *54%*	24 *7%* *12%*	42 *6%* *22%*	49 *8%* *25%* GH	30 *5%* *15%*	18 *3%* *9%*	31 *4%* *16%*	39 *7%* *20%*	95 *6%* *50%*	58 *5%* *30%*	38 *4%* *20%*	66 *7%* *34%* L	61 *6%* *31%*
2	**153** ***4%***	69 *5%* *45%*	84 *4%* *55%*	28 *8%* *18%* FG H	52 *8%* *34%* FG H	31 *5%* *20%* GH	20 *3%* *13%*	9 *2%* *6%*	13 *2%* *9%*	32 *6%* *21%*	65 *4%* *43%*	55 *4%* *36%*	39 *4%* *26%*	40 *4%* *26%*	45 *4%* *29%*
1	**109** ***3%***	50 *3%* *46%*	59 *3%* *54%*	20 *6%* *18%* FH	21 *3%* *19%*	24 *4%* *22%* H	13 *2%* *12%*	21 *4%* *19%* H	11 *2%* *10%*	24 *4%* *22%* K	56 *3%* *51%*	29 *2%* *27%*	27 *3%* *24%*	33 *4%* *30%*	33 *3%* *30%*
Don't know	**549** ***15%***	164 *11%* *30%*	385 *19%* *70%* A	50 *14%* *9%*	123 *18%* *22%*	86 *13%* *16%*	90 *14%* *16%*	73 *14%* *13%*	126 *18%* *23%* E	70 *13%* *13%*	267 *15%* *49%*	212 *17%* *39%*	155 *16%* *28%*	115 *13%* *21%*	167 *16%* *30%*
Net: 10/9/8/7	**1019** ***29%***	436 *29%* *43%*	583 *29%* *57%*	82 *23%* *8%*	151 *22%* *15%*	176 *27%* *17%*	186 *29%* *18%* D	163 *31%* *16%* CD	260 *37%* *26%* CDEF G	126 *23%* *12%*	478 *28%* *47%* I	416 *33%* *41%* IJ	275 *29%* *27%*	252 *28%* *25%*	303 *28%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 122

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**151** ***4%***	59 *4%* *39%*	91 *4%* *61%*	15 *4%* *10%*	23 *3%* *15%*	17 *3%* *11%*	29 *4%* *19%*	30 *6%* *20%* E	37 *5%* *25%* E	17 *3%* *12%*	62 *4%* *41%*	72 *6%* *47%* J	35 *4%* *23%*	40 *5%* *27%*	49 *5%* *33%*
Net: 6/5/4	**1527** ***43%***	712 *47%* *47%* B	815 *40%* *53%*	159 *44%* *10%*	290 *43%* *19%*	279 *43%* *18%* H	300 *47%* *20%* H	247 *47%* *16%* H	253 *36%* *17%*	262 *47%* *17%* K	764 *44%* *50%* K	501 *39%* *33%*	427 *44%* *28%*	382 *43%* *25%*	457 *43%* *30%*
Net: 3/2/1	**455** ***13%***	207 *14%* *46%*	248 *12%* *54%*	71 *20%* *16%* FG H	114 *17%* *25%* FG H	104 *16%* *23%* FG H	63 *10%* *14%*	48 *9%* *10%*	55 *8%* *12%*	96 *17%* *21%* JK	217 *13%* *48%*	142 *11%* *31%*	104 *11%* *23%*	138 *16%* *30%* L	138 *13%* *30%*
Mean	**5.58**	5.51	5.63	5.09	5.26	5.34	5.69 C DE	5.78 C DE	6.11 CDE FG	5.21	5.55 I	5.78 IJ	5.64	5.49	5.56
Standard Deviation	**2.00**	1.98	2.01	2.17	2.02	2.01	1.85	1.99	1.87	2.00	1.95	2.04	1.94	2.05	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 122

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**74** ***2%***	7 *2%* *9%*	4 *2%* *6%*	2 *2%* *2%*	61 *2%* *83%*	68 *2%* *91%*	7 *4%* *9%*	11 *2%* *15%*	63 *2%* *85%*	63 *2%* *85%*	38 *2%* *51%*	25 *2%* *34%*	28 *2%* *38%*
9	**76** ***2%***	5 *2%* *7%*	4 *2%* *5%*	4 *4%* *5%* O	63 *2%* *83%*	70 *2%* *92%*	6 *3%* *8%*	7 *1%* *9%*	70 *2%* *91%*	70 *2%* *91%*	43 *2%* *57%*	27 *2%* *35%*	29 *2%* *37%*
8	**329** ***9%***	30 *9%* *9%*	20 *10%* *6%*	10 *9%* *3%*	269 *9%* *82%*	310 *9%* *94%*	19 *11%* *6%*	56 *11%* *17%*	266 *9%* *81%*	274 *9%* *83%*	153 *8%* *47%*	121 *10%* *37%*	122 *10%* *37%*
7	**539** ***15%***	48 *15%* *9%*	36 *17%* *7%*	20 *18%* *4%*	435 *15%* *81%*	515 *15%* *96%*	24 *14%* *4%*	85 *17%* *16%*	450 *15%* *84%*	454 *15%* *84%*	280 *15%* *52%*	169 *15%* *31%*	180 *15%* *33%*
6	**578** ***16%***	51 *16%* *9%*	31 *15%* *5%*	20 *17%* *3%*	476 *16%* *82%*	542 *16%* *94%*	36 *20%* *6%*	91 *18%* *16%*	481 *16%* *83%*	488 *16%* *84%*	301 *16%* *52%*	184 *16%* *32%*	195 *16%* *34%*
5	**641** ***18%***	46 *15%* *7%*	39 *19%* *6%*	19 *17%* *3%*	537 *18%* *84%*	614 *18%* *96%*	27 *15%* *4%*	78 *16%* *12%*	556 *18%* *87%*	563 *18%* *88%*	342 *18%* *53%*	221 *19%* *34%*	229 *19%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 122

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**308** ***9%***	23 *7%* *8%*	19 *9%* *6%*	12 *11%* *4%*	253 *9%* *82%*	295 *9%* *96%*	13 *7%* *4%*	44 *9%* *14%*	258 *9%* *84%*	261 *9%* *85%*	169 *9%* *55%*	92 *8%* *30%*	103 *8%* *34%*
3	**193** ***5%***	12 *4%* *6%*	12 *6%* *6%*	4 *3%* *2%*	164 *6%* *85%* Q	184 *5%* *96%*	8 *5%* *4%*	16 *3%* *8%*	177 *6%* *92%* U	177 *6%* *92%* U	113 *6%* *59%* U	64 *6%* *33%*	67 *6%* *35%*
2	**153** ***4%***	17 *6%* *11%*	7 *4%* *5%*	4 *4%* *3%*	124 *4%* *81%*	145 *4%* *95%*	8 *4%* *5%*	17 *3%* *11%*	134 *4%* *88%*	136 *4%* *89%*	91 *5%* *60%*	44 *4%* *29%*	49 *4%* *32%*
1	**109** ***3%***	12 *4%* *11%* Q	4 *2%* *3%*	2 *1%* *1%*	92 *3%* *84%* Q	100 *3%* *91%*	10 *5%* *9%*	13 *3%* *12%*	91 *3%* *83%*	97 *3%* *88%*	71 *4%* *65%*	25 *2%* *23%*	31 *3%* *28%*
Don't know	**549** ***15%***	64 *20%* *12%* PQR	32 *15%* *6%*	17 *15%* *3%*	436 *15%* *79%*	531 *16%* *97%*	18 *10%* *3%*	82 *16%* *15%*	459 *15%* *84%*	465 *15%* *85%*	287 *15%* *52%*	178 *15%* *32%*	189 *15%* *34%*
Net: 10/9/8/7	**1019** ***29%***	89 *28%* *9%*	64 *31%* *6%*	37 *32%* *4%*	829 *28%* *81%*	963 *29%* *94%*	56 *32%* *6%*	158 *32%* *16%*	850 *28%* *83%*	861 *28%* *84%*	515 *27%* *50%*	341 *30%* *33%*	359 *29%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 122

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**151** ***4%***	12 *4%* *8%*	8 *4%* *6%*	6 *5%* *4%*	125 *4%* *83%*	138 *4%* *91%*	13 *7%* *9%*	18 *4%* *12%*	133 *4%* *88%*	133 *4%* *88%*	82 *4%* *54%*	52 *4%* *34%*	57 *5%* *38%*
Net: 6/5/4	**1527** ***43%***	121 *38%* *8%*	89 *43%* *6%*	51 *45%* *3%* O	1266 *43%* *83%* O	1451 *43%* *95%*	76 *43%* *5%*	213 *43%* *14%*	1294 *43%* *85%*	1312 *43%* *86%*	812 *43%* *53%*	497 *43%* *33%*	527 *43%* *35%*
Net: 3/2/1	**455** ***13%***	41 *13%* *9%* Q	24 *11%* *5%*	10 *8%* *2%*	380 *13%* *84%* Q	429 *13%* *94%*	26 *15%* *6%*	46 *9%* *10%*	403 *13%* *89%* U	409 *13%* *90%* U	275 *15%* *61%* U	134 *12%* *29%*	147 *12%* *32%*
Mean	**5.58**	5.57	5.68	5.80 R	5.56	5.57	5.70	5.79 X	5.55	5.54	5.46	5.68 X	5.65
Standard Deviation	**2.00**	2.09	1.91	1.86	2.00	1.99	2.21	1.91	2.01	2.01	2.04	1.95	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 123

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**88** ***4%***	47 *4%* *54%*	41 *3%* *46%*	19 *5%* *22%*	22 *4%* *25%*	13 *3%* *14%*	7 *2%* *8%*	17 *5%* *19%* F	10 *3%* *12%*	15 *3%* *17%*	39 *3%* *44%*	34 *5%* *39%*	27 *5%* *30%*	21 *4%* *24%*	24 *3%* *28%*
9	**185** ***8%***	81 *8%* *44%*	104 *8%* *56%*	30 *8%* *16%*	54 *9%* *29%*	31 *8%* *17%*	27 *7%* *15%*	21 *7%* *11%*	22 *6%* *12%*	32 *7%* *17%*	98 *8%* *53%*	56 *8%* *30%*	47 *8%* *25%*	39 *7%* *21%*	72 *8%* *39%*
8	**483** ***20%***	237 *22%* *49%* B	247 *18%* *51%*	72 *19%* *15%*	140 *23%* *29%* H	80 *21%* *17%*	68 *18%* *14%*	67 *22%* *14%*	56 *15%* *12%*	108 *23%* *22%* K	260 *21%* *54%* K	115 *16%* *24%*	102 *18%* *21%*	127 *21%* *26%*	183 *21%* *38%*
7	**477** ***20%***	220 *21%* *46%*	257 *19%* *54%*	61 *16%* *13%*	151 *24%* *32%* CE H	62 *16%* *13%*	76 *21%* *16%*	63 *20%* *13%*	64 *17%* *13%*	113 *24%* *24%* JK	237 *19%* *50%*	128 *17%* *27%*	98 *17%* *21%*	117 *20%* *25%*	190 *22%* *40%*
6	**334** ***14%***	156 *15%* *47%*	178 *13%* *53%*	61 *16%* *18%*	69 *11%* *21%*	63 *16%* *19%* D	49 *13%* *15%*	40 *13%* *12%*	52 *14%* *16%*	68 *15%* *20%*	168 *14%* *50%*	98 *13%* *29%*	75 *13%* *22%*	93 *16%* *28%*	113 *13%* *34%*
5	**269** ***11%***	105 *10%* *39%*	165 *12%* *61%*	44 *11%* *16%*	61 *10%* *23%*	44 *11%* *16%*	38 *10%* *14%*	37 *12%* *14%*	46 *13%* *17%*	46 *10%* *17%*	146 *12%* *54%*	77 *11%* *28%*	60 *11%* *22%*	70 *12%* *26%*	92 *11%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 123

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**92** ***4%***	49 *5%* *54%*	43 *3%* *46%*	14 *4%* *15%*	18 *3%* *19%*	13 *3%* *14%*	17 *5%* *19%*	17 *5%* *18%*	13 *4%* *15%*	14 *3%* *15%*	45 *4%* *49%*	33 *5%* *36%*	22 *4%* *24%*	20 *3%* *21%*	31 *4%* *34%*
3	**89** ***4%***	45 *4%* *51%*	44 *3%* *49%*	23 *6%* *26%* DG	17 *3%* *18%*	11 *3%* *12%*	10 *3%* *11%*	7 *2%* *8%*	22 *6%* *24%* DG	13 *3%* *15%*	38 *3%* *42%*	38 *5%* *43%*	22 *4%* *25%*	22 *4%* *24%*	32 *4%* *35%*
2	**41** ***2%***	17 *2%* *42%*	24 *2%* *58%*	8 *2%* *20%*	11 *2%* *27%*	6 *1%* *14%*	6 *2%* *15%*	2 *** *4%*	8 *2%* *20%*	4 *1%* *11%*	21 *2%* *51%*	16 *2%* *38%*	13 *2%* *31%*	7 *1%* *17%*	12 *1%* *29%*
1	**37** ***2%***	17 *2%* *46%*	20 *1%* *54%*	5 *1%* *13%*	9 *1%* *25%*	13 *3%* *34%* F	2 *1%* *6%*	3 *1%* *7%*	5 *1%* *15%*	7 *1%* *18%*	22 *2%* *60%*	8 *1%* *22%*	9 *2%* *24%*	11 *2%* *29%*	9 *1%* *24%*
Don't know	**332** ***14%***	95 *9%* *29%*	237 *17%* *71%* A	43 *11%* *13%*	69 *11%* *21%*	50 *13%* *15%*	67 *18%* *20%* CD	37 *12%* *11%*	67 *18%* *20%* CDG	44 *9%* *13%*	162 *13%* *49%*	127 *17%* *38%* IJ	91 *16%* *27%*	72 *12%* *22%*	105 *12%* *32%*
Net: 10/9/8/7	**1234** ***51%***	585 *55%* *47%* B	648 *48%* *53%*	182 *48%* *15%*	367 *59%* *30%* CE FH	186 *48%* *15%*	178 *48%* *14%*	169 *55%* *14%* H	153 *42%* *12%*	267 *58%* *22%* JK	634 *51%* *51%*	333 *46%* *27%*	273 *48%* *22%*	305 *51%* *25%*	470 *54%* *38%*
Net: 10/9	**273** ***11%***	128 *12%* *47%*	145 *11%* *53%*	49 *13%* *18%*	76 *12%* *28%*	43 *11%* *16%*	34 *9%* *12%*	38 *12%* *14%*	32 *9%* *12%*	47 *10%* *17%*	137 *11%* *50%*	90 *12%* *33%*	73 *13%* *27%*	61 *10%* *22%*	97 *11%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 123

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Channel 4 ****

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Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**695** ***29%***	310 *29%* *45%*	385 *28%* *55%*	119 *31%* *17%* D	147 *24%* *21%*	120 *31%* *17%* D	104 *28%* *15%*	93 *30%* *13%*	112 *31%* *16%*	128 *28%* *18%*	359 *29%* *52%*	208 *29%* *30%*	157 *28%* *23%*	182 *30%* *26%*	236 *27%* *34%*
Net: 3/2/1	**168** ***7%***	80 *7%* *48%*	88 *6%* *52%*	36 *10%* *22%* G	37 *6%* *22%*	29 *8%* *18%* G	19 *5%* *11%*	11 *4%* *7%*	35 *10%* *21%* G	24 *5%* *15%*	81 *7%* *48%*	62 *9%* *37%*	44 *8%* *26%*	40 *7%* *24%*	52 *6%* *31%*
Mean	**6.61**	6.65	6.58	6.51	6.81 H	6.53	6.60	6.80 H	6.29	6.76	6.62	6.50	6.59	6.61	6.70
Standard Deviation	**1.92**	1.94	1.91	2.04	1.85	2.03	1.78	1.79	1.99	1.75	1.91	2.04	2.04	1.88	1.82

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Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**88** ***4%***	10 *4%* *11%*	3 *3%* *3%*	3 *4%* *4%*	72 *4%* *82%*	86 *4%* *97%*	2 *2%* *3%*	13 *5%* *15%*	75 *4%* *85%*	75 *4%* *85%*	42 *3%* *48%*	33 *4%* *37%*	36 *4%* *41%*
9	**185** ***8%***	16 *7%* *9%*	4 *5%* *2%*	7 *9%* *4%*	158 *8%* *85%*	176 *8%* *95%*	10 *7%* *5%*	20 *7%* *11%*	165 *8%* *89%*	165 *8%* *89%*	90 *7%* *49%*	73 *8%* *39%*	79 *8%* *43%*
8	**483** ***20%***	39 *16%* *8%*	15 *18%* *3%*	18 *21%* *4%*	412 *20%* *85%*	450 *20%* *93%*	34 *23%* *7%*	64 *22%* *13%*	414 *20%* *86%*	419 *20%* *87%*	241 *19%* *50%*	177 *20%* *37%*	183 *20%* *38%*
7	**477** ***20%***	39 *16%* *8%*	17 *21%* *4%*	16 *19%* *3%*	405 *20%* *85%*	446 *20%* *94%*	31 *22%* *6%*	71 *24%* *15%*	398 *19%* *83%*	406 *19%* *85%*	232 *19%* *49%*	171 *20%* *36%*	180 *19%* *38%*
6	**334** ***14%***	30 *13%* *9%*	14 *18%* *4%* Q	9 *11%* *3%*	280 *14%* *84%*	309 *14%* *93%*	25 *17%* *7%*	29 *10%* *9%*	304 *14%* *91%*	305 *14%* *91%*	176 *14%* *53%*	129 *15%* *39%*	143 *15%* *43%* U
5	**269** ***11%***	29 *12%* *11%*	10 *12%* *4%*	9 *11%* *3%*	222 *11%* *82%*	249 *11%* *93%*	20 *14%* *7%*	34 *12%* *13%*	231 *11%* *86%*	235 *11%* *87%*	144 *12%* *54%*	90 *10%* *33%*	98 *10%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**92** ***4%***	12 *5%* *13%*	3 *4%* *3%*	4 *5%* *4%*	73 *4%* *80%*	86 *4%* *93%*	6 *4%* *7%*	11 *4%* *12%*	79 *4%* *85%*	81 *4%* *88%*	48 *4%* *52%*	33 *4%* *36%*	34 *4%* *37%*
3	**89** ***4%***	8 *4%* *9%*	4 *5%* *5%* Q	1 *1%* *1%*	76 *4%* *85%* Q	84 *4%* *93%*	6 *4%* *7%*	5 *2%* *6%*	85 *4%* *94%*	85 *4%* *94%*	54 *4%* *60%*	31 *4%* *34%*	33 *4%* *37%*
2	**41** ***2%***	5 *2%* *13%*	1 *2%* *3%*	3 *3%* *6%* R	32 *2%* *77%*	41 *2%* *99%*	* * *1%*	4 *1%* *9%*	35 *2%* *84%*	38 *2%* *91%*	26 *2%* *64%*	11 *1%* *28%*	11 *1%* *28%*
1	**37** ***2%***	6 *3%* *16%*	1 *2%* *3%*	1 *2%* *4%*	28 *1%* *76%*	33 *1%* *91%*	3 *2%* *9%*	3 *1%* *7%*	31 *1%* *85%*	33 *2%* *91%*	25 *2%* *68%*	8 *1%* *23%*	10 *1%* *29%*
Don't know	**332** ***14%***	44 *19%* *13%* PR	9 *11%* *3%*	11 *14%* *3%*	267 *13%* *81%*	326 *14%* *98%* T	6 *4%* *2%*	40 *14%* *12%*	285 *14%* *86%*	292 *14%* *88%*	174 *14%* *53%*	117 *13%* *35%*	125 *13%* *38%*
Net: 10/9/8/7	**1234** ***51%***	103 *43%* *8%*	38 *47%* *3%*	44 *54%* *4%* O	1048 *52%* *85%* O	1157 *51%* *94%*	77 *54%* *6%*	169 *57%* *14%* WX	1052 *50%* *85%*	1065 *50%* *86%*	605 *48%* *49%*	454 *52%* *37%*	479 *51%* *39%*
Net: 10/9	**273** ***11%***	26 *11%* *9%*	6 *8%* *2%*	11 *13%* *4%*	231 *11%* *84%*	261 *11%* *96%*	12 *9%* *4%*	33 *11%* *12%*	240 *11%* *88%*	240 *11%* *88%*	132 *11%* *48%*	106 *12%* *39%*	115 *12%* *42%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 123

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**695** ***29%***	71 *30%* *10%*	27 *33%* *4%*	22 *27%* *3%*	575 *28%* *83%*	644 *28%* *93%*	51 *36%* *7%*	74 *25%* *11%*	614 *29%* *88%*	621 *29%* *89%*	368 *29%* *53%*	252 *29%* *36%*	274 *29%* *39%*
Net: 3/2/1	**168** ***7%***	20 *8%* *12%*	7 *8%* *4%*	5 *6%* *3%*	136 *7%* *81%*	158 *7%* *94%*	10 *7%* *6%*	11 *4%* *7%*	151 *7%* *90%*	156 *7%* *93%*	105 *8%* *63%* U	51 *6%* *30%*	55 *6%* *33%*
Mean	**6.61**	6.38	6.40	6.70	6.64 O	6.62	6.50	6.84 X	6.60	6.58	6.48	6.71 X	6.70
Standard Deviation	**1.92**	2.10	1.89	2.00	1.90	1.93	1.80	1.76	1.93	1.94	2.00	1.84	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 124

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**2** ***6%***	1 *10%* *54%*	1 *4%* *46%*	- - -	- - -	- - -	- - -	1 *16%* *57%*	1 *13%* *43%*	* *3%* *12%*	* *4%* *25%*	1 *12%* *63%*
9	**2** ***5%***	1 *6%* *41%*	1 *5%* *59%*	* *99%* *23%*	- - -	1 *9%* *36%*	- - -	- - -	1 *10%* *41%*	1 *9%* *41%*	1 *4%* *32%*	* *4%* *26%*
8	**5** ***15%***	1 *6%* *14%*	4 *19%* *86%*	* *1%* *	- - -	* *5%* *7%*	1 *19%* *27%*	1 *20%* *32%*	2 *24%* *34%*	2 *24%* *38%*	1 *6%* *18%*	2 *19%* *44%*
7	**5** ***15%***	1 *12%* *27%*	3 *16%* *73%*	- - -	- - -	1 *22%* *31%*	2 *25%* *35%*	1 *16%* *26%*	* *6%* *9%*	1 *19%* *30%*	2 *14%* *42%*	1 *12%* *28%*
6	**5** ***17%***	2 *21%* *41%*	3 *15%* *59%*	- - -	1 *17%* *14%*	2 *28%* *33%*	2 *24%* *29%*	1 *11%* *15%*	1 *8%* *10%*	1 *17%* *23%*	3 *21%* *53%*	1 *12%* *25%*
5	**4** ***11%***	2 *23%* *68%*	1 *6%* *32%*	- - -	* *9%* *11%*	1 *8%* *15%*	2 *28%* *52%*	1 *7%* *15%*	* *4%* *8%*	1 *8%* *17%*	2 *18%* *68%*	1 *5%* *15%*
4	**1** ***3%***	* *3%* *31%*	1 *3%* *69%*	- - -	* * *	- - -	- - -	1 *10%* *74%*	* *4%* *25%*	- - -	1 *4%* *56%*	* *4%* *44%*

GfK NOP

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***4%***	- - -	1 *7%* *100%*	- - -	1 *23%* *72%*	- - -	- - -	* *5%* *28%*	- - -	- - -	* *3%* *27%*	1 *9%* *73%*
2	**2** ***5%***	1 *10%* *62%*	1 *3%* *38%*	- - -	1 *26%* *70%*	- - -	- - -	1 *7%* *30%*	- - -	* *3%* *15%*	1 *8%* *63%*	* *4%* *23%*
1	* ***1%***	- - -	* *1%* *100%*	- - -	- - -	* *5%* *100%*	- - -	- - -	- - -	* *4%* *100%*	- - -	- - -
Don't know	**5** ***17%***	1 *9%* *18%*	4 *21%* *82%*	- - -	1 *25%* *21%*	1 *22%* *27%*	* *5%* *6%*	1 *7%* *10%*	2 *30%* *36%*	1 *12%* *17%*	2 *17%* *43%*	2 *20%* *40%*
Net: 10/9/8/7	**13** ***41%***	4 *34%* *28%*	9 *44%* *72%*	* *100%* *3%*	- - -	2 *36%* *18%*	3 *43%* *22%*	4 *52%* *30%*	4 *54%* *27%*	4 *56%* *32%*	4 *28%* *29%*	5 *46%* *39%*
Net: 10/9	**4** ***12%***	2 *16%* *48%*	2 *9%* *52%*	* *99%* *10%*	- - -	1 *9%* *16%*	- - -	1 *16%* *31%*	2 *23%* *42%*	1 *12%* *25%*	1 *8%* *28%*	2 *16%* *47%*
Net: 6/5/4	**10** ***32%***	5 *47%* *50%*	5 *24%* *50%*	- - -	1 *25%* *11%*	2 *36%* *23%*	3 *52%* *34%*	2 *28%* *20%*	1 *16%* *10%*	2 *25%* *19%*	6 *44%* *58%*	2 *21%* *23%*
Net: 3/2/1	**3** ***11%***	1 *10%* *31%*	2 *11%* *69%*	- - -	2 *49%* *64%*	* *5%* *9%*	- - -	1 *12%* *27%*	- - -	1 *8%* *16%*	1 *11%* *42%*	1 *13%* *41%*
Mean	**6.34**	6.18	6.43	8.99	3.55	6.35	6.36	6.53	7.81	6.74	5.85	6.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 124

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**2.19**	2.33	2.18	-	1.90	1.99	1.20	2.58	1.89	2.22	2.06	2.47

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 124

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	* * *	2 *8%* *100%*	2 *8%* *100%*	1 *6%* *52%*	1 *13%* *47%*	1 *13%* *47%*
9	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	* *5%* *18%*	1 *5%* *82%*	1 *5%* *82%*	- - -	1 *19%* *82%*	1 *18%* *82%*
8	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	- - -	5 *19%* *100%*	5 *19%* *100%*	3 *19%* *74%*	1 *16%* *26%*	1 *20%* *32%*
7	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	1 *16%* *23%*	4 *14%* *77%*	4 *14%* *77%*	3 *15%* *57%*	1 *13%* *20%*	1 *12%* *20%*
6	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	1 *16%* *20%*	4 *17%* *80%*	4 *17%* *80%*	4 *20%* *66%*	1 *11%* *14%*	1 *10%* *14%*
5	**4** ***11%***	4 *11%* *100%*	4 *12%* *100%*	- - -	2 *25%* *45%*	2 *8%* *55%*	2 *8%* *55%*	1 *6%* *32%*	1 *12%* *23%*	1 *11%* *23%*
4	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	1 *8%* *56%*	* *2%* *44%*	* *2%* *44%*	* *2%* *44%*	* * *	* * *

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 124

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* *6%* *27%*	1 *4%* *73%*	1 *4%* *73%*	1 *6%* *73%*	- - -	- - -
2	**2** ***5%***	2 *5%* *100%*	1 *4%* *77%*	* *100%* *23%*	- - -	2 *7%* *100%*	2 *7%* *100%*	2 *9%* *100%*	- - -	- - -
1	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -
Don't know	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	2 *24%* *30%*	4 *15%* *70%*	4 *15%* *70%*	2 *14%* *47%*	1 *17%* *23%*	1 *16%* *23%*
Net: 10/9/8/7	**13** ***41%***	13 *41%* *100%*	13 *41%* *100%*	- - -	1 *21%* *11%*	12 *46%* *89%*	12 *46%* *89%*	7 *40%* *55%*	4 *61%* *34%*	5 *62%* *36%*
Net: 10/9	**4** ***12%***	4 *12%* *100%*	4 *12%* *100%*	- - -	* *5%* *8%*	3 *13%* *92%*	3 *13%* *92%*	1 *6%* *29%*	2 *32%* *63%*	2 *30%* *63%*
Net: 6/5/4	**10** ***32%***	10 *32%* *100%*	10 *32%* *100%*	- - -	3 *49%* *32%*	7 *27%* *68%*	7 *27%* *68%*	5 *29%* *51%*	2 *22%* *16%*	2 *21%* *16%*
Net: 3/2/1	**3** ***11%***	3 *11%* *100%*	3 *10%* *89%*	* *100%* *11%*	* *6%* *11%*	3 *12%* *89%*	3 *12%* *89%*	3 *17%* *89%*	- - -	- - -
Mean	**6.34**	6.34	6.40	2.00	5.64	6.50	6.50	6.03	7.71	7.72

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 124

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**2.19**	2.19	2.14	-	1.61	2.31	2.31	2.36	1.80	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 125

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**40** ***3%***	22 *4%* *56%*	18 *2%* *44%*	6 *5%* *15%*	7 *3%* *17%*	8 *4%* *20%*	4 *2%* *9%*	9 *5%* *22%*	6 *3%* *16%*	2 *1%* *6%*	14 *2%* *35%*	23 *5%* *59%* J	4 *1%* *9%*	9 *3%* *23%*	18 *4%* *46%* L
9	**34** ***3%***	14 *3%* *40%*	20 *3%* *60%*	1 *1%* *4%*	5 *2%* *15%*	8 *4%* *24%*	6 *3%* *19%*	11 *6%* *31%* H	2 *1%* *7%*	4 *2%* *12%*	18 *3%* *53%*	12 *3%* *35%*	10 *3%* *28%*	8 *3%* *23%*	12 *3%* *35%*
8	**95** ***8%***	42 *8%* *44%*	53 *7%* *56%*	2 *2%* *2%*	16 *7%* *17%*	20 *10%* *21%* C	12 *5%* *13%*	18 *9%* *19%* C	26 *10%* *28%* C	11 *7%* *12%*	47 *7%* *49%*	37 *9%* *39%*	14 *5%* *15%*	29 *10%* *31%*	30 *7%* *32%*
7	**168** ***13%***	81 *16%* *48%*	87 *12%* *52%*	19 *16%* *11%*	35 *14%* *21%*	23 *11%* *14%*	34 *15%* *21%*	23 *12%* *14%*	33 *13%* *20%*	16 *9%* *10%*	95 *15%* *57%*	57 *13%* *34%*	46 *15%* *27%*	39 *13%* *23%*	55 *13%* *33%*
6	**200** ***16%***	88 *18%* *44%*	112 *15%* *56%*	18 *15%* *9%*	44 *18%* *22%*	30 *15%* *15%*	34 *15%* *17%*	34 *18%* *17%*	40 *16%* *20%*	32 *19%* *16%*	100 *15%* *50%*	68 *16%* *34%*	41 *13%* *21%*	68 *23%* *34%* LN	58 *14%* *29%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 125

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
5	**207** ***17%***	83 *17%* *40%*	125 *17%* *60%*	21 *18%* *10%*	43 *17%* *21%*	38 *19%* *18%*	36 *16%* *17%*	34 *18%* *16%*	36 *14%* *17%*	34 *20%* *17%*	110 *17%* *53%*	63 *15%* *30%*	71 *23%* *34%* N	51 *17%* *25%*	57 *14%* *27%*
4	**120** ***10%***	48 *10%* *40%*	72 *10%* *60%*	20 *16%* *16%* EG	31 *12%* *26%* EG	11 *5%* *9%*	28 *12%* *23%* EG	10 *5%* *8%*	21 *8%* *17%*	14 *8%* *12%*	68 *11%* *57%*	37 *9%* *31%*	32 *10%* *27%*	17 *6%* *15%*	48 *12%* *40%* M
3	**59** ***5%***	27 *5%* *46%*	32 *4%* *54%*	5 *5%* *9%*	9 *3%* *15%*	13 *7%* *22%*	6 *3%* *10%*	11 *6%* *19%*	15 *6%* *25%*	11 *6%* *19%*	28 *4%* *48%*	20 *5%* *33%*	15 *5%* *26%*	16 *5%* *26%*	15 *4%* *25%*
2	**38** ***3%***	17 *3%* *43%*	22 *3%* *57%*	6 *5%* *15%*	11 *4%* *29%*	8 *4%* *20%*	4 *2%* *11%*	5 *3%* *14%*	5 *2%* *12%*	9 *5%* *23%* K	24 *4%* *63%* K	5 *1%* *14%*	8 *3%* *21%*	9 *3%* *23%*	14 *3%* *36%*
1	**33** ***3%***	12 *2%* *38%*	21 *3%* *62%*	7 *6%* *22%* DH	1 *** *3%*	9 *4%* *27%* D	5 *2%* *14%*	8 *4%* *23%* D	3 *1%* *10%*	4 *2%* *11%*	15 *2%* *45%*	15 *3%* *44%*	6 *2%* *19%*	9 *3%* *26%*	12 *3%* *36%*
Don't know	**253** ***20%***	64 *13%* *25%*	189 *25%* *75%* A	13 *11%* *5%*	49 *19%* *19%*	34 *17%* *13%*	60 *26%* *24%* CE G	30 *16%* *12%*	66 *26%* *26%* CG	33 *19%* *13%*	125 *19%* *49%*	95 *22%* *38%*	63 *20%* *25%*	43 *14%* *17%*	93 *23%* *37%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 125

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9/8/7	**336** ***27%***	158 *32%* *47%* B	178 *24%* *53%*	29 *24%* *9%*	64 *25%* *19%*	59 *29%* *17%*	57 *25%* *17%*	60 *31%* *18%*	68 *27%* *20%*	34 *20%* *10%*	174 *27%* *52%*	129 *30%* *38%* I	73 *24%* *22%*	86 *29%* *25%*	115 *28%* *34%*
Net: 10/9	**74** ***6%***	36 *7%* *48%*	38 *5%* *52%*	7 *6%* *10%*	12 *5%* *16%*	16 *8%* *22%*	10 *4%* *14%*	19 *10%* *26%* FH	9 *3%* *12%*	6 *4%* *9%*	32 *5%* *43%*	35 *8%* *48%*	13 *4%* *18%*	17 *6%* *23%*	30 *7%* *41%*
Net: 6/5/4	**528** ***42%***	219 *44%* *42%*	308 *41%* *58%*	58 *49%* *11%*	118 *47%* *22%*	78 *39%* *15%*	98 *43%* *19%*	78 *41%* *15%*	97 *38%* *18%*	81 *47%* *15%*	278 *43%* *53%*	169 *39%* *32%*	145 *47%* *27%*	137 *46%* *26%*	164 *40%* *31%*
Net: 3/2/1	**130** ***10%***	56 *11%* *43%*	74 *10%* *57%*	19 *16%* *14%* F	21 *8%* *16%*	30 *15%* *23%* F	15 *6%* *11%*	24 *12%* *18%*	23 *9%* *18%*	24 *14%* *18%*	67 *10%* *52%*	39 *9%* *30%*	29 *9%* *23%*	33 *11%* *25%*	41 *10%* *31%*
Mean	**5.67**	5.78	5.59	5.20	5.66	5.67	5.66	5.88 C	5.80	5.35	5.61	5.91 I	5.49	5.79	5.72
Standard Deviation	**2.02**	2.04	2.00	2.17	1.83	2.23	1.83	2.20	1.89	1.91	1.96	2.13	1.80	1.96	2.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 125

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**40** ***3%***	4 *4%* *11%*	3 *4%* *7%*	2 *4%* *4%*	31 *3%* *78%*	33 *3%* *82%*	7 *8%* *18%* S	5 *5%* *13%*	34 *3%* *86%*	34 *3%* *87%*	22 *3%* *55%*	12 *3%* *31%*	17 *3%* *42%*
9	**34** ***3%***	2 *1%* *5%*	3 *4%* *9%*	* *1%* *1%*	29 *3%* *85%*	29 *3%* *86%*	5 *5%* *14%*	1 *1%* *4%*	33 *3%* *96%*	33 *3%* *96%*	19 *3%* *56%*	14 *3%* *40%*	17 *3%* *49%*
8	**95** ***8%***	8 *7%* *8%*	9 *12%* *10%* R	4 *10%* *4%*	74 *7%* *78%*	91 *8%* *96%*	4 *4%* *4%*	9 *7%* *9%*	86 *8%* *91%*	86 *8%* *91%*	48 *7%* *51%*	36 *8%* *38%*	36 *7%* *38%*
7	**168** ***13%***	11 *10%* *7%*	9 *12%* *5%*	8 *21%* *5%* OPR	140 *14%* *84%*	158 *14%* *94%*	10 *11%* *6%*	24 *21%* *14%* VWX	144 *13%* *86%*	144 *13%* *86%*	71 *11%* *42%*	72 *15%* *43%*	76 *15%* *45%*
6	**200** ***16%***	20 *17%* *10%* Q	9 *13%* *5%*	4 *9%* *2%*	168 *16%* *84%* Q	180 *16%* *90%*	20 *22%* *10%*	21 *18%* *11%*	174 *16%* *87%*	177 *16%* *88%*	106 *16%* *53%*	70 *15%* *35%*	74 *15%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 125

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
5	**207** ***17%***	13 *11%* *6%*	10 *13%* *5%*	6 *15%* *3%*	180 *18%* *87%* O	197 *17%* *95%*	10 *11%* *5%*	14 *12%* *7%*	192 *17%* *93%*	194 *17%* *93%*	106 *16%* *51%*	88 *19%* *42%*	90 *18%* *43%*
4	**120** ***10%***	12 *10%* *10%*	8 *10%* *6%*	3 *8%* *3%*	98 *10%* *82%*	108 *9%* *90%*	12 *13%* *10%*	10 *8%* *8%*	108 *10%* *90%*	110 *10%* *92%*	60 *9%* *50%*	50 *11%* *42%*	51 *10%* *42%*
3	**59** ***5%***	8 *7%* *14%* Q	4 *6%* *7%*	1 *2%* *1%*	45 *4%* *78%*	53 *5%* *90%*	6 *6%* *10%*	6 *6%* *11%*	52 *5%* *89%*	52 *5%* *89%*	35 *5%* *60%*	17 *4%* *29%*	17 *3%* *29%*
2	**38** ***3%***	3 *3%* *8%*	3 *4%* *7%*	2 *4%* *4%*	31 *3%* *81%*	32 *3%* *84%*	6 *7%* *16%*	1 *** *1%*	36 *3%* *94%*	38 *3%* *99%*	28 *4%* *72%*	10 *2%* *27%*	11 *2%* *28%*
1	**33** ***3%***	3 *2%* *8%*	4 *5%* *11%* Q	* *1%* *1%*	27 *3%* *81%*	33 *3%* *100%*	- - -	2 *1%* *5%*	31 *3%* *94%*	31 *3%* *95%*	22 *3%* *65%*	10 *2%* *30%*	10 *2%* *30%*
Don't know	**253** ***20%***	32 *28%* *13%* PR	13 *17%* *5%*	9 *24%* *4%*	199 *19%* *79%*	242 *21%* *96%*	11 *12%* *4%*	24 *21%* *10%*	224 *20%* *89%*	228 *20%* *90%*	136 *21%* *54%*	91 *19%* *36%*	97 *20%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 125

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9/8/7	**336** ***27%***	25 *22%* *7%*	23 *32%* *7%* O	14 *37%* *4%* OR	274 *27%* *82%*	311 *27%* *92%*	25 *28%* *8%*	40 *34%* *12%*	296 *27%* *88%*	297 *26%* *88%*	161 *25%* *48%*	134 *29%* *40%*	145 *29%* *43%*
Net: 10/9	**74** ***6%***	6 *5%* *8%*	6 *8%* *8%*	2 *5%* *3%*	60 *6%* *82%*	62 *5%* *84%*	12 *13%* *16%* S	7 *6%* *9%*	67 *6%* *90%*	67 *6%* *91%*	41 *6%* *55%*	26 *6%* *35%*	34 *7%* *45%*
Net: 6/5/4	**528** ***42%***	44 *38%* *8%*	27 *36%* *5%*	12 *32%* *2%*	445 *44%* *84%* Q	486 *42%* *92%*	42 *47%* *8%*	45 *38%* *9%*	474 *43%* *90%*	480 *43%* *91%*	271 *42%* *51%*	208 *44%* *39%*	215 *43%* *41%*
Net: 3/2/1	**130** ***10%***	14 *12%* *11%*	11 *15%* *8%* Q	3 *7%* *2%*	103 *10%* *79%*	118 *10%* *91%*	12 *13%* *9%*	9 *7%* *7%*	119 *11%* *92%*	121 *11%* *93%*	84 *13%* *65%* YZ	37 *8%* *29%*	38 *8%* *29%*
Mean	**5.67**	5.56	5.66	6.07 OR	5.67	5.66	5.81	6.05	5.65	5.63	5.54	5.75	5.82
Standard Deviation	**2.02**	2.08	2.33	1.98	1.99	2.00	2.21	1.85	2.03	2.03	2.12	1.90	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 126

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**26** ***5%***	15 *5%* *56%*	11 *4%* *44%*	7 *5%* *25%*	5 *3%* *20%*	2 *2%* *7%*	5 *7%* *20%*	2 *4%* *7%*	6 *10%* *21%* E	* * *1%*	11 *4%* *43%*	15 *8%* *56%*	12 *8%* *44%* M	- - -	9 *5%* *36%*
9	**20** ***3%***	11 *4%* *55%*	9 *3%* *45%*	2 *2%* *11%*	2 *1%* *10%*	6 *6%* *32%*	4 *5%* *21%*	3 *6%* *13%*	3 *5%* *13%*	6 *8%* *29%*	9 *3%* *44%*	5 *3%* *27%*	5 *4%* *27%*	2 *1%* *8%*	9 *5%* *44%*
8	**73** ***13%***	36 *13%* *50%*	37 *13%* *50%*	4 *3%* *5%*	18 *11%* *25%*	21 *19%* *28%* C	13 *17%* *18%* C	5 *12%* *7%* C	13 *23%* *17%* C	8 *11%* *11%*	38 *12%* *52%*	27 *14%* *37%*	23 *16%* *32%*	16 *12%* *22%*	22 *12%* *30%*
7	**74** ***13%***	36 *13%* *49%*	38 *13%* *51%*	19 *15%* *26%*	21 *13%* *29%*	12 *11%* *16%*	10 *13%* *14%*	5 *12%* *7%*	6 *12%* *9%*	11 *14%* *15%*	38 *12%* *51%*	25 *13%* *34%*	20 *14%* *28%*	16 *12%* *22%*	17 *9%* *23%*
6	**73** ***13%***	36 *12%* *49%*	38 *13%* *51%*	18 *14%* *25%*	28 *18%* *39%* E	7 *6%* *9%*	10 *14%* *14%*	4 *9%* *5%*	6 *11%* *8%*	15 *19%* *20%* K	43 *14%* *59%*	15 *8%* *21%*	13 *9%* *18%*	24 *17%* *32%*	23 *12%* *31%*
5	**76** ***13%***	38 *13%* *50%*	38 *13%* *50%*	20 *15%* *26%*	20 *12%* *26%*	16 *15%* *22%*	10 *13%* *13%*	8 *19%* *11%*	3 *5%* *4%*	10 *13%* *13%*	43 *14%* *57%*	23 *12%* *31%*	22 *15%* *29%*	19 *13%* *24%*	25 *13%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 126

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**55** ***9%***	38 *13%* *70%* B	16 *6%* *30%*	18 *14%* *33%*	17 *10%* *30%*	5 *5%* *9%*	10 *13%* *18%*	2 *5%* *4%*	3 *6%* *6%*	7 *9%* *13%*	24 *8%* *43%*	24 *12%* *44%*	15 *11%* *27%*	13 *9%* *24%*	18 *10%* *33%*
3	**18** ***3%***	13 *4%* *68%*	6 *2%* *32%*	1 *1%* *5%*	9 *5%* *48%*	7 *7%* *40%* C	- - -	- - -	1 *3%* *8%*	3 *4%* *16%*	11 *4%* *61%*	4 *2%* *23%*	3 *2%* *15%*	4 *3%* *24%*	10 *5%* *55%*
2	**23** ***4%***	13 *4%* *56%*	10 *3%* *44%*	6 *4%* *24%*	7 *4%* *30%*	7 *7%* *32%*	- - -	1 *2%* *4%*	2 *4%* *10%*	2 *3%* *9%*	9 *3%* *38%*	12 *6%* *54%*	9 *6%* *39%*	4 *3%* *18%*	4 *2%* *18%*
1	**32** ***6%***	17 *6%* *54%*	15 *5%* *46%*	10 *7%* *30%*	11 *7%* *34%*	6 *6%* *19%*	4 *6%* *13%*	* * *	1 *2%* *3%*	8 *11%* *26%*	17 *6%* *52%*	7 *4%* *22%*	6 *4%* *18%*	10 *7%* *31%*	14 *8%* *44%*
Don't know	**105** ***18%***	32 *11%* *31%*	73 *25%* *69%* A	29 *22%* *28%*	24 *15%* *23%*	19 *18%* *18%*	10 *13%* *9%*	13 *30%* *12%*	10 *19%* *10%*	6 *8%* *6%*	64 *21%* *61%* I	35 *18%* *33%*	15 *10%* *14%*	32 *23%* *31%* L	35 *19%* *34%*
Net: 10/9/8/7	**193** ***34%***	98 *34%* *51%*	95 *33%* *49%*	32 *24%* *17%*	46 *29%* *24%*	40 *37%* *21%*	33 *43%* *17%* C	15 *35%* *8%*	27 *51%* *14%* CD	25 *33%* *13%*	96 *31%* *50%*	72 *37%* *37%*	61 *43%* *31%* M	34 *24%* *18%*	57 *31%* *30%*
Net: 10/9	**46** ***8%***	26 *9%* *56%*	20 *7%* *44%*	9 *7%* *19%*	7 *4%* *16%*	8 *7%* *18%*	9 *12%* *20%*	4 *10%* *10%*	8 *15%* *18%* D	6 *8%* *13%*	20 *7%* *44%*	20 *10%* *44%*	17 *12%* *37%* M	2 *1%* *3%*	18 *10%* *40%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 126

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**204** ***35%***	112 *39%* *55%*	92 *32%* *45%*	56 *42%* *27%* EH	65 *40%* *32%* H	28 *26%* *14%*	30 *39%* *15%*	14 *33%* *7%*	12 *22%* *6%*	31 *42%* *15%*	110 *36%* *54%*	63 *32%* *31%*	50 *35%* *24%*	55 *39%* *27%*	66 *35%* *32%*
Net: 3/2/1	**73** ***13%***	43 *15%* *58%*	31 *11%* *42%*	16 *12%* *22%*	27 *16%* *36%* G	21 *19%* *28%* FG	4 *6%* *6%*	1 *3%* *2%*	5 *9%* *6%*	13 *17%* *18%*	37 *12%* *50%*	24 *12%* *32%*	17 *12%* *24%*	19 *13%* *25%*	28 *15%* *39%*
Mean	**5.77**	5.65	5.91	5.33	5.44	5.68	6.28 C D	6.47	6.79 CDE	5.47	5.76	5.92	6.04	5.35	5.64
Standard Deviation	**2.34**	2.38	2.29	2.30	2.26	2.47	2.25	1.93	2.33	2.36	2.26	2.45	2.41	2.11	2.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 126

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**26** ***5%***	3 *5%* *11%*	2 *5%* *6%*	1 *4%* *2%*	21 *4%* *80%*	25 *5%* *94%*	2 *4%* *6%*	26 *5%* *100%*	26 *5%* *100%*	16 *5%* *60%*	11 *5%* *40%*	12 *5%* *44%*
9	**20** ***3%***	3 *5%* *15%*	1 *2%* *3%*	* *3%* *2%*	16 *3%* *80%*	19 *4%* *95%*	1 *3%* *5%*	20 *3%* *100%*	20 *3%* *100%*	13 *4%* *63%*	7 *3%* *37%*	9 *4%* *46%*
8	**73** ***13%***	5 *9%* *7%*	4 *13%* *6%*	2 *13%* *3%*	62 *13%* *84%*	67 *13%* *92%*	6 *16%* *8%*	73 *13%* *100%*	73 *13%* *100%*	46 *13%* *62%*	28 *12%* *38%*	30 *12%* *41%*
7	**74** ***13%***	11 *19%* *15%*	5 *16%* *7%*	4 *24%* *5%* R	54 *11%* *73%*	73 *13%* *98%*	1 *3%* *2%*	74 *13%* *100%*	74 *13%* *100%*	38 *11%* *52%*	36 *15%* *48%*	37 *15%* *50%*
6	**73** ***13%***	8 *14%* *11%*	3 *9%* *4%*	2 *15%* *3%*	60 *13%* *81%*	69 *13%* *94%*	5 *12%* *6%*	73 *13%* *100%*	73 *13%* *100%*	45 *13%* *61%*	28 *12%* *39%*	30 *12%* *40%*
5	**76** ***13%***	6 *10%* *8%*	3 *10%* *4%*	2 *13%* *3%*	65 *14%* *86%*	71 *13%* *92%*	6 *15%* *8%*	76 *13%* *100%*	76 *13%* *100%*	44 *13%* *57%*	33 *14%* *43%*	34 *14%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 126

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**55** ***9%***	3 *6%* *6%*	4 *12%* *7%*	1 *7%* *2%*	46 *10%* *85%*	52 *10%* *94%*	3 *8%* *6%*	55 *9%* *100%*	55 *9%* *100%*	33 *10%* *60%*	22 *9%* *40%*	22 *9%* *41%*
3	**18** ***3%***	- - -	1 *2%* *4%*	* *3%* *2%* O	17 *4%* *94%*	16 *3%* *84%*	3 *7%* *15%*	18 *3%* *100%*	18 *3%* *100%*	14 *4%* *75%*	5 *2%* *25%*	6 *3%* *34%*
2	**23** ***4%***	3 *6%* *14%*	2 *8%* *11%* Q	* * *	17 *4%* *75%*	19 *4%* *85%*	3 *9%* *15%*	23 *4%* *100%*	23 *4%* *100%*	10 *3%* *42%*	13 *6%* *58%*	13 *5%* *58%*
1	**32** ***6%***	1 *2%* *4%*	* *1%* *1%*	1 *4%* *2%*	30 *6%* *93%*	30 *6%* *93%*	2 *6%* *7%*	32 *6%* *100%*	32 *6%* *100%*	16 *5%* *49%*	16 *7%* *51%*	16 *7%* *51%*
Don't know	**105** ***18%***	13 *23%* *12%*	7 *22%* *7%*	2 *15%* *2%*	83 *18%* *79%*	99 *18%* *94%*	6 *17%* *6%*	105 *18%* *100%*	105 *18%* *100%*	70 *20%* *66%*	35 *15%* *33%*	40 *16%* *38%*
Net: 10/9/8/7	**193** ***34%***	23 *39%* *12%*	11 *36%* *6%*	7 *44%* *4%*	152 *32%* *79%*	183 *34%* *95%*	10 *26%* *5%*	193 *34%* *100%*	193 *34%* *100%*	112 *33%* *58%*	81 *35%* *42%*	88 *35%* *45%*
Net: 10/9	**46** ***8%***	6 *10%* *13%*	2 *7%* *5%*	1 *7%* *2%*	37 *8%* *80%*	43 *8%* *94%*	3 *7%* *6%*	46 *8%* *100%*	46 *8%* *100%*	28 *8%* *61%*	18 *8%* *39%*	21 *8%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 126

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**204** ***35%***	18 *30%* *9%*	10 *30%* *5%*	6 *35%* *3%*	171 *36%* *84%*	191 *35%* *93%*	14 *36%* *7%*	204 *35%* *100%*	204 *35%* *100%*	121 *35%* *59%*	83 *36%* *41%*	86 *34%* *42%*
Net: 3/2/1	**73** ***13%***	5 *8%* *6%*	4 *11%* *5%*	1 *6%* *1%*	64 *14%* *87%*	65 *12%* *89%*	8 *22%* *11%*	73 *13%* *100%*	73 *13%* *100%*	39 *11%* *54%*	34 *15%* *46%*	36 *14%* *49%*
Mean	**5.77**	6.23	5.89	6.25	5.69	5.80	5.32	5.77	5.77	5.86	5.64	5.70
Standard Deviation	**2.34**	2.20	2.31	2.01	2.37	2.33	2.52	2.34	2.34	2.29	2.40	2.41

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 127

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**41** ***14%***	28 *18%* *69%*	13 *9%* *31%*	4 *15%* *10%*	6 *10%* *15%*	9 *20%* *23%*	10 *17%* *23%*	6 *12%* *14%*	5 *9%* *13%*	12 *18%* *29%*	16 *11%* *39%*	13 *15%* *31%*	10 *19%* *25%*	5 *8%* *12%*	19 *16%* *47%*
9	**72** ***24%***	36 *23%* *51%*	36 *25%* *49%*	2 *9%* *3%*	13 *21%* *18%*	17 *36%* *23%* H	17 *30%* *24%* H	15 *33%* *21%* H	7 *12%* *10%*	22 *33%* *31%* K	38 *26%* *52%*	12 *14%* *17%*	13 *24%* *18%*	20 *31%* *27%*	30 *24%* *41%*
8	**53** ***18%***	26 *17%* *49%*	27 *19%* *51%*	5 *17%* *9%*	9 *16%* *18%*	5 *11%* *9%*	17 *29%* *31%* EH	11 *24%* *20%*	6 *11%* *12%*	8 *12%* *15%*	31 *22%* *59%*	14 *16%* *26%*	9 *17%* *18%*	13 *21%* *24%*	21 *18%* *40%*
7	**44** ***15%***	26 *16%* *58%*	18 *13%* *42%*	5 *17%* *11%*	8 *13%* *18%*	2 *5%* *6%*	10 *18%* *23%*	5 *10%* *11%*	14 *23%* *31%* E	11 *17%* *26%*	20 *13%* *45%*	13 *15%* *30%*	8 *15%* *19%*	5 *8%* *11%*	16 *13%* *37%*
6	**15** ***5%***	6 *3%* *36%*	10 *7%* *64%*	2 *6%* *12%*	2 *4%* *16%*	1 *3%* *10%*	3 *5%* *18%*	1 *2%* *5%*	6 *10%* *39%*	3 *4%* *20%*	8 *5%* *50%*	5 *5%* *30%*	3 *5%* *18%*	2 *4%* *15%*	5 *4%* *35%*
5	**14** ***5%***	7 *4%* *47%*	8 *5%* *53%*	1 *2%* *4%*	8 *14%* *58%* EF	- - -	* *1%* *2%*	2 *4%* *13%*	3 *6%* *23%*	5 *8%* *38%*	7 *5%* *48%*	2 *2%* *14%*	2 *4%* *16%*	6 *9%* *40%*	3 *2%* *21%*

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**12** ***4%***	9 *6%* *72%*	4 *2%* *28%*	- - -	3 *4%* *20%*	3 *7%* *27%*	1 *1%* *4%*	- - -	6 *10%* *48%* G	1 *2%* *8%*	3 *2%* *21%*	9 *10%* *70%* J	3 *5%* *20%*	3 *4%* *20%*	6 *5%* *45%*
3	**9** ***3%***	6 *4%* *64%*	3 *2%* *36%*	2 *9%* *28%*	- - -	1 *3%* *15%*	- - -	4 *9%* *46%* DF	1 *2%* *11%*	* *1%* *5%*	2 *2%* *28%*	6 *7%* *67%*	1 *2%* *15%*	- - -	7 *6%* *76%*
2	**4** ***1%***	3 *2%* *67%*	1 *1%* *33%*	4 *14%* *91%*	* *1%* *9%*	- - -	- - -	- - -	- - -	- - -	1 *1%* *33%*	3 *3%* *67%*	3 *5%* *58%*	- - -	1 *1%* *25%*
1	**4** ***1%***	- - -	4 *3%* *100%*	- - -	1 *2%* *35%*	- - -	- - -	- - -	3 *5%* *65%*	- - -	3 *2%* *61%*	2 *2%* *39%*	1 *2%* *26%*	- - -	3 *3%* *74%*
Don't know	**30** ***10%***	12 *8%* *41%*	18 *13%* *59%*	4 *12%* *12%*	9 *15%* *29%* F	7 *15%* *23%* F	* *1%* *1%*	3 *6%* *9%*	8 *13%* *25%* F	4 *6%* *13%*	17 *12%* *56%*	9 *11%* *31%*	1 *2%* *4%*	9 *15%* *31%*	10 *8%* *34%*
Net: 10/9/8/7	**210** ***70%***	116 *73%* *55%*	94 *66%* *45%*	16 *57%* *8%*	37 *61%* *18%*	34 *72%* *16%*	54 *93%* *26%* DE H	37 *79%* *18%* H	33 *55%* *16%*	53 *79%* *25%* K	105 *72%* *50%*	52 *60%* *25%*	41 *75%* *19%*	42 *68%* *20%*	86 *71%* *41%*
Net: 10/9	**113** ***38%***	64 *41%* *57%*	48 *34%* *43%*	7 *23%* *6%*	19 *32%* *17%*	26 *56%* *23%* DH	27 *47%* *24%* H	21 *46%* *19%* H	13 *21%* *11%*	34 *51%* *30%* K	54 *37%* *48%*	25 *28%* *22%*	23 *43%* *21%*	25 *40%* *22%*	49 *40%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 127

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**42** ***14%***	21 *13%* *50%*	21 *15%* *50%*	2 *9%* *6%*	13 *22%* *32%* FG	5 *10%* *12%*	3 *6%* *8%*	3 *6%* *6%*	15 *26%* *36%* FG	9 *14%* *23%*	17 *12%* *41%*	15 *17%* *36%*	8 *14%* *18%*	10 *17%* *25%*	14 *11%* *33%*
Net: 3/2/1	**17** ***6%***	9 *5%* *50%*	9 *6%* *50%*	6 *22%* *37%*	2 *3%* *10%*	1 *3%* *8%*	- - -	4 *9%* *24%* F	4 *6%* *21%*	* *1%* *3%*	6 *4%* *37%*	11 *12%* *60%* I	5 *9%* *28%*	- - -	11 *9%* *63%*
Mean	**7.58**	7.68	7.45	6.58	7.33	8.26 H	8.31 D H	7.87 H	6.74	8.10 K	7.72 K	6.91	7.50	7.87	7.54
Standard Deviation	**2.12**	2.09	2.15	2.82	2.13	1.95	1.21	1.97	2.30	1.65	1.95	2.54	2.39	1.67	2.32

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Absolutes/col/row percents

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**41** ***14%***	4 *11%* *9%*	1 *7%* *3%*	1 *13%* *3%*	34 *14%* *84%*	38 *14%* *93%*	3 *11%* *7%*	41 *14%* *100%*	41 *14%* *100%*	21 *13%* *51%*	19 *13%* *46%*	21 *14%* *51%*
9	**72** ***24%***	6 *16%* *8%*	3 *18%* *4%*	1 *10%* *1%*	62 *26%* *86%* Q	69 *25%* *96%*	3 *14%* *4%*	72 *24%* *100%*	72 *24%* *100%*	28 *18%* *39%*	44 *31%* *61%* X	51 *33%* *70%* X
8	**53** ***18%***	5 *14%* *9%*	3 *17%* *6%*	1 *16%* *3%*	44 *18%* *82%*	50 *18%* *94%*	3 *13%* *6%*	53 *18%* *100%*	53 *18%* *100%*	30 *19%* *55%*	24 *17%* *45%*	25 *16%* *47%*
7	**44** ***15%***	10 *30%* *24%* R	3 *16%* *7%*	2 *19%* *4%*	29 *12%* *66%*	41 *15%* *93%*	3 *13%* *7%*	44 *15%* *100%*	44 *15%* *100%*	20 *13%* *46%*	24 *17%* *54%*	24 *16%* *55%*
6	**15** ***5%***	2 *7%* *16%*	2 *9%* *11%*	1 *8%* *4%*	10 *4%* *68%*	12 *4%* *80%*	3 *13%* *20%*	15 *5%* *100%*	15 *5%* *100%*	10 *7%* *69%*	5 *3%* *31%*	5 *3%* *31%*
5	**14** ***5%***	1 *2%* *5%*	2 *11%* *14%* O	1 *8%* *5%*	11 *5%* *76%*	14 *5%* *97%*	* *2%* *3%*	14 *5%* *100%*	14 *5%* *100%*	12 *8%* *85%* YZ	2 *2%* *15%*	3 *2%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 127

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**12** ***4%***	1 *2%* *6%*	1 *4%* *6%*	* *3%* *2%*	11 *4%* *85%*	10 *4%* *80%*	3 *11%* *20%*	12 *4%* *100%*	12 *4%* *100%*	4 *2%* *29%*	9 *6%* *71%*	9 *6%* *71%*
3	**9** ***3%***	* *1%* *5%*	- - -	* *4%* *4%*	8 *3%* *91%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	8 *5%* *84%*	1 *1%* *16%*	1 *1%* *16%*
2	**4** ***1%***	- - -	* *2%* *9%*	* *4%* *9%* O	4 *2%* *83%*	3 *1%* *67%*	1 *6%* *33%*	4 *1%* *100%*	4 *1%* *100%*	3 *2%* *75%*	1 *1%* *25%*	1 *1%* *25%*
1	**4** ***1%***	- - -	- - -	- - -	4 *2%* *100%*	4 *2%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	- - -	4 *3%* *100%*	4 *3%* *100%*
Don't know	**30** ***10%***	6 *16%* *18%*	3 *15%* *9%*	1 *15%* *4%*	21 *9%* *68%*	26 *10%* *87%*	4 *17%* *13%*	30 *10%* *100%*	30 *10%* *100%*	19 *12%* *64%*	11 *7%* *35%*	11 *7%* *35%*
Net: 10/9/8/7	**210** ***70%***	25 *72%* *12%*	10 *58%* *5%*	5 *58%* *2%*	170 *71%* *81%*	198 *72%* *94%*	12 *51%* *6%*	210 *70%* *100%*	210 *70%* *100%*	99 *64%* *47%*	110 *77%* *52%* X	121 *78%* *58%* X
Net: 10/9	**113** ***38%***	10 *27%* *8%*	5 *25%* *4%*	2 *23%* *2%*	97 *41%* *86%*	107 *39%* *95%*	6 *25%* *5%*	113 *38%* *100%*	113 *38%* *100%*	49 *32%* *43%*	63 *44%* *55%*	71 *46%* *63%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 127

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**42** ***14%***	4 *11%* *9%*	5 *25%* *11%* R	2 *19%* *4%*	32 *13%* *76%*	36 *13%* *86%*	6 *26%* *14%*	42 *14%* *100%*	42 *14%* *100%*	26 *17%* *63%*	16 *11%* *37%*	16 *11%* *39%*
Net: 3/2/1	**17** ***6%***	* *1%* *3%*	* *2%* *2%*	1 *8%* *4%* O	16 *7%* *91%*	16 *6%* *92%*	1 *6%* *8%*	17 *6%* *100%*	17 *6%* *100%*	11 *7%* *62%*	7 *5%* *38%*	7 *4%* *38%*
Mean	**7.58**	7.69	7.22	7.05	7.61	7.63	6.94	7.58	7.58	7.41	7.72	7.81
Standard Deviation	**2.12**	1.54	1.93	2.37	2.20	2.09	2.37	2.12	2.12	2.11	2.12	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 128

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**235** ***3%***	109 *3%* *46%*	127 *4%* *54%*	15 *2%* *7%*	34 *2%* *14%*	30 *3%* *13%*	40 *3%* *17%*	52 *5%* *22%* CD E	64 *5%* *27%* CDE	23 *2%* *10%*	95 *3%* *40%*	118 *5%* *50%* IJ	62 *4%* *26%*	64 *4%* *27%*	77 *3%* *33%*
9	**397** ***6%***	176 *5%* *44%*	221 *6%* *56%*	49 *7%* *12%*	74 *5%* *19%*	69 *6%* *17%*	63 *5%* *16%*	63 *6%* *16%*	80 *6%* *20%*	53 *4%* *13%*	187 *5%* *47%*	157 *7%* *40%* IJ	96 *6%* *24%*	100 *6%* *25%*	138 *6%* *35%*
8	**1340** ***20%***	633 *19%* *47%*	707 *20%* *53%*	143 *20%* *11%*	237 *17%* *18%*	214 *18%* *16%*	237 *19%* *18%*	214 *21%* *16%* D	296 *23%* *22%* DE	218 *18%* *16%*	686 *20%* *51%*	436 *20%* *33%*	353 *22%* *26%* N	347 *20%* *26%*	424 *18%* *32%*
7	**1521** ***22%***	738 *23%* *49%*	783 *22%* *51%*	137 *19%* *9%*	317 *23%* *21%*	259 *22%* *17%*	283 *23%* *19%*	235 *23%* *15%*	290 *22%* *19%*	301 *25%* *20%* K	783 *23%* *51%* K	438 *20%* *29%*	364 *22%* *24%*	381 *22%* *25%*	536 *23%* *35%*
6	**1113** ***16%***	579 *18%* *52%* B	533 *15%* *48%*	132 *19%* *12%*	221 *16%* *20%*	207 *18%* *19%*	200 *16%* *18%*	157 *15%* *14%*	196 *15%* *18%*	233 *19%* *21%* JK	547 *16%* *49%*	332 *15%* *30%*	243 *15%* *22%*	274 *16%* *25%*	397 *17%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 128

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**843** ***12%***	416 *13%* *49%*	427 *12%* *51%*	85 *12%* *10%*	192 *14%* *23%* H	162 *14%* *19%* H	152 *13%* *18%*	117 *11%* *14%*	133 *10%* *16%*	174 *14%* *21%* K	431 *13%* *51%*	238 *11%* *28%*	217 *13%* *26%*	196 *12%* *23%*	284 *12%* *34%*
4	**316** ***5%***	169 *5%* *53%*	147 *4%* *47%*	27 *4%* *8%*	84 *6%* *27%* GH	59 *5%* *19%*	63 *5%* *20%* G	33 *3%* *10%*	50 *4%* *16%*	61 *5%* *19%*	155 *5%* *49%*	100 *5%* *32%*	63 *4%* *20%*	77 *5%* *24%*	118 *5%* *37%*
3	**153** ***2%***	87 *3%* *57%*	66 *2%* *43%*	25 *3%* *16%* G	36 *3%* *23%*	29 *3%* *19%*	22 *2%* *14%*	16 *2%* *10%*	26 *2%* *17%*	27 *2%* *18%*	71 *2%* *47%*	55 *3%* *36%*	31 *2%* *20%*	44 *3%* *29%*	56 *2%* *36%*
2	**81** ***1%***	53 *2%* *65%* B	28 *1%* *35%*	13 *2%* *16%*	10 *1%* *12%*	12 *1%* *14%*	15 *1%* *19%*	14 *1%* *18%*	17 *1%* *21%*	20 *2%* *25%*	38 *1%* *46%*	23 *1%* *29%*	21 *1%* *26%*	19 *1%* *24%*	28 *1%* *34%*
1	**94** ***1%***	62 *2%* *65%* B	32 *1%* *35%*	7 *1%* *7%*	21 *2%* *22%*	21 *2%* *22%*	17 *1%* *18%*	16 *2%* *17%*	14 *1%* *14%*	13 *1%* *14%*	45 *1%* *48%*	35 *2%* *38%*	17 *1%* *18%*	23 *1%* *24%*	36 *2%* *39%*
Don't know	**704** ***10%***	232 *7%* *33%*	472 *13%* *67%* A	76 *11%* *11%*	156 *11%* *22%*	110 *9%* *16%*	124 *10%* *18%*	105 *10%* *15%*	133 *10%* *19%*	100 *8%* *14%*	360 *11%* *51%* I	245 *11%* *35%* I	171 *10%* *24%*	175 *10%* *25%*	212 *9%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 128

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3494** ***51%***	1656 *51%* *47%*	1838 *52%* *53%*	345 *49%* *10%*	663 *48%* *19%*	572 *49%* *16%*	622 *51%* *18%*	563 *55%* *16%* CD E	730 *56%* *21%* CDEF	595 *49%* *17%*	1750 *52%* *50%*	1150 *53%* *33%*	874 *53%* *25%*	891 *52%* *25%*	1175 *51%* *34%*
Net: 10/9	**633** ***9%***	285 *9%* *45%*	348 *10%* *55%*	64 *9%* *10%*	108 *8%* *17%*	99 *8%* *16%*	102 *8%* *16%*	115 *11%* *18%* D	144 *11%* *23%* D	76 *6%* *12%*	281 *8%* *44%* I	276 *13%* *44%* IJ	158 *10%* *25%*	163 *10%* *26%*	215 *9%* *34%*
Net: 6/5/4	**2272** ***33%***	1164 *36%* *51%* B	1107 *31%* *49%*	244 *34%* *11%*	497 *36%* *22%* GH	428 *37%* *19%* GH	416 *34%* *18%* H	307 *30%* *13%*	379 *29%* *17%*	468 *38%* *21%* JK	1133 *33%* *50%*	671 *31%* *30%*	522 *32%* *23%*	547 *32%* *24%*	798 *35%* *35%*
Net: 3/2/1	**329** ***5%***	201 *6%* *61%* B	127 *4%* *39%*	44 *6%* *14%*	67 *5%* *20%*	62 *5%* *19%*	53 *4%* *16%*	46 *5%* *14%*	56 *4%* *17%*	61 *5%* *19%*	154 *5%* *47%*	113 *5%* *34%*	68 *4%* *21%*	86 *5%* *26%*	120 *5%* *36%*
Mean	**6.59**	6.47	6.71 A	6.53	6.44	6.47	6.56	6.76 C DEF	6.80 CDE F	6.41	6.58 I	6.72 IJ	6.69 N	6.63	6.54
Standard Deviation	**1.78**	1.84	1.71	1.78	1.75	1.78	1.75	1.80	1.77	1.67	1.73	1.89	1.74	1.79	1.79

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 128

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**235** ***3%***	17 *3%* *7%*	9 *3%* *4%*	7 *3%* *3%*	203 *4%* *86%*	215 *3%* *91%*	21 *5%* *9%*	47 *4%* *20%*	185 *3%* *79%*	188 *3%* *80%*	127 *4%* *54%*	61 *3%* *26%*	67 *3%* *29%*
9	**397** ***6%***	33 *5%* *8%*	21 *6%* *5%*	10 *5%* *3%*	334 *6%* *84%*	371 *6%* *93%*	27 *6%* *7%*	41 *4%* *10%*	356 *6%* *90%* U	356 *6%* *90%* U	223 *6%* *56%* U	133 *6%* *33%* U	147 *7%* *37%* U
8	**1340** ***20%***	105 *17%* *8%*	76 *22%* *6%* OQ	35 *17%* *3%*	1123 *20%* *84%*	1244 *20%* *93%*	96 *21%* *7%*	209 *20%* *16%*	1112 *20%* *83%*	1129 *20%* *84%*	714 *20%* *53%*	410 *19%* *31%*	439 *19%* *33%*
7	**1521** ***22%***	125 *20%* *8%*	70 *21%* *5%*	46 *22%* *3%*	1281 *23%* *84%*	1435 *23%* *94%*	87 *19%* *6%*	227 *22%* *15%*	1266 *22%* *83%*	1292 *23%* *85%*	781 *22%* *51%*	508 *24%* *33%*	534 *24%* *35%*
6	**1113** ***16%***	106 *17%* *9%*	56 *16%* *5%*	38 *18%* *3%*	914 *16%* *82%*	1039 *16%* *93%*	73 *16%* *7%*	174 *16%* *16%*	927 *16%* *83%*	935 *16%* *84%*	574 *16%* *52%*	356 *17%* *32%*	377 *17%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 128

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**843** ***12%***	79 *13%* *9%*	42 *12%* *5%*	25 *12%* *3%*	697 *12%* *83%*	777 *12%* *92%*	66 *14%* *8%*	127 *12%* *15%*	711 *13%* *84%*	714 *12%* *85%*	439 *12%* *52%*	275 *13%* *33%*	290 *13%* *34%*
4	**316** ***5%***	35 *6%* *11%*	16 *5%* *5%*	8 *4%* *3%*	257 *5%* *81%*	288 *5%* *91%*	28 *6%* *9%*	55 *5%* *18%*	255 *5%* *81%*	258 *5%* *82%*	162 *5%* *51%*	96 *5%* *30%*	100 *4%* *32%*
3	**153** ***2%***	12 *2%* *8%*	7 *2%* *4%*	4 *2%* *2%*	131 *2%* *85%*	141 *2%* *92%*	12 *3%* *8%*	28 *3%* *18%*	125 *2%* *81%*	125 *2%* *82%*	78 *2%* *51%*	46 *2%* *30%*	48 *2%* *31%*
2	**81** ***1%***	8 *1%* *9%*	3 *1%* *4%*	3 *1%* *3%*	68 *1%* *83%*	73 *1%* *89%*	9 *2%* *11%*	13 *1%* *16%*	65 *1%* *80%*	66 *1%* *81%*	45 *1%* *56%*	20 *1%* *24%*	23 *1%* *28%*
1	**94** ***1%***	13 *2%* *13%*	3 *1%* *4%*	3 *1%* *3%*	76 *1%* *80%*	82 *1%* *88%*	12 *3%* *12%*	18 *2%* *20%*	74 *1%* *79%*	76 *1%* *80%*	54 *1%* *57%*	22 *1%* *24%*	25 *1%* *27%*
Don't know	**704** ***10%***	81 *13%* *12%* R	38 *11%* *5%*	27 *13%* *4%* R	558 *10%* *79%*	673 *11%* *96%* T	31 *7%* *4%*	115 *11%* *16%*	578 *10%* *82%*	587 *10%* *83%*	386 *11%* *55%*	200 *9%* *28%*	211 *9%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 128

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3494** ***51%***	280 *46%* *8%*	176 *52%* *5%* O	97 *48%* *3%*	2941 *52%* *84%* OQ	3264 *52%* *93%*	230 *50%* *7%*	524 *50%* *15%*	2919 *52%* *84%*	2965 *52%* *85%*	1845 *51%* *53%*	1112 *52%* *32%*	1187 *53%* *34%*
Net: 10/9	**633** ***9%***	50 *8%* *8%*	30 *9%* *5%*	17 *8%* *3%*	537 *10%* *85%*	585 *9%* *92%*	48 *10%* *8%*	88 *8%* *14%*	541 *10%* *86%*	544 *10%* *86%*	350 *10%* *55%*	194 *9%* *31%*	215 *9%* *34%*
Net: 6/5/4	**2272** ***33%***	219 *36%* *10%*	114 *33%* *5%*	70 *35%* *3%*	1868 *33%* *82%*	2104 *33%* *93%*	167 *36%* *7%*	356 *34%* *16%*	1894 *33%* *83%*	1907 *33%* *84%*	1175 *33%* *52%*	727 *34%* *32%*	767 *34%* *34%*
Net: 3/2/1	**329** ***5%***	32 *5%* *10%*	13 *4%* *4%*	9 *4%* *3%*	274 *5%* *83%*	296 *5%* *90%*	33 *7%* *10%* S	59 *6%* *18%*	263 *5%* *80%*	266 *5%* *81%*	177 *5%* *54%*	87 *4%* *27%*	96 *4%* *29%*
Mean	**6.59**	6.42	6.65 O	6.54	6.61 O	6.60	6.44	6.52	6.61	6.61	6.61	6.61	6.62
Standard Deviation	**1.78**	1.83	1.70	1.73	1.78	1.76	1.98	1.85	1.76	1.76	1.80	1.70	1.71

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 129

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**535** ***16%***	242 *15%* *45%*	293 *16%* *55%*	52 *14%* *10%*	87 *13%* *16%*	80 *14%* *15%*	105 *18%* *20%*	97 *19%* *18%* DE	113 *16%* *21%*	96 *16%* *18%*	245 *14%* *46%*	194 *17%* *36%*	118 *15%* *22%*	132 *15%* *25%*	204 *18%* *38%*
9	**455** ***13%***	199 *12%* *44%*	256 *14%* *56%*	43 *12%* *9%*	88 *13%* *19%*	70 *12%* *15%*	78 *13%* *17%*	64 *13%* *14%*	113 *16%* *25%*	78 *13%* *17%*	226 *13%* *50%*	151 *14%* *33%*	92 *11%* *20%*	136 *15%* *30%*	169 *15%* *37%*
8	**870** ***25%***	435 *27%* *50%*	435 *24%* *50%*	78 *21%* *9%*	161 *24%* *19%*	134 *23%* *15%*	171 *29%* *20%* C	140 *28%* *16%*	187 *27%* *21%*	173 *29%* *20%* K	456 *27%* *52%* K	241 *22%* *28%*	227 *28%* *26%*	219 *25%* *25%*	277 *24%* *32%*
7	**540** ***16%***	263 *16%* *49%*	277 *15%* *51%*	56 *15%* *10%*	103 *15%* *19%*	119 *20%* *22%* DF H	83 *14%* *15%*	84 *17%* *16%*	94 *14%* *17%*	105 *18%* *20%*	257 *15%* *48%*	177 *16%* *33%*	113 *14%* *21%*	135 *15%* *25%*	195 *17%* *36%*
6	**304** ***9%***	164 *10%* *54%*	140 *8%* *46%*	35 *10%* *12%*	71 *10%* *23%*	61 *11%* *20%*	44 *7%* *14%*	36 *7%* *12%*	57 *8%* *19%*	60 *10%* *20%*	155 *9%* *51%*	90 *8%* *30%*	62 *8%* *20%*	76 *9%* *25%*	104 *9%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 129

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**300** ***9%***	142 *9%* *47%*	158 *9%* *53%*	38 *10%* *13%* G	84 *12%* *28%* FG H	52 *9%* *17%*	42 *7%* *14%*	30 *6%* *10%*	54 *8%* *18%*	37 *6%* *12%*	160 *9%* *53%* I	103 *9%* *34%*	79 *10%* *26%*	69 *8%* *23%*	91 *8%* *30%*
4	**86** ***3%***	44 *3%* *52%*	42 *2%* *48%*	13 *4%* *15%* E	26 *4%* *30%* E	7 *1%* *8%*	13 *2%* *15%*	10 *2%* *11%*	18 *3%* *20%*	12 *2%* *14%*	41 *2%* *47%*	34 *3%* *39%*	26 *3%* *30%*	25 *3%* *29%*	20 *2%* *23%*
3	**62** ***2%***	26 *2%* *41%*	36 *2%* *59%*	6 *2%* *9%*	19 *3%* *30%* F	8 *1%* *12%*	3 *1%* *5%*	12 *2%* *19%* F	16 *2%* *25%* F	4 *1%* *7%*	29 *2%* *47%*	29 *3%* *46%* I	20 *2%* *32%*	16 *2%* *25%*	20 *2%* *32%*
2	**44** ***1%***	27 *2%* *63%*	16 *1%* *37%*	12 *3%* *29%* GH	10 *2%* *23%*	7 *1%* *15%*	7 *1%* *16%*	3 *1%* *7%*	4 *1%* *9%*	8 *1%* *17%*	24 *1%* *54%*	12 *1%* *28%*	12 *2%* *28%*	9 *1%* *20%*	15 *1%* *34%*
1	**85** ***2%***	29 *2%* *34%*	56 *3%* *66%* A	15 *4%* *18%* H	11 *2%* *13%*	21 *4%* *24%* H	16 *3%* *18%*	15 *3%* *17%*	8 *1%* *10%*	12 *2%* *14%*	43 *3%* *50%*	31 *3%* *36%*	27 *3%* *31%*	19 *2%* *22%*	23 *2%* *27%*
Don't know	**137** ***4%***	56 *3%* *41%*	81 *5%* *59%*	19 *5%* *14%*	17 *2%* *12%*	24 *4%* *18%*	32 *5%* *23%* D	15 *3%* *11%*	30 *4%* *22%*	10 *2%* *7%*	69 *4%* *50%* I	58 *5%* *42%* I	38 *5%* *28%*	48 *5%* *35%* N	32 *3%* *23%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 129

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9/8/7	**2399** ***70%***	1139 *70%* *47%*	1261 *70%* *53%*	229 *62%* *10%*	440 *65%* *18%*	403 *69%* *17%*	437 *74%* *18%* CD	384 *76%* *16%* CD E	507 *73%* *21%* CD	453 *76%* *19%* JK	1183 *69%* *49%*	763 *68%* *32%*	551 *68%* *23%*	622 *70%* *26%*	845 *74%* *35%* L
Net: 10/9	**990** ***29%***	441 *27%* *45%*	549 *31%* *55%*	94 *26%* *10%*	175 *26%* *18%*	150 *26%* *15%*	183 *31%* *18%*	161 *32%* *16%*	226 *33%* *23%* DE	174 *29%* *18%*	470 *28%* *48%*	345 *31%* *35%*	211 *26%* *21%*	268 *30%* *27%*	373 *32%* *38%* L
Net: 6/5/4	**691** ***20%***	350 *22%* *51%*	340 *19%* *49%*	87 *24%* *13%* FG	181 *27%* *26%* EF GH	120 *21%* *17%* G	99 *17%* *14%*	75 *15%* *11%*	129 *19%* *19%*	109 *18%* *16%*	355 *21%* *51%*	227 *20%* *33%*	166 *20%* *24%*	170 *19%* *25%*	215 *19%* *31%*
Net: 3/2/1	**191** ***6%***	82 *5%* *43%*	109 *6%* *57%*	33 *9%* *17%* FH	40 *6%* *21%*	35 *6%* *18%*	26 *4%* *13%*	29 *6%* *15%*	28 *4%* *15%*	24 *4%* *12%*	95 *6%* *50%*	72 *6%* *38%*	59 *7%* *31%*	43 *5%* *23%*	58 *5%* *30%*
Mean	**7.38**	7.36	7.40	6.98	7.14	7.26	7.59 C DE	7.58 C DE	7.61 CDE	7.55	7.34	7.35	7.22	7.45	7.53 L
Standard Deviation	**2.10**	2.03	2.16	2.38	2.09	2.10	2.04	2.09	1.94	1.93	2.09	2.20	2.22	2.05	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 129

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**535** ***16%***	39 *13%* *7%*	25 *15%* *5%*	16 *16%* *3%*	454 *16%* *85%*	492 *15%* *92%*	43 *19%* *8%*	94 *16%* *18%*	433 *16%* *81%*	437 *16%* *82%*	265 *15%* *50%*	172 *16%* *32%*	186 *17%* *35%*
9	**455** ***13%***	28 *9%* *6%*	20 *12%* *4%*	9 *9%* *2%*	398 *14%* *87%* OQ	427 *13%* *94%*	28 *12%* *6%*	70 *12%* *15%*	377 *14%* *83%*	384 *14%* *84%*	237 *13%* *52%*	148 *14%* *32%*	156 *14%* *34%*
8	**870** ***25%***	79 *26%* *9%*	44 *26%* *5%*	25 *24%* *3%*	723 *25%* *83%*	813 *25%* *93%*	57 *25%* *7%*	153 *26%* *18%*	711 *26%* *82%*	715 *25%* *82%*	424 *24%* *49%*	288 *27%* *33%*	302 *27%* *35%*
7	**540** ***16%***	47 *16%* *9%*	30 *18%* *6%*	19 *19%* *4%*	443 *16%* *82%*	503 *16%* *93%*	36 *16%* *7%*	96 *17%* *18%*	432 *16%* *80%*	437 *16%* *81%*	263 *15%* *49%*	172 *16%* *32%*	181 *16%* *34%*
6	**304** ***9%***	38 *13%* *12%* QR	17 *10%* *5%*	8 *8%* *3%*	241 *8%* *79%*	290 *9%* *95%*	14 *6%* *5%*	58 *10%* *19%*	245 *9%* *81%*	245 *9%* *81%*	164 *9%* *54%*	81 *8%* *27%*	84 *8%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 129

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**300** ***9%***	35 *12%* *12%* R	16 *10%* *5%*	10 *10%* *3%*	239 *8%* *80%*	275 *9%* *92%*	25 *11%* *8%*	46 *8%* *15%*	247 *9%* *82%*	250 *9%* *83%*	173 *10%* *58%*	77 *7%* *26%*	81 *7%* *27%*
4	**86** ***3%***	10 *3%* *12%*	3 *2%* *3%*	3 *3%* *3%*	70 *2%* *82%*	82 *3%* *95%*	4 *2%* *5%*	13 *2%* *15%*	74 *3%* *85%*	74 *3%* *85%*	48 *3%* *56%*	26 *2%* *30%*	26 *2%* *30%*
3	**62** ***2%***	4 *1%* *7%*	1 *1%* *2%*	1 *1%* *2%*	55 *2%* *89%*	59 *2%* *95%*	3 *1%* *5%*	9 *1%* *14%*	52 *2%* *84%*	52 *2%* *84%*	30 *2%* *48%*	22 *2%* *36%*	24 *2%* *39%*
2	**44** ***1%***	3 *1%* *8%*	2 *1%* *5%*	2 *2%* *5%*	36 *1%* *82%*	42 *1%* *95%*	2 *1%* *5%*	4 *1%* *9%*	36 *1%* *82%*	37 *1%* *85%*	27 *2%* *63%*	10 *1%* *22%*	10 *1%* *22%*
1	**85** ***2%***	9 *3%* *11%*	4 *2%* *4%*	4 *4%* *5%*	69 *2%* *81%*	77 *2%* *91%*	8 *3%* *9%*	12 *2%* *14%*	69 *2%* *80%*	70 *3%* *82%*	44 *2%* *51%*	27 *3%* *31%*	29 *3%* *33%*
Don't know	**137** ***4%***	9 *3%* *7%*	6 *4%* *5%*	4 *4%* *3%*	118 *4%* *86%*	132 *4%* *96%*	5 *2%* *4%*	26 *4%* *19%*	107 *4%* *78%*	110 *4%* *80%*	80 *5%* *58%*	30 *3%* *22%*	34 *3%* *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 129

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9/8/7	**2399** ***70%***	193 *64%* *8%*	119 *71%* *5%* O	69 *68%* *3%*	2017 *71%* *84%* O	2235 *70%* *93%*	164 *73%* *7%*	413 *71%* *17%*	1953 *70%* *81%*	1973 *70%* *82%*	1189 *68%* *50%*	780 *74%* *33%* WX	825 *74%* *34%* VWX
Net: 10/9	**990** ***29%***	67 *22%* *7%*	46 *27%* *5%*	25 *25%* *3%*	851 *30%* *86%* OQ	919 *29%* *93%*	70 *31%* *7%*	165 *28%* *17%*	810 *29%* *82%*	822 *29%* *83%*	502 *29%* *51%*	320 *30%* *32%*	342 *31%* *35%*
Net: 6/5/4	**691** ***20%***	84 *28%* *12%* PQR	35 *21%* *5%*	21 *20%* *3%*	551 *19%* *80%*	647 *20%* *94%*	43 *19%* *6%*	117 *20%* *17%*	565 *20%* *82%*	569 *20%* *82%*	384 *22%* *56%* YZ	184 *17%* *27%*	191 *17%* *28%*
Net: 3/2/1	**191** ***6%***	17 *5%* *9%*	7 *4%* *4%*	7 *7%* *4%*	160 *6%* *84%*	178 *6%* *93%*	13 *6%* *7%*	24 *4%* *13%*	156 *6%* *82%*	160 *6%* *84%*	101 *6%* *53%*	59 *6%* *31%*	62 *6%* *33%*
Mean	**7.38**	7.08	7.40 O	7.17	7.42 OQ	7.38	7.43	7.47	7.38	7.37	7.31	7.48	7.49
Standard Deviation	**2.10**	2.10	2.00	2.25	2.10	2.09	2.19	1.98	2.10	2.11	2.13	2.07	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 130

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**458** ***13%***	247 *15%* *54%* B	211 *12%* *46%*	31 *9%* *7%*	63 *9%* *14%*	68 *11%* *15%*	78 *12%* *17%*	94 *18%* *21%* CD EF	124 *20%* *27%* CDEF	87 *14%* *19%*	196 *11%* *43%*	175 *16%* *38%* J	116 *14%* *25%*	104 *13%* *23%*	166 *14%* *36%*
9	**367** ***11%***	191 *12%* *52%*	176 *10%* *48%*	23 *7%* *6%*	66 *9%* *18%*	61 *10%* *17%*	67 *11%* *18%*	77 *15%* *21%* CD E	73 *12%* *20%* C	84 *13%* *23%* J	171 *10%* *47%*	112 *10%* *31%*	88 *11%* *24%*	67 *8%* *18%*	153 *13%* *42%* M
8	**796** ***23%***	386 *23%* *49%*	410 *23%* *51%*	59 *17%* *7%*	146 *20%* *18%*	151 *25%* *19%* C	158 *25%* *20%* C	129 *25%* *16%* C	152 *25%* *19%* C	160 *25%* *20%*	403 *23%* *51%*	233 *22%* *29%*	195 *24%* *25%*	213 *26%* *27%*	254 *22%* *32%*
7	**526** ***15%***	262 *16%* *50%*	264 *15%* *50%*	41 *12%* *8%*	140 *19%* *27%* CG H	102 *17%* *19%* GH	114 *18%* *22%* CG H	61 *12%* *12%*	68 *11%* *13%*	104 *16%* *20%*	282 *16%* *54%*	140 *13%* *27%*	115 *14%* *22%*	129 *16%* *25%*	193 *16%* *37%*
6	**362** ***11%***	164 *10%* *45%*	197 *11%* *55%*	62 *18%* *17%* DE FGH	75 *10%* *21%*	52 *9%* *14%*	67 *11%* *19%*	51 *10%* *14%*	54 *9%* *15%*	71 *11%* *20%*	201 *12%* *56%* K	89 *8%* *25%*	84 *10%* *23%*	87 *10%* *24%*	125 *11%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 130

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**345** ***10%***	156 *9%* *45%*	189 *11%* *55%*	40 *12%* *12%*	82 *11%* *24%*	69 *12%* *20%*	59 *9%* *17%*	45 *9%* *13%*	50 *8%* *14%*	51 *8%* *15%*	193 *11%* *56%* I	101 *9%* *29%*	86 *10%* *25%*	90 *11%* *26%*	108 *9%* *31%*
4	**152** ***4%***	76 *5%* *50%*	76 *4%* *50%*	23 *7%* *15%* G	44 *6%* *29%* G	28 *5%* *18%*	23 *4%* *15%*	14 *3%* *9%*	20 *3%* *13%*	26 *4%* *17%*	69 *4%* *45%*	57 *5%* *37%*	36 *4%* *23%*	38 *5%* *25%*	51 *4%* *33%*
3	**69** ***2%***	35 *2%* *50%*	35 *2%* *50%*	10 *3%* *14%*	10 *1%* *15%*	14 *2%* *20%*	18 *3%* *27%* G	5 *1%* *7%*	12 *2%* *18%*	14 *2%* *20%*	35 *2%* *51%*	20 *2%* *29%*	28 *3%* *40%* MN	11 *1%* *16%*	17 *1%* *25%*
2	**93** ***3%***	41 *2%* *44%*	52 *3%* *56%*	24 *7%* *26%* EF GH	32 *4%* *34%* FG H	14 *2%* *15%*	9 *1%* *10%*	8 *1%* *8%*	7 *1%* *8%*	19 *3%* *20%*	46 *3%* *49%*	28 *3%* *30%*	19 *2%* *21%*	27 *3%* *29%*	28 *2%* *30%*
1	**144** ***4%***	64 *4%* *44%*	80 *5%* *56%*	25 *7%* *18%* FH	31 *4%* *21%*	27 *4%* *18%*	18 *3%* *13%*	21 *4%* *15%*	22 *4%* *15%*	13 *2%* *9%*	64 *4%* *44%*	68 *6%* *47%* IJ	31 *4%* *22%*	31 *4%* *22%*	49 *4%* *34%*
Don't know	**115** ***3%***	36 *2%* *31%*	79 *4%* *69%* A	8 *2%* *7%*	35 *5%* *30%* E	13 *2%* *11%*	16 *2%* *14%*	18 *3%* *15%*	26 *4%* *23%*	7 *1%* *6%*	60 *4%* *52%* I	48 *4%* *41%* I	31 *4%* *27%*	32 *4%* *28%*	33 *3%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 130

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2147** ***63%***	1086 *65%* *51%* B	1061 *60%* *49%*	155 *45%* *7%*	414 *57%* *19%* C	382 *64%* *18%* CD	416 *66%* *19%* CD	361 *69%* *17%* CD	417 *69%* *19%* CD	436 *68%* *20%* JK	1051 *61%* *49%*	660 *62%* *31%*	514 *62%* *24%*	513 *62%* *24%*	767 *65%* *36%*
Net: 10/9	**825** ***24%***	438 *26%* *53%* B	387 *22%* *47%*	54 *16%* *7%*	128 *18%* *16%*	129 *22%* *16%*	145 *23%* *18%* CD	171 *33%* *21%* CD EF	197 *32%* *24%* CDEF	171 *27%* *21%* J	367 *21%* *44%*	287 *27%* *35%* J	204 *25%* *25%*	171 *21%* *21%*	320 *27%* *39%* M
Net: 6/5/4	**858** ***25%***	397 *24%* *46%*	462 *26%* *54%*	125 *36%* *15%* DE FGH	201 *28%* *23%* GH	150 *25%* *17%*	149 *24%* *17%*	109 *21%* *13%*	124 *20%* *14%*	148 *23%* *17%*	463 *27%* *54%*	247 *23%* *29%*	206 *25%* *24%*	214 *26%* *25%*	283 *24%* *33%*
Net: 3/2/1	**306** ***9%***	140 *8%* *46%*	167 *9%* *54%*	59 *17%* *19%* DE FGH	73 *10%* *24%*	54 *9%* *18%*	46 *7%* *15%*	34 *6%* *11%*	41 *7%* *13%*	45 *7%* *15%*	145 *8%* *47%*	116 *11%* *38%* I	78 *9%* *25%*	70 *8%* *23%*	95 *8%* *31%*
Mean	**6.94**	7.05 B	6.83	6.05	6.58 C	6.86 C	7.07 C D	7.40 C DEF	7.41 CDE F	7.18 J	6.87	6.89	6.95	6.89	7.05
Standard Deviation	**2.34**	2.32	2.35	2.56	2.33	2.30	2.15	2.27	2.29	2.15	2.25	2.56	2.35	2.29	2.32

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 130

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**458** ***13%***	41 *13%* *9%*	21 *12%* *5%*	9 *9%* *2%*	387 *14%* *84%* Q	426 *13%* *93%*	32 *13%* *7%*	78 *16%* *17%* X	370 *13%* *81%*	377 *13%* *82%*	220 *12%* *48%*	156 *14%* *34%*	162 *14%* *35%*
9	**367** ***11%***	27 *9%* *7%*	20 *11%* *5%*	12 *12%* *3%*	308 *11%* *84%*	349 *11%* *95%*	18 *7%* *5%*	48 *10%* *13%*	318 *11%* *86%*	319 *11%* *87%*	186 *10%* *51%*	129 *12%* *35%*	138 *12%* *38%*
8	**796** ***23%***	74 *24%* *9%* Q	41 *24%* *5%* Q	19 *18%* *2%*	662 *23%* *83%* Q	745 *23%* *94%*	52 *21%* *6%*	113 *23%* *14%*	669 *23%* *84%*	681 *23%* *86%*	417 *23%* *52%*	260 *24%* *33%*	275 *24%* *34%*
7	**526** ***15%***	48 *15%* *9%*	23 *13%* *4%*	16 *16%* *3%*	437 *15%* *83%*	484 *15%* *92%*	41 *17%* *8%*	67 *14%* *13%*	455 *16%* *87%*	458 *16%* *87%*	303 *16%* *58%*	153 *14%* *29%*	169 *15%* *32%*
6	**362** ***11%***	30 *10%* *8%*	20 *11%* *5%*	17 *16%* *5%* OPR	295 *10%* *82%*	335 *11%* *93%*	26 *11%* *7%*	63 *13%* *17%*	294 *10%* *81%*	298 *10%* *82%*	183 *10%* *51%*	115 *11%* *32%*	123 *11%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 130

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**345** ***10%***	32 *10%* *9%*	19 *11%* *6%*	10 *10%* *3%*	284 *10%* *82%*	311 *10%* *90%*	34 *14%* *10%*	42 *9%* *12%*	297 *10%* *86%*	304 *10%* *88%*	205 *11%* *59%*	99 *9%* *29%*	107 *9%* *31%*
4	**152** ***4%***	13 *4%* *9%*	9 *5%* *6%*	6 *6%* *4%*	124 *4%* *82%*	132 *4%* *87%*	19 *8%* *13%* S	26 *5%* *17%*	123 *4%* *81%*	126 *4%* *83%*	88 *5%* *58%*	37 *3%* *24%*	38 *3%* *25%*
3	**69** ***2%***	6 *2%* *8%*	5 *3%* *7%*	3 *3%* *4%*	56 *2%* *80%*	67 *2%* *97%*	2 *1%* *3%*	5 *1%* *8%*	63 *2%* *91%*	64 *2%* *92%*	37 *2%* *53%*	27 *3%* *39%*	29 *3%* *42%*
2	**93** ***3%***	11 *4%* *12%*	3 *2%* *4%*	4 *3%* *4%*	75 *3%* *81%*	85 *3%* *92%*	8 *3%* *8%*	9 *2%* *10%*	84 *3%* *90%*	84 *3%* *90%*	58 *3%* *62%*	24 *2%* *26%*	29 *3%* *31%*
1	**144** ***4%***	18 *6%* *13%*	9 *5%* *6%*	6 *5%* *4%*	112 *4%* *78%*	134 *4%* *93%*	10 *4%* *7%*	20 *4%* *14%*	118 *4%* *82%*	122 *4%* *85%*	74 *4%* *52%*	47 *4%* *33%*	50 *4%* *35%*
Don't know	**115** ***3%***	11 *4%* *10%*	5 *3%* *5%*	3 *3%* *3%*	95 *3%* *83%*	110 *3%* *96%*	5 *2%* *4%*	16 *3%* *14%*	99 *3%* *86%*	99 *3%* *86%*	70 *4%* *61%*	29 *3%* *26%*	33 *3%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

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Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2147** ***63%***	191 *61%* *9%* Q	104 *60%* *5%*	57 *55%* *3%*	1794 *63%* *84%* Q	2003 *63%* *93%*	143 *58%* *7%*	306 *63%* *14%*	1812 *63%* *84%*	1836 *63%* *86%*	1127 *61%* *52%*	699 *65%* *33%*	743 *64%* *35%*
Net: 10/9	**825** ***24%***	68 *22%* *8%*	40 *23%* *5%*	22 *21%* *3%*	695 *24%* *84%*	775 *24%* *94%*	50 *20%* *6%*	126 *26%* *15%*	687 *24%* *83%*	696 *24%* *84%*	406 *22%* *49%*	286 *27%* *35%* X	300 *26%* *36%* X
Net: 6/5/4	**858** ***25%***	75 *24%* *9%*	47 *27%* *6%*	32 *31%* *4%* OR	703 *25%* *82%*	779 *25%* *91%*	79 *32%* *9%* S	131 *27%* *15%*	714 *25%* *83%*	727 *25%* *85%*	476 *26%* *55%*	251 *23%* *29%*	268 *23%* *31%*
Net: 3/2/1	**306** ***9%***	35 *11%* *12%*	17 *10%* *6%*	12 *11%* *4%*	242 *9%* *79%*	286 *9%* *93%*	20 *8%* *7%*	35 *7%* *11%*	266 *9%* *87%*	270 *9%* *88%*	170 *9%* *55%*	99 *9%* *32%*	109 *9%* *35%*
Mean	**6.94**	6.76	6.82	6.57	6.98 Q	6.96	6.69	7.06	6.92	6.92	6.83	7.05	7.02
Standard Deviation	**2.34**	2.48	2.37	2.39	2.32	2.34	2.34	2.31	2.33	2.34	2.33	2.35	2.35

GfK NOP

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Table 131

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**493** ***14%***	249 *15%* *50%*	244 *14%* *50%*	37 *11%* *8%*	78 *11%* *16%*	73 *12%* *15%*	90 *14%* *18%*	83 *16%* *17%* D	131 *22%* *27%* CDEF G	82 *13%* *17%*	215 *12%* *44%*	195 *18%* *40%* IJ	120 *14%* *24%*	112 *14%* *23%*	184 *16%* *37%*
9	**339** ***10%***	176 *11%* *52%*	163 *9%* *48%*	22 *6%* *7%*	67 *9%* *20%*	60 *10%* *18%*	73 *12%* *21%* C	65 *12%* *19%* C	52 *9%* *15%*	67 *10%* *20%*	173 *10%* *51%*	100 *9%* *29%*	95 *11%* *28%* M	57 *7%* *17%*	134 *11%* *40%* M
8	**792** ***23%***	361 *22%* *46%*	431 *24%* *54%*	64 *19%* *8%*	153 *21%* *19%*	130 *22%* *16%*	151 *24%* *19%*	131 *25%* *17%*	161 *26%* *20%* C	157 *25%* *20%*	388 *23%* *49%*	247 *23%* *31%*	201 *24%* *25%*	210 *25%* *27%*	250 *21%* *32%*
7	**632** ***18%***	307 *18%* *49%*	325 *18%* *51%*	67 *19%* *11%*	153 *21%* *24%* H	129 *22%* *20%* GH	116 *19%* *18%* H	84 *16%* *13%*	82 *13%* *13%*	124 *20%* *20%*	337 *20%* *53%*	171 *16%* *27%*	141 *17%* *22%*	156 *19%* *25%*	225 *19%* *36%*
6	**402** ***12%***	196 *12%* *49%*	206 *12%* *51%*	59 *17%* *15%* DG H	81 *11%* *20%*	79 *13%* *20%* H	75 *12%* *19%*	54 *10%* *13%*	54 *9%* *13%*	80 *13%* *20%*	214 *12%* *53%*	108 *10%* *27%*	85 *10%* *21%*	107 *13%* *27%*	141 *12%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 131

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**388** ***11%***	196 *12%* *51%*	192 *11%* *49%*	43 *12%* *11%*	99 *14%* *26%* H	73 *12%* *19%*	68 *11%* *18%*	49 *9%* *13%*	56 *9%* *15%*	64 *10%* *17%*	206 *12%* *53%*	117 *11%* *30%*	88 *11%* *23%*	94 *11%* *24%*	131 *11%* *34%*
4	**103** ***3%***	57 *3%* *55%*	47 *3%* *45%*	24 *7%* *23%* DE FGH	23 *3%* *22%*	12 *2%* *12%*	18 *3%* *18%*	11 *2%* *10%*	15 *2%* *14%*	26 *4%* *25%*	46 *3%* *45%*	31 *3%* *30%*	28 *3%* *27%*	21 *3%* *21%*	34 *3%* *33%*
3	**40** ***1%***	17 *1%* *43%*	23 *1%* *57%*	5 *1%* *12%*	10 *1%* *25%*	7 *1%* *19%*	7 *1%* *19%*	4 *1%* *10%*	6 *1%* *15%*	9 *1%* *22%*	19 *1%* *48%*	12 *1%* *29%*	19 *2%* *47%* M	- - -	14 *1%* *36%* M
2	**40** ***1%***	21 *1%* *54%*	18 *1%* *46%*	6 *2%* *15%*	13 *2%* *34%*	6 *1%* *16%*	4 *1%* *10%*	5 *1%* *12%*	5 *1%* *13%*	5 *1%* *12%*	17 *1%* *42%*	18 *2%* *46%*	6 *1%* *14%*	13 *2%* *32%*	11 *1%* *28%*
1	**34** ***1%***	21 *1%* *61%*	13 *1%* *39%*	7 *2%* *22%*	7 *1%* *20%*	7 *1%* *20%*	3 *1%* *9%*	6 *1%* *18%*	3 *1%* *10%*	5 *1%* *14%*	16 *1%* *47%*	13 *1%* *39%*	8 *1%* *24%*	6 *1%* *17%*	9 *1%* *28%*
Don't know	**165** ***5%***	58 *3%* *35%*	107 *6%* *65%* A	12 *3%* *7%*	39 *5%* *23%*	21 *3%* *13%*	20 *3%* *12%*	31 *6%* *19%*	42 *7%* *26%* EF	18 *3%* *11%*	88 *5%* *54%* I	58 *5%* *35%* I	39 *5%* *24%*	54 *6%* *33%* N	44 *4%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 131

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2256** ***66%***	1092 *66%* *48%*	1163 *66%* *52%*	191 *55%* *8%*	451 *62%* *20%*	392 *66%* *17%* C	431 *69%* *19%* CD	363 *70%* *16%* CD	426 *70%* *19%* CD	430 *68%* *19%*	1113 *65%* *49%*	713 *67%* *32%*	557 *67%* *25%*	535 *65%* *24%*	793 *67%* *35%*
Net: 10/9	**832** ***24%***	425 *26%* *51%*	407 *23%* *49%*	60 *17%* *7%*	145 *20%* *17%*	133 *22%* *16%*	163 *26%* *20%* CD	148 *28%* *18%* CD E	183 *30%* *22%* CDE	149 *23%* *18%*	388 *23%* *47%*	295 *28%* *35%* J	215 *26%* *26%* M	169 *20%* *20%*	318 *27%* *38%* M
Net: 6/5/4	**893** ***26%***	449 *27%* *50%*	444 *25%* *50%*	126 *36%* *14%* DE FGH	203 *28%* *23%* GH	165 *28%* *18%* H	161 *26%* *18%*	113 *22%* *13%*	125 *20%* *14%*	170 *27%* *19%*	466 *27%* *52%*	257 *24%* *29%*	201 *24%* *22%*	222 *27%* *25%*	306 *26%* *34%*
Net: 3/2/1	**113** ***3%***	59 *4%* *52%*	54 *3%* *48%*	18 *5%* *16%*	30 *4%* *27%*	20 *3%* *18%*	15 *2%* *13%*	15 *3%* *13%*	15 *2%* *13%*	18 *3%* *16%*	52 *3%* *46%*	43 *4%* *38%*	32 *4%* *29%*	19 *2%* *16%*	35 *3%* *31%*
Mean	**7.28**	7.25	7.30	6.73	7.04	7.18 C	7.38 C D	7.51 C DE	7.66 CDE F	7.26	7.22	7.37	7.32	7.26	7.35
Standard Deviation	**1.92**	1.98	1.87	2.05	1.93	1.87	1.82	1.89	1.91	1.86	1.87	2.05	1.95	1.83	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 131

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**493** ***14%***	43 *14%* *9%*	24 *14%* *5%* Q	10 *9%* *2%*	416 *15%* *84%* Q	456 *14%* *93%*	36 *15%* *7%*	82 *17%* *17%*	401 *14%* *81%*	408 *14%* *83%*	244 *13%* *49%*	164 *15%* *33%*	169 *15%* *34%*
9	**339** ***10%***	26 *8%* *8%*	17 *10%* *5%*	11 *10%* *3%*	286 *10%* *84%*	312 *10%* *92%*	28 *11%* *8%*	48 *10%* *14%*	286 *10%* *84%*	290 *10%* *85%*	180 *10%* *53%*	108 *10%* *32%*	116 *10%* *34%*
8	**792** ***23%***	66 *21%* *8%*	44 *25%* *6%*	21 *20%* *3%*	661 *23%* *83%*	739 *23%* *93%*	53 *21%* *7%*	117 *24%* *15%*	663 *23%* *84%*	673 *23%* *85%*	439 *24%* *55%*	227 *21%* *29%*	241 *21%* *30%*
7	**632** ***18%***	61 *19%* *10%*	27 *16%* *4%*	21 *20%* *3%*	522 *18%* *83%*	580 *18%* *92%*	52 *21%* *8%*	90 *18%* *14%*	539 *19%* *85%*	542 *18%* *86%*	336 *18%* *53%*	205 *19%* *33%*	230 *20%* *36%*
6	**402** ***12%***	35 *11%* *9%*	21 *12%* *5%*	14 *14%* *4%*	332 *12%* *83%*	383 *12%* *95%*	19 *8%* *5%*	57 *12%* *14%*	336 *12%* *84%*	345 *12%* *86%*	206 *11%* *51%*	137 *13%* *34%*	145 *13%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 131

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**388** ***11%***	42 *13%* *11%*	18 *11%* *5%*	15 *14%* *4%*	313 *11%* *81%*	359 *11%* *93%*	29 *12%* *7%*	34 *7%* *9%*	347 *12%* *90%* U	354 *12%* *91%* U	236 *13%* *61%* U	118 *11%* *30%* U	127 *11%* *33%* U
4	**103** ***3%***	11 *4%* *11%*	5 *3%* *5%*	3 *3%* *3%*	84 *3%* *81%*	93 *3%* *90%*	10 *4%* *10%*	13 *3%* *12%*	90 *3%* *87%*	90 *3%* *88%*	63 *3%* *61%*	27 *3%* *26%*	32 *3%* *31%*
3	**40** ***1%***	1 *** *2%*	4 *2%* *9%* O	2 *2%* *6%* O	33 *1%* *83%*	35 *1%* *88%*	5 *2%* *12%*	8 *2%* *19%*	32 *1%* *81%*	32 *1%* *81%*	23 *1%* *57%*	10 *1%* *24%*	10 *1%* *24%*
2	**40** ***1%***	6 *2%* *15%*	2 *1%* *5%*	2 *2%* *6%* R	29 *1%* *74%*	38 *1%* *96%*	2 *1%* *4%*	6 *1%* *15%*	34 *1%* *85%*	34 *1%* *85%*	20 *1%* *51%*	13 *1%* *34%*	15 *1%* *38%*
1	**34** ***1%***	6 *2%* *19%* R	3 *2%* *9%*	1 *1%* *2%*	23 *1%* *70%*	31 *1%* *91%*	3 *1%* *9%*	7 *1%* *21%*	25 *1%* *74%*	26 *1%* *79%*	15 *1%* *44%*	12 *1%* *34%*	12 *1%* *34%*
Don't know	**165** ***5%***	16 *5%* *10%*	9 *5%* *5%*	4 *4%* *2%*	136 *5%* *83%*	153 *5%* *93%*	11 *5%* *7%*	27 *6%* *16%*	137 *5%* *83%*	138 *5%* *84%*	82 *4%* *50%*	56 *5%* *34%*	58 *5%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 131

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2256** ***66%***	196 *63%* *9%*	112 *64%* *5%*	63 *60%* *3%*	1884 *66%* *84%* Q	2087 *66%* *93%*	168 *68%* *7%*	336 *69%* *15%*	1889 *65%* *84%*	1913 *65%* *85%*	1198 *65%* *53%*	705 *65%* *31%*	755 *65%* *33%*
Net: 10/9	**832** ***24%***	69 *22%* *8%*	41 *23%* *5%*	21 *20%* *2%*	701 *25%* *84%* Q	768 *24%* *92%*	64 *26%* *8%*	130 *27%* *16%*	687 *24%* *83%*	698 *24%* *84%*	424 *23%* *51%*	272 *25%* *33%*	285 *25%* *34%*
Net: 6/5/4	**893** ***26%***	88 *28%* *10%*	44 *26%* *5%*	32 *31%* *4%* R	729 *26%* *82%*	835 *26%* *93%*	58 *23%* *7%*	104 *21%* *12%*	773 *27%* *87%* U	789 *27%* *88%* U	504 *27%* *56%* U	283 *26%* *32%*	303 *26%* *34%*
Net: 3/2/1	**113** ***3%***	13 *4%* *12%*	9 *5%* *8%* R	5 *5%* *5%* R	86 *3%* *76%*	104 *3%* *92%*	10 *4%* *8%*	21 *4%* *19%*	91 *3%* *80%*	92 *3%* *81%*	58 *3%* *51%*	35 *3%* *30%*	36 *3%* *32%*
Mean	**7.28**	7.08	7.20	6.94	7.31 OQ	7.28	7.26	7.42	7.25	7.25	7.22	7.30	7.28
Standard Deviation	**1.92**	2.06	2.04	1.94	1.90	1.92	1.99	1.99	1.91	1.91	1.91	1.93	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 132

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(b) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	4667	2333	2365	2365
10	263 *5%*	211 *9%*	74 *2%*	88 *4%*	2 *6%*	40 *3%*	26 *5%*	41 *14%*	235 *3%*	535 *16%*	458 *13%*	493 *14%*
9	449 *9%*	443 *19%*	76 *2%*	185 *8%*	2 *5%*	34 *3%*	20 *3%*	72 *24%*	397 *6%*	455 *13%*	367 *11%*	339 *10%*
8	1079 *22%*	780 *34%*	329 *9%*	483 *20%*	5 *15%*	95 *8%*	73 *13%*	53 *18%*	1340 *20%*	870 *25%*	796 *23%*	792 *23%*
7	1025 *21%*	375 *16%*	539 *15%*	477 *20%*	5 *15%*	168 *13%*	74 *13%*	44 *15%*	1521 *22%*	540 *16%*	526 *15%*	632 *18%*
6	611 *13%*	196 *8%*	578 *16%*	334 *14%*	5 *17%*	200 *16%*	73 *13%*	15 *5%*	1113 *16%*	304 *9%*	362 *11%*	402 *12%*
5	467 *10%*	97 *4%*	641 *18%*	269 *11%*	4 *11%*	207 *17%*	76 *13%*	14 *5%*	843 *12%*	300 *9%*	345 *10%*	388 *11%*
4	222 *5%*	27 *1%*	308 *9%*	92 *4%*	1 *3%*	120 *10%*	55 *9%*	12 *4%*	316 *5%*	86 *3%*	152 *4%*	103 *3%*
3	116 *2%*	19 *1%*	193 *5%*	89 *4%*	1 *4%*	59 *5%*	18 *3%*	9 *3%*	153 *2%*	62 *2%*	69 *2%*	40 *1%*
2	72 *1%*	22 *1%*	153 *4%*	41 *2%*	2 *5%*	38 *3%*	23 *4%*	4 *1%*	81 *1%*	44 *1%*	93 *3%*	40 *1%*
1	63 *1%*	15 *1%*	109 *3%*	37 *2%*	* *1%*	33 *3%*	32 *6%*	4 *1%*	94 *1%*	85 *2%*	144 *4%*	34 *1%*
Don't know	475 *10%*	137 *6%*	549 *15%*	332 *14%*	5 *17%*	253 *20%*	105 *18%*	30 *10%*	704 *10%*	137 *4%*	115 *3%*	165 *5%*
Net: 10/9/8/7	2816 *58%*	1809 *78%*	1019 *29%*	1234 *51%*	13 *41%*	336 *27%*	193 *34%*	210 *70%*	3494 *51%*	2399 *70%*	2147 *63%*	2256 *66%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 132

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(b) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	4667	2333	2365	2365
Net: 10/9	712 *15%*	654 *28%*	151 *4%*	273 *11%*	4 *12%*	74 *6%*	46 *8%*	113 *38%*	633 *9%*	990 *29%*	825 *24%*	832 *24%*
Net: 6/5/4	1299 *27%*	320 *14%*	1527 *43%*	695 *29%*	10 *32%*	528 *42%*	204 *35%*	42 *14%*	2272 *33%*	691 *20%*	858 *25%*	893 *26%*
Net: 3/2/1	251 *5%*	55 *2%*	455 *13%*	168 *7%*	3 *11%*	130 *10%*	73 *13%*	17 *6%*	329 *5%*	191 *6%*	306 *9%*	113 *3%*
Mean	6.85	7.71	5.58	6.61	6.34	5.67	5.77	7.58	6.59	7.38	6.94	7.28
Standard Deviation	1.89	1.59	2.00	1.92	2.19	2.02	2.34	2.12	1.78	2.10	2.34	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 133

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**450** ***9%***	163 *7%* *36%*	288 *11%* *64%* A	73 *17%* *16%* DE FGH	89 *9%* *20%*	64 *8%* *14%*	79 *9%* *18%*	56 *7%* *12%*	88 *9%* *19%*	57 *6%* *13%*	206 *9%* *46%* I	187 *12%* *41%* IJ	121 *10%* *27%*	125 *10%* *28%*	132 *8%* *29%*
9	**661** ***14%***	251 *11%* *38%*	410 *16%* *62%* A	85 *20%* *13%* EF GH	151 *16%* *23%* FG	107 *13%* *16%*	88 *10%* *13%*	87 *11%* *13%*	141 *14%* *21%* F	108 *11%* *16%*	315 *13%* *48%*	237 *15%* *36%* I	152 *13%* *23%*	151 *12%* *23%*	250 *15%* *38%*
8	**1169** ***24%***	507 *22%* *43%*	663 *26%* *57%* A	81 *19%* *7%*	248 *26%* *21%* C	187 *23%* *16%*	240 *28%* *20%* CE H	186 *24%* *16%*	227 *23%* *19%*	240 *25%* *21%*	578 *25%* *49%*	351 *23%* *30%*	303 *26%* *26%*	268 *22%* *23%*	412 *25%* *35%*
7	**777** ***16%***	369 *16%* *47%*	408 *16%* *53%*	75 *18%* *10%* H	195 *20%* *25%* FG H	150 *18%* *19%* FH	116 *14%* *15%*	113 *15%* *15%*	127 *13%* *16%*	167 *17%* *21%* K	411 *18%* *53%* K	199 *13%* *26%*	160 *14%* *21%*	219 *18%* *28%* L	258 *16%* *33%*
6	**447** ***9%***	216 *10%* *48%*	231 *9%* *52%*	41 *10%* *9%*	105 *11%* *23%* G	83 *10%* *19%*	80 *9%* *18%*	55 *7%* *12%*	84 *8%* *19%*	95 *10%* *21%*	208 *9%* *47%*	145 *9%* *32%*	97 *8%* *22%*	103 *8%* *23%*	161 *10%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 133

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**342** ***7%***	182 *8%* *53%* B	160 *6%* *47%*	17 *4%* *5%*	46 *5%* *13%*	71 *9%* *21%* CD	69 *8%* *20%* CD	62 *8%* *18%* CD	77 *8%* *23%* CD	65 *7%* *19%*	172 *7%* *50%*	105 *7%* *31%*	86 *7%* *25%*	86 *7%* *25%*	109 *7%* *32%*
4	**141** ***3%***	74 *3%* *52%*	67 *3%* *48%*	15 *4%* *11%*	16 *2%* *11%*	19 *2%* *14%*	30 *4%* *21%* D	26 *3%* *18%* D	35 *3%* *24%* D	33 *3%* *23%*	67 *3%* *47%*	42 *3%* *30%*	39 *3%* *28%*	25 *2%* *18%*	48 *3%* *34%*
3	**82** ***2%***	50 *2%* *61%* B	32 *1%* *39%*	6 *2%* *8%*	11 *1%* *14%*	15 *2%* *18%*	16 *2%* *20%*	12 *2%* *15%*	21 *2%* *25%*	8 *1%* *10%*	47 *2%* *58%* I	26 *2%* *32%*	26 *2%* *32%*	20 *2%* *24%*	23 *1%* *28%*
2	**86** ***2%***	47 *2%* *55%*	38 *1%* *45%*	2 *** *2%*	15 *2%* *17%*	12 *1%* *14%*	16 *2%* *19%*	17 *2%* *20%*	24 *2%* *28%*	19 *2%* *22%*	35 *1%* *41%*	32 *2%* *37%*	12 *1%* *14%*	39 *3%* *45%* LN	22 *1%* *26%*
1	**121** ***3%***	80 *4%* *66%* B	41 *2%* *34%*	4 *1%* *4%*	19 *2%* *16%*	19 *2%* *16%*	22 *3%* *18%*	33 *4%* *27%* CD EH	24 *2%* *20%*	32 *3%* *27%* J	49 *2%* *40%*	40 *3%* *33%*	31 *3%* *26%*	40 *3%* *33%*	32 *2%* *26%*
Don't know	**564** ***12%***	319 *14%* *57%* B	245 *9%* *43%*	23 *5%* *4%*	74 *8%* *13%*	92 *11%* *16%* CD	99 *12%* *18%* CD	117 *15%* *21%* CD E	158 *16%* *28%* CDEF	128 *13%* *23%*	261 *11%* *46%*	176 *11%* *31%*	150 *13%* *27%*	143 *12%* *25%*	186 *11%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 133

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**3057** ***63%***	1289 *57%* *42%*	1769 *68%* *58%* A	315 *74%* *10%* EF GH	684 *71%* *22%* EF GH	508 *62%* *17%*	523 *61%* *17%*	442 *58%* *14%*	583 *58%* *19%*	573 *60%* *19%*	1510 *64%* *49%* I	974 *63%* *32%*	736 *62%* *24%*	763 *63%* *25%*	1051 *64%* *34%*
Net: 10/9	**1111** ***23%***	413 *18%* *37%*	698 *27%* *63%* A	159 *37%* *14%* DE FGH	240 *25%* *22%* FG	171 *21%* *15%*	168 *20%* *15%*	143 *19%* *13%*	229 *23%* *21%*	166 *17%* *15%*	521 *22%* *47%* I	424 *28%* *38%* IJ	273 *23%* *25%*	277 *23%* *25%*	382 *23%* *34%*
Net: 6/5/4	**931** ***19%***	472 *21%* *51%* B	459 *18%* *49%*	73 *17%* *8%*	166 *17%* *18%*	173 *21%* *19%*	179 *21%* *19%*	143 *19%* *15%*	196 *19%* *21%*	193 *20%* *21%*	446 *19%* *48%*	292 *19%* *31%*	223 *19%* *24%*	214 *18%* *23%*	318 *19%* *34%*
Net: 3/2/1	**289** ***6%***	177 *8%* *61%* B	112 *4%* *39%*	13 *3%* *4%*	45 *5%* *15%*	46 *6%* *16%*	54 *6%* *19%* C	63 *8%* *22%* CD	69 *7%* *24%* C	60 *6%* *21%*	131 *6%* *45%*	98 *6%* *34%*	69 *6%* *24%*	98 *8%* *34%* N	77 *5%* *27%*
Mean	**7.19**	6.89	7.44 A	7.72 D EFGH	7.38 E FGH	7.11	7.09	6.90	7.10	6.98	7.20 I	7.29 I	7.22	7.08	7.27
Standard Deviation	**2.09**	2.21	1.95	1.89	1.88	2.01	2.12	2.29	2.19	2.09	2.02	2.18	2.11	2.24	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 133

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**450** ***9%***	33 *8%* *7%*	26 *10%* *6%*	13 *10%* *3%*	378 *9%* *84%*	417 *9%* *93%*	33 *12%* *7%*	52 *7%* *12%*	394 *10%* *87%*	398 *10%* *88%*	268 *11%* *59%* UYZ	129 *8%* *29%*	137 *8%* *30%*
9	**661** ***14%***	48 *12%* *7%*	40 *16%* *6%* O	19 *14%* *3%*	553 *14%* *84%*	626 *14%* *95%*	35 *13%* *5%*	102 *14%* *15%*	550 *13%* *83%*	559 *14%* *85%*	352 *14%* *53%*	206 *13%* *31%*	218 *13%* *33%*
8	**1169** ***24%***	99 *24%* *8%*	59 *23%* *5%*	29 *21%* *3%*	982 *24%* *84%*	1109 *24%* *95%*	60 *22%* *5%*	162 *23%* *14%*	989 *24%* *85%*	1004 *24%* *86%*	616 *24%* *53%*	381 *24%* *33%*	407 *24%* *35%*
7	**777** ***16%***	73 *18%* *9%*	46 *18%* *6%*	20 *15%* *3%*	637 *16%* *82%*	736 *16%* *95%*	40 *15%* *5%*	104 *15%* *13%*	665 *16%* *86%*	673 *16%* *87%*	410 *16%* *53%*	261 *16%* *34%*	279 *17%* *36%*
6	**447** ***9%***	46 *11%* *10%*	23 *9%* *5%*	17 *12%* *4%* R	362 *9%* *81%*	424 *9%* *95%*	24 *9%* *5%*	66 *9%* *15%*	377 *9%* *84%*	379 *9%* *85%*	199 *8%* *44%*	180 *11%* *40%* X	182 *11%* *41%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 133

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**342** ***7%***	28 *7%* *8%*	21 *8%* *6%*	11 *8%* *3%*	281 *7%* *82%*	327 *7%* *96%*	15 *6%* *4%*	50 *7%* *15%*	290 *7%* *85%*	292 *7%* *85%*	182 *7%* *53%*	109 *7%* *32%*	114 *7%* *33%*
4	**141** ***3%***	14 *3%* *10%*	8 *3%* *6%*	6 *5%* *4%* R	112 *3%* *79%*	129 *3%* *92%*	12 *4%* *8%*	19 *3%* *14%*	121 *3%* *86%*	122 *3%* *86%*	83 *3%* *59%*	38 *2%* *27%*	40 *2%* *28%*
3	**82** ***2%***	8 *2%* *10%*	3 *1%* *4%*	2 *2%* *3%*	68 *2%* *84%*	78 *2%* *95%*	4 *1%* *5%*	13 *2%* *16%*	69 *2%* *84%*	69 *2%* *84%*	49 *2%* *60%*	20 *1%* *24%*	23 *1%* *28%*
2	**86** ***2%***	7 *2%* *8%*	4 *1%* *4%*	2 *1%* *2%*	73 *2%* *86%*	80 *2%* *94%*	5 *2%* *6%*	14 *2%* *17%*	70 *2%* *82%*	71 *2%* *83%*	46 *2%* *54%*	25 *2%* *29%*	28 *2%* *33%*
1	**121** ***3%***	9 *2%* *8%*	5 *2%* *4%*	4 *3%* *3%*	103 *3%* *85%*	117 *3%* *96%*	5 *2%* *4%*	23 *3%* *19%*	98 *2%* *81%*	99 *2%* *81%*	56 *2%* *46%*	43 *3%* *35%*	45 *3%* *37%*
Don't know	**564** ***12%***	51 *12%* *9%* P	22 *8%* *4%*	14 *10%* *2%*	479 *12%* *85%* P	530 *12%* *94%*	34 *13%* *6%*	106 *15%* *19%* VWX	454 *11%* *80%*	458 *11%* *81%*	253 *10%* *45%*	205 *13%* *36%* X	216 *13%* *38%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 133

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**3057** ***63%***	253 *61%* *8%*	171 *67%* *6%* OQ	82 *60%* *3%*	2551 *63%* *83%*	2889 *63%* *94%*	168 *63%* *5%*	420 *59%* *14%*	2599 *64%* *85%* U	2634 *64%* *86%* U	1647 *65%* *54%* UYZ	977 *61%* *32%*	1041 *62%* *34%*
Net: 10/9	**1111** ***23%***	81 *19%* *7%*	66 *26%* *6%* O	33 *24%* *3%*	931 *23%* *84%* O	1043 *23%* *94%*	68 *26%* *6%*	154 *22%* *14%*	944 *23%* *85%*	957 *23%* *86%*	620 *25%* *56%* YZ	335 *21%* *30%*	355 *21%* *32%*
Net: 6/5/4	**931** ***19%***	89 *21%* *10%*	52 *20%* *6%*	34 *25%* *4%* PR	755 *19%* *81%*	880 *19%* *95%*	50 *19%* *5%*	136 *19%* *15%*	788 *19%* *85%*	793 *19%* *85%*	464 *18%* *50%*	327 *20%* *35%*	336 *20%* *36%*
Net: 3/2/1	**289** ***6%***	24 *6%* *8%*	12 *5%* *4%*	7 *5%* *3%*	245 *6%* *85%*	275 *6%* *95%*	14 *5%* *5%*	50 *7%* *17%*	238 *6%* *82%*	239 *6%* *83%*	152 *6%* *53%*	87 *5%* *30%*	96 *6%* *33%*
Mean	**7.19**	7.07	7.28	7.09	7.20	7.18	7.30	7.06	7.20	7.21	7.24	7.15	7.15
Standard Deviation	**2.09**	2.03	2.01	2.12	2.10	2.09	2.11	2.17	2.08	2.07	2.10	2.04	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 134

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**102** ***4%***	43 *4%* *43%*	59 *5%* *57%*	9 *5%* *9%* D	4 *1%* *4%*	11 *3%* *11%*	18 *4%* *17%*	22 *5%* *22%* D	38 *6%* *37%* D	21 *4%* *21%*	35 *3%* *34%*	46 *6%* *45%* J	29 *6%* *29%*	25 *4%* *25%*	32 *4%* *31%*
9	**200** ***9%***	97 *8%* *48%*	104 *9%* *52%*	15 *9%* *8%*	28 *8%* *14%*	21 *6%* *10%*	37 *9%* *19%*	41 *10%* *20%*	58 *9%* *29%*	42 *9%* *21%*	87 *8%* *43%*	72 *10%* *36%*	43 *8%* *21%*	47 *8%* *23%*	81 *10%* *40%*
8	**418** ***18%***	194 *16%* *46%*	224 *20%* *54%*	15 *9%* *4%*	56 *17%* *13%*	58 *17%* *14%* C	75 *17%* *18%* C	81 *19%* *19%* C	133 *22%* *32%* C	92 *19%* *22%*	187 *17%* *45%*	138 *18%* *33%*	95 *18%* *23%*	100 *17%* *24%*	171 *20%* *41%*
7	**320** ***14%***	149 *13%* *46%*	171 *15%* *54%*	31 *18%* *10%*	57 *17%* *18%*	47 *14%* *15%*	52 *12%* *16%*	51 *12%* *16%*	81 *13%* *25%*	72 *15%* *23%*	165 *15%* *52%* K	83 *11%* *26%*	62 *12%* *19%*	82 *14%* *26%*	118 *14%* *37%*
6	**252** ***11%***	137 *12%* *54%*	116 *10%* *46%*	26 *15%* *10%* H	43 *13%* *17%*	36 *11%* *14%*	58 *13%* *23%* H	41 *9%* *16%*	49 *8%* *19%*	47 *10%* *19%*	128 *12%* *51%*	77 *10%* *30%*	49 *9%* *19%*	60 *10%* *24%*	106 *13%* *42%*
5	**185** ***8%***	99 *8%* *54%*	86 *8%* *46%*	13 *8%* *7%*	44 *13%* *24%* FG H	26 *8%* *14%*	31 *7%* *17%*	29 *7%* *16%*	42 *7%* *23%*	36 *7%* *19%*	89 *8%* *48%*	60 *8%* *33%*	38 *7%* *20%*	51 *9%* *28%*	61 *7%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 134

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
4	**94** ***4%***	49 *4%* *52%*	46 *4%* *48%*	23 *13%* *24%* DE FGH	13 *4%* *14%*	20 *6%* *21%* GH	14 *3%* *15%*	9 *2%* *10%*	16 *3%* *17%*	12 *3%* *13%*	51 *5%* *54%*	31 *4%* *33%*	23 *4%* *25%*	16 *3%* *17%*	36 *4%* *38%*
3	**63** ***3%***	41 *4%* *65%*	22 *2%* *35%*	5 *3%* *9%*	9 *3%* *14%*	13 *4%* *20%*	16 *4%* *26%*	7 *2%* *11%*	13 *2%* *20%*	11 *2%* *18%*	31 *3%* *49%*	21 *3%* *32%*	19 *4%* *31%* N	21 *4%* *33%*	13 *2%* *21%*
2	**61** ***3%***	42 *4%* *69%* B	19 *2%* *31%*	12 *7%* *20%* EF GH	8 *2%* *13%*	7 *2%* *12%*	11 *3%* *18%*	8 *2%* *13%*	14 *2%* *23%*	9 *2%* *15%*	25 *2%* *42%*	26 *4%* *43%*	14 *3%* *23%*	16 *3%* *26%*	22 *3%* *36%*
1	**93** ***4%***	55 *5%* *58%*	39 *3%* *42%*	5 *3%* *5%*	11 *3%* *12%*	24 *7%* *26%* H	17 *4%* *18%*	20 *5%* *21%*	17 *3%* *18%*	23 *5%* *25%*	41 *4%* *44%*	29 *4%* *31%*	19 *4%* *21%*	33 *6%* *36%*	26 *3%* *27%*
Don't know	**532** ***23%***	271 *23%* *51%*	261 *23%* *49%*	19 *11%* *3%*	62 *18%* *12%*	69 *21%* *13%* C	107 *25%* *20%* C	120 *28%* *23%* CD	155 *25%* *29%* C	127 *26%* *24%*	239 *22%* *45%*	166 *22%* *31%*	135 *26%* *25%*	136 *23%* *26%*	177 *21%* *33%*
Net: 10/9/8/7	**1040** ***45%***	483 *41%* *46%*	557 *49%* *54%* A	70 *41%* *7%*	146 *44%* *14%*	137 *41%* *13%*	181 *42%* *17%*	194 *45%* *19%*	310 *50%* *30%* EF	228 *46%* *22%*	473 *44%* *45%*	339 *45%* *33%*	229 *44%* *22%*	254 *43%* *24%*	402 *48%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 134

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**302** ***13%***	140 *12%* *46%*	162 *14%* *54%*	24 *14%* *8%*	33 *10%* *11%*	32 *10%* *10%*	55 *13%* *18%*	63 *15%* *21%*	96 *16%* *32%* DE	63 *13%* *21%*	121 *11%* *40%*	118 *16%* *39%* J	72 *14%* *24%*	72 *12%* *24%*	113 *13%* *37%*
Net: 6/5/4	**532** ***23%***	284 *24%* *53%*	247 *22%* *47%*	62 *36%* *12%* EF GH	99 *29%* *19%* GH	81 *25%* *15%* H	103 *24%* *19%* H	79 *19%* *15%*	107 *17%* *20%*	95 *19%* *18%*	269 *25%* *51%* I	168 *22%* *32%*	109 *21%* *21%*	128 *22%* *24%*	203 *24%* *38%*
Net: 3/2/1	**218** ***9%***	138 *12%* *63%* B	80 *7%* *37%*	22 *13%* *10%*	28 *8%* *13%*	44 *13%* *20%* GH	45 *10%* *21%*	35 *8%* *16%*	44 *7%* *20%*	44 *9%* *20%*	98 *9%* *45%*	76 *10%* *35%*	53 *10%* *24%*	70 *12%* *32%* N	61 *7%* *28%*
Mean	**6.50**	6.27	6.73 A	5.98	6.32	6.07	6.44	6.72 C E	6.91 CDE F	6.60	6.41	6.56	6.52	6.33	6.66
Standard Deviation	**2.30**	2.38	2.18	2.33	2.07	2.45	2.31	2.34	2.20	2.30	2.22	2.40	2.37	2.42	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 134

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**102** ***4%***	7 *4%* *7%*	5 *4%* *5%*	3 *5%* *3%*	87 *4%* *85%*	98 *4%* *96%*	4 *5%* *4%*	18 *5%* *17%*	84 *4%* *83%*	84 *4%* *83%*	45 *4%* *44%*	38 *4%* *37%*	40 *4%* *39%*
9	**200** ***9%***	13 *7%* *7%*	12 *10%* *6%*	4 *8%* *2%*	171 *9%* *85%*	198 *9%* *99%*	2 *2%* *1%*	33 *9%* *16%*	163 *8%* *81%*	167 *9%* *84%*	86 *8%* *43%*	80 *9%* *40%*	85 *9%* *43%*
8	**418** ***18%***	22 *12%* *5%*	21 *17%* *5%* O	8 *14%* *2%*	367 *19%* *88%* O	401 *18%* *96%*	17 *19%* *4%*	67 *18%* *16%*	343 *18%* *82%*	350 *18%* *84%*	177 *17%* *42%*	171 *19%* *41%*	181 *19%* *43%*
7	**320** ***14%***	28 *15%* *9%*	21 *17%* *7%*	10 *17%* *3%*	262 *13%* *82%*	307 *14%* *96%*	13 *14%* *4%*	51 *14%* *16%*	267 *14%* *83%*	269 *14%* *84%*	160 *15%* *50%*	108 *12%* *34%*	115 *12%* *36%*
6	**252** ***11%***	17 *9%* *7%*	13 *11%* *5%*	6 *11%* *3%*	215 *11%* *85%*	243 *11%* *96%*	9 *10%* *4%*	30 *8%* *12%*	220 *11%* *87%*	222 *11%* *88%*	109 *10%* *43%*	114 *13%* *45%*	115 *12%* *45%*
5	**185** ***8%***	18 *10%* *10%*	12 *10%* *6%*	5 *9%* *3%*	150 *8%* *81%*	180 *8%* *97%*	5 *6%* *3%*	17 *5%* *9%*	167 *9%* *90%* U	169 *9%* *91%* U	82 *8%* *44%*	87 *10%* *47%* U	91 *10%* *49%* U

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 134

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
4	**94** ***4%***	10 *5%* *10%*	7 *6%* *7%*	3 *5%* *3%*	75 *4%* *80%*	89 *4%* *94%*	6 *6%* *6%*	11 *3%* *12%*	82 *4%* *86%*	83 *4%* *88%*	52 *5%* *55%*	31 *3%* *33%*	33 *3%* *35%*
3	**63** ***3%***	4 *2%* *7%*	3 *2%* *5%*	3 *5%* *4%*	53 *3%* *84%*	62 *3%* *98%*	1 *2%* *2%*	9 *3%* *15%*	54 *3%* *85%*	54 *3%* *85%*	34 *3%* *53%*	20 *2%* *32%*	21 *2%* *32%*
2	**61** ***3%***	6 *3%* *9%*	2 *2%* *4%*	2 *3%* *3%*	51 *3%* *85%*	59 *3%* *97%*	2 *2%* *3%*	4 *1%* *7%*	56 *3%* *91%*	57 *3%* *93%*	32 *3%* *53%*	24 *3%* *40%*	30 *3%* *49%*
1	**93** ***4%***	9 *5%* *10%*	4 *3%* *4%*	2 *3%* *2%*	78 *4%* *84%*	91 *4%* *97%*	3 *3%* *3%*	19 *5%* *20%*	74 *4%* *79%*	75 *4%* *80%*	43 *4%* *46%*	32 *4%* *34%*	35 *4%* *38%*
Don't know	**532** ***23%***	52 *28%* *10%* P	20 *17%* *4%*	12 *21%* *2%*	448 *23%* *84%* P	505 *23%* *95%*	27 *30%* *5%*	108 *29%* *20%* VWXY Z	421 *22%* *79%*	425 *22%* *80%*	223 *21%* *42%*	202 *22%* *38%*	213 *22%* *40%*
Net: 10/9/8/7	**1040** ***45%***	71 *38%* *7%*	59 *49%* *6%* O	25 *44%* *2%*	885 *45%* *85%* O	1004 *45%* *97%*	35 *40%* *3%*	169 *46%* *16%*	857 *44%* *82%*	870 *45%* *84%*	468 *45%* *45%*	396 *44%* *38%*	422 *44%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 134

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**302** ***13%***	21 *11%* *7%*	17 *14%* *6%*	7 *13%* *2%*	257 *13%* *85%*	296 *13%* *98%*	6 *7%* *2%*	51 *14%* *17%*	247 *13%* *82%*	252 *13%* *83%*	132 *13%* *44%*	118 *13%* *39%*	125 *13%* *41%*
Net: 6/5/4	**532** ***23%***	45 *24%* *9%*	32 *26%* *6%*	14 *25%* *3%*	441 *23%* *83%*	512 *23%* *96%*	20 *22%* *4%*	58 *16%* *11%*	468 *24%* *88%* U	474 *24%* *89%* U	243 *23%* *46%* U	231 *26%* *44%* U	239 *25%* *45%* U
Net: 3/2/1	**218** ***9%***	19 *10%* *9%*	9 *8%* *4%*	6 *10%* *3%*	183 *9%* *84%*	212 *9%* *97%*	6 *7%* *3%*	32 *9%* *15%*	183 *9%* *84%*	185 *9%* *85%*	109 *10%* *50%*	76 *8%* *35%*	86 *9%* *39%*
Mean	**6.50**	6.16	6.57 O	6.39	6.53 O	6.50	6.44	6.69	6.46	6.46	6.39	6.53	6.51
Standard Deviation	**2.30**	2.39	2.17	2.27	2.30	2.30	2.19	2.38	2.28	2.28	2.32	2.23	2.27

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 135

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**381** ***11%***	115 *8%* *30%*	266 *13%* *70%* A	54 *15%* *14%* E	71 *10%* *19%*	58 *9%* *15%*	77 *12%* *20%*	54 *10%* *14%*	68 *10%* *18%*	29 *5%* *8%*	168 *10%* *44%* I	184 *14%* *48%* IJ	131 *14%* *34%* N	97 *11%* *25%*	92 *9%* *24%*
9	**472** ***13%***	149 *10%* *32%*	322 *16%* *68%* A	62 *17%* *13%* F	101 *15%* *21%* F	96 *15%* *20%* F	62 *10%* *13%*	67 *13%* *14%*	84 *12%* *18%*	73 *13%* *15%*	231 *13%* *49%*	168 *13%* *36%*	124 *13%* *26%*	132 *15%* *28%*	130 *12%* *28%*
8	**888** ***25%***	372 *24%* *42%*	516 *25%* *58%*	81 *22%* *9%*	160 *24%* *18%*	163 *25%* *18%*	159 *25%* *18%*	135 *26%* *15%*	190 *27%* *21%*	126 *23%* *14%*	427 *25%* *48%*	334 *26%* *38%*	253 *26%* *28%*	211 *24%* *24%*	266 *25%* *30%*
7	**614** ***17%***	264 *17%* *43%*	350 *17%* *57%*	53 *15%* *9%*	134 *20%* *22%* G	112 *17%* *18%*	123 *19%* *20%* G	72 *13%* *12%*	121 *17%* *20%*	103 *19%* *17%*	321 *19%* *52%* K	189 *15%* *31%*	163 *17%* *27%*	139 *16%* *23%*	196 *18%* *32%*
6	**357** ***10%***	164 *11%* *46%*	193 *10%* *54%*	35 *10%* *10%*	71 *10%* *20%*	61 *9%* *17%*	67 *10%* *19%*	65 *12%* *18%*	59 *9%* *17%*	55 *10%* *15%*	180 *10%* *51%*	122 *10%* *34%*	87 *9%* *24%*	90 *10%* *25%*	106 *10%* *30%*
5	**288** ***8%***	133 *9%* *46%*	155 *8%* *54%*	28 *8%* *10%*	50 *7%* *17%*	44 *7%* *15%*	65 *10%* *23%*	50 *9%* *17%*	52 *7%* *18%*	58 *10%* *20%* J	127 *7%* *44%*	104 *8%* *36%*	69 *7%* *24%*	68 *8%* *24%*	98 *9%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 135

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**87** ***2%***	47 *3%* *55%*	39 *2%* *45%*	16 *5%* *19%* F	15 *2%* *17%*	15 *2%* *18%*	11 *2%* *12%*	11 *2%* *13%*	19 *3%* *22%*	11 *2%* *12%*	54 *3%* *63%*	22 *2%* *25%*	22 *2%* *25%*	17 *2%* *19%*	34 *3%* *39%*
3	**58** ***2%***	32 *2%* *56%*	26 *1%* *44%*	2 *1%* *4%*	9 *1%* *16%*	12 *2%* *21%*	10 *2%* *17%*	8 *1%* *14%*	17 *2%* *29%*	13 *2%* *23%*	23 *1%* *40%*	22 *2%* *37%*	15 *2%* *27%*	17 *2%* *30%*	13 *1%* *22%*
2	**38** ***1%***	25 *2%* *66%* B	13 *1%* *34%*	8 *2%* *21%*	3 *1%* *9%*	4 *1%* *12%*	8 *1%* *22%*	6 *1%* *17%*	8 *1%* *20%*	8 *1%* *21%*	19 *1%* *50%*	11 *1%* *29%*	6 *1%* *16%*	5 *1%* *13%*	19 *2%* *49%*
1	**68** ***2%***	46 *3%* *68%* B	22 *1%* *32%*	10 *3%* *15%*	8 *1%* *12%*	20 *3%* *29%*	11 *2%* *16%*	11 *2%* *15%*	9 *1%* *13%*	17 *3%* *25%*	30 *2%* *44%*	21 *2%* *31%*	10 *1%* *15%*	24 *3%* *36%*	25 *2%* *37%*
Don't know	**300** ***8%***	172 *11%* *57%* B	128 *6%* *43%*	12 *3%* *4%*	58 *9%* *19%* C	60 *9%* *20%* C	48 *7%* *16%* C	52 *10%* *17%* C	70 *10%* *23%* C	60 *11%* *20%*	144 *8%* *48%*	96 *8%* *32%*	81 *8%* *27%*	86 *10%* *29%*	86 *8%* *29%*
Net: 10/9/8/7	**2354** ***66%***	900 *59%* *38%*	1455 *72%* *62%* A	250 *69%* *11%*	466 *69%* *20%* G	428 *66%* *18%*	420 *66%* *18%*	328 *62%* *14%*	462 *66%* *20%*	331 *60%* *14%*	1148 *67%* *49%* I	875 *69%* *37%* I	670 *70%* *28%* N	579 *65%* *25%*	683 *64%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 135

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**853** ***24%***	264 *17%* *31%*	589 *29%* *69%* A	117 *32%* *14%* EF GH	172 *25%* *20%*	153 *24%* *18%*	138 *22%* *16%*	121 *23%* *14%*	152 *22%* *18%*	101 *18%* *12%*	400 *23%* *47%* I	352 *28%* *41%* IJ	254 *26%* *30%* N	229 *26%* *27%*	222 *21%* *26%*
Net: 6/5/4	**732** ***21%***	345 *23%* *47%* B	387 *19%* *53%*	79 *22%* *11%*	135 *20%* *18%*	120 *19%* *16%*	142 *22%* *19%*	126 *24%* *17%*	130 *19%* *18%*	123 *22%* *17%*	361 *21%* *49%*	248 *19%* *34%*	178 *19%* *24%*	175 *20%* *24%*	238 *22%* *33%*
Net: 3/2/1	**164** ***5%***	104 *7%* *63%* B	61 *3%* *37%*	20 *6%* *12%*	21 *3%* *13%*	36 *6%* *22%*	29 *5%* *18%*	25 *5%* *15%*	33 *5%* *20%*	39 *7%* *24%* JK	72 *4%* *44%*	54 *4%* *33%*	32 *3%* *19%*	47 *5%* *28%*	56 *5%* *34%*
Mean	**7.29**	6.93	7.55 A	7.34	7.41	7.25	7.23	7.23	7.29	6.92	7.27 I	7.48 IJ	7.51 N	7.31	7.10
Standard Deviation	**1.97**	2.10	1.82	2.19	1.81	2.03	1.95	1.99	1.92	2.06	1.92	1.96	1.86	2.04	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 135

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**381** ***11%***	27 *8%* *7%*	22 *10%* *6%*	13 *12%* *4%*	319 *11%* *84%*	364 *11%* *96%*	17 *9%* *4%*	50 *10%* *13%*	323 *11%* *85%*	331 *11%* *87%*	228 *12%* *60%* YZ	103 *9%* *27%*	110 *9%* *29%*
9	**472** ***13%***	40 *13%* *8%*	29 *14%* *6%*	18 *15%* *4%*	385 *13%* *82%*	449 *13%* *95%*	22 *13%* *5%*	59 *12%* *12%*	409 *14%* *87%*	413 *14%* *88%*	265 *14%* *56%*	145 *13%* *31%*	152 *12%* *32%*
8	**888** ***25%***	76 *24%* *9%*	52 *25%* *6%*	30 *26%* *3%*	730 *25%* *82%*	856 *25%* *96%*	32 *18%* *4%*	130 *26%* *15%*	748 *25%* *84%*	756 *25%* *85%*	461 *24%* *52%*	292 *25%* *33%*	315 *26%* *35%*
7	**614** ***17%***	59 *19%* *10%*	39 *19%* *6%*	18 *16%* *3%*	497 *17%* *81%*	587 *17%* *96%*	27 *15%* *4%*	92 *18%* *15%*	512 *17%* *83%*	522 *17%* *85%*	322 *17%* *53%*	198 *17%* *32%*	203 *17%* *33%*
6	**357** ***10%***	36 *12%* *10%*	23 *11%* *6%*	14 *12%* *4%*	284 *10%* *80%*	341 *10%* *96%*	16 *9%* *4%*	55 *11%* *15%*	295 *10%* *83%*	300 *10%* *84%*	174 *9%* *49%*	126 *11%* *35%*	136 *11%* *38%*
5	**288** ***8%***	28 *9%* *10%*	17 *8%* *6%*	8 *7%* *3%*	235 *8%* *81%*	273 *8%* *95%*	15 *9%* *5%*	28 *6%* *10%*	255 *8%* *89%*	261 *9%* *90%*	163 *9%* *57%*	98 *8%* *34%*	103 *8%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 135

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**87** ***2%***	8 *3%* *9%*	4 *2%* *4%*	2 *2%* *3%*	73 *3%* *84%*	81 *2%* *93%*	6 *4%* *7%*	9 *2%* *10%*	78 *3%* *90%*	78 *3%* *90%*	54 *3%* *62%*	24 *2%* *28%*	25 *2%* *29%*
3	**58** ***2%***	8 *2%* *13%* Q	5 *2%* *8%* Q	1 *** *1%*	45 *2%* *78%*	55 *2%* *94%*	3 *2%* *6%*	15 *3%* *26%* VWX	43 *1%* *74%*	43 *1%* *74%*	26 *1%* *45%*	17 *1%* *29%*	20 *2%* *35%*
2	**38** ***1%***	5 *2%* *13%*	2 *1%* *5%*	1 *1%* *4%*	30 *1%* *78%*	33 *1%* *87%*	5 *3%* *13%* S	4 *1%* *9%*	33 *1%* *88%*	34 *1%* *91%*	20 *1%* *54%*	14 *1%* *37%*	14 *1%* *37%*
1	**68** ***2%***	6 *2%* *8%*	2 *1%* *2%*	1 *1%* *1%*	60 *2%* *88%*	61 *2%* *90%*	7 *4%* *10%*	11 *2%* *16%*	57 *2%* *84%*	57 *2%* *84%*	28 *1%* *41%*	29 *3%* *43%*	31 *3%* *46%*
Don't know	**300** ***8%***	23 *7%* *8%*	16 *7%* *5%*	8 *7%* *3%*	253 *9%* *85%*	274 *8%* *92%*	25 *14%* *8%* S	48 *10%* *16%*	252 *8%* *84%*	252 *8%* *84%*	147 *8%* *49%*	103 *9%* *34%*	111 *9%* *37%*
Net: 10/9/8/7	**2354** ***66%***	202 *64%* *9%*	142 *68%* *6%*	79 *69%* *3%*	1932 *66%* *82%*	2256 *67%* *96%* T	98 *56%* *4%*	330 *66%* *14%*	1992 *66%* *85%*	2022 *66%* *86%*	1277 *68%* *54%*	739 *64%* *31%*	780 *64%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 135

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**853** ***24%***	67 *21%* *8%*	51 *24%* *6%*	31 *27%* *4%* O	705 *24%* *83%*	814 *24%* *95%*	39 *22%* *5%*	108 *22%* *13%*	732 *24%* *86%*	744 *24%* *87%*	494 *26%* *58%* YZ	248 *22%* *29%*	263 *21%* *31%*
Net: 6/5/4	**732** ***21%***	73 *23%* *10%*	43 *21%* *6%*	25 *21%* *3%*	592 *20%* *81%*	695 *21%* *95%*	37 *21%* *5%*	91 *18%* *12%*	628 *21%* *86%*	639 *21%* *87%*	390 *21%* *53%*	248 *22%* *34%*	265 *22%* *36%*
Net: 3/2/1	**164** ***5%***	19 *6%* *11%* Q	8 *4%* *5%*	3 *3%* *2%*	135 *5%* *82%* Q	149 *4%* *91%*	15 *9%* *9%* S	29 *6%* *18%*	134 *4%* *81%*	135 *4%* *82%*	75 *4%* *45%*	60 *5%* *37%*	66 *5%* *40%*
Mean	**7.29**	7.10	7.36 O	7.49 O	7.30	7.31 T	6.87	7.26	7.29	7.30	7.37 YZ	7.17	7.17
Standard Deviation	**1.97**	1.99	1.82	1.79	1.98	1.94	2.36	1.97	1.97	1.97	1.95	2.00	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 136

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**125** ***5%***	39 *4%* *31%*	86 *6%* *69%* A	52 *14%* *42%* DE FGH	33 *5%* *27%* E	5 *1%* *4%*	11 *3%* *9%*	8 *3%* *6%*	15 *4%* *12%*	12 *3%* *10%*	65 *5%* *52%* I	48 *7%* *39%* I	39 *7%* *31%*	27 *5%* *22%*	40 *5%* *32%*
9	**164** ***7%***	54 *5%* *33%*	110 *8%* *67%* A	52 *14%* *31%* DE FGH	46 *7%* *28%* F	19 *5%* *11%*	13 *4%* *8%*	17 *5%* *10%*	18 *5%* *11%*	34 *7%* *21%*	85 *7%* *52%*	45 *6%* *28%*	23 *4%* *14%*	33 *6%* *20%*	73 *9%* *45%* L
8	**414** ***17%***	162 *15%* *39%*	252 *19%* *61%*	79 *21%* *19%* H	114 *18%* *27%*	73 *19%* *18%* H	58 *16%* *14%*	45 *15%* *11%*	46 *13%* *11%*	79 *17%* *19%*	232 *19%* *56%* K	103 *14%* *25%*	102 *18%* *25%*	102 *17%* *24%*	147 *17%* *35%*
7	**350** ***14%***	155 *14%* *44%*	195 *14%* *56%*	58 *15%* *17%*	108 *17%* *31%* H	50 *13%* *14%*	52 *14%* *15%*	41 *13%* *12%*	42 *11%* *12%*	63 *14%* *18%*	174 *14%* *50%*	112 *15%* *32%*	78 *14%* *22%*	86 *14%* *24%*	129 *15%* *37%*
6	**299** ***12%***	134 *12%* *45%*	166 *12%* *55%*	36 *9%* *12%*	87 *14%* *29%*	46 *12%* *15%*	57 *16%* *19%* C	30 *10%* *10%*	44 *12%* *15%*	67 *14%* *22%*	155 *13%* *52%*	78 *11%* *26%*	67 *12%* *22%*	73 *12%* *25%*	101 *12%* *34%*
5	**267** ***11%***	128 *12%* *48%*	139 *10%* *52%*	36 *9%* *14%*	81 *13%* *31%*	37 *10%* *14%*	42 *11%* *16%*	32 *10%* *12%*	39 *11%* *14%*	39 *8%* *15%*	149 *12%* *56%*	78 *11%* *29%*	66 *12%* *25%*	61 *10%* *23%*	91 *11%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 136

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**138** ***6%***	66 *6%* *48%*	71 *5%* *52%*	29 *8%* *21%*	27 *4%* *20%*	26 *7%* *19%*	17 *5%* *12%*	16 *5%* *12%*	23 *6%* *17%*	31 *7%* *23%*	61 *5%* *44%*	46 *6%* *33%*	31 *5%* *23%*	34 *6%* *25%*	52 *6%* *37%*
3	**79** ***3%***	35 *3%* *44%*	44 *3%* *56%*	12 *3%* *15%*	17 *3%* *21%*	13 *3%* *16%*	20 *5%* *25%* G	5 *2%* *6%*	13 *3%* *16%*	16 *4%* *21%*	41 *3%* *52%*	22 *3%* *28%*	20 *3%* *25%*	18 *3%* *23%*	29 *3%* *37%*
2	**74** ***3%***	37 *3%* *50%*	37 *3%* *50%*	1 *** *1%*	25 *4%* *34%* C	20 *5%* *27%* C	10 *3%* *14%* C	8 *2%* *10%* C	10 *3%* *13%* C	15 *3%* *21%*	42 *3%* *57%*	16 *2%* *22%*	17 *3%* *24%*	22 *4%* *29%*	26 *3%* *36%*
1	**70** ***3%***	46 *4%* *67%* B	23 *2%* *33%*	5 *1%* *8%*	9 *1%* *13%*	15 *4%* *22%* D	15 *4%* *22%* D	16 *5%* *24%* CD	8 *2%* *12%*	15 *3%* *21%*	23 *2%* *33%*	32 *4%* *46%* J	14 *3%* *20%*	22 *4%* *32%*	28 *3%* *40%*
Don't know	**450** ***19%***	214 *20%* *47%*	236 *17%* *53%*	20 *5%* *4%*	73 *12%* *16%* C	82 *21%* *18%* CD	72 *20%* *16%* CD	92 *30%* *21%* CD EF	111 *30%* *25%* CDEF	92 *20%* *20%*	209 *17%* *47%*	148 *20%* *33%*	107 *19%* *24%*	119 *20%* *26%*	147 *17%* *33%*
Net: 10/9/8/7	**1053** ***43%***	410 *38%* *39%*	643 *47%* *61%* A	241 *63%* *23%* DE FGH	301 *49%* *29%* EF GH	146 *38%* *14%*	134 *36%* *13%*	111 *36%* *11%*	120 *33%* *11%*	188 *41%* *18%*	555 *45%* *53%*	309 *42%* *29%*	243 *43%* *23%*	248 *41%* *24%*	390 *45%* *37%*
Net: 10/9	**289** ***12%***	93 *9%* *32%*	196 *14%* *68%* A	104 *27%* *36%* DE FGH	80 *13%* *28%* EF	24 *6%* *8%*	24 *7%* *8%*	25 *8%* *9%*	33 *9%* *11%*	46 *10%* *16%*	149 *12%* *52%*	93 *13%* *32%*	63 *11%* *22%*	61 *10%* *21%*	114 *13%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 136

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**704** ***29%***	328 *31%* *47%*	376 *28%* *53%*	101 *27%* *14%*	195 *31%* *28%*	109 *28%* *15%*	116 *32%* *16%*	77 *25%* *11%*	105 *29%* *15%*	137 *30%* *19%*	365 *30%* *52%*	202 *28%* *29%*	164 *29%* *23%*	169 *28%* *24%*	244 *28%* *35%*
Net: 3/2/1	**222** ***9%***	118 *11%* *53%* B	104 *8%* *47%*	18 *5%* *8%*	51 *8%* *23%*	48 *12%* *22%* C	45 *12%* *20%* C	29 *9%* *13%*	31 *8%* *14%*	46 *10%* *21%*	106 *9%* *48%*	70 *10%* *32%*	51 *9%* *23%*	62 *10%* *28%*	84 *10%* *38%*
Mean	**6.38**	6.06	6.62 A	7.16 D EFGH	6.50 E F	5.97	6.00	6.10	6.17	6.24	6.46	6.32	6.40	6.24	6.39
Standard Deviation	**2.21**	2.26	2.14	2.11	2.08	2.26	2.19	2.32	2.19	2.19	2.14	2.33	2.22	2.27	2.24

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 136

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**125** ***5%***	9 *4%* *7%*	3 *4%* *2%*	6 *7%* *5%* O	107 *5%* *86%*	120 *5%* *96%*	4 *3%* *4%*	16 *6%* *13%*	107 *5%* *86%*	108 *5%* *87%*	81 *6%* *65%* YZ	27 *3%* *22%*	30 *3%* *24%*
9	**164** ***7%***	19 *8%* *12%*	9 *11%* *5%* R	6 *8%* *4%*	130 *6%* *79%*	149 *7%* *90%*	16 *11%* *10%*	20 *7%* *12%*	143 *7%* *87%*	144 *7%* *88%*	82 *7%* *50%*	62 *7%* *38%*	63 *7%* *39%*
8	**414** ***17%***	35 *15%* *9%*	16 *20%* *4%*	12 *15%* *3%*	351 *17%* *85%*	391 *17%* *94%*	24 *17%* *6%*	51 *17%* *12%*	355 *17%* *86%*	363 *17%* *88%*	223 *18%* *54%*	139 *16%* *34%*	144 *15%* *35%*
7	**350** ***14%***	29 *12%* *8%*	12 *15%* *3%*	16 *19%* *4%* OR	293 *14%* *84%*	324 *14%* *93%*	26 *18%* *7%*	38 *13%* *11%*	304 *14%* *87%*	312 *15%* *89%*	175 *14%* *50%*	136 *16%* *39%*	143 *15%* *41%*
6	**299** ***12%***	33 *14%* *11%*	12 *15%* *4%*	12 *15%* *4%*	242 *12%* *81%*	284 *12%* *95%*	15 *11%* *5%*	29 *10%* *10%*	268 *13%* *89%*	270 *13%* *90%*	150 *12%* *50%*	117 *13%* *39%*	122 *13%* *41%*
5	**267** ***11%***	31 *13%* *12%*	8 *10%* *3%*	9 *11%* *3%*	218 *11%* *82%*	248 *11%* *93%*	19 *13%* *7%*	29 *10%* *11%*	232 *11%* *87%*	238 *11%* *89%*	143 *11%* *53%*	96 *11%* *36%*	104 *11%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 136

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**138** ***6%***	14 *6%* *10%*	3 *3%* *2%*	4 *4%* *3%*	117 *6%* *85%*	128 *6%* *93%*	10 *7%* *7%*	17 *6%* *13%*	120 *6%* *87%*	120 *6%* *87%*	72 *6%* *52%*	48 *6%* *35%*	51 *5%* *37%*
3	**79** ***3%***	7 *3%* *9%*	2 *2%* *2%*	3 *3%* *3%*	67 *3%* *85%*	73 *3%* *92%*	6 *4%* *8%*	8 *3%* *10%*	71 *3%* *90%*	71 *3%* *90%*	37 *3%* *47%*	35 *4%* *44%*	37 *4%* *47%*
2	**74** ***3%***	7 *3%* *9%*	1 *1%* *1%*	1 *1%* *1%*	65 *3%* *89%* Q	71 *3%* *96%*	3 *2%* *4%*	3 *1%* *4%*	67 *3%* *91%*	70 *3%* *95%*	48 *4%* *65%*	21 *2%* *29%*	27 *3%* *36%*
1	**70** ***3%***	2 *1%* *3%*	1 *2%* *2%*	2 *2%* *2%*	65 *3%* *93%* O	66 *3%* *95%*	4 *3%* *5%*	13 *4%* *19%*	56 *3%* *81%*	56 *3%* *81%*	32 *3%* *46%*	24 *3%* *34%*	27 *3%* *39%*
Don't know	**450** ***19%***	52 *22%* *11%* Q	14 *17%* *3%*	12 *15%* *3%*	372 *18%* *83%*	433 *19%* *96%* T	16 *11%* *4%*	70 *24%* *15%* WX	378 *18%* *84%*	380 *18%* *85%*	210 *17%* *47%*	169 *19%* *38%*	184 *20%* *41%*
Net: 10/9/8/7	**1053** ***43%***	92 *39%* *9%*	40 *50%* *4%* O	40 *49%* *4%* O	881 *43%* *84%*	983 *43%* *93%*	70 *49%* *7%*	126 *43%* *12%*	909 *43%* *86%*	927 *43%* *88%*	561 *45%* *53%*	364 *42%* *35%*	380 *41%* *36%*
Net: 10/9	**289** ***12%***	28 *12%* *10%*	12 *14%* *4%*	12 *15%* *4%*	237 *12%* *82%*	269 *12%* *93%*	20 *14%* *7%*	37 *12%* *13%*	250 *12%* *86%*	252 *12%* *87%*	163 *13%* *57%*	89 *10%* *31%*	93 *10%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 136

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**704** ***29%***	79 *33%* *11%*	23 *29%* *3%*	25 *30%* *4%*	577 *28%* *82%*	660 *29%* *94%*	44 *31%* *6%*	75 *25%* *11%*	620 *30%* *88%*	629 *29%* *89%*	365 *29%* *52%*	261 *30%* *37%*	277 *30%* *39%*
Net: 3/2/1	**222** ***9%***	16 *7%* *7%*	4 *5%* *2%*	5 *6%* *2%*	197 *10%* *89%* P	209 *9%* *94%*	13 *9%* *6%*	24 *8%* *11%*	194 *9%* *87%*	197 *9%* *89%*	117 *9%* *52%*	80 *9%* *36%*	91 *10%* *41%*
Mean	**6.38**	6.40	6.80 OR	6.66 R	6.35	6.38	6.41	6.45	6.37	6.37	6.43	6.29	6.24
Standard Deviation	**2.21**	2.03	1.92	2.04	2.24	2.21	2.13	2.31	2.20	2.19	2.24	2.12	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 137

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**3** ***9%***	1 *12%* *41%*	2 *8%* *59%*	- - -	* *9%* *13%*	- - -	* *5%* *10%*	1 *14%* *35%*	1 *19%* *42%*	* *3%* *8%*	* *2%* *10%*	2 *22%* *81%*
9	**3** ***10%***	1 *8%* *25%*	2 *12%* *75%*	* *1%* *	1 *17%* *23%*	1 *14%* *28%*	* *5%* *9%*	* *6%* *13%*	1 *13%* *26%*	* *4%* *9%*	2 *13%* *52%*	1 *12%* *39%*
8	**7** ***22%***	3 *27%* *42%*	4 *19%* *58%*	* *99%* *5%*	- - -	1 *22%* *20%*	2 *24%* *23%*	2 *27%* *28%*	2 *25%* *24%*	2 *29%* *30%*	2 *18%* *34%*	3 *23%* *36%*
7	**5** ***15%***	2 *16%* *37%*	3 *14%* *63%*	- - -	1 *14%* *13%*	1 *21%* *28%*	2 *24%* *33%*	1 *7%* *11%*	1 *11%* *15%*	2 *24%* *37%*	1 *7%* *19%*	2 *19%* *43%*
6	**5** ***16%***	2 *17%* *36%*	3 *16%* *64%*	- - -	1 *26%* *22%*	- - -	2 *24%* *30%*	1 *18%* *25%*	1 *18%* *22%*	1 *18%* *26%*	3 *26%* *66%*	* *4%* *8%*
5	**4** ***11%***	1 *9%* *25%*	3 *13%* *75%*	- - -	* *9%* *11%*	2 *28%* *49%*	- - -	1 *17%* *34%*	* *4%* *7%*	1 *8%* *17%*	1 *9%* *35%*	2 *16%* *49%*
4	**1** ***3%***	1 *6%* *64%*	* *2%* *36%*	- - -	- - -	* *5%* *36%*	* *5%* *35%*	* *4%* *29%*	- - -	- - -	1 *7%* *100%*	- - -

GfK NOP

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	* ***1%** - -	- - -	* *2%* *100%*	- - -	* *9%* *100%*	- - -	- - -	- - -	- - -	- - -	* *3%* *100%*	- - -
2	* ***1%** - -	- - -	* *1%* *100%*	- - -	- - -	- - -	* *5%* *100%*	- - -	- - -	- - -	* *2%* *100%*	- - -
1	**-** **-** - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***10%*** 1 -	1 *6%* *19%*	3 *12%* *81%*	- - -	1 *16%* *23%*	1 *10%* *19%*	1 *10%* *20%*	1 *7%* *16%*	1 *10%* *21%*	1 *14%* *31%*	2 *14%* *56%*	* *4%* *13%*
Net: 10/9/8/7	**18** ***57%*** 7 -	7 *63%* *37%*	11 *54%* *63%*	* *100%* *2%*	2 *40%* *10%*	4 *57%* *20%*	4 *57%* *21%*	4 *54%* *22%*	4 *68%* *25%*	4 *60%* *25%*	5 *39%* *29%*	8 *76%* *46%*
Net: 10/9	**6** ***20%*** 2 -	2 *19%* *33%*	4 *20%* *67%*	* *1%* *	1 *26%* *18%*	1 *14%* *15%*	1 *9%* *10%*	1 *20%* *23%*	2 *32%* *33%*	1 *8%* *9%*	2 *15%* *32%*	4 *34%* *59%*
Net: 6/5/4	**10** ***31%*** 3 -	3 *31%* *34%*	6 *30%* *66%*	- - -	2 *35%* *16%*	2 *33%* *22%*	2 *29%* *20%*	3 *38%* *29%*	1 *21%* *14%*	2 *26%* *20%*	6 *42%* *58%*	2 *20%* *22%*
Net: 3/2/1	**1** ***2%*** - -	- - -	1 *3%* *100%*	- - -	* *9%* *56%*	- - -	* *5%* *44%*	- - -	- - -	- - -	1 *5%* *100%*	- - -
Mean	**7.15**	7.28	7.07	8.01	6.78	6.78	6.84	7.20	7.94	7.14	6.56	7.80

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.80**	1.74	1.87	-	2.38	1.77	1.89	1.93	1.65	1.31	1.96	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 137

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**3** ***9%***	3 *9%* *100%*	3 *8%* *87%*	* *100%* *13%*	* *7%* *15%*	3 *10%* *85%*	3 *10%* *85%*	2 *11%* *64%*	1 *9%* *21%*	1 *8%* *21%*
9	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	1 *16%* *33%*	2 *9%* *67%*	2 *9%* *67%*	2 *10%* *54%*	* *6%* *13%*	* *6%* *13%*
8	**7** ***22%***	7 *22%* *100%*	7 *22%* *100%*	- - -	2 *23%* *21%*	6 *22%* *79%*	6 *22%* *79%*	3 *19%* *49%*	2 *28%* *29%*	2 *31%* *34%*
7	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	1 *10%* *14%*	4 *16%* *86%*	4 *16%* *86%*	3 *18%* *68%*	1 *12%* *18%*	1 *11%* *18%*
6	**5** ***16%***	5 *16%* *100%*	5 *17%* *100%*	- - -	1 *18%* *23%*	4 *16%* *77%*	4 *16%* *77%*	3 *18%* *63%*	1 *10%* *14%*	1 *10%* *14%*
5	**4** ***11%***	4 *11%* *100%*	4 *12%* *100%*	- - -	1 *17%* *30%*	3 *10%* *70%*	3 *10%* *70%*	2 *10%* *50%*	1 *10%* *20%*	1 *9%* *20%*
4	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *5%* *100%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 137

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	***** ***1%*** *100%*	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *2%* *100%*	* *2%* *100%*	* *2%* *100%*	- - -	- - -
2	***** ***1%*** *100%*	* *1%* *100%*	* *1%* *100%*	- - -	* *5%* *100%*	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	* *5%* *11%*	3 *11%* *89%*	3 *11%* *89%*	1 *6%* *32%*	2 *25%* *57%*	2 *24%* *57%*
Net: 10/9/8/7	**18** ***57%***	18 *57%* *100%*	18 *56%* *98%*	* *100%* *2%*	4 *56%* *20%*	14 *57%* *80%*	14 *57%* *80%*	10 *58%* *57%*	4 *55%* *22%*	4 *57%* *24%*
Net: 10/9	**6** ***20%***	6 *20%* *100%*	6 *19%* *94%*	* *100%* *6%*	2 *23%* *24%*	5 *19%* *76%*	5 *19%* *76%*	4 *21%* *59%*	1 *15%* *17%*	1 *14%* *17%*
Net: 6/5/4	**10** ***31%***	10 *31%* *100%*	10 *31%* *100%*	- - -	2 *34%* *23%*	7 *30%* *77%*	7 *30%* *77%*	6 *34%* *62%*	1 *20%* *15%*	1 *19%* *15%*
Net: 3/2/1	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	* *5%* *44%*	* *2%* *56%*	* *2%* *56%*	* *2%* *56%*	- - -	- - -
Mean	**7.15**	7.15	7.11	10.00	7.01	7.19	7.19	7.09	7.50	7.53

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 137

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.80**	1.80	1.78	-	2.10	1.75	1.75	1.83	1.63	1.58

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 138

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**58** ***5%***	10 *2%* *18%*	47 *6%* *82%* A	8 *7%* *14%*	14 *5%* *24%*	7 *4%* *13%*	8 *3%* *13%*	7 *4%* *12%*	14 *5%* *24%*	7 *4%* *11%*	21 *3%* *37%*	30 *7%* *52%* J	12 *4%* *21%*	19 *6%* *33%*	16 *4%* *27%*
9	**63** ***5%***	18 *4%* *28%*	45 *6%* *72%*	5 *4%* *7%*	14 *6%* *22%*	3 *2%* *5%*	14 *6%* *22%* E	13 *7%* *20%* E	14 *6%* *23%*	5 *3%* *8%*	23 *4%* *36%*	36 *8%* *57%* IJ	17 *5%* *27%*	16 *5%* *25%*	17 *4%* *26%*
8	**125** ***10%***	37 *7%* *30%*	88 *12%* *70%* A	8 *7%* *7%*	22 *9%* *17%*	17 *9%* *14%*	29 *13%* *23%*	25 *13%* *20%*	24 *9%* *19%*	18 *11%* *15%*	62 *10%* *49%*	45 *10%* *36%*	37 *12%* *30%*	30 *10%* *24%*	30 *7%* *24%*
7	**136** ***11%***	49 *10%* *36%*	87 *12%* *64%*	16 *14%* *12%*	24 *10%* *18%*	31 *15%* *23%* FG	18 *8%* *14%*	14 *7%* *10%*	33 *13%* *24%*	14 *8%* *10%*	73 *11%* *54%*	49 *11%* *36%*	35 *11%* *26%*	24 *8%* *17%*	51 *12%* *37%*
6	**160** ***13%***	81 *16%* *51%* B	78 *10%* *49%*	24 *20%* *15%* H	31 *12%* *19%*	23 *11%* *14%*	35 *15%* *22%*	25 *13%* *16%*	22 *9%* *14%*	19 *11%* *12%*	94 *15%* *59%*	46 *11%* *29%*	30 *10%* *19%*	50 *17%* *31%*	51 *12%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 138

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
5	**163** ***13%***	60 *12%* *37%*	103 *14%* *63%*	10 *8%* *6%*	44 *18%* *27%*	28 *14%* *17%*	27 *12%* *16%*	25 *13%* *15%*	30 *12%* *18%*	22 *13%* *13%*	91 *14%* *56%*	51 *12%* *31%*	35 *11%* *21%*	34 *11%* *21%*	62 *15%* *38%*
4	**98** ***8%***	38 *8%* *39%*	60 *8%* *61%*	10 *8%* *10%*	16 *6%* *16%*	18 *9%* *19%*	26 *11%* *26%*	14 *7%* *14%*	14 *6%* *15%*	10 *6%* *10%*	61 *9%* *62%*	27 *6%* *27%*	25 *8%* *25%*	19 *6%* *19%*	38 *9%* *39%*
3	**58** ***5%***	32 *6%* *54%*	27 *4%* *46%*	2 *2%* *4%*	19 *8%* *33%* G	9 *4%* *15%*	12 *5%* *20%*	5 *3%* *9%*	11 *4%* *19%*	10 *6%* *16%*	35 *5%* *60%*	14 *3%* *23%*	13 *4%* *22%*	9 *3%* *16%*	25 *6%* *43%*
2	**54** ***4%***	22 *4%* *40%*	32 *4%* *60%*	10 *8%* *19%* D	5 *2%* *9%*	15 *7%* *27%* D	8 *4%* *15%*	6 *3%* *11%*	11 *4%* *19%*	11 *7%* *21%*	31 *5%* *57%*	12 *3%* *22%*	12 *4%* *22%*	17 *6%* *31%*	18 *4%* *33%*
1	**56** ***4%***	25 *5%* *45%*	31 *4%* *55%*	12 *10%* *22%* DE H	6 *2%* *11%*	6 *3%* *10%*	9 *4%* *16%*	18 *9%* *32%* DE FH	5 *2%* *10%*	9 *5%* *16%*	24 *4%* *43%*	23 *5%* *41%*	10 *3%* *18%*	16 *5%* *29%*	21 *5%* *38%*
Don't know	**276** ***22%***	126 *25%* *45%*	151 *20%* *55%*	14 *12%* *5%*	58 *23%* *21%* C	44 *22%* *16%*	44 *19%* *16%*	39 *20%* *14%*	77 *30%* *28%* CFG	47 *27%* *17%*	129 *20%* *47%*	100 *23%* *36%*	83 *27%* *30%*	64 *22%* *23%*	85 *21%* *31%*
Net: 10/9/8/7	**382** ***31%***	115 *23%* *30%*	267 *36%* *70%* A	37 *31%* *10%*	73 *29%* *19%*	58 *29%* *15%*	69 *30%* *18%*	59 *31%* *15%*	85 *33%* *22%*	43 *25%* *11%*	179 *28%* *47%*	160 *37%* *42%* IJ	101 *33%* *27%*	89 *30%* *23%*	113 *27%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 138

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9	**121** ***10%***	28 *6%* *23%*	93 *12%* *77%* A	13 *11%* *11%*	28 *11%* *23%*	11 *5%* *9%*	22 *9%* *18%*	20 *10%* *16%*	28 *11%* *23%*	11 *7%* *9%*	44 *7%* *36%*	66 *15%* *54%* IJ	29 *9%* *24%*	35 *12%* *29%*	32 *8%* *27%*
Net: 6/5/4	**421** ***34%***	179 *36%* *43%*	241 *32%* *57%*	44 *37%* *10%*	91 *36%* *22%* H	69 *34%* *16%*	87 *38%* *21%* H	65 *34%* *15%*	66 *26%* *16%*	51 *30%* *12%*	246 *38%* *59%* K	124 *29%* *29%*	90 *29%* *21%*	103 *34%* *24%*	151 *36%* *36%*
Net: 3/2/1	**168** ***13%***	78 *16%* *47%*	90 *12%* *53%*	24 *20%* *14%* H	30 *12%* *18%*	29 *15%* *17%*	29 *13%* *17%*	29 *15%* *17%*	27 *11%* *16%*	30 *17%* *18%*	90 *14%* *53%*	49 *11%* *29%*	35 *11%* *21%*	42 *14%* *25%*	64 *15%* *38%*
Mean	**5.77**	5.40	6.00 A	5.46	5.90	5.53	5.78	5.66	6.11	5.44	5.59	6.17 IJ	5.94	5.84	5.50
Standard Deviation	**2.36**	2.23	2.41	2.63	2.23	2.22	2.28	2.56	2.34	2.47	2.21	2.50	2.34	2.50	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 138

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**58** ***5%***	5 *5%* *9%*	3 *4%* *5%*	2 *6%* *4%*	47 *5%* *82%*	48 *4%* *84%*	10 *11%* *16%* S	5 *4%* *9%*	52 *5%* *91%*	52 *5%* *91%*	39 *6%* *68%* Y	13 *3%* *23%*	15 *3%* *26%*
9	**63** ***5%***	8 *7%* *13%*	4 *6%* *7%*	1 *4%* *2%*	50 *5%* *78%*	60 *5%* *95%*	3 *4%* *5%*	6 *5%* *10%*	57 *5%* *90%*	57 *5%* *90%*	27 *4%* *43%*	30 *6%* *48%*	30 *6%* *48%*
8	**125** ***10%***	15 *13%* *12%*	9 *12%* *7%*	4 *9%* *3%*	97 *10%* *78%*	120 *10%* *96%*	5 *5%* *4%*	6 *5%* *5%*	117 *10%* *94%*	118 *10%* *95%*	68 *10%* *54%*	50 *11%* *40%*	52 *10%* *42%*
7	**136** ***11%***	10 *9%* *7%*	12 *16%* *9%* O	5 *14%* *4%*	110 *11%* *80%*	129 *11%* *95%*	7 *8%* *5%*	10 *9%* *8%*	121 *11%* *88%*	123 *11%* *90%*	74 *11%* *54%*	49 *10%* *36%*	52 *10%* *38%*
6	**160** ***13%***	14 *12%* *9%*	9 *12%* *6%*	5 *13%* *3%*	132 *13%* *82%*	146 *13%* *92%*	13 *15%* *8%*	20 *17%* *12%*	140 *13%* *87%*	140 *12%* *88%*	83 *13%* *52%*	56 *12%* *35%*	60 *12%* *38%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 138

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Five ****

Base : Regular viewers of Five

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
5	**163** ***13%***	18 *16%* *11%*	9 *13%* *6%*	6 *15%* *3%*	131 *13%* *80%*	152 *13%* *93%*	12 *13%* *7%*	18 *15%* *11%*	141 *13%* *86%*	145 *13%* *89%*	97 *15%* *59%* Y	47 *10%* *29%*	50 *10%* *31%*
4	**98** ***8%***	6 *5%* *6%*	6 *8%* *6%*	4 *11%* *4%*	81 *8%* *83%*	91 *8%* *93%*	7 *8%* *7%*	12 *11%* *13%*	84 *8%* *86%*	85 *8%* *87%*	46 *7%* *48%*	39 *8%* *40%*	41 *8%* *42%*
3	**58** ***5%***	8 *7%* *13%*	2 *3%* *4%*	1 *3%* *2%*	47 *5%* *81%*	52 *4%* *89%*	6 *7%* *11%*	3 *2%* *5%*	55 *5%* *95%*	55 *5%* *95%*	30 *5%* *51%*	24 *5%* *42%*	24 *5%* *42%*
2	**54** ***4%***	4 *3%* *7%*	3 *4%* *5%*	1 *3%* *2%*	47 *5%* *86%*	49 *4%* *91%*	5 *5%* *9%*	6 *5%* *10%*	47 *4%* *87%*	49 *4%* *90%*	29 *4%* *53%*	20 *4%* *36%*	21 *4%* *39%*
1	**56** ***4%***	3 *3%* *6%*	4 *5%* *6%*	2 *5%* *3%*	47 *5%* *85%*	50 *4%* *90%*	6 *6%* *10%*	7 *6%* *13%*	48 *4%* *86%*	48 *4%* *87%*	30 *5%* *54%*	18 *4%* *33%*	21 *4%* *38%*
Don't know	**276** ***22%***	23 *20%* *8%*	13 *18%* *5%*	7 *19%* *3%*	233 *23%* *84%*	260 *22%* *94%*	17 *18%* *6%*	23 *20%* *8%*	252 *23%* *91%*	253 *22%* *92%*	129 *20%* *47%*	124 *26%* *45%* X	129 *26%* *47%* X
Net: 10/9/8/7	**382** ***31%***	38 *33%* *10%*	27 *37%* *7%*	12 *33%* *3%*	304 *30%* *80%*	357 *31%* *94%*	25 *27%* *6%*	28 *24%* *7%*	346 *31%* *91%*	351 *31%* *92%*	208 *32%* *54%*	142 *30%* *37%*	148 *30%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 138

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Five ****

Base : Regular viewers of Five

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Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9	**121** ***10%***	13 *12%* *11%*	7 *10%* *6%*	4 *10%* *3%*	97 *9%* *80%*	108 *9%* *89%*	13 *14%* *11%*	11 *10%* *9%*	109 *10%* *90%*	110 *10%* *91%*	66 *10%* *55%*	43 *9%* *36%*	45 *9%* *37%*
Net: 6/5/4	**421** ***34%***	38 *34%* *9%*	24 *33%* *6%*	15 *38%* *3%*	343 *34%* *82%*	389 *34%* *92%*	32 *35%* *8%*	50 *43%* *12%* YZ	365 *33%* *87%*	370 *33%* *88%*	227 *35%* *54%*	142 *30%* *34%*	152 *31%* *36%*
Net: 3/2/1	**168** ***13%***	14 *13%* *9%*	9 *12%* *5%*	4 *10%* *2%*	141 *14%* *84%*	151 *13%* *90%*	17 *19%* *10%*	16 *13%* *9%*	150 *13%* *89%*	152 *14%* *91%*	89 *14%* *53%*	63 *13%* *37%*	67 *13%* *40%*
Mean	**5.77**	6.02	5.93	5.86	5.73	5.78	5.61	5.49	5.80	5.80	5.81	5.78	5.75
Standard Deviation	**2.36**	2.30	2.32	2.30	2.38	2.34	2.67	2.36	2.37	2.37	2.38	2.35	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 139

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**67** ***12%***	29 *10%* *44%*	37 *13%* *56%*	21 *15%* *31%*	14 *8%* *20%*	12 *11%* *18%*	13 *17%* *19%*	5 *13%* *8%*	3 *5%* *4%*	4 *6%* *6%*	37 *12%* *55%*	26 *13%* *38%*	25 *17%* *37%*	12 *9%* *18%*	20 *11%* *30%*
9	**61** ***11%***	23 *8%* *37%*	38 *13%* *63%*	22 *17%* *37%* F	17 *10%* *28%*	8 *7%* *12%*	2 *3%* *4%*	3 *8%* *6%*	8 *15%* *14%* F	4 *5%* *6%*	25 *8%* *42%*	32 *16%* *52%* IJ	15 *10%* *24%*	14 *10%* *23%*	21 *11%* *35%*
8	**75** ***13%***	40 *14%* *53%*	36 *12%* *47%*	17 *12%* *22%*	24 *15%* *32%*	14 *13%* *19%*	7 *10%* *10%*	7 *17%* *9%*	6 *12%* *8%*	12 *16%* *16%*	41 *13%* *55%*	22 *11%* *29%*	14 *10%* *19%*	14 *10%* *19%*	30 *16%* *39%*
7	**91** ***16%***	40 *14%* *44%*	51 *18%* *56%*	18 *14%* *20%*	34 *21%* *38%*	14 *13%* *15%*	9 *12%* *10%*	9 *20%* *9%*	6 *12%* *7%*	14 *18%* *15%*	51 *16%* *56%*	27 *14%* *29%*	21 *15%* *23%*	27 *19%* *30%*	26 *14%* *28%*
6	**67** ***12%***	37 *13%* *56%*	29 *10%* *44%*	18 *14%* *27%*	12 *7%* *18%*	15 *14%* *22%*	7 *9%* *11%*	8 *18%* *12%*	7 *13%* *10%*	12 *16%* *18%*	34 *11%* *52%*	20 *10%* *30%*	10 *7%* *15%*	21 *15%* *32%*	22 *12%* *34%*
5	**52** ***9%***	21 *7%* *40%*	31 *11%* *60%*	11 *8%* *20%*	16 *10%* *31%*	11 *10%* *21%*	10 *14%* *20%*	1 *3%* *2%*	3 *6%* *6%*	6 *7%* *11%*	35 *11%* *67%*	11 *6%* *22%*	6 *5%* *12%*	22 *16%* *42%* L	17 *9%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 139

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**21** ***4%***	14 *5%* *66%*	7 *2%* *34%*	9 *7%* *45%*	6 *4%* *28%*	3 *2%* *12%*	2 *2%* *9%*	* *1%* *1%*	1 *2%* *5%*	3 *4%* *13%*	10 *3%* *46%*	9 *4%* *41%*	12 *9%* *59%* N	2 *1%* *10%*	2 *1%* *7%*
3	**12** ***2%***	7 *2%* *57%*	5 *2%* *43%*	3 *2%* *25%*	6 *3%* *46%*	3 *3%* *25%*	- - -	- - -	* *1%* *3%*	- - -	9 *3%* *72%*	3 *2%* *28%*	5 *4%* *43%*	- - -	5 *2%* *38%*
2	**24** ***4%***	20 *7%* *85%* B	3 *1%* *15%*	4 *3%* *16%*	9 *5%* *36%*	6 *5%* *24%*	3 *4%* *12%*	1 *2%* *4%*	2 *3%* *7%*	4 *5%* *15%*	13 *4%* *55%*	7 *4%* *30%*	10 *7%* *44%*	7 *5%* *28%*	4 *2%* *18%*
1	**20** ***4%***	14 *5%* *69%*	6 *2%* *31%*	1 *1%* *5%*	6 *4%* *32%*	4 *4%* *20%*	3 *4%* *17%*	1 *2%* *4%*	4 *8%* *22%* C	3 *4%* *15%*	8 *3%* *41%*	9 *5%* *44%*	1 *1%* *7%*	8 *6%* *40%*	7 *4%* *33%*
Don't know	**86** ***15%***	40 *14%* *46%*	46 *16%* *54%*	9 *7%* *11%*	19 *12%* *22%*	20 *19%* *23%* C	19 *24%* *21%* CD	7 *16%* *8%*	13 *24%* *15%* C	15 *19%* *17%*	44 *14%* *51%*	28 *15%* *33%*	22 *15%* *25%*	13 *9%* *15%*	34 *18%* *40%*
Net: 10/9/8/7	**294** ***51%***	132 *46%* *45%*	162 *56%* *55%*	78 *58%* *26%*	89 *55%* *30%*	47 *44%* *16%*	32 *42%* *11%*	25 *58%* *8%*	23 *43%* *8%*	34 *45%* *12%*	154 *50%* *52%*	106 *55%* *36%*	75 *53%* *26%*	67 *48%* *23%*	97 *52%* *33%*
Net: 10/9	**127** ***22%***	52 *18%* *41%*	75 *26%* *59%*	43 *32%* *34%* DE	30 *19%* *24%*	19 *18%* *15%*	15 *20%* *12%*	9 *21%* *7%*	11 *20%* *9%*	8 *11%* *6%*	62 *20%* *49%*	57 *30%* *45%* I	40 *28%* *31%*	26 *19%* *20%*	41 *22%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 139

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**140** ***24%***	72 *25%* *52%*	67 *23%* *48%*	38 *29%* *27%*	34 *21%* *24%*	28 *26%* *20%*	19 *25%* *14%*	9 *21%* *6%*	11 *21%* *8%*	20 *27%* *15%*	79 *26%* *57%*	40 *21%* *29%*	29 *20%* *21%*	45 *32%* *32%*	41 *22%* *29%*
Net: 3/2/1	**56** ***10%***	41 *14%* *74%* B	15 *5%* *26%*	8 *6%* *14%*	21 *13%* *37%*	13 *12%* *23%*	6 *8%* *11%*	2 *4%* *3%*	7 *12%* *12%*	7 *9%* *12%*	30 *10%* *53%*	20 *10%* *35%*	17 *12%* *30%*	15 *11%* *27%*	15 *8%* *27%*
Mean	**6.74**	6.34	7.15 A	7.14	6.53	6.49	6.69	7.29	6.44	6.43	6.69	6.94	6.80	6.41	6.95
Standard Deviation	**2.42**	2.61	2.15	2.24	2.44	2.50	2.62	1.97	2.69	2.25	2.37	2.56	2.64	2.39	2.32

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 139

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**67** ***12%***	4 *7%* *6%*	4 *12%* *6%*	2 *12%* *3%*	57 *12%* *85%*	64 *12%* *96%*	3 *7%* *4%*	67 *12%* *100%*	67 *12%* *100%*	37 *11%* *56%*	30 *13%* *44%*	31 *12%* *46%*
9	**61** ***11%***	7 *12%* *12%*	2 *8%* *4%*	1 *8%* *2%*	50 *11%* *82%*	56 *10%* *93%*	4 *11%* *7%*	61 *11%* *100%*	61 *11%* *100%*	42 *12%* *69%*	19 *8%* *31%*	21 *8%* *35%*
8	**75** ***13%***	9 *15%* *12%*	6 *19%* *8%*	3 *18%* *4%*	58 *12%* *77%*	70 *13%* *94%*	5 *13%* *6%*	75 *13%* *100%*	75 *13%* *100%*	47 *14%* *63%*	28 *12%* *37%*	30 *12%* *40%*
7	**91** ***16%***	8 *13%* *9%*	7 *21%* *7%*	2 *15%* *3%*	74 *16%* *82%*	86 *16%* *94%*	5 *14%* *6%*	91 *16%* *100%*	91 *16%* *100%*	61 *18%* *67%*	30 *13%* *33%*	34 *14%* *37%*
6	**67** ***12%***	7 *13%* *11%*	4 *12%* *6%*	1 *9%* *2%*	54 *11%* *81%*	59 *11%* *89%*	8 *20%* *11%*	67 *12%* *100%*	67 *12%* *100%*	29 *9%* *44%*	37 *16%* *55%* X	38 *15%* *56%*
5	**52** ***9%***	5 *9%* *9%* P	* *1%* *	2 *10%* *3%* P	45 *10%* *87%* P	50 *9%* *96%*	2 *5%* *4%*	52 *9%* *100%*	52 *9%* *100%*	24 *7%* *47%*	28 *12%* *53%*	28 *11%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 139

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**21** ***4%***	2 *4%* *11%*	2 *6%* *9%*	1 *5%* *3%*	16 *3%* *76%*	21 *4%* *100%*	- - -	21 *4%* *100%*	21 *4%* *100%*	15 *4%* *71%*	6 *3%* *29%*	8 *3%* *37%*
3	**12** ***2%***	1 *2%* *8%*	1 *3%* *9%*	* *2%* *2%*	10 *2%* *81%*	12 *2%* *100%*	- - -	12 *2%* *100%*	12 *2%* *100%*	7 *2%* *62%*	5 *2%* *38%*	5 *2%* *38%*
2	**24** ***4%***	2 *3%* *8%*	- - -	* *3%* *2%*	21 *5%* *90%*	22 *4%* *91%*	2 *6%* *9%*	24 *4%* *100%*	24 *4%* *100%*	13 *4%* *56%*	11 *5%* *44%*	11 *4%* *44%*
1	**20** ***4%***	3 *5%* *16%*	* *1%* *2%*	1 *4%* *3%*	16 *3%* *80%*	18 *3%* *90%*	2 *5%* *10%*	20 *4%* *100%*	20 *4%* *100%*	12 *4%* *61%*	8 *3%* *39%*	9 *4%* *45%*
Don't know	**86** ***15%***	9 *16%* *11%*	5 *17%* *6%*	2 *15%* *3%*	69 *15%* *80%*	79 *15%* *91%*	8 *20%* *9%*	86 *15%* *100%*	86 *15%* *100%*	54 *16%* *63%*	32 *14%* *37%*	36 *14%* *42%*
Net: 10/9/8/7	**294** ***51%***	28 *48%* *9%*	19 *59%* *6%*	9 *53%* *3%*	239 *51%* *81%*	277 *51%* *94%*	17 *44%* *6%*	294 *51%* *100%*	294 *51%* *100%*	187 *55%* *64%*	107 *46%* *36%*	116 *46%* *39%*
Net: 10/9	**127** ***22%***	11 *19%* *9%*	6 *20%* *5%*	3 *21%* *3%*	107 *23%* *84%*	121 *22%* *95%*	7 *18%* *5%*	127 *22%* *100%*	127 *22%* *100%*	79 *23%* *62%*	49 *21%* *38%*	52 *21%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 139

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**140** ***24%***	15 *26%* *11%*	6 *19%* *4%*	4 *23%* *3%*	115 *24%* *82%*	130 *24%* *93%*	9 *25%* *7%*	140 *24%* *100%*	140 *24%* *100%*	69 *20%* *49%*	71 *30%* *51%* X	73 *29%* *52%* X
Net: 3/2/1	**56** ***10%***	6 *11%* *11%*	1 *5%* *3%*	1 *8%* *2%*	47 *10%* *84%*	52 *10%* *93%*	4 *11%* *7%*	56 *10%* *100%*	56 *10%* *100%*	33 *10%* *59%*	23 *10%* *41%*	24 *10%* *43%*
Mean	**6.74**	6.54	7.20	6.84	6.73	6.75	6.58	6.74	6.74	6.83	6.62	6.63
Standard Deviation	**2.42**	2.47	2.00	2.46	2.45	2.42	2.46	2.42	2.42	2.43	2.42	2.43

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 140

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**20** ***7%***	11 *7%* *54%*	9 *7%* *46%*	3 *9%* *13%*	2 *4%* *11%*	5 *10%* *23%*	3 *5%* *14%*	4 *9%* *20%*	4 *6%* *18%*	6 *9%* *32%*	8 *6%* *41%*	5 *6%* *27%*	4 *8%* *22%*	5 *8%* *25%*	9 *8%* *46%*
9	**23** ***8%***	11 *7%* *51%*	11 *8%* *49%*	2 *5%* *7%*	4 *7%* *19%*	4 *8%* *17%*	4 *7%* *17%*	5 *10%* *21%*	4 *7%* *19%*	5 *7%* *21%*	13 *9%* *59%*	5 *5%* *20%*	3 *6%* *15%*	2 *3%* *10%*	15 *12%* *66%*
8	**54** ***18%***	32 *20%* *60%*	22 *15%* *40%*	3 *12%* *6%*	11 *18%* *20%*	7 *15%* *13%*	11 *19%* *20%*	12 *25%* *21%*	11 *18%* *20%*	12 *18%* *23%*	25 *17%* *46%*	17 *19%* *31%*	9 *17%* *17%*	10 *16%* *19%*	24 *19%* *44%*
7	**34** ***11%***	14 *9%* *42%*	20 *14%* *58%*	7 *23%* *20%*	6 *9%* *17%*	3 *6%* *9%*	9 *16%* *27%*	4 *9%* *12%*	6 *9%* *16%*	8 *12%* *23%*	16 *11%* *48%*	10 *11%* *29%*	10 *19%* *30%*	4 *7%* *12%*	13 *11%* *38%*
6	**25** ***8%***	16 *10%* *62%*	9 *7%* *38%*	3 *12%* *14%*	* * *1%*	5 *11%* *20%* D	7 *12%* *28%* D	* *1%* *2%*	9 *15%* *35%* DG	7 *10%* *27%*	7 *4%* *26%*	12 *13%* *47%* J	6 *10%* *22%*	4 *6%* *15%*	7 *5%* *26%*
5	**23** ***8%***	12 *7%* *51%*	11 *8%* *49%*	3 *11%* *14%*	9 *15%* *39%*	3 *6%* *12%*	5 *9%* *24%*	1 *2%* *4%*	2 *3%* *7%*	2 *2%* *7%*	17 *12%* *76%* I	4 *4%* *17%*	6 *11%* *26%*	4 *7%* *18%*	6 *5%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 140

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**10** ***3%***	4 *3%* *44%*	5 *4%* *56%*	* *1%* *2%*	3 *4%* *28%*	* *1%* *3%*	1 *1%* *6%*	3 *7%* *34%*	2 *4%* *26%*	1 *2%* *14%*	4 *3%* *46%*	4 *4%* *40%*	2 *3%* *17%*	1 *2%* *14%*	4 *3%* *38%*
3	**11** ***4%***	8 *5%* *68%*	4 *3%* *32%*	4 *15%* *37%*	3 *5%* *27%*	2 *5%* *20%*	2 *3%* *14%*	* *1%* *3%*	- - -	- - -	8 *5%* *68%*	4 *4%* *32%*	- - -	- - -	9 *7%* *77%*
2	**7** ***2%***	4 *2%* *56%*	3 *2%* *44%*	- - -	4 *6%* *56%*	2 *3%* *25%*	1 *2%* *19%*	- - -	- - -	4 *5%* *54%*	3 *2%* *46%*	- - -	1 *2%* *19%*	4 *6%* *59%*	1 *1%* *16%*
1	**16** ***5%***	9 *6%* *54%*	7 *5%* *46%*	* * *	- - -	4 *9%* *27%* D	2 *4%* *14%*	3 *7%* *20%*	6 *11%* *39%* D	4 *5%* *21%*	3 *2%* *17%*	10 *12%* *62%* J	1 *2%* *7%*	7 *11%* *41%*	7 *6%* *42%*
Don't know	**78** ***26%***	38 *24%* *49%*	40 *28%* *51%*	4 *12%* *5%*	19 *32%* *25%*	12 *26%* *16%*	13 *23%* *17%*	14 *30%* *18%*	16 *27%* *20%*	19 *29%* *25%*	41 *28%* *52%*	17 *20%* *22%*	12 *22%* *15%*	21 *34%* *27%*	28 *23%* *36%*
Net: 10/9/8/7	**130** ***43%***	69 *43%* *53%*	62 *44%* *47%*	14 *49%* *11%*	23 *38%* *18%*	18 *39%* *14%*	27 *46%* *20%*	24 *52%* *19%*	24 *41%* *19%*	31 *46%* *24%*	63 *43%* *48%*	36 *42%* *28%*	27 *50%* *21%*	21 *34%* *16%*	60 *50%* *46%*
Net: 10/9	**42** ***14%***	22 *14%* *52%*	20 *14%* *48%*	4 *15%* *10%*	7 *11%* *15%*	8 *18%* *20%*	7 *12%* *16%*	9 *19%* *20%*	8 *13%* *18%*	11 *16%* *26%*	22 *15%* *51%*	10 *11%* *23%*	8 *14%* *18%*	7 *12%* *17%*	24 *20%* *57%*
Net: 6/5/4	**57** ***19%***	31 *20%* *55%*	26 *18%* *45%*	7 *24%* *12%*	12 *19%* *21%*	8 *17%* *14%*	13 *23%* *23%*	5 *10%* *8%*	13 *22%* *23%*	10 *14%* *17%*	28 *19%* *49%*	19 *22%* *34%*	13 *24%* *23%*	9 *15%* *16%*	16 *13%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 140

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 3/2/1	**34** ***11%***	20 *13%* *59%*	14 *10%* *41%*	4 *15%* *12%*	7 *11%* *20%*	8 *18%* *24%*	5 *9%* *15%*	4 *8%* *11%*	6 *11%* *19%*	7 *11%* *21%*	14 *9%* *39%*	14 *16%* *40%*	2 *4%* *7%*	11 *17%* *31%*	17 *14%* *49%*
Mean	**6.47**	6.44	6.50	6.50	6.25	6.23	6.58	6.99	6.36	6.74	6.61	6.08	6.86	5.88	6.68
Standard Deviation	**2.52**	2.55	2.49	2.16	2.37	2.97	2.22	2.66	2.70	2.63	2.31	2.72	2.06	3.08	2.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 140

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**20** ***7%***	* *1%* *2%*	* *2%* *2%*	1 *6%* *3%*	19 *8%* *93%*	17 *6%* *87%*	3 *11%* *13%*	20 *7%* *100%*	20 *7%* *100%*	11 *7%* *55%*	9 *6%* *45%*	11 *7%* *55%*
9	**23** ***8%***	1 *4%* *7%*	1 *4%* *3%*	- - -	20 *9%* *91%*	23 *8%* *100%*	- - -	23 *8%* *100%*	23 *8%* *100%*	15 *10%* *66%*	8 *5%* *34%*	9 *6%* *42%*
8	**54** ***18%***	6 *17%* *11%*	3 *19%* *6%*	2 *21%* *3%*	43 *18%* *79%*	52 *19%* *97%*	2 *7%* *3%*	54 *18%* *100%*	54 *18%* *100%*	21 *14%* *39%*	32 *22%* *59%*	33 *21%* *61%*
7	**34** ***11%***	4 *11%* *11%*	3 *14%* *7%*	1 *8%* *2%*	27 *11%* *80%*	27 *10%* *80%*	7 *29%* *20%*	34 *11%* *100%*	34 *11%* *100%*	21 *13%* *61%*	13 *9%* *39%*	13 *8%* *39%*
6	**25** ***8%***	5 *15%* *21%*	3 *17%* *12%* R	1 *10%* *4%*	16 *7%* *63%*	24 *9%* *95%*	1 *5%* *5%*	25 *8%* *100%*	25 *8%* *100%*	12 *7%* *46%*	13 *9%* *54%*	13 *9%* *54%*
5	**23** ***8%***	4 *10%* *15%*	2 *9%* *7%*	2 *17%* *7%* R	16 *7%* *71%*	23 *8%* *98%*	* *2%* *2%*	23 *8%* *100%*	23 *8%* *100%*	13 *8%* *55%*	10 *7%* *43%*	11 *7%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 140

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**10** ***3%***	2 *4%* *16%*	1 *5%* *10%*	1 *6%* *5%*	7 *3%* *69%*	10 *3%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	3 *2%* *35%*	6 *4%* *65%*	8 *5%* *82%*
3	**11** ***4%***	2 *6%* *19%*	- - -	* *4%* *3%*	9 *4%* *77%*	9 *3%* *83%*	2 *8%* *17%*	11 *4%* *100%*	11 *4%* *100%*	6 *4%* *57%*	5 *3%* *43%*	5 *3%* *43%*
2	**7** ***2%***	- - -	* *2%* *6%*	- - -	6 *3%* *94%*	6 *2%* *84%*	1 *5%* *16%*	7 *2%* *100%*	7 *2%* *100%*	5 *3%* *81%*	1 *1%* *19%*	1 *1%* *19%*
1	**16** ***5%***	1 *2%* *5%*	1 *5%* *5%*	* *2%* *1%*	15 *6%* *89%*	14 *5%* *88%*	2 *8%* *12%*	16 *5%* *100%*	16 *5%* *100%*	7 *4%* *43%*	9 *7%* *57%*	12 *8%* *71%*
Don't know	**78** ***26%***	10 *29%* *13%*	4 *24%* *6%*	2 *26%* *3%*	61 *26%* *78%*	72 *26%* *93%*	6 *24%* *7%*	78 *26%* *100%*	78 *26%* *100%*	41 *27%* *53%*	36 *25%* *47%*	39 *25%* *50%*
Net: 10/9/8/7	**130** ***43%***	11 *33%* *9%*	7 *38%* *5%*	3 *34%* *2%*	109 *46%* *84%*	119 *43%* *92%*	11 *47%* *8%*	130 *43%* *100%*	130 *43%* *100%*	67 *43%* *52%*	62 *43%* *47%*	66 *43%* *51%*
Net: 10/9	**42** ***14%***	2 *6%* *5%*	1 *6%* *2%*	1 *6%* *1%*	39 *16%* *92%*	40 *14%* *94%*	3 *11%* *6%*	42 *14%* *100%*	42 *14%* *100%*	26 *17%* *61%*	17 *12%* *39%*	20 *13%* *48%*
Net: 6/5/4	**57** ***19%***	10 *29%* *18%* R	6 *31%* *10%* R	3 *33%* *5%* R	39 *16%* *67%*	56 *20%* *97%*	2 *7%* *3%*	57 *19%* *100%*	57 *19%* *100%*	28 *18%* *48%*	30 *21%* *51%*	32 *21%* *55%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 140

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 3/2/1	**34** ***11%***	3 *8%* *9%*	1 *7%* *4%*	1 *6%* *2%*	30 *12%* *86%*	29 *11%* *85%*	5 *21%* *14%*	34 *11%* *100%*	34 *11%* *100%*	19 *12%* *55%*	15 *11%* *45%*	18 *11%* *52%*
Mean	**6.47**	6.19	6.27	6.26	6.53	6.51	6.02	6.47	6.47	6.49	6.44	6.40
Standard Deviation	**2.52**	2.01	2.15	2.22	2.63	2.48	2.90	2.52	2.52	2.54	2.51	2.61

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 141

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**411** ***6%***	128 *4%* *31%*	284 *8%* *69%* A	71 *10%* *17%* DE FGH	82 *6%* *20%*	66 *6%* *16%*	53 *4%* *13%*	53 *5%* *13%*	85 *7%* *21%* F	36 *3%* *9%*	164 *5%* *40%* I	212 *10%* *52%* IJ	108 *7%* *26%*	118 *7%* *29%*	123 *5%* *30%*
9	**530** ***8%***	174 *5%* *33%*	355 *10%* *67%* A	91 *13%* *17%* DE FGH	106 *8%* *20%*	93 *8%* *18%*	71 *6%* *13%*	73 *7%* *14%*	96 *7%* *18%*	53 *4%* *10%*	276 *8%* *52%* I	201 *9%* *38%* I	138 *8%* *26%*	136 *8%* *26%*	153 *7%* *29%*
8	**1339** ***20%***	576 *18%* *43%*	763 *22%* *57%* A	139 *20%* *10%*	277 *20%* *21%*	245 *21%* *18%*	215 *18%* *16%*	205 *20%* *15%*	257 *20%* *19%*	226 *18%* *17%*	688 *20%* *51%*	425 *20%* *32%*	335 *20%* *25%*	310 *18%* *23%*	449 *19%* *34%*
7	**1357** ***20%***	598 *18%* *44%*	760 *21%* *56%* A	148 *21%* *11%*	301 *22%* *22%* G	222 *19%* *16%*	248 *20%* *18%*	182 *18%* *13%*	255 *20%* *19%*	243 *20%* *18%*	705 *21%* *52%*	409 *19%* *30%*	348 *21%* *26%*	310 *18%* *23%*	472 *20%* *35%*
6	**907** ***13%***	468 *14%* *52%* B	439 *12%* *48%*	94 *13%* *10%*	223 *16%* *25%* EG H	136 *12%* *15%*	182 *15%* *20%* EH	126 *12%* *14%*	146 *11%* *16%*	185 *15%* *20%* K	461 *14%* *51%*	261 *12%* *29%*	196 *12%* *22%*	220 *13%* *24%*	331 *14%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 141

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**682** ***10%***	388 *12%* *57%* B	293 *8%* *43%*	70 *10%* *10%*	140 *10%* *21%*	131 *11%* *19%*	138 *11%* *20%* H	93 *9%* *14%*	110 *8%* *16%*	139 *11%* *20%* K	365 *11%* *54%* K	177 *8%* *26%*	159 *10%* *23%*	157 *9%* *23%*	240 *10%* *35%*
4	**268** ***4%***	148 *5%* *55%* B	119 *3%* *45%*	23 *3%* *8%*	51 *4%* *19%*	45 *4%* *17%*	53 *4%* *20%*	40 *4%* *15%*	55 *4%* *21%*	68 *6%* *25%* J	115 *3%* *43%*	84 *4%* *31%*	50 *3%* *19%*	74 *4%* *28%*	96 *4%* *36%*
3	**154** ***2%***	93 *3%* *60%* B	61 *2%* *40%*	18 *3%* *12%*	28 *2%* *18%*	21 *2%* *14%*	28 *2%* *18%*	21 *2%* *14%*	37 *3%* *24%*	33 *3%* *22%*	73 *2%* *48%*	47 *2%* *31%*	30 *2%* *20%*	41 *2%* *27%*	61 *3%* *39%*
2	**105** ***2%***	78 *2%* *75%* B	26 *1%* *25%*	11 *1%* *10%*	10 *1%* *10%*	18 *2%* *18%*	25 *2%* *24%* D	17 *2%* *16%*	23 *2%* *22%*	18 *1%* *17%*	62 *2%* *60%*	24 *1%* *23%*	21 *1%* *20%*	27 *2%* *26%*	39 *2%* *38%*
1	**216** ***3%***	150 *5%* *69%* B	66 *2%* *31%*	9 *1%* *4%*	36 *3%* *17%*	47 *4%* *22%* C	44 *4%* *20%* C	42 *4%* *20%* C	37 *3%* *17%*	49 *4%* *23%*	94 *3%* *43%*	73 *3%* *34%*	53 *3%* *25%*	67 *4%* *31%*	69 *3%* *32%*
Don't know	**830** ***12%***	452 *14%* *54%* B	378 *11%* *46%*	35 *5%* *4%*	126 *9%* *15%* C	147 *13%* *18%* CD	157 *13%* *19%* CD	168 *16%* *20%* CD EF	197 *15%* *24%* CD	173 *14%* *21%* J	394 *12%* *47%*	263 *12%* *32%*	199 *12%* *24%*	237 *14%* *29%*	272 *12%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 141

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3638** ***54%***	1476 *45%* *41%*	2161 *61%* *59%* A	449 *63%* *12%* DE FGH	766 *55%* *21%* FG	626 *53%* *17%* F	588 *48%* *16%*	513 *50%* *14%*	693 *53%* *19%* F	558 *46%* *15%*	1832 *54%* *50%* I	1248 *57%* *34%* I	928 *57%* *26%* MN	875 *51%* *24%*	1197 *52%* *33%*
Net: 10/9	**941** ***14%***	302 *9%* *32%*	639 *18%* *68%* A	162 *23%* *17%* DE FGH	188 *14%* *20%* F	159 *14%* *17%* F	125 *10%* *13%*	127 *12%* *13%*	181 *14%* *19%* F	88 *7%* *9%*	439 *13%* *47%* I	413 *19%* *44%* IJ	246 *15%* *26%* N	254 *15%* *27%* N	276 *12%* *29%*
Net: 6/5/4	**1856** ***27%***	1005 *31%* *54%* B	852 *24%* *46%*	187 *26%* *10%*	415 *30%* *22%* GH	311 *27%* *17%*	374 *31%* *20%* GH	259 *25%* *14%*	311 *24%* *17%*	392 *32%* *21%* JK	941 *28%* *51%* K	523 *24%* *28%*	404 *25%* *22%*	452 *27%* *24%*	668 *29%* *36%* L
Net: 3/2/1	**475** ***7%***	321 *10%* *68%* B	154 *4%* *32%*	38 *5%* *8%*	75 *5%* *16%*	87 *7%* *18%*	97 *8%* *20%* D	81 *8%* *17%* D	97 *7%* *20%*	101 *8%* *21%*	229 *7%* *48%*	145 *7%* *30%*	104 *6%* *22%*	136 *8%* *29%*	169 *7%* *36%*
Mean	**6.69**	6.27	7.05 A	7.07 D EFGH	6.76 F	6.65 F	6.43	6.60	6.72 F	6.29	6.68 I	6.92 IJ	6.81 N	6.64	6.59
Standard Deviation	**2.07**	2.16	1.90	1.97	1.92	2.13	2.07	2.16	2.11	2.03	2.00	2.15	2.04	2.19	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 141

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**411** ***6%***	27 *4%* *7%*	24 *7%* *6%* O	12 *6%* *3%*	349 *6%* *85%* O	377 *6%* *92%*	34 *7%* *8%*	65 *6%* *16%*	343 *6%* *83%*	346 *6%* *84%*	243 *7%* *59%* YZ	104 *5%* *25%*	110 *5%* *27%*
9	**530** ***8%***	53 *9%* *10%*	33 *10%* *6%* R	16 *8%* *3%*	427 *8%* *81%*	499 *8%* *94%*	31 *7%* *6%*	74 *7%* *14%*	454 *8%* *86%*	456 *8%* *86%*	298 *8%* *56%*	155 *7%* *29%*	163 *7%* *31%*
8	**1339** ***20%***	122 *20%* *9%*	85 *25%* *6%* OQR	39 *19%* *3%*	1094 *19%* *82%*	1277 *20%* *95%* T	62 *13%* *5%*	182 *17%* *14%*	1134 *20%* *85%*	1153 *20%* *86%*	738 *21%* *55%* U	411 *19%* *31%*	437 *19%* *33%*
7	**1357** ***20%***	121 *20%* *9%*	60 *18%* *4%*	46 *22%* *3%* P	1131 *20%* *83%*	1278 *20%* *94%*	79 *17%* *6%*	191 *18%* *14%*	1145 *20%* *84%*	1166 *20%* *86%*	688 *19%* *51%*	474 *22%* *35%* UX	502 *22%* *37%* UX
6	**907** ***13%***	83 *14%* *9%*	47 *14%* *5%*	30 *15%* *3%*	747 *13%* *82%*	832 *13%* *92%*	76 *16%* *8%*	148 *14%* *16%*	749 *13%* *83%*	758 *13%* *84%*	462 *13%* *51%*	294 *14%* *32%*	309 *14%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 141

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**682** ***10%***	76 *12%* *11%* PQR	31 *9%* *5%*	19 *9%* *3%*	556 *10%* *82%*	618 *10%* *91%*	64 *14%* *9%* S	85 *8%* *12%*	588 *10%* *86%*	593 *10%* *87%*	406 *11%* *60%* UYZ	185 *9%* *27%*	197 *9%* *29%*
4	**268** ***4%***	24 *4%* *9%*	15 *4%* *5%*	8 *4%* *3%*	221 *4%* *82%*	244 *4%* *91%*	24 *5%* *9%*	53 *5%* *20%* X	212 *4%* *79%*	212 *4%* *79%*	117 *3%* *44%*	94 *4%* *35%*	102 *5%* *38%* X
3	**154** ***2%***	13 *2%* *9%*	5 *1%* *3%*	4 *2%* *3%*	132 *2%* *86%*	140 *2%* *91%*	14 *3%* *9%*	39 *4%* *26%* VWXY Z	113 *2%* *74%*	113 *2%* *74%*	70 *2%* *45%*	43 *2%* *28%*	47 *2%* *30%*
2	**105** ***2%***	11 *2%* *11%*	4 *1%* *4%*	2 *1%* *2%*	88 *2%* *84%*	97 *2%* *92%*	8 *2%* *8%*	23 *2%* *22%*	81 *1%* *77%*	82 *1%* *78%*	51 *1%* *49%*	31 *1%* *29%*	33 *1%* *32%*
1	**216** ***3%***	15 *2%* *7%*	7 *2%* *3%*	5 *2%* *2%*	190 *3%* *88%* P	203 *3%* *94%*	13 *3%* *6%*	40 *4%* *19%*	170 *3%* *79%*	173 *3%* *80%*	112 *3%* *52%*	61 *3%* *28%*	65 *3%* *30%*
Don't know	**830** ***12%***	69 *11%* *8%*	30 *9%* *4%*	23 *11%* *3%*	708 *13%* *85%* P	772 *12%* *93%*	58 *12%* *7%*	155 *15%* *19%* VWX	665 *12%* *80%*	673 *12%* *81%*	398 *11%* *48%*	273 *13%* *33%*	295 *13%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 141

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3638** ***54%***	322 *53%* *9%*	202 *59%* *6%* OR	113 *55%* *3%*	3000 *53%* *82%*	3431 *54%* *94%* T	206 *45%* *6%*	511 *48%* *14%*	3076 *54%* *85%* U	3121 *55%* *86%* U	1967 *55%* *54%* U	1144 *54%* *31%* U	1212 *54%* *33%* U
Net: 10/9	**941** ***14%***	80 *13%* *8%*	57 *17%* *6%* OR	28 *14%* *3%*	776 *14%* *82%*	876 *14%* *93%*	65 *14%* *7%*	139 *13%* *15%*	797 *14%* *85%*	802 *14%* *85%*	541 *15%* *57%* YZ	259 *12%* *28%*	273 *12%* *29%*
Net: 6/5/4	**1856** ***27%***	183 *30%* *10%*	93 *27%* *5%*	57 *28%* *3%*	1524 *27%* *82%*	1693 *27%* *91%*	163 *35%* *9%* S	286 *27%* *15%*	1549 *27%* *83%*	1563 *27%* *84%*	985 *27%* *53%*	574 *27%* *31%*	609 *27%* *33%*
Net: 3/2/1	**475** ***7%***	39 *6%* *8%*	15 *4%* *3%*	11 *5%* *2%*	409 *7%* *86%* P	440 *7%* *93%*	35 *8%* *7%*	102 *10%* *21%* VWXY Z	364 *6%* *77%*	368 *6%* *78%*	233 *7%* *49%*	135 *6%* *28%*	145 *6%* *31%*
Mean	**6.69**	6.64	6.97 OQR	6.77	6.67	6.70 T	6.45	6.49	6.73 U	6.73 U	6.76 U	6.67	6.66
Standard Deviation	**2.07**	1.98	1.93	1.93	2.09	2.06	2.11	2.22	2.03	2.03	2.06	1.99	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 142

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**391** ***11%***	130 *8%* *33%*	262 *15%* *67%* A	42 *11%* *11%*	67 *10%* *17%*	69 *12%* *18%*	66 *11%* *17%*	63 *13%* *16%*	84 *12%* *21%*	55 *9%* *14%*	182 *11%* *46%*	155 *14%* *40%* IJ	111 *14%* *28%* M	83 *9%* *21%*	127 *11%* *32%*
9	**341** ***10%***	126 *8%* *37%*	215 *12%* *63%* A	29 *8%* *8%*	83 *12%* *25%* F	50 *9%* *15%*	37 *6%* *11%*	56 *11%* *16%* F	86 *12%* *25%* F	51 *9%* *15%*	174 *10%* *51%*	116 *10%* *34%*	98 *12%* *29%* N	96 *11%* *28%*	94 *8%* *28%*
8	**672** ***20%***	285 *17%* *42%*	388 *22%* *58%* A	65 *18%* *10%*	114 *17%* *17%*	125 *21%* *19%*	105 *18%* *16%*	87 *17%* *13%*	176 *25%* *26%* CDFG	107 *18%* *16%*	336 *20%* *50%*	229 *20%* *34%*	161 *20%* *24%*	162 *18%* *24%*	236 *21%* *35%*
7	**496** ***14%***	238 *15%* *48%*	258 *14%* *52%*	58 *16%* *12%*	102 *15%* *21%*	87 *15%* *17%*	89 *15%* *18%*	65 *13%* *13%*	95 *14%* *19%*	104 *17%* *21%*	243 *14%* *49%*	149 *13%* *30%*	112 *14%* *23%*	129 *15%* *26%*	170 *15%* *34%*
6	**314** ***9%***	143 *9%* *45%*	171 *10%* *55%*	41 *11%* *13%*	78 *12%* *25%* E	39 *7%* *12%*	58 *10%* *18%*	42 *8%* *13%*	55 *8%* *18%*	58 *10%* *18%*	152 *9%* *48%*	104 *9%* *33%*	73 *9%* *23%*	74 *8%* *23%*	110 *10%* *35%*
5	**410** ***12%***	209 *13%* *51%*	201 *11%* *49%*	48 *13%* *12%*	93 *14%* *23%* H	77 *13%* *19%*	69 *12%* *17%*	58 *12%* *14%*	65 *9%* *16%*	77 *13%* *19%*	202 *12%* *49%*	131 *12%* *32%*	95 *12%* *23%*	116 *13%* *28%*	136 *12%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 142

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**122** ***4%***	77 *5%* *63%* B	45 *3%* *37%*	16 *4%* *13%*	22 *3%* *18%*	23 *4%* *19%*	24 *4%* *20%*	15 *3%* *12%*	21 *3%* *18%*	21 *4%* *17%*	63 *4%* *51%*	39 *3%* *32%*	27 *3%* *22%*	31 *3%* *25%*	38 *3%* *31%*
3	**101** ***3%***	59 *4%* *58%*	43 *2%* *42%*	11 *3%* *10%*	30 *4%* *30%* G	18 *3%* *18%*	17 *3%* *16%*	9 *2%* *8%*	18 *3%* *17%*	20 *3%* *19%*	54 *3%* *54%*	27 *2%* *27%*	18 *2%* *18%*	21 *2%* *21%*	45 *4%* *45%*
2	**111** ***3%***	65 *4%* *58%*	47 *3%* *42%*	10 *3%* *9%*	25 *4%* *22%*	17 *3%* *15%*	23 *4%* *21%*	21 *4%* *19%*	17 *2%* *15%*	23 *4%* *21%*	59 *3%* *53%*	30 *3%* *27%*	16 *2%* *14%*	46 *5%* *42%* LN	33 *3%* *29%*
1	**340** ***10%***	229 *14%* *67%* B	111 *6%* *33%*	44 *12%* *13%* DH	46 *7%* *13%*	63 *11%* *18%* D	74 *13%* *22%* DH	64 *13%* *19%* DH	50 *7%* *15%*	63 *11%* *19%*	177 *10%* *52%*	100 *9%* *29%*	74 *9%* *22%*	100 *11%* *29%*	121 *11%* *36%*
Don't know	**120** ***3%***	67 *4%* *56%*	52 *3%* *44%*	4 *1%* *4%*	17 *2%* *14%*	16 *3%* *13%*	31 *5%* *26%* CD	25 *5%* *21%* C	26 *4%* *22%*	18 *3%* *15%*	62 *4%* *52%*	39 *4%* *33%*	30 *4%* *25%*	25 *3%* *21%*	40 *3%* *33%*
Net: 10/9/8/7	**1900** ***56%***	778 *48%* *41%*	1122 *63%* *59%* A	194 *53%* *10%*	367 *54%* *19%*	330 *57%* *17%*	297 *50%* *16%*	271 *54%* *14%*	441 *64%* *23%* CDEF G	316 *53%* *17%*	934 *55%* *49%*	649 *58%* *34%*	482 *59%* *25%*	470 *53%* *25%*	626 *54%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 142

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**732** ***21%***	256 *16%* *35%*	476 *27%* *65%* A	71 *19%* *10%*	151 *22%* *21%*	119 *20%* *16%*	103 *17%* *14%*	119 *24%* *16%* F	170 *25%* *23%* F	105 *18%* *14%*	355 *21%* *49%*	271 *24%* *37%* I	209 *26%* *29%* MN	178 *20%* *24%*	220 *19%* *30%*
Net: 6/5/4	**846** ***25%***	429 *26%* *51%*	417 *23%* *49%*	105 *29%* *12%* H	194 *29%* *23%* H	139 *24%* *16%*	151 *25%* *18%*	115 *23%* *14%*	142 *20%* *17%*	155 *26%* *18%*	417 *24%* *49%*	274 *24%* *32%*	195 *24%* *23%*	220 *25%* *26%*	284 *25%* *34%*
Net: 3/2/1	**553** ***16%***	352 *22%* *64%* B	200 *11%* *36%*	64 *17%* *12%*	100 *15%* *18%*	97 *17%* *18%*	114 *19%* *21%* H	93 *18%* *17%* H	84 *12%* *15%*	106 *18%* *19%*	290 *17%* *52%*	157 *14%* *28%*	108 *13%* *20%*	167 *19%* *30%* L	199 *17%* *36%* L
Mean	**6.40**	5.85	6.90 A	6.20	6.45	6.36	6.08	6.30	6.84 CDE FG	6.18	6.34	6.62 IJ	6.68 MN	6.17	6.31
Standard Deviation	**2.70**	2.81	2.49	2.72	2.53	2.74	2.81	2.89	2.53	2.68	2.72	2.67	2.65	2.78	2.71

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 142

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**391** ***11%***	35 *12%* *9%*	23 *14%* *6%*	13 *13%* *3%*	320 *11%* *82%*	358 *11%* *91%*	34 *15%* *9%*	55 *9%* *14%*	331 *12%* *85%*	333 *12%* *85%*	217 *12%* *56%*	116 *11%* *30%*	124 *11%* *32%*
9	**341** ***10%***	24 *8%* *7%*	18 *11%* *5%*	11 *11%* *3%*	288 *10%* *85%*	329 *10%* *97%* T	12 *5%* *3%*	56 *10%* *16%*	282 *10%* *83%*	285 *10%* *84%*	179 *10%* *53%*	105 *10%* *31%*	110 *10%* *32%*
8	**672** ***20%***	55 *18%* *8%*	40 *24%* *6%* OQR	18 *18%* *3%*	559 *20%* *83%*	627 *20%* *93%*	46 *20%* *7%*	126 *22%* *19%*	535 *19%* *80%*	543 *19%* *81%*	323 *18%* *48%*	218 *21%* *32%*	226 *20%* *34%*
7	**496** ***14%***	48 *16%* *10%*	23 *14%* *5%*	14 *14%* *3%*	411 *14%* *83%*	474 *15%* *96%*	22 *10%* *4%*	82 *14%* *17%*	411 *15%* *83%*	413 *15%* *83%*	239 *14%* *48%*	175 *17%* *35%*	179 *16%* *36%*
6	**314** ***9%***	33 *11%* *11%*	13 *7%* *4%*	11 *11%* *4%*	257 *9%* *82%*	291 *9%* *93%*	23 *10%* *7%*	45 *8%* *14%*	265 *10%* *84%*	269 *10%* *86%*	175 *10%* *56%*	93 *9%* *29%*	96 *9%* *30%*
5	**410** ***12%***	35 *11%* *8%*	19 *11%* *5%*	10 *10%* *2%*	347 *12%* *85%*	379 *12%* *92%*	31 *14%* *8%*	57 *10%* *14%*	344 *12%* *84%*	349 *12%* *85%*	229 *13%* *56%*	120 *11%* *29%*	131 *12%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 142

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**122** ***4%***	15 *5%* *13%*	6 *4%* *5%*	5 *5%* *4%*	96 *3%* *79%*	117 *4%* *96%*	5 *2%* *4%*	26 *4%* *21%*	96 *3%* *78%*	96 *3%* *79%*	57 *3%* *47%*	39 *4%* *32%*	39 *4%* *32%*
3	**101** ***3%***	11 *4%* *11%*	3 *2%* *3%*	2 *2%* *2%*	84 *3%* *83%*	88 *3%* *87%*	13 *6%* *13%* S	17 *3%* *17%*	82 *3%* *81%*	82 *3%* *81%*	53 *3%* *52%*	30 *3%* *29%*	30 *3%* *30%*
2	**111** ***3%***	10 *3%* *9%*	4 *2%* *4%*	3 *3%* *3%*	95 *3%* *85%*	107 *3%* *96%*	5 *2%* *4%*	15 *3%* *14%*	91 *3%* *82%*	91 *3%* *82%*	56 *3%* *51%*	35 *3%* *31%*	39 *3%* *35%*
1	**340** ***10%***	23 *7%* *7%*	12 *7%* *4%*	10 *10%* *3%*	295 *10%* *87%* P	315 *10%* *93%*	25 *11%* *7%*	71 *12%* *21%*	256 *9%* *75%*	260 *9%* *77%*	168 *10%* *49%*	93 *9%* *27%*	106 *10%* *31%*
Don't know	**120** ***3%***	14 *5%* *12%*	6 *4%* *5%*	4 *4%* *4%*	95 *3%* *79%*	108 *3%* *91%*	11 *5%* *9%*	29 *5%* *24%*	88 *3%* *74%*	90 *3%* *75%*	58 *3%* *48%*	32 *3%* *27%*	33 *3%* *28%*
Net: 10/9/8/7	**1900** ***56%***	162 *53%* *9%*	105 *62%* *6%* OQR	55 *55%* *3%*	1578 *55%* *83%*	1787 *56%* *94%*	113 *50%* *6%*	319 *55%* *17%*	1559 *56%* *82%*	1574 *56%* *83%*	958 *55%* *50%*	613 *58%* *32%*	640 *57%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 142

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**732** ***21%***	60 *20%* *8%*	41 *24%* *6%*	23 *23%* *3%*	608 *21%* *83%*	687 *22%* *94%*	45 *20%* *6%*	111 *19%* *15%*	613 *22%* *84%*	618 *22%* *84%*	397 *23%* *54%*	220 *21%* *30%*	234 *21%* *32%*
Net: 6/5/4	**846** ***25%***	83 *27%* *10%*	38 *22%* *4%*	26 *25%* *3%*	699 *25%* *83%*	787 *25%* *93%*	59 *26%* *7%*	128 *22%* *15%*	705 *25%* *83%*	714 *25%* *84%*	462 *26%* *55%*	251 *24%* *30%*	266 *24%* *31%*
Net: 3/2/1	**553** ***16%***	44 *14%* *8%*	19 *12%* *4%*	15 *15%* *3%*	474 *17%* *86%* P	510 *16%* *92%*	42 *19%* *8%*	104 *18%* *19%*	429 *15%* *78%*	434 *15%* *79%*	277 *16%* *50%*	157 *15%* *28%*	175 *16%* *32%*
Mean	**6.40**	6.42	6.82 OQR	6.46	6.37	6.41	6.28	6.26	6.45	6.45	6.43	6.49	6.44
Standard Deviation	**2.70**	2.58	2.55	2.74	2.72	2.69	2.82	2.79	2.67	2.67	2.70	2.62	2.67

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 143

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**338** ***10%***	139 *8%* *41%*	199 *11%* *59%* A	40 *12%* *12%*	65 *9%* *19%*	44 *7%* *13%*	60 *10%* *18%*	54 *10%* *16%*	74 *12%* *22%* E	36 *6%* *11%*	168 *10%* *50%* I	133 *12%* *40%* I	82 *10%* *24%*	81 *10%* *24%*	112 *10%* *33%*
9	**292** ***9%***	95 *6%* *32%*	198 *11%* *68%* A	20 *6%* *7%*	64 *9%* *22%*	36 *6%* *12%*	43 *7%* *15%*	61 *12%* *21%* CE F	67 *11%* *23%* CEF	38 *6%* *13%*	134 *8%* *46%*	120 *11%* *41%* IJ	70 *8%* *24%*	66 *8%* *23%*	104 *9%* *36%*
8	**589** ***17%***	240 *14%* *41%*	349 *20%* *59%* A	62 *18%* *11%*	88 *12%* *15%*	97 *16%* *16%*	94 *15%* *16%*	106 *20%* *18%* DF	141 *23%* *24%* DEF	103 *16%* *17%*	281 *16%* *48%*	206 *19%* *35%*	161 *19%* *27%*	130 *16%* *22%*	199 *17%* *34%*
7	**502** ***15%***	215 *13%* *43%*	287 *16%* *57%* A	50 *14%* *10%*	113 *16%* *22%*	86 *14%* *17%*	110 *18%* *22%* H	74 *14%* *15%*	70 *11%* *14%*	111 *17%* *22%* K	264 *15%* *53%* K	127 *12%* *25%*	125 *15%* *25%*	123 *15%* *25%*	169 *14%* *34%*
6	**309** ***9%***	130 *8%* *42%*	179 *10%* *58%*	40 *12%* *13%* GH	75 *10%* *24%* H	52 *9%* *17%*	70 *11%* *23%* GH	35 *7%* *11%*	37 *6%* *12%*	60 *9%* *19%*	165 *10%* *53%*	84 *8%* *27%*	54 *7%* *17%*	73 *9%* *24%*	121 *10%* *39%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 143

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**396** ***12%***	202 *12%* *51%*	195 *11%* *49%*	39 *11%* *10%*	107 *15%* *27%* GH	71 *12%* *18%*	72 *12%* *18%*	51 *10%* *13%*	57 *9%* *14%*	62 *10%* *16%*	218 *13%* *55%*	117 *11%* *29%*	94 *11%* *24%*	82 *10%* *21%*	145 *12%* *37%*
4	**190** ***6%***	120 *7%* *63%* B	70 *4%* *37%*	26 *8%* *14%*	46 *6%* *24%*	31 *5%* *16%*	38 *6%* *20%*	23 *4%* *12%*	27 *4%* *14%*	33 *5%* *17%*	102 *6%* *54%*	55 *5%* *29%*	35 *4%* *19%*	55 *7%* *29%*	69 *6%* *36%*
3	**164** ***5%***	108 *6%* *65%* B	57 *3%* *35%*	26 *7%* *16%*	30 *4%* *19%*	33 *5%* *20%*	25 *4%* *15%*	20 *4%* *12%*	30 *5%* *18%*	28 *4%* *17%*	81 *5%* *49%*	55 *5%* *33%*	44 *5%* *27%*	42 *5%* *25%*	51 *4%* *31%*
2	**136** ***4%***	90 *5%* *67%* B	46 *3%* *33%*	17 *5%* *13%* H	36 *5%* *27%* H	31 *5%* *23%* H	25 *4%* *18%*	15 *3%* *11%*	12 *2%* *9%*	28 *4%* *20%* K	84 *5%* *62%* K	24 *2%* *18%*	34 *4%* *25%*	29 *3%* *21%*	51 *4%* *37%*
1	**384** ***11%***	250 *15%* *65%* B	134 *8%* *35%*	25 *7%* *7%*	80 *11%* *21%*	102 *17%* *26%* CD FGH	70 *11%* *18%*	57 *11%* *15%*	51 *8%* *13%*	111 *17%* *29%* JK	172 *10%* *45%*	102 *10%* *27%*	87 *11%* *23%*	103 *12%* *27%*	137 *12%* *36%*
Don't know	**126** ***4%***	70 *4%* *56%*	55 *3%* *44%*	- - -	19 *3%* *15%* C	17 *3%* *14%* C	21 *3%* *16%* C	26 *5%* *20%* C	43 *7%* *34%* CDEF	27 *4%* *21%*	51 *3%* *41%*	48 *4%* *38%*	43 *5%* *34%* N	45 *5%* *35%* N	20 *2%* *16%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 143

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**1721** ***50%***	688 *42%* *40%*	1033 *58%* *60%* A	173 *50%* *10%*	331 *46%* *19%*	262 *44%* *15%*	306 *49%* *18%*	296 *57%* *17%* DE F	351 *58%* *20%* DEF	288 *45%* *17%*	847 *49%* *49%*	586 *55%* *34%* IJ	437 *53%* *25%*	400 *48%* *23%*	584 *50%* *34%*
Net: 10/9	**630** ***18%***	234 *14%* *37%*	396 *22%* *63%* A	61 *18%* *10%*	130 *18%* *21%*	80 *13%* *13%*	103 *16%* *16%*	116 *22%* *18%* EF	140 *23%* *22%* EF	74 *12%* *12%*	302 *18%* *48%* I	254 *24%* *40%* IJ	152 *18%* *24%*	147 *18%* *23%*	216 *18%* *34%*
Net: 6/5/4	**895** ***26%***	452 *27%* *50%*	444 *25%* *50%*	106 *31%* *12%* GH	227 *31%* *25%* GH	154 *26%* *17%* H	180 *29%* *20%* GH	109 *21%* *12%*	120 *20%* *13%*	155 *24%* *17%*	485 *28%* *54%* K	256 *24%* *29%*	183 *22%* *20%*	210 *25%* *23%*	335 *28%* *37%* L
Net: 3/2/1	**684** ***20%***	448 *27%* *65%* B	237 *13%* *35%*	68 *20%* *10%*	146 *20%* *21%*	165 *28%* *24%* CD FGH	120 *19%* *18%*	91 *18%* *13%*	93 *15%* *14%*	167 *26%* *24%* JK	336 *20%* *49%*	181 *17%* *26%*	165 *20%* *24%*	174 *21%* *25%*	239 *20%* *35%*
Mean	**6.05**	5.47	6.59 A	6.10 E	5.87 E	5.48	5.99 E	6.38 D EF	6.61 CDE F	5.51	6.02 I	6.42 IJ	6.15	5.94	6.00
Standard Deviation	**2.77**	2.88	2.55	2.64	2.72	2.90	2.70	2.78	2.70	2.85	2.71	2.75	2.78	2.83	2.76

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 143

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**338** ***10%***	37 *12%* *11%*	17 *10%* *5%*	9 *9%* *3%*	275 *10%* *81%*	319 *10%* *95%*	18 *7%* *5%*	55 *11%* *16%*	275 *10%* *82%*	282 *10%* *84%*	170 *9%* *50%*	111 *10%* *33%*	112 *10%* *33%*
9	**292** ***9%***	24 *8%* *8%*	19 *11%* *6%*	9 *9%* *3%*	240 *8%* *82%*	290 *9%* *99%* T	2 *1%* *1%*	39 *8%* *14%*	249 *9%* *85%*	253 *9%* *86%*	157 *9%* *54%*	94 *9%* *32%*	104 *9%* *36%*
8	**589** ***17%***	52 *17%* *9%*	32 *18%* *5%*	16 *15%* *3%*	489 *17%* *83%*	555 *17%* *94%*	34 *14%* *6%*	81 *17%* *14%*	500 *17%* *85%*	508 *17%* *86%*	312 *17%* *53%*	194 *18%* *33%*	202 *18%* *34%*
7	**502** ***15%***	41 *13%* *8%*	25 *14%* *5%*	19 *19%* *4%* OR	417 *15%* *83%*	469 *15%* *94%*	32 *13%* *6%*	58 *12%* *12%*	435 *15%* *87%*	444 *15%* *88%*	287 *16%* *57%*	154 *14%* *31%*	167 *14%* *33%*
6	**309** ***9%***	32 *10%* *10%*	17 *10%* *5%*	12 *11%* *4%*	248 *9%* *80%*	283 *9%* *91%*	27 *11%* *9%*	41 *8%* *13%*	264 *9%* *85%*	268 *9%* *87%*	168 *9%* *54%*	100 *9%* *32%*	109 *9%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 143

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**396** ***12%***	41 *13%* *10%*	23 *13%* *6%*	12 *11%* *3%*	321 *11%* *81%*	350 *11%* *88%*	46 *19%* *12%* S	53 *11%* *13%*	338 *12%* *85%*	342 *12%* *86%*	218 *12%* *55%*	120 *11%* *30%*	130 *11%* *33%*
4	**190** ***6%***	14 *4%* *7%*	9 *5%* *5%*	7 *7%* *4%*	159 *6%* *84%*	171 *5%* *90%*	19 *8%* *10%*	28 *6%* *15%*	161 *6%* *85%*	161 *5%* *85%*	111 *6%* *59%*	50 *5%* *26%*	55 *5%* *29%*
3	**164** ***5%***	15 *5%* *9%*	7 *4%* *4%*	5 *5%* *3%*	137 *5%* *83%*	155 *5%* *94%*	9 *4%* *6%*	24 *5%* *15%*	139 *5%* *84%*	139 *5%* *84%*	99 *5%* *60%*	40 *4%* *24%*	41 *4%* *25%*
2	**136** ***4%***	14 *5%* *10%*	5 *3%* *4%*	3 *3%* *2%*	113 *4%* *83%*	117 *4%* *86%*	18 *7%* *14%* S	17 *4%* *13%*	116 *4%* *85%*	117 *4%* *86%*	78 *4%* *57%*	40 *4%* *29%*	44 *4%* *33%*
1	**384** ***11%***	31 *10%* *8%*	16 *9%* *4%*	9 *9%* *2%*	328 *12%* *85%*	354 *11%* *92%*	30 *12%* *8%*	72 *15%* *19%* VWX	307 *11%* *80%*	311 *11%* *81%*	179 *10%* *47%*	130 *12%* *34%*	142 *12%* *37%*
Don't know	**126** ***4%***	11 *4%* *9%*	5 *3%* *4%*	3 *3%* *2%*	107 *4%* *85%*	115 *4%* *92%*	10 *4%* *8%*	18 *4%* *15%*	107 *4%* *85%*	107 *4%* *85%*	62 *3%* *49%*	45 *4%* *36%*	47 *4%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 143

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**1721** ***50%***	153 *49%* *9%*	93 *53%* *5%*	54 *51%* *3%*	1421 *50%* *83%*	1634 *51%* *95%* T	87 *35%* *5%*	234 *48%* *14%*	1459 *50%* *85%*	1487 *51%* *86%*	927 *50%* *54%*	553 *51%* *32%*	585 *51%* *34%*
Net: 10/9	**630** ***18%***	60 *19%* *10%*	36 *21%* *6%*	19 *18%* *3%*	515 *18%* *82%*	609 *19%* *97%* T	21 *8%* *3%*	95 *19%* *15%*	524 *18%* *83%*	535 *18%* *85%*	328 *18%* *52%*	205 *19%* *33%*	216 *19%* *34%*
Net: 6/5/4	**895** ***26%***	88 *28%* *10%*	48 *28%* *5%*	31 *29%* *3%*	729 *26%* *81%*	803 *25%* *90%*	92 *37%* *10%* S	122 *25%* *14%*	763 *26%* *85%*	771 *26%* *86%*	498 *27%* *56%*	269 *25%* *30%*	294 *26%* *33%*
Net: 3/2/1	**684** ***20%***	61 *19%* *9%*	28 *16%* *4%*	18 *17%* *3%*	578 *20%* *84%*	627 *20%* *92%*	58 *23%* *8%*	113 *23%* *17%*	562 *19%* *82%*	567 *19%* *83%*	356 *19%* *52%*	209 *19%* *31%*	227 *20%* *33%*
Mean	**6.05**	6.12	6.30	6.15	6.03	6.11 T	5.35	5.90	6.07	6.09	6.07	6.12	6.07
Standard Deviation	**2.77**	2.76	2.65	2.60	2.78	2.77	2.63	2.95	2.74	2.74	2.70	2.80	2.80

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 144

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**315** ***9%***	139 *8%* *44%*	176 *10%* *56%*	30 *9%* *9%*	66 *9%* *21%*	41 *7%* *13%*	56 *9%* *18%*	50 *10%* *16%*	72 *12%* *23%* E	42 *7%* *13%*	146 *8%* *46%*	127 *12%* *40%* IJ	83 *10%* *26%*	73 *9%* *23%*	95 *8%* *30%*
9	**277** ***8%***	132 *8%* *47%*	146 *8%* *53%*	23 *7%* *8%*	51 *7%* *18%*	54 *9%* *19%*	44 *7%* *16%*	55 *11%* *20%*	50 *8%* *18%*	39 *6%* *14%*	127 *7%* *46%*	111 *10%* *40%* IJ	53 *6%* *19%*	76 *9%* *27%*	97 *8%* *35%*
8	**639** ***19%***	271 *16%* *42%*	368 *21%* *58%* A	72 *21%* *11%* D	96 *13%* *15%*	119 *20%* *19%* D	97 *16%* *15%*	119 *23%* *19%* DF	133 *22%* *21%* DF	105 *16%* *16%*	317 *18%* *50%*	217 *20%* *34%*	178 *22%* *28%* M	135 *16%* *21%*	220 *19%* *34%*
7	**573** ***17%***	268 *16%* *47%*	305 *17%* *53%*	57 *16%* *10%*	132 *18%* *23%*	105 *18%* *18%*	111 *18%* *19%*	77 *15%* *13%*	91 *15%* *16%*	112 *18%* *20%* K	320 *19%* *56%* K	140 *13%* *24%*	126 *15%* *22%*	126 *15%* *22%*	223 *19%* *39%*
6	**419** ***12%***	197 *12%* *47%*	222 *13%* *53%*	54 *15%* *13%* H	106 *15%* *25%* H	67 *11%* *16%*	90 *14%* *22%* H	54 *10%* *13%*	48 *8%* *11%*	77 *12%* *18%*	219 *13%* *52%*	123 *12%* *29%*	86 *10%* *21%*	108 *13%* *26%*	140 *12%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 144

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**472** ***14%***	236 *14%* *50%*	237 *13%* *50%*	50 *14%* *10%*	125 *17%* *26%* GH	80 *13%* *17%*	91 *15%* *19%*	61 *12%* *13%*	66 *11%* *14%*	95 *15%* *20%*	245 *14%* *52%*	133 *12%* *28%*	122 *15%* *26%*	104 *13%* *22%*	161 *14%* *34%*
4	**129** ***4%***	70 *4%* *54%*	59 *3%* *46%*	20 *6%* *15%* G	29 *4%* *23%*	23 *4%* *18%*	29 *5%* *22%*	12 *2%* *9%*	16 *3%* *13%*	27 *4%* *21%*	55 *3%* *43%*	46 *4%* *36%*	23 *3%* *17%*	40 *5%* *31%*	46 *4%* *36%*
3	**103** ***3%***	58 *3%* *56%*	45 *3%* *44%*	6 *2%* *6%*	15 *2%* *15%*	21 *4%* *21%*	21 *3%* *20%*	19 *4%* *18%*	21 *3%* *20%*	22 *3%* *21%*	53 *3%* *51%*	28 *3%* *28%*	28 *3%* *28%*	20 *2%* *19%*	39 *3%* *37%*
2	**79** ***2%***	58 *4%* *74%* B	21 *1%* *26%*	8 *2%* *10%*	17 *2%* *22%*	14 *2%* *18%*	15 *2%* *19%*	9 *2%* *11%*	15 *2%* *19%*	14 *2%* *18%*	53 *3%* *67%* K	12 *1%* *15%*	25 *3%* *31%*	13 *2%* *17%*	29 *2%* *37%*
1	**182** ***5%***	113 *7%* *62%* B	69 *4%* *38%*	20 *6%* *11%*	37 *5%* *20%*	46 *8%* *25%* GH	40 *6%* *22%* H	22 *4%* *12%*	17 *3%* *9%*	58 *9%* *32%* JK	81 *5%* *44%*	44 *4%* *24%*	40 *5%* *22%*	53 *6%* *29%*	61 *5%* *34%*
Don't know	**237** ***7%***	116 *7%* *49%*	121 *7%* *51%*	8 *2%* *3%*	48 *7%* *20%* C	27 *5%* *11%*	32 *5%* *14%*	43 *8%* *18%* CE	78 *13%* *33%* CDEF G	46 *7%* *19%*	103 *6%* *44%*	88 *8%* *37%*	64 *8%* *27%*	81 *10%* *34%* N	66 *6%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 144

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**1804** ***53%***	809 *49%* *45%*	995 *56%* *55%* A	182 *52%* *10%*	345 *48%* *19%*	319 *53%* *18%*	309 *49%* *17%*	302 *58%* *17%* DF	346 *57%* *19%* DF	298 *47%* *17%*	910 *53%* *50%* I	595 *56%* *33%* I	440 *53%* *24%*	410 *49%* *23%*	635 *54%* *35%*
Net: 10/9	**592** ***17%***	270 *16%* *46%*	322 *18%* *54%*	53 *15%* *9%*	117 *16%* *20%*	94 *16%* *16%*	100 *16%* *17%*	105 *20%* *18%*	122 *20%* *21%*	81 *13%* *14%*	273 *16%* *46%*	238 *22%* *40%* IJ	136 *16%* *23%*	149 *18%* *25%*	192 *16%* *32%*
Net: 6/5/4	**1021** ***30%***	503 *30%* *49%*	518 *29%* *51%*	123 *35%* *12%* GH	260 *36%* *26%* EG H	171 *28%* *17%* H	210 *34%* *21%* GH	126 *24%* *12%*	131 *22%* *13%*	199 *31%* *19%*	519 *30%* *51%*	303 *28%* *30%*	231 *28%* *23%*	252 *30%* *25%*	348 *30%* *34%*
Net: 3/2/1	**364** ***11%***	229 *14%* *63%* B	135 *8%* *37%*	34 *10%* *9%*	70 *10%* *19%*	82 *14%* *23%* H	76 *12%* *21%*	50 *10%* *14%*	53 *9%* *14%*	94 *15%* *26%* JK	186 *11%* *51%* K	84 *8%* *23%*	94 *11%* *26%*	86 *10%* *24%*	129 *11%* *35%*
Mean	**6.53**	6.27	6.77 A	6.44	6.38	6.33	6.33	6.82 D EF	6.92 CDE F	6.08	6.49 I	6.85 IJ	6.55	6.48	6.49
Standard Deviation	**2.34**	2.48	2.19	2.29	2.29	2.44	2.38	2.29	2.28	2.48	2.29	2.30	2.37	2.41	2.31

GfK NOP

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Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**315** ***9%***	40 *13%* *13%* PR	14 *8%* *5%*	10 *9%* *3%*	251 *9%* *80%*	295 *9%* *94%*	20 *8%* *6%*	46 *9%* *15%*	264 *9%* *84%*	269 *9%* *85%*	175 *9%* *55%*	93 *9%* *30%*	95 *8%* *30%*
9	**277** ***8%***	24 *8%* *9%*	19 *11%* *7%*	9 *9%* *3%*	226 *8%* *81%*	265 *8%* *96%*	12 *5%* *4%*	34 *7%* *12%*	239 *8%* *86%*	242 *8%* *87%*	141 *8%* *51%*	101 *9%* *36%*	109 *9%* *39%*
8	**639** ***19%***	51 *16%* *8%*	37 *21%* *6%*	18 *17%* *3%*	533 *19%* *84%*	602 *19%* *94%*	37 *15%* *6%*	103 *21%* *16%*	529 *18%* *83%*	536 *18%* *84%*	321 *17%* *50%*	212 *20%* *33%*	222 *19%* *35%*
7	**573** ***17%***	45 *14%* *8%*	29 *17%* *5%*	24 *23%* *4%* OPR	475 *17%* *83%*	536 *17%* *93%*	37 *15%* *7%*	74 *15%* *13%*	488 *17%* *85%*	499 *17%* *87%*	323 *18%* *56%*	174 *16%* *30%*	188 *16%* *33%*
6	**419** ***12%***	49 *16%* *12%* R	23 *13%* *5%*	12 *11%* *3%*	335 *12%* *80%*	390 *12%* *93%*	29 *12%* *7%*	50 *10%* *12%*	359 *12%* *86%*	369 *13%* *88%*	247 *13%* *59%*	122 *11%* *29%*	134 *12%* *32%*

GfK NOP

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Fieldwork dates: January, April, July, October 2008

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Table 144

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**472** ***14%***	49 *16%* *10%*	22 *13%* *5%*	14 *13%* *3%*	388 *14%* *82%*	419 *13%* *89%*	53 *21%* *11%* S	59 *12%* *12%*	411 *14%* *87%*	413 *14%* *87%*	258 *14%* *55%*	151 *14%* *32%*	164 *14%* *35%*
4	**129** ***4%***	11 *3%* *8%*	5 *3%* *4%*	5 *5%* *4%*	108 *4%* *84%*	118 *4%* *91%*	11 *4%* *9%*	12 *3%* *9%*	116 *4%* *90%*	117 *4%* *91%*	70 *4%* *54%*	47 *4%* *37%*	51 *4%* *39%*
3	**103** ***3%***	8 *3%* *8%*	5 *3%* *5%*	3 *3%* *3%*	87 *3%* *84%*	98 *3%* *95%*	5 *2%* *5%*	26 *5%* *25%* VWX	76 *3%* *74%*	76 *3%* *74%*	44 *2%* *43%*	31 *3%* *31%*	36 *3%* *35%*
2	**79** ***2%***	6 *2%* *8%*	4 *2%* *5%*	2 *2%* *3%*	67 *2%* *85%*	68 *2%* *86%*	11 *4%* *14%* S	16 *3%* *20%*	61 *2%* *77%*	62 *2%* *79%*	42 *2%* *53%*	20 *2%* *25%*	22 *2%* *28%*
1	**182** ***5%***	15 *5%* *8%*	8 *5%* *5%*	4 *4%* *2%*	154 *5%* *85%*	166 *5%* *91%*	16 *7%* *9%*	32 *7%* *18%*	149 *5%* *82%*	150 *5%* *82%*	90 *5%* *49%*	60 *6%* *33%*	63 *5%* *35%*
Don't know	**237** ***7%***	15 *5%* *6%*	7 *4%* *3%*	4 *4%* *2%*	210 *7%* *89%* PQ	221 *7%* *93%*	16 *7%* *7%*	38 *8%* *16%*	198 *7%* *83%*	200 *7%* *84%*	133 *7%* *56%*	65 *6%* *28%*	69 *6%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 144

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**1804** ***53%***	160 *51%* *9%*	99 *57%* *5%*	60 *58%* *3%* OR	1485 *52%* *82%*	1698 *53%* *94%* T	106 *43%* *6%*	256 *52%* *14%*	1521 *53%* *84%*	1546 *53%* *86%*	959 *52%* *53%*	580 *54%* *32%*	615 *53%* *34%*
Net: 10/9	**592** ***17%***	64 *20%* *11%*	33 *19%* *6%*	19 *18%* *3%*	477 *17%* *81%*	561 *18%* *95%*	31 *13%* *5%*	80 *16%* *13%*	503 *17%* *85%*	511 *17%* *86%*	315 *17%* *53%*	194 *18%* *33%*	204 *18%* *35%*
Net: 6/5/4	**1021** ***30%***	109 *35%* *11%* R	50 *29%* *5%*	31 *29%* *3%*	831 *29%* *81%*	928 *29%* *91%*	93 *38%* *9%* S	121 *25%* *12%*	886 *31%* *87%* U	899 *31%* *88%* U	574 *31%* *56%* U	320 *30%* *31%*	349 *30%* *34%*
Net: 3/2/1	**364** ***11%***	29 *9%* *8%*	17 *10%* *5%*	9 *9%* *3%*	308 *11%* *85%*	332 *10%* *91%*	32 *13%* *9%*	74 *15%* *20%* VWXY Z	286 *10%* *78%*	288 *10%* *79%*	176 *10%* *48%*	111 *10%* *31%*	121 *10%* *33%*
Mean	**6.53**	6.62	6.66	6.63	6.50	6.56 T	6.04	6.40	6.54	6.55	6.55	6.55	6.52
Standard Deviation	**2.34**	2.34	2.27	2.22	2.35	2.34	2.40	2.52	2.32	2.31	2.30	2.34	2.34

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 145

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(b) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	4667	2333	2365	2365
10	450	102	381	125	3	58	67	20	411	391	338	315
	9%	*4%*	*11%*	*5%*	*9%*	*5%*	*12%*	*7%*	*6%*	*11%*	*10%*	*9%*
9	661	200	472	164	3	63	61	23	530	341	292	277
	14%	*9%*	*13%*	*7%*	*10%*	*5%*	*11%*	*8%*	*8%*	*10%*	*9%*	*8%*
8	1169	418	888	414	7	125	75	54	1339	672	589	639
	24%	*18%*	*25%*	*17%*	*22%*	*10%*	*13%*	*18%*	*20%*	*20%*	*17%*	*19%*
7	777	320	614	350	5	136	91	34	1357	496	502	573
	16%	*14%*	*17%*	*14%*	*15%*	*11%*	*16%*	*11%*	*20%*	*14%*	*15%*	*17%*
6	447	252	357	299	5	160	67	25	907	314	309	419
	9%	*11%*	*10%*	*12%*	*16%*	*13%*	*12%*	*8%*	*13%*	*9%*	*9%*	*12%*
5	342	185	288	267	4	163	52	23	682	410	396	472
	7%	*8%*	*8%*	*11%*	*11%*	*13%*	*9%*	*8%*	*10%*	*12%*	*12%*	*14%*
4	141	94	87	138	1	98	21	10	268	122	190	129
	3%	*4%*	*2%*	*6%*	*3%*	*8%*	*4%*	*3%*	*4%*	*4%*	*6%*	*4%*
3	82	63	58	79	*	58	12	11	154	101	164	103
	2%	*3%*	*2%*	*3%*	*1%*	*5%*	*2%*	*4%*	*2%*	*3%*	*5%*	*3%*
2	86	61	38	74	*	54	24	7	105	111	136	79
	2%	*3%*	*1%*	*3%*	*1%*	*4%*	*4%*	*2%*	*2%*	*3%*	*4%*	*2%*
1	121	93	68	70	-	56	20	16	216	340	384	182
	3%	*4%*	*2%*	*3%*	-	*4%*	*4%*	*5%*	*3%*	*10%*	*11%*	*5%*
Don't know	564	532	300	450	3	276	86	78	830	120	126	237
	12%	*23%*	*8%*	*19%*	*10%*	*22%*	*15%*	*26%*	*12%*	*3%*	*4%*	*7%*
Net: 10/9/8/7	3057	1040	2354	1053	18	382	294	130	3638	1900	1721	1804
	63%	*45%*	*66%*	*43%*	*57%*	*31%*	*51%*	*43%*	*54%*	*56%*	*50%*	*53%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 145

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(b) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	4667	2333	2365	2365
Net: 10/9	1111 *23%*	302 *13%*	853 *24%*	289 *12%*	6 *20%*	121 *10%*	127 *22%*	42 *14%*	941 *14%*	732 *21%*	630 *18%*	592 *17%*
Net: 6/5/4	931 *19%*	532 *23%*	732 *21%*	704 *29%*	10 *31%*	421 *34%*	140 *24%*	57 *19%*	1856 *27%*	846 *25%*	895 *26%*	1021 *30%*
Net: 3/2/1	289 *6%*	218 *9%*	164 *5%*	222 *9%*	1 *2%*	168 *13%*	56 *10%*	34 *11%*	475 *7%*	553 *16%*	684 *20%*	364 *11%*
Mean	7.19	6.50	7.29	6.38	7.15	5.77	6.74	6.47	6.69	6.40	6.05	6.53
Standard Deviation	2.09	2.30	1.97	2.21	1.80	2.36	2.42	2.52	2.07	2.70	2.77	2.34

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 146

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**238** ***5%***	90 *4%* *38%*	147 *6%* *62%* A	30 *7%* *13%* EF	40 *4%* *17%*	28 *3%* *12%*	31 *4%* *13%*	35 *5%* *15%*	73 *7%* *31%* DEFG	18 *2%* *8%*	106 *4%* *44%* I	114 *7%* *48%* IJ	65 *5%* *27%*	62 *5%* *26%*	72 *4%* *30%*
9	**305** ***6%***	137 *6%* *45%*	168 *7%* *55%*	33 *8%* *11%*	51 *5%* *17%*	36 *4%* *12%*	55 *6%* *18%*	55 *7%* *18%* E	75 *7%* *25%* E	47 *5%* *15%*	154 *7%* *51%*	104 *7%* *34%*	75 *6%* *24%*	82 *7%* *27%*	99 *6%* *32%*
8	**1031** ***21%***	480 *21%* *47%*	551 *21%* *53%*	87 *21%* *8%*	210 *22%* *20%*	165 *20%* *16%*	173 *20%* *17%*	167 *22%* *16%*	227 *23%* *22%*	196 *21%* *19%*	480 *20%* *47%*	354 *23%* *34%*	263 *22%* *25%*	230 *19%* *22%*	362 *22%* *35%*
7	**1014** ***21%***	463 *21%* *46%*	551 *21%* *54%*	107 *25%* *11%* FG	220 *23%* *22%* G	191 *23%* *19%* FG	160 *19%* *16%*	137 *18%* *13%*	198 *20%* *20%*	197 *21%* *19%*	515 *22%* *51%*	302 *20%* *30%*	259 *22%* *26%*	261 *21%* *26%*	328 *20%* *32%*
6	**668** ***14%***	332 *15%* *50%*	336 *13%* *50%*	41 *10%* *6%*	149 *15%* *22%* C	122 *15%* *18%* C	128 *15%* *19%* C	109 *14%* *16%*	118 *12%* *18%*	153 *16%* *23%* K	325 *14%* *49%*	190 *12%* *28%*	138 *12%* *21%*	183 *15%* *27%*	229 *14%* *34%*
5	**683** ***14%***	315 *14%* *46%*	368 *14%* *54%*	47 *11%* *7%*	140 *14%* *20%*	125 *15%* *18%*	135 *16%* *20%*	109 *14%* *16%*	126 *13%* *18%*	147 *15%* *22%*	330 *14%* *48%*	206 *13%* *30%*	162 *14%* *24%*	170 *14%* *25%*	232 *14%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 146

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
4	**220** ***5%***	115 *5%* *52%*	104 *4%* *48%*	28 *7%* *13%* DG	28 *3%* *13%*	48 *6%* *22%* DG	49 *6%* *22%* DG	24 *3%* *11%*	41 *4%* *19%*	39 *4%* *18%*	118 *5%* *54%*	63 *4%* *29%*	56 *5%* *26%*	55 *5%* *25%*	69 *4%* *32%*
3	**146** ***3%***	77 *3%* *53%*	69 *3%* *47%*	13 *3%* *9%*	41 *4%* *28%* E	13 *2%* *9%*	27 *3%* *19%*	27 *4%* *18%* E	25 *2%* *17%*	34 *4%* *23%*	73 *3%* *50%*	40 *3%* *27%*	27 *2%* *19%*	38 *3%* *26%*	55 *3%* *37%*
2	**122** ***3%***	70 *3%* *57%* B	52 *2%* *43%*	16 *4%* *13%*	22 *2%* *18%*	28 *3%* *23%*	17 *2%* *14%*	20 *3%* *17%*	19 *2%* *15%*	28 *3%* *23%*	63 *3%* *52%*	31 *2%* *25%*	30 *3%* *24%*	32 *3%* *27%*	49 *3%* *40%*
1	**156** ***3%***	82 *4%* *52%*	74 *3%* *48%*	8 *2%* *5%*	26 *3%* *17%*	29 *4%* *19%*	30 *4%* *19%*	33 *4%* *21%*	29 *3%* *19%*	44 *5%* *28%* J	67 *3%* *43%*	45 *3%* *29%*	34 *3%* *22%*	45 *4%* *29%*	55 *3%* *35%*
Don't know	**259** ***5%***	96 *4%* *37%*	163 *6%* *63%* A	14 *3%* *6%*	42 *4%* *16%*	33 *4%* *13%*	50 *6%* *19%*	46 *6%* *18%*	74 *7%* *29%* CDE	49 *5%* *19%*	118 *5%* *45%*	92 *6%* *35%*	71 *6%* *27%*	61 *5%* *24%*	82 *5%* *32%*
Net: 10/9/8/7	**2587** ***53%***	1170 *52%* *45%*	1417 *55%* *55%*	257 *61%* *10%* EF G	521 *54%* *20%*	420 *51%* *16%*	419 *49%* *16%*	394 *52%* *15%*	573 *57%* *22%* EF	459 *48%* *18%*	1255 *53%* *49%* I	873 *57%* *34%* I	661 *56%* *26%*	635 *52%* *25%*	861 *53%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 146

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**543** ***11%***	227 *10%* *42%*	316 *12%* *58%* A	63 *15%* *12%* DE F	91 *9%* *17%*	65 *8%* *12%*	86 *10%* *16%*	90 *12%* *17%* E	148 *15%* *27%* DEF	65 *7%* *12%*	260 *11%* *48%* I	217 *14%* *40%* IJ	140 *12%* *26%*	144 *12%* *27%*	171 *10%* *31%*
Net: 6/5/4	**1570** ***32%***	762 *34%* *49%*	808 *31%* *51%*	116 *27%* *7%*	317 *33%* *20%*	296 *36%* *19%* CH	313 *37%* *20%* CH	243 *32%* *15%*	285 *28%* *18%*	339 *36%* *22%* K	773 *33%* *49%*	459 *30%* *29%*	356 *30%* *23%*	408 *33%* *26%*	530 *32%* *34%*
Net: 3/2/1	**424** ***9%***	229 *10%* *54%* B	195 *8%* *46%*	37 *9%* *9%*	90 *9%* *21%*	70 *9%* *17%*	74 *9%* *17%*	81 *11%* *19%* H	73 *7%* *17%*	106 *11%* *25%* JK	203 *9%* *48%*	115 *7%* *27%*	91 *8%* *21%*	115 *9%* *27%*	159 *10%* *38%*
Mean	**6.46**	6.34	6.57 A	6.62 E	6.45	6.29	6.33	6.41	6.71 DEF G	6.16	6.44 I	6.68 IJ	6.56	6.41	6.41
Standard Deviation	**2.06**	2.09	2.03	2.10	1.97	2.01	2.04	2.16	2.08	2.06	2.03	2.08	2.04	2.10	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 146

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**238** ***5%***	18 *4%* *8%*	12 *5%* *5%*	9 *7%* *4%* O	199 *5%* *84%*	218 *5%* *92%*	20 *7%* *8%*	36 *5%* *15%*	200 *5%* *84%*	201 *5%* *85%*	124 *5%* *52%*	78 *5%* *33%*	82 *5%* *34%*
9	**305** ***6%***	25 *6%* *8%*	16 *6%* *5%*	9 *6%* *3%*	256 *6%* *84%*	289 *6%* *95%*	16 *6%* *5%*	53 *7%* *17%*	247 *6%* *81%*	252 *6%* *83%*	156 *6%* *51%*	95 *6%* *31%*	106 *6%* *35%*
8	**1031** ***21%***	90 *22%* *9%*	62 *24%* *6%* Q	24 *17%* *2%*	855 *21%* *83%* Q	961 *21%* *93%*	70 *26%* *7%*	159 *22%* *15%*	864 *21%* *84%*	872 *21%* *85%*	520 *21%* *50%*	351 *22%* *34%*	372 *22%* *36%*
7	**1014** ***21%***	86 *21%* *9%*	49 *19%* *5%*	31 *23%* *3%*	847 *21%* *84%*	959 *21%* *95%*	54 *20%* *5%*	145 *20%* *14%*	858 *21%* *85%*	867 *21%* *86%*	552 *22%* *54%*	311 *19%* *31%*	331 *20%* *33%*
6	**668** ***14%***	62 *15%* *9%*	33 *13%* *5%*	24 *17%* *4%* PR	549 *14%* *82%*	627 *14%* *94%*	41 *15%* *6%*	70 *10%* *10%*	590 *14%* *88%* U	599 *15%* *90%* U	365 *15%* *55%* U	230 *14%* *34%* U	240 *14%* *36%* U
5	**683** ***14%***	63 *15%* *9%*	38 *15%* *6%*	19 *13%* *3%*	563 *14%* *83%*	656 *14%* *96%*	26 *10%* *4%*	111 *16%* *16%*	565 *14%* *83%*	572 *14%* *84%*	338 *13%* *49%*	232 *15%* *34%*	240 *14%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 146

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
4	**220** ***5%***	20 *5%* *9%*	12 *5%* *6%*	7 *5%* *3%*	181 *4%* *82%*	204 *4%* *93%*	15 *6%* *7%*	35 *5%* *16%*	181 *4%* *82%*	183 *4%* *83%*	121 *5%* *55%*	62 *4%* *28%*	65 *4%* *29%*
3	**146** ***3%***	11 *3%* *7%*	11 *4%* *8%*	5 *4%* *3%*	120 *3%* *82%*	143 *3%* *98%*	3 *1%* *2%*	12 *2%* *8%*	134 *3%* *92%*	134 *3%* *92%*	79 *3%* *54%*	54 *3%* *37%*	56 *3%* *38%*
2	**122** ***3%***	6 *1%* *5%*	4 *1%* *3%*	1 *1%* *1%*	111 *3%* *91%* Q	116 *3%* *95%*	6 *2%* *5%*	22 *3%* *18%*	95 *2%* *78%*	100 *2%* *82%*	62 *2%* *51%*	38 *2%* *31%*	41 *2%* *34%*
1	**156** ***3%***	15 *4%* *9%* Q	6 *2%* *4%*	2 *2%* *1%*	133 *3%* *86%* Q	151 *3%* *97%*	5 *2%* *3%*	23 *3%* *15%*	133 *3%* *85%*	133 *3%* *85%*	84 *3%* *54%*	50 *3%* *32%*	56 *3%* *36%*
Don't know	**259** ***5%***	23 *5%* *9%*	15 *6%* *6%*	7 *5%* *3%*	214 *5%* *83%*	248 *5%* *96%*	11 *4%* *4%*	47 *7%* *18%*	210 *5%* *81%*	210 *5%* *81%*	115 *5%* *44%*	95 *6%* *36%*	101 *6%* *39%*
Net: 10/9/8/7	**2587** ***53%***	219 *52%* *8%*	138 *54%* *5%*	73 *53%* *3%*	2157 *54%* *83%*	2427 *53%* *94%*	160 *60%* *6%*	392 *55%* *15%*	2170 *53%* *84%*	2193 *53%* *85%*	1352 *54%* *52%*	835 *52%* *32%*	890 *53%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 146

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**543** ***11%***	43 *10%* *8%*	28 *11%* *5%*	18 *13%* *3%*	454 *11%* *84%*	507 *11%* *93%*	36 *13%* *7%*	89 *12%* *16%*	447 *11%* *82%*	454 *11%* *84%*	280 *11%* *52%*	173 *11%* *32%*	187 *11%* *35%*
Net: 6/5/4	**1570** ***32%***	144 *35%* *9%*	83 *32%* *5%*	49 *36%* *3%*	1293 *32%* *82%*	1488 *33%* *95%*	82 *31%* *5%*	215 *30%* *14%*	1336 *33%* *85%*	1353 *33%* *86%*	824 *33%* *52%*	524 *33%* *33%*	544 *32%* *35%*
Net: 3/2/1	**424** ***9%***	32 *8%* *7%*	20 *8%* *5%*	8 *6%* *2%*	364 *9%* *86%* Q	411 *9%* *97%*	14 *5%* *3%*	57 *8%* *13%*	363 *9%* *85%*	368 *9%* *87%*	225 *9%* *53%*	142 *9%* *33%*	153 *9%* *36%*
Mean	**6.46**	6.45	6.53	6.62	6.45	6.44	6.81 S	6.52	6.45	6.45	6.45	6.46	6.46
Standard Deviation	**2.06**	2.00	1.98	1.90	2.08	2.07	1.93	2.10	2.05	2.05	2.06	2.05	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 147

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**113** ***5%***	50 *4%* *44%*	63 *5%* *56%*	9 *5%* *8%*	13 *4%* *11%*	14 *4%* *13%*	14 *3%* *12%*	24 *6%* *21%*	39 *6%* *34%* F	19 *4%* *17%*	44 *4%* *39%*	50 *7%* *44%* J	32 *6%* *28%*	30 *5%* *26%*	32 *4%* *28%*
9	**218** ***9%***	105 *9%* *48%*	112 *10%* *52%*	17 *10%* *8%*	36 *11%* *16%*	26 *8%* *12%*	33 *7%* *15%*	43 *10%* *20%*	64 *10%* *29%*	44 *9%* *20%*	98 *9%* *45%*	76 *10%* *35%*	42 *8%* *19%*	72 *12%* *33%*	75 *9%* *34%*
8	**573** ***25%***	284 *24%* *50%*	289 *25%* *50%*	42 *24%* *7%*	86 *26%* *15%*	84 *25%* *15%*	102 *23%* *18%*	108 *25%* *19%*	151 *25%* *26%*	127 *26%* *22%*	263 *24%* *46%*	183 *24%* *32%*	133 *25%* *23%*	126 *22%* *22%*	223 *26%* *39%*
7	**455** ***20%***	249 *21%* *55%*	207 *18%* *45%*	23 *13%* *5%*	66 *20%* *15%*	71 *22%* *16%*	93 *21%* *20%*	79 *19%* *17%*	122 *20%* *27%*	102 *21%* *22%*	210 *19%* *46%*	144 *19%* *32%*	120 *23%* *26%*	110 *19%* *24%*	153 *18%* *33%*
6	**315** ***14%***	163 *14%* *52%*	152 *13%* *48%*	35 *20%* *11%* E	44 *13%* *14%*	38 *11%* *12%*	64 *15%* *20%*	56 *13%* *18%*	78 *13%* *25%*	71 *14%* *22%*	157 *15%* *50%*	87 *12%* *28%*	55 *10%* *17%*	87 *15%* *28%*	131 *16%* *42%* L
5	**263** ***11%***	140 *12%* *53%*	122 *11%* *47%*	18 *10%* *7%*	48 *14%* *18%* H	31 *9%* *12%*	67 *15%* *25%* EH	44 *10%* *17%*	55 *9%* *21%*	56 *11%* *21%*	123 *11%* *47%*	83 *11%* *32%*	57 *11%* *22%*	56 *10%* *21%*	99 *12%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 147

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
4	**82** ***4%***	50 *4%* *61%*	32 *3%* *39%*	14 *8%* *17%* FH	11 *3%* *14%*	15 *5%* *19%*	10 *2%* *13%*	15 *3%* *18%*	16 *3%* *20%*	19 *4%* *23%*	34 *3%* *42%*	28 *4%* *35%*	20 *4%* *25%*	21 *4%* *26%*	26 *3%* *32%*
3	**54** ***2%***	28 *2%* *52%*	26 *2%* *48%*	3 *2%* *6%*	7 *2%* *13%*	10 *3%* *18%*	9 *2%* *17%*	10 *2%* *19%*	15 *2%* *27%*	10 *2%* *19%*	37 *3%* *68%* K	7 *1%* *13%*	8 *2%* *15%*	17 *3%* *31%*	17 *2%* *31%*
2	**47** ***2%***	29 *2%* *63%*	17 *2%* *37%*	5 *3%* *10%*	7 *2%* *16%*	6 *2%* *14%*	8 *2%* *16%*	11 *3%* *24%*	10 *2%* *21%*	9 *2%* *20%*	17 *2%* *37%*	20 *3%* *42%*	12 *2%* *27%*	4 *1%* *9%*	24 *3%* *51%* M
1	**66** ***3%***	33 *3%* *51%*	33 *3%* *49%*	2 *1%* *2%*	9 *3%* *13%*	16 *5%* *24%*	14 *3%* *21%*	10 *2%* *16%*	16 *3%* *24%*	13 *3%* *20%*	31 *3%* *47%*	22 *3%* *33%*	11 *2%* *17%*	25 *4%* *37%*	24 *3%* *37%*
Don't know	**136** ***6%***	42 *4%* *31%*	94 *8%* *69%* A	6 *3%* *4%*	8 *2%* *6%*	20 *6%* *14%*	25 *6%* *18%*	27 *6%* *20%* D	51 *8%* *37%* D	24 *5%* *17%*	64 *6%* *47%*	48 *6%* *35%*	36 *7%* *26%*	40 *7%* *30%*	40 *5%* *30%*
Net: 10/9/8/7	**1359** ***59%***	689 *59%* *51%*	670 *58%* *49%*	91 *53%* *7%*	201 *60%* *15%*	195 *59%* *14%*	241 *55%* *18%*	254 *59%* *19%*	376 *61%* *28%*	291 *59%* *21%*	615 *57%* *45%*	453 *61%* *33%*	327 *62%* *24%*	338 *58%* *25%*	482 *57%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 147

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**331** ***14%***	156 *13%* *47%*	175 *15%* *53%*	26 *15%* *8%*	49 *15%* *15%*	40 *12%* *12%*	46 *11%* *14%*	67 *16%* *20%*	103 *17%* *31%* F	63 *13%* *19%*	142 *13%* *43%*	126 *17%* *38%*	74 *14%* *22%*	102 *17%* *31%*	106 *13%* *32%*
Net: 6/5/4	**659** ***28%***	353 *30%* *54%*	306 *27%* *46%*	67 *38%* *10%* EG H	103 *31%* *16%*	84 *25%* *13%*	141 *32%* *21%* H	115 *27%* *17%*	150 *24%* *23%*	146 *30%* *22%*	314 *29%* *48%*	198 *26%* *30%*	132 *25%* *20%*	164 *28%* *25%*	256 *30%* *39%*
Net: 3/2/1	**167** ***7%***	91 *8%* *54%*	76 *7%* *46%*	9 *5%* *6%*	23 *7%* *14%*	32 *10%* *19%*	30 *7%* *18%*	32 *7%* *19%*	40 *7%* *24%*	33 *7%* *20%*	85 *8%* *51%*	49 *7%* *29%*	32 *6%* *19%*	46 *8%* *27%*	65 *8%* *39%*
Mean	**6.73**	6.64	6.83	6.68	6.71	6.57	6.57	6.80	6.92 EF	6.71	6.67	6.84	6.84	6.75	6.66
Standard Deviation	**2.01**	2.01	2.01	1.94	1.96	2.16	1.93	2.04	1.99	1.95	2.00	2.07	1.96	2.10	2.00

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 147

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**113** ***5%***	10 *5%* *9%*	7 *6%* *6%*	3 *5%* *2%*	93 *5%* *83%*	107 *5%* *95%*	6 *6%* *5%*	21 *6%* *19%*	91 *5%* *80%*	92 *5%* *81%*	49 *5%* *43%*	43 *5%* *38%*	46 *5%* *41%*
9	**218** ***9%***	14 *8%* *7%*	9 *8%* *4%*	6 *10%* *3%*	189 *10%* *87%*	211 *9%* *97%*	6 *7%* *3%*	31 *9%* *14%*	182 *9%* *84%*	186 *10%* *86%*	86 *8%* *39%*	100 *11%* *46%*	103 *11%* *47%*
8	**573** ***25%***	44 *23%* *8%*	31 *26%* *5%*	16 *27%* *3%*	482 *25%* *84%*	546 *24%* *95%*	27 *30%* *5%*	79 *22%* *14%*	486 *25%* *85%*	494 *25%* *86%*	257 *25%* *45%*	234 *26%* *41%*	251 *26%* *44%*
7	**455** ***20%***	35 *19%* *8%*	26 *21%* *6%*	12 *21%* *3%*	383 *20%* *84%*	434 *19%* *95%*	22 *25%* *5%*	59 *16%* *13%*	392 *20%* *86%*	396 *20%* *87%*	217 *21%* *48%*	180 *20%* *39%*	189 *20%* *41%*
6	**315** ***14%***	22 *12%* *7%*	13 *11%* *4%*	7 *12%* *2%*	272 *14%* *87%*	300 *13%* *95%*	14 *16%* *5%*	46 *13%* *15%*	267 *14%* *85%*	269 *14%* *85%*	145 *14%* *46%*	121 *13%* *38%*	127 *13%* *40%*
5	**263** ***11%***	28 *15%* *11%* R	16 *13%* *6%*	6 *11%* *2%*	212 *11%* *81%*	259 *12%* *98%*	4 *5%* *2%*	45 *12%* *17%*	216 *11%* *82%*	217 *11%* *83%*	119 *11%* *45%*	98 *11%* *37%*	102 *11%* *39%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 147

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
4	**82** ***4%***	6 *3%* *8%*	6 *5%* *7%*	2 *4%* *3%*	68 *3%* *83%*	81 *4%* *99%*	1 *1%* *1%*	16 *4%* *20%*	64 *3%* *78%*	66 *3%* *80%*	41 *4%* *50%*	25 *3%* *31%*	27 *3%* *32%*
3	**54** ***2%***	7 *4%* *12%*	5 *4%* *9%* R	1 *2%* *2%*	42 *2%* *77%*	52 *2%* *96%*	2 *3%* *4%*	10 *3%* *18%*	44 *2%* *81%*	44 *2%* *82%*	27 *3%* *50%*	17 *2%* *31%*	17 *2%* *31%*
2	**47** ***2%***	3 *2%* *7%*	2 *2%* *4%*	2 *3%* *3%*	40 *2%* *86%*	45 *2%* *97%*	1 *2%* *3%*	11 *3%* *23%*	35 *2%* *75%*	36 *2%* *77%*	24 *2%* *52%*	12 *1%* *26%*	14 *1%* *31%*
1	**66** ***3%***	4 *2%* *6%*	1 *1%* *1%*	1 *1%* *1%*	60 *3%* *91%* P	65 *3%* *99%*	1 *1%* *1%*	12 *3%* *19%*	54 *3%* *81%*	54 *3%* *81%*	31 *3%* *46%*	23 *3%* *35%*	26 *3%* *39%*
Don't know	**136** ***6%***	13 *7%* *9%*	4 *3%* *3%*	3 *5%* *2%*	116 *6%* *85%*	132 *6%* *97%*	4 *4%* *3%*	36 *10%* *27%* VWXY Z	100 *5%* *73%*	100 *5%* *73%*	47 *4%* *34%*	53 *6%* *39%*	57 *6%* *42%*
Net: 10/9/8/7	**1359** ***59%***	103 *55%* *8%*	73 *61%* *5%*	36 *62%* *3%*	1147 *59%* *84%*	1299 *58%* *96%*	60 *68%* *4%*	191 *52%* *14%*	1151 *60%* *85%* U	1169 *60%* *86%* U	609 *58%* *45%*	556 *61%* *41%* U	589 *61%* *43%* U

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 147

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**331** ***14%***	24 *13%* *7%*	16 *13%* *5%*	8 *15%* *3%*	282 *14%* *85%*	319 *14%* *96%*	12 *13%* *4%*	52 *14%* *16%*	273 *14%* *83%*	278 *14%* *84%*	135 *13%* *41%*	142 *16%* *43%*	149 *16%* *45%*
Net: 6/5/4	**659** ***28%***	57 *30%* *9%*	35 *29%* *5%*	15 *27%* *2%*	552 *28%* *84%*	639 *29%* *97%*	20 *22%* *3%*	107 *29%* *16%*	546 *28%* *83%*	552 *28%* *84%*	305 *29%* *46%*	244 *27%* *37%*	255 *27%* *39%*
Net: 3/2/1	**167** ***7%***	14 *8%* *8%*	8 *7%* *5%*	3 *6%* *2%*	142 *7%* *85%*	162 *7%* *97%*	5 *5%* *3%*	33 *9%* *20%*	133 *7%* *79%*	134 *7%* *80%*	82 *8%* *49%*	52 *6%* *31%*	57 *6%* *34%*
Mean	**6.73**	6.64	6.77	6.86	6.74	6.72	7.09	6.55	6.76	6.76	6.66	6.89 UX	6.88 UX
Standard Deviation	**2.01**	2.01	1.90	1.91	2.02	2.02	1.72	2.19	1.98	1.98	2.02	1.92	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 148

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**140** ***4%***	57 *4%* *41%*	82 *4%* *59%*	13 *3%* *9%*	16 *2%* *12%*	18 *3%* *13%*	27 *4%* *19%*	26 *5%* *19%*	40 *6%* *29%* DE	12 *2%* *9%*	55 *3%* *39%*	73 *6%* *52%* IJ	49 *5%* *35%*	33 *4%* *24%*	35 *3%* *25%*
9	**141** ***4%***	56 *4%* *40%*	85 *4%* *60%*	17 *5%* *12%*	35 *5%* *25%*	17 *3%* *12%*	16 *3%* *12%*	18 *3%* *13%*	38 *5%* *27%* EF	11 *2%* *7%*	59 *3%* *42%*	71 *6%* *50%* IJ	35 *4%* *25%*	28 *3%* *20%*	49 *5%* *35%*
8	**558** ***16%***	231 *15%* *41%*	327 *16%* *59%*	75 *21%* *13%* DG	84 *12%* *15%*	101 *16%* *18%*	101 *16%* *18%*	75 *14%* *13%*	122 *18%* *22%* D	62 *11%* *11%*	274 *16%* *49%* I	222 *17%* *40%* I	148 *15%* *27%*	141 *16%* *25%*	152 *14%* *27%*
7	**692** ***19%***	279 *18%* *40%*	413 *20%* *60%*	63 *17%* *9%*	141 *21%* *20%*	136 *21%* *20%*	111 *17%* *16%*	92 *17%* *13%*	150 *22%* *22%*	85 *15%* *12%*	353 *20%* *51%* I	254 *20%* *37%*	178 *19%* *26%*	160 *18%* *23%*	234 *22%* *34%*
6	**589** ***17%***	257 *17%* *44%*	332 *16%* *56%*	61 *17%* *10%*	116 *17%* *20%*	97 *15%* *17%*	103 *16%* *18%*	98 *19%* *17%*	113 *16%* *19%*	103 *19%* *18%*	273 *16%* *46%*	213 *17%* *36%*	192 *20%* *33%* N	145 *16%* *25%*	152 *14%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 148

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**596** ***17%***	260 *17%* *44%*	337 *17%* *56%*	58 *16%* *10%*	130 *19%* *22%* H	118 *18%* *20%* H	128 *20%* *21%* H	87 *16%* *15%* H	75 *11%* *13%*	120 *22%* *20%* JK	290 *17%* *49%*	186 *15%* *31%*	150 *16%* *25%*	171 *19%* *29%*	165 *16%* *28%*
4	**233** ***7%***	127 *8%* *55%* B	106 *5%* *45%*	27 *8%* *12%*	44 *7%* *19%*	41 *6%* *18%*	47 *7%* *20%*	31 *6%* *13%*	41 *6%* *18%*	42 *8%* *18%*	127 *7%* *55%* K	64 *5%* *27%*	63 *7%* *27%*	55 *6%* *24%*	73 *7%* *31%*
3	**135** ***4%***	57 *4%* *42%*	78 *4%* *58%*	9 *3%* *7%*	31 *5%* *23%*	23 *4%* *17%*	26 *4%* *19%*	28 *5%* *21%* H	18 *3%* *14%*	23 *4%* *17%*	64 *4%* *47%*	48 *4%* *36%*	20 *2%* *14%*	35 *4%* *26%*	58 *5%* *43%* L
2	**112** ***3%***	50 *3%* *44%*	63 *3%* *56%*	18 *5%* *16%* H	19 *3%* *17%*	31 *5%* *28%* H	16 *3%* *14%*	18 *3%* *16%* H	10 *1%* *9%*	27 *5%* *24%* K	59 *3%* *53%*	26 *2%* *23%*	29 *3%* *26%*	26 *3%* *23%*	40 *4%* *35%*
1	**119** ***3%***	63 *4%* *53%*	56 *3%* *47%*	10 *3%* *8%*	20 *3%* *17%*	29 *5%* *25%* H	24 *4%* *20%*	23 *4%* *19%* H	12 *2%* *10%*	26 *5%* *22%*	57 *3%* *48%*	36 *3%* *31%*	21 *2%* *18%*	45 *5%* *38%* L	36 *3%* *31%*
Don't know	**235** ***7%***	82 *5%* *35%*	153 *8%* *65%* A	12 *3%* *5%*	42 *6%* *18%*	33 *5%* *14%*	38 *6%* *16%*	34 *6%* *14%*	76 *11%* *32%* CDEF G	43 *8%* *18%*	114 *7%* *49%*	78 *6%* *33%*	76 *8%* *32%*	47 *5%* *20%*	72 *7%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 148

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9/8/7	**1531** ***43%***	624 *41%* *41%*	907 *45%* *59%*	167 *46%* *11%*	276 *41%* *18%*	271 *42%* *18%*	256 *40%* *17%*	211 *40%* *14%*	350 *50%* *23%* DEFG	170 *31%* *11%*	740 *43%* *48%* I	620 *49%* *41%* IJ	411 *43%* *27%*	362 *41%* *24%*	469 *44%* *31%*
Net: 10/9	**281** ***8%***	114 *7%* *41%*	167 *8%* *59%*	29 *8%* *10%*	51 *8%* *18%*	34 *5%* *12%*	43 *7%* *15%*	44 *8%* *16%*	78 *11%* *28%* EF	23 *4%* *8%*	114 *7%* *41%*	144 *11%* *51%* IJ	84 *9%* *30%*	61 *7%* *22%*	83 *8%* *30%*
Net: 6/5/4	**1418** ***40%***	643 *42%* *45%* B	775 *38%* *55%*	147 *41%* *10%*	291 *43%* *20%* H	257 *40%* *18%* H	279 *44%* *20%* H	216 *41%* *15%* H	229 *33%* *16%*	265 *48%* *19%* JK	691 *40%* *49%*	462 *36%* *33%*	405 *42%* *29%* N	372 *42%* *26%*	389 *37%* *27%*
Net: 3/2/1	**366** ***10%***	170 *11%* *46%*	196 *10%* *54%*	37 *10%* *10%* H	70 *10%* *19%* H	83 *13%* *23%* H	66 *10%* *18%* H	69 *13%* *19%* H	41 *6%* *11%*	75 *14%* *21%* K	180 *10%* *49%*	111 *9%* *30%*	69 *7%* *19%*	106 *12%* *29%* L	134 *13%* *37%* L
Mean	**6.08**	5.96	6.18 A	6.14	5.98	5.87	5.97	5.96	6.57 CDE FG	5.57	6.02 I	6.39 IJ	6.25 MN	5.93	6.00
Standard Deviation	**2.05**	2.09	2.01	2.07	1.96	2.10	2.04	2.15	1.93	2.03	2.02	2.04	1.96	2.11	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 148

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**140** ***4%***	10 *3%* *7%*	8 *4%* *5%*	5 *4%* *4%*	117 *4%* *83%*	127 *4%* *91%*	13 *7%* *9%* S	23 *5%* *16%*	116 *4%* *83%*	117 *4%* *84%*	84 *4%* *60%*	33 *3%* *23%*	36 *3%* *26%*
9	**141** ***4%***	11 *4%* *8%*	10 *5%* *7%*	8 *7%* *6%* OR	112 *4%* *79%*	132 *4%* *94%*	9 *5%* *6%*	19 *4%* *14%*	120 *4%* *85%*	122 *4%* *86%*	69 *4%* *49%*	52 *5%* *37%*	55 *4%* *39%*
8	**558** ***16%***	57 *18%* *10%*	40 *19%* *7%* R	18 *16%* *3%*	442 *15%* *79%*	532 *16%* *95%*	26 *15%* *5%*	84 *17%* *15%*	463 *15%* *83%*	473 *16%* *85%*	307 *16%* *55%*	166 *14%* *30%*	184 *15%* *33%*
7	**692** ***19%***	59 *19%* *8%*	38 *18%* *5%*	24 *21%* *3%*	572 *20%* *83%*	650 *19%* *94%*	42 *24%* *6%*	102 *21%* *15%*	581 *19%* *84%*	590 *19%* *85%*	365 *19%* *53%*	219 *19%* *32%*	226 *19%* *33%*
6	**589** ***17%***	47 *15%* *8%*	34 *16%* *6%*	20 *18%* *3%*	489 *17%* *83%*	559 *17%* *95%*	30 *17%* *5%*	72 *14%* *12%*	507 *17%* *86%*	515 *17%* *87%*	291 *15%* *49%*	222 *19%* *38%* UX	231 *19%* *39%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 148

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**596** ***17%***	57 *18%* *10%*	34 *16%* *6%*	18 *16%* *3%*	486 *17%* *82%*	575 *17%* *96%*	21 *12%* *4%*	79 *16%* *13%*	516 *17%* *87%*	517 *17%* *87%*	340 *18%* *57%*	177 *15%* *30%*	189 *15%* *32%*
4	**233** ***7%***	22 *7%* *9%*	12 *6%* *5%*	7 *6%* *3%*	191 *7%* *82%*	226 *7%* *97%*	7 *4%* *3%*	34 *7%* *14%*	196 *7%* *84%*	199 *7%* *86%*	125 *7%* *54%*	74 *6%* *32%*	76 *6%* *33%*
3	**135** ***4%***	12 *4%* *9%*	8 *4%* *6%*	3 *2%* *2%*	112 *4%* *83%*	131 *4%* *97%*	4 *3%* *3%*	17 *3%* *13%*	118 *4%* *87%*	118 *4%* *87%*	64 *3%* *47%*	55 *5%* *40%*	60 *5%* *44%*
2	**112** ***3%***	8 *3%* *7%*	6 *3%* *5%*	4 *3%* *3%*	94 *3%* *84%*	108 *3%* *96%*	4 *2%* *4%*	10 *2%* *9%*	97 *3%* *86%*	102 *3%* *91%*	69 *4%* *61%*	33 *3%* *29%*	36 *3%* *32%*
1	**119** ***3%***	10 *3%* *9%*	5 *2%* *4%*	2 *2%* *2%*	102 *3%* *86%*	107 *3%* *90%*	11 *7%* *10%* S	15 *3%* *13%*	104 *3%* *87%*	104 *3%* *87%*	65 *3%* *54%*	39 *3%* *33%*	44 *4%* *37%*
Don't know	**235** ***7%***	22 *7%* *9%*	14 *7%* *6%*	5 *4%* *2%*	195 *7%* *83%*	227 *7%* *96%*	8 *5%* *4%*	44 *9%* *19%*	188 *6%* *80%*	190 *6%* *81%*	110 *6%* *47%*	79 *7%* *34%*	87 *7%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 148

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9/8/7	**1531** ***43%***	138 *44%* *9%*	96 *46%* *6%*	55 *48%* *4%* R	1242 *43%* *81%*	1441 *43%* *94%*	90 *51%* *6%*	229 *46%* *15%*	1279 *43%* *84%*	1302 *43%* *85%*	826 *44%* *54%*	470 *41%* *31%*	501 *41%* *33%*
Net: 10/9	**281** ***8%***	22 *7%* *8%*	18 *8%* *6%*	13 *11%* *5%* OR	229 *8%* *81%*	259 *8%* *92%*	22 *12%* *8%* S	42 *8%* *15%*	236 *8%* *84%*	239 *8%* *85%*	154 *8%* *55%*	85 *7%* *30%*	91 *7%* *32%*
Net: 6/5/4	**1418** ***40%***	126 *40%* *9%*	80 *39%* *6%*	46 *40%* *3%*	1166 *40%* *82%*	1360 *40%* *96%*	58 *33%* *4%*	185 *37%* *13%*	1219 *41%* *86%*	1231 *40%* *87%*	756 *40%* *53%*	474 *41%* *33%*	495 *41%* *35%*
Net: 3/2/1	**366** ***10%***	30 *10%* *8%*	18 *9%* *5%*	9 *8%* *2%*	309 *11%* *84%*	346 *10%* *94%*	20 *11%* *5%*	42 *8%* *12%*	319 *11%* *87%*	324 *11%* *88%*	197 *10%* *54%*	127 *11%* *35%*	139 *11%* *38%*
Mean	**6.08**	6.09	6.26	6.33 R	6.06	6.07	6.29	6.23	6.06	6.06	6.08	6.02	6.02
Standard Deviation	**2.05**	2.02	1.98	1.98	2.06	2.04	2.27	2.02	2.05	2.05	2.08	2.02	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 149

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**109** ***4%***	39 *4%* *36%*	70 *5%* *64%*	33 *9%* *31%* DE FH	29 *5%* *27%* F	10 *3%* *10%*	4 *1%* *4%*	16 *5%* *15%* F	15 *4%* *14%* F	10 *2%* *9%*	64 *5%* *59%* I	35 *5%* *32%*	37 *7%* *34%* M	18 *3%* *16%*	35 *4%* *32%*
9	**167** ***7%***	78 *7%* *47%*	89 *7%* *53%*	44 *11%* *26%* EF	44 *7%* *26%*	15 *4%* *9%*	19 *5%* *11%*	20 *6%* *12%*	26 *7%* *16%*	36 *8%* *21%*	90 *7%* *53%*	42 *6%* *25%*	38 *7%* *23%*	25 *4%* *15%*	81 *9%* *48%* M
8	**493** ***20%***	223 *21%* *45%*	270 *20%* *55%*	86 *23%* *17%* H	144 *23%* *29%* H	75 *20%* *15%* H	76 *21%* *15%* H	67 *22%* *14%* H	44 *12%* *9%*	104 *22%* *21%*	242 *20%* *49%*	147 *20%* *30%*	111 *20%* *22%*	142 *24%* *29%*	159 *18%* *32%*
7	**494** ***20%***	236 *22%* *48%*	258 *19%* *52%*	75 *20%* *15%*	131 *21%* *27%*	83 *22%* *17%*	73 *20%* *15%*	56 *18%* *11%*	76 *21%* *15%*	85 *18%* *17%*	268 *22%* *54%*	141 *19%* *29%*	98 *17%* *20%*	132 *22%* *27%*	187 *22%* *38%*
6	**323** ***13%***	133 *12%* *41%*	190 *14%* *59%*	50 *13%* *15%*	90 *14%* *28%*	49 *13%* *15%*	46 *13%* *14%*	35 *11%* *11%*	54 *15%* *17%*	66 *14%* *21%*	160 *13%* *49%*	97 *13%* *30%*	75 *13%* *23%*	57 *10%* *18%*	135 *16%* *42%* M
5	**353** ***15%***	155 *15%* *44%*	198 *15%* *56%*	48 *13%* *14%*	92 *15%* *26%*	62 *16%* *17%*	52 *14%* *15%*	56 *18%* *16%*	44 *12%* *12%*	74 *16%* *21%*	176 *14%* *50%*	103 *14%* *29%*	90 *16%* *26%*	99 *16%* *28%*	102 *12%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 149

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**107** ***4%***	49 *5%* *46%*	58 *4%* *54%*	14 *4%* *13%*	17 *3%* *16%*	16 *4%* *15%*	26 *7%* *24%* D	16 *5%* *15%*	19 *5%* *18%*	17 *4%* *16%*	46 *4%* *43%*	44 *6%* *41%*	23 *4%* *21%*	15 *3%* *14%*	45 *5%* *42%*
3	**77** ***3%***	36 *3%* *47%*	41 *3%* *53%*	7 *2%* *9%*	20 *3%* *26%*	16 *4%* *20%*	14 *4%* *19%*	11 *4%* *15%*	9 *3%* *12%*	12 *3%* *16%*	39 *3%* *51%*	26 *4%* *33%*	17 *3%* *22%*	31 *5%* *40%* N	20 *2%* *26%*
2	**50** ***2%***	22 *2%* *43%*	28 *2%* *57%*	8 *2%* *15%*	10 *2%* *21%*	10 *3%* *20%*	13 *4%* *26%*	4 *1%* *8%*	5 *1%* *10%*	10 *2%* *19%*	32 *3%* *63%*	9 *1%* *18%*	10 *2%* *21%*	16 *3%* *33%*	15 *2%* *30%*
1	**61** ***3%***	28 *3%* *46%*	33 *2%* *54%*	7 *2%* *11%*	10 *2%* *17%*	14 *4%* *23%*	12 *3%* *19%*	6 *2%* *10%*	12 *3%* *19%*	11 *2%* *18%*	33 *3%* *54%*	17 *2%* *28%*	9 *2%* *16%*	15 *2%* *24%*	28 *3%* *45%*
Don't know	**194** ***8%***	71 *7%* *36%*	124 *9%* *64%*	10 *3%* *5%*	33 *5%* *17%*	35 *9%* *18%* C	32 *9%* *16%* C	23 *7%* *12%* C	62 *17%* *32%* CDEF G	39 *8%* *20%*	86 *7%* *44%*	70 *10%* *36%*	56 *10%* *29%*	48 *8%* *25%*	58 *7%* *30%*
Net: 10/9/8/7	**1263** ***52%***	576 *54%* *46%*	687 *51%* *54%*	238 *63%* *19%* EF GH	349 *56%* *28%* EF H	184 *48%* *15%*	172 *47%* *14%*	159 *51%* *13%*	161 *44%* *13%*	235 *51%* *19%*	663 *54%* *53%*	365 *50%* *29%*	285 *50%* *23%*	317 *53%* *25%*	461 *53%* *37%*
Net: 10/9	**277** ***11%***	117 *11%* *42%*	159 *12%* *58%*	77 *20%* *28%* DE FGH	73 *12%* *26%* EF	25 *7%* *9%*	23 *6%* *8%*	36 *12%* *13%* EF	42 *11%* *15%* F	46 *10%* *17%*	154 *12%* *56%*	77 *11%* *28%*	76 *13%* *27%* M	43 *7%* *15%*	116 *13%* *42%* M

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 149

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**783** ***32%***	338 *32%* *43%*	446 *33%* *57%*	111 *29%* *14%*	198 *32%* *25%*	126 *33%* *16%*	124 *34%* *16%*	106 *34%* *14%*	118 *32%* *15%*	158 *34%* *20%*	382 *31%* *49%*	244 *33%* *31%*	188 *33%* *24%*	171 *29%* *22%*	282 *33%* *36%*
Net: 3/2/1	**188** ***8%***	86 *8%* *46%*	102 *8%* *54%*	21 *5%* *11%*	40 *6%* *21%*	40 *10%* *21%* C	39 *11%* *21%* C	22 *7%* *11%*	26 *7%* *14%*	33 *7%* *17%*	104 *8%* *55%*	51 *7%* *27%*	37 *7%* *20%*	62 *10%* *33%*	63 *7%* *33%*
Mean	**6.50**	6.49	6.51	6.95 E FGH	6.67 E F	6.20	6.12	6.51 F	6.38	6.48	6.52	6.48	6.61	6.37	6.54
Standard Deviation	**2.00**	1.99	2.02	1.99	1.88	2.04	2.05	1.99	2.04	1.92	2.05	1.98	2.00	2.00	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 149

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**109** ***4%***	12 *5%* *11%*	4 *5%* *3%*	3 *4%* *3%*	90 *4%* *83%*	102 *4%* *94%*	7 *5%* *6%*	16 *5%* *15%*	92 *4%* *84%*	93 *4%* *85%*	58 *5%* *53%*	35 *4%* *32%*	40 *4%* *36%*
9	**167** ***7%***	9 *4%* *5%*	6 *7%* *4%* O	9 *11%* *5%* OR	144 *7%* *86%* O	155 *7%* *93%*	12 *8%* *7%*	23 *8%* *14%*	143 *7%* *85%*	144 *7%* *86%*	79 *6%* *47%*	64 *7%* *38%*	68 *7%* *41%*
8	**493** ***20%***	47 *20%* *10%*	16 *20%* *3%*	18 *22%* *4%*	412 *20%* *84%*	460 *20%* *93%*	32 *23%* *7%*	61 *21%* *12%*	428 *20%* *87%*	432 *20%* *88%*	252 *20%* *51%*	178 *20%* *36%*	188 *20%* *38%*
7	**494** ***20%***	44 *19%* *9%*	17 *20%* *3%*	16 *19%* *3%*	417 *21%* *84%*	458 *20%* *93%*	36 *25%* *7%*	62 *21%* *13%*	421 *20%* *85%*	432 *20%* *87%*	261 *21%* *53%*	171 *20%* *35%*	184 *20%* *37%*
6	**323** ***13%***	28 *12%* *9%*	14 *17%* *4%*	14 *17%* *4%*	267 *13%* *83%*	303 *13%* *94%*	21 *14%* *6%*	39 *13%* *12%*	278 *13%* *86%*	284 *13%* *88%*	168 *13%* *52%*	115 *13%* *35%*	119 *13%* *37%*
5	**353** ***15%***	44 *18%* *12%* PQ	9 *11%* *2%*	9 *11%* *3%*	291 *14%* *82%*	338 *15%* *96%*	15 *11%* *4%*	37 *12%* *10%*	313 *15%* *89%*	316 *15%* *90%*	182 *15%* *52%*	133 *15%* *38%*	140 *15%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 149

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**107** ***4%***	16 *7%* *15%* R	5 *7%* *5%*	3 *4%* *3%*	83 *4%* *78%*	101 *4%* *94%*	6 *4%* *6%*	18 *6%* *17%*	89 *4%* *83%*	89 *4%* *83%*	57 *5%* *54%*	32 *4%* *30%*	38 *4%* *35%*
3	**77** ***3%***	4 *2%* *6%*	2 *3%* *3%*	2 *3%* *3%*	68 *3%* *89%*	74 *3%* *96%*	3 *2%* *4%*	6 *2%* *8%*	70 *3%* *92%*	70 *3%* *92%*	39 *3%* *51%*	31 *4%* *41%*	33 *4%* *43%*
2	**50** ***2%***	5 *2%* *11%*	2 *2%* *3%*	1 *1%* *2%*	42 *2%* *84%*	48 *2%* *95%*	2 *2%* *5%*	4 *1%* *7%*	43 *2%* *86%*	46 *2%* *91%*	34 *3%* *67%*	12 *1%* *24%*	12 *1%* *25%*
1	**61** ***3%***	5 *2%* *9%*	2 *3%* *4%*	2 *2%* *3%*	52 *3%* *84%*	59 *3%* *97%*	2 *1%* *3%*	4 *2%* *7%*	57 *3%* *93%*	57 *3%* *93%*	33 *3%* *54%*	24 *3%* *39%*	28 *3%* *46%*
Don't know	**194** ***8%***	24 *10%* *12%* Q	5 *6%* *2%*	4 *5%* *2%*	161 *8%* *83%*	188 *8%* *97%*	6 *4%* *3%*	24 *8%* *13%*	168 *8%* *87%*	170 *8%* *87%*	90 *7%* *46%*	79 *9%* *40%*	83 *9%* *43%*
Net: 10/9/8/7	**1263** ***52%***	112 *47%* *9%*	42 *52%* *3%*	46 *56%* *4%* O	1063 *52%* *84%*	1175 *51%* *93%*	88 *61%* *7%* S	162 *55%* *13%*	1083 *52%* *86%*	1101 *52%* *87%*	650 *52%* *51%*	448 *51%* *35%*	480 *51%* *38%*
Net: 10/9	**277** ***11%***	21 *9%* *7%*	10 *12%* *3%*	12 *15%* *4%* O	234 *12%* *85%*	257 *11%* *93%*	19 *13%* *7%*	39 *13%* *14%*	234 *11%* *85%*	237 *11%* *86%*	137 *11%* *50%*	99 *11%* *36%*	108 *12%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 149

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**783** ***32%***	88 *37%* *11%*	28 *35%* *4%*	26 *32%* *3%*	641 *32%* *82%*	741 *32%* *95%*	42 *29%* *5%*	94 *32%* *12%*	680 *32%* *87%*	690 *32%* *88%*	408 *33%* *52%*	279 *32%* *36%*	296 *32%* *38%*
Net: 3/2/1	**188** ***8%***	15 *6%* *8%*	6 *8%* *3%*	5 *6%* *3%*	161 *8%* *86%*	181 *8%* *96%*	7 *5%* *4%*	15 *5%* *8%*	170 *8%* *90%*	173 *8%* *92%*	105 *8%* *56%*	68 *8%* *36%*	73 *8%* *39%*
Mean	**6.50**	6.35	6.49	6.72 O	6.51	6.48	6.80	6.70	6.47	6.47	6.45	6.50	6.50
Standard Deviation	**2.00**	1.98	2.02	1.94	2.01	2.01	1.82	1.90	2.02	2.01	2.03	1.99	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 150

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**2** ***6%***	1 *10%* *60%*	1 *3%* *40%*	- - -	- - -	* *5%* *17%*	- - -	1 *9%* *36%*	1 *13%* *47%*	- - -	1 *4%* *30%*	1 *12%* *70%*
9	**3** ***8%***	1 *9%* *39%*	2 *8%* *61%*	- - -	- - -	1 *9%* *23%*	1 *10%* *25%*	1 *9%* *26%*	1 *10%* *26%*	1 *9%* *24%*	1 *8%* *43%*	1 *8%* *33%*
8	**6** ***19%***	2 *21%* *39%*	4 *17%* *61%*	* *100%* *6%*	1 *17%* *13%*	1 *12%* *13%*	1 *19%* *22%*	1 *9%* *11%*	2 *31%* *34%*	1 *17%* *21%*	2 *16%* *37%*	2 *23%* *42%*
7	**6** ***19%***	2 *21%* *37%*	4 *18%* *63%*	- - -	* *9%* *6%*	2 *30%* *32%*	1 *10%* *11%*	2 *27%* *33%*	1 *17%* *18%*	1 *11%* *14%*	2 *16%* *36%*	3 *28%* *51%*
6	**7** ***20%***	2 *18%* *30%*	5 *22%* *70%*	- - -	1 *26%* *18%*	2 *28%* *28%*	2 *24%* *25%*	1 *16%* *18%*	1 *11%* *11%*	2 *24%* *27%*	3 *25%* *51%*	1 *13%* *21%*
5	**5** ***14%***	1 *12%* *28%*	3 *15%* *72%*	- - -	1 *31%* *31%*	* *5%* *7%*	2 *23%* *34%*	1 *7%* *12%*	1 *12%* *17%*	2 *27%* *44%*	2 *14%* *42%*	1 *6%* *14%*
4	**1** ***4%***	1 *8%* *61%*	1 *3%* *39%*	- - -	- - -	* *5%* *22%*	* *5%* *22%*	1 *11%* *56%*	- - -	1 *8%* *39%*	1 *7%* *61%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 150

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***3%***	- - -	1 *4%* *100%*	- - -	* *9%* *49%*	- - -	- - -	* *6%* *51%*	- - -	- - -	* *3%* *49%*	* *4%* *51%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	***** ***1%***	- - -	* *2%* *100%*	- - -	- - -	- - -	- - -	* *6%* *100%*	- - -	- - -	- - -	* *4%* *100%*
Don't know	**2** ***5%***	* * *	2 *8%* *100%*	- - -	* *8%* *21%*	* *5%* *18%*	1 *9%* *37%*	- - -	* *6%* *24%*	* *5%* *21%*	1 *7%* *55%*	* *4%* *24%*
Net: 10/9/8/7	**16** ***52%***	7 *62%* *40%*	10 *46%* *60%*	* *100%* *2%*	1 *26%* *7%*	4 *57%* *22%*	3 *39%* *16%*	4 *55%* *24%*	5 *71%* *28%*	3 *37%* *17%*	6 *45%* *37%*	8 *70%* *47%*
Net: 10/9	**4** ***14%***	2 *20%* *47%*	2 *11%* *53%*	- - -	- - -	1 *14%* *21%*	1 *10%* *15%*	1 *18%* *30%*	2 *23%* *35%*	1 *9%* *14%*	2 *12%* *38%*	2 *19%* *48%*
Net: 6/5/4	**12** ***39%***	4 *38%* *33%*	8 *40%* *67%*	- - -	3 *57%* *20%*	2 *38%* *20%*	3 *52%* *28%*	3 *34%* *20%*	1 *23%* *12%*	4 *58%* *35%*	6 *45%* *49%*	2 *18%* *16%*
Net: 3/2/1	**1** ***4%***	- - -	1 *6%* *100%*	- - -	* *9%* *33%*	- - -	- - -	1 *11%* *67%*	- - -	- - -	* *3%* *33%*	1 *8%* *67%*
Mean	**6.70**	7.04	6.51	8.00	5.83	6.93	6.49	6.35	7.61	6.30	6.58	7.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 150

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.81**	1.79	1.84	-	1.64	1.52	1.60	2.45	1.65	1.58	1.73	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 150

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	* * *	2 *7%* *100%*	2 *7%* *100%*	1 *8%* *75%*	* *6%* *25%*	* *6%* *25%*
9	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	* *5%* *12%*	2 *9%* *88%*	2 *9%* *88%*	1 *6%* *41%*	1 *17%* *48%*	1 *17%* *48%*
8	**6** ***19%***	6 *19%* *100%*	6 *18%* *93%*	* *100%* *6%*	1 *13%* *15%*	5 *20%* *85%*	5 *20%* *85%*	3 *18%* *55%*	2 *25%* *30%*	2 *24%* *30%*
7	**6** ***19%***	6 *19%* *100%*	6 *19%* *100%*	- - -	1 *15%* *16%*	5 *20%* *84%*	5 *20%* *84%*	4 *20%* *59%*	1 *20%* *24%*	2 *23%* *29%*
6	**7** ***20%***	7 *20%* *100%*	7 *21%* *100%*	- - -	3 *39%* *40%*	4 *16%* *60%*	4 *16%* *60%*	3 *17%* *46%*	1 *13%* *14%*	1 *12%* *14%*
5	**5** ***14%***	5 *14%* *100%*	5 *14%* *100%*	- - -	1 *13%* *19%*	4 *15%* *81%*	4 *15%* *81%*	3 *15%* *58%*	1 *15%* *24%*	1 *14%* *24%*
4	**1** ***4%***	1 *4%* *100%*	1 *5%* *100%*	- - -	* *4%* *20%*	1 *5%* *80%*	1 *5%* *80%*	1 *6%* *80%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 150

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *3%* *100%*	1 *3%* *100%*	1 *5%* *100%*	- - -	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	* ***1%**	* *1%* *100%*	* *1%* *100%*	- - -	* *6%* *100%*	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	* *5%* *21%*	1 *5%* *79%*	1 *5%* *79%*	1 *6%* *60%*	* *4%* *18%*	* *4%* *18%*
Net: 10/9/8/7	**16** ***52%***	16 *52%* *100%*	16 *51%* *98%*	* *100%* *2%*	2 *33%* *13%*	14 *57%* *87%*	14 *57%* *87%*	9 *52%* *57%*	5 *68%* *30%*	5 *69%* *32%*
Net: 10/9	**4** ***14%***	4 *14%* *100%*	4 *14%* *100%*	- - -	* *5%* *7%*	4 *16%* *93%*	4 *16%* *93%*	2 *14%* *55%*	2 *23%* *38%*	2 *22%* *38%*
Net: 6/5/4	**12** ***39%***	12 *39%* *100%*	12 *40%* *100%*	- - -	4 *56%* *30%*	9 *35%* *70%*	9 *35%* *70%*	7 *38%* *54%*	2 *28%* *16%*	2 *26%* *16%*
Net: 3/2/1	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* *6%* *34%*	1 *3%* *66%*	1 *3%* *66%*	1 *5%* *66%*	- - -	- - -
Mean	**6.70**	6.70	6.68	8.00	6.03	6.88	6.88	6.68	7.37	7.35

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 150

Absolutes/col/row percents

9 Jul 2009

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

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.81**	1.81	1.82	-	1.92	1.78	1.78	1.86	1.59	1.55

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 151

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**53** ***4%***	21 *4%* *40%*	32 *4%* *60%*	11 *9%* *20%* E	10 *4%* *20%*	3 *1%* *5%*	8 *3%* *15%*	5 *3%* *10%*	17 *7%* *31%* E	2 *1%* *5%*	24 *4%* *45%*	27 *6%* *50%* I	6 *2%* *12%*	13 *4%* *25%*	22 *5%* *42%*
9	**37** ***3%***	18 *4%* *48%*	19 *3%* *52%*	3 *2%* *8%*	3 *1%* *8%*	6 *3%* *17%*	6 *3%* *17%*	9 *5%* *25%* D	10 *4%* *26%*	3 *2%* *9%*	18 *3%* *49%*	16 *4%* *42%*	5 *2%* *13%*	12 *4%* *32%*	9 *2%* *24%*
8	**153** ***12%***	56 *11%* *37%*	97 *13%* *63%*	10 *9%* *7%*	16 *6%* *10%*	29 *14%* *19%* D	34 *15%* *22%* D	30 *16%* *20%* D	34 *13%* *22%* D	23 *14%* *15%*	69 *11%* *45%*	61 *14%* *40%*	49 *16%* *32%* N	39 *13%* *25%*	38 *9%* *25%*
7	**206** ***17%***	77 *15%* *37%*	129 *17%* *63%*	22 *19%* *11%*	44 *17%* *21%*	29 *15%* *14%*	35 *15%* *17%*	36 *19%* *18%*	39 *15%* *19%*	20 *12%* *10%*	114 *18%* *55%*	72 *17%* *35%*	40 *13%* *20%*	53 *18%* *26%*	71 *17%* *35%*
6	**207** ***17%***	94 *19%* *46%*	113 *15%* *54%*	16 *14%* *8%*	62 *25%* *30%* GH	35 *18%* *17%*	37 *16%* *18%*	25 *13%* *12%*	32 *12%* *15%*	31 *18%* *15%*	116 *18%* *56%*	60 *14%* *29%*	47 *15%* *23%*	55 *19%* *27%*	70 *17%* *34%*
5	**196** ***16%***	80 *16%* *41%*	116 *15%* *59%*	24 *20%* *12%*	47 *19%* *24%*	35 *17%* *18%*	34 *15%* *17%*	23 *12%* *12%*	34 *13%* *17%*	24 *14%* *12%*	112 *17%* *57%*	60 *14%* *31%*	59 *19%* *30%*	45 *15%* *23%*	56 *14%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 151

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**125** ***10%***	55 *11%* *44%*	70 *9%* *56%*	12 *10%* *9%*	28 *11%* *22%*	17 *8%* *14%*	19 *8%* *15%*	22 *11%* *17%*	28 *11%* *22%*	20 *12%* *16%*	67 *10%* *53%*	39 *9%* *31%*	31 *10%* *25%*	34 *12%* *27%*	45 *11%* *36%*
3	**54** ***4%***	29 *6%* *53%*	26 *3%* *47%*	9 *8%* *17%* D	4 *2%* *8%*	10 *5%* *18%*	10 *5%* *19%*	8 *4%* *14%*	13 *5%* *24%*	5 *3%* *10%*	24 *4%* *45%*	25 *6%* *45%*	9 *3%* *16%*	17 *6%* *32%*	19 *5%* *35%*
2	**31** ***2%***	10 *2%* *31%*	21 *3%* *69%*	1 *** *2%*	5 *2%* *18%*	10 *5%* *33%*	8 *4%* *27%*	3 *1%* *8%*	4 *1%* *12%*	14 *8%* *45%* JK	14 *2%* *45%*	3 *1%* *11%*	12 *4%* *39%*	7 *2%* *22%*	6 *1%* *19%*
1	**52** ***4%***	21 *4%* *40%*	31 *4%* *60%*	8 *7%* *16%* H	10 *4%* *18%*	12 *6%* *23%*	7 *3%* *14%*	10 *5%* *19%*	5 *2%* *9%*	13 *7%* *24%*	23 *4%* *45%*	16 *4%* *31%*	9 *3%* *18%*	8 *3%* *15%*	29 *7%* *55%* M
Don't know	**132** ***11%***	36 *7%* *27%*	96 *13%* *73%* A	3 *3%* *2%*	24 *9%* *18%*	14 *7%* *11%*	30 *13%* *23%* C	20 *11%* *15%* C	41 *16%* *31%* CE	15 *9%* *12%*	63 *10%* *48%*	54 *12%* *41%*	43 *14%* *32%* M	14 *5%* *11%*	48 *12%* *36%* M
Net: 10/9/8/7	**449** ***36%***	173 *35%* *38%*	277 *37%* *62%*	46 *39%* *10%*	73 *29%* *16%*	67 *34%* *15%*	83 *36%* *18%*	81 *42%* *18%* D	99 *39%* *22%*	49 *29%* *11%*	225 *35%* *50%*	175 *41%* *39%* I	101 *32%* *22%*	117 *39%* *26%*	141 *34%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 151

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9	**90** ***7%***	39 *8%* *43%*	51 *7%* *57%*	13 *11%* *15%*	13 *5%* *15%*	9 *4%* *10%*	14 *6%* *15%*	15 *8%* *16%*	26 *10%* *29%* E	6 *3%* *7%*	42 *7%* *47%*	42 *10%* *47%* I	11 *4%* *12%*	25 *9%* *28%*	31 *8%* *35%*
Net: 6/5/4	**528** ***42%***	230 *46%* *44%*	298 *40%* *56%*	52 *43%* *10%*	136 *54%* *26%* FG H	87 *43%* *16%*	90 *39%* *17%*	70 *37%* *13%*	94 *37%* *18%*	75 *44%* *14%*	295 *46%* *56%* K	159 *37%* *30%*	136 *44%* *26%*	135 *45%* *26%*	171 *41%* *32%*
Net: 3/2/1	**137** ***11%***	59 *12%* *43%*	78 *10%* *57%*	18 *15%* *13%*	19 *8%* *14%*	32 *16%* *23%* DH	26 *11%* *19%*	20 *11%* *15%*	22 *8%* *16%*	32 *19%* *23%* JK	61 *10%* *45%*	44 *10%* *32%*	30 *10%* *22%*	32 *11%* *23%*	54 *13%* *39%*
Mean	**5.86**	5.80	5.90	5.78	5.74	5.56	5.90	5.97	6.16 E	5.29	5.85 I	6.11 I	5.76	5.96	5.71
Standard Deviation	**2.11**	2.10	2.12	2.33	1.88	2.15	2.10	2.16	2.13	2.26	2.00	2.17	1.99	2.03	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 151

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**53** ***4%***	7 *6%* *13%*	3 *4%* *6%*	1 *3%* *2%*	42 *4%* *79%*	43 *4%* *81%*	10 *11%* *19%* S	5 *5%* *10%*	46 *4%* *87%*	48 *4%* *90%*	30 *5%* *57%*	17 *4%* *33%*	21 *4%* *39%*
9	**37** ***3%***	5 *5%* *15%*	1 *2%* *4%*	4 *11%* *12%* OPR	26 *3%* *70%*	35 *3%* *93%*	3 *3%* *7%*	7 *6%* *18%* X	30 *3%* *82%*	30 *3%* *82%*	11 *2%* *29%*	20 *4%* *53%* X	21 *4%* *57%* X
8	**153** ***12%***	12 *10%* *8%*	10 *14%* *7%*	5 *12%* *3%*	127 *12%* *83%*	149 *13%* *97%* T	4 *5%* *3%*	14 *12%* *9%*	138 *12%* *90%*	139 *12%* *91%*	69 *11%* *45%*	70 *15%* *46%*	74 *15%* *48%*
7	**206** ***17%***	24 *21%* *11%*	13 *17%* *6%*	5 *13%* *2%*	164 *16%* *80%*	190 *16%* *92%*	16 *17%* *8%*	20 *17%* *10%*	182 *16%* *88%*	186 *16%* *90%*	100 *15%* *49%*	84 *18%* *41%*	87 *18%* *42%*
6	**207** ***17%***	18 *16%* *9%*	12 *17%* *6%*	5 *12%* *2%*	172 *17%* *83%*	189 *16%* *91%*	18 *20%* *9%*	14 *12%* *7%*	191 *17%* *92%*	193 *17%* *93%*	129 *20%* *63%* YZ	64 *14%* *31%*	69 *14%* *34%*
5	**196** ***16%***	16 *14%* *8%*	13 *18%* *7%*	7 *18%* *4%*	160 *16%* *82%*	175 *15%* *89%*	21 *23%* *11%*	19 *16%* *9%*	173 *16%* *88%*	175 *16%* *89%*	112 *17%* *57%*	62 *13%* *32%*	65 *13%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 151

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**125** ***10%***	7 *6%* *5%*	6 *9%* *5%*	2 *5%* *2%*	110 *11%* *88%* Q	122 *11%* *97%*	4 *4%* *3%*	12 *10%* *9%*	113 *10%* *90%*	114 *10%* *91%*	62 *10%* *50%*	51 *11%* *41%*	54 *11%* *43%*
3	**54** ***4%***	4 *4%* *8%*	3 *4%* *5%*	2 *6%* *4%*	45 *4%* *83%*	54 *5%* *99%*	* * *1%*	6 *5%* *10%*	49 *4%* *90%*	49 *4%* *90%*	27 *4%* *51%*	21 *5%* *39%*	23 *5%* *42%*
2	**31** ***2%***	3 *2%* *9%*	3 *3%* *8%*	1 *2%* *2%*	25 *2%* *80%*	29 *2%* *94%*	2 *2%* *6%*	3 *2%* *9%*	26 *2%* *85%*	28 *2%* *91%*	20 *3%* *66%*	8 *2%* *25%*	8 *2%* *25%*
1	**52** ***4%***	2 *1%* *3%*	3 *4%* *5%*	2 *4%* *3%*	46 *5%* *88%*	47 *4%* *89%*	6 *6%* *11%*	5 *4%* *9%*	47 *4%* *91%*	48 *4%* *91%*	33 *5%* *64%*	14 *3%* *27%*	15 *3%* *28%*
Don't know	**132** ***11%***	17 *15%* *13%* P	6 *8%* *4%*	5 *12%* *3%*	105 *10%* *79%*	125 *11%* *95%*	7 *8%* *5%*	14 *12%* *11%*	118 *11%* *89%*	118 *10%* *89%*	58 *9%* *44%*	59 *12%* *45%*	60 *12%* *46%*
Net: 10/9/8/7	**449** ***36%***	47 *42%* *11%*	28 *38%* *6%*	15 *40%* *3%*	359 *35%* *80%*	417 *36%* *93%*	32 *36%* *7%*	46 *39%* *10%*	397 *36%* *88%*	403 *36%* *90%*	210 *32%* *47%*	192 *41%* *43%* X	202 *41%* *45%* X

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 151

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Five ****

Base : Regular viewers of Five

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9	**90** ***7%***	12 *11%* *13%*	5 *6%* *5%*	6 *15%* *6%* PR	68 *7%* *75%*	78 *7%* *86%*	13 *14%* *14%* S	12 *10%* *13%*	77 *7%* *85%*	78 *7%* *87%*	41 *6%* *45%*	37 *8%* *41%*	42 *8%* *46%*
Net: 6/5/4	**528** ***42%***	41 *36%* *8%*	32 *43%* *6%*	14 *36%* *3%*	442 *43%* *84%*	485 *42%* *92%*	43 *47%* *8%*	44 *37%* *8%*	476 *43%* *90%*	482 *43%* *91%*	303 *47%* *57%* YZ	177 *38%* *34%*	188 *38%* *36%*
Net: 3/2/1	**137** ***11%***	9 *7%* *6%*	8 *11%* *6%*	5 *12%* *3%*	116 *11%* *85%*	129 *11%* *94%*	8 *8%* *6%*	13 *11%* *9%*	122 *11%* *89%*	124 *11%* *91%*	81 *12%* *59%*	43 *9%* *31%*	45 *9%* *33%*
Mean	**5.86**	6.30 R	5.88	6.11	5.80	5.84	6.09	5.98	5.85	5.85	5.70	6.06 X	6.08 X
Standard Deviation	**2.11**	2.00	2.09	2.28	2.11	2.10	2.26	2.21	2.10	2.10	2.12	2.07	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 152

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**28** ***5%***	16 *6%* *58%*	12 *4%* *42%*	7 *5%* *24%*	7 *4%* *25%*	6 *5%* *21%*	* * *1%*	4 *9%* *14%* F	4 *8%* *15%*	3 *4%* *10%*	15 *5%* *53%*	10 *5%* *37%*	7 *5%* *26%*	4 *3%* *16%*	11 *6%* *41%*
9	**24** ***4%***	13 *4%* *53%*	11 *4%* *47%*	7 *5%* *30%*	3 *2%* *10%*	3 *3%* *13%*	3 *4%* *12%*	4 *9%* *16%* D	5 *9%* *19%* D	3 *4%* *12%*	11 *4%* *45%*	10 *5%* *43%*	12 *8%* *48%*	3 *2%* *10%*	7 *4%* *31%*
8	**98** ***17%***	48 *17%* *49%*	50 *17%* *51%*	27 *20%* *28%*	20 *12%* *21%*	22 *20%* *22%*	13 *17%* *13%*	6 *15%* *6%*	10 *19%* *10%*	12 *16%* *12%*	47 *15%* *48%*	39 *20%* *39%*	19 *13%* *19%*	23 *16%* *24%*	33 *18%* *34%*
7	**105** ***18%***	45 *16%* *43%*	60 *21%* *57%*	25 *19%* *24%*	39 *24%* *37%* G	16 *15%* *15%*	16 *21%* *15%* G	2 *5%* *2%*	8 *14%* *7%*	9 *12%* *9%*	54 *18%* *52%*	41 *21%* *40%*	26 *18%* *24%*	32 *23%* *31%*	29 *15%* *27%*
6	**84** ***15%***	40 *14%* *48%*	44 *15%* *52%*	24 *18%* *29%*	26 *16%* *31%*	11 *10%* *13%*	9 *12%* *11%*	8 *19%* *9%*	5 *10%* *6%*	8 *11%* *10%*	47 *15%* *56%*	28 *15%* *34%*	20 *14%* *24%*	25 *18%* *30%*	24 *13%* *29%*
5	**88** ***15%***	45 *16%* *51%*	44 *15%* *49%*	11 *9%* *13%*	33 *20%* *37%* C	16 *15%* *18%*	11 *15%* *13%*	10 *24%* *12%* C	7 *13%* *8%*	16 *21%* *18%*	50 *16%* *57%*	22 *11%* *25%*	20 *14%* *23%*	27 *19%* *31%*	28 *15%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 152

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**34** ***6%***	21 *8%* *62%*	13 *4%* *38%*	10 *8%* *29%*	8 *5%* *23%*	6 *6%* *19%*	9 *12%* *26%*	* * *	1 *1%* *2%*	3 *4%* *9%*	19 *6%* *54%*	13 *7%* *37%*	8 *6%* *23%*	3 *2%* *10%*	13 *7%* *37%*
3	**24** ***4%***	13 *4%* *53%*	11 *4%* *47%*	3 *2%* *13%*	5 *3%* *20%*	6 *5%* *24%*	5 *6%* *20%*	1 *2%* *4%*	5 *9%* *20%*	4 *5%* *16%*	12 *4%* *50%*	8 *4%* *34%*	6 *4%* *24%*	7 *5%* *30%*	7 *4%* *30%*
2	**16** ***3%***	10 *3%* *62%*	6 *2%* *38%*	5 *4%* *30%*	2 *1%* *11%*	6 *5%* *36%*	3 *4%* *20%*	* * *	* *1%* *2%*	- - -	11 *4%* *71%*	5 *2%* *29%*	7 *5%* *41%*	- - -	6 *3%* *38%*
1	**20** ***4%***	11 *4%* *56%*	9 *3%* *44%*	2 *1%* *9%*	9 *5%* *43%*	7 *6%* *33%*	2 *3%* *11%*	- - -	1 *2%* *5%*	6 *8%* *30%* K	12 *4%* *58%*	2 *1%* *12%*	6 *4%* *31%*	6 *4%* *30%*	6 *3%* *31%*
Don't know	**55** ***10%***	23 *8%* *43%*	31 *11%* *57%*	11 *9%* *21%*	12 *7%* *21%*	11 *10%* *19%*	5 *7%* *10%*	7 *17%* *14%*	8 *16%* *16%*	12 *15%* *21%*	29 *9%* *53%*	14 *7%* *26%*	13 *9%* *23%*	9 *6%* *17%*	22 *12%* *41%*
Net: 10/9/8/7	**255** ***44%***	122 *43%* *48%*	133 *46%* *52%*	66 *50%* *26%*	68 *42%* *27%*	46 *43%* *18%*	32 *41%* *12%*	16 *37%* *6%*	26 *49%* *10%*	27 *36%* *11%*	127 *41%* *50%*	101 *52%* *40%*	63 *44%* *25%*	62 *44%* *25%*	81 *43%* *32%*
Net: 10/9	**52** ***9%***	29 *10%* *55%*	23 *8%* *45%*	14 *10%* *27%*	10 *6%* *18%*	9 *8%* *17%*	3 *4%* *6%*	8 *18%* *15%* DF	9 *16%* *17%*	6 *8%* *11%*	25 *8%* *49%*	21 *11%* *40%*	19 *13%* *36%*	7 *5%* *13%*	19 *10%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 152

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**206** ***36%***	106 *37%* *51%*	100 *35%* *49%*	46 *34%* *22%*	66 *41%* *32%*	33 *31%* *16%*	30 *39%* *14%*	18 *43%* *9%*	13 *24%* *6%*	27 *36%* *13%*	116 *38%* *56%*	63 *33%* *31%*	48 *34%* *23%*	56 *40%* *27%*	65 *35%* *31%*
Net: 3/2/1	**60** ***10%***	34 *12%* *56%*	26 *9%* *44%*	10 *7%* *16%*	15 *9%* *26%*	18 *17%* *30%* G	10 *13%* *17%*	1 *2%* *2%*	6 *11%* *10%*	10 *13%* *16%*	35 *11%* *59%*	15 *8%* *25%*	19 *13%* *31%*	13 *9%* *22%*	20 *10%* *32%*
Mean	**6.17**	6.09	6.26	6.49	6.00	5.90	5.77	6.80	6.62	5.84	6.04	6.49	6.12	6.14	6.20
Standard Deviation	**2.12**	2.23	2.02	1.99	2.02	2.43	2.03	1.88	2.23	2.32	2.15	1.97	2.31	1.90	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 152

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**28** ***5%***	2 *3%* *7%*	2 *6%* *7%*	1 *4%* *2%*	23 *5%* *83%*	24 *4%* *87%*	4 *10%* *13%*	28 *5%* *100%*	28 *5%* *100%*	15 *4%* *54%*	13 *5%* *46%*	14 *6%* *50%*
9	**24** ***4%***	2 *3%* *7%*	- - -	1 *4%* *3%* P	22 *5%* *90%*	23 *4%* *96%*	1 *2%* *4%*	24 *4%* *100%*	24 *4%* *100%*	12 *4%* *50%*	12 *5%* *50%*	13 *5%* *56%*
8	**98** ***17%***	13 *23%* *14%*	6 *20%* *7%*	3 *17%* *3%*	75 *16%* *77%*	89 *16%* *91%*	9 *24%* *9%*	98 *17%* *100%*	98 *17%* *100%*	70 *21%* *72%* YZ	28 *12%* *28%*	31 *12%* *32%*
7	**105** ***18%***	9 *15%* *8%*	7 *22%* *6%*	3 *17%* *3%*	87 *18%* *83%*	101 *19%* *96%*	4 *11%* *4%*	105 *18%* *100%*	105 *18%* *100%*	60 *18%* *57%*	45 *19%* *43%*	46 *18%* *44%*
6	**84** ***15%***	8 *14%* *10%*	3 *10%* *4%*	3 *21%* *4%*	69 *15%* *83%*	79 *15%* *95%*	4 *11%* *5%*	84 *15%* *100%*	84 *15%* *100%*	47 *14%* *57%*	36 *16%* *43%*	36 *15%* *43%*
5	**88** ***15%***	7 *11%* *7%*	5 *15%* *5%*	2 *11%* *2%*	75 *16%* *85%*	85 *16%* *96%*	4 *10%* *4%*	88 *15%* *100%*	88 *15%* *100%*	49 *14%* *55%*	39 *17%* *44%*	41 *17%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 152

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**34** ***6%***	6 *11%* *18%*	1 *5%* *4%*	3 *16%* *8%* PR	24 *5%* *70%*	32 *6%* *93%*	3 *7%* *7%*	34 *6%* *100%*	34 *6%* *100%*	22 *6%* *65%*	12 *5%* *35%*	15 *6%* *43%*
3	**24** ***4%***	2 *4%* *10%*	2 *6%* *7%*	- - -	20 *4%* *83%*	22 *4%* *92%*	2 *5%* *8%*	24 *4%* *100%*	24 *4%* *100%*	17 *5%* *73%*	6 *3%* *27%*	6 *3%* *27%*
2	**16** ***3%***	3 *6%* *20%*	* * *	- - -	13 *3%* *80%*	14 *3%* *88%*	2 *5%* *12%*	16 *3%* *100%*	16 *3%* *100%*	6 *2%* *36%*	10 *4%* *64%*	10 *4%* *64%*
1	**20** ***4%***	1 *1%* *3%*	1 *2%* *4%*	* *2%* *2%*	19 *4%* *92%*	18 *3%* *88%*	2 *6%* *12%*	20 *4%* *100%*	20 *4%* *100%*	15 *4%* *74%*	5 *2%* *26%*	6 *2%* *29%*
Don't know	**55** ***10%***	5 *9%* *9%*	5 *14%* *8%*	1 *7%* *2%*	44 *9%* *80%*	51 *10%* *93%*	4 *9%* *7%*	55 *10%* *100%*	55 *10%* *100%*	28 *8%* *51%*	27 *11%* *49%*	30 *12%* *54%*
Net: 10/9/8/7	**255** ***44%***	26 *45%* *10%*	15 *48%* *6%*	7 *43%* *3%*	207 *44%* *81%*	237 *44%* *93%*	18 *47%* *7%*	255 *44%* *100%*	255 *44%* *100%*	158 *46%* *62%*	97 *42%* *38%*	104 *42%* *41%*
Net: 10/9	**52** ***9%***	4 *7%* *7%*	2 *6%* *4%*	1 *8%* *3%*	45 *9%* *86%*	47 *9%* *91%*	5 *12%* *9%*	52 *9%* *100%*	52 *9%* *100%*	27 *8%* *52%*	25 *11%* *48%*	27 *11%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 152

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**206** ***36%***	21 *36%* *10%*	9 *29%* *4%*	8 *48%* *4%* P	169 *36%* *82%*	196 *36%* *95%*	11 *28%* *5%*	206 *36%* *100%*	206 *36%* *100%*	119 *35%* *58%*	87 *37%* *42%*	92 *37%* *45%*
Net: 3/2/1	**60** ***10%***	6 *11%* *10%*	2 *8%* *4%*	* *2%* *1%*	51 *11%* *85%* Q	54 *10%* *90%*	6 *16%* *10%*	60 *10%* *100%*	60 *10%* *100%*	38 *11%* *63%*	22 *9%* *37%*	23 *9%* *37%*
Mean	**6.17**	6.13	6.41	6.27	6.16	6.17	6.17	6.17	6.17	6.17	6.17	6.20
Standard Deviation	**2.12**	2.09	2.01	1.92	2.15	2.09	2.61	2.12	2.12	2.14	2.10	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 153

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**24** ***8%***	17 *11%* *71%*	7 *5%* *29%*	4 *14%* *17%*	7 *11%* *29%*	2 *4%* *7%*	2 *3%* *7%*	6 *13%* *25%*	3 *6%* *14%*	4 *6%* *16%*	11 *8%* *47%*	9 *10%* *37%*	4 *7%* *15%*	3 *5%* *14%*	12 *10%* *52%*
9	**29** ***10%***	16 *10%* *56%*	13 *9%* *44%*	- - -	7 *12%* *25%*	5 *10%* *16%*	5 *8%* *16%*	6 *13%* *21%*	7 *11%* *23%*	7 *10%* *23%*	19 *13%* *64%*	4 *4%* *12%*	8 *15%* *28%*	4 *6%* *13%*	13 *11%* *46%*
8	**74** ***25%***	37 *23%* *50%*	37 *26%* *50%*	5 *19%* *7%*	5 *8%* *6%*	17 *37%* *24%* DH	24 *41%* *32%* DH	14 *31%* *19%* D	8 *13%* *11%*	15 *22%* *21%*	35 *24%* *48%*	23 *27%* *31%*	12 *22%* *16%*	25 *40%* *34%* N	25 *20%* *34%*
7	**51** ***17%***	25 *16%* *48%*	26 *19%* *52%*	10 *33%* *19%*	12 *20%* *24%*	9 *20%* *18%*	6 *11%* *13%*	3 *7%* *6%*	11 *18%* *21%*	13 *19%* *25%*	24 *17%* *48%*	14 *16%* *27%*	9 *17%* *18%*	9 *14%* *18%*	20 *16%* *39%*
6	**34** ***11%***	22 *14%* *64%*	12 *9%* *36%*	6 *22%* *19%*	8 *13%* *23%*	1 *3%* *4%*	6 *11%* *19%*	3 *7%* *9%*	9 *15%* *26%*	9 *13%* *27%*	11 *8%* *33%*	14 *16%* *40%*	7 *13%* *21%*	6 *9%* *17%*	10 *9%* *31%*
5	**29** ***10%***	14 *9%* *50%*	15 *10%* *50%*	1 *2%* *2%*	7 *12%* *25%*	2 *4%* *6%*	8 *14%* *27%*	6 *12%* *19%*	6 *10%* *21%*	5 *8%* *18%*	14 *10%* *49%*	10 *11%* *33%*	4 *8%* *15%*	2 *3%* *6%*	13 *11%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 153

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**11** ***4%***	4 *2%* *35%*	7 *5%* *65%*	- - -	3 *5%* *27%*	2 *5%* *23%*	- - -	2 *4%* *19%*	3 *6%* *32%*	2 *4%* *23%*	5 *4%* *47%*	3 *4%* *31%*	4 *7%* *35%*	1 *2%* *13%*	5 *4%* *48%*
3	**7** ***2%***	5 *3%* *72%*	2 *1%* *28%*	1 *4%* *15%*	- - -	2 *5%* *31%*	- - -	* * *2%*	4 *6%* *51%*	1 *2%* *16%*	3 *2%* *49%*	3 *3%* *35%*	1 *2%* *16%*	3 *4%* *35%*	3 *3%* *46%*
2	**5** ***2%***	4 *2%* *72%*	1 *1%* *28%*	* *1%* *4%*	1 *2%* *21%*	1 *3%* *25%*	3 *4%* *50%*	- - -	- - -	* * *4%*	5 *3%* *96%*	- - -	- - -	- - -	5 *4%* *96%*
1	**8** ***3%***	3 *2%* *45%*	4 *3%* *55%*	- - -	4 *7%* *53%*	* *1%* *4%*	1 *3%* *19%*	- - -	2 *3%* *24%*	5 *7%* *61%* J	1 *1%* *18%*	2 *2%* *21%*	- - -	2 *4%* *30%*	3 *3%* *44%*
Don't know	**29** ***10%***	12 *7%* *41%*	17 *12%* *59%*	2 *5%* *6%*	7 *11%* *24%*	4 *10%* *16%*	3 *5%* *10%*	6 *13%* *21%*	7 *12%* *24%*	6 *9%* *22%*	16 *11%* *55%*	7 *8%* *23%*	5 *9%* *18%*	8 *12%* *27%*	11 *9%* *37%*
Net: 10/9/8/7	**177** ***59%***	95 *60%* *53%*	83 *58%* *47%*	19 *66%* *11%*	31 *51%* *17%*	33 *71%* *19%* H	36 *63%* *21%*	29 *63%* *17%*	28 *48%* *16%*	38 *57%* *22%*	89 *62%* *50%*	50 *57%* *28%*	33 *60%* *19%*	41 *66%* *23%*	70 *58%* *40%*
Net: 10/9	**53** ***18%***	33 *21%* *63%*	20 *14%* *37%*	4 *14%* *8%*	14 *23%* *27%*	6 *13%* *12%*	6 *11%* *12%*	12 *26%* *23%*	10 *17%* *19%*	11 *16%* *20%*	30 *21%* *56%*	13 *14%* *24%*	12 *21%* *22%*	7 *11%* *13%*	26 *21%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 153

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**74** ***25%***	40 *25%* *54%*	34 *24%* *46%*	7 *24%* *9%*	18 *30%* *24%*	6 *12%* *8%*	14 *25%* *19%*	11 *23%* *15%*	18 *31%* *25%* E	17 *25%* *23%*	30 *21%* *41%*	27 *31%* *36%*	15 *28%* *21%*	9 *14%* *12%*	29 *24%* *39%*
Net: 3/2/1	**20** ***7%***	12 *8%* *61%*	8 *5%* *39%*	1 *4%* *6%*	5 *9%* *26%*	4 *8%* *19%*	4 *7%* *20%*	* * *1%*	6 *9%* *28%*	6 *9%* *30%*	10 *7%* *49%*	4 *5%* *21%*	1 *2%* *6%*	5 *8%* *24%*	12 *10%* *58%*
Mean	**6.92**	6.99	6.83	7.17	6.60	7.06	6.91	7.58 H	6.50	6.66	7.04	6.93	7.15	7.09	6.80
Standard Deviation	**2.08**	2.14	2.02	1.66	2.48	1.96	1.98	1.79	2.17	2.29	2.07	1.94	1.78	2.02	2.32

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 153

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**24** ***8%***	4 *10%* *15%*	1 *4%* *3%*	* *5%* *2%*	19 *8%* *81%*	21 *8%* *90%*	2 *11%* *10%*	24 *8%* *100%*	24 *8%* *100%*	14 *9%* *58%*	10 *7%* *42%*	12 *8%* *50%*
9	**29** ***10%***	2 *5%* *6%*	2 *8%* *5%*	1 *9%* *3%*	25 *10%* *86%*	28 *10%* *96%*	1 *4%* *4%*	29 *10%* *100%*	29 *10%* *100%*	14 *9%* *48%*	15 *10%* *52%*	18 *12%* *63%*
8	**74** ***25%***	7 *20%* *9%*	4 *20%* *5%*	1 *14%* *2%*	62 *26%* *84%*	68 *25%* *92%*	6 *24%* *8%*	74 *25%* *100%*	74 *25%* *100%*	31 *20%* *42%*	41 *29%* *56%*	44 *29%* *60%*
7	**51** ***17%***	6 *19%* *13%*	3 *17%* *6%*	3 *34%* *6%* R	38 *16%* *75%*	45 *16%* *89%*	5 *23%* *11%*	51 *17%* *100%*	51 *17%* *100%*	28 *18%* *55%*	23 *16%* *45%*	23 *15%* *46%*
6	**34** ***11%***	7 *20%* *20%*	3 *17%* *9%*	1 *7%* *2%*	23 *10%* *69%*	31 *11%* *92%*	3 *12%* *8%*	34 *11%* *100%*	34 *11%* *100%*	18 *12%* *54%*	16 *11%* *46%*	16 *11%* *48%*
5	**29** ***10%***	6 *17%* *20%*	3 *18%* *11%* R	1 *12%* *4%*	19 *8%* *65%*	29 *10%* *99%*	* *2%* *1%*	29 *10%* *100%*	29 *10%* *100%*	15 *10%* *52%*	14 *10%* *47%*	14 *9%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 153

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**11** ***4%***	- - -	- - -	* *5%* *4%* O	10 *4%* *96%*	9 *3%* *86%*	1 *6%* *14%*	11 *4%* *100%*	11 *4%* *100%*	8 *5%* *75%*	3 *2%* *25%*	3 *2%* *26%*
3	**7** ***2%***	- - -	- - -	* *2%* *2%*	7 *3%* *98%*	5 *2%* *72%*	2 *8%* *28%*	7 *2%* *100%*	7 *2%* *100%*	2 *1%* *28%*	5 *4%* *72%*	5 *3%* *72%*
2	**5** ***2%***	- - -	- - -	* *2%* *4%*	5 *2%* *96%*	4 *1%* *79%*	1 *5%* *21%*	5 *2%* *100%*	5 *2%* *100%*	3 *2%* *52%*	2 *2%* *48%*	2 *2%* *48%*
1	**8** ***3%***	1 *3%* *15%*	1 *5%* *11%*	- - -	6 *2%* *74%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	5 *3%* *68%*	2 *2%* *32%*	2 *2%* *32%*
Don't know	**29** ***10%***	2 *7%* *8%*	2 *11%* *7%*	1 *9%* *3%*	24 *10%* *82%*	28 *10%* *96%*	1 *5%* *4%*	29 *10%* *100%*	29 *10%* *100%*	17 *11%* *58%*	12 *8%* *42%*	14 *9%* *47%*
Net: 10/9/8/7	**177** ***59%***	18 *53%* *10%*	9 *49%* *5%*	6 *63%* *3%*	144 *61%* *81%*	163 *59%* *92%*	14 *62%* *8%*	177 *59%* *100%*	177 *59%* *100%*	87 *56%* *49%*	89 *62%* *50%*	98 *63%* *55%*
Net: 10/9	**53** ***18%***	5 *15%* *10%*	2 *12%* *4%*	1 *14%* *2%*	44 *19%* *84%*	49 *18%* *93%*	4 *15%* *7%*	53 *18%* *100%*	53 *18%* *100%*	28 *18%* *53%*	25 *17%* *47%*	30 *19%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 153

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**74** ***25%***	13 *37%* *17%* R	6 *35%* *9%*	2 *23%* *3%*	53 *22%* *71%*	69 *25%* *94%*	5 *20%* *6%*	74 *25%* *100%*	74 *25%* *100%*	42 *27%* *56%*	32 *22%* *43%*	33 *21%* *45%*
Net: 3/2/1	**20** ***7%***	1 *3%* *6%*	1 *5%* *4%*	* *4%* *2%*	17 *7%* *88%*	17 *6%* *85%*	3 *13%* *15%*	20 *7%* *100%*	20 *7%* *100%*	10 *6%* *50%*	10 *7%* *50%*	10 *6%* *50%*
Mean	**6.92**	6.85	6.62	6.82	6.96	6.94	6.72	6.92	6.92	6.82	7.02	7.11
Standard Deviation	**2.08**	1.93	2.00	1.87	2.13	2.07	2.24	2.08	2.08	2.17	1.99	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 154

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**137** ***9%***	76 *9%* *56%*	60 *10%* *44%*	9 *10%* *7%*	30 *11%* *22%* E	13 *5%* *9%*	17 *6%* *12%*	26 *11%* *19%* E	42 *14%* *31%* EF	17 *6%* *12%*	61 *8%* *44%*	59 *14%* *43%* IJ	39 *10%* *28%*	31 *10%* *23%*	47 *9%* *34%*
9	**166** ***11%***	91 *11%* *55%*	75 *12%* *45%*	11 *12%* *7%*	33 *12%* *20%*	26 *11%* *16%*	30 *10%* *18%*	31 *13%* *19%*	34 *11%* *20%*	28 *10%* *17%*	96 *13%* *58%*	41 *10%* *25%*	47 *12%* *29%*	36 *11%* *21%*	58 *12%* *35%*
8	**319** ***22%***	172 *21%* *54%*	147 *23%* *46%*	24 *26%* *8%*	63 *23%* *20%*	48 *19%* *15%*	66 *23%* *21%*	53 *22%* *17%*	64 *22%* *20%*	59 *21%* *19%*	168 *23%* *53%*	92 *21%* *29%*	78 *21%* *24%*	68 *21%* *21%*	114 *23%* *36%*
7	**241** ***17%***	154 *19%* *64%* B	87 *14%* *36%*	13 *14%* *5%*	42 *15%* *18%*	53 *21%* *22%*	52 *18%* *21%*	37 *15%* *15%*	45 *15%* *19%*	47 *17%* *19%*	135 *18%* *56%*	60 *14%* *25%*	59 *15%* *24%*	49 *15%* *20%*	91 *18%* *38%*
6	**179** ***12%***	92 *11%* *52%*	87 *14%* *48%*	12 *13%* *7%*	31 *11%* *17%*	35 *14%* *20%*	49 *17%* *27%* H	27 *11%* *15%*	25 *8%* *14%*	37 *13%* *21%*	84 *11%* *47%*	57 *13%* *32%*	54 *14%* *30%*	31 *10%* *18%*	62 *13%* *35%*
5	**162** ***11%***	101 *12%* *62%*	62 *10%* *38%*	6 *7%* *4%*	33 *12%* *20%*	25 *10%* *16%*	35 *12%* *21%*	34 *14%* *21%*	29 *10%* *18%*	39 *14%* *24%*	77 *10%* *47%*	47 *11%* *29%*	44 *12%* *27%*	34 *11%* *21%*	50 *10%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 154

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**66** ***5%***	46 *6%* *70%*	20 *3%* *30%*	2 *3%* *4%*	15 *6%* *23%*	15 *6%* *23%*	13 *4%* *19%*	9 *4%* *14%*	12 *4%* *17%*	14 *5%* *21%*	33 *4%* *50%*	19 *4%* *29%*	17 *4%* *26%*	18 *6%* *28%*	20 *4%* *30%*
3	**36** ***2%***	18 *2%* *50%*	18 *3%* *50%*	7 *7%* *19%* FH	7 *3%* *20%*	7 *3%* *20%* F	1 *** *4%*	9 *4%* *24%* F	5 *2%* *14%*	5 *2%* *13%*	20 *3%* *55%*	11 *3%* *32%*	5 *1%* *13%*	9 *3%* *24%*	15 *3%* *42%*
2	**18** ***1%***	10 *1%* *54%*	8 *1%* *46%*	2 *3%* *14%*	5 *2%* *28%*	1 *1%* *8%*	5 *2%* *25%*	3 *1%* *17%*	2 *1%* *9%*	2 *1%* *13%*	11 *1%* *59%*	5 *1%* *28%*	6 *2%* *33%*	4 *1%* *19%*	6 *1%* *33%*
1	**38** ***3%***	24 *3%* *65%*	13 *2%* *35%*	3 *4%* *9%*	5 *2%* *13%*	7 *3%* *20%*	11 *4%* *29%* G	2 *1%* *5%*	9 *3%* *25%*	8 *3%* *22%*	17 *2%* *46%*	12 *3%* *32%*	8 *2%* *22%*	14 *4%* *38%*	9 *2%* *25%*
Don't know	**91** ***6%***	36 *4%* *39%*	56 *9%* *61%* A	4 *4%* *4%*	13 *5%* *14%*	16 *7%* *18%*	13 *5%* *14%*	14 *6%* *15%*	32 *11%* *35%* DF	24 *8%* *26%* J	36 *5%* *39%*	32 *7%* *35%*	23 *6%* *25%*	29 *9%* *32%* N	22 *4%* *24%*
Net: 10/9/8/7	**862** ***59%***	493 *60%* *57%*	369 *58%* *43%*	57 *61%* *7%*	169 *61%* *20%*	140 *56%* *16%*	165 *57%* *19%*	146 *60%* *17%*	185 *62%* *21%*	151 *54%* *18%*	459 *62%* *53%* I	252 *58%* *29%*	222 *59%* *26%*	183 *57%* *21%*	310 *63%* *36%*
Net: 10/9	**302** ***21%***	167 *20%* *55%*	135 *21%* *45%*	20 *22%* *7%*	63 *23%* *21%*	39 *16%* *13%*	47 *16%* *15%*	57 *23%* *19%*	76 *25%* *25%* EF	45 *16%* *15%*	156 *21%* *52%*	101 *23%* *33%*	86 *23%* *28%*	66 *21%* *22%*	105 *21%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 154

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**407** ***28%***	239 *29%* *59%*	168 *27%* *41%*	20 *22%* *5%*	79 *28%* *19%*	76 *31%* *19%* H	96 *33%* *24%* H	70 *29%* *17%*	65 *22%* *16%*	90 *32%* *22%*	194 *26%* *48%*	123 *28%* *30%*	114 *30%* *28%*	84 *26%* *21%*	132 *27%* *32%*
Net: 3/2/1	**92** ***6%***	52 *6%* *57%*	39 *6%* *43%*	13 *13%* *14%* H	17 *6%* *18%*	16 *6%* *17%*	17 *6%* *18%*	13 *6%* *15%*	16 *5%* *18%*	15 *5%* *16%*	48 *7%* *52%*	29 *7%* *31%*	19 *5%* *21%*	27 *8%* *29%*	30 *6%* *33%*
Mean	**6.92**	6.85	7.03	6.81	6.98	6.68	6.74	7.04	7.21 EF	6.73	6.95	7.00	6.99	6.79	7.01
Standard Deviation	**2.10**	2.12	2.07	2.37	2.11	2.01	2.03	2.02	2.19	2.02	2.07	2.20	2.07	2.30	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 154

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC News ****

Base : Regular viewers of BBC News

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**137** ***9%***	10 *7%* *7%*	8 *9%* *6%*	3 *8%* *2%*	116 *10%* *85%*	115 *9%* *85%*	21 *14%* *15%*	137 *9%* *100%*	137 *9%* *100%*	87 *9%* *64%*	50 *9%* *36%*	50 *9%* *37%*
9	**166** ***11%***	12 *9%* *7%*	7 *9%* *4%*	5 *13%* *3%*	141 *12%* *85%*	143 *11%* *87%*	22 *14%* *13%*	166 *11%* *100%*	166 *11%* *100%*	106 *12%* *64%*	59 *11%* *36%*	60 *11%* *36%*
8	**319** ***22%***	32 *23%* *10%*	19 *24%* *6%*	8 *23%* *3%*	259 *22%* *81%*	278 *21%* *87%*	41 *26%* *13%*	319 *22%* *100%*	319 *22%* *100%*	225 *25%* *71%* YZ	93 *17%* *29%*	98 *18%* *31%*
7	**241** ***17%***	23 *17%* *9%*	13 *16%* *5%*	7 *18%* *3%*	199 *17%* *82%*	225 *17%* *93%*	16 *11%* *7%*	241 *17%* *100%*	241 *17%* *100%*	134 *15%* *56%*	105 *20%* *43%* X	111 *20%* *46%* X
6	**179** ***12%***	19 *14%* *10%*	8 *10%* *5%*	5 *12%* *3%*	147 *12%* *82%*	159 *12%* *89%*	20 *13%* *11%*	179 *12%* *100%*	179 *12%* *100%*	119 *13%* *67%*	58 *11%* *33%*	59 *11%* *33%*
5	**162** ***11%***	19 *14%* *12%*	12 *14%* *7%*	4 *11%* *3%*	127 *11%* *78%*	148 *11%* *91%*	14 *9%* *9%*	162 *11%* *100%*	162 *11%* *100%*	102 *11%* *63%*	60 *11%* *37%*	63 *11%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 154

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**66** ***5%***	6 *5%* *10%*	3 *4%* *5%*	2 *4%* *2%*	55 *5%* *83%*	60 *5%* *90%*	7 *4%* *10%*	66 *5%* *100%*	66 *5%* *100%*	41 *5%* *62%*	25 *5%* *38%*	27 *5%* *41%*
3	**36** ***2%***	4 *3%* *11%*	3 *3%* *8%*	1 *2%* *2%*	28 *2%* *79%*	35 *3%* *96%*	1 *1%* *4%*	36 *2%* *100%*	36 *2%* *100%*	22 *2%* *62%*	14 *3%* *38%*	15 *3%* *43%*
2	**18** ***1%***	1 *1%* *8%*	1 *1%* *4%*	1 *2%* *3%*	16 *1%* *85%*	17 *1%* *94%*	1 *1%* *6%*	18 *1%* *100%*	18 *1%* *100%*	9 *1%* *49%*	9 *2%* *51%*	10 *2%* *53%*
1	**38** ***3%***	3 *2%* *8%*	2 *2%* *5%*	1 *2%* *2%*	32 *3%* *86%*	35 *3%* *93%*	3 *2%* *7%*	38 *3%* *100%*	38 *3%* *100%*	29 *3%* *76%*	9 *2%* *24%*	12 *2%* *32%*
Don't know	**91** ***6%***	9 *6%* *10%*	6 *8%* *7%*	2 *4%* *2%*	75 *6%* *82%*	83 *6%* *92%*	8 *5%* *8%*	91 *6%* *100%*	91 *6%* *100%*	40 *4%* *44%*	51 *10%* *56%* VWX	51 *9%* *56%* X
Net: 10/9/8/7	**862** ***59%***	77 *56%* *9%*	47 *58%* *5%*	23 *63%* *3%*	715 *60%* *83%*	762 *59%* *88%*	100 *65%* *12%*	862 *59%* *100%*	862 *59%* *100%*	552 *60%* *64%*	307 *58%* *36%*	319 *57%* *37%*
Net: 10/9	**302** ***21%***	22 *16%* *7%*	15 *18%* *5%*	8 *22%* *3%*	257 *21%* *85%*	259 *20%* *86%*	43 *28%* *14%* S	302 *21%* *100%*	302 *21%* *100%*	193 *21%* *64%*	109 *20%* *36%*	110 *20%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 154

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - BBC News ****

Base : Regular viewers of BBC News

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**407** ***28%***	44 *32%* *11%*	23 *28%* *6%*	10 *28%* *3%*	330 *28%* *81%*	367 *28%* *90%*	40 *26%* *10%*	407 *28%* *100%*	407 *28%* *100%*	262 *29%* *64%*	143 *27%* *35%*	149 *27%* *37%*
Net: 3/2/1	**92** ***6%***	8 *6%* *9%*	5 *6%* *6%*	2 *6%* *2%*	76 *6%* *83%*	87 *7%* *94%*	5 *3%* *6%*	92 *6%* *100%*	92 *6%* *100%*	60 *7%* *65%*	32 *6%* *35%*	37 *7%* *40%*
Mean	**6.92**	6.76	6.88	7.00	6.94	6.87	7.36 S	6.92	6.92	6.94	6.90	6.84
Standard Deviation	**2.10**	2.01	2.08	2.03	2.12	2.11	2.01	2.10	2.10	2.12	2.08	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 155

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**261** ***4%***	99 *3%* *38%*	162 *5%* *62%* A	27 *4%* *10%*	41 *3%* *16%*	36 *3%* *14%*	40 *3%* *15%*	39 *4%* *15%*	77 *6%* *30%* DEFG	19 *2%* *7%*	113 *3%* *43%* I	129 *6%* *49%* IJ	66 *4%* *25%*	74 *4%* *28%*	77 *3%* *30%*
9	**436** ***6%***	168 *5%* *38%*	268 *8%* *62%* A	58 *8%* *13%* EF	100 *7%* *23%* EF	57 *5%* *13%*	59 *5%* *14%*	73 *7%* *17%*	90 *7%* *21%*	42 *3%* *10%*	194 *6%* *45%* I	199 *9%* *46%* IJ	116 *7%* *27%*	119 *7%* *27%*	140 *6%* *32%*
8	**1203** ***18%***	539 *17%* *45%*	664 *19%* *55%*	172 *24%* *14%* DE FGH	228 *16%* *19%*	211 *18%* *18%*	195 *16%* *16%*	161 *16%* *13%*	236 *18%* *20%*	188 *15%* *16%*	613 *18%* *51%*	402 *18%* *33%*	319 *19%* *27%* M	251 *15%* *21%*	414 *18%* *34%* M
7	**1506** ***22%***	718 *22%* *48%*	788 *22%* *52%*	168 *24%* *11%*	334 *24%* *22%*	253 *22%* *17%*	248 *20%* *16%*	222 *22%* *15%*	279 *21%* *19%*	271 *22%* *18%*	757 *22%* *50%*	478 *22%* *32%*	347 *21%* *23%*	388 *23%* *26%*	512 *22%* *34%*
6	**1044** ***15%***	533 *16%* *51%*	511 *14%* *49%*	97 *14%* *9%*	243 *18%* *23%* EH	165 *14%* *16%*	209 *17%* *20%* H	152 *15%* *15%*	179 *14%* *17%*	215 *18%* *21%* K	551 *16%* *53%* K	277 *13%* *27%*	239 *15%* *23%*	284 *17%* *27%*	336 *15%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 155

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**1067** ***16%***	524 *16%* *49%*	543 *15%* *51%*	77 *11%* *7%*	206 *15%* *19%* C	224 *19%* *21%* CD H	218 *18%* *20%* CH	165 *16%* *15%* C	176 *14%* *16%*	217 *18%* *20%*	531 *16%* *50%*	319 *15%* *30%*	256 *16%* *24%*	252 *15%* *24%*	377 *16%* *35%*
4	**319** ***5%***	172 *5%* *54%*	147 *4%* *46%*	37 *5%* *12%*	61 *4%* *19%*	56 *5%* *17%*	63 *5%* *20%*	37 *4%* *12%*	65 *5%* *20%*	66 *5%* *21%*	163 *5%* *51%*	90 *4%* *28%*	88 *5%* *28%* M	52 *3%* *16%*	122 *5%* *38%* M
3	**215** ***3%***	124 *4%* *58%* B	90 *3%* *42%*	21 *3%* *10%*	52 *4%* *24%* H	32 *3%* *15%*	50 *4%* *23%* H	35 *3%* *16%*	25 *2%* *12%*	42 *3%* *20%*	104 *3%* *48%*	69 *3%* *32%*	39 *2%* *18%*	71 *4%* *33%* L	71 *3%* *33%*
2	**159** ***2%***	99 *3%* *62%* B	60 *2%* *38%*	18 *3%* *11%*	25 *2%* *16%*	37 *3%* *24%* F	16 *1%* *10%*	31 *3%* *20%* F	31 *2%* *20%*	43 *4%* *27%* JK	78 *2%* *49%*	38 *2%* *24%*	30 *2%* *19%*	49 *3%* *31%*	61 *3%* *38%*
1	**232** ***3%***	141 *4%* *61%* B	92 *3%* *39%*	15 *2%* *6%*	38 *3%* *16%*	53 *5%* *23%* CD	42 *3%* *18%*	47 *5%* *20%* CD	38 *3%* *16%*	51 *4%* *22%*	115 *3%* *50%*	66 *3%* *29%*	45 *3%* *19%*	66 *4%* *28%*	88 *4%* *38%*
Don't know	**357** ***5%***	139 *4%* *39%*	218 *6%* *61%* A	19 *3%* *5%*	54 *4%* *15%*	46 *4%* *13%*	76 *6%* *21%* CD E	58 *6%* *16%* C	103 *8%* *29%* CDE	69 *6%* *19%*	176 *5%* *49%*	112 *5%* *31%*	93 *6%* *26%*	94 *6%* *26%*	108 *5%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 155

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3406** ***50%***	1523 *47%* *45%*	1883 *53%* *55%* A	425 *60%* *12%* DE FGH	702 *51%* *21%* F	557 *48%* *16%*	542 *45%* *16%*	495 *48%* *15%*	682 *53%* *20%* EF	520 *43%* *15%*	1678 *49%* *49%* I	1208 *55%* *35%* IJ	848 *52%* *25%*	831 *49%* *24%*	1143 *50%* *34%*
Net: 10/9	**697** ***10%***	266 *8%* *38%*	431 *12%* *62%* A	85 *12%* *12%* EF	141 *10%* *20%*	93 *8%* *13%*	99 *8%* *14%*	112 *11%* *16%* E	167 *13%* *24%* EF	62 *5%* *9%*	307 *9%* *44%* I	328 *15%* *47%* IJ	182 *11%* *26%*	193 *11%* *28%*	217 *9%* *31%*
Net: 6/5/4	**2430** ***36%***	1228 *38%* *51%* B	1202 *34%* *49%*	210 *30%* *9%*	510 *37%* *21%* CH	445 *38%* *18%* CH	490 *40%* *20%* CG H	355 *35%* *15%*	420 *32%* *17%*	498 *41%* *20%* JK	1245 *37%* *51%* K	686 *32%* *28%*	583 *36%* *24%*	588 *35%* *24%*	835 *36%* *34%*
Net: 3/2/1	**606** ***9%***	364 *11%* *60%* B	242 *7%* *40%*	54 *8%* *9%*	115 *8%* *19%*	123 *10%* *20%* H	107 *9%* *18%*	113 *11%* *19%* H	94 *7%* *15%*	137 *11%* *23%* JK	297 *9%* *49%*	172 *8%* *28%*	113 *7%* *19%*	186 *11%* *31%* L	220 *10%* *36%* L
Mean	**6.33**	6.11	6.53 A	6.63 D EFG	6.36 E	6.13	6.18	6.22	6.53 EFG	5.95	6.30 I	6.58 IJ	6.46 N	6.28	6.25
Standard Deviation	**2.02**	2.07	1.96	1.95	1.92	2.07	1.96	2.14	2.05	1.98	1.99	2.06	1.96	2.10	2.05

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 155

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**261** ***4%***	22 *4%* *8%*	13 *4%* *5%*	8 *4%* *3%*	218 *4%* *83%*	235 *4%* *90%*	26 *6%* *10%*	41 *4%* *16%*	216 *4%* *83%*	220 *4%* *84%*	155 *4%* *60%* Y	65 *3%* *25%*	71 *3%* *27%*
9	**436** ***6%***	29 *5%* *7%*	21 *6%* *5%*	12 *6%* *3%*	374 *7%* *86%* O	404 *6%* *93%*	32 *7%* *7%*	67 *6%* *15%*	362 *6%* *83%*	368 *6%* *84%*	235 *7%* *54%*	132 *6%* *30%*	145 *6%* *33%*
8	**1203** ***18%***	106 *17%* *9%*	76 *22%* *6%* OQR	37 *18%* *3%*	984 *17%* *82%*	1110 *18%* *92%*	93 *20%* *8%*	194 *18%* *16%*	998 *18%* *83%*	1009 *18%* *84%*	648 *18%* *54%*	358 *17%* *30%*	381 *17%* *32%*
7	**1506** ***22%***	138 *22%* *9%*	75 *22%* *5%*	47 *23%* *3%*	1246 *22%* *83%*	1412 *22%* *94%*	93 *20%* *6%*	199 *19%* *13%*	1279 *23%* *85%* U	1301 *23%* *86%* U	789 *22%* *52%*	508 *24%* *34%* U	538 *24%* *36%* U
6	**1044** ***15%***	102 *17%* *10%*	47 *14%* *5%*	35 *17%* *3%* P	859 *15%* *82%*	979 *15%* *94%*	65 *14%* *6%*	156 *15%* *15%*	875 *15%* *84%*	887 *15%* *85%*	558 *16%* *53%*	329 *15%* *31%*	340 *15%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 155

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**1067** ***16%***	102 *17%* *10%*	51 *15%* *5%*	29 *14%* *3%*	885 *16%* *83%*	996 *16%* *93%*	71 *15%* *7%*	152 *14%* *14%*	904 *16%* *85%*	911 *16%* *85%*	574 *16%* *54%*	332 *16%* *31%*	352 *16%* *33%*
4	**319** ***5%***	31 *5%* *10%*	17 *5%* *5%*	9 *5%* *3%*	262 *5%* *82%*	295 *5%* *92%*	24 *5%* *8%*	63 *6%* *20%*	254 *5%* *80%*	255 *4%* *80%*	164 *5%* *51%*	91 *4%* *29%*	98 *4%* *31%*
3	**215** ***3%***	18 *3%* *8%*	11 *3%* *5%*	6 *3%* *3%*	180 *3%* *84%*	206 *3%* *96%*	9 *2%* *4%*	38 *4%* *18%*	176 *3%* *82%*	176 *3%* *82%*	100 *3%* *47%*	75 *4%* *35%*	78 *3%* *36%*
2	**159** ***2%***	11 *2%* *7%*	5 *1%* *3%*	4 *2%* *2%*	140 *2%* *88%*	151 *2%* *95%*	8 *2%* *5%*	33 *3%* *21%*	121 *2%* *76%*	125 *2%* *79%*	81 *2%* *51%*	44 *2%* *28%*	46 *2%* *29%*
1	**232** ***3%***	20 *3%* *9%*	8 *2%* *4%*	5 *3%* *2%*	198 *4%* *85%*	221 *3%* *95%*	12 *3%* *5%*	35 *3%* *15%*	192 *3%* *83%*	194 *3%* *84%*	126 *4%* *54%*	67 *3%* *29%*	78 *3%* *34%*
Don't know	**357** ***5%***	34 *5%* *9%*	18 *5%* *5%*	11 *5%* *3%*	294 *5%* *83%*	329 *5%* *92%*	28 *6%* *8%*	76 *7%* *21%* VWX	278 *5%* *78%*	279 *5%* *78%*	153 *4%* *43%*	124 *6%* *35%* X	133 *6%* *37%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 155

Absolutes/col/row percents

9 Jul 2009

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 who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3406** ***50%***	295 *48%* *9%*	184 *54%* *5%* OR	105 *51%* *3%*	2822 *50%* *83%*	3161 *50%* *93%*	245 *53%* *7%*	502 *48%* *15%*	2856 *51%* *84%*	2898 *51%* *85%*	1827 *51%* *54%*	1063 *50%* *31%*	1135 *50%* *33%*
Net: 10/9	**697** ***10%***	51 *8%* *7%*	34 *10%* *5%*	21 *10%* *3%*	592 *10%* *85%*	639 *10%* *92%*	58 *13%* *8%*	108 *10%* *16%*	578 *10%* *83%*	588 *10%* *84%*	391 *11%* *56%*	197 *9%* *28%*	216 *10%* *31%*
Net: 6/5/4	**2430** ***36%***	235 *38%* *10%* P	115 *34%* *5%*	74 *36%* *3%*	2006 *36%* *83%*	2270 *36%* *93%*	160 *35%* *7%*	371 *35%* *15%*	2033 *36%* *84%*	2052 *36%* *84%*	1296 *36%* *53%*	752 *35%* *31%*	790 *35%* *33%*
Net: 3/2/1	**606** ***9%***	49 *8%* *8%*	24 *7%* *4%*	15 *7%* *2%*	518 *9%* *85%*	577 *9%* *95%*	29 *6%* *5%*	106 *10%* *18%*	488 *9%* *80%*	495 *9%* *82%*	306 *9%* *51%*	187 *9%* *31%*	203 *9%* *33%*
Mean	**6.33**	6.28	6.50 OR	6.44	6.32	6.31	6.56 S	6.26	6.34	6.35	6.37	6.31	6.31
Standard Deviation	**2.02**	1.95	1.92	1.93	2.04	2.02	1.99	2.10	2.00	2.00	2.03	1.97	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 156

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**431** ***13%***	172 *11%* *40%*	258 *14%* *60%* A	39 *11%* *9%*	75 *11%* *17%*	59 *10%* *14%*	79 *13%* *18%*	77 *15%* *18%* E	101 *15%* *24%* E	67 *11%* *16%*	203 *12%* *47%*	160 *14%* *37%*	105 *13%* *24%*	100 *11%* *23%*	162 *14%* *38%*
9	**367** ***11%***	150 *9%* *41%*	217 *12%* *59%* A	59 *16%* *16%* EF G	77 *11%* *21%*	52 *9%* *14%*	50 *8%* *14%*	48 *10%* *13%*	80 *12%* *22%*	58 *10%* *16%*	183 *11%* *50%*	126 *11%* *34%*	107 *13%* *29%*	87 *10%* *24%*	114 *10%* *31%*
8	**740** ***22%***	375 *23%* *51%*	365 *20%* *49%*	74 *20%* *10%*	144 *21%* *19%*	135 *23%* *18%*	126 *21%* *17%*	95 *19%* *13%*	166 *24%* *22%*	126 *21%* *17%*	362 *21%* *49%*	252 *23%* *34%*	178 *22%* *24%*	200 *23%* *27%*	232 *20%* *31%*
7	**598** ***17%***	299 *18%* *50%*	299 *17%* *50%*	58 *16%* *10%*	122 *18%* *20%*	108 *18%* *18%*	97 *16%* *16%*	79 *16%* *13%*	135 *19%* *23%*	104 *18%* *17%*	301 *18%* *50%*	193 *17%* *32%*	145 *18%* *24%*	165 *19%* *28%*	190 *17%* *32%*
6	**355** ***10%***	155 *10%* *44%*	200 *11%* *56%*	45 *12%* *13%* H	89 *13%* *25%* H	62 *11%* *17%* H	60 *10%* *17%* H	56 *11%* *16%* H	41 *6%* *12%*	74 *12%* *21%* K	191 *11%* *54%* K	89 *8%* *25%*	77 *9%* *22%*	84 *10%* *24%*	129 *11%* *36%*
5	**432** ***13%***	204 *13%* *47%*	228 *13%* *53%*	50 *14%* *12%*	83 *12%* *19%*	79 *14%* *18%*	86 *15%* *20%*	62 *12%* *14%*	73 *10%* *17%*	83 *14%* *19%*	216 *13%* *50%*	133 *12%* *31%*	90 *11%* *21%*	113 *13%* *26%*	148 *13%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 156

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**125** ***4%***	72 *4%* *58%*	53 *3%* *42%*	17 *5%* *14%*	23 *3%* *19%*	27 *5%* *22%*	22 *4%* *17%*	17 *3%* *14%*	19 *3%* *15%*	18 *3%* *14%*	63 *4%* *51%*	44 *4%* *35%*	32 *4%* *25%*	25 *3%* *20%*	44 *4%* *35%*
3	**86** ***3%***	42 *3%* *49%*	44 *2%* *51%*	6 *2%* *7%*	20 *3%* *23%*	9 *2%* *11%*	17 *3%* *20%*	13 *3%* *15%*	20 *3%* *23%*	14 *2%* *17%*	44 *3%* *52%*	27 *2%* *31%*	17 *2%* *20%*	21 *2%* *25%*	34 *3%* *40%*
2	**60** ***2%***	35 *2%* *58%*	25 *1%* *42%*	* * *1%*	15 *2%* *25%* C	10 *2%* *16%*	4 *1%* *7%*	16 *3%* *26%* CF	15 *2%* *25%* C	13 *2%* *22%*	23 *1%* *38%*	24 *2%* *40%*	11 *1%* *19%*	24 *3%* *40%*	19 *2%* *31%*
1	**109** ***3%***	70 *4%* *64%* B	39 *2%* *36%*	13 *3%* *11%*	15 *2%* *14%*	22 *4%* *20%*	27 *5%* *25%* H	18 *3%* *16%*	15 *2%* *14%*	22 *4%* *20%*	57 *3%* *53%*	30 *3%* *27%*	23 *3%* *21%*	33 *4%* *30%*	40 *3%* *37%*
Don't know	**116** ***3%***	52 *3%* *45%*	63 *4%* *55%*	7 *2%* *6%*	13 *2%* *12%*	19 *3%* *17%*	24 *4%* *21%*	23 *5%* *20%* D	28 *4%* *25%*	16 *3%* *14%*	58 *3%* *50%*	41 *4%* *36%*	29 *4%* *25%*	32 *4%* *27%*	37 *3%* *32%*
Net: 10/9/8/7	**2136** ***62%***	996 *61%* *47%*	1139 *64%* *53%*	230 *63%* *11%*	418 *62%* *20%*	354 *61%* *17%*	352 *59%* *16%*	299 *59%* *14%*	482 *70%* *23%* DEFG	355 *60%* *17%*	1049 *62%* *49%*	731 *65%* *34%*	536 *66%* *25%*	551 *62%* *26%*	699 *61%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 156

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**797** ***23%***	322 *20%* *40%*	475 *27%* *60%* A	98 *27%* *12%* E	152 *22%* *19%*	111 *19%* *14%*	128 *22%* *16%*	126 *25%* *16%* E	182 *26%* *23%* E	125 *21%* *16%*	386 *23%* *48%*	286 *26%* *36%*	212 *26%* *27%*	187 *21%* *23%*	277 *24%* *35%*
Net: 6/5/4	**912** ***27%***	431 *27%* *47%*	481 *27%* *53%*	112 *31%* *12%* H	195 *29%* *21%* H	168 *29%* *18%* H	168 *28%* *18%* H	135 *27%* *15%* H	133 *19%* *15%*	175 *29%* *19%* K	471 *28%* *52%*	266 *24%* *29%*	198 *24%* *22%*	222 *25%* *24%*	321 *28%* *35%*
Net: 3/2/1	**255** ***7%***	147 *9%* *58%* B	108 *6%* *42%*	19 *5%* *7%*	51 *7%* *20%*	41 *7%* *16%*	48 *8%* *19%*	47 *9%* *18%*	49 *7%* *19%*	50 *8%* *19%*	125 *7%* *49%*	81 *7%* *32%*	51 *6%* *20%*	78 *9%* *31%*	93 *8%* *36%*
Mean	**6.96**	6.78	7.13 A	7.03	6.93	6.82	6.85	6.91	7.22 DEF G	6.82	6.93	7.08	7.12	6.87	6.93
Standard Deviation	**2.21**	2.27	2.13	2.12	2.13	2.18	2.29	2.36	2.16	2.22	2.19	2.22	2.16	2.25	2.27

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 156

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**431** ***13%***	27 *9%* *6%*	22 *13%* *5%* O	14 *14%* *3%* O	368 *13%* *85%* O	389 *12%* *90%*	41 *18%* *10%* S	68 *12%* *16%*	360 *13%* *84%*	361 *13%* *84%*	240 *14%* *56%*	122 *12%* *28%*	132 *12%* *31%*
9	**367** ***11%***	31 *10%* *8%*	19 *11%* *5%*	9 *9%* *2%*	308 *11%* *84%*	346 *11%* *94%*	21 *9%* *6%*	59 *10%* *16%*	302 *11%* *82%*	308 *11%* *84%*	194 *11%* *53%*	114 *11%* *31%*	121 *11%* *33%*
8	**740** ***22%***	67 *22%* *9%*	41 *24%* *5%*	24 *24%* *3%*	609 *21%* *82%*	680 *21%* *92%*	61 *27%* *8%*	144 *25%* *20%*	588 *21%* *79%*	596 *21%* *80%*	374 *21%* *50%*	222 *21%* *30%*	234 *21%* *32%*
7	**598** ***17%***	53 *17%* *9%*	24 *14%* *4%*	21 *21%* *3%* P	501 *18%* *84%*	571 *18%* *95%*	27 *12%* *5%*	95 *16%* *16%*	493 *18%* *82%*	498 *18%* *83%*	290 *17%* *48%*	206 *20%* *34%*	213 *19%* *36%*
6	**355** ***10%***	38 *13%* *11%*	15 *9%* *4%*	12 *12%* *3%*	290 *10%* *82%*	330 *10%* *93%*	25 *11%* *7%*	52 *9%* *15%*	298 *11%* *84%*	301 *11%* *85%*	195 *11%* *55%*	106 *10%* *30%*	111 *10%* *31%*
5	**432** ***13%***	46 *15%* *11%*	25 *15%* *6%*	11 *11%* *2%*	351 *12%* *81%*	400 *13%* *93%*	32 *14%* *7%*	67 *12%* *16%*	360 *13%* *83%*	365 *13%* *84%*	235 *13%* *54%*	129 *12%* *30%*	135 *12%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 156

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**125** ***4%***	15 *5%* *12%* Q	7 *4%* *5%*	2 *2%* *2%*	101 *4%* *81%*	123 *4%* *99%* T	2 *1%* *1%*	15 *3%* *12%*	110 *4%* *88%*	110 *4%* *88%*	65 *4%* *52%*	45 *4%* *36%*	45 *4%* *36%*
3	**86** ***3%***	7 *2%* *8%*	5 *3%* *6%*	1 *1%* *1%*	72 *3%* *84%*	84 *3%* *98%*	2 *1%* *2%*	17 *3%* *20%*	68 *2%* *79%*	68 *2%* *79%*	32 *2%* *37%*	35 *3%* *41%* X	35 *3%* *41%*
2	**60** ***2%***	4 *1%* *6%*	1 *1%* *2%*	1 *1%* *2%*	54 *2%* *90%*	60 *2%* *100%*	- - -	13 *2%* *22%*	43 *2%* *72%*	43 *2%* *72%*	29 *2%* *49%*	14 *1%* *23%*	19 *2%* *31%*
1	**109** ***3%***	7 *2%* *7%*	3 *2%* *3%*	3 *3%* *3%*	96 *3%* *88%*	105 *3%* *96%*	4 *2%* *4%*	15 *3%* *14%*	87 *3%* *79%*	88 *3%* *81%*	55 *3%* *50%*	34 *3%* *31%*	38 *3%* *35%*
Don't know	**116** ***3%***	8 *3%* *7%*	7 *4%* *6%*	3 *3%* *3%*	97 *3%* *84%*	106 *3%* *92%*	10 *4%* *8%*	35 *6%* *30%* VWXY Z	73 *3%* *63%*	75 *3%* *65%*	46 *3%* *40%*	28 *3%* *25%*	30 *3%* *26%*
Net: 10/9/8/7	**2136** ***62%***	177 *59%* *8%*	105 *62%* *5%*	68 *67%* *3%* O	1786 *63%* *84%*	1985 *62%* *93%*	150 *67%* *7%*	366 *63%* *17%*	1744 *63%* *82%*	1763 *63%* *83%*	1097 *63%* *51%*	663 *63%* *31%*	700 *63%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 156

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Importance Rating ****

Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**797** ***23%***	58 *19%* *7%*	41 *24%* *5%*	23 *23%* *3%*	676 *24%* *85%* O	735 *23%* *92%*	62 *27%* *8%*	126 *22%* *16%*	663 *24%* *83%*	669 *24%* *84%*	434 *25%* *54%*	236 *22%* *30%*	253 *23%* *32%*
Net: 6/5/4	**912** ***27%***	99 *33%* *11%* QR	47 *28%* *5%*	25 *25%* *3%*	741 *26%* *81%*	853 *27%* *94%*	59 *26%* *6%*	134 *23%* *15%*	768 *28%* *84%*	776 *28%* *85%*	495 *28%* *54%* U	279 *27%* *31%*	291 *26%* *32%*
Net: 3/2/1	**255** ***7%***	18 *6%* *7%*	10 *6%* *4%*	5 *5%* *2%*	222 *8%* *87%*	249 *8%* *98%* T	6 *3%* *2%*	45 *8%* *18%*	198 *7%* *77%*	199 *7%* *78%*	116 *7%* *45%*	83 *8%* *32%*	92 *8%* *36%*
Mean	**6.96**	6.81	7.07	7.17 O	6.96	6.93	7.46 S	7.02	6.97	6.97	7.01	6.91	6.90
Standard Deviation	**2.21**	2.06	2.12	2.06	2.23	2.22	1.95	2.18	2.19	2.19	2.20	2.19	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 157

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**333** ***10%***	165 *10%* *50%*	168 *9%* *50%*	28 *8%* *8%*	54 *7%* *16%*	40 *7%* *12%*	59 *9%* *18%*	61 *12%* *18%* DE	92 *15%* *27%* CDEF	50 *8%* *15%*	137 *8%* *41%*	146 *14%* *44%* IJ	91 *11%* *27%*	84 *10%* *25%*	103 *9%* *31%*
9	**314** ***9%***	150 *9%* *48%*	164 *9%* *52%*	35 *10%* *11%*	67 *9%* *21%*	48 *8%* *15%*	43 *7%* *14%*	60 *11%* *19%* F	62 *10%* *20%*	43 *7%* *14%*	151 *9%* *48%*	120 *11%* *38%* I	74 *9%* *24%*	66 *8%* *21%*	122 *10%* *39%*
8	**720** ***21%***	335 *20%* *47%*	385 *22%* *53%*	72 *21%* *10%*	127 *18%* *18%*	125 *21%* *17%*	138 *22%* *19%*	125 *24%* *17%* D	132 *22%* *18%*	129 *20%* *18%*	373 *22%* *52%*	218 *20%* *30%*	168 *20%* *23%*	175 *21%* *24%*	250 *21%* *35%*
7	**592** ***17%***	263 *16%* *44%*	329 *19%* *56%*	63 *18%* *11%*	120 *17%* *20%*	115 *19%* *19%* G	129 *21%* *22%* G	67 *13%* *11%*	98 *16%* *17%*	116 *18%* *20%*	325 *19%* *55%* K	151 *14%* *26%*	135 *16%* *23%*	144 *17%* *24%*	200 *17%* *34%*
6	**400** ***12%***	188 *11%* *47%*	212 *12%* *53%*	54 *16%* *14%* EG	91 *13%* *23%*	55 *9%* *14%*	79 *13%* *20%*	52 *10%* *13%*	69 *11%* *17%*	79 *12%* *20%*	208 *12%* *52%*	113 *11%* *28%*	94 *11%* *23%*	105 *13%* *26%*	134 *11%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 157

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**462** ***13%***	235 *14%* *51%*	227 *13%* *49%*	35 *10%* *8%*	138 *19%* *30%* CF GH	94 *16%* *20%* FH	68 *11%* *15%*	67 *13%* *14%*	61 *10%* *13%*	95 *15%* *21%*	238 *14%* *52%*	129 *12%* *28%*	113 *14%* *25%*	95 *12%* *21%*	177 *15%* *38%*
4	**162** ***5%***	90 *5%* *55%*	72 *4%* *45%*	20 *6%* *13%*	34 *5%* *21%*	31 *5%* *19%*	36 *6%* *22%*	21 *4%* *13%*	20 *3%* *12%*	37 *6%* *23%* K	92 *5%* *57%* K	33 *3%* *20%*	42 *5%* *26%*	42 *5%* *26%*	50 *4%* *31%*
3	**127** ***4%***	66 *4%* *52%*	61 *3%* *48%*	22 *6%* *17%* E	32 *4%* *25%*	15 *2%* *12%*	20 *3%* *15%*	22 *4%* *17%*	18 *3%* *14%*	25 *4%* *20%*	45 *3%* *35%*	57 *5%* *45%* J	25 *3%* *20%*	37 *4%* *29%*	46 *4%* *36%*
2	**75** ***2%***	35 *2%* *47%*	39 *2%* *53%*	4 *1%* *5%*	25 *4%* *34%* GH	21 *4%* *28%* GH	11 *2%* *14%*	7 *1%* *9%*	6 *1%* *8%*	21 *3%* *29%* K	39 *2%* *52%*	15 *1%* *20%*	15 *2%* *19%*	13 *2%* *18%*	29 *2%* *39%*
1	**137** ***4%***	87 *5%* *64%* B	50 *3%* *36%*	9 *3%* *6%*	23 *3%* *17%*	39 *7%* *28%* CD H	27 *4%* *20%*	21 *4%* *15%*	18 *3%* *13%*	28 *4%* *20%*	65 *4%* *47%*	45 *4%* *33%*	40 *5%* *29%*	36 *4%* *26%*	42 *4%* *30%*
Don't know	**105** ***3%***	44 *3%* *42%*	61 *3%* *58%*	7 *2%* *6%*	12 *2%* *12%*	16 *3%* *16%*	18 *3%* *17%*	19 *4%* *18%*	33 *5%* *31%* CDE	13 *2%* *13%*	47 *3%* *45%*	45 *4%* *43%*	33 *4%* *32%* N	32 *4%* *31%*	24 *2%* *23%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 157

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**1959** ***57%***	913 *55%* *47%*	1046 *59%* *53%* A	197 *57%* *10%*	367 *51%* *19%*	328 *55%* *17%*	369 *59%* *19%* D	313 *60%* *16%* D	384 *63%* *20%* DE	338 *53%* *17%*	986 *57%* *50%*	635 *59%* *32%* I	467 *56%* *24%*	468 *56%* *24%*	675 *57%* *34%*
Net: 10/9	**647** ***19%***	315 *19%* *49%*	331 *19%* *51%*	62 *18%* *10%*	120 *17%* *19%*	88 *15%* *14%*	102 *16%* *16%*	121 *23%* *19%* DE F	154 *25%* *24%* CDEF	93 *15%* *14%*	288 *17%* *45%*	266 *25%* *41%* IJ	165 *20%* *25%*	150 *18%* *23%*	225 *19%* *35%*
Net: 6/5/4	**1024** ***30%***	512 *31%* *50%*	511 *29%* *50%*	109 *31%* *11%*	263 *36%* *26%* EF GH	180 *30%* *18%*	183 *29%* *18%*	139 *27%* *14%*	150 *25%* *15%*	211 *33%* *21%* K	539 *31%* *53%* K	274 *26%* *27%*	249 *30%* *24%*	243 *29%* *24%*	362 *31%* *35%*
Net: 3/2/1	**339** ***10%***	189 *11%* *56%* B	151 *9%* *44%*	34 *10%* *10%*	81 *11%* *24%* H	75 *12%* *22%* H	57 *9%* *17%*	50 *10%* *15%*	42 *7%* *12%*	74 *12%* *22%* J	148 *9%* *44%*	117 *11%* *34%*	80 *10%* *23%*	86 *10%* *25%*	117 *10%* *34%*
Mean	**6.65**	6.53	6.76 A	6.65	6.37	6.33	6.65 E	6.86 D E	7.12 CDE F	6.37	6.62 I	6.86 IJ	6.66	6.63	6.64
Standard Deviation	**2.27**	2.37	2.16	2.14	2.23	2.38	2.22	2.32	2.20	2.28	2.18	2.38	2.33	2.29	2.24

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 157

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**333** ***10%***	31 *10%* *9%*	17 *10%* *5%*	8 *8%* *3%*	278 *10%* *83%*	308 *10%* *93%*	25 *10%* *7%*	50 *10%* *15%*	272 *9%* *82%*	282 *10%* *85%*	170 *9%* *51%*	110 *10%* *33%*	118 *10%* *35%*
9	**314** ***9%***	28 *9%* *9%*	16 *9%* *5%*	9 *8%* *3%*	262 *9%* *83%*	287 *9%* *91%*	27 *11%* *9%*	50 *10%* *16%*	261 *9%* *83%*	264 *9%* *84%*	162 *9%* *52%*	101 *9%* *32%*	109 *9%* *35%*
8	**720** ***21%***	69 *22%* *10%*	39 *23%* *5%*	20 *19%* *3%*	592 *21%* *82%*	670 *21%* *93%*	50 *20%* *7%*	93 *19%* *13%*	619 *21%* *86%*	627 *21%* *87%*	412 *22%* *57%*	213 *20%* *30%*	232 *20%* *32%*
7	**592** ***17%***	59 *19%* *10%*	32 *18%* *5%*	22 *21%* *4%* R	479 *17%* *81%*	553 *17%* *93%*	39 *16%* *7%*	66 *14%* *11%*	515 *18%* *87%* U	523 *18%* *88%* U	327 *18%* *55%*	193 *18%* *33%*	207 *18%* *35%*
6	**400** ***12%***	32 *10%* *8%*	23 *13%* *6%*	13 *12%* *3%*	333 *12%* *83%*	378 *12%* *95%*	22 *9%* *5%*	64 *13%* *16%*	331 *11%* *83%*	336 *11%* *84%*	210 *11%* *53%*	126 *12%* *31%*	129 *11%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 157

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**462** ***13%***	40 *13%* *9%*	21 *12%* *4%*	15 *15%* *3%*	386 *14%* *84%*	414 *13%* *90%*	47 *19%* *10%* S	60 *12%* *13%*	397 *14%* *86%*	399 *14%* *87%*	239 *13%* *52%*	158 *15%* *34%*	166 *14%* *36%*
4	**162** ***5%***	13 *4%* *8%*	8 *5%* *5%*	7 *6%* *4%*	134 *5%* *83%*	155 *5%* *95%*	7 *3%* *5%*	40 *8%* *24%* VWXY Z	121 *4%* *75%*	122 *4%* *76%*	79 *4%* *49%*	43 *4%* *27%*	48 *4%* *30%*
3	**127** ***4%***	12 *4%* *10%*	4 *2%* *3%*	4 *4%* *3%*	108 *4%* *84%*	123 *4%* *96%*	5 *2%* *4%*	14 *3%* *11%*	112 *4%* *88%*	113 *4%* *89%*	81 *4%* *63%*	32 *3%* *25%*	39 *3%* *31%*
2	**75** ***2%***	11 *3%* *14%*	5 *3%* *7%*	2 *2%* *2%*	57 *2%* *77%*	67 *2%* *90%*	7 *3%* *10%*	9 *2%* *12%*	64 *2%* *86%*	65 *2%* *88%*	40 *2%* *54%*	25 *2%* *34%*	28 *2%* *37%*
1	**137** ***4%***	10 *3%* *7%*	7 *4%* *5%*	3 *3%* *2%*	118 *4%* *86%*	128 *4%* *93%*	9 *4%* *7%*	26 *5%* *19%*	108 *4%* *79%*	110 *4%* *80%*	72 *4%* *52%*	36 *3%* *26%*	36 *3%* *26%*
Don't know	**105** ***3%***	8 *3%* *8%*	4 *2%* *4%*	3 *3%* *3%*	90 *3%* *86%*	96 *3%* *92%*	9 *4%* *8%*	15 *3%* *14%*	90 *3%* *86%*	90 *3%* *86%*	51 *3%* *48%*	39 *4%* *37%*	41 *4%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 157

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**1959** ***57%***	187 *60%* *10%*	103 *59%* *5%*	59 *56%* *3%*	1610 *57%* *82%*	1818 *57%* *93%*	140 *57%* *7%*	259 *53%* *13%*	1668 *58%* *85%*	1696 *58%* *87%*	1070 *58%* *55%*	617 *57%* *31%*	666 *58%* *34%*
Net: 10/9	**647** ***19%***	58 *19%* *9%*	32 *19%* *5%*	17 *16%* *3%*	540 *19%* *83%*	595 *19%* *92%*	52 *21%* *8%*	100 *21%* *16%*	534 *18%* *82%*	546 *19%* *84%*	332 *18%* *51%*	211 *20%* *33%*	227 *20%* *35%*
Net: 6/5/4	**1024** ***30%***	85 *27%* *8%*	51 *30%* *5%*	34 *33%* *3%*	853 *30%* *83%*	947 *30%* *93%*	77 *31%* *7%*	164 *34%* *16%*	849 *29%* *83%*	858 *29%* *84%*	529 *29%* *52%*	328 *30%* *32%*	343 *30%* *34%*
Net: 3/2/1	**339** ***10%***	33 *11%* *10%*	15 *9%* *5%*	9 *8%* *3%*	282 *10%* *83%*	318 *10%* *94%*	22 *9%* *6%*	50 *10%* *15%*	284 *10%* *84%*	288 *10%* *85%*	193 *10%* *57%*	94 *9%* *28%*	103 *9%* *30%*
Mean	**6.65**	6.68	6.72	6.58	6.64	6.64	6.69	6.53	6.66	6.67	6.65	6.71	6.72
Standard Deviation	**2.27**	2.26	2.23	2.12	2.28	2.27	2.28	2.40	2.24	2.25	2.26	2.22	2.22

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 158

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**388** ***11%***	180 *11%* *46%*	207 *12%* *54%*	30 *9%* *8%*	73 *10%* *19%*	49 *8%* *13%*	74 *12%* *19%*	59 *11%* *15%*	101 *17%* *26%* CDEF G	57 *9%* *15%*	177 *10%* *46%*	154 *14%* *40%* IJ	94 *11%* *24%*	89 *11%* *23%*	137 *12%* *35%*
9	**307** ***9%***	148 *9%* *48%*	159 *9%* *52%*	37 *11%* *12%*	67 *9%* *22%*	48 *8%* *16%*	47 *8%* *15%*	50 *10%* *16%*	57 *9%* *19%*	49 *8%* *16%*	146 *9%* *48%*	112 *10%* *37%*	76 *9%* *25%*	62 *7%* *20%*	114 *10%* *37%*
8	**736** ***21%***	334 *20%* *45%*	402 *23%* *55%*	100 *29%* *14%* DF H	135 *19%* *18%*	146 *24%* *20%* DF H	117 *19%* *16%*	121 *23%* *16%*	115 *19%* *16%*	132 *21%* *18%*	385 *22%* *52%*	219 *20%* *30%*	183 *22%* *25%*	183 *22%* *25%*	248 *21%* *34%*
7	**584** ***17%***	282 *17%* *48%*	303 *17%* *52%*	55 *16%* *9%*	124 *17%* *21%*	106 *18%* *18%*	124 *20%* *21%* H	86 *17%* *15%*	89 *15%* *15%*	116 *18%* *20%* K	336 *20%* *58%* K	132 *12%* *23%*	131 *16%* *22%*	131 *16%* *22%*	205 *17%* *35%*
6	**462** ***13%***	236 *14%* *51%*	226 *13%* *49%*	52 *15%* *11%*	102 *14%* *22%*	74 *12%* *16%*	88 *14%* *19%*	63 *12%* *14%*	83 *14%* *18%*	83 *13%* *18%*	231 *13%* *50%*	148 *14%* *32%*	112 *14%* *24%*	131 *16%* *28%*	150 *13%* *32%*
5	**448** ***13%***	223 *13%* *50%*	225 *13%* *50%*	26 *8%* *6%*	124 *17%* *28%* CH	93 *15%* *21%* CH	82 *13%* *18%* C	67 *13%* *15%* C	55 *9%* *12%*	104 *16%* *23%* JK	219 *13%* *49%*	125 *12%* *28%*	102 *12%* *23%*	89 *11%* *20%*	179 *15%* *40%* M

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 158

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**126** ***4%***	70 *4%* *56%*	55 *3%* *44%*	16 *5%* *13%*	33 *5%* *26%*	18 *3%* *14%*	30 *5%* *24%*	14 *3%* *11%*	15 *3%* *12%*	18 *3%* *14%*	75 *4%* *59%*	33 *3%* *26%*	40 *5%* *32%*	24 *3%* *19%*	37 *3%* *29%*
3	**73** ***2%***	41 *2%* *56%*	32 *2%* *44%*	11 *3%* *15%*	15 *2%* *21%*	11 *2%* *16%*	15 *2%* *20%*	8 *2%* *11%*	13 *2%* *18%*	15 *2%* *21%*	30 *2%* *41%*	28 *3%* *38%*	10 *1%* *13%*	24 *3%* *32%*	26 *2%* *36%*
2	**43** ***1%***	26 *2%* *62%*	16 *1%* *38%*	5 *1%* *12%*	7 *1%* *17%*	11 *2%* *25%*	7 *1%* *17%*	6 *1%* *15%*	6 *1%* *15%*	12 *2%* *29%*	22 *1%* *52%*	8 *1%* *19%*	12 *1%* *27%*	8 *1%* *20%*	16 *1%* *37%*
1	**64** ***2%***	38 *2%* *59%*	26 *1%* *41%*	7 *2%* *11%*	14 *2%* *22%*	19 *3%* *30%* F	6 *1%* *10%*	9 *2%* *15%*	8 *1%* *13%*	16 *3%* *25%*	28 *2%* *44%*	19 *2%* *30%*	19 *2%* *29%*	16 *2%* *25%*	19 *2%* *30%*
Don't know	**197** ***6%***	81 *5%* *41%*	115 *7%* *59%*	8 *2%* *4%*	28 *4%* *14%*	23 *4%* *11%*	37 *6%* *19%*	37 *7%* *19%* CD E	64 *10%* *32%* CDEF	35 *5%* *18%*	70 *4%* *36%*	92 *9%* *47%* J	52 *6%* *27%*	72 *9%* *37%* N	47 *4%* *24%*
Net: 10/9/8/7	**2015** ***59%***	943 *57%* *47%*	1072 *61%* *53%*	223 *64%* *11%* D	399 *55%* *20%*	350 *58%* *17%*	361 *58%* *18%*	317 *61%* *16%*	364 *60%* *18%*	353 *56%* *18%*	1044 *61%* *52%* I	618 *58%* *31%*	483 *58%* *24%*	464 *56%* *23%*	704 *60%* *35%*
Net: 10/9	**695** ***20%***	328 *20%* *47%*	367 *21%* *53%*	68 *20%* *10%*	140 *19%* *20%*	97 *16%* *14%*	121 *19%* *17%*	110 *21%* *16%*	159 *26%* *23%* DEF	105 *17%* *15%*	323 *19%* *47%*	266 *25%* *38%* IJ	170 *20%* *24%*	151 *18%* *22%*	251 *21%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 158

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 6/5/4	**1035** ***30%***	529 *32%* *51%*	507 *29%* *49%*	93 *27%* *9%*	259 *36%* *25%* CG H	185 *31%* *18%*	201 *32%* *19%* H	144 *28%* *14%*	153 *25%* *15%*	204 *32%* *20%*	525 *31%* *51%*	306 *29%* *30%*	254 *31%* *24%*	244 *29%* *24%*	366 *31%* *35%*
Net: 3/2/1	**180** ***5%***	105 *6%* *59%* B	74 *4%* *41%*	23 *7%* *13%*	36 *5%* *20%*	41 *7%* *23%*	28 *4%* *16%*	23 *4%* *13%*	28 *5%* *15%*	44 *7%* *25%*	80 *5%* *45%*	55 *5%* *31%*	40 *5%* *22%*	48 *6%* *27%*	61 *5%* *34%*
Mean	**6.97**	6.85	7.08 A	7.01	6.80	6.76	6.93	7.09 D E	7.30 DEF	6.72	6.95 I	7.14 I	6.97	6.94	6.97
Standard Deviation	**2.03**	2.10	1.97	2.01	2.03	2.08	1.97	2.00	2.07	2.08	1.97	2.10	2.07	2.03	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 158

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**388** ***11%***	39 *13%* *10%*	20 *12%* *5%*	9 *8%* *2%*	319 *11%* *82%*	352 *11%* *91%*	36 *14%* *9%*	59 *12%* *15%*	315 *11%* *81%*	328 *11%* *85%*	213 *12%* *55%*	114 *11%* *29%*	123 *11%* *32%*
9	**307** ***9%***	34 *11%* *11%*	14 *8%* *5%*	7 *7%* *2%*	252 *9%* *82%*	284 *9%* *92%*	23 *9%* *8%*	56 *11%* *18%*	249 *9%* *81%*	251 *9%* *82%*	162 *9%* *53%*	88 *8%* *29%*	93 *8%* *30%*
8	**736** ***21%***	60 *19%* *8%*	39 *23%* *5%*	23 *22%* *3%*	613 *22%* *83%*	692 *22%* *94%*	44 *18%* *6%*	104 *21%* *14%*	627 *22%* *85%*	632 *22%* *86%*	413 *22%* *56%*	218 *20%* *30%*	234 *20%* *32%*
7	**584** ***17%***	58 *19%* *10%*	36 *21%* *6%* R	23 *22%* *4%* R	467 *16%* *80%*	540 *17%* *92%*	44 *18%* *8%*	77 *16%* *13%*	500 *17%* *86%*	506 *17%* *87%*	304 *17%* *52%*	199 *18%* *34%*	214 *19%* *37%*
6	**462** ***13%***	34 *11%* *7%*	21 *12%* *5%*	14 *13%* *3%*	393 *14%* *85%*	432 *14%* *94%*	30 *12%* *6%*	60 *12%* *13%*	395 *14%* *86%*	399 *14%* *86%*	246 *13%* *53%*	152 *14%* *33%*	158 *14%* *34%*
5	**448** ***13%***	42 *13%* *9%*	21 *12%* *5%*	15 *14%* *3%*	370 *13%* *83%*	408 *13%* *91%*	40 *16%* *9%*	61 *12%* *14%*	386 *13%* *86%*	387 *13%* *86%*	235 *13%* *52%*	150 *14%* *34%*	164 *14%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 158

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**126** ***4%***	14 *4%* *11%*	6 *4%* *5%*	5 *5%* *4%*	101 *4%* *80%*	119 *4%* *95%*	7 *3%* *5%*	13 *3%* *11%*	110 *4%* *87%*	112 *4%* *89%*	77 *4%* *61%*	36 *3%* *28%*	38 *3%* *31%*
3	**73** ***2%***	7 *2%* *10%*	4 *2%* *6%*	2 *2%* *3%*	59 *2%* *81%*	70 *2%* *96%*	3 *1%* *4%*	16 *3%* *22%* YZ	55 *2%* *75%* YZ	57 *2%* *78%* YZ	48 *3%* *66%* YZ	8 *1%* *11%*	10 *1%* *13%*
2	**43** ***1%***	4 *1%* *10%*	2 *1%* *6%*	* * *1%*	36 *1%* *84%*	37 *1%* *87%*	5 *2%* *13%*	5 *1%* *13%*	35 *1%* *82%*	37 *1%* *87%*	20 *1%* *47%*	17 *2%* *40%*	19 *2%* *44%*
1	**64** ***2%***	6 *2%* *9%*	3 *2%* *5%*	1 *1%* *2%*	54 *2%* *84%*	62 *2%* *97%*	2 *1%* *2%*	12 *3%* *19%*	49 *2%* *77%*	51 *2%* *79%*	29 *2%* *46%*	21 *2%* *32%*	23 *2%* *36%*
Don't know	**197** ***6%***	15 *5%* *8%*	6 *3%* *3%*	5 *5%* *2%*	171 *6%* *87%* P	183 *6%* *93%*	14 *6%* *7%*	25 *5%* *13%*	170 *6%* *87%*	171 *6%* *87%*	96 *5%* *49%*	75 *7%* *38%*	77 *7%* *39%*
Net: 10/9/8/7	**2015** ***59%***	191 *61%* *9%*	111 *64%* *5%* R	62 *60%* *3%*	1651 *58%* *82%*	1868 *59%* *93%*	147 *60%* *7%*	295 *60%* *15%*	1691 *58%* *84%*	1717 *59%* *85%*	1091 *59%* *54%*	619 *57%* *31%*	665 *58%* *33%*
Net: 10/9	**695** ***20%***	73 *23%* *11%* Q	35 *20%* *5%*	16 *15%* *2%*	571 *20%* *82%* Q	636 *20%* *91%*	59 *24%* *9%*	114 *23%* *16%*	564 *20%* *81%*	579 *20%* *83%*	375 *20%* *54%*	201 *19%* *29%*	217 *19%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 158

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 6/5/4	**1035** ***30%***	89 *29%* *9%*	48 *28%* *5%*	34 *32%* *3%*	864 *30%* *83%*	959 *30%* *93%*	77 *31%* *7%*	135 *28%* *13%*	891 *31%* *86%*	898 *31%* *87%*	557 *30%* *54%*	337 *31%* *33%*	360 *31%* *35%*
Net: 3/2/1	**180** ***5%***	17 *6%* *10%*	10 *6%* *5%*	4 *4%* *2%*	149 *5%* *83%*	170 *5%* *95%*	10 *4%* *5%*	33 *7%* *19%*	139 *5%* *77%*	145 *5%* *81%*	97 *5%* *54%*	46 *4%* *26%*	51 *4%* *29%*
Mean	**6.97**	7.01	7.00	6.87	6.96	6.96	7.09	7.01	6.96	6.96	6.98	6.93	6.93
Standard Deviation	**2.03**	2.09	2.01	1.86	2.04	2.04	2.02	2.14	2.00	2.02	2.03	1.99	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 159

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(b) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
10	238 *5%*	113 *5%*	140 *4%*	109 *4%*	2 *6%*	53 *4%*	28 *5%*	24 *8%*	137 *9%*	261 *4%*	431 *13%*	333 *10%*	388 *11%*
9	305 *6%*	218 *9%*	141 *4%*	167 *7%*	3 *8%*	37 *3%*	24 *4%*	29 *10%*	166 *11%*	436 *6%*	367 *11%*	314 *9%*	307 *9%*
8	1031 *21%*	573 *25%*	558 *16%*	493 *20%*	6 *19%*	153 *12%*	98 *17%*	74 *25%*	319 *22%*	1203 *18%*	740 *22%*	720 *21%*	736 *21%*
7	1014 *21%*	455 *20%*	692 *19%*	494 *20%*	6 *19%*	206 *17%*	105 *18%*	51 *17%*	241 *17%*	1506 *22%*	598 *17%*	592 *17%*	584 *17%*
6	668 *14%*	315 *14%*	589 *17%*	323 *13%*	7 *20%*	207 *17%*	84 *15%*	34 *11%*	179 *12%*	1044 *15%*	355 *10%*	400 *12%*	462 *13%*
5	683 *14%*	263 *11%*	596 *17%*	353 *15%*	5 *14%*	196 *16%*	88 *15%*	29 *10%*	162 *11%*	1067 *16%*	432 *13%*	462 *13%*	448 *13%*
4	220 *5%*	82 *4%*	233 *7%*	107 *4%*	1 *4%*	125 *10%*	34 *6%*	11 *4%*	66 *5%*	319 *5%*	125 *4%*	162 *5%*	126 *4%*
3	146 *3%*	54 *2%*	135 *4%*	77 *3%*	1 *3%*	54 *4%*	24 *4%*	7 *2%*	36 *2%*	215 *3%*	86 *3%*	127 *4%*	73 *2%*
2	122 *3%*	47 *2%*	112 *3%*	50 *2%*	- -	31 *2%*	16 *3%*	5 *2%*	18 *1%*	159 *2%*	60 *2%*	75 *2%*	43 *1%*
1	156 *3%*	66 *3%*	119 *3%*	61 *3%*	* *1%*	52 *4%*	20 *4%*	8 *3%*	38 *3%*	232 *3%*	109 *3%*	137 *4%*	64 *2%*
Don't know	259 *5%*	136 *6%*	235 *7%*	194 *8%*	2 *5%*	132 *11%*	55 *10%*	29 *10%*	91 *6%*	357 *5%*	116 *3%*	105 *3%*	197 *6%*
Net: 10/9/8/7	2587 *53%*	1359 *59%*	1531 *43%*	1263 *52%*	16 *52%*	449 *36%*	255 *44%*	177 *59%*	862 *59%*	3406 *50%*	2136 *62%*	1959 *57%*	2015 *59%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 159

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(b) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
Net: 10/9	543 *11%*	331 *14%*	281 *8%*	277 *11%*	4 *14%*	90 *7%*	52 *9%*	53 *18%*	302 *21%*	697 *10%*	797 *23%*	647 *19%*	695 *20%*
Net: 6/5/4	1570 *32%*	659 *28%*	1418 *40%*	783 *32%*	12 *39%*	528 *42%*	206 *36%*	74 *25%*	407 *28%*	2430 *36%*	912 *27%*	1024 *30%*	1035 *30%*
Net: 3/2/1	424 *9%*	167 *7%*	366 *10%*	188 *8%*	1 *4%*	137 *11%*	60 *10%*	20 *7%*	92 *6%*	606 *9%*	255 *7%*	339 *10%*	180 *5%*
Mean	6.46	6.73	6.08	6.50	6.70	5.86	6.17	6.92	6.92	6.33	6.96	6.65	6.97
Standard Deviation	2.06	2.01	2.05	2.00	1.81	2.11	2.12	2.08	2.10	2.02	2.21	2.27	2.03

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 160

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(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)	4850	4850	4850
Total (Wtd)	4841	4841	4841
Effective Total	3339	3339	3339
10	263 *5%*	450 *9%*	238 *5%*
9	449 *9%*	661 *14%*	305 *6%*
8	1079 *22%*	1169 *24%*	1031 *21%*
7	1025 *21%*	777 *16%*	1014 *21%*
6	611 *13%*	447 *9%*	668 *14%*
5	467 *10%*	342 *7%*	683 *14%*
4	222 *5%*	141 *3%*	220 *5%*
3	116 *2%*	82 *2%*	146 *3%*
2	72 *1%*	86 *2%*	122 *3%*
1	63 *1%*	121 *3%*	156 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 160

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(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)	4850	4850	4850
Effective Total	3339	3339	3339
Don't know	475 *10%*	564 *12%*	259 *5%*
Net: 10/9/8/7	2816 *58%*	3057 *63%*	2587 *53%*
Net: 10/9	712 *15%*	1111 *23%*	543 *11%*
Net: 6/5/4	1299 *27%*	931 *19%*	1570 *32%*
Net: 3/2/1	251 *5%*	289 *6%*	424 *9%*
Mean	6.85	7.19	6.46
Standard Deviation	1.89	2.09	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(b) Programmes in general and what you get from them - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(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)	2334	2334	2334
Total (Wtd)	2321	2321	2321
Effective Total	1627	1627	1627
10	211 *9%*	102 *4%*	113 *5%*
9	443 *19%*	200 *9%*	218 *9%*
8	780 *34%*	418 *18%*	573 *25%*
7	375 *16%*	320 *14%*	455 *20%*
6	196 *8%*	252 *11%*	315 *14%*
5	97 *4%*	185 *8%*	263 *11%*
4	27 *1%*	94 *4%*	82 *4%*
3	19 *1%*	63 *3%*	54 *2%*
2	22 *1%*	61 *3%*	47 *2%*
1	15 *1%*	93 *4%*	66 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 161

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(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)	2334	2334	2334
Effective Total	1627	1627	1627
Don't know	137 *6%*	532 *23%*	136 *6%*
Net: 10/9/8/7	1809 *78%*	1040 *45%*	1359 *59%*
Net: 10/9	654 *28%*	302 *13%*	331 *14%*
Net: 6/5/4	320 *14%*	532 *23%*	659 *28%*
Net: 3/2/1	55 *2%*	218 *9%*	167 *7%*
Mean	7.71	6.50	6.73
Standard Deviation	1.59	2.30	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 162

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(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)	3587	3587	3587
Total (Wtd)	3551	3551	3551
Effective Total	2404	2404	2404
10	74 *2%*	381 *11%*	140 *4%*
9	76 *2%*	472 *13%*	141 *4%*
8	329 *9%*	888 *25%*	558 *16%*
7	539 *15%*	614 *17%*	692 *19%*
6	578 *16%*	357 *10%*	589 *17%*
5	641 *18%*	288 *8%*	596 *17%*
4	308 *9%*	87 *2%*	233 *7%*
3	193 *5%*	58 *2%*	135 *4%*
2	153 *4%*	38 *1%*	112 *3%*
1	109 *3%*	68 *2%*	119 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 162

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(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)	3587	3587	3587
Effective Total	2404	2404	2404
Don't know	549 *15%*	300 *8%*	235 *7%*
Net: 10/9/8/7	1019 *29%*	2354 *66%*	1531 *43%*
Net: 10/9	151 *4%*	853 *24%*	281 *8%*
Net: 6/5/4	1527 *43%*	732 *21%*	1418 *40%*
Net: 3/2/1	455 *13%*	164 *5%*	366 *10%*
Mean	5.58	7.29	6.08
Standard Deviation	2.00	1.97	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 163

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(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)	2339	2339	2339
Total (Wtd)	2429	2429	2429
Effective Total	1619	1619	1619
10	88 *4%*	125 *5%*	109 *4%*
9	185 *8%*	164 *7%*	167 *7%*
8	483 *20%*	414 *17%*	493 *20%*
7	477 *20%*	350 *14%*	494 *20%*
6	334 *14%*	299 *12%*	323 *13%*
5	269 *11%*	267 *11%*	353 *15%*
4	92 *4%*	138 *6%*	107 *4%*
3	89 *4%*	79 *3%*	77 *3%*
2	41 *2%*	74 *3%*	50 *2%*
1	37 *2%*	70 *3%*	61 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 163

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(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)	2339	2339	2339
Effective Total	1619	1619	1619
Don't know	332 *14%*	450 *19%*	194 *8%*
Net: 10/9/8/7	1234 *51%*	1053 *43%*	1263 *52%*
Net: 10/9	273 *11%*	289 *12%*	277 *11%*
Net: 6/5/4	695 *29%*	704 *29%*	783 *32%*
Net: 3/2/1	168 *7%*	222 *9%*	188 *8%*
Mean	6.61	6.38	6.50
Standard Deviation	1.92	2.21	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 164

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of S4C

	Q6b(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)	97	97	97
Total (Wtd)	32	32	32
Effective Total	89	89	89
10	2 *6%*	3 *9%*	2 *6%*
9	2 *5%*	3 *10%*	3 *8%*
8	5 *15%*	7 *22%*	6 *19%*
7	5 *15%*	5 *15%*	6 *19%*
6	5 *17%*	5 *16%*	7 *20%*
5	4 *11%*	4 *11%*	5 *14%*
4	1 *3%*	1 *3%*	1 *4%*
3	1 *4%*	* *1%*	1 *3%*
2	2 *5%*	* *1%*	- -
1	* *1%*	- -	* *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 164

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of S4C

	Q6b(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)	97	97	97
Effective Total	89	89	89
Don't know	5 *17%*	3 *10%*	2 *5%*
Net: 10/9/8/7	13 *41%*	18 *57%*	16 *52%*
Net: 10/9	4 *12%*	6 *20%*	4 *14%*
Net: 6/5/4	10 *32%*	10 *31%*	12 *39%*
Net: 3/2/1	3 *11%*	1 *2%*	1 *4%*
Mean	6.34	7.15	6.70
Standard Deviation	2.19	1.80	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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

Base : Regular viewers of Five

	Q6b(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)	1262	1262	1262
Total (Wtd)	1247	1247	1247
Effective Total	866	866	866
10	40 *3%*	58 *5%*	53 *4%*
9	34 *3%*	63 *5%*	37 *3%*
8	95 *8%*	125 *10%*	153 *12%*
7	168 *13%*	136 *11%*	206 *17%*
6	200 *16%*	160 *13%*	207 *17%*
5	207 *17%*	163 *13%*	196 *16%*
4	120 *10%*	98 *8%*	125 *10%*
3	59 *5%*	58 *5%*	54 *4%*
2	38 *3%*	54 *4%*	31 *2%*
1	33 *3%*	56 *4%*	52 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 165

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of Five

	Q6b(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)	1262	1262	1262
Effective Total	866	866	866
Don't know	253 *20%*	276 *22%*	132 *11%*
Net: 10/9/8/7	336 *27%*	382 *31%*	449 *36%*
Net: 10/9	74 *6%*	121 *10%*	90 *7%*
Net: 6/5/4	528 *42%*	421 *34%*	528 *42%*
Net: 3/2/1	130 *10%*	168 *13%*	137 *11%*
Mean	5.67	5.77	5.86
Standard Deviation	2.02	2.36	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 166

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(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)	541	541	541
Total (Wtd)	576	576	576
Effective Total	365	365	365
10	26 *5%*	67 *12%*	28 *5%*
9	20 *3%*	61 *11%*	24 *4%*
8	73 *13%*	75 *13%*	98 *17%*
7	74 *13%*	91 *16%*	105 *18%*
6	73 *13%*	67 *12%*	84 *15%*
5	76 *13%*	52 *9%*	88 *15%*
4	55 *9%*	21 *4%*	34 *6%*
3	18 *3%*	12 *2%*	24 *4%*
2	23 *4%*	24 *4%*	16 *3%*
1	32 *6%*	20 *4%*	20 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 166

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(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)	541	541	541
Effective Total	365	365	365
Don't know	105 *18%*	86 *15%*	55 *10%*
Net: 10/9/8/7	193 *34%*	294 *51%*	255 *44%*
Net: 10/9	46 *8%*	127 *22%*	52 *9%*
Net: 6/5/4	204 *35%*	140 *24%*	206 *36%*
Net: 3/2/1	73 *13%*	56 *10%*	60 *10%*
Mean	5.77	6.74	6.17
Standard Deviation	2.34	2.42	2.12

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(b) Programmes in general and what you get from them - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(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)	317	317	317
Total (Wtd)	300	300	300
Effective Total	221	221	221
10	41 *14%*	20 *7%*	24 *8%*
9	72 *24%*	23 *8%*	29 *10%*
8	53 *18%*	54 *18%*	74 *25%*
7	44 *15%*	34 *11%*	51 *17%*
6	15 *5%*	25 *8%*	34 *11%*
5	14 *5%*	23 *8%*	29 *10%*
4	12 *4%*	10 *3%*	11 *4%*
3	9 *3%*	11 *4%*	7 *2%*
2	4 *1%*	7 *2%*	5 *2%*
1	4 *1%*	16 *5%*	8 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 167

Absolutes/col/row percents

9 Jul 2009

Q6b(b) Programmes in general and what you get from them - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(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)	317	317	317
Effective Total	221	221	221
Don't know	30 *10%*	78 *26%*	29 *10%*
Net: 10/9/8/7	210 *70%*	130 *43%*	177 *59%*
Net: 10/9	113 *38%*	42 *14%*	53 *18%*
Net: 6/5/4	42 *14%*	57 *19%*	74 *25%*
Net: 3/2/1	17 *6%*	34 *11%*	20 *7%*
Mean	7.58	6.47	6.92
Standard Deviation	2.12	2.52	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 168

Absolutes/col/row percents

9 Jul 2009

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

Base : All

	Q6b(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)	6798	6798	6798
Total (Wtd)	6799	6799	6799
Effective Total	4667	4667	4667
10	235 *3%*	411 *6%*	261 *4%*
9	397 *6%*	530 *8%*	436 *6%*
8	1340 *20%*	1339 *20%*	1203 *18%*
7	1521 *22%*	1357 *20%*	1506 *22%*
6	1113 *16%*	907 *13%*	1044 *15%*
5	843 *12%*	682 *10%*	1067 *16%*
4	316 *5%*	268 *4%*	319 *5%*
3	153 *2%*	154 *2%*	215 *3%*
2	81 *1%*	105 *2%*	159 *2%*
1	94 *1%*	216 *3%*	232 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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

Base : All

	Q6b(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)	6798	6798	6798
Effective Total	4667	4667	4667
Don't know	704 *10%*	830 *12%*	357 *5%*
Net: 10/9/8/7	3494 *51%*	3638 *54%*	3406 *50%*
Net: 10/9	633 *9%*	941 *14%*	697 *10%*
Net: 6/5/4	2272 *33%*	1856 *27%*	2430 *36%*
Net: 3/2/1	329 *5%*	475 *7%*	606 *9%*
Mean	6.59	6.69	6.33
Standard Deviation	1.78	2.07	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 169

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A

	Q6b(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)	3403	3403	3403
Total (Wtd)	3418	3418	3418
Effective Total	2333	2333	2333
10	535 *16%*	391 *11%*	431 *13%*
9	455 *13%*	341 *10%*	367 *11%*
8	870 *25%*	672 *20%*	740 *22%*
7	540 *16%*	496 *14%*	598 *17%*
6	304 *9%*	314 *9%*	355 *10%*
5	300 *9%*	410 *12%*	432 *13%*
4	86 *3%*	122 *4%*	125 *4%*
3	62 *2%*	101 *3%*	86 *3%*
2	44 *1%*	111 *3%*	60 *2%*
1	85 *2%*	340 *10%*	109 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 169

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A

	Q6b(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)	3403	3403	3403
Effective Total	2333	2333	2333
Don't know	137 *4%*	120 *3%*	116 *3%*
Net: 10/9/8/7	2399 *70%*	1900 *56%*	2136 *62%*
Net: 10/9	990 *29%*	732 *21%*	797 *23%*
Net: 6/5/4	691 *20%*	846 *25%*	912 *27%*
Net: 3/2/1	191 *6%*	553 *16%*	255 *7%*
Mean	7.38	6.40	6.96
Standard Deviation	2.10	2.70	2.21

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 170

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(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)	3442	3442	3442
Total (Wtd)	3427	3427	3427
Effective Total	2365	2365	2365
10	458 *13%*	338 *10%*	333 *10%*
9	367 *11%*	292 *9%*	314 *9%*
8	796 *23%*	589 *17%*	720 *21%*
7	526 *15%*	502 *15%*	592 *17%*
6	362 *11%*	309 *9%*	400 *12%*
5	345 *10%*	396 *12%*	462 *13%*
4	152 *4%*	190 *6%*	162 *5%*
3	69 *2%*	164 *5%*	127 *4%*
2	93 *3%*	136 *4%*	75 *2%*
1	144 *4%*	384 *11%*	137 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 170

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(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)	3442	3442	3442
Effective Total	2365	2365	2365
Don't know	115 *3%*	126 *4%*	105 *3%*
Net: 10/9/8/7	2147 *63%*	1721 *50%*	1959 *57%*
Net: 10/9	825 *24%*	630 *18%*	647 *19%*
Net: 6/5/4	858 *25%*	895 *26%*	1024 *30%*
Net: 3/2/1	306 *9%*	684 *20%*	339 *10%*
Mean	6.94	6.05	6.65
Standard Deviation	2.34	2.77	2.27

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 171

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(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)	3442	3442	3442
Total (Wtd)	3427	3427	3427
Effective Total	2365	2365	2365
10	493 *14%*	315 *9%*	388 *11%*
9	339 *10%*	277 *8%*	307 *9%*
8	792 *23%*	639 *19%*	736 *21%*
7	632 *18%*	573 *17%*	584 *17%*
6	402 *12%*	419 *12%*	462 *13%*
5	388 *11%*	472 *14%*	448 *13%*
4	103 *3%*	129 *4%*	126 *4%*
3	40 *1%*	103 *3%*	73 *2%*
2	40 *1%*	79 *2%*	43 *1%*
1	34 *1%*	182 *5%*	64 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 171

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample B

	Q6b(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)	3442	3442	3442
Effective Total	2365	2365	2365
Don't know	165 *5%*	237 *7%*	197 *6%*
Net: 10/9/8/7	2256 *66%*	1804 *53%*	2015 *59%*
Net: 10/9	832 *24%*	592 *17%*	695 *20%*
Net: 6/5/4	893 *26%*	1021 *30%*	1035 *30%*
Net: 3/2/1	113 *3%*	364 *11%*	180 *5%*
Mean	7.28	6.53	6.97
Standard Deviation	1.92	2.34	2.03

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**187** ***4%***	74 *3%* *40%*	113 *4%* *60%*	19 *4%* *10%*	27 *3%* *14%*	20 *2%* *11%*	25 *3%* *13%*	24 *3%* *13%*	70 *7%* *38%* DEFG	19 *2%* *10%*	75 *3%* *40%*	93 *6%* *50%* IJ	50 *4%* *27%*	54 *4%* *29%*	60 *4%* *32%*
9	**212** ***4%***	110 *5%* *52%*	102 *4%* *48%*	27 *6%* *13%* DE F	23 *2%* *11%*	24 *3%* *11%*	27 *3%* *13%*	37 *5%* *17%* D	74 *7%* *35%* DEF	36 *4%* *17%*	90 *4%* *42%*	86 *6%* *40%* J	56 *5%* *27%*	61 *5%* *29%*	63 *4%* *30%*
8	**721** ***15%***	357 *16%* *49%*	364 *14%* *51%*	54 *13%* *8%*	145 *15%* *20%*	102 *12%* *14%*	124 *15%* *17%*	117 *15%* *16%*	179 *18%* *25%* E	114 *12%* *16%*	354 *15%* *49%* I	254 *16%* *35%* I	195 *17%* *27%* M	152 *12%* *21%*	261 *16%* *36%* M
7	**861** ***18%***	397 *18%* *46%*	465 *18%* *54%*	81 *19%* *9%*	160 *16%* *19%*	159 *19%* *18%*	157 *18%* *18%*	120 *16%* *14%*	184 *18%* *21%*	164 *17%* *19%*	413 *18%* *48%*	284 *18%* *33%*	215 *18%* *25%*	212 *17%* *25%*	274 *17%* *32%*
6	**700** ***14%***	345 *15%* *49%*	356 *14%* *51%*	62 *15%* *9%*	156 *16%* *22%* H	120 *15%* *17%*	145 *17%* *21%* H	100 *13%* *14%*	117 *12%* *17%*	138 *14%* *20%*	356 *15%* *51%*	207 *13%* *30%*	182 *15%* *26%*	168 *14%* *24%*	222 *14%* *32%*
5	**730** ***15%***	344 *15%* *47%*	386 *15%* *53%*	66 *16%* *9%*	172 *18%* *24%* FH	131 *16%* *18%*	108 *13%* *15%*	121 *16%* *17%*	132 *13%* *18%*	147 *15%* *20%*	360 *15%* *49%*	224 *15%* *31%*	158 *13%* *22%*	188 *15%* *26%*	254 *16%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
4	**304** ***6%***	152 *7%* *50%*	152 *6%* *50%*	32 *7%* *10%*	58 *6%* *19%*	52 *6%* *17%*	62 *7%* *20%*	43 *6%* *14%*	57 *6%* *19%*	72 *8%* *24%*	137 *6%* *45%*	95 *6%* *31%*	91 *8%* *30%* N	73 *6%* *24%*	79 *5%* *26%*
3	**260** ***5%***	113 *5%* *43%*	147 *6%* *57%*	27 *6%* *11%* H	54 *6%* *21%* H	42 *5%* *16%*	52 *6%* *20%* H	50 *7%* *19%* H	33 *3%* *13%*	48 *5%* *19%*	154 *7%* *59%* K	57 *4%* *22%*	55 *5%* *21%*	86 *7%* *33%*	79 *5%* *30%*
2	**169** ***3%***	80 *4%* *47%*	89 *3%* *53%*	13 *3%* *8%*	45 *5%* *27%* F	31 *4%* *18%*	19 *2%* *11%*	23 *3%* *14%*	38 *4%* *22%*	50 *5%* *30%* JK	75 *3%* *44%*	44 *3%* *26%*	34 *3%* *20%*	39 *3%* *23%*	61 *4%* *36%*
1	**190** ***4%***	91 *4%* *48%*	99 *4%* *52%*	18 *4%* *10%* H	43 *4%* *22%* H	45 *6%* *24%* H	30 *4%* *16%*	34 *4%* *18%* H	19 *2%* *10%*	47 *5%* *25%* K	95 *4%* *50%*	47 *3%* *25%*	45 *4%* *23%*	51 *4%* *27%*	65 *4%* *35%*
Don't know	**507** ***10%***	195 *9%* *38%*	312 *12%* *62%* A	25 *6%* *5%*	87 *9%* *17%*	94 *11%* *19%* C	106 *12%* *21%* C	93 *12%* *18%* C	102 *10%* *20%* C	117 *12%* *23%*	241 *10%* *48%*	148 *10%* *29%*	97 *8%* *19%*	135 *11%* *27%*	213 *13%* *42%* L
Net: 10/9/8/7	**1981** ***41%***	937 *42%* *47%*	1044 *40%* *53%*	181 *43%* *9%*	355 *37%* *18%*	304 *37%* *15%*	333 *39%* *17%*	298 *39%* *15%*	508 *50%* *26%* CDEF G	333 *35%* *17%*	931 *40%* *47%* I	717 *47%* *36%* IJ	517 *44%* *26%*	479 *39%* *24%*	658 *40%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**399** ***8%***	184 *8%* *46%*	215 *8%* *54%*	46 *11%* *11%* DE F	50 *5%* *13%*	44 *5%* *11%*	52 *6%* *13%*	61 *8%* *15%*	145 *14%* *36%* DEFG	55 *6%* *14%*	165 *7%* *41%*	179 *12%* *45%* IJ	107 *9%* *27%*	115 *9%* *29%*	123 *8%* *31%*
Net: 6/5/4	**1735** ***36%***	841 *37%* *48%*	894 *35%* *52%*	160 *38%* *9%* H	386 *40%* *22%* H	302 *37%* *17%* H	316 *37%* *18%* H	265 *35%* *15%*	306 *30%* *18%*	357 *37%* *21%*	852 *36%* *49%*	526 *34%* *30%*	431 *37%* *25%*	429 *35%* *25%*	555 *34%* *32%*
Net: 3/2/1	**618** ***13%***	283 *13%* *46%*	335 *13%* *54%*	58 *14%* *9%* H	142 *15%* *23%* H	119 *14%* *19%* H	101 *12%* *16%*	108 *14%* *17%* H	90 *9%* *15%*	146 *15%* *24%* K	324 *14%* *52%* K	148 *10%* *24%*	134 *11%* *22%*	176 *14%* *28%*	206 *13%* *33%*
Mean	**5.99**	5.99	5.99	5.98	5.75	5.73	5.96	5.91	6.50 CDE FG	5.64	5.91 I	6.30 IJ	6.10	5.92	6.00
Standard Deviation	**2.17**	2.15	2.19	2.21	2.13	2.16	2.06	2.21	2.16	2.19	2.14	2.15	2.15	2.23	2.18

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**187** ***4%***	10 *2%* *5%*	6 *2%* *3%*	7 *5%* *4%* OP	164 *4%* *88%* OP	169 *4%* *91%*	17 *6%* *9%* S	32 *4%* *17%*	155 *4%* *83%*	155 *4%* *83%*	97 *4%* *52%*	58 *4%* *31%*	62 *4%* *33%*
9	**212** ***4%***	10 *3%* *5%*	12 *5%* *5%* O	9 *7%* *4%* OR	181 *4%* *85%* O	205 *4%* *97%*	7 *3%* *3%*	31 *4%* *15%*	179 *4%* *84%*	181 *4%* *85%*	105 *4%* *50%*	75 *5%* *35%*	83 *5%* *39%*
8	**721** ***15%***	51 *12%* *7%*	43 *17%* *6%* O	20 *14%* *3%*	608 *15%* *84%*	683 *15%* *95%*	38 *14%* *5%*	111 *16%* *15%*	601 *15%* *83%*	610 *15%* *85%*	360 *14%* *50%*	247 *15%* *34%*	259 *15%* *36%*
7	**861** ***18%***	86 *21%* *10%*	48 *19%* *6%*	26 *19%* *3%*	701 *17%* *81%*	818 *18%* *95%*	44 *16%* *5%*	107 *15%* *12%*	742 *18%* *86%*	751 *18%* *87%*	475 *19%* *55%*	273 *17%* *32%*	285 *17%* *33%*
6	**700** ***14%***	65 *16%* *9%*	39 *15%* *6%*	24 *18%* *3%* R	571 *14%* *82%*	666 *15%* *95%*	34 *13%* *5%*	104 *15%* *15%*	588 *14%* *84%*	596 *14%* *85%*	354 *14%* *51%*	242 *15%* *35%*	253 *15%* *36%*
5	**730** ***15%***	69 *17%* *9%*	38 *15%* *5%*	24 *17%* *3%*	600 *15%* *82%*	676 *15%* *93%*	54 *20%* *7%* S	95 *13%* *13%*	627 *15%* *86%*	633 *15%* *87%*	396 *16%* *54%*	235 *15%* *32%*	255 *15%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
4	**304** ***6%***	34 *8%* *11%* QR	19 *8%* *6%*	7 *5%* *2%*	243 *6%* *80%*	287 *6%* *94%*	17 *6%* *6%*	56 *8%* *18%* YZ	245 *6%* *81%*	248 *6%* *82%*	162 *6%* *53%*	82 *5%* *27%*	89 *5%* *29%*
3	**260** ***5%***	20 *5%* *8%*	14 *6%* *6%*	6 *4%* *2%*	220 *5%* *85%*	245 *5%* *94%*	15 *6%* *6%*	54 *8%* *21%* VWXY Z	205 *5%* *79%*	206 *5%* *79%*	126 *5%* *48%*	80 *5%* *31%*	85 *5%* *33%*
2	**169** ***3%***	22 *5%* *13%* QR	9 *3%* *5%*	4 *3%* *2%*	135 *3%* *80%*	159 *3%* *94%*	10 *4%* *6%*	18 *3%* *11%*	151 *4%* *89%*	151 *4%* *89%*	89 *4%* *53%*	61 *4%* *36%*	63 *4%* *37%*
1	**190** ***4%***	17 *4%* *9%*	7 *3%* *4%*	4 *3%* *2%*	161 *4%* *85%*	174 *4%* *92%*	16 *6%* *8%*	22 *3%* *11%*	168 *4%* *88%*	168 *4%* *89%*	106 *4%* *56%*	62 *4%* *33%*	66 *4%* *35%*
Don't know	**507** ***10%***	33 *8%* *6%*	21 *8%* *4%*	8 *6%* *2%*	445 *11%* *88%* OPQ	492 *11%* *97%* T	15 *5%* *3%*	81 *11%* *16%*	418 *10%* *82%*	426 *10%* *84%*	245 *10%* *48%*	181 *11%* *36%*	191 *11%* *38%*
Net: 10/9/8/7	**1981** ***41%***	157 *38%* *8%*	108 *42%* *5%*	62 *45%* *3%* O	1654 *41%* *83%*	1875 *41%* *95%*	106 *40%* *5%*	282 *40%* *14%*	1677 *41%* *85%*	1696 *41%* *86%*	1037 *41%* *52%*	653 *41%* *33%*	689 *41%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**399** ***8%***	20 *5%* *5%*	17 *7%* *4%*	16 *12%* *4%* OPR	345 *9%* *87%* O	374 *8%* *94%*	25 *9%* *6%*	63 *9%* *16%*	334 *8%* *84%*	336 *8%* *84%*	202 *8%* *51%*	133 *8%* *33%*	145 *9%* *36%*
Net: 6/5/4	**1735** ***36%***	169 *40%* *10%* R	97 *38%* *6%*	55 *40%* *3%* R	1414 *35%* *82%*	1629 *36%* *94%*	105 *39%* *6%*	256 *36%* *15%*	1460 *36%* *84%*	1477 *36%* *85%*	913 *36%* *53%*	559 *35%* *32%*	596 *35%* *34%*
Net: 3/2/1	**618** ***13%***	59 *14%* *10%* Q	30 *12%* *5%*	13 *10%* *2%*	516 *13%* *83%* Q	578 *13%* *93%*	41 *15%* *7%*	93 *13%* *15%*	523 *13%* *85%*	525 *13%* *85%*	320 *13%* *52%*	203 *13%* *33%*	213 *13%* *35%*
Mean	**5.99**	5.71	6.00 O	6.24 OPR	6.01 O	6.00	5.84	6.01	5.98	5.98	5.96	6.02	6.02
Standard Deviation	**2.17**	2.09	2.05	2.06	2.19	2.16	2.31	2.17	2.17	2.17	2.17	2.17	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Total (Wtd)	**4841**	240 *5%*	535 *11%*	403 *8%*	138 *3%*	417 *9%*	254 *5%*	429 *9%*	535 *11%*	257 *5%*	471 *10%*	773 *16%*	388 *8%*	4029 *83%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
10	**187** ***4%***	10 *4%* *5%*	20 *4%* *11%*	21 *5%* *11%* E	7 *5%* *4%* EIK	10 *2%* *5%*	14 *5%* *7%*	20 *5%* *11%*	21 *4%* *11%*	6 *2%* *3%*	25 *5%* *14%* EIK	19 *3%* *10%*	15 *4%* *8%*	164 *4%* *88%* EI
9	**212** ***4%***	9 *4%* *4%*	30 *6%* *14%* E	18 *4%* *8%*	9 *7%* *4%* EJLM	10 *3%* *5%*	12 *5%* *6%*	21 *5%* *10%*	28 *5%* *13%*	12 *5%* *5%* E	18 *4%* *8%*	36 *5%* *17%*	10 *3%* *5%*	181 *4%* *85%* E
8	**721** ***15%***	46 *19%* *6%* EHJ	85 *16%* *12%* H	63 *16%* *9%* H	20 *14%* *3%* H	51 *12%* *7%*	37 *15%* *5%*	65 *15%* *9%*	50 *9%* *7%*	43 *17%* *6%* EHJ	57 *12%* *8%*	138 *18%* *19%* EHJ	66 *17%* *9%* EH	608 *15%* *84%* H
7	**861** ***18%***	41 *17%* *5%*	97 *18%* *11%*	77 *19%* *9%*	26 *19%* *3%*	86 *21%* *10%* G	47 *19%* *5%*	60 *14%* *7%*	105 *20%* *12%*	48 *19%* *6%*	79 *17%* *9%*	129 *17%* *15%*	66 *17%* *8%*	701 *17%* *81%*
6	**700** ***14%***	33 *14%* *5%*	91 *17%* *13%*	58 *14%* *8%*	24 *18%* *3%* GKLM	65 *16%* *9%*	42 *17%* *6%*	50 *12%* *7%*	75 *14%* *11%*	39 *15%* *6%*	71 *15%* *10%*	102 *13%* *15%*	49 *13%* *7%*	571 *14%* *82%*
5	**730** ***15%***	38 *16%* *5%* F	67 *13%* *9%*	52 *13%* *7%*	24 *17%* *3%* F	69 *17%* *9%* F	17 *7%* *2%*	63 *15%* *9%* F	107 *20%* *15%* BCFKM	38 *15%* *5%* F	85 *18%* *12%* F	110 *14%* *15%* F	59 *15%* *8%* F	600 *15%* *82%* F
4	**304** ***6%***	27 *11%* *9%* CDHJKLM	43 *8%* *14%* K	21 *5%* *7%*	7 *5%* *2%*	34 *8%* *11%* DKM	16 *6%* *5%*	31 *7%* *10%*	26 *5%* *9%*	19 *8%* *6%* K	24 *5%* *8%*	34 *4%* *11%*	21 *5%* *7%*	243 *6%* *80%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
3	**260** ***5%***	9 *4%* *4%*	23 *4%* *9%*	23 *6%* *9%*	6 *4%* *2%*	20 *5%* *8%*	17 *7%* *6%*	37 *9%* *14%* BD	32 *6%* *12%*	14 *6%* *6%*	23 *5%* *9%*	39 *5%* *15%*	17 *4%* *7%*	220 *5%* *85%*
2	**169** ***3%***	8 *3%* *5%*	17 *3%* *10%*	9 *2%* *5%*	4 *3%* *2%*	22 *5%* *13%* CDGM	7 *3%* *4%*	8 *2%* *5%*	24 *5%* *14%*	9 *3%* *5%*	13 *3%* *8%*	25 *3%* *15%*	23 *6%* *13%* CDGM	135 *3%* *80%*
1	**190** ***4%***	10 *4%* *5%*	22 *4%* *11%*	13 *3%* *7%*	4 *3%* *2%*	17 *4%* *9%*	12 *5%* *6%*	16 *4%* *8%*	24 *4%* *12%*	7 *3%* *4%*	17 *4%* *9%*	37 *5%* *19%*	12 *3%* *6%*	161 *4%* *85%*
Don't know	**507** ***10%***	9 *4%* *2%*	40 *7%* *8%*	48 *12%* *9%* AD	8 *6%* *2%*	33 *8%* *6%*	34 *13%* *7%* AD	58 *13%* *11%* ABDEI	43 *8%* *9%*	21 *8%* *4%* A	61 *13%* *12%* ABDEI	104 *13%* *21%* ABDEHI	48 *12%* *10%* ABDE	445 *11%* *88%* ABDEI
Net: 10/9/8/7	**1981** ***41%***	106 *44%* *5%*	232 *43%* *12%*	179 *44%* *9%*	62 *45%* *3%* EJ	157 *38%* *8%*	110 *43%* *6%*	165 *39%* *8%*	203 *38%* *10%*	108 *42%* *5%*	178 *38%* *9%*	322 *42%* *16%*	158 *41%* *8%*	1654 *41%* *83%*
Net: 10/9	**399** ***8%***	18 *8%* *5%*	50 *9%* *13%* E	38 *9%* *10%* E	16 *12%* *4%* EIKLM	20 *5%* *5%*	26 *10%* *7%* E	41 *10%* *10%* E	49 *9%* *12%* E	17 *7%* *4%*	43 *9%* *11%* E	55 *7%* *14%*	25 *7%* *6%*	345 *9%* *87%* E
Net: 6/5/4	**1735** ***36%***	98 *41%* *6%* K	202 *38%* *12%*	131 *33%* *8%*	55 *40%* *3%* CFKM	169 *40%* *10%* CFKLM	75 *30%* *4%*	144 *34%* *8%*	209 *39%* *12%* K	97 *38%* *6%* K	179 *38%* *10%*	246 *32%* *14%*	130 *34%* *7%*	1414 *35%* *82%*
Net: 3/2/1	**618** ***13%***	28 *12%* *5%*	61 *11%* *10%*	45 *11%* *7%*	13 *10%* *2%*	59 *14%* *10%* D	35 *14%* *6%*	61 *14%* *10%*	80 *15%* *13%* D	30 *12%* *5%*	53 *11%* *9%*	101 *13%* *16%*	52 *13%* *8%*	516 *13%* *83%* D

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 172

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
Mean	**5.99**	5.98	6.08 E	6.21 EH	6.24 EHIM	5.71	6.13	5.95	5.80	6.00 E	6.01 E	6.01 E	5.96	6.01 E
Standard Deviation	**2.17**	2.16	2.15	2.14	2.06	2.09	2.29	2.25	2.18	2.05	2.15	2.20	2.19	2.19

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**66** ***3%***	32 *3%* *49%*	34 *3%* *51%*	10 *6%* *14%* EG	7 *2%* *10%*	2 *1%* *3%*	10 *2%* *15%*	6 *1%* *9%*	32 *5%* *49%* EFG	3 *1%* *5%*	22 *2%* *33%*	41 *5%* *62%* IJ	18 *3%* *27%*	20 *3%* *31%*	20 *2%* *30%*
9	**74** ***3%***	35 *3%* *47%*	39 *3%* *53%*	11 *7%* *15%* DF	5 *1%* *7%*	8 *3%* *11%*	4 *1%* *6%*	20 *5%* *26%* DF	26 *4%* *35%* F	14 *3%* *19%*	33 *3%* *45%*	27 *4%* *36%*	20 *4%* *27%*	20 *3%* *27%*	25 *3%* *33%*
8	**241** ***10%***	122 *10%* *51%*	119 *10%* *49%*	19 *11%* *8%*	30 *9%* *12%*	23 *7%* *9%*	34 *8%* *14%*	57 *13%* *23%* EF	79 *13%* *33%* EF	45 *9%* *19%*	106 *10%* *44%*	89 *12%* *37%*	40 *8%* *17%*	64 *11%* *27%*	90 *11%* *38%*
7	**319** ***14%***	156 *13%* *49%*	163 *14%* *51%*	26 *15%* *8%*	41 *12%* *13%*	36 *11%* *11%*	58 *13%* *18%*	60 *14%* *19%*	98 *16%* *31%*	61 *12%* *19%*	151 *14%* *47%*	107 *14%* *34%*	77 *15%* *24%*	65 *11%* *20%*	113 *13%* *36%*
6	**346** ***15%***	175 *15%* *50%*	172 *15%* *50%*	27 *16%* *8%*	73 *22%* *21%* GH	50 *15%* *14%* G	72 *16%* *21%* G	41 *10%* *12%*	83 *14%* *24%*	70 *14%* *20%*	167 *15%* *48%*	110 *15%* *32%*	93 *18%* *27%*	84 *14%* *24%*	109 *13%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**363** ***16%***	203 *17%* *56%*	160 *14%* *44%*	18 *10%* *5%*	73 *22%* *20%* CH	56 *17%* *15%*	69 *16%* *19%*	65 *15%* *18%*	83 *13%* *23%*	71 *14%* *20%*	184 *17%* *51%*	108 *14%* *30%*	69 *13%* *19%*	99 *17%* *27%*	136 *16%* *37%*
4	**175** ***8%***	99 *8%* *56%*	76 *7%* *44%*	25 *14%* *14%* EG H	26 *8%* *15%*	16 *5%* *9%*	40 *9%* *23%*	30 *7%* *17%*	38 *6%* *22%*	36 *7%* *20%*	81 *8%* *46%*	58 *8%* *33%*	52 *10%* *30%*	38 *7%* *22%*	55 *7%* *32%*
3	**132** ***6%***	75 *6%* *57%*	57 *5%* *43%*	10 *6%* *8%*	14 *4%* *11%*	23 *7%* *17%*	27 *6%* *21%*	34 *8%* *26%* H	23 *4%* *17%*	34 *7%* *26%*	60 *6%* *45%*	38 *5%* *29%*	31 *6%* *23%*	33 *6%* *25%*	48 *6%* *36%*
2	**124** ***5%***	76 *6%* *61%* B	48 *4%* *39%*	14 *8%* *11%*	14 *4%* *11%*	25 *7%* *20%*	21 *5%* *16%*	21 *5%* *17%*	31 *5%* *25%*	34 *7%* *27%*	48 *4%* *39%*	42 *6%* *34%*	33 *6%* *26%*	26 *4%* *21%*	51 *6%* *41%*
1	**115** ***5%***	50 *4%* *43%*	66 *6%* *57%*	6 *4%* *5%*	13 *4%* *12%*	29 *9%* *25%* DH	25 *6%* *21%*	24 *6%* *21%*	18 *3%* *16%*	31 *6%* *27%* K	58 *5%* *51%*	26 *3%* *22%*	22 *4%* *19%*	36 *6%* *31%*	40 *5%* *35%*
Don't know	**365** ***16%***	153 *13%* *42%*	212 *18%* *58%* A	7 *4%* *2%*	40 *12%* *11%* C	63 *19%* *17%* CD	77 *18%* *21%* C	71 *17%* *19%* C	106 *17%* *29%* C	93 *19%* *26%* K	168 *16%* *46%*	104 *14%* *28%*	72 *14%* *20%*	102 *17%* *28%*	155 *18%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9/8/7	**701** ***30%***	346 *29%* *49%*	355 *31%* *51%*	66 *38%* *9%* DE F	83 *25%* *12%*	69 *21%* *10%*	106 *24%* *15%*	142 *33%* *20%* DE F	235 *38%* *34%* DEF	125 *25%* *18%*	312 *29%* *45%*	264 *35%* *38%* IJ	155 *29%* *22%*	170 *29%* *24%*	248 *29%* *35%*
Net: 10/9	**141** ***6%***	68 *6%* *48%*	73 *6%* *52%*	21 *12%* *15%* DEF G	12 *4%* *8%*	10 *3%* *7%*	14 *3%* *10%*	25 *6%* *18%*	58 *9%* *41%* DEF	18 *4%* *13%*	55 *5%* *39%*	68 *9%* *48%* IJ	38 *7%* *27%*	41 *7%* *29%*	44 *5%* *32%*
Net: 6/5/4	**884** ***38%***	476 *41%* *54%* B	408 *36%* *46%*	70 *40%* *8%*	171 *51%* *19%* EF GH	122 *37%* *14%*	181 *41%* *20%* GH	136 *32%* *15%*	204 *33%* *23%*	176 *36%* *20%*	432 *40%* *49%*	276 *37%* *31%*	214 *41%* *24%*	221 *38%* *25%*	301 *36%* *34%*
Net: 3/2/1	**372** ***16%***	200 *17%* *54%*	171 *15%* *46%*	30 *18%* *8%*	41 *12%* *11%*	77 *23%* *21%* DH	73 *17%* *20%* H	79 *18%* *21%* H	72 *12%* *19%*	99 *20%* *27%* JK	167 *15%* *45%*	106 *14%* *29%*	86 *16%* *23%*	95 *16%* *26%*	139 *17%* *37%*
Mean	**5.54**	5.47	5.62	5.72 E	5.51 E	4.93	5.28	5.51 E	6.04 DEF G	5.18	5.50 I	5.84 IJ	5.52	5.54	5.49
Standard Deviation	**2.23**	2.19	2.27	2.37	1.94	2.27	2.13	2.30	2.23	2.24	2.17	2.28	2.21	2.31	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**66** ***3%***	4 *2%* *7%*	2 *2%* *4%*	2 *3%* *2%*	58 *3%* *87%*	60 *3%* *91%*	6 *7%* *9%*	15 *4%* *22%*	52 *3%* *78%*	52 *3%* *78%*	29 *3%* *43%*	23 *3%* *34%*	26 *3%* *39%*
9	**74** ***3%***	4 *2%* *5%*	3 *2%* *4%*	3 *5%* *4%* O	65 *3%* *87%*	72 *3%* *96%*	3 *3%* *4%*	12 *3%* *15%*	61 *3%* *82%*	63 *3%* *85%*	37 *4%* *49%*	25 *3%* *34%*	27 *3%* *36%*
8	**241** ***10%***	23 *12%* *9%*	17 *14%* *7%* R	7 *11%* *3%*	195 *10%* *81%*	231 *10%* *96%*	10 *11%* *4%*	34 *9%* *14%*	203 *11%* *84%*	207 *11%* *86%*	100 *10%* *42%*	106 *12%* *44%*	109 *11%* *45%*
7	**319** ***14%***	30 *16%* *9%*	25 *21%* *8%* R	9 *16%* *3%*	255 *13%* *80%*	303 *14%* *95%*	16 *18%* *5%*	48 *13%* *15%*	263 *14%* *82%*	271 *14%* *85%*	146 *14%* *46%*	125 *14%* *39%*	129 *13%* *41%*
6	**346** ***15%***	30 *16%* *9%*	20 *17%* *6%*	10 *18%* *3%*	286 *15%* *83%*	327 *15%* *95%*	19 *22%* *5%*	53 *14%* *15%*	294 *15%* *85%*	294 *15%* *85%*	150 *14%* *43%*	144 *16%* *42%*	154 *16%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**363** ***16%***	30 *16%* *8%*	17 *15%* *5%*	12 *21%* *3%* PR	304 *16%* *84%*	352 *16%* *97%*	11 *12%* *3%*	54 *15%* *15%*	305 *16%* *84%*	309 *16%* *85%*	165 *16%* *45%*	143 *16%* *39%*	156 *16%* *43%*
4	**175** ***8%***	18 *10%* *11%* Q	9 *7%* *5%*	3 *4%* *1%*	145 *7%* *83%*	172 *8%* *98%*	3 *3%* *2%*	16 *4%* *9%*	158 *8%* *90%* U	159 *8%* *91%* U	92 *9%* *53%* U	65 *7%* *37%*	71 *7%* *41%*
3	**132** ***6%***	11 *6%* *8%*	7 *6%* *5%*	2 *4%* *2%*	112 *6%* *84%*	127 *6%* *96%*	5 *6%* *4%*	27 *7%* *21%*	104 *5%* *79%*	105 *5%* *79%*	62 *6%* *47%*	43 *5%* *32%*	50 *5%* *38%*
2	**124** ***5%***	9 *5%* *7%*	4 *3%* *3%*	1 *3%* *1%*	110 *6%* *89%*	121 *5%* *98%*	3 *3%* *2%*	26 *7%* *21%*	98 *5%* *79%*	98 *5%* *79%*	59 *6%* *47%*	39 *4%* *31%*	40 *4%* *32%*
1	**115** ***5%***	10 *5%* *9%*	5 *4%* *4%*	2 *4%* *2%*	98 *5%* *85%*	112 *5%* *98%*	3 *3%* *2%*	13 *3%* *11%*	102 *5%* *89%*	103 *5%* *89%*	59 *6%* *51%*	44 *5%* *38%*	46 *5%* *40%*
Don't know	**365** ***16%***	19 *10%* *5%*	11 *9%* *3%*	7 *12%* *2%*	329 *17%* *90%* OPQ	354 *16%* *97%*	11 *12%* *3%*	70 *19%* *19%* X	290 *15%* *80%*	295 *15%* *81%*	145 *14%* *40%*	150 *17%* *41%*	151 *16%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9/8/7	**701** ***30%***	60 *32%* *9%*	47 *39%* *7%* R	20 *35%* *3%*	574 *29%* *82%*	667 *30%* *95%*	34 *39%* *5%*	109 *30%* *16%*	578 *30%* *83%*	592 *30%* *84%*	311 *30%* *44%*	279 *31%* *40%*	291 *30%* *42%*
Net: 10/9	**141** ***6%***	8 *4%* *6%*	5 *4%* *4%*	4 *7%* *3%*	123 *6%* *87%*	132 *6%* *94%*	8 *10%* *6%*	26 *7%* *19%*	113 *6%* *80%*	114 *6%* *81%*	65 *6%* *47%*	48 *5%* *34%*	53 *6%* *38%*
Net: 6/5/4	**884** ***38%***	78 *42%* *9%*	46 *38%* *5%*	25 *43%* *3%*	735 *38%* *83%*	851 *38%* *96%*	33 *37%* *4%*	123 *33%* *14%*	757 *39%* *86%*	762 *39%* *86%*	407 *39%* *46%*	352 *39%* *40%*	380 *40%* *43%*
Net: 3/2/1	**372** ***16%***	30 *16%* *8%*	16 *13%* *4%*	6 *11%* *2%*	320 *16%* *86%* Q	361 *16%* *97%*	11 *12%* *3%*	66 *18%* *18%*	304 *16%* *82%*	306 *16%* *82%*	179 *17%* *48%*	125 *14%* *34%*	136 *14%* *37%*
Mean	**5.54**	5.52	5.82 R	5.91 OR	5.52	5.52	6.13 S	5.58	5.53	5.54	5.45	5.64	5.62
Standard Deviation	**2.23**	2.16	2.05	2.04	2.25	2.23	2.15	2.30	2.22	2.22	2.26	2.17	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Total (Wtd)	**2321**	110* *5%* *	233 *10%*	184 *8%*	57 *2%*	187 *8%*	130* *6%* *	197* *8%* *	261 *11%*	120 *5%*	228 *10%*	396 *17%*	219 *9%*	1958 *84%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
10	**66** ***3%***	7 *6%* *10%* L	5 *2%* *8%*	6 *3%* *9%*	2 *3%* *2%*	4 *2%* *7%*	4 *3%* *6%*	12 *6%* *17%*	5 *2%* *7%*	2 *2%* *4%*	8 *4%* *12%*	9 *2%* *14%*	3 *1%* *4%*	58 *3%* *87%*
9	**74** ***3%***	3 *3%* *5%*	14 *6%* *19%* CEL	2 *1%* *3%*	3 *5%* *4%* CEL	4 *2%* *5%*	7 *5%* *9%*	4 *2%* *6%*	9 *4%* *13%*	3 *2%* *4%*	5 *2%* *6%*	17 *4%* *23%*	3 *1%* *4%*	65 *3%* *87%*
8	**241** ***10%***	10 *9%* *4%*	17 *7%* *7%*	13 *7%* *6%*	7 *11%* *3%*	23 *12%* *9%*	17 *13%* *7%*	29 *15%* *12%*	18 *7%* *8%*	17 *14%* *7%* BCHM	26 *11%* *11%*	44 *11%* *18%*	21 *9%* *9%*	195 *10%* *81%*
7	**319** ***14%***	15 *14%* *5%*	31 *13%* *10%*	31 *17%* *10%* G	9 *16%* *3%* G	30 *16%* *9%* G	17 *13%* *5%*	14 *7%* *4%*	34 *13%* *11%*	25 *21%* *8%* BGHKLM	35 *15%* *11%* G	48 *12%* *15%*	30 *14%* *9%*	255 *13%* *80%*
6	**346** ***15%***	13 *11%* *4%*	36 *15%* *10%*	44 *24%* *13%* AGHJKLM	10 *18%* *3%* L	30 *16%* *9%*	20 *15%* *6%*	27 *13%* *8%*	37 *14%* *11%*	20 *17%* *6%*	32 *14%* *9%*	53 *13%* *15%*	24 *11%* *7%*	286 *15%* *83%*
5	**363** ***16%***	15 *14%* *4%*	35 *15%* *10%*	20 *11%* *5%*	12 *21%* *3%* CFIKM	30 *16%* *8%*	11 *8%* *3%*	30 *15%* *8%*	58 *22%* *16%* CFK	17 *15%* *5%*	38 *16%* *10%*	49 *12%* *14%*	49 *23%* *14%* CFIKM	304 *16%* *84%*
4	**175** ***8%***	14 *13%* *8%* DJ	28 *12%* *16%* DJM	10 *5%* *6%*	3 *4%* *1%*	18 *10%* *11%* DJ	7 *5%* *4%*	15 *8%* *9%*	16 *6%* *9%*	9 *7%* *5%*	8 *3%* *4%*	29 *7%* *17%*	18 *8%* *10%*	145 *7%* *83%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
3	**132** ***6%***	10 *9%* *7%*	12 *5%* *9%*	9 *5%* *7%*	2 *4%* *2%*	11 *6%* *8%*	3 *2%* *2%*	14 *7%* *10%*	16 *6%* *12%*	7 *6%* *5%*	16 *7%* *12%*	20 *5%* *15%*	12 *6%* *9%*	112 *6%* *84%*
2	**124** ***5%***	8 *7%* *6%*	17 *7%* *13%*	9 *5%* *7%*	1 *3%* *1%*	9 *5%* *7%*	7 *6%* *6%*	10 *5%* *8%*	9 *4%* *7%*	4 *3%* *3%*	9 *4%* *8%*	27 *7%* *21%* D	15 *7%* *12%*	110 *6%* *89%*
1	**115** ***5%***	7 *7%* *6%*	9 *4%* *8%*	6 *3%* *5%*	2 *4%* *2%*	10 *5%* *9%*	7 *6%* *6%*	6 *3%* *5%*	23 *9%* *20%*	5 *4%* *4%*	8 *4%* *7%*	25 *6%* *21%*	7 *3%* *6%*	98 *5%* *85%*
Don't know	**365** ***16%***	8 *8%* *2%*	29 *12%* *8%*	35 *19%* *9%* AEI	7 *12%* *2%*	19 *10%* *5%*	29 *23%* *8%* ADEI	37 *19%* *10%* AEI	36 *14%* *10%*	11 *9%* *3%*	43 *19%* *12%* AEI	76 *19%* *21%* ADEI	36 *17%* *10%* EI	329 *17%* *90%* ADEI
Net: 10/9/8/7	**701** ***30%***	35 *32%* *5%*	68 *29%* *10%*	52 *28%* *7%*	20 *35%* *3%* H	60 *32%* *9%*	45 *35%* *6%*	59 *30%* *8%*	66 *25%* *9%*	47 *39%* *7%* BCHKLM	74 *32%* *11%*	118 *30%* *17%*	57 *26%* *8%*	574 *29%* *82%*
Net: 10/9	**141** ***6%***	10 *9%* *7%* L	20 *8%* *14%* L	8 *4%* *6%*	4 *7%* *3%* L	8 *4%* *6%*	11 *8%* *8%*	16 *8%* *11%*	14 *5%* *10%*	5 *4%* *4%*	13 *5%* *9%*	26 *7%* *18%*	6 *3%* *4%*	123 *6%* *87%*
Net: 6/5/4	**884** ***38%***	42 *38%* *5%*	99 *42%* *11%*	74 *40%* *8%*	25 *43%* *3%* FK	78 *42%* *9%* FK	38 *29%* *4%*	72 *36%* *8%*	111 *43%* *13%*	46 *38%* *5%*	78 *34%* *9%*	131 *33%* *15%*	92 *42%* *10%*	735 *38%* *83%*
Net: 3/2/1	**372** ***16%***	25 *23%* *7%* D	37 *16%* *10%*	23 *13%* *6%*	6 *11%* *2%*	30 *16%* *8%*	18 *13%* *5%*	30 *15%* *8%*	48 *18%* *13%*	16 *13%* *4%*	34 *15%* *9%*	71 *18%* *19%* D	34 *16%* *9%*	320 *16%* *86%* D

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 173

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
Mean	**5.54**	5.32	5.47	5.72	5.91 EHKLM	5.52	5.89	5.75	5.24	5.82 HLM	5.74	5.45	5.32	5.52
Standard Deviation	**2.23**	2.47	2.21	2.02	2.04	2.16	2.41	2.33	2.23	2.05	2.17	2.38	2.03	2.25

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**144** ***4%***	58 *4%* *40%*	86 *4%* *60%*	9 *2%* *6%*	25 *4%* *18%*	20 *3%* *14%*	27 *4%* *19%*	17 *3%* *12%*	47 *7%* *32%* CDEG	13 *2%* *9%*	59 *3%* *41%*	72 *6%* *50%* IJ	52 *5%* *36%* N	39 *4%* *27%*	33 *3%* *23%*
9	**157** ***4%***	57 *4%* *36%*	100 *5%* *64%*	16 *4%* *10%*	22 *3%* *14%*	21 *3%* *14%*	12 *2%* *8%*	34 *6%* *22%* DE F	52 *7%* *33%* DEF	13 *2%* *8%*	56 *3%* *36%*	88 *7%* *56%* IJ	46 *5%* *29%*	29 *3%* *18%*	55 *5%* *35%*
8	**465** ***13%***	221 *15%* *48%*	243 *12%* *52%*	45 *12%* *10%*	69 *10%* *15%*	73 *11%* *16%*	84 *13%* *18%*	68 *13%* *15%*	126 *18%* *27%* DEFG	52 *9%* *11%*	233 *14%* *50%* I	180 *14%* *39%* I	170 *18%* *37%* MN	96 *11%* *21%*	124 *12%* *27%*
7	**630** ***18%***	268 *18%* *43%*	362 *18%* *57%*	59 *16%* *9%*	124 *18%* *20%*	112 *17%* *18%*	140 *22%* *22%* H	89 *17%* *14%*	106 *15%* *17%*	87 *16%* *14%*	323 *19%* *51%*	220 *17%* *35%*	173 *18%* *28%*	170 *19%* *27%*	169 *16%* *27%*
6	**540** ***15%***	232 *15%* *43%*	309 *15%* *57%*	59 *16%* *11%*	112 *16%* *21%*	102 *16%* *19%*	93 *15%* *17%*	72 *14%* *13%*	103 *15%* *19%*	80 *15%* *15%*	275 *16%* *51%*	185 *15%* *34%*	153 *16%* *28%*	131 *15%* *24%*	157 *15%* *29%*
5	**531** ***15%***	219 *14%* *41%*	312 *15%* *59%*	61 *17%* *11%*	121 *18%* *23%* EH	79 *12%* *15%*	99 *15%* *19%*	83 *16%* *16%*	88 *13%* *17%*	82 *15%* *16%*	263 *15%* *50%*	186 *15%* *35%*	132 *14%* *25%*	127 *14%* *24%*	171 *16%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**264** ***7%***	110 *7%* *42%*	153 *8%* *58%*	39 *11%* *15%* H	50 *7%* *19%*	50 *8%* *19%*	46 *7%* *17%*	40 *8%* *15%*	39 *6%* *15%*	40 *7%* *15%*	129 *7%* *49%*	95 *7%* *36%*	66 *7%* *25%*	69 *8%* *26%*	68 *6%* *26%*
3	**178** ***5%***	82 *5%* *46%*	96 *5%* *54%*	17 *5%* *10%*	32 *5%* *18%*	40 *6%* *22%* H	41 *6%* *23%* H	26 *5%* *15%*	22 *3%* *12%*	39 *7%* *22%* K	84 *5%* *47%*	55 *4%* *31%*	35 *4%* *20%*	50 *6%* *28%*	57 *5%* *32%*
2	**119** ***3%***	58 *4%* *49%*	61 *3%* *51%*	14 *4%* *12%*	30 *4%* *25%*	26 *4%* *22%*	13 *2%* *11%*	20 *4%* *17%*	16 *2%* *14%*	22 *4%* *19%* K	71 *4%* *60%* K	25 *2%* *21%*	22 *2%* *18%*	30 *3%* *26%*	43 *4%* *37%*
1	**142** ***4%***	69 *5%* *49%*	72 *4%* *51%*	20 *6%* *14%* FH	25 *4%* *18%*	39 *6%* *28%* FH	15 *2%* *11%*	28 *5%* *20%* FH	14 *2%* *10%*	30 *5%* *21%*	68 *4%* *48%*	43 *3%* *31%*	22 *2%* *16%*	53 *6%* *37%* L	44 *4%* *31%*
Don't know	**381** ***11%***	144 *9%* *38%*	237 *12%* *62%*	25 *7%* *7%*	68 *10%* *18%*	81 *13%* *21%* C	70 *11%* *18%*	53 *10%* *14%*	83 *12%* *22%* C	94 *17%* *25%* JK	165 *10%* *43%*	122 *10%* *32%*	88 *9%* *23%*	94 *11%* *25%*	143 *13%* *38%* L
Net: 10/9/8/7	**1396** ***39%***	605 *40%* *43%*	791 *39%* *57%*	128 *35%* *9%*	240 *35%* *17%*	227 *35%* *16%*	262 *41%* *19%*	208 *39%* *15%*	330 *48%* *24%* CDEF G	164 *30%* *12%*	671 *39%* *48%* I	561 *44%* *40%* IJ	441 *46%* *32%* MN	332 *37%* *24%*	381 *36%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**301** ***8%***	115 *8%* *38%*	186 *9%* *62%*	25 *7%* *8%*	47 *7%* *16%*	42 *6%* *14%*	39 *6%* *13%*	51 *10%* *17%* F	98 *14%* *33%* CDEFG	26 *5%* *8%*	115 *7%* *38%*	161 *13%* *53%* IJ	97 *10%* *32%*	67 *8%* *22%*	88 *8%* *29%*
Net: 6/5/4	**1335** ***38%***	561 *37%* *42%*	774 *38%* *58%*	158 *44%* *12%* H	283 *42%* *21%* H	231 *36%* *17%*	238 *37%* *18%*	196 *37%* *15%*	230 *33%* *17%*	203 *37%* *15%*	667 *39%* *50%*	466 *37%* *35%*	352 *37%* *26%*	326 *37%* *24%*	396 *37%* *30%*
Net: 3/2/1	**439** ***12%***	210 *14%* *48%*	229 *11%* *52%*	51 *14%* *12%* H	87 *13%* *20%* H	105 *16%* *24%* FH	69 *11%* *16%*	74 *14%* *17%* H	52 *7%* *12%*	92 *17%* *21%* JK	223 *13%* *51%* K	124 *10%* *28%*	79 *8%* *18%*	133 *15%* *30%* L	145 *14%* *33%* L
Mean	**5.95**	5.89	5.99	5.66	5.78	5.65	6.01 C E	5.86	6.55 CDE FG	5.47	5.87 I	6.24 IJ	6.33 MN	5.75	5.83
Standard Deviation	**2.16**	2.20	2.14	2.16	2.10	2.27	1.99	2.25	2.10	2.19	2.13	2.16	2.04	2.26	2.19

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**144** ***4%***	11 *3%* *7%*	7 *3%* *5%*	3 *3%* *2%*	123 *4%* *85%*	131 *4%* *91%*	13 *7%* *9%* S	30 *6%* *20%* YZ	115 *4%* *80%*	115 *4%* *80%*	83 *4%* *57%*	32 *3%* *22%*	39 *3%* *27%*
9	**157** ***4%***	16 *5%* *10%*	6 *3%* *4%*	6 *5%* *4%*	129 *4%* *82%*	150 *4%* *95%*	7 *4%* *5%*	26 *5%* *17%*	127 *4%* *81%*	131 *4%* *83%*	72 *4%* *46%*	58 *5%* *37%*	58 *5%* *37%*
8	**465** ***13%***	32 *10%* *7%*	26 *12%* *6%*	17 *15%* *4%* O	390 *13%* *84%*	452 *13%* *97%* T	12 *7%* *3%*	64 *13%* *14%*	393 *13%* *85%*	401 *13%* *86%*	235 *12%* *51%*	166 *14%* *36%*	173 *14%* *37%*
7	**630** ***18%***	58 *18%* *9%*	38 *18%* *6%*	21 *19%* *3%*	512 *18%* *81%*	604 *18%* *96%*	26 *15%* *4%*	85 *17%* *14%*	535 *18%* *85%*	543 *18%* *86%*	363 *19%* *58%* YZ	178 *15%* *28%*	184 *15%* *29%*
6	**540** ***15%***	50 *16%* *9%*	29 *14%* *5%*	20 *17%* *4%*	442 *15%* *82%*	511 *15%* *95%*	29 *17%* *5%*	72 *14%* *13%*	461 *15%* *85%*	466 *15%* *86%*	281 *15%* *52%*	182 *16%* *34%*	193 *16%* *36%*
5	**531** ***15%***	47 *15%* *9%*	35 *17%* *7%*	20 *17%* *4%*	430 *15%* *81%*	495 *15%* *93%*	37 *21%* *7%* S	58 *12%* *11%*	465 *15%* *88%*	474 *16%* *89%*	294 *16%* *55%*	179 *16%* *34%*	193 *16%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**264** ***7%***	32 *10%* *12%* R	20 *10%* *8%* R	8 *7%* *3%*	203 *7%* *77%*	253 *8%* *96%*	11 *6%* *4%*	47 *9%* *18%*	215 *7%* *82%*	217 *7%* *82%*	140 *7%* *53%*	76 *7%* *29%*	81 *7%* *31%*
3	**178** ***5%***	19 *6%* *11%*	10 *5%* *6%*	7 *6%* *4%*	142 *5%* *80%*	171 *5%* *96%*	7 *4%* *4%*	30 *6%* *17%*	148 *5%* *83%*	148 *5%* *83%*	96 *5%* *54%*	51 *4%* *29%*	60 *5%* *34%*
2	**119** ***3%***	11 *3%* *9%*	9 *4%* *8%*	3 *3%* *3%*	96 *3%* *80%*	110 *3%* *93%*	8 *5%* *7%*	17 *3%* *14%*	101 *3%* *85%*	102 *3%* *86%*	60 *3%* *51%*	41 *4%* *35%*	42 *3%* *35%*
1	**142** ***4%***	13 *4%* *9%*	7 *3%* *5%*	3 *2%* *2%*	120 *4%* *84%*	129 *4%* *91%*	13 *8%* *9%* S	18 *4%* *13%*	123 *4%* *87%*	124 *4%* *87%*	80 *4%* *56%*	44 *4%* *31%*	47 *4%* *33%*
Don't know	**381** ***11%***	28 *9%* *7%*	20 *10%* *5%* Q	7 *6%* *2%*	325 *11%* *85%* Q	368 *11%* *97%*	13 *7%* *3%*	53 *11%* *14%*	322 *11%* *85%*	328 *11%* *86%*	185 *10%* *49%*	143 *12%* *38%*	152 *12%* *40%*
Net: 10/9/8/7	**1396** ***39%***	116 *37%* *8%*	78 *37%* *6%*	48 *42%* *3%*	1155 *40%* *83%*	1338 *40%* *96%*	58 *33%* *4%*	204 *41%* *15%*	1170 *39%* *84%*	1190 *39%* *85%*	753 *40%* *54%*	434 *38%* *31%*	455 *37%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**301** ***8%***	26 *8%* *9%*	13 *6%* *4%*	9 *8%* *3%*	252 *9%* *84%*	281 *8%* *93%*	20 *11%* *7%*	56 *11%* *19%*	242 *8%* *80%*	245 *8%* *81%*	155 *8%* *51%*	90 *8%* *30%*	97 *8%* *32%*
Net: 6/5/4	**1335** ***38%***	129 *41%* *10%*	85 *41%* *6%*	47 *41%* *4%*	1074 *37%* *80%*	1259 *37%* *94%*	76 *43%* *6%*	176 *35%* *13%*	1142 *38%* *85%*	1157 *38%* *87%*	716 *38%* *54%*	437 *38%* *33%*	466 *38%* *35%*
Net: 3/2/1	**439** ***12%***	43 *13%* *10%*	26 *13%* *6%*	13 *11%* *3%*	357 *12%* *81%*	410 *12%* *93%*	29 *17%* *7%*	66 *13%* *15%*	372 *12%* *85%*	373 *12%* *85%*	236 *12%* *54%*	136 *12%* *31%*	149 *12%* *34%*
Mean	**5.95**	5.77	5.79	6.03	5.97	5.96	5.65	6.02	5.93	5.93	5.93	5.95	5.93
Standard Deviation	**2.16**	2.15	2.10	2.02	2.18	2.15	2.40	2.27	2.15	2.15	2.16	2.13	2.14

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Total (Wtd)	**3551**	209 *6%*	430 *12%*	321 *9%*	115 *3%*	316 *9%*	161* *5%* *	336 *9%*	389 *11%*	208 *6%*	292 *8%*	505 *14%*	267 *8%*	2912 *82%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
10	**144** ***4%***	14 *7%* *10%* K	23 *5%* *16%* K	14 *4%* *10%*	3 *3%* *2%*	11 *3%* *7%*	11 *7%* *8%* K	15 *5%* *11%*	12 *3%* *8%*	7 *3%* *5%*	11 *4%* *8%*	11 *2%* *7%*	11 *4%* *8%*	123 *4%* *85%*
9	**157** ***4%***	6 *3%* *4%*	25 *6%* *16%*	15 *5%* *10%*	6 *5%* *4%*	16 *5%* *10%*	6 *4%* *4%*	11 *3%* *7%*	11 *3%* *7%*	6 *3%* *4%*	10 *3%* *6%*	23 *4%* *14%*	23 *9%* *15%* AGHIJM	129 *4%* *82%*
8	**465** ***13%***	49 *23%* *11%* DEGHIJK LM	72 *17%* *16%* EGJ	49 *15%* *11%* J	17 *15%* *4%* EGJ	32 *10%* *7%*	23 *14%* *5%* J	29 *9%* *6%*	44 *11%* *9%*	26 *12%* *6%* J	18 *6%* *4%*	76 *15%* *16%* EGJ	29 *11%* *6%*	390 *13%* *84%* J
7	**630** ***18%***	25 *12%* *4%*	87 *20%* *14%* A	62 *19%* *10%*	21 *19%* *3%*	58 *18%* *9%*	30 *19%* *5%*	51 *15%* *8%*	89 *23%* *14%* AK	38 *18%* *6%*	51 *17%* *8%*	73 *14%* *12%*	46 *17%* *7%*	512 *18%* *81%*
6	**540** ***15%***	37 *18%* *7%*	66 *15%* *12%*	50 *16%* *9%*	20 *17%* *4%*	50 *16%* *9%*	25 *16%* *5%*	48 *14%* *9%*	58 *15%* *11%*	29 *14%* *5%*	46 *16%* *8%*	78 *15%* *14%*	34 *13%* *6%*	442 *15%* *82%*
5	**531** ***15%***	34 *16%* *6%*	55 *13%* *10%*	43 *13%* *8%*	20 *17%* *4%* F	47 *15%* *9%*	14 *9%* *3%*	50 *15%* *9%*	62 *16%* *12%*	35 *17%* *7%*	61 *21%* *11%* BCFLM	75 *15%* *14%*	35 *13%* *7%*	430 *15%* *81%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
4	**264** ***7%***	21 *10%* *8%*	24 *6%* *9%*	22 *7%* *8%*	8 *7%* *3%*	32 *10%* *12%* BKM	8 *5%* *3%*	35 *10%* *13%* K	26 *7%* *10%*	20 *10%* *8%* BKM	19 *7%* *7%*	27 *5%* *10%*	22 *8%* *8%*	203 *7%* *77%*
3	**178** ***5%***	6 *3%* *3%*	20 *5%* *11%*	9 *3%* *5%*	7 *6%* *4%*	19 *6%* *11%*	10 *6%* *6%*	22 *7%* *13%*	18 *5%* *10%*	10 *5%* *6%*	16 *6%* *9%*	26 *5%* *15%*	14 *5%* *8%*	142 *5%* *80%*
2	**119** ***3%***	5 *2%* *4%*	12 *3%* *10%*	5 *2%* *4%*	3 *3%* *3%*	11 *3%* *9%*	6 *4%* *5%*	10 *3%* *8%*	15 *4%* *12%*	9 *4%* *8%* C	8 *3%* *7%*	23 *4%* *19%*	13 *5%* *11%*	96 *3%* *80%*
1	**142** ***4%***	6 *3%* *4%*	11 *2%* *8%*	6 *2%* *4%*	3 *2%* *2%*	13 *4%* *9%*	10 *6%* *7%* CL	17 *5%* *12%*	25 *7%* *18%* BCDL	7 *3%* *5%*	16 *5%* *11%* L	25 *5%* *17%*	4 *2%* *3%*	120 *4%* *84%*
Don't know	**381** ***11%***	7 *3%* *2%*	34 *8%* *9%*	47 *15%* *12%* ABDEH	7 *6%* *2%*	28 *9%* *7%* A	17 *11%* *5%* A	48 *14%* *13%* ABDH	29 *8%* *8%*	20 *10%* *5%* AD	37 *13%* *10%* AD	69 *14%* *18%* ABDEH	37 *14%* *10%* ABDH	325 *11%* *85%* AD
Net: 10/9/8/7	**1396** ***39%***	94 *45%* *7%* GJ	207 *48%* *15%* EGIJKM	140 *44%* *10%* GJ	48 *42%* *3%* GJ	116 *37%* *8%*	70 *43%* *5%* J	106 *32%* *8%*	156 *40%* *11%*	78 *37%* *6%*	90 *31%* *6%*	182 *36%* *13%*	109 *41%* *8%* J	1155 *40%* *83%* GJ
Net: 10/9	**301** ***8%***	20 *10%* *7%*	48 *11%* *16%* IK	29 *9%* *10%*	9 *8%* *3%*	26 *8%* *9%*	17 *11%* *6%*	26 *8%* *9%*	24 *6%* *8%*	13 *6%* *4%*	21 *7%* *7%*	33 *7%* *11%*	34 *13%* *11%* HIK	252 *9%* *84%*
Net: 6/5/4	**1335** ***38%***	92 *44%* *7%* F	146 *34%* *11%*	115 *36%* *9%*	47 *41%* *4%* BF	129 *41%* *10%*	47 *29%* *4%*	133 *40%* *10%*	146 *38%* *11%*	85 *41%* *6%*	126 *43%* *9%* BF	180 *36%* *13%*	90 *34%* *7%*	1074 *37%* *80%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 174

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
Net: 3/2/1	**439** ***12%***	17 *8%* *4%*	42 *10%* *10%*	20 *6%* *5%*	13 *11%* *3%* C	43 *13%* *10%* C	27 *16%* *6%* C	49 *15%* *11%* C	58 *15%* *13%* C	26 *13%* *6%* C	40 *14%* *9%* C	74 *15%* *17%* C	31 *12%* *7%*	357 *12%* *81%* C
Mean	**5.95**	6.26 EGHIJ	6.34 EGHIJK M	6.36 EGHIJK M	6.03 J	5.77	6.00	5.63	5.74	5.79	5.62	5.80	6.10 J	5.97 J
Standard Deviation	**2.16**	2.10	2.08	1.93	2.02	2.15	2.43	2.24	2.20	2.10	2.14	2.21	2.19	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**39** ***2%***	17 *2%* *44%*	22 *2%* *56%*	8 *2%* *19%*	5 *1%* *14%*	3 *1%* *8%*	4 *1%* *11%*	9 *3%* *22%*	10 *3%* *26%*	2 *1%* *6%*	16 *1%* *40%*	21 *3%* *53%* I	16 *3%* *41%*	7 *1%* *18%*	11 *1%* *27%*
9	**49** ***2%***	25 *2%* *51%*	24 *2%* *49%*	4 *1%* *8%*	15 *2%* *31%*	7 *2%* *14%*	3 *1%* *5%*	5 *1%* *9%*	16 *4%* *34%* CF	8 *2%* *16%*	22 *2%* *46%*	19 *3%* *38%*	12 *2%* *24%*	9 *2%* *19%*	20 *2%* *40%*
8	**184** ***8%***	74 *7%* *40%*	110 *8%* *60%*	33 *9%* *18%*	42 *7%* *23%*	30 *8%* *17%*	26 *7%* *14%*	21 *7%* *11%*	32 *9%* *17%*	27 *6%* *15%*	100 *8%* *54%*	57 *8%* *31%*	43 *8%* *23%*	39 *7%* *21%*	77 *9%* *42%*
7	**278** ***11%***	127 *12%* *46%*	151 *11%* *54%*	54 *14%* *20%*	69 *11%* *25%*	39 *10%* *14%*	49 *13%* *18%*	28 *9%* *10%*	39 *11%* *14%*	45 *10%* *16%*	135 *11%* *48%*	98 *13%* *35%*	77 *14%* *28%*	52 *9%* *19%*	103 *12%* *37%*
6	**342** ***14%***	156 *15%* *46%*	186 *14%* *54%*	51 *13%* *15%*	98 *16%* *29%*	55 *14%* *16%*	57 *16%* *17%*	36 *12%* *11%*	45 *12%* *13%*	46 *10%* *14%*	189 *15%* *55%* I	107 *15%* *31%*	81 *14%* *24%*	81 *13%* *24%*	119 *14%* *35%*
5	**414** ***17%***	187 *18%* *45%*	227 *17%* *55%*	88 *23%* *21%* EF H	106 *17%* *26%*	57 *15%* *14%*	48 *13%* *12%*	63 *20%* *15%* F	52 *14%* *13%*	77 *17%* *19%*	203 *16%* *49%*	134 *18%* *32%*	93 *16%* *22%*	115 *19%* *28%*	133 *15%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**225** ***9%***	117 *11%* *52%* B	108 *8%* *48%*	40 *11%* *18%*	57 *9%* *25%*	39 *10%* *17%*	38 *10%* *17%*	25 *8%* *11%*	27 *7%* *12%*	39 *8%* *17%*	143 *12%* *64%* K	43 *6%* *19%*	62 *11%* *27%* N	64 *11%* *29%*	62 *7%* *27%*
3	**175** ***7%***	78 *7%* *44%*	98 *7%* *56%*	22 *6%* *13%*	53 *9%* *30%*	24 *6%* *14%*	22 *6%* *12%*	29 *9%* *17%*	25 *7%* *14%*	43 *9%* *24%*	88 *7%* *50%*	45 *6%* *26%*	42 *8%* *24%*	38 *6%* *22%*	65 *8%* *37%*
2	**123** ***5%***	64 *6%* *52%*	59 *4%* *48%*	23 *6%* *18%*	31 *5%* *25%*	23 *6%* *19%*	17 *5%* *14%*	15 *5%* *12%*	15 *4%* *12%*	23 *5%* *19%*	63 *5%* *51%*	37 *5%* *30%*	22 *4%* *17%*	34 *6%* *28%*	38 *4%* *31%*
1	**143** ***6%***	64 *6%* *45%*	79 *6%* *55%*	19 *5%* *13%*	40 *6%* *28%*	29 *7%* *20%*	24 *7%* *17%*	17 *6%* *12%*	14 *4%* *10%*	37 *8%* *26%*	71 *6%* *50%*	34 *5%* *24%*	27 *5%* *19%*	38 *6%* *27%*	50 *6%* *35%*
Don't know	**456** ***19%***	160 *15%* *35%*	296 *22%* *65%* A	39 *10%* *9%*	104 *17%* *23%* C	79 *20%* *17%* C	79 *22%* *17%* C	63 *20%* *14%* C	92 *25%* *20%* CD	116 *25%* *25%* JK	206 *17%* *45%*	134 *18%* *29%*	91 *16%* *20%*	121 *20%* *27%*	186 *22%* *41%* L
Net: 10/9/8/7	**550** ***23%***	244 *23%* *44%*	306 *23%* *56%*	98 *26%* *18%*	131 *21%* *24%*	79 *21%* *14%*	82 *22%* *15%*	62 *20%* *11%*	97 *26%* *18%*	83 *18%* *15%*	273 *22%* *50%*	195 *27%* *35%* I	147 *26%* *27%* M	108 *18%* *20%*	210 *24%* *38%* M
Net: 10/9	**88** ***4%***	42 *4%* *48%*	46 *3%* *52%*	11 *3%* *13%*	20 *3%* *23%*	10 *2%* *11%*	7 *2%* *8%*	13 *4%* *15%*	27 *7%* *30%* CDEF	10 *2%* *12%*	38 *3%* *43%*	40 *5%* *45%* IJ	27 *5%* *31%*	16 *3%* *19%*	30 *3%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**982** ***40%***	461 *43%* *47%*	521 *38%* *53%*	179 *47%* *18%* H	261 *42%* *27%* H	151 *39%* *15%*	143 *39%* *15%*	124 *40%* *13%*	124 *34%* *13%*	163 *35%* *17%*	535 *43%* *54%* I	284 *39%* *29%*	236 *42%* *24%*	260 *43%* *26%* N	314 *36%* *32%*
Net: 3/2/1	**441** ***18%***	206 *19%* *47%*	236 *17%* *53%*	64 *17%* *14%*	124 *20%* *28%*	76 *20%* *17%*	63 *17%* *14%*	61 *20%* *14%*	54 *15%* *12%*	103 *22%* *23%* K	222 *18%* *50%*	116 *16%* *26%*	91 *16%* *21%*	109 *18%* *25%*	153 *18%* *35%*
Mean	**5.16**	5.11	5.21	5.24	5.07	4.99	5.13	5.08	5.57 DEF G	4.76	5.13 I	5.46 IJ	5.36 M	4.96	5.27
Standard Deviation	**2.15**	2.14	2.16	2.05	2.12	2.19	2.13	2.18	2.26	2.18	2.10	2.18	2.13	2.10	2.18

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**39** ***2%***	3 *1%* *8%*	1 *2%* *4%*	1 *2%* *3%*	33 *2%* *85%*	37 *2%* *94%*	2 *2%* *6%*	7 *2%* *17%*	32 *2%* *82%*	32 *2%* *83%*	16 *1%* *41%*	17 *2%* *42%*	19 *2%* *49%*
9	**49** ***2%***	4 *2%* *8%*	3 *4%* *7%*	1 *1%* *2%*	41 *2%* *83%*	46 *2%* *93%*	3 *2%* *7%*	5 *2%* *9%*	41 *2%* *83%*	44 *2%* *91%*	30 *2%* *61%*	14 *2%* *28%*	15 *2%* *32%*
8	**184** ***8%***	12 *5%* *7%*	7 *9%* *4%*	6 *7%* *3%*	159 *8%* *87%*	170 *7%* *92%*	14 *10%* *8%*	24 *8%* *13%*	161 *8%* *87%*	161 *8%* *87%*	88 *7%* *48%*	71 *8%* *39%*	74 *8%* *40%*
7	**278** ***11%***	22 *9%* *8%*	13 *16%* *5%* OR	10 *13%* *4%*	232 *11%* *83%*	259 *11%* *93%*	19 *13%* *7%*	36 *12%* *13%*	234 *11%* *84%*	242 *11%* *87%*	165 *13%* *59%* YZ	77 *9%* *28%*	81 *9%* *29%*
6	**342** ***14%***	42 *17%* *12%*	9 *12%* *3%*	11 *13%* *3%*	281 *14%* *82%*	321 *14%* *94%*	22 *15%* *6%*	29 *10%* *8%*	307 *15%* *90%*	314 *15%* *92%*	174 *14%* *51%*	139 *16%* *41%* U	148 *16%* *43%* U
5	**414** ***17%***	42 *18%* *10%*	12 *15%* *3%*	18 *22%* *4%* PR	341 *17%* *82%*	383 *17%* *92%*	31 *22%* *8%*	57 *19%* *14%*	352 *17%* *85%*	357 *17%* *86%*	206 *16%* *50%*	150 *17%* *36%*	155 *17%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**225** ***9%***	23 *10%* *10%*	7 *8%* *3%*	8 *9%* *3%*	188 *9%* *83%*	216 *9%* *96%*	9 *6%* *4%*	30 *10%* *13%*	192 *9%* *85%*	195 *9%* *87%*	129 *10%* *57%*	66 *8%* *29%*	74 *8%* *33%*
3	**175** ***7%***	17 *7%* *10%*	6 *8%* *4%*	7 *9%* *4%*	145 *7%* *83%*	166 *7%* *95%*	9 *7%* *5%*	20 *7%* *11%*	155 *7%* *89%*	155 *7%* *89%*	91 *7%* *52%*	65 *7%* *37%*	68 *7%* *39%*
2	**123** ***5%***	19 *8%* *16%* R	4 *5%* *4%*	6 *7%* *5%*	94 *5%* *76%*	115 *5%* *93%*	8 *6%* *7%*	15 *5%* *12%*	106 *5%* *86%*	107 *5%* *87%*	65 *5%* *53%*	42 *5%* *34%*	46 *5%* *38%*
1	**143** ***6%***	15 *6%* *11%*	7 *9%* *5%*	5 *6%* *4%*	115 *6%* *80%*	135 *6%* *95%*	7 *5%* *5%*	17 *6%* *12%*	125 *6%* *87%*	125 *6%* *88%*	80 *6%* *56%*	44 *5%* *31%*	48 *5%* *34%*
Don't know	**456** ***19%***	39 *16%* *9%* Q	10 *12%* *2%*	8 *10%* *2%*	399 *20%* *88%* PQ	438 *19%* *96%*	18 *12%* *4%*	55 *19%* *12%*	396 *19%* *87%*	401 *19%* *88%*	211 *17%* *46%*	189 *22%* *41%* X	203 *22%* *44%* X
Net: 10/9/8/7	**550** ***23%***	42 *17%* *8%*	25 *31%* *5%* OQR	18 *23%* *3%*	465 *23%* *85%* O	511 *22%* *93%*	39 *27%* *7%*	71 *24%* *13%*	467 *22%* *85%*	479 *22%* *87%*	298 *24%* *54%*	179 *20%* *33%*	190 *20%* *35%*
Net: 10/9	**88** ***4%***	7 *3%* *8%*	5 *6%* *5%*	2 *3%* *3%*	74 *4%* *84%*	82 *4%* *94%*	6 *4%* *6%*	11 *4%* *13%*	73 *3%* *83%*	77 *4%* *87%*	46 *4%* *52%*	30 *3%* *34%*	35 *4%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**982** ***40%***	107 *45%* *11%* P	28 *35%* *3%*	37 *45%* *4%* P	809 *40%* *82%*	920 *40%* *94%*	62 *43%* *6%*	116 *39%* *12%*	852 *41%* *87%*	865 *41%* *88%*	508 *41%* *52%*	355 *41%* *36%*	378 *41%* *38%*
Net: 3/2/1	**441** ***18%***	51 *22%* *12%*	18 *22%* *4%*	18 *22%* *4%* R	353 *17%* *80%*	417 *18%* *94%*	24 *17%* *6%*	53 *18%* *12%*	386 *18%* *87%*	388 *18%* *88%*	236 *19%* *53%*	151 *17%* *34%*	162 *17%* *37%*
Mean	**5.16**	4.89	5.22	4.99	5.20 O	5.15	5.38	5.15	5.15	5.17	5.13	5.22	5.20
Standard Deviation	**2.15**	2.11	2.37	2.12	2.15	2.15	2.11	2.19	2.15	2.15	2.16	2.13	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2339**	68 *3%*	173 *7%*	133 *6%*	382 *16%*	382 *16%*	57 *2%*	116 *5%*	137 *6%*	222 *9%*	236 *10%*	286 *12%*	147 *6%*	1353 *58%*
Total (Wtd)	**2429**	104* *4%* *	260 *11%*	201 *8%*	82 *3%*	239 *10%*	101* *4%* *	237 *10%*	261 *11%*	81 *3%*	280 *12%*	389 *16%*	195 *8%*	2027 *83%*
Effective Total	**1619**	65	158	123	352	357	51	109	122	202	206	261	137	1197
10	**39** ***2%***	4 *4%* *10%* CK	12 *5%* *30%* CEKM	- - -	1 *2%* *3%* C	3 *1%* *8%*	- - -	4 *2%* *11%*	3 *1%* *6%*	1 *2%* *4%* C	4 *1%* *9%*	2 * *4%*	5 *3%* *14%* K	33 *2%* *85%*
9	**49** ***2%***	2 *2%* *4%*	5 *2%* *11%*	5 *2%* *9%*	1 *1%* *2%*	4 *2%* *8%*	5 *5%* *9%*	3 *1%* *7%*	2 *1%* *3%*	3 *4%* *7%* HL	5 *2%* *9%*	14 *4%* *29%*	1 * *2%*	41 *2%* *83%*
8	**184** ***8%***	9 *9%* *5%*	24 *9%* *13%*	10 *5%* *5%*	6 *7%* *3%*	12 *5%* *7%*	9 *9%* *5%*	17 *7%* *9%*	13 *5%* *7%*	7 *9%* *4%*	31 *11%* *17%* EL	37 *10%* *20%* E	9 *5%* *5%*	159 *8%* *87%*
7	**278** ***11%***	14 *13%* *5%*	38 *15%* *14%*	25 *12%* *9%*	10 *13%* *4%*	22 *9%* *8%*	15 *15%* *5%*	18 *8%* *7%*	19 *7%* *7%*	13 *16%* *5%* EGHKM	38 *14%* *14%*	40 *10%* *14%*	25 *13%* *9%*	232 *11%* *83%*
6	**342** ***14%***	15 *15%* *4%*	34 *13%* *10%*	32 *16%* *9%*	11 *13%* *3%*	42 *17%* *12%*	9 *9%* *3%*	36 *15%* *10%*	36 *14%* *10%*	9 *12%* *3%*	41 *15%* *12%*	53 *14%* *15%*	25 *13%* *7%*	281 *14%* *82%*
5	**414** ***17%***	24 *23%* *6%* CL	44 *17%* *11%*	24 *12%* *6%*	18 *22%* *4%* CFIKLM	42 *18%* *10%* L	12 *11%* *3%*	42 *18%* *10%*	62 *24%* *15%* CKL	12 *15%* *3%*	58 *21%* *14%* L	55 *14%* *13%*	20 *10%* *5%*	341 *17%* *82%* L
4	**225** ***9%***	7 *7%* *3%*	26 *10%* *12%*	28 *14%* *12%* JK	8 *9%* *3%*	23 *10%* *10%*	11 *11%* *5%*	25 *11%* *11%*	28 *11%* *12%*	7 *8%* *3%*	18 *6%* *8%*	26 *7%* *12%*	17 *9%* *8%*	188 *9%* *83%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2339**	68 *3%*	173 *7%*	133 *6%*	382 *16%*	382 *16%*	57 *2%*	116 *5%*	137 *6%*	222 *9%*	236 *10%*	286 *12%*	147 *6%*	1353 *58%*
Effective Total	**1619**	65	158	123	352	357	51	109	122	202	206	261	137	1197
3	**175** ***7%***	6 *6%* *3%*	21 *8%* *12%*	15 *8%* *9%*	7 *9%* *4%* J	17 *7%* *10%*	9 *9%* *5%*	16 *7%* *9%*	13 *5%* *7%*	6 *8%* *4%*	10 *4%* *6%*	31 *8%* *18%*	23 *12%* *13%* HJ	145 *7%* *83%*
2	**123** ***5%***	6 *5%* *5%*	8 *3%* *6%*	8 *4%* *6%*	6 *7%* *5%* BK	19 *8%* *16%* BKM	4 *4%* *3%*	12 *5%* *10%*	18 *7%* *15%*	4 *5%* *4%*	12 *4%* *10%*	15 *4%* *12%*	11 *6%* *9%*	94 *5%* *76%*
1	**143** ***6%***	4 *4%* *3%*	12 *5%* *9%*	10 *5%* *7%*	5 *6%* *4%*	15 *6%* *11%*	7 *7%* *5%*	13 *5%* *9%*	18 *7%* *13%*	7 *9%* *5%* J	11 *4%* *7%*	24 *6%* *17%*	15 *8%* *11%*	115 *6%* *80%*
Don't know	**456** ***19%***	13 *12%* *3%*	35 *13%* *8%*	44 *22%* *10%* DI	8 *10%* *2%*	39 *16%* *9%* D	20 *20%* *4%*	51 *22%* *11%* DI	49 *19%* *11%* D	10 *12%* *2%*	52 *19%* *11%* D	91 *23%* *20%* ABDEI	43 *22%* *10%* BDI	399 *20%* *88%* DI
Net: 10/9/8/7	**550** ***23%***	29 *28%* *5%* H	79 *30%* *14%* CEGHM	39 *20%* *7%*	18 *23%* *3%* H	42 *17%* *8%*	28 *28%* *5%* H	43 *18%* *8%*	36 *14%* *7%*	25 *31%* *5%* CDEGHLM	77 *28%* *14%* EH	93 *24%* *17%* H	40 *21%* *7%*	465 *23%* *85%* EH
Net: 10/9	**88** ***4%***	6 *6%* *7%*	17 *7%* *20%* H	5 *2%* *5%*	2 *3%* *3%*	7 *3%* *8%*	5 *5%* *5%*	8 *3%* *9%*	4 *2%* *5%*	5 *6%* *5%* H	8 *3%* *9%*	15 *4%* *18%*	6 *3%* *7%*	74 *4%* *84%*
Net: 6/5/4	**982** ***40%***	47 *45%* *5%*	105 *40%* *11%*	84 *42%* *9%*	37 *45%* *4%* IKL	107 *45%* *11%* IKL	32 *32%* *3%*	102 *43%* *10%*	126 *48%* *13%* FIKL	28 *35%* *3%*	117 *42%* *12%*	135 *35%* *14%*	62 *32%* *6%*	809 *40%* *82%*
Net: 3/2/1	**441** ***18%***	16 *15%* *4%*	42 *16%* *9%*	33 *16%* *8%*	18 *22%* *4%* JM	51 *22%* *12%* J	20 *20%* *5%*	40 *17%* *9%*	49 *19%* *11%*	18 *22%* *4%* J	34 *12%* *8%*	70 *18%* *16%*	49 *25%* *11%* BJM	353 *17%* *80%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 175

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2339**	68 *3%*	173 *7%*	133 *6%*	382 *16%*	382 *16%*	57 *2%*	116 *5%*	137 *6%*	222 *9%*	236 *10%*	286 *12%*	147 *6%*	1353 *58%*
Effective Total	**1619**	65	158	123	352	357	51	109	122	202	206	261	137	1197
Mean	**5.16**	5.48 H	5.53 DEHL	5.05	4.99	4.89	5.18	5.08	4.77	5.22	5.56 CDEHLM	5.26	4.83	5.20 E
Standard Deviation	**2.15**	2.14	2.22	1.98	2.12	2.11	2.29	2.11	2.00	2.37	2.00	2.22	2.31	2.15

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**3** ***11%***	1 *7%* *23%*	3 *12%* *77%*	- - -	- - -	1 *15%* *28%*	1 *14%* *28%*	1 *12%* *26%*	1 *10%* *19%*	1 *7%* *16%*	2 *15%* *60%*	1 *7%* *24%*
9	**4** ***12%***	1 *10%* *29%*	3 *13%* *71%*	* *1%* *	1 *14%* *16%*	1 *9%* *16%*	1 *14%* *25%*	1 *13%* *24%*	1 *11%* *19%*	1 *20%* *38%*	1 *7%* *24%*	1 *14%* *39%*
8	**8** ***26%***	4 *39%* *51%*	4 *19%* *49%*	* *99%* *5%*	1 *17%* *9%*	2 *29%* *23%*	2 *29%* *24%*	1 *7%* *6%*	3 *41%* *33%*	2 *29%* *26%*	2 *14%* *24%*	4 *37%* *50%*
7	**5** ***17%***	2 *19%* *38%*	3 *16%* *62%*	- - -	* *9%* *7%*	1 *10%* *12%*	1 *14%* *18%*	2 *29%* *41%*	1 *19%* *23%*	1 *8%* *11%*	3 *20%* *51%*	2 *19%* *38%*
6	**5** ***17%***	2 *17%* *34%*	3 *16%* *66%*	- - -	2 *34%* *29%*	1 *17%* *21%*	1 *19%* *25%*	1 *13%* *18%*	* *6%* *8%*	1 *13%* *18%*	3 *23%* *58%*	1 *12%* *24%*
5	**2** ***6%***	* *3%* *16%*	2 *7%* *84%*	- - -	* *9%* *22%*	- - -	* *4%* *17%*	1 *15%* *62%*	- - -	* *4%* *17%*	1 *5%* *37%*	1 *8%* *46%*
4	**1** ***4%***	* *3%* *25%*	1 *5%* *75%*	- - -	* *9%* *31%*	* *5%* *25%*	* *5%* *25%*	- - -	* *4%* *19%*	1 *8%* *44%*	1 *5%* *56%*	- - -

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***3%***	* *3%* *33%*	1 *3%* *67%*	- - -	- - -	* *5%* *36%*	- - -	1 *7%* *64%*	- - -	* *4%* *36%*	1 *4%* *64%*	- - -
2	**1** ***3%***	- - -	1 *4%* *100%*	- - -	- - -	* *5%* *39%*	- - -	* *3%* *31%*	* *4%* *30%*	* *3%* *31%*	1 *4%* *69%*	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***3%***	- - -	1 *5%* *100%*	- - -	* *8%* *33%*	* *5%* *29%*	- - -	- - -	* *6%* *38%*	* *5%* *33%*	* *2%* *29%*	* *4%* *38%*
Net: 10/9/8/7	**21** ***65%***	8 *75%* *39%*	13 *60%* *61%*	* *100%* *2%*	2 *40%* *9%*	4 *63%* *20%*	5 *71%* *23%*	5 *61%* *22%*	5 *80%* *25%*	5 *63%* *23%*	8 *57%* *37%*	8 *77%* *41%*
Net: 10/9	**7** ***23%***	2 *18%* *26%*	5 *25%* *74%*	* *1%* *	1 *14%* *9%*	2 *24%* *21%*	2 *28%* *26%*	2 *25%* *25%*	1 *21%* *19%*	2 *27%* *28%*	3 *22%* *41%*	2 *21%* *32%*
Net: 6/5/4	**8** ***26%***	2 *22%* *29%*	6 *28%* *71%*	- - -	2 *52%* *28%*	1 *22%* *17%*	2 *29%* *23%*	2 *28%* *24%*	1 *10%* *8%*	2 *24%* *21%*	4 *33%* *53%*	2 *19%* *25%*
Net: 3/2/1	**2** ***5%***	* *3%* *17%*	1 *6%* *83%*	- - -	- - -	1 *10%* *38%*	- - -	1 *11%* *48%*	* *4%* *14%*	1 *8%* *34%*	1 *8%* *66%*	- - -
Mean	**7.19**	7.40	7.08	8.01	6.64	7.17	7.57	6.80	7.60	7.14	6.88	7.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.93**	1.58	2.13	-	1.75	2.40	1.75	2.26	1.85	2.27	2.20	1.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**3** ***11%***	3 *11%* *100%*	3 *11%* *100%*	- - -	* * *	3 *14%* *100%*	3 *14%* *100%*	2 *13%* *65%*	1 *16%* *34%*	1 *16%* *34%*
9	**4** ***12%***	4 *12%* *100%*	4 *12%* *100%*	- - -	1 *20%* *35%*	3 *10%* *65%*	3 *10%* *65%*	2 *8%* *39%*	1 *14%* *26%*	1 *17%* *34%*
8	**8** ***26%***	8 *26%* *100%*	8 *25%* *95%*	* *100%* *5%*	1 *22%* *18%*	7 *27%* *82%*	7 *27%* *82%*	5 *27%* *59%*	2 *26%* *23%*	2 *25%* *23%*
7	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	1 *16%* *20%*	4 *17%* *80%*	4 *17%* *80%*	3 *14%* *48%*	2 *24%* *32%*	2 *23%* *32%*
6	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	1 *9%* *11%*	5 *19%* *89%*	5 *19%* *89%*	4 *22%* *76%*	1 *10%* *13%*	1 *9%* *13%*
5	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	1 *10%* *38%*	1 *4%* *62%*	1 *4%* *62%*	1 *6%* *62%*	- - -	- - -
4	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *10%* *50%*	1 *3%* *50%*	1 *3%* *50%*	* *2%* *31%*	* *3%* *19%*	* *3%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *4%* *33%*	1 *2%* *67%*	1 *2%* *67%*	1 *3%* *67%*	- - -	- - -
2	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *4%* *30%*	1 *2%* *70%*	1 *2%* *70%*	* *2%* *39%*	* *3%* *31%*	* *3%* *31%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *5%* *33%*	1 *3%* *67%*	1 *3%* *67%*	* *2%* *38%*	* *4%* *29%*	* *4%* *29%*
Net: 10/9/8/7	**21** ***65%***	21 *65%* *100%*	20 *65%* *98%*	* *100%* *2%*	4 *58%* *19%*	17 *67%* *81%*	17 *67%* *81%*	11 *62%* *53%*	6 *79%* *28%*	6 *80%* *29%*
Net: 10/9	**7** ***23%***	7 *23%* *100%*	7 *23%* *100%*	- - -	1 *20%* *18%*	6 *24%* *82%*	6 *24%* *82%*	4 *21%* *52%*	2 *30%* *30%*	2 *33%* *34%*
Net: 6/5/4	**8** ***26%***	8 *26%* *100%*	8 *27%* *100%*	- - -	2 *29%* *23%*	6 *26%* *77%*	6 *26%* *77%*	6 *31%* *66%*	1 *13%* *11%*	1 *12%* *11%*
Net: 3/2/1	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	1 *8%* *32%*	1 *5%* *68%*	1 *5%* *68%*	1 *5%* *53%*	* *3%* *15%*	* *3%* *15%*
Mean	**7.19**	7.19	7.18	8.00	6.67	7.33	7.33	7.19	7.68	7.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.93**	1.93	1.94	-	2.21	1.88	1.88	1.90	1.94	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**97**	-	-	-	-	-	-	-	-	97	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Total (Wtd)	**32**	-**	-**	-**	-**	-**	-**	-**	-**	32*	-**	-**	-**	-**
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
		**	**	**	**	**	**	**	**	*	**	**	**	**
Effective Total	**89**	-	-	-	-	-	-	-	-	89	-	-	-	-
10	**3**	-	-	-	-	-	-	-	-	3	-	-	-	-
	11%	-	-	-	-	-	-	-	-	*11%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
9	**4**	-	-	-	-	-	-	-	-	4	-	-	-	-
	12%	-	-	-	-	-	-	-	-	*12%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
8	**8**	-	-	-	-	-	-	-	-	8	-	-	-	-
	26%	-	-	-	-	-	-	-	-	*26%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
7	**5**	-	-	-	-	-	-	-	-	5	-	-	-	-
	17%	-	-	-	-	-	-	-	-	*17%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
6	**5**	-	-	-	-	-	-	-	-	5	-	-	-	-
	17%	-	-	-	-	-	-	-	-	*17%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
5	**2**	-	-	-	-	-	-	-	-	2	-	-	-	-
	6%	-	-	-	-	-	-	-	-	*6%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
4	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	4%	-	-	-	-	-	-	-	-	*4%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**97**	-	-	-	-	-	-	-	-	97	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Effective Total	**89**	-	-	-	-	-	-	-	-	89	-	-	-	-
3	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	-	-	*3%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
2	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	-	-	*3%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
1	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	-	-	*3%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 10/9/8/7	**21**	-	-	-	-	-	-	-	-	21	-	-	-	-
	65%	-	-	-	-	-	-	-	-	*65%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 10/9	**7**	-	-	-	-	-	-	-	-	7	-	-	-	-
	23%	-	-	-	-	-	-	-	-	*23%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 6/5/4	**8**	-	-	-	-	-	-	-	-	8	-	-	-	-
	26%	-	-	-	-	-	-	-	-	*26%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 3/2/1	**2**	-	-	-	-	-	-	-	-	2	-	-	-	-
	5%	-	-	-	-	-	-	-	-	*5%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Mean	**7.19**	-	-	-	-	-	-	-	-	7.19	-	-	-	-

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 176

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**97**	-	-	-	-	-	-	-	-	97	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Effective Total	**89**	-	-	-	-	-	-	-	-	89	-	-	-	-
Standard Deviation	**1.93**	-	-	-	-	-	-	-	-	1.93	-	-	-	-

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**35** ***3%***	16 *3%* *46%*	19 *3%* *54%*	4 *3%* *10%*	7 *3%* *20%*	4 *2%* *10%*	2 *1%* *7%*	3 *1%* *8%*	16 *6%* *45%* FG	2 *1%* *5%*	11 *2%* *32%*	22 *5%* *63%* IJ	6 *2%* *17%*	12 *4%* *33%*	13 *3%* *37%*
9	**15** ***1%***	9 *2%* *60%*	6 *1%* *40%*	1 *1%* *6%*	1 * *6%*	5 *3%* *34%*	1 * *6%*	3 *2%* *19%*	4 *2%* *28%*	- - -	8 *1%* *56%*	7 *2%* *44%*	- - -	6 *2%* *38%*	5 *1%* *30%*
8	**72** ***6%***	24 *5%* *33%*	48 *6%* *67%*	3 *3%* *5%*	8 *3%* *11%*	15 *7%* *21%*	9 *4%* *13%*	16 *9%* *23%* D	20 *8%* *28%*	5 *3%* *6%*	29 *4%* *40%*	38 *9%* *53%* IJ	16 *5%* *22%*	10 *4%* *15%*	33 *8%* *46%*
7	**103** ***8%***	42 *8%* *41%*	61 *8%* *59%*	7 *6%* *7%*	19 *7%* *18%*	18 *9%* *18%*	17 *7%* *16%*	19 *10%* *18%*	24 *9%* *23%*	2 *1%* *2%*	58 *9%* *56%* I	42 *10%* *41%* I	29 *9%* *28%*	35 *12%* *34%* N	20 *5%* *19%*
6	**161** ***13%***	48 *10%* *30%*	113 *15%* *70%* A	20 *17%* *12%*	36 *14%* *23%*	25 *12%* *15%*	31 *14%* *19%*	19 *10%* *12%*	30 *12%* *19%*	24 *14%* *15%*	85 *13%* *53%*	52 *12%* *32%*	49 *16%* *31%*	33 *11%* *21%*	46 *11%* *29%*
5	**212** ***17%***	96 *19%* *45%*	116 *15%* *55%*	28 *24%* *13%*	45 *18%* *21%*	35 *17%* *17%*	38 *16%* *18%*	31 *16%* *15%*	35 *14%* *17%*	26 *15%* *12%*	119 *18%* *56%*	68 *16%* *32%*	41 *13%* *19%*	62 *21%* *29%*	71 *17%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**127** ***10%***	58 *12%* *46%*	68 *9%* *54%*	18 *15%* *14%*	29 *12%* *23%*	16 *8%* *13%*	19 *8%* *15%*	21 *11%* *16%*	24 *9%* *19%*	16 *9%* *13%*	86 *13%* *68%* K	25 *6%* *20%*	37 *12%* *29%*	29 *10%* *23%*	42 *10%* *33%*
3	**88** ***7%***	36 *7%* *41%*	52 *7%* *59%*	4 *3%* *5%*	15 *6%* *17%*	15 *7%* *17%*	22 *9%* *24%*	17 *9%* *19%*	16 *6%* *18%*	16 *9%* *18%*	47 *7%* *53%*	26 *6%* *29%*	21 *7%* *24%*	21 *7%* *24%*	24 *6%* *28%*
2	**84** ***7%***	42 *8%* *49%*	43 *6%* *51%*	8 *7%* *10%*	16 *6%* *19%*	12 *6%* *14%*	23 *10%* *27%*	9 *5%* *11%*	16 *6%* *19%*	13 *8%* *16%*	42 *7%* *50%*	29 *7%* *34%*	14 *4%* *16%*	21 *7%* *25%*	34 *8%* *40%*
1	**93** ***7%***	49 *10%* *53%* B	43 *6%* *47%*	10 *9%* *11%*	20 *8%* *21%* H	26 *13%* *28%* FH	14 *6%* *16%*	15 *8%* *16%* H	7 *3%* *8%*	18 *11%* *20%*	45 *7%* *49%*	29 *7%* *32%*	25 *8%* *27%*	17 *6%* *19%*	32 *8%* *35%*
Don't know	**257** ***21%***	77 *15%* *30%*	179 *24%* *70%* A	15 *12%* *6%*	57 *23%* *22%*	30 *15%* *12%*	53 *23%* *21%*	38 *20%* *15%*	64 *25%* *25%* CE	48 *28%* *19%* J	114 *18%* *45%*	94 *22%* *37%*	72 *23%* *28%*	52 *17%* *20%*	93 *22%* *36%*
Net: 10/9/8/7	**225** ***18%***	92 *18%* *41%*	134 *18%* *59%*	15 *12%* *7%*	34 *14%* *15%*	42 *21%* *19%*	29 *13%* *13%*	41 *21%* *18%* F	64 *25%* *28%* CDF	9 *5%* *4%*	107 *17%* *47%* I	110 *25%* *49%* IJ	51 *16%* *22%*	63 *21%* *28%*	71 *17%* *31%*
Net: 10/9	**51** ***4%***	26 *5%* *50%*	25 *3%* *50%*	5 *4%* *9%*	8 *3%* *16%*	9 *4%* *18%*	3 *1%* *7%*	6 *3%* *11%*	20 *8%* *40%* F	2 *1%* *3%*	20 *3%* *39%*	29 *7%* *57%* IJ	6 *2%* *12%*	18 *6%* *35%*	18 *4%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**500** ***40%***	202 *41%* *40%*	297 *40%* *60%*	67 *56%* *13%* EF GH	110 *44%* *22%*	76 *38%* *15%*	87 *38%* *17%*	71 *37%* *14%*	89 *35%* *18%*	66 *39%* *13%*	289 *45%* *58%* K	144 *33%* *29%*	127 *41%* *25%*	124 *41%* *25%*	159 *39%* *32%*
Net: 3/2/1	**265** ***21%***	127 *25%* *48%* B	138 *18%* *52%*	23 *19%* *9%*	50 *20%* *19%*	52 *26%* *20%* H	59 *26%* *22%* H	41 *22%* *16%*	39 *15%* *15%*	47 *28%* *18%*	134 *21%* *50%*	84 *19%* *32%*	60 *19%* *23%*	60 *20%* *23%*	91 *22%* *34%*
Mean	**4.89**	4.69	5.04 A	4.74	4.75	4.76	4.54	4.92	5.53 CDE FG	4.10	4.80 I	5.32 IJ	4.85	5.05	4.84
Standard Deviation	**2.26**	2.35	2.19	2.09	2.16	2.42	2.09	2.25	2.36	2.05	2.11	2.47	2.15	2.24	2.36

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**35** ***3%***	2 *2%* *6%*	2 *2%* *5%*	1 *2%* *2%*	31 *3%* *87%*	27 *2%* *76%*	8 *9%* *24%* S	5 *4%* *15%*	30 *3%* *85%*	30 *3%* *85%*	21 *3%* *58%*	10 *2%* *27%*	12 *2%* *33%*
9	**15** ***1%***	2 *2%* *16%*	1 *2%* *8%*	1 *3%* *7%*	10 *1%* *68%*	14 *1%* *92%*	1 *1%* *8%*	* * *1%*	15 *1%* *99%*	15 *1%* *99%*	6 *1%* *38%*	8 *2%* *55%*	8 *2%* *55%*
8	**72** ***6%***	7 *6%* *9%*	5 *6%* *6%*	1 *3%* *2%*	59 *6%* *83%*	69 *6%* *96%*	3 *3%* *4%*	9 *7%* *12%*	63 *6%* *87%*	63 *6%* *88%*	38 *6%* *53%*	25 *5%* *35%*	27 *6%* *38%*
7	**103** ***8%***	7 *6%* *7%*	9 *13%* *9%* O	3 *7%* *3%*	84 *8%* *81%*	99 *9%* *97%*	4 *4%* *3%*	3 *3%* *3%*	96 *9%* *93%*	97 *9%* *94%*	59 *9%* *57%*	38 *8%* *37%*	39 *8%* *38%*
6	**161** ***13%***	19 *17%* *12%*	9 *12%* *5%*	5 *12%* *3%*	129 *13%* *80%*	148 *13%* *92%*	13 *14%* *8%*	15 *13%* *9%*	143 *13%* *89%*	146 *13%* *91%*	90 *14%* *56%*	55 *12%* *34%*	61 *12%* *38%*
5	**212** ***17%***	17 *15%* *8%*	13 *18%* *6%*	8 *21%* *4%*	174 *17%* *82%*	192 *17%* *90%*	21 *23%* *10%*	23 *20%* *11%*	186 *17%* *88%*	189 *17%* *89%*	102 *16%* *48%*	87 *19%* *41%*	89 *18%* *42%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**127** ***10%***	11 *10%* *9%*	5 *6%* *4%*	3 *9%* *3%*	108 *11%* *85%*	120 *10%* *94%*	7 *8%* *6%*	13 *11%* *10%*	113 *10%* *89%*	114 *10%* *90%*	65 *10%* *51%*	49 *10%* *38%*	52 *11%* *41%*
3	**88** ***7%***	13 *11%* *14%* R	5 *6%* *5%*	4 *12%* *5%* R	67 *7%* *75%*	80 *7%* *90%*	9 *10%* *10%*	9 *7%* *10%*	80 *7%* *90%*	80 *7%* *90%*	52 *8%* *59%*	28 *6%* *31%*	28 *6%* *31%*
2	**84** ***7%***	7 *6%* *9%*	6 *8%* *7%*	2 *4%* *2%*	69 *7%* *82%*	74 *6%* *88%*	10 *11%* *12%*	7 *6%* *9%*	76 *7%* *90%*	77 *7%* *91%*	44 *7%* *52%*	33 *7%* *39%*	39 *8%* *46%*
1	**93** ***7%***	7 *6%* *7%*	8 *11%* *9%*	4 *10%* *4%*	74 *7%* *80%*	88 *8%* *95%*	4 *5%* *5%*	10 *8%* *11%*	82 *7%* *89%*	83 *7%* *89%*	58 *9%* *63%* YZ	24 *5%* *26%*	24 *5%* *26%*
Don't know	**257** ***21%***	22 *19%* *9%*	11 *15%* *4%*	7 *18%* *3%*	217 *21%* *84%*	246 *21%* *96%*	11 *12%* *4%*	24 *20%* *9%*	230 *21%* *89%*	233 *21%* *91%*	118 *18%* *46%*	115 *24%* *45%* X	117 *24%* *46%*
Net: 10/9/8/7	**225** ***18%***	18 *16%* *8%*	17 *23%* *8%* Q	5 *14%* *2%*	184 *18%* *82%*	209 *18%* *93%*	16 *18%* *7%*	17 *15%* *8%*	203 *18%* *90%*	205 *18%* *91%*	123 *19%* *55%*	81 *17%* *36%*	86 *17%* *38%*
Net: 10/9	**51** ***4%***	5 *4%* *9%*	3 *4%* *6%*	2 *5%* *3%*	41 *4%* *82%*	41 *4%* *81%*	10 *11%* *19%* S	5 *5%* *11%*	45 *4%* *89%*	45 *4%* *89%*	26 *4%* *52%*	18 *4%* *36%*	20 *4%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**500** ***40%***	47 *41%* *9%*	26 *36%* *5%*	16 *42%* *3%*	410 *40%* *82%*	459 *40%* *92%*	40 *45%* *8%*	51 *43%* *10%*	442 *40%* *88%*	449 *40%* *90%*	257 *39%* *51%*	191 *40%* *38%*	202 *41%* *41%*
Net: 3/2/1	**265** ***21%***	27 *23%* *10%*	19 *26%* *7%*	10 *26%* *4%*	210 *21%* *79%*	242 *21%* *91%*	23 *25%* *9%*	26 *22%* *10%*	238 *21%* *90%*	240 *21%* *90%*	154 *24%* *58%*	84 *18%* *32%*	91 *18%* *34%*
Mean	**4.89**	4.88	4.84	4.64	4.91	4.88	5.05	4.82	4.89	4.89	4.84	4.97	4.97
Standard Deviation	**2.26**	2.18	2.42	2.23	2.26	2.24	2.49	2.33	2.26	2.25	2.31	2.15	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1262**	50 *4%*	83 *7%*	80 *6%*	176 *14%*	187 *15%*	29 *2%*	59 *5%*	76 *6%*	201 *16%*	115 *9%*	145 *11%*	61 *5%*	698 *55%*
Total (Wtd)	**1247**	76* *6%* *	119* *10%* *	114* *9%* *	38 *3%*	114 *9%*	49** *4%* **	110* *9%* *	140* *11%* *	73 *6%*	139 *11%*	193 *15%*	81* *7%* *	1022 *82%*
Effective Total	**866**	48	76	75	161	173	26	53	69	184	101	130	57	620
10	**35** ***3%***	- - -	3 *3%* *9%*	3 *2%* *7%*	1 *2%* *2%*	2 *2%* *6%*	- - -	7 *7%* *21%*	4 *3%* *12%*	2 *2%* *5%*	4 *3%* *13%*	4 *2%* *13%*	4 *5%* *12%*	31 *3%* *87%*
9	**15** ***1%***	- - -	- - -	- - -	1 *3%* *7%* BCK	2 *2%* *16%* K	- - -	4 *4%* *28%* K	2 *1%* *10%*	1 *2%* *8%* K	2 *1%* *13%*	- - -	3 *3%* *17%* K	10 *1%* *68%*
8	**72** ***6%***	9 *12%* *13%* BH	1 *1%* *2%*	5 *5%* *7%*	1 *3%* *2%*	7 *6%* *9%*	2 *4%* *3%*	5 *4%* *7%*	4 *3%* *5%*	5 *6%* *6%* B	8 *6%* *11%*	18 *9%* *25%* BD	6 *8%* *9%* B	59 *6%* *83%*
7	**103** ***8%***	6 *8%* *6%*	8 *7%* *8%*	14 *12%* *14%* K	3 *7%* *3%*	7 *6%* *7%*	6 *12%* *6%*	11 *10%* *11%*	19 *13%* *18%* K	9 *13%* *9%* EJKL	8 *6%* *8%*	9 *5%* *8%*	3 *4%* *3%*	84 *8%* *81%*
6	**161** ***13%***	6 *8%* *4%*	22 *19%* *14%* G	20 *18%* *13%* G	5 *12%* *3%*	19 *17%* *12%* G	10 *20%* *6%*	5 *4%* *3%*	18 *13%* *11%*	9 *12%* *5%*	18 *13%* *11%*	21 *11%* *13%*	7 *9%* *4%*	129 *13%* *80%*
5	**212** ***17%***	12 *15%* *5%*	12 *10%* *6%*	17 *15%* *8%*	8 *21%* *4%* B	17 *15%* *8%*	5 *10%* *2%*	25 *23%* *12%*	32 *23%* *15%*	13 *18%* *6%*	33 *23%* *15%* BK	26 *13%* *12%*	12 *15%* *6%*	174 *17%* *82%*
4	**127** ***10%***	13 *18%* *11%* I	16 *13%* *13%*	7 *6%* *6%*	3 *9%* *3%*	11 *10%* *9%*	5 *11%* *4%*	10 *9%* *8%*	13 *9%* *10%*	5 *6%* *4%*	14 *10%* *11%*	20 *10%* *16%*	9 *11%* *7%*	108 *11%* *85%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1262**	50 *4%*	83 *7%*	80 *6%*	176 *14%*	187 *15%*	29 *2%*	59 *5%*	76 *6%*	201 *16%*	115 *9%*	145 *11%*	61 *5%*	698 *55%*
Effective Total	**866**	48	76	75	161	173	26	53	69	184	101	130	57	620
3	**88** ***7%***	6 *7%* *6%*	8 *7%* *9%*	8 *7%* *9%*	4 *12%* *5%* JKM	13 *11%* *14%* M	1 *3%* *2%*	6 *5%* *7%*	14 *10%* *15%*	5 *6%* *5%*	7 *5%* *8%*	11 *6%* *12%*	7 *8%* *7%*	67 *7%* *75%*
2	**84** ***7%***	7 *10%* *9%* C	5 *4%* *6%*	1 *1%* *2%*	2 *4%* *2%*	7 *6%* *9%*	6 *12%* *7%*	9 *8%* *10%*	7 *5%* *8%*	6 *8%* *7%* C	9 *6%* *10%*	21 *11%* *25%* C	4 *6%* *5%*	69 *7%* *82%*
1	**93** ***7%***	5 *6%* *5%*	10 *9%* *11%*	10 *9%* *11%*	4 *10%* *4%* H	7 *6%* *7%*	6 *12%* *6%*	7 *6%* *8%*	4 *3%* *5%*	8 *11%* *9%* H	8 *6%* *9%*	14 *7%* *15%*	10 *12%* *10%* H	74 *7%* *80%*
Don't know	**257** ***21%***	11 *15%* *4%*	33 *27%* *13%* I	28 *25%* *11%*	7 *18%* *3%*	22 *19%* *9%*	7 *15%* *3%*	20 *18%* *8%*	24 *17%* *9%*	11 *15%* *4%*	29 *20%* *11%*	48 *25%* *19%* I	16 *20%* *6%*	217 *21%* *84%*
Net: 10/9/8/7	**225** ***18%***	16 *21%* *7%*	13 *11%* *6%*	22 *19%* *10%*	5 *14%* *2%*	18 *16%* *8%*	8 *16%* *3%*	27 *25%* *12%* B	28 *20%* *12%*	17 *23%* *8%* BD	23 *16%* *10%*	31 *16%* *14%*	17 *21%* *7%*	184 *18%* *82%*
Net: 10/9	**51** ***4%***	- - -	3 *3%* *6%*	3 *2%* *5%*	2 *5%* *3%* A	5 *4%* *9%*	- - -	12 *11%* *23%* AKM	6 *4%* *12%*	3 *4%* *6%*	6 *5%* *13%*	4 *2%* *9%*	7 *9%* *14%* AK	41 *4%* *82%*
Net: 6/5/4	**500** ***40%***	31 *41%* *6%*	51 *42%* *10%*	45 *40%* *9%*	16 *42%* *3%*	47 *41%* *9%*	20 *42%* *4%*	41 *37%* *8%*	63 *45%* *13%*	26 *36%* *5%*	64 *46%* *13%*	67 *35%* *13%*	28 *34%* *6%*	410 *40%* *82%*
Net: 3/2/1	**265** ***21%***	18 *23%* *7%*	23 *19%* *9%*	19 *17%* *7%*	10 *26%* *4%*	27 *23%* *10%*	13 *28%* *5%*	22 *20%* *8%*	25 *18%* *9%*	19 *26%* *7%*	24 *17%* *9%*	46 *24%* *17%*	21 *25%* *8%*	210 *21%* *79%*
Mean	**4.89**	4.71	4.68	5.13	4.64	4.88	4.46	5.21	5.15	4.84	5.01	4.69	4.87	4.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 177

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1262**	50 *4%*	83 *7%*	80 *6%*	176 *14%*	187 *15%*	29 *2%*	59 *5%*	76 *6%*	201 *16%*	115 *9%*	145 *11%*	61 *5%*	698 *55%*
Effective Total	**866**	48	76	75	161	173	26	53	69	184	101	130	57	620
Standard Deviation	**2.26**	2.13	2.15	2.16	2.23	2.18	2.23	2.52	1.99	2.42	2.17	2.35	2.67	2.26

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**11** ***2%***	5 *2%* *43%*	6 *2%* *57%*	3 *2%* *23%*	3 *2%* *25%*	1 *1%* *12%*	3 *3%* *23%*	* *1%* *4%*	2 *3%* *14%*	* * *1%*	6 *2%* *50%*	5 *3%* *48%*	5 *3%* *41%*	- - -	5 *2%* *41%*
9	**16** ***3%***	7 *2%* *44%*	9 *3%* *56%*	5 *4%* *30%*	3 *2%* *17%*	2 *1%* *10%*	- - -	* *1%* *1%*	7 *12%* *41%* DEF	* *1%* *3%*	6 *2%* *40%*	9 *5%* *57%*	3 *2%* *21%*	2 *1%* *10%*	6 *3%* *37%*
8	**47** ***8%***	18 *6%* *39%*	29 *10%* *61%*	7 *5%* *15%*	10 *6%* *21%*	12 *11%* *26%*	8 *10%* *17%*	3 *6%* *5%*	7 *14%* *16%*	7 *9%* *15%*	17 *6%* *37%*	23 *12%* *49%*	13 *9%* *27%*	8 *6%* *18%*	20 *11%* *42%*
7	**56** ***10%***	26 *9%* *46%*	30 *10%* *54%*	12 *9%* *21%*	20 *12%* *36%*	11 *10%* *19%*	6 *8%* *11%*	3 *6%* *5%*	5 *8%* *8%*	5 *7%* *9%*	28 *9%* *50%*	23 *12%* *41%*	13 *9%* *23%*	9 *6%* *16%*	18 *9%* *32%*
6	**64** ***11%***	27 *9%* *42%*	37 *13%* *58%*	13 *10%* *20%*	21 *13%* *33%*	10 *9%* *16%*	9 *12%* *14%*	4 *11%* *7%*	6 *11%* *9%*	9 *12%* *14%*	41 *13%* *65%*	14 *7%* *22%*	19 *14%* *31%*	14 *10%* *22%*	19 *10%* *30%*
5	**95** ***16%***	50 *18%* *53%*	45 *15%* *47%*	22 *16%* *23%*	28 *18%* *30%*	16 *15%* *17%*	16 *21%* *17%*	6 *14%* *6%*	7 *12%* *7%*	9 *12%* *10%*	64 *21%* *67%* K	22 *11%* *23%*	20 *14%* *21%*	31 *22%* *33%*	28 *15%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**51** ***9%***	30 *10%* *58%*	21 *7%* *42%*	14 *11%* *27%*	10 *6%* *19%*	13 *12%* *26%*	8 *11%* *16%*	1 *3%* *3%*	4 *8%* *9%*	9 *12%* *18%*	26 *8%* *50%*	16 *8%* *32%*	7 *5%* *14%*	18 *13%* *36%*	13 *7%* *25%*
3	**45** ***8%***	27 *10%* *61%*	17 *6%* *39%*	11 *8%* *25%*	12 *8%* *28%*	9 *8%* *20%*	6 *8%* *14%*	3 *6%* *6%*	3 *6%* *7%*	5 *6%* *11%*	24 *8%* *53%*	16 *8%* *36%*	15 *11%* *34%*	10 *7%* *22%*	14 *7%* *31%*
2	**37** ***6%***	22 *8%* *59%*	15 *5%* *41%*	17 *13%* *46%* D	6 *4%* *16%*	8 *7%* *21%*	3 *4%* *8%*	1 *2%* *3%*	2 *5%* *7%*	2 *3%* *5%*	17 *6%* *46%*	18 *9%* *48%*	10 *7%* *27%*	11 *8%* *30%*	8 *4%* *23%*
1	**52** ***9%***	31 *11%* *59%*	21 *7%* *41%*	18 *14%* *35%*	15 *10%* *30%*	9 *8%* *17%*	3 *4%* *7%*	4 *8%* *7%*	3 *5%* *5%*	11 *15%* *22%*	24 *8%* *46%*	16 *8%* *32%*	12 *8%* *23%*	14 *10%* *27%*	19 *10%* *37%*
Don't know	**103** ***18%***	43 *15%* *42%*	60 *21%* *58%*	12 *9%* *12%*	33 *20%* *32%* C	18 *17%* *18%*	13 *17%* *13%*	18 *41%* *17%* CDE FH	9 *16%* *8%*	18 *23%* *17%*	55 *18%* *53%*	30 *16%* *30%*	25 *18%* *25%*	23 *17%* *23%*	38 *20%* *37%*
Net: 10/9/8/7	**130** ***23%***	56 *20%* *43%*	74 *25%* *57%*	26 *20%* *20%*	35 *22%* *27%*	25 *23%* *20%*	17 *22%* *13%*	6 *14%* *5%*	20 *37%* *15%* CG	13 *17%* *10%*	57 *19%* *44%*	60 *31%* *46%* J	33 *23%* *26%*	19 *14%* *15%*	48 *26%* *37%*
Net: 10/9	**27** ***5%***	12 *4%* *44%*	15 *5%* *56%*	7 *6%* *27%*	6 *3%* *20%*	3 *3%* *11%*	3 *3%* *9%*	1 *2%* *2%*	8 *15%* *30%* DEFG	1 *1%* *2%*	12 *4%* *44%*	15 *8%* *54%*	8 *6%* *29%*	2 *1%* *6%*	11 *6%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**210** ***36%***	107 *37%* *51%*	103 *35%* *49%*	49 *37%* *23%*	60 *37%* *28%*	39 *36%* *19%*	34 *44%* *16%*	12 *28%* *6%*	17 *31%* *8%*	27 *36%* *13%*	131 *43%* *62%* K	52 *27%* *25%*	47 *33%* *22%*	63 *45%* *30%*	60 *32%* *29%*
Net: 3/2/1	**133** ***23%***	80 *28%* *60%* B	54 *18%* *40%*	46 *35%* *34%* FH	34 *21%* *25%*	25 *23%* *19%*	13 *17%* *10%*	7 *17%* *5%*	8 *16%* *6%*	18 *24%* *14%*	65 *21%* *48%*	51 *26%* *38%*	37 *26%* *28%*	35 *25%* *26%*	41 *22%* *31%*
Mean	**4.95**	4.64	5.28 A	4.43	5.01	4.91	5.24	4.87	5.92 CE	4.51	4.93	5.15	5.03	4.45	5.13
Standard Deviation	**2.36**	2.34	2.35	2.46	2.28	2.31	2.13	2.33	2.51	2.36	2.19	2.60	2.46	2.08	2.49

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**11** ***2%***	1 *1%* *6%*	1 *3%* *9%*	* *2%* *3%*	9 *2%* *82%*	9 *2%* *77%*	3 *7%* *23%*	11 *2%* *100%*	11 *2%* *100%*	8 *2%* *71%*	3 *1%* *29%*	3 *1%* *29%*
9	**16** ***3%***	3 *6%* *20%*	1 *3%* *6%*	1 *6%* *6%*	11 *2%* *68%*	15 *3%* *91%*	1 *4%* *9%*	16 *3%* *100%*	16 *3%* *100%*	7 *2%* *46%*	9 *4%* *54%*	9 *4%* *56%*
8	**47** ***8%***	3 *5%* *6%*	2 *7%* *5%*	1 *7%* *2%*	41 *9%* *87%*	45 *8%* *95%*	2 *6%* *5%*	47 *8%* *100%*	47 *8%* *100%*	32 *9%* *69%*	15 *6%* *31%*	15 *6%* *31%*
7	**56** ***10%***	11 *20%* *20%* R	4 *12%* *7%*	1 *9%* *3%*	39 *8%* *70%*	52 *10%* *93%*	4 *10%* *7%*	56 *10%* *100%*	56 *10%* *100%*	34 *10%* *61%*	22 *9%* *39%*	25 *10%* *45%*
6	**64** ***11%***	4 *7%* *6%*	5 *17%* *8%*	2 *12%* *3%*	52 *11%* *82%*	61 *11%* *95%*	3 *8%* *5%*	64 *11%* *100%*	64 *11%* *100%*	36 *10%* *56%*	28 *12%* *44%*	30 *12%* *47%*
5	**95** ***16%***	10 *18%* *11%*	3 *8%* *3%*	2 *14%* *2%*	80 *17%* *84%*	90 *17%* *94%*	5 *14%* *6%*	95 *16%* *100%*	95 *16%* *100%*	63 *18%* *66%*	32 *14%* *34%*	34 *14%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**51** ***9%***	9 *15%* *17%*	3 *8%* *5%*	2 *10%* *3%*	38 *8%* *75%*	50 *9%* *98%*	1 *2%* *2%*	51 *9%* *100%*	51 *9%* *100%*	27 *8%* *52%*	24 *10%* *48%*	28 *11%* *55%*
3	**45** ***8%***	3 *5%* *7%*	2 *8%* *5%*	* *3%* *1%*	39 *8%* *87%*	43 *8%* *95%*	2 *6%* *5%*	45 *8%* *100%*	45 *8%* *100%*	20 *6%* *45%*	24 *10%* *54%*	24 *10%* *54%*
2	**37** ***6%***	4 *7%* *11%*	2 *6%* *5%*	2 *10%* *4%*	30 *6%* *80%*	31 *6%* *84%*	6 *16%* *16%* S	37 *6%* *100%*	37 *6%* *100%*	22 *6%* *58%*	15 *7%* *42%*	15 *6%* *42%*
1	**52** ***9%***	2 *3%* *4%*	3 *11%* *7%*	1 *7%* *2%*	45 *10%* *87%*	48 *9%* *94%*	3 *9%* *6%*	52 *9%* *100%*	52 *9%* *100%*	30 *9%* *58%*	21 *9%* *42%*	22 *9%* *42%*
Don't know	**103** ***18%***	8 *13%* *8%*	6 *18%* *5%*	3 *20%* *3%*	86 *18%* *84%*	95 *18%* *92%*	8 *20%* *8%*	103 *18%* *100%*	103 *18%* *100%*	64 *19%* *62%*	39 *17%* *38%*	43 *17%* *42%*
Net: 10/9/8/7	**130** ***23%***	18 *31%* *14%*	8 *25%* *6%*	4 *24%* *3%*	100 *21%* *77%*	120 *22%* *92%*	10 *26%* *8%*	130 *23%* *100%*	130 *23%* *100%*	82 *24%* *63%*	49 *21%* *37%*	52 *21%* *40%*
Net: 10/9	**27** ***5%***	4 *7%* *15%*	2 *6%* *7%*	1 *8%* *5%*	20 *4%* *74%*	23 *4%* *85%*	4 *11%* *15%*	27 *5%* *100%*	27 *5%* *100%*	15 *4%* *56%*	12 *5%* *44%*	12 *5%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**210** ***36%***	23 *40%* *11%*	10 *33%* *5%*	6 *37%* *3%*	170 *36%* *81%*	201 *37%* *96%*	9 *24%* *4%*	210 *36%* *100%*	210 *36%* *100%*	125 *37%* *60%*	84 *36%* *40%*	92 *37%* *44%*
Net: 3/2/1	**133** ***23%***	9 *16%* *7%*	8 *24%* *6%*	3 *20%* *2%*	114 *24%* *85%*	122 *23%* *91%*	11 *30%* *9%*	133 *23%* *100%*	133 *23%* *100%*	72 *21%* *54%*	61 *26%* *46%*	61 *25%* *46%*
Mean	**4.95**	5.34	5.04	5.13	4.89	4.95	4.97	4.95	4.95	5.06	4.80	4.84
Standard Deviation	**2.36**	2.15	2.54	2.55	2.37	2.33	2.86	2.36	2.36	2.37	2.35	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**541**	14 *3%*	42 *8%*	34 *6%*	72 *13%*	87 *16%*	12 *2%*	29 *5%*	28 *5%*	84 *16%*	47 *9%*	61 *11%*	31 *6%*	298 *55%*
Total (Wtd)	**576**	26** *5%* **	62* *11%* *	54* *9%* *	16* *3%* *	58* *10%* *	21** *4%* **	61** *11%* **	58** *10%* **	31* *5%* *	60* *10%* *	86* *15%* *	41** *7%* **	471 *82%*
Effective Total	**365**	13	37	32	68	80	11	26	26	75	42	56	26	261
10	**11** ***2%***	2 *9%* *20%*	1 *2%* *12%*	1 *2%* *9%*	* *2%* *3%*	1 *1%* *6%*	- - -	- - -	- - -	1 *3%* *9%*	2 *3%* *14%*	3 *3%* *27%*	- - -	9 *2%* *82%*
9	**16** ***3%***	- - -	3 *6%* *21%*	- - -	1 *6%* *6%* C	3 *6%* *20%*	- - -	- - -	2 *3%* *10%*	1 *3%* *6%*	1 *2%* *7%*	5 *6%* *31%*	- - -	11 *2%* *68%*
8	**47** ***8%***	2 *8%* *5%*	6 *10%* *13%*	5 *8%* *10%*	1 *7%* *2%*	3 *5%* *6%*	4 *18%* *8%*	5 *7%* *10%*	- - -	2 *7%* *5%*	3 *4%* *5%*	14 *16%* *30%* E	3 *7%* *7%*	41 *9%* *87%*
7	**56** ***10%***	- - -	9 *14%* *16%*	4 *7%* *7%*	1 *9%* *3%*	11 *20%* *20%* KM	- - -	5 *8%* *9%*	4 *7%* *7%*	4 *12%* *7%*	10 *17%* *18%* K	4 *4%* *7%*	4 *10%* *8%*	39 *8%* *70%*
6	**64** ***11%***	5 *18%* *8%*	7 *11%* *11%*	8 *14%* *12%*	2 *12%* *3%*	4 *7%* *6%*	- - -	8 *13%* *13%*	6 *10%* *9%*	5 *17%* *8%*	3 *6%* *5%*	10 *12%* *16%*	5 *13%* *8%*	52 *11%* *82%*
5	**95** ***16%***	6 *22%* *6%*	1 *2%* *1%*	13 *24%* *14%* B	2 *14%* *2%* B	10 *18%* *11%* B	5 *26%* *6%*	11 *18%* *12%*	14 *24%* *15%*	3 *8%* *3%*	12 *20%* *13%* B	10 *12%* *11%*	6 *15%* *7%*	80 *17%* *84%* B
4	**51** ***9%***	1 *5%* *2%*	6 *10%* *12%*	- - -	2 *10%* *3%* CJ	9 *15%* *17%* CJ	2 *11%* *5%*	7 *11%* *13%*	9 *15%* *18%*	3 *8%* *5%* C	1 *1%* *2%*	6 *6%* *11%*	6 *15%* *13%*	38 *8%* *75%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**541**	14 *3%*	42 *8%*	34 *6%*	72 *13%*	87 *16%*	12 *2%*	29 *5%*	28 *5%*	84 *16%*	47 *9%*	61 *11%*	31 *6%*	298 *55%*
Effective Total	**365**	13	37	32	68	80	11	26	26	75	42	56	26	261
3	**45** ***8%***	3 *10%* *6%*	9 *15%* *21%*	3 *6%* *7%*	* *3%* *1%*	3 *5%* *7%*	- - -	2 *3%* *4%*	8 *14%* *18%*	2 *8%* *5%*	4 *6%* *8%*	9 *10%* *20%*	1 *4%* *3%*	39 *8%* *87%*
2	**37** ***6%***	2 *6%* *4%*	3 *4%* *7%*	6 *10%* *15%*	2 *10%* *4%*	4 *7%* *11%*	* * *	7 *11%* *18%*	4 *8%* *12%*	2 *6%* *5%*	3 *5%* *8%*	4 *5%* *11%*	1 *3%* *3%*	30 *6%* *80%*
1	**52** ***9%***	4 *17%* *9%*	6 *9%* *11%*	2 *3%* *3%*	1 *7%* *2%*	2 *3%* *4%*	4 *17%* *7%*	9 *15%* *18%*	1 *2%* *3%*	3 *11%* *7%*	6 *10%* *11%*	6 *7%* *12%*	7 *17%* *14%*	45 *10%* *87%*
Don't know	**103** ***18%***	1 *5%* *1%*	10 *16%* *10%*	14 *25%* *13%*	3 *20%* *3%*	8 *13%* *8%*	6 *28%* *6%*	8 *13%* *8%*	10 *17%* *10%*	6 *18%* *5%*	16 *27%* *16%*	15 *18%* *15%*	6 *15%* *6%*	86 *18%* *84%*
Net: 10/9/8/7	**130** ***23%***	4 *17%* *3%*	20 *32%* *15%*	9 *17%* *7%*	4 *24%* *3%*	18 *31%* *14%*	4 *18%* *3%*	9 *15%* *7%*	6 *10%* *4%*	8 *25%* *6%*	15 *25%* *12%*	26 *30%* *20%*	7 *18%* *6%*	100 *21%* *77%*
Net: 10/9	**27** ***5%***	2 *9%* *8%*	5 *8%* *17%*	1 *2%* *4%*	1 *8%* *5%*	4 *7%* *15%*	- - -	- - -	2 *3%* *6%*	2 *6%* *7%*	3 *4%* *10%*	8 *9%* *29%*	- - -	20 *4%* *74%*
Net: 6/5/4	**210** ***36%***	12 *45%* *6%*	14 *23%* *7%*	21 *38%* *10%*	6 *37%* *3%*	23 *40%* *11%*	8 *37%* *4%*	26 *43%* *13%*	29 *49%* *14%*	10 *33%* *5%*	16 *27%* *8%*	26 *30%* *12%*	18 *44%* *9%*	170 *36%* *81%*
Net: 3/2/1	**133** ***23%***	9 *33%* *7%*	18 *29%* *13%*	11 *19%* *8%*	3 *20%* *2%*	9 *16%* *7%*	4 *17%* *3%*	18 *29%* *13%*	14 *24%* *10%*	8 *24%* *6%*	12 *21%* *9%*	19 *22%* *14%*	10 *24%* *7%*	114 *24%* *85%*
Mean	**4.95**	4.73	5.14	5.09	5.13	5.34	4.66	4.32	4.52	5.04	5.07	5.48	4.48	4.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 178

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**541**	14 *3%*	42 *8%*	34 *6%*	72 *13%*	87 *16%*	12 *2%*	29 *5%*	28 *5%*	84 *16%*	47 *9%*	61 *11%*	31 *6%*	298 *55%*
Effective Total	**365**	13	37	32	68	80	11	26	26	75	42	56	26	261
Standard Deviation	**2.36**	2.71	2.60	2.12	2.55	2.15	2.56	2.25	1.72	2.54	2.45	2.58	2.28	2.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**9** ***3%***	8 *5%* *86%*	1 *1%* *14%*	2 *6%* *17%*	1 *2%* *12%*	- - -	4 *7%* *41%*	3 *6%* *30%*	- - -	- - -	4 *3%* *39%*	6 *7%* *61%*	4 *8%* *44%*	2 *3%* *17%*	3 *2%* *27%*
9	**8** ***3%***	7 *4%* *84%*	1 *1%* *16%*	- - -	3 *5%* *39%*	- - -	- - -	2 *4%* *24%*	3 *5%* *36%*	* * *3%*	4 *3%* *51%*	4 *4%* *45%*	- - -	1 *2%* *16%*	6 *5%* *74%*
8	**20** ***7%***	10 *7%* *53%*	9 *7%* *47%*	2 *5%* *8%*	3 *4%* *13%*	3 *6%* *15%*	5 *8%* *24%*	3 *6%* *15%*	5 *8%* *24%*	6 *9%* *30%*	6 *4%* *32%*	7 *9%* *38%*	3 *5%* *14%*	6 *9%* *29%*	6 *5%* *29%*
7	**27** ***9%***	10 *6%* *38%*	16 *12%* *62%*	1 *2%* *2%*	5 *9%* *20%*	- - -	10 *18%* *39%* E	4 *9%* *16%*	6 *10%* *23%* E	5 *7%* *17%*	15 *10%* *57%*	7 *8%* *26%*	8 *15%* *30%*	1 *2%* *5%*	12 *10%* *47%*
6	**32** ***11%***	16 *10%* *50%*	16 *11%* *50%*	7 *24%* *22%*	5 *8%* *16%*	5 *10%* *15%*	8 *14%* *24%*	1 *2%* *3%*	7 *11%* *21%*	8 *13%* *26%*	11 *8%* *34%*	13 *14%* *39%*	9 *17%* *30%* N	8 *13%* *26%*	4 *3%* *12%*
5	**49** ***16%***	30 *19%* *62%*	19 *13%* *38%*	9 *30%* *17%*	9 *16%* *19%*	5 *10%* *10%*	11 *20%* *23%*	3 *7%* *7%*	12 *20%* *24%*	9 *14%* *19%*	25 *17%* *50%*	15 *18%* *31%*	15 *28%* *31%*	6 *10%* *12%*	18 *15%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**7** ***2%***	4 *3%* *61%*	3 *2%* *39%*	3 *11%* *47%*	- - -	* *1%* *5%*	1 *1%* *8%*	2 *4%* *30%*	1 *1%* *11%*	1 *2%* *15%*	4 *3%* *60%*	2 *2%* *24%*	- - -	1 *2%* *20%*	2 *1%* *24%*
3	**26** ***9%***	16 *10%* *61%*	10 *7%* *39%*	- - -	7 *11%* *26%*	6 *13%* *24%*	6 *10%* *21%*	4 *8%* *14%*	4 *6%* *15%*	6 *8%* *21%*	13 *9%* *51%*	7 *8%* *27%*	6 *12%* *24%*	4 *7%* *17%*	10 *8%* *40%*
2	**18** ***6%***	11 *7%* *64%*	6 *5%* *36%*	2 *6%* *10%*	5 *8%* *26%*	6 *12%* *32%*	3 *5%* *18%*	1 *3%* *8%*	1 *2%* *7%*	6 *9%* *35%* K	11 *8%* *63%* K	* * *2%*	2 *3%* *10%*	2 *3%* *11%*	11 *9%* *63%*
1	**31** ***10%***	9 *6%* *30%*	21 *15%* *70%* A	- - -	6 *10%* *19%*	5 *11%* *17%*	5 *8%* *16%*	7 *16%* *24%*	7 *12%* *24%*	11 *16%* *36%*	12 *8%* *39%*	8 *9%* *25%*	2 *3%* *6%*	12 *20%* *40%* L	12 *10%* *41%*
Don't know	**73** ***25%***	36 *23%* *49%*	37 *26%* *51%*	5 *16%* *6%*	17 *28%* *23%* F	17 *36%* *23%* F	6 *10%* *8%*	16 *34%* *21%* F	14 *24%* *19%*	15 *22%* *20%*	40 *27%* *54%*	19 *22%* *26%*	5 *9%* *7%*	18 *29%* *24%* L	37 *30%* *50%* L
Net: 10/9/8/7	**64** ***21%***	35 *22%* *55%*	28 *20%* *45%*	4 *13%* *6%*	12 *20%* *19%*	3 *6%* *5%*	19 *33%* *30%* E	12 *26%* *19%* E	14 *23%* *22%* E	11 *16%* *17%*	29 *20%* *46%*	24 *27%* *37%*	15 *27%* *23%*	10 *16%* *16%*	27 *22%* *42%*
Net: 10/9	**17** ***6%***	15 *9%* *85%* B	3 *2%* *15%*	2 *6%* *9%*	4 *7%* *24%*	- - -	4 *7%* *22%*	5 *10%* *27%* E	3 *5%* *17%*	* * *1%*	8 *5%* *45%*	9 *11%* *54%* I	4 *8%* *24%*	3 *5%* *16%*	9 *7%* *49%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**88** ***29%***	50 *32%* *57%*	38 *27%* *43%*	19 *65%* *21%*	15 *24%* *16%*	10 *21%* *11%*	20 *34%* *22%* G	6 *13%* *7%*	19 *32%* *22%* G	19 *28%* *21%*	40 *27%* *45%*	30 *34%* *34%*	25 *45%* *28%* N	16 *25%* *18%*	24 *20%* *27%*
Net: 3/2/1	**74** ***25%***	37 *23%* *49%*	38 *27%* *51%*	2 *6%* *2%*	17 *28%* *23%*	17 *37%* *23%*	13 *23%* *18%*	12 *27%* *17%*	12 *21%* *17%*	23 *34%* *31%* K	36 *25%* *49%*	15 *17%* *20%*	10 *18%* *13%*	19 *30%* *25%*	34 *28%* *46%*
Mean	**4.95**	5.22	4.63	5.52	4.79	3.76	5.42	4.91	5.08	4.26	4.84	5.65 I	5.60	4.47	4.73
Standard Deviation	**2.53**	2.52	2.51	1.80	2.60	2.25	2.45	3.15	2.44	2.46	2.46	2.54	2.13	2.83	2.68

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**9** **3%**	1 *2%* *8%*	* *2%* *4%*	- - -	8 *3%* *88%*	8 *3%* *83%*	2 *7%* *17%*	9 *3%* *100%*	9 *3%* *100%*	6 *4%* *59%*	4 *3%* *41%*	6 *4%* *61%*
9	**8** **3%**	- - -	* *1%* *3%*	1 *6%* *6%* O	7 *3%* *90%*	7 *2%* *84%*	1 *6%* *16%*	8 *3%* *100%*	8 *3%* *100%*	5 *3%* *65%*	3 *2%* *35%*	4 *3%* *56%*
8	**20** **7%**	4 *11%* *19%*	2 *9%* *8%*	* *3%* *1%*	14 *6%* *72%*	20 *7%* *100%*	- - -	20 *7%* *100%*	20 *7%* *100%*	5 *3%* *27%*	13 *9%* *67%*	13 *9%* *67%*
7	**27** **9%**	3 *10%* *13%*	1 *4%* *2%*	1 *7%* *2%*	22 *9%* *82%*	21 *8%* *80%*	5 *23%* *20%*	27 *9%* *100%*	27 *9%* *100%*	12 *8%* *46%*	14 *10%* *54%*	16 *10%* *60%*
6	**32** **11%**	5 *15%* *16%*	3 *19%* *11%* R	2 *19%* *5%*	22 *9%* *68%*	31 *11%* *96%*	1 *5%* *4%*	32 *11%* *100%*	32 *11%* *100%*	18 *12%* *56%*	14 *10%* *44%*	15 *10%* *46%*
5	**49** **16%**	5 *16%* *11%*	2 *10%* *4%*	2 *27%* *5%* P	40 *17%* *80%*	45 *16%* *92%*	4 *17%* *8%*	49 *16%* *100%*	49 *16%* *100%*	32 *21%* *65%*	17 *12%* *35%*	19 *13%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**7** ***2%***	2 *6%* *33%* R	1 *8%* *21%* R	* *2%* *3%*	3 *1%* *44%*	6 *2%* *94%*	* *2%* *6%*	7 *2%* *100%*	7 *2%* *100%*	4 *3%* *67%*	2 *2%* *33%*	3 *2%* *42%*
3	**26** ***9%***	4 *11%* *15%*	1 *5%* *4%*	* *2%* *1%*	21 *9%* *81%*	23 *8%* *90%*	3 *11%* *10%*	26 *9%* *100%*	26 *9%* *100%*	9 *6%* *33%*	17 *12%* *65%*	19 *12%* *73%*
2	**18** ***6%***	2 *5%* *10%*	1 *3%* *3%*	1 *6%* *3%*	15 *6%* *84%*	16 *6%* *88%*	2 *9%* *12%*	18 *6%* *100%*	18 *6%* *100%*	11 *7%* *63%*	7 *5%* *37%*	7 *5%* *41%*
1	**31** ***10%***	3 *8%* *9%*	1 *7%* *4%*	* *3%* *1%*	27 *11%* *86%*	31 *11%* *100%*	- - -	31 *10%* *100%*	31 *10%* *100%*	17 *11%* *57%*	13 *9%* *43%*	13 *9%* *43%*
Don't know	**73** ***25%***	6 *16%* *8%*	6 *31%* *8%*	2 *27%* *3%*	60 *25%* *81%*	69 *25%* *94%*	5 *20%* *6%*	73 *25%* *100%*	73 *25%* *100%*	35 *23%* *48%*	38 *27%* *52%*	39 *25%* *53%*
Net: 10/9/8/7	**64** ***21%***	8 *23%* *12%*	3 *16%* *5%*	1 *15%* *2%*	52 *22%* *81%*	55 *20%* *87%*	8 *35%* *13%*	64 *21%* *100%*	64 *21%* *100%*	28 *18%* *44%*	34 *24%* *54%*	39 *25%* *62%*
Net: 10/9	**17** ***6%***	1 *2%* *4%*	1 *4%* *4%*	1 *6%* *3%*	16 *7%* *89%*	15 *5%* *83%*	3 *12%* *17%*	17 *6%* *100%*	17 *6%* *100%*	11 *7%* *62%*	7 *5%* *38%*	10 *7%* *59%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**88** ***29%***	13 *37%* *15%*	7 *37%* *8%*	4 *48%* *5%* R	64 *27%* *73%*	82 *30%* *94%*	6 *24%* *6%*	88 *29%* *100%*	88 *29%* *100%*	55 *35%* *62%*	34 *23%* *38%*	37 *24%* *42%*
Net: 3/2/1	**74** ***25%***	8 *24%* *11%*	3 *16%* *4%*	1 *10%* *1%*	62 *26%* *84%* Q	70 *25%* *94%*	5 *20%* *6%*	74 *25%* *100%*	74 *25%* *100%*	37 *24%* *50%*	37 *26%* *49%*	39 *26%* *53%*
Mean	**4.95**	5.03	5.18	5.41	4.90	4.88	5.70	4.95	4.95	4.85	5.04	5.15
Standard Deviation	**2.53**	2.29	2.39	2.03	2.61	2.53	2.43	2.53	2.53	2.51	2.55	2.58

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**317**	4 *1%*	21 *7%*	14 *4%*	39 *12%*	54 *17%*	5 *2%*	11 *3%*	21 *7%*	53 *17%*	38 *12%*	38 *12%*	19 *6%*	171 *54%*
Total (Wtd)	**300**	6** *2%* **	31** *10%* **	17** *6%* **	9* *3%* *	35* *12%* *	10** *3%* **	18** *6%* **	34** *11%* **	18* *6%* *	48* *16%* *	49* *16%* *	24** *8%* **	238 *79%*
Effective Total	**221**	4	20	12	37	49	5	9	18	47	35	35	17	152
10	**9** ***3%***	2 *36%* *24%*	2 *6%* *20%*	- - -	- - -	1 *2%* *8%*	- - -	2 *9%* *17%*	- - -	* *2%* *4%*	3 *5%* *27%*	- - -	- - -	8 *3%* *88%*
9	**8** ***3%***	- - -	- - -	- - -	1 *6%* *6%* E	- - -	- - -	- - -	1 *4%* *16%*	* *1%* *3%*	2 *3%* *21%*	4 *9%* *53%*	- - -	7 *3%* *90%*
8	**20** ***7%***	- - -	3 *9%* *14%*	- - -	* *3%* *1%*	4 *11%* *19%*	2 *17%* *9%*	3 *14%* *13%*	2 *4%* *8%*	2 *9%* *8%*	2 *5%* *13%*	2 *3%* *8%*	2 *7%* *9%*	14 *6%* *72%*
7	**27** ***9%***	- - -	5 *16%* *18%*	3 *19%* *12%*	1 *7%* *2%*	3 *10%* *13%*	- - -	- - -	1 *4%* *5%*	1 *4%* *2%*	9 *18%* *33%*	2 *4%* *8%*	2 *7%* *6%*	22 *9%* *82%*
6	**32** ***11%***	1 *17%* *3%*	5 *18%* *17%*	3 *17%* *9%*	2 *19%* *5%* JK	5 *15%* *16%* K	5 *46%* *15%*	- - -	4 *10%* *11%*	3 *19%* *11%* JKM	3 *5%* *8%*	1 *3%* *4%*	- - -	22 *9%* *68%*
5	**49** ***16%***	2 *28%* *4%*	7 *22%* *13%*	7 *39%* *14%*	2 *27%* *5%* I	5 *16%* *11%*	- - -	2 *9%* *3%*	4 *13%* *9%*	2 *10%* *4%*	5 *11%* *10%*	10 *20%* *20%*	4 *15%* *7%*	40 *17%* *80%*
4	**7** ***2%***	- - -	- - -	- - -	* *2%* *3%*	2 *6%* *33%* M	- - -	- - -	1 *4%* *20%*	1 *8%* *21%* JM	- - -	2 *3%* *24%*	- - -	3 *1%* *44%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**317**	4 *1%*	21 *7%*	14 *4%*	39 *12%*	54 *17%*	5 *2%*	11 *3%*	21 *7%*	53 *17%*	38 *12%*	38 *12%*	19 *6%*	171 *54%*
Effective Total	**221**	4	20	12	37	49	5	9	18	47	35	35	17	152
3	**26** ***9%***	1 *20%* *5%*	3 *11%* *13%*	2 *9%* *6%*	* *2%* *1%*	4 *11%* *15%*	- - -	- - -	4 *13%* *17%*	1 *5%* *4%*	6 *12%* *23%*	2 *3%* *6%*	3 *11%* *10%*	21 *9%* *81%*
2	**18** ***6%***	- - -	2 *6%* *10%*	- - -	1 *6%* *3%*	2 *5%* *10%*	- - -	* * *	2 *6%* *11%*	1 *3%* *3%*	5 *9%* *26%*	4 *7%* *20%*	3 *13%* *17%*	15 *6%* *84%*
1	**31** ***10%***	- - -	2 *6%* *6%*	- - -	* *3%* *1%*	3 *8%* *9%*	2 *18%* *6%*	6 *36%* *21%*	4 *12%* *13%*	1 *7%* *4%*	8 *16%* *25%*	2 *3%* *5%*	3 *14%* *11%*	27 *11%* *86%*
Don't know	**73** ***25%***	- - -	2 *8%* *3%*	3 *16%* *4%*	2 *27%* *3%*	6 *16%* *8%*	2 *20%* *3%*	6 *33%* *8%*	10 *30%* *14%*	6 *31%* *8%*	7 *14%* *9%*	22 *44%* *30%* EJM	8 *33%* *11%*	60 *25%* *81%*
Net: 10/9/8/7	**64** ***21%***	2 *36%* *4%*	9 *31%* *15%*	3 *19%* *5%*	1 *15%* *2%*	8 *23%* *12%*	2 *17%* *3%*	4 *23%* *6%*	4 *12%* *7%*	3 *16%* *5%*	16 *32%* *24%*	8 *16%* *12%*	3 *14%* *5%*	52 *22%* *81%*
Net: 10/9	**17** ***6%***	2 *36%* *13%*	2 *6%* *11%*	- - -	1 *6%* *3%*	1 *2%* *4%*	- - -	2 *9%* *9%*	1 *4%* *7%*	1 *4%* *4%*	4 *9%* *24%*	4 *9%* *24%*	- - -	16 *7%* *89%*
Net: 6/5/4	**88** ***29%***	3 *45%* *3%*	12 *39%* *14%*	10 *57%* *11%*	4 *48%* *5%* JKM	13 *37%* *15%* J	5 *46%* *5%*	2 *9%* *2%*	9 *27%* *11%*	7 *37%* *8%* J	8 *16%* *9%*	13 *26%* *14%*	4 *15%* *4%*	64 *27%* *73%*
Net: 3/2/1	**74** ***25%***	1 *20%* *2%*	7 *23%* *9%*	2 *9%* *2%*	1 *10%* *1%*	8 *24%* *11%*	2 *18%* *2%*	6 *36%* *9%*	10 *30%* *14%*	3 *16%* *4%*	18 *38%* *24%* DIK	7 *14%* *9%*	9 *37%* *12%*	62 *26%* *84%* D
Mean	**4.95**	6.55	5.47	5.43	5.41	5.03	5.33	4.15	4.33	5.18	4.79	5.18	3.80	4.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 179

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**317**	4 *1%*	21 *7%*	14 *4%*	39 *12%*	54 *17%*	5 *2%*	11 *3%*	21 *7%*	53 *17%*	38 *12%*	38 *12%*	19 *6%*	171 *54%*
Effective Total	**221**	4	20	12	37	49	5	9	18	47	35	35	17	152
Standard Deviation	**2.53**	2.97	2.31	1.20	2.03	2.29	2.59	3.75	2.42	2.39	2.88	2.45	2.44	2.61

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**90** ***6%***	51 *6%* *57%*	38 *6%* *43%*	11 *12%* *13%* EF	18 *6%* *20%*	9 *4%* *10%*	7 *2%* *8%*	12 *5%* *14%*	32 *11%* *35%* EFG	12 *4%* *13%*	41 *6%* *46%*	37 *8%* *41%*	24 *6%* *27%*	26 *8%* *29%*	27 *5%* *30%*
9	**79** ***5%***	45 *5%* *57%*	34 *5%* *43%*	6 *7%* *8%* E	20 *7%* *25%* E	3 *1%* *4%*	11 *4%* *13%*	18 *7%* *22%* E	21 *7%* *27%* E	12 *4%* *16%*	42 *6%* *53%*	25 *6%* *32%*	15 *4%* *19%*	24 *8%* *31%*	31 *6%* *39%*
8	**206** ***14%***	121 *15%* *58%*	86 *14%* *42%*	14 *15%* *7%*	36 *13%* *18%*	31 *13%* *15%*	34 *12%* *16%*	40 *17%* *20%*	51 *17%* *25%*	38 *14%* *19%*	90 *12%* *44%*	78 *18%* *38%* J	55 *15%* *27%*	42 *13%* *21%*	77 *16%* *37%*
7	**208** ***14%***	111 *14%* *54%*	96 *15%* *46%*	15 *16%* *7%*	30 *11%* *14%*	48 *20%* *23%* DG	49 *17%* *23%* G	24 *10%* *11%*	42 *14%* *20%*	36 *13%* *18%*	119 *16%* *57%*	52 *12%* *25%*	68 *18%* *33%* N	43 *13%* *20%*	60 *12%* *29%*
6	**174** ***12%***	96 *12%* *55%*	78 *12%* *45%*	10 *11%* *6%*	32 *12%* *19%*	31 *12%* *18%*	54 *18%* *31%* GH	21 *9%* *12%*	26 *9%* *15%*	28 *10%* *16%*	88 *12%* *51%*	58 *13%* *33%*	46 *12%* *27%*	39 *12%* *22%*	55 *11%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
5	**202** ***14%***	123 *15%* *61%*	79 *12%* *39%*	11 *12%* *6%*	44 *16%* *22%*	37 *15%* *18%*	39 *13%* *19%*	36 *15%* *18%*	35 *12%* *17%*	41 *15%* *20%*	109 *15%* *54%*	52 *12%* *26%*	53 *14%* *26%*	37 *11%* *18%*	68 *14%* *33%*
4	**104** ***7%***	71 *9%* *68%* B	33 *5%* *32%*	7 *7%* *7%*	30 *11%* *28%* E	7 *3%* *7%*	20 *7%* *20%*	16 *7%* *16%*	24 *8%* *23%* E	27 *9%* *25%*	50 *7%* *48%*	28 *6%* *27%*	21 *6%* *21%*	29 *9%* *28%*	30 *6%* *28%*
3	**82** ***6%***	45 *6%* *55%*	37 *6%* *45%*	4 *4%* *5%*	13 *5%* *16%*	17 *7%* *21%*	23 *8%* *28%* H	15 *6%* *18%*	10 *3%* *12%*	10 *4%* *12%*	49 *7%* *60%*	23 *5%* *28%*	29 *8%* *35%* N	24 *7%* *29%* N	16 *3%* *19%*
2	**67** ***5%***	40 *5%* *60%*	27 *4%* *40%*	4 *5%* *6%*	14 *5%* *21%*	13 *5%* *19%*	14 *5%* *21%*	9 *4%* *13%*	13 *4%* *19%*	19 *7%* *29%* K	35 *5%* *51%*	13 *3%* *20%*	17 *4%* *25%*	6 *2%* *9%*	30 *6%* *45%* M
1	**73** ***5%***	40 *5%* *55%*	33 *5%* *45%*	6 *7%* *8%*	10 *4%* *14%*	13 *5%* *18%*	14 *5%* *19%*	17 *7%* *23%*	13 *4%* *18%*	15 *5%* *20%*	32 *4%* *43%*	27 *6%* *37%*	11 *3%* *16%*	21 *7%* *29%*	27 *5%* *37%*
Don't know	**167** ***11%***	76 *9%* *46%*	91 *14%* *54%* A	4 *5%* *3%*	30 *11%* *18%*	38 *15%* *23%* C	28 *9%* *17%*	34 *14%* *21%*	32 *11%* *19%*	41 *15%* *25%*	83 *11%* *50%*	43 *10%* *26%*	39 *10%* *23%*	32 *10%* *19%*	74 *15%* *44%*
Net: 10/9/8/7	**582** ***40%***	328 *40%* *56%*	254 *40%* *44%*	47 *50%* *8%* F	104 *37%* *18%*	92 *37%* *16%*	100 *34%* *17%*	94 *39%* *16%*	146 *49%* *25%* DEFG	98 *35%* *17%*	292 *40%* *50%*	192 *44%* *33%* I	162 *43%* *28%*	135 *42%* *23%*	195 *39%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 10/9	**168** ***12%***	96 *12%* *57%*	72 *11%* *43%*	18 *19%* *11%* EF	38 *14%* *22%* EF	12 *5%* *7%*	18 *6%* *11%*	30 *12%* *18%* EF	53 *18%* *31%* EF	24 *9%* *14%*	82 *11%* *49%*	62 *14%* *37%*	39 *10%* *23%*	50 *16%* *30%*	58 *12%* *34%*
Net: 6/5/4	**480** ***33%***	290 *35%* *60%*	190 *30%* *40%*	28 *30%* *6%*	106 *38%* *22%* H	75 *30%* *16%*	113 *39%* *24%* H	74 *31%* *15%*	84 *28%* *18%*	96 *34%* *20%*	247 *34%* *51%*	138 *32%* *29%*	121 *32%* *25%*	104 *32%* *22%*	152 *31%* *32%*
Net: 3/2/1	**223** ***15%***	126 *15%* *57%*	97 *15%* *43%*	14 *15%* *6%*	38 *14%* *17%*	43 *18%* *19%*	50 *17%* *23%*	41 *17%* *18%*	36 *12%* *16%*	44 *16%* *20%*	115 *16%* *52%*	63 *15%* *28%*	57 *15%* *26%*	52 *16%* *23%*	73 *15%* *33%*
Mean	**5.94**	5.90	5.99	6.25	5.92	5.70	5.64	5.87	6.39 EFG	5.66	5.90	6.17 I	6.03	6.02	5.96
Standard Deviation	**2.41**	2.40	2.42	2.61	2.39	2.28	2.18	2.53	2.50	2.41	2.35	2.49	2.28	2.53	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**90** ***6%***	7 *5%* *7%*	4 *5%* *5%*	2 *5%* *2%*	77 *6%* *86%*	78 *6%* *87%*	12 *8%* *13%*	90 *6%* *100%*	90 *6%* *100%*	64 *7%* *71%*	26 *5%* *29%*	27 *5%* *30%*
9	**79** ***5%***	4 *3%* *5%*	3 *3%* *4%*	2 *6%* *3%*	70 *6%* *89%*	68 *5%* *87%*	11 *7%* *13%*	79 *5%* *100%*	79 *5%* *100%*	42 *5%* *54%*	36 *7%* *45%*	37 *7%* *47%*
8	**206** ***14%***	15 *11%* *7%*	12 *15%* *6%*	4 *11%* *2%*	175 *15%* *85%*	190 *15%* *92%*	16 *11%* *8%*	206 *14%* *100%*	206 *14%* *100%*	133 *15%* *65%*	72 *13%* *35%*	72 *13%* *35%*
7	**208** ***14%***	18 *13%* *8%*	11 *14%* *5%*	8 *22%* *4%* OPR	171 *14%* *82%*	183 *14%* *88%*	25 *16%* *12%*	208 *14%* *100%*	208 *14%* *100%*	140 *15%* *67%*	68 *13%* *33%*	72 *13%* *35%*
6	**174** ***12%***	20 *14%* *11%*	10 *12%* *6%*	5 *13%* *3%*	140 *12%* *80%*	157 *12%* *90%*	17 *11%* *10%*	174 *12%* *100%*	174 *12%* *100%*	110 *12%* *63%*	64 *12%* *37%*	66 *12%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
5	**202** ***14%***	27 *19%* *13%* R	12 *14%* *6%*	6 *17%* *3%*	157 *13%* *78%*	173 *13%* *85%*	29 *19%* *14%*	202 *14%* *100%*	202 *14%* *100%*	130 *14%* *64%*	71 *13%* *35%*	77 *14%* *38%*
4	**104** ***7%***	15 *11%* *15%* R	7 *9%* *7%*	2 *5%* *2%*	80 *7%* *77%*	92 *7%* *88%*	12 *8%* *12%*	104 *7%* *100%*	104 *7%* *100%*	71 *8%* *68%*	33 *6%* *31%*	36 *7%* *35%*
3	**82** ***6%***	6 *4%* *7%*	5 *6%* *6%*	2 *6%* *3%*	69 *6%* *84%*	78 *6%* *95%*	4 *3%* *5%*	82 *6%* *100%*	82 *6%* *100%*	52 *6%* *63%*	30 *6%* *37%*	32 *6%* *39%*
2	**67** ***5%***	7 *5%* *11%*	6 *7%* *8%*	1 *3%* *2%*	53 *4%* *79%*	60 *5%* *89%*	8 *5%* *11%*	67 *5%* *100%*	67 *5%* *100%*	36 *4%* *54%*	30 *6%* *45%*	30 *5%* *45%*
1	**73** ***5%***	8 *6%* *11%*	3 *4%* *4%*	2 *6%* *3%*	60 *5%* *82%*	64 *5%* *88%*	9 *6%* *12%*	73 *5%* *100%*	73 *5%* *100%*	44 *5%* *60%*	29 *5%* *40%*	32 *6%* *44%*
Don't know	**167** ***11%***	11 *8%* *7%*	9 *11%* *5%*	2 *6%* *1%*	145 *12%* *87%* Q	156 *12%* *94%*	10 *7%* *6%*	167 *11%* *100%*	167 *11%* *100%*	92 *10%* *55%*	75 *14%* *45%*	75 *14%* *45%*
Net: 10/9/8/7	**582** ***40%***	43 *32%* *7%*	31 *37%* *5%*	16 *44%* *3%* O	492 *41%* *84%* O	519 *40%* *89%*	64 *41%* *11%*	582 *40%* *100%*	582 *40%* *100%*	379 *41%* *65%*	201 *38%* *35%*	208 *37%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 10/9	**168** ***12%***	11 *8%* *6%*	7 *8%* *4%*	4 *11%* *2%*	146 *12%* *87%*	146 *11%* *87%*	22 *15%* *13%*	168 *12%* *100%*	168 *12%* *100%*	106 *12%* *63%*	61 *11%* *36%*	63 *11%* *38%*
Net: 6/5/4	**480** ***33%***	62 *45%* *13%* PR	29 *35%* *6%*	13 *35%* *3%*	377 *32%* *78%*	422 *32%* *88%*	58 *38%* *12%*	480 *33%* *100%*	480 *33%* *100%*	311 *34%* *65%*	168 *32%* *35%*	179 *32%* *37%*
Net: 3/2/1	**223** ***15%***	21 *15%* *10%*	14 *17%* *6%*	6 *15%* *3%*	182 *15%* *82%*	202 *16%* *91%*	21 *14%* *9%*	223 *15%* *100%*	223 *15%* *100%*	132 *14%* *59%*	89 *17%* *40%*	94 *17%* *42%*
Mean	**5.94**	5.55	5.74	5.91	6.00 O	5.94	5.96	5.94	5.94	5.99	5.84	5.81
Standard Deviation	**2.41**	2.27	2.36	2.34	2.42	2.40	2.44	2.41	2.41	2.38	2.45	2.46

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1507**	57 *4%*	119 *8%*	92 *6%*	186 *12%*	229 *15%*	35 *2%*	50 *3%*	97 *6%*	237 *16%*	144 *10%*	173 *11%*	88 *6%*	855 *57%*
Total (Wtd)	**1452**	80* *6%* *	168 *12%*	131* *9%* *	37 *3%*	138 *9%*	58* *4%* *	87* *6%* *	178* *12%* *	82 *6%*	181 *12%*	208 *14%*	105* *7%* *	1195 *82%*
Effective Total	**1047**	51	110	83	169	216	31	46	88	218	129	160	78	757
10	**90** ***6%***	2 *2%* *2%*	9 *5%* *10%*	14 *10%* *15%*	2 *5%* *2%*	7 *5%* *7%*	7 *13%* *8%*	5 *6%* *5%*	14 *8%* *15%*	4 *5%* *5%*	10 *5%* *11%*	13 *6%* *15%*	4 *4%* *4%*	77 *6%* *86%*
9	**79** ***5%***	2 *2%* *2%*	5 *3%* *6%*	8 *6%* *11%*	2 *6%* *3%*	4 *3%* *5%*	7 *11%* *8%*	13 *15%* *16%* ABEHIM	5 *3%* *6%*	3 *3%* *4%*	11 *6%* *14%*	13 *6%* *17%*	6 *6%* *8%*	70 *6%* *89%*
8	**206** ***14%***	12 *15%* *6%*	24 *14%* *12%*	19 *15%* *9%*	4 *11%* *2%*	15 *11%* *7%*	7 *12%* *3%*	12 *13%* *6%*	24 *13%* *12%*	12 *15%* *6%*	22 *12%* *11%*	35 *17%* *17%*	20 *19%* *10%*	175 *15%* *85%*
7	**208** ***14%***	14 *18%* *7%*	34 *20%* *16%* L	20 *15%* *9%*	8 *22%* *4%* EHIJLM	18 *13%* *8%*	9 *16%* *5%*	11 *13%* *5%*	22 *12%* *11%*	11 *14%* *5%*	22 *12%* *11%*	29 *14%* *14%*	9 *9%* *4%*	171 *14%* *82%*
6	**174** ***12%***	11 *14%* *6%*	20 *12%* *12%*	15 *11%* *9%*	5 *13%* *3%*	20 *14%* *11%*	6 *11%* *4%*	17 *20%* *10%*	15 *9%* *9%*	10 *12%* *6%*	22 *12%* *13%*	21 *10%* *12%*	12 *11%* *7%*	140 *12%* *80%*
5	**202** ***14%***	12 *15%* *6%*	27 *16%* *14%*	13 *10%* *6%*	6 *17%* *3%* GK	27 *19%* *13%* CGKM	6 *10%* *3%*	6 *7%* *3%*	25 *14%* *12%*	12 *14%* *6%*	33 *18%* *17%* K	19 *9%* *9%*	16 *15%* *8%*	157 *13%* *78%*
4	**104** ***7%***	6 *8%* *6%*	11 *6%* *10%*	5 *3%* *4%*	2 *5%* *2%*	15 *11%* *15%* CKM	3 *6%* *3%*	7 *8%* *7%*	18 *10%* *18%*	7 *9%* *7%*	10 *6%* *10%*	9 *4%* *8%*	11 *10%* *10%*	80 *7%* *77%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

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Total (Unwtd)	**1507**	57 *4%*	119 *8%*	92 *6%*	186 *12%*	229 *15%*	35 *2%*	50 *3%*	97 *6%*	237 *16%*	144 *10%*	173 *11%*	88 *6%*	855 *57%*
Effective Total	**1047**	51	110	83	169	216	31	46	88	218	129	160	78	757
3	**82** ***6%***	5 *6%* *6%*	14 *9%* *17%* J	10 *8%* *12%* J	2 *6%* *3%* J	6 *4%* *7%*	3 *6%* *4%*	4 *4%* *5%*	17 *10%* *21%* J	5 *6%* *6%* J	2 *1%* *3%*	9 *4%* *10%*	5 *5%* *6%*	69 *6%* *84%* J
2	**67** ***5%***	10 *12%* *15%* BCDGHM	4 *2%* *6%*	3 *2%* *4%*	1 *3%* *2%*	7 *5%* *11%*	2 *3%* *3%*	- - -	5 *3%* *7%*	6 *7%* *8%* G	10 *6%* *15%*	14 *7%* *21%*	6 *6%* *9%*	53 *4%* *79%*
1	**73** ***5%***	3 *4%* *4%*	4 *3%* *6%*	4 *3%* *6%*	2 *6%* *3%*	8 *6%* *11%*	3 *5%* *4%*	9 *11%* *13%* B	9 *5%* *12%*	3 *4%* *4%*	9 *5%* *12%*	13 *6%* *18%*	5 *5%* *7%*	60 *5%* *82%*
Don't know	**167** ***11%***	4 *5%* *2%*	15 *9%* *9%*	20 *16%* *12%* DG	2 *6%* *1%*	11 *8%* *7%*	4 *8%* *3%*	3 *3%* *2%*	25 *14%* *15%*	9 *11%* *5%*	30 *17%* *18%* ADEG	32 *16%* *19%* ADEG	12 *11%* *7%*	145 *12%* *87%* D
Net: 10/9/8/7	**582** ***40%***	30 *37%* *5%*	72 *43%* *12%* E	61 *47%* *10%* E	16 *44%* *3%* E	43 *32%* *7%*	30 *52%* *5%* E	40 *47%* *7%*	64 *36%* *11%*	31 *37%* *5%*	65 *36%* *11%*	91 *44%* *16%* E	39 *37%* *7%*	492 *41%* *84%* E
Net: 10/9	**168** ***12%***	3 *4%* *2%*	13 *8%* *8%*	22 *17%* *13%* AE	4 *11%* *2%*	11 *8%* *6%*	14 *24%* *8%* ABEI	18 *20%* *11%* ABEI	19 *10%* *11%*	7 *8%* *4%*	21 *11%* *12%*	27 *13%* *16%*	10 *10%* *6%*	146 *12%* *87%*
Net: 6/5/4	**480** ***33%***	30 *37%* *6%*	59 *35%* *12%* K	33 *25%* *7%*	13 *35%* *3%* K	62 *45%* *13%* CFIKM	15 *26%* *3%*	30 *35%* *6%*	59 *33%* *12%*	29 *35%* *6%* K	65 *36%* *14%* K	48 *23%* *10%*	38 *36%* *8%* K	377 *32%* *78%* K
Net: 3/2/1	**223** ***15%***	17 *22%* *8%*	23 *14%* *10%*	17 *13%* *8%*	6 *15%* *3%*	21 *15%* *10%*	8 *14%* *4%*	13 *15%* *6%*	31 *17%* *14%*	14 *17%* *6%*	21 *12%* *9%*	36 *17%* *16%*	16 *15%* *7%*	182 *15%* *82%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 180

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1507**	57 *4%*	119 *8%*	92 *6%*	186 *12%*	229 *15%*	35 *2%*	50 *3%*	97 *6%*	237 *16%*	144 *10%*	173 *11%*	88 *6%*	855 *57%*
Effective Total	**1047**	51	110	83	169	216	31	46	88	218	129	160	78	757
Mean	**5.94**	5.45	6.00	6.49 AEI	5.91	5.55	6.52	6.16	5.76	5.74	5.96	6.05	5.82	6.00 E
Standard Deviation	**2.41**	2.27	2.12	2.41	2.34	2.27	2.58	2.58	2.46	2.36	2.36	2.62	2.39	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**191** ***3%***	78 *2%* *41%*	114 *3%* *59%*	22 *3%* *11%*	32 *2%* *17%*	27 *2%* *14%*	25 *2%* *13%*	21 *2%* *11%*	62 *5%* *33%* DEFG	14 *1%* *7%*	73 *2%* *38%*	104 *5%* *54%* IJ	53 *3%* *28%*	56 *3%* *29%*	56 *2%* *29%*
9	**248** ***4%***	107 *3%* *43%*	141 *4%* *57%*	25 *4%* *10%*	43 *3%* *17%*	33 *3%* *13%*	38 *3%* *15%*	38 *4%* *15%*	72 *6%* *29%* DEF	22 *2%* *9%*	94 *3%* *38%*	132 *6%* *53%* IJ	63 *4%* *25%*	61 *4%* *25%*	87 *4%* *35%*
8	**764** ***11%***	360 *11%* *47%*	404 *11%* *53%*	73 *10%* *10%*	125 *9%* *16%*	111 *9%* *14%*	129 *11%* *17%*	119 *12%* *16%*	207 *16%* *27%* CDEF G	94 *8%* *12%*	347 *10%* *45%* I	322 *15%* *42%* IJ	210 *13%* *27%*	171 *10%* *22%*	258 *11%* *34%*
7	**1151** ***17%***	533 *16%* *46%*	618 *17%* *54%*	135 *19%* *12%*	216 *16%* *19%*	194 *17%* *17%*	211 *17%* *18%*	166 *16%* *14%*	228 *18%* *20%*	170 *14%* *15%*	587 *17%* *51%* I	395 *18%* *34%* I	323 *20%* *28%* MN	251 *15%* *22%*	375 *16%* *33%*
6	**1061** ***16%***	536 *16%* *50%*	525 *15%* *50%*	128 *18%* *12%* H	235 *17%* *22%* H	194 *17%* *18%* H	191 *16%* *18%*	145 *14%* *14%*	169 *13%* *16%*	202 *16%* *19%*	557 *16%* *53%* K	302 *14%* *28%*	243 *15%* *23%*	280 *16%* *26%*	355 *15%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**1179** ***17%***	578 *18%* *49%*	601 *17%* *51%*	119 *17%* *10%*	281 *20%* *24%* H	204 *17%* *17%* H	212 *17%* *18%* H	190 *19%* *16%* H	173 *13%* *15%*	217 *18%* *18%*	636 *19%* *54%* K	326 *15%* *28%*	282 *17%* *24%*	282 *17%* *24%*	400 *17%* *34%*
4	**571** ***8%***	285 *9%* *50%*	286 *8%* *50%*	73 *10%* *13%*	115 *8%* *20%*	100 *9%* *17%*	98 *8%* *17%*	88 *9%* *15%*	97 *7%* *17%*	119 *10%* *21%* K	302 *9%* *53%* K	150 *7%* *26%*	131 *8%* *23%*	153 *9%* *27%*	165 *7%* *29%*
3	**385** ***6%***	199 *6%* *52%*	186 *5%* *48%*	36 *5%* *9%*	81 *6%* *21%*	69 *6%* *18%*	95 *8%* *25%* GH	48 *5%* *13%*	55 *4%* *14%*	72 *6%* *19%*	188 *6%* *49%*	125 *6%* *32%*	79 *5%* *21%*	110 *6%* *29%*	123 *5%* *32%*
2	**242** ***4%***	132 *4%* *55%*	110 *3%* *45%*	26 *4%* *11%*	66 *5%* *27%* F	38 *3%* *16%*	33 *3%* *14%*	36 *4%* *15%*	43 *3%* *18%*	64 *5%* *27%* K	129 *4%* *53%* K	49 *2%* *20%*	60 *4%* *25%*	64 *4%* *27%*	76 *3%* *31%*
1	**262** ***4%***	135 *4%* *51%*	127 *4%* *49%*	29 *4%* *11%*	50 *4%* *19%*	59 *5%* *23%* H	42 *3%* *16%*	45 *4%* *17%*	38 *3%* *15%*	73 *6%* *28%* JK	115 *3%* *44%*	74 *3%* *28%*	46 *3%* *17%*	78 *5%* *30%* L	97 *4%* *37%*
Don't know	**743** ***11%***	312 *10%* *42%*	432 *12%* *58%* A	42 *6%* *6%*	138 *10%* *19%* C	144 *12%* *19%* C	141 *12%* *19%* C	124 *12%* *17%* C	154 *12%* *21%* C	177 *14%* *24%* JK	368 *11%* *50%*	199 *9%* *27%*	147 *9%* *20%*	193 *11%* *26%*	314 *14%* *42%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**2354** ***35%***	1077 *33%* *46%*	1277 *36%* *54%* A	255 *36%* *11%* D	416 *30%* *18%*	364 *31%* *15%*	403 *33%* *17%*	344 *34%* *15%*	570 *44%* *24%* CDEF G	300 *25%* *13%*	1101 *32%* *47%* I	953 *44%* *40%* IJ	648 *40%* *28%* MN	539 *32%* *23%*	776 *34%* *33%*
Net: 10/9	**440** ***6%***	185 *6%* *42%*	255 *7%* *58%* A	47 *7%* *11%*	75 *5%* *17%*	60 *5%* *14%*	63 *5%* *14%*	59 *6%* *13%*	134 *10%* *31%* CDEFG	36 *3%* *8%*	167 *5%* *38%* I	236 *11%* *54%* IJ	115 *7%* *26%*	117 *7%* *27%*	143 *6%* *32%*
Net: 6/5/4	**2812** ***41%***	1399 *43%* *50%* B	1412 *40%* *50%*	321 *45%* *11%* H	631 *46%* *22%* H	497 *42%* *18%* H	501 *41%* *18%* H	424 *41%* *15%* H	438 *34%* *16%*	537 *44%* *19%* K	1495 *44%* *53%* K	779 *36%* *28%*	656 *40%* *23%*	715 *42%* *25%*	920 *40%* *33%*
Net: 3/2/1	**889** ***13%***	466 *14%* *52%* B	424 *12%* *48%*	91 *13%* *10%*	196 *14%* *22%* H	166 *14%* *19%* H	171 *14%* *19%* H	129 *13%* *15%*	136 *10%* *15%*	209 *17%* *24%* JK	432 *13%* *49%*	248 *11%* *28%*	185 *11%* *21%*	253 *15%* *28%* L	296 *13%* *33%*
Mean	**5.74**	5.64	5.84 A	5.73	5.56	5.58	5.67	5.69	6.19 CDE FG	5.22	5.66 I	6.14 IJ	5.93 MN	5.62	5.74
Standard Deviation	**2.09**	2.09	2.09	2.06	2.04	2.09	2.02	2.09	2.16	2.08	2.00	2.15	2.04	2.16	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**191** ***3%***	12 *2%* *6%*	10 *3%* *5%*	5 *2%* *3%*	164 *3%* *86%*	169 *3%* *88%*	23 *5%* *12%* S	36 *3%* *19%* Y	154 *3%* *81%*	155 *3%* *81%*	114 *3%* *60%* YZ	41 *2%* *22%*	48 *2%* *25%*
9	**248** ***4%***	17 *3%* *7%*	11 *3%* *5%*	9 *4%* *3%*	211 *4%* *85%*	233 *4%* *94%*	15 *3%* *6%*	50 *5%* *20%* X	194 *3%* *78%*	198 *3%* *80%*	113 *3%* *46%*	84 *4%* *34%*	89 *4%* *36%*
8	**764** ***11%***	60 *10%* *8%*	44 *13%* *6%* O	21 *10%* *3%*	639 *11%* *84%*	724 *11%* *95%*	40 *9%* *5%*	135 *13%* *18%*	618 *11%* *81%*	626 *11%* *82%*	382 *11%* *50%*	242 *11%* *32%*	253 *11%* *33%*
7	**1151** ***17%***	106 *17%* *9%*	60 *18%* *5%*	36 *18%* *3%*	949 *17%* *82%*	1072 *17%* *93%*	79 *17%* *7%*	165 *16%* *14%*	959 *17%* *83%*	983 *17%* *85%*	646 *18%* *56%* Z	333 *16%* *29%*	349 *15%* *30%*
6	**1061** ***16%***	95 *16%* *9%*	53 *16%* *5%*	35 *17%* *3%*	878 *16%* *83%*	976 *15%* *92%*	85 *18%* *8%*	140 *13%* *13%*	914 *16%* *86%*	919 *16%* *87%*	568 *16%* *53%*	351 *17%* *33%*	372 *16%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**1179** ***17%***	109 *18%* *9%*	63 *19%* *5%*	43 *21%* *4%* R	963 *17%* *82%*	1101 *17%* *93%*	78 *17%* *7%*	161 *15%* *14%*	1007 *18%* *85%*	1017 *18%* *86%*	660 *18%* *56%* U	355 *17%* *30%*	388 *17%* *33%*
4	**571** ***8%***	73 *12%* *13%* QR	33 *10%* *6%*	15 *7%* *3%*	449 *8%* *79%*	526 *8%* *92%*	45 *10%* *8%*	93 *9%* *16%*	473 *8%* *83%*	475 *8%* *83%*	298 *8%* *52%*	172 *8%* *30%*	184 *8%* *32%*
3	**385** ***6%***	40 *7%* *10%*	19 *6%* *5%*	13 *6%* *3%*	313 *6%* *81%*	370 *6%* *96%* T	15 *3%* *4%*	78 *7%* *20%* VWX	305 *5%* *79%*	307 *5%* *80%*	188 *5%* *49%*	116 *5%* *30%*	126 *6%* *33%*
2	**242** ***4%***	26 *4%* *11%*	9 *3%* *4%*	6 *3%* *3%*	200 *4%* *83%*	224 *4%* *93%*	17 *4%* *7%*	37 *4%* *15%*	199 *4%* *82%*	202 *4%* *83%*	110 *3%* *45%*	92 *4%* *38%* X	98 *4%* *40%* X
1	**262** ***4%***	24 *4%* *9%*	11 *3%* *4%*	7 *3%* *3%*	221 *4%* *84%*	238 *4%* *91%*	24 *5%* *9%*	38 *4%* *14%*	222 *4%* *85%*	223 *4%* *85%*	149 *4%* *57%*	74 *3%* *28%*	79 *4%* *30%*
Don't know	**743** ***11%***	50 *8%* *7%*	26 *8%* *4%*	14 *7%* *2%*	653 *12%* *88%* OPQ	703 *11%* *95%*	40 *9%* *5%*	121 *12%* *16%*	609 *11%* *82%*	621 *11%* *84%*	356 *10%* *48%*	265 *12%* *36%* X	275 *12%* *37%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**2354** ***35%***	196 *32%* *8%*	126 *37%* *5%* O	70 *34%* *3%*	1963 *35%* *83%*	2198 *35%* *93%*	156 *34%* *7%*	386 *37%* *16%*	1926 *34%* *82%*	1963 *34%* *83%*	1255 *35%* *53%*	701 *33%* *30%*	739 *33%* *31%*
Net: 10/9	**440** ***6%***	29 *5%* *7%*	22 *6%* *5%*	14 *7%* *3%*	375 *7%* *85%* O	402 *6%* *91%*	38 *8%* *9%*	86 *8%* *20%* VWY	349 *6%* *79%*	354 *6%* *80%*	227 *6%* *52%*	125 *6%* *28%*	137 *6%* *31%*
Net: 6/5/4	**2812** ***41%***	278 *45%* *10%* R	150 *44%* *5%*	93 *46%* *3%* R	2291 *41%* *81%*	2603 *41%* *93%*	209 *45%* *7%*	394 *37%* *14%*	2394 *42%* *85%* U	2410 *42%* *86%* U	1525 *43%* *54%* U	878 *41%* *31%*	944 *42%* *34%* U
Net: 3/2/1	**889** ***13%***	90 *15%* *10%* P	39 *11%* *4%*	27 *13%* *3%*	734 *13%* *83%*	833 *13%* *94%*	56 *12%* *6%*	153 *15%* *17%*	726 *13%* *82%*	732 *13%* *82%*	447 *12%* *50%*	282 *13%* *32%*	303 *13%* *34%*
Mean	**5.74**	5.52	5.83 O	5.74 O	5.76 O	5.74	5.74	5.80	5.73	5.73	5.75	5.70	5.69
Standard Deviation	**2.09**	2.04	2.02	2.01	2.10	2.08	2.17	2.19	2.07	2.07	2.07	2.07	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Total (Wtd)	**6799**	352 *5%*	733 *11%*	550 *8%*	204 *3%*	613 *9%*	352 *5%*	599 *9%*	747 *11%*	341 *5%*	737 *11%*	1060 *16%*	509 *7%*	5641 *83%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
10	**191** ***3%***	7 *2%* *4%*	25 *3%* *13%*	20 *4%* *11%*	5 *2%* *3%*	12 *2%* *6%*	12 *3%* *6%*	19 *3%* *10%*	25 *3%* *13%*	10 *3%* *5%*	27 *4%* *14%* K	19 *2%* *10%*	10 *2%* *5%*	164 *3%* *86%*
9	**248** ***4%***	11 *3%* *4%*	30 *4%* *12%*	22 *4%* *9%*	9 *4%* *3%*	17 *3%* *7%*	15 *4%* *6%*	17 *3%* *7%*	29 *4%* *12%*	11 *3%* *5%*	23 *3%* *9%*	50 *5%* *20%*	14 *3%* *6%*	211 *4%* *85%*
8	**764** ***11%***	60 *17%* *8%* BDEGHJK M	80 *11%* *11%*	69 *13%* *9%*	21 *10%* *3%*	60 *10%* *8%*	41 *12%* *5%*	58 *10%* *8%*	72 *10%* *9%*	44 *13%* *6%* EJ	67 *9%* *9%*	113 *11%* *15%*	78 *15%* *10%* DEGHJKM	639 *11%* *84%*
7	**1151** ***17%***	55 *16%* *5%*	154 *21%* *13%* FHKLM	115 *21%* *10%* HL	36 *18%* *3%*	106 *17%* *9%*	50 *14%* *4%*	98 *16%* *9%*	103 *14%* *9%*	60 *18%* *5%*	129 *17%* *11%*	171 *16%* *15%*	75 *15%* *7%*	949 *17%* *82%*
6	**1061** ***16%***	37 *11%* *4%*	110 *15%* *10%*	96 *17%* *9%* A	35 *17%* *3%* A	95 *16%* *9%*	60 *17%* *6%*	84 *14%* *8%*	135 *18%* *13%* A	53 *16%* *5%*	114 *15%* *11%*	169 *16%* *16%*	73 *14%* *7%*	878 *16%* *83%* A
5	**1179** ***17%***	84 *24%* *7%* BCFHKLM	127 *17%* *11%*	71 *13%* *6%*	43 *21%* *4%* CFKLM	109 *18%* *9%* C	43 *12%* *4%*	112 *19%* *10%* C	127 *17%* *11%*	63 *19%* *5%* CF	143 *19%* *12%* CF	179 *17%* *15%*	79 *15%* *7%*	963 *17%* *82%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
4	**571** ***8%***	26 *7%* *5%*	67 *9%* *12%*	38 *7%* *7%*	15 *7%* *3%*	73 *12%* *13%* ACDGJKM	32 *9%* *6%*	46 *8%* *8%*	75 *10%* *13%* K	33 *10%* *6%* K	58 *8%* *10%*	65 *6%* *11%*	42 *8%* *7%*	449 *8%* *79%*
3	**385** ***6%***	28 *8%* *7%* C	33 *5%* *9%*	18 *3%* *5%*	13 *6%* *3%* C	40 *7%* *10%* C	25 *7%* *6%*	40 *7%* *10%*	46 *6%* *12%*	19 *6%* *5%*	38 *5%* *10%*	61 *6%* *16%*	24 *5%* *6%*	313 *6%* *81%*
2	**242** ***4%***	19 *5%* *8%* J	26 *4%* *11%*	16 *3%* *7%*	6 *3%* *3%*	26 *4%* *11%* J	12 *3%* *5%*	26 *4%* *11%*	26 *4%* *11%*	9 *3%* *4%*	15 *2%* *6%*	40 *4%* *17%*	21 *4%* *9%*	200 *4%* *83%*
1	**262** ***4%***	13 *4%* *5%*	14 *2%* *5%*	18 *3%* *7%*	7 *3%* *3%*	24 *4%* *9%* B	8 *2%* *3%*	27 *5%* *10%* B	43 *6%* *16%* B	11 *3%* *4%*	31 *4%* *12%* B	44 *4%* *17%* B	22 *4%* *8%* B	221 *4%* *84%* B
Don't know	**743** ***11%***	12 *4%* *2%*	68 *9%* *9%* A	66 *12%* *9%* ADEI	14 *7%* *2%* A	50 *8%* *7%* A	56 *16%* *7%* ABDEHI	72 *12%* *10%* ADI	65 *9%* *9%* A	26 *8%* *4%* A	93 *13%* *13%* ADEI	150 *14%* *20%* ABDEHI	71 *14%* *10%* ABDEHI	653 *12%* *88%* ADEI
Net: 10/9/8/7	**2354** ***35%***	133 *38%* *6%*	289 *39%* *12%* EGHJKM	226 *41%* *10%* DEGHJKM	70 *34%* *3%*	196 *32%* *8%*	117 *33%* *5%*	192 *32%* *8%*	230 *31%* *10%*	126 *37%* *5%* EH	246 *33%* *10%*	353 *33%* *15%*	177 *35%* *7%*	1963 *35%* *83%*
Net: 10/9	**440** ***6%***	18 *5%* *4%*	55 *8%* *13%* E	42 *8%* *10%*	14 *7%* *3%*	29 *5%* *7%*	27 *8%* *6%*	35 *6%* *8%*	55 *7%* *12%*	22 *6%* *5%*	50 *7%* *11%*	69 *7%* *16%*	24 *5%* *5%*	375 *7%* *85%* E
Net: 6/5/4	**2812** ***41%***	147 *42%* *5%*	303 *41%* *11%*	206 *37%* *7%*	93 *46%* *3%* CKLM	278 *45%* *10%* CKLM	136 *39%* *5%*	242 *40%* *9%*	337 *45%* *12%* CK	150 *44%* *5%* CK	314 *43%* *11%*	413 *39%* *15%*	194 *38%* *7%*	2291 *41%* *81%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 181

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
Net: 3/2/1	**889** ***13%***	60 *17%* *7%* BCIJ	73 *10%* *8%*	52 *10%* *6%*	27 *13%* *3%*	90 *15%* *10%* BCI	44 *13%* *5%*	93 *16%* *10%* BC	115 *15%* *13%* BC	39 *11%* *4%*	84 *11%* *9%*	145 *14%* *16%*	67 *13%* *8%*	734 *13%* *83%*
Mean	**5.74**	5.64	5.96 EGH	6.09 ADEGHJ KLM	5.74 E	5.52	5.85	5.58	5.56	5.83 E	5.77 E	5.73	5.73	5.76 E
Standard Deviation	**2.09**	2.13	1.98	2.04	2.01	2.04	2.10	2.15	2.19	2.02	2.06	2.11	2.13	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 182

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**463** ***14%***	201 *12%* *44%*	261 *15%* *56%*	43 *12%* *9%*	72 *11%* *16%*	71 *12%* *15%*	87 *15%* *19%*	84 *17%* *18%* D	106 *15%* *23%* D	70 *12%* *15%*	204 *12%* *44%*	189 *17%* *41%* IJ	124 *15%* *27%* N	102 *12%* *22%*	132 *11%* *28%*
9	**322** ***9%***	130 *8%* *40%*	192 *11%* *60%* A	32 *9%* *10%*	52 *8%* *16%*	53 *9%* *16%*	60 *10%* *19%*	50 *10%* *16%*	76 *11%* *24%*	47 *8%* *15%*	159 *9%* *49%*	116 *10%* *36%*	77 *9%* *24%*	83 *9%* *26%*	77 *7%* *24%*
8	**741** ***22%***	352 *22%* *47%*	390 *22%* *53%*	71 *19%* *10%*	125 *18%* *17%*	120 *21%* *16%*	141 *24%* *19%*	113 *22%* *15%*	172 *25%* *23%* D	94 *16%* *13%*	396 *23%* *53%* I	251 *22%* *34%* I	223 *27%* *30%* MN	163 *19%* *22%*	223 *19%* *30%*
7	**555** ***16%***	264 *16%* *48%*	291 *16%* *52%*	72 *20%* *13%* F	109 *16%* *20%*	108 *19%* *19%* F	76 *13%* *14%*	77 *15%* *14%*	112 *16%* *20%*	115 *19%* *21%*	266 *16%* *48%*	174 *16%* *31%*	112 *14%* *20%*	177 *20%* *32%* L	187 *16%* *34%*
6	**334** ***10%***	162 *10%* *49%*	171 *10%* *51%*	46 *13%* *14%*	72 *11%* *22%*	50 *9%* *15%*	58 *10%* *18%*	47 *9%* *14%*	59 *9%* *18%*	60 *10%* *18%*	168 *10%* *50%*	105 *9%* *31%*	76 *9%* *23%*	88 *10%* *26%*	118 *10%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 182

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**418** ***12%***	209 *13%* *50%*	209 *12%* *50%*	44 *12%* *10%*	120 *18%* *29%* EF GH	71 *12%* *17%*	60 *10%* *14%*	48 *10%* *11%*	75 *11%* *18%*	89 *15%* *21%*	204 *12%* *49%*	125 *11%* *30%*	89 *11%* *21%*	112 *13%* *27%*	160 *14%* *38%*
4	**134** ***4%***	75 *5%* *56%*	58 *3%* *44%*	14 *4%* *10%*	30 *4%* *22%*	23 *4%* *18%*	33 *6%* *25%* H	15 *3%* *11%*	18 *3%* *14%*	19 *3%* *14%*	69 *4%* *52%*	45 *4%* *34%*	20 *2%* *15%*	45 *5%* *34%* L	53 *5%* *40%* L
3	**111** ***3%***	67 *4%* *60%* B	45 *2%* *40%*	14 *4%* *13%*	30 *4%* *27%*	19 *3%* *17%*	12 *2%* *11%*	13 *3%* *12%*	22 *3%* *19%*	24 *4%* *21%*	52 *3%* *47%*	36 *3%* *32%*	30 *4%* *27%*	23 *3%* *21%*	47 *4%* *43%*
2	**65** ***2%***	35 *2%* *54%*	30 *2%* *46%*	2 *1%* *4%*	16 *2%* *25%*	16 *3%* *25%*	6 *1%* *10%*	12 *2%* *18%*	12 *2%* *19%*	14 *2%* *22%*	39 *2%* *60%*	12 *1%* *18%*	10 *1%* *15%*	22 *3%* *34%*	27 *2%* *41%*
1	**113** ***3%***	59 *4%* *52%*	54 *3%* *48%*	16 *4%* *14%* H	14 *2%* *13%*	26 *4%* *23%* H	29 *5%* *26%* DH	17 *3%* *15%*	11 *2%* *10%*	34 *6%* *30%* JK	55 *3%* *48%*	24 *2%* *21%*	21 *3%* *18%*	22 *3%* *20%*	59 *5%* *52%* LM
Don't know	**163** ***5%***	73 *4%* *45%*	90 *5%* *55%*	13 *4%* *8%*	37 *5%* *23%*	25 *4%* *15%*	31 *5%* *19%*	28 *6%* *17%*	30 *4%* *19%*	29 *5%* *18%*	91 *5%* *56%*	43 *4%* *26%*	33 *4%* *20%*	44 *5%* *27%*	67 *6%* *41%*
Net: 10/9/8/7	**2081** ***61%***	947 *58%* *45%*	1134 *63%* *55%* A	218 *59%* *10%*	358 *53%* *17%*	352 *60%* *17%* D	363 *61%* *17%* D	325 *64%* *16%* D	466 *67%* *22%* CDE	327 *55%* *16%*	1025 *60%* *49%* I	730 *65%* *35%* IJ	536 *66%* *26%* N	526 *60%* *25%*	619 *54%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**785** ***23%***	331 *20%* *42%*	454 *25%* *58%* A	75 *20%* *10%*	124 *18%* *16%*	124 *21%* *16%*	146 *25%* *19%* D	134 *27%* *17%* D	182 *26%* *23%* D	117 *20%* *15%*	363 *21%* *46%*	305 *27%* *39%* IJ	200 *25%* *26%* N	186 *21%* *24%*	209 *18%* *27%*
Net: 6/5/4	**885** ***26%***	446 *27%* *50%*	439 *24%* *50%*	104 *28%* *12%*	223 *33%* *25%* EF GH	144 *25%* *16%*	152 *26%* *17%*	110 *22%* *12%*	153 *22%* *17%*	168 *28%* *19%*	441 *26%* *50%*	275 *25%* *31%*	185 *23%* *21%*	245 *28%* *28%*	331 *29%* *37%* L
Net: 3/2/1	**289** ***8%***	161 *10%* *56%* B	128 *7%* *44%*	33 *9%* *11%*	60 *9%* *21%*	61 *11%* *21%* H	48 *8%* *17%*	42 *8%* *15%*	45 *6%* *16%*	72 *12%* *25%* JK	145 *9%* *50%*	72 *6%* *25%*	60 *7%* *21%*	68 *8%* *23%*	133 *12%* *46%* LM
Mean	**6.93**	6.75	7.08 A	6.78	6.62	6.76	6.98 D	7.14 D E	7.25 CDE	6.53	6.88 I	7.20 IJ	7.18 MN	6.82 N	6.54
Standard Deviation	**2.28**	2.32	2.23	2.25	2.20	2.37	2.37	2.32	2.11	2.43	2.26	2.18	2.18	2.20	2.41

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**463** ***14%***	50 *17%* *11%* R	30 *18%* *6%* R	25 *25%* *5%* OPR	358 *13%* *77%*	429 *13%* *93%*	34 *15%* *7%*	78 *13%* *17%*	383 *14%* *83%*	383 *14%* *83%*	249 *14%* *54%*	134 *13%* *29%*	146 *13%* *32%*
9	**322** ***9%***	50 *16%* *15%* PR	19 *11%* *6%* R	16 *16%* *5%* R	237 *8%* *74%*	303 *9%* *94%*	19 *8%* *6%*	61 *10%* *19%*	258 *9%* *80%*	261 *9%* *81%*	158 *9%* *49%*	104 *10%* *32%*	107 *10%* *33%*
8	**741** ***22%***	67 *22%* *9%*	42 *25%* *6%*	23 *23%* *3%*	610 *21%* *82%*	692 *22%* *93%*	49 *22%* *7%*	132 *23%* *18%*	602 *22%* *81%*	609 *22%* *82%*	396 *23%* *53%*	212 *20%* *29%*	226 *20%* *30%*
7	**555** ***16%***	40 *13%* *7%*	25 *15%* *5%*	14 *14%* *3%*	475 *17%* *86%*	515 *16%* *93%*	40 *18%* *7%*	73 *12%* *13%*	473 *17%* *85%* U	477 *17%* *86%* U	292 *17%* *53%*	185 *18%* *33%* U	188 *17%* *34%*
6	**334** ***10%***	27 *9%* *8%*	17 *10%* *5%*	7 *7%* *2%*	282 *10%* *85%*	315 *10%* *95%*	18 *8%* *5%*	66 *11%* *20%*	260 *9%* *78%*	261 *9%* *78%*	143 *8%* *43%*	118 *11%* *35%* X	124 *11%* *37%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 182

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**418** ***12%***	32 *10%* *8%*	17 *10%* *4%*	9 *9%* *2%*	360 *13%* *86%* Q	387 *12%* *93%*	31 *14%* *7%*	74 *13%* *18%*	332 *12%* *79%*	341 *12%* *82%*	217 *12%* *52%*	124 *12%* *30%*	131 *12%* *31%*
4	**134** ***4%***	12 *4%* *9%* P	2 *1%* *1%*	2 *2%* *1%*	118 *4%* *88%* PQ	129 *4%* *96%*	5 *2%* *4%*	18 *3%* *13%*	114 *4%* *86%*	114 *4%* *86%*	69 *4%* *51%*	45 *4%* *34%*	48 *4%* *36%*
3	**111** ***3%***	7 *2%* *6%*	3 *2%* *3%*	1 *1%* *1%*	100 *4%* *90%* Q	106 *3%* *95%*	6 *3%* *5%*	23 *4%* *21%*	86 *3%* *77%*	88 *3%* *79%*	63 *4%* *57%*	25 *2%* *23%*	31 *3%* *28%*
2	**65** ***2%***	3 *1%* *5%*	1 *1%* *2%*	1 *1%* *2%*	59 *2%* *91%*	63 *2%* *97%*	2 *1%* *3%*	10 *2%* *15%*	53 *2%* *82%*	54 *2%* *83%*	33 *2%* *50%*	20 *2%* *31%*	21 *2%* *32%*
1	**113** ***3%***	5 *2%* *4%*	5 *3%* *5%* Q	1 *1%* *1%*	102 *4%* *90%* OQ	105 *3%* *94%*	7 *3%* *6%*	15 *3%* *13%*	94 *3%* *84%*	95 *3%* *84%*	62 *4%* *55%*	32 *3%* *29%*	33 *3%* *29%*
Don't know	**163** ***5%***	11 *4%* *7%*	7 *4%* *4%* Q	2 *2%* *1%*	144 *5%* *88%* Q	149 *5%* *91%*	14 *6%* *9%*	32 *6%* *20%*	127 *5%* *78%*	128 *5%* *79%*	73 *4%* *45%*	55 *5%* *34%*	60 *5%* *37%*
Net: 10/9/8/7	**2081** ***61%***	206 *68%* *10%* R	116 *69%* *6%* R	79 *78%* *4%* OPR	1680 *59%* *81%*	1939 *61%* *93%*	142 *63%* *7%*	343 *59%* *16%*	1715 *62%* *82%*	1731 *62%* *83%*	1094 *62%* *53%*	634 *60%* *30%*	667 *60%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 182

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Importance Rating ****

Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**785** ***23%***	100 *33%* *13%* R	49 *29%* *6%* R	41 *41%* *5%* OPR	595 *21%* *76%*	732 *23%* *93%*	53 *23%* *7%*	139 *24%* *18%*	641 *23%* *82%*	644 *23%* *82%*	406 *23%* *52%*	238 *23%* *30%*	253 *23%* *32%*
Net: 6/5/4	**885** ***26%***	71 *23%* *8%* Q	36 *21%* *4%*	17 *17%* *2%*	761 *27%* *86%* PQ	831 *26%* *94%*	54 *24%* *6%*	158 *27%* *18%*	706 *25%* *80%*	716 *25%* *81%*	429 *24%* *48%*	286 *27%* *32%*	302 *27%* *34%*
Net: 3/2/1	**289** ***8%***	15 *5%* *5%*	10 *6%* *3%*	3 *3%* *1%*	261 *9%* *90%* OPQ	274 *9%* *95%*	15 *7%* *5%*	48 *8%* *16%*	233 *8%* *81%*	237 *8%* *82%*	158 *9%* *55%*	78 *7%* *27%*	85 *8%* *29%*
Mean	**6.93**	7.40 R	7.39 R	7.86 OPR	6.81	6.92	7.08	6.98	6.93	6.93	6.93	6.93	6.93
Standard Deviation	**2.28**	2.11	2.14	1.95	2.29	2.28	2.20	2.24	2.28	2.28	2.31	2.22	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 182

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Total (Wtd)	**3418**	171 *5%*	366 *11%*	277 *8%*	101 *3%*	303 *9%*	187* *5%* *	314 *9%*	381 *11%*	168 *5%*	363 *11%*	541 *16%*	246 *7%*	2846 *83%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
10	**463** ***14%***	36 *21%* *8%* GHKM	53 *14%* *11%*	35 *13%* *8%*	25 *25%* *5%* BCEFGHI JKLM	50 *17%* *11%* GKM	24 *13%* *5%*	32 *10%* *7%*	46 *12%* *10%*	30 *18%* *6%* GKM	48 *13%* *10%*	52 *10%* *11%*	32 *13%* *7%*	358 *13%* *77%*
9	**322** ***9%***	17 *10%* *5%*	38 *10%* *12%*	22 *8%* *7%*	16 *16%* *5%* BCFHJKL M	50 *16%* *15%* BCFHIJKL M	14 *8%* *4%*	35 *11%* *11%*	34 *9%* *11%*	19 *11%* *6%* JKM	23 *6%* *7%*	36 *7%* *11%*	19 *8%* *6%*	237 *8%* *74%*
8	**741** ***22%***	55 *32%* *7%* EGJKM	89 *24%* *12%* GJ	79 *29%* *11%* GJKM	23 *23%* *3%* GJ	67 *22%* *9%* GJ	37 *20%* *5%*	41 *13%* *6%*	85 *22%* *11%* G	42 *25%* *6%* GJ	57 *16%* *8%*	108 *20%* *15%*	58 *24%* *8%* GJ	610 *21%* *82%* GJ
7	**555** ***16%***	21 *12%* *4%*	53 *15%* *10%*	38 *14%* *7%*	14 *14%* *3%*	40 *13%* *7%*	31 *17%* *6%*	70 *22%* *13%* ACDEI	75 *20%* *14%* E	25 *15%* *5%*	65 *18%* *12%*	86 *16%* *15%*	36 *15%* *7%*	475 *17%* *86%*
6	**334** ***10%***	13 *7%* *4%*	38 *10%* *11%*	26 *9%* *8%*	7 *7%* *2%*	27 *9%* *8%*	25 *14%* *8%*	27 *9%* *8%*	35 *9%* *11%*	17 *10%* *5%*	37 *10%* *11%*	58 *11%* *17%*	23 *9%* *7%*	282 *10%* *85%*
5	**418** ***12%***	16 *10%* *4%*	43 *12%* *10%*	30 *11%* *7%*	9 *9%* *2%*	32 *10%* *8%*	16 *9%* *4%*	53 *17%* *13%* DEI	42 *11%* *10%*	17 *10%* *4%*	45 *12%* *11%*	88 *16%* *21%* DEI	27 *11%* *6%*	360 *13%* *86%* D

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 182

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
4	**134** ***4%***	5 *3%* *4%*	11 *3%* *8%*	4 *1%* *3%*	2 *2%* *1%*	12 *4%* *9%* I	10 *5%* *7%* I	15 *5%* *11%* I	20 *5%* *15%* CDI	2 *1%* *1%*	14 *4%* *11%* I	27 *5%* *21%* CDI	11 *5%* *8%* I	118 *4%* *88%* DI
3	**111** ***3%***	3 *2%* *3%*	20 *5%* *18%* DEI	6 *2%* *6%*	1 *1%* *1%*	7 *2%* *6%*	3 *2%* *3%*	11 *3%* *10%*	9 *2%* *8%*	3 *2%* *3%*	18 *5%* *17%* DI	14 *3%* *13%*	15 *6%* *13%* DEI	100 *4%* *90%* D
2	**65** ***2%***	2 *1%* *2%*	2 *1%* *3%*	6 *2%* *10%*	1 *1%* *2%*	3 *1%* *5%*	9 *5%* *14%* BEI	5 *2%* *8%*	8 *2%* *12%*	1 *1%* *2%*	11 *3%* *16%* B	9 *2%* *14%*	7 *3%* *11%*	59 *2%* *91%*
1	**113** ***3%***	- - -	12 *3%* *11%*	9 *3%* *8%*	1 *1%* *1%*	5 *2%* *4%*	5 *3%* *5%*	2 *1%* *1%*	15 *4%* *14%* ADG	5 *3%* *5%* ADG	15 *4%* *13%* ADG	38 *7%* *34%* ABDEGILM	6 *2%* *5%*	102 *4%* *90%* ADEG
Don't know	**163** ***5%***	4 *2%* *2%*	7 *2%* *4%*	22 *8%* *14%* ABDEH	2 *2%* *1%*	11 *4%* *7%*	12 *6%* *7%* BD	22 *7%* *14%* BD	10 *3%* *6%*	7 *4%* *4%* D	30 *8%* *19%* ABDEHIK M	24 *4%* *15%* D	12 *5%* *7%* D	144 *5%* *88%* BD
Net: 10/9/8/7	**2081** ***61%***	128 *75%* *6%* BCFGHJK LM	233 *64%* *11%* JK	174 *63%* *8%* JK	79 *78%* *4%* BCEFGHI JKLM	206 *68%* *10%* FGJKLM	106 *57%* *5%*	179 *57%* *9%*	241 *63%* *12%* JK	116 *69%* *6%* FGJKLM	193 *53%* *9%*	281 *52%* *13%*	145 *59%* *7%*	1680 *59%* *81%* K
Net: 10/9	**785** ***23%***	53 *31%* *7%* CJKM	91 *25%* *12%* K	57 *21%* *7%*	41 *41%* *5%* BCEFGHI JKLM	100 *33%* *13%* BCFGHJKL M	38 *20%* *5%*	67 *21%* *9%*	80 *21%* *10%*	49 *29%* *6%* CHJKLM	71 *20%* *9%*	87 *16%* *11%*	51 *21%* *6%*	595 *21%* *76%* K

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

GfK **GfK NOP**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 182

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
Net: 6/5/4	**885** ***26%***	34 *20%* *4%*	92 *25%* *10%* D	59 *21%* *7%*	17 *17%* *2%*	71 *23%* *8%* D	51 *27%* *6%* D	95 *30%* *11%* DI	98 *26%* *11%* D	36 *21%* *4%*	96 *27%* *11%* D	174 *32%* *20%* ACDEIM	61 *25%* *7%* D	761 *27%* *86%* DI
Net: 3/2/1	**289** ***8%***	5 *3%* *2%*	34 *9%* *12%* ADE	21 *8%* *7%* D	3 *3%* *1%*	15 *5%* *5%*	18 *10%* *6%* D	18 *6%* *6%*	32 *8%* *11%* D	10 *6%* *3%*	44 *12%* *15%* ADEGI	62 *11%* *22%* ADEGI	27 *11%* *9%* ADEI	261 *9%* *90%* ADEI
Mean	**6.93**	7.69 BCFGHJ KLM	7.01 K	7.09 JK	7.86 BCEFGH IJKLM	7.40 BFGHJK LM	6.77	6.82	6.85 K	7.39 BFGHJK LM	6.59	6.39	6.80	6.81 K
Standard Deviation	**2.28**	1.88	2.26	2.20	1.95	2.11	2.34	2.04	2.27	2.14	2.43	2.42	2.33	2.29

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**370** ***11%***	176 *11%* *48%*	194 *11%* *52%*	39 *11%* *10%*	61 *8%* *17%*	47 *8%* *13%*	49 *8%* *13%*	70 *13%* *19%* DE F	104 *17%* *28%* DEF	50 *8%* *13%*	161 *9%* *43%*	160 *15%* *43%* IJ	99 *12%* *27%* N	76 *9%* *21%*	97 *8%* *26%*
9	**292** ***9%***	134 *8%* *46%*	158 *9%* *54%*	19 *5%* *6%*	54 *7%* *18%*	45 *7%* *15%*	62 *10%* *21%*	40 *8%* *14%*	73 *12%* *25%* CDEG	45 *7%* *15%*	126 *7%* *43%*	122 *11%* *42%* IJ	81 *10%* *28%*	62 *7%* *21%*	88 *7%* *30%*
8	**650** ***19%***	296 *18%* *46%*	354 *20%* *54%*	69 *20%* *11%*	109 *15%* *17%*	103 *17%* *16%*	117 *19%* *18%*	123 *24%* *19%* DE	127 *21%* *20%* D	100 *16%* *15%*	334 *19%* *51%*	216 *20%* *33%*	166 *20%* *25%* N	172 *21%* *26%* N	177 *15%* *27%*
7	**565** ***16%***	269 *16%* *48%*	296 *17%* *52%*	47 *14%* *8%*	127 *18%* *22%*	103 *17%* *18%*	114 *18%* *20%* H	92 *18%* *16%*	81 *13%* *14%*	103 *16%* *18%*	303 *18%* *54%*	159 *15%* *28%*	157 *19%* *28%*	129 *16%* *23%*	187 *16%* *33%*
6	**364** ***11%***	167 *10%* *46%*	197 *11%* *54%*	52 *15%* *14%* GH	84 *12%* *23%* H	70 *12%* *19%* H	64 *10%* *18%*	47 *9%* *13%*	46 *8%* *13%*	65 *10%* *18%*	202 *12%* *56%*	97 *9%* *27%*	73 *9%* *20%*	96 *12%* *26%*	132 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**464** ***14%***	228 *14%* *49%*	236 *13%* *51%*	39 *11%* *9%*	117 *16%* *25%* H	82 *14%* *18%*	96 *15%* *21%*	63 *12%* *14%*	67 *11%* *14%*	91 *14%* *20%*	251 *15%* *54%*	122 *11%* *26%*	106 *13%* *23%*	93 *11%* *20%*	202 *17%* *43%* LM
4	**195** ***6%***	98 *6%* *50%*	97 *5%* *50%*	24 *7%* *12%*	51 *7%* *26%*	36 *6%* *19%*	33 *5%* *17%*	21 *4%* *11%*	29 *5%* *15%*	48 *7%* *24%*	97 *6%* *50%*	50 *5%* *26%*	42 *5%* *21%*	49 *6%* *25%*	83 *7%* *42%*
3	**148** ***4%***	85 *5%* *57%*	64 *4%* *43%*	22 *6%* *15%* G	34 *5%* *23%*	32 *5%* *21%*	24 *4%* *16%*	15 *3%* *10%*	21 *4%* *14%*	35 *5%* *24%*	71 *4%* *48%*	42 *4%* *29%*	33 *4%* *22%*	47 *6%* *32%*	56 *5%* *38%*
2	**105** ***3%***	62 *4%* *59%*	43 *2%* *41%*	12 *3%* *11%*	36 *5%* *34%* GH	19 *3%* *18%*	18 *3%* *17%*	10 *2%* *10%*	11 *2%* *10%*	32 *5%* *30%* K	53 *3%* *51%*	20 *2%* *19%*	25 *3%* *23%*	23 *3%* *22%*	44 *4%* *42%*
1	**142** ***4%***	89 *5%* *62%* B	53 *3%* *38%*	17 *5%* *12%*	31 *4%* *22%*	39 *6%* *27%* GH	28 *4%* *20%*	13 *2%* *9%*	16 *3%* *11%*	43 *7%* *30%* JK	66 *4%* *47%*	33 *3%* *23%*	26 *3%* *18%*	39 *5%* *28%*	62 *5%* *44%*
Don't know	**130** ***4%***	55 *3%* *42%*	75 *4%* *58%*	7 *2%* *6%*	19 *3%* *15%*	22 *4%* *17%*	21 *3%* *16%*	28 *5%* *22%* D	32 *5%* *24%* D	26 *4%* *20%*	55 *3%* *42%*	49 *5%* *38%*	22 *3%* *17%*	43 *5%* *33%*	49 *4%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**1878** ***55%***	875 *53%* *47%*	1003 *57%* *53%*	174 *50%* *9%*	350 *48%* *19%*	299 *50%* *16%*	343 *55%* *18%*	325 *62%* *17%* CD EF	386 *63%* *21%* CDEF	298 *47%* *16%*	923 *54%* *49%* I	657 *61%* *35%* IJ	503 *61%* *27%* MN	439 *53%* *23%* N	550 *47%* *29%*
Net: 10/9	**663** ***19%***	310 *19%* *47%*	353 *20%* *53%*	57 *16%* *9%*	115 *16%* *17%*	92 *15%* *14%*	111 *18%* *17%*	110 *21%* *17%* E	177 *29%* *27%* CDEF G	95 *15%* *14%*	287 *17%* *43%*	281 *26%* *42%* IJ	180 *22%* *27%* N	138 *17%* *21%*	185 *16%* *28%*
Net: 6/5/4	**1023** ***30%***	493 *30%* *48%*	530 *30%* *52%*	116 *33%* *11%* GH	253 *35%* *25%* GH	188 *31%* *18%* GH	194 *31%* *19%* H	131 *25%* *13%*	143 *23%* *14%*	204 *32%* *20%* K	551 *32%* *54%* K	269 *25%* *26%*	221 *27%* *22%*	238 *29%* *23%*	417 *35%* *41%* LM
Net: 3/2/1	**396** ***12%***	235 *14%* *59%* B	160 *9%* *41%*	50 *15%* *13%* GH	101 *14%* *25%* GH	90 *15%* *23%* GH	69 *11%* *17%*	38 *7%* *9%*	48 *8%* *12%*	109 *17%* *28%* JK	191 *11%* *48%*	96 *9%* *24%*	84 *10%* *21%*	109 *13%* *28%*	162 *14%* *41%* L
Mean	**6.54**	6.37	6.71 A	6.33	6.19	6.20	6.48	6.98 C DEF	7.15 CDE F	6.01	6.47 I	6.98 IJ	6.76 MN	6.44	6.15
Standard Deviation	**2.37**	2.48	2.26	2.43	2.38	2.45	2.31	2.18	2.32	2.52	2.29	2.33	2.30	2.39	2.40

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**370** ***11%***	52 *17%* *14%* R	27 *15%* *7%* R	19 *18%* *5%* R	273 *10%* *74%*	335 *11%* *90%*	36 *14%* *10%*	62 *13%* *17%*	302 *10%* *81%*	309 *11%* *83%*	195 *11%* *53%*	112 *10%* *30%*	121 *10%* *33%*
9	**292** ***9%***	32 *10%* *11%*	15 *8%* *5%*	15 *15%* *5%* OPR	230 *8%* *79%*	281 *9%* *96%*	12 *5%* *4%*	43 *9%* *15%*	246 *9%* *84%*	249 *8%* *85%*	140 *8%* *48%*	108 *10%* *37%*	118 *10%* *40%* X
8	**650** ***19%***	70 *22%* *11%* R	42 *24%* *6%* R	23 *22%* *4%*	515 *18%* *79%*	619 *19%* *95%* T	31 *13%* *5%*	92 *19%* *14%*	550 *19%* *85%*	558 *19%* *86%*	352 *19%* *54%*	202 *19%* *31%*	208 *18%* *32%*
7	**565** ***16%***	51 *16%* *9%*	23 *13%* *4%*	16 *15%* *3%*	474 *17%* *84%*	517 *16%* *92%*	47 *19%* *8%*	64 *13%* *11%*	493 *17%* *87%*	500 *17%* *89%*	325 *18%* *58%* U	172 *16%* *31%*	189 *16%* *33%*
6	**364** ***11%***	33 *11%* *9%*	20 *11%* *5%*	10 *10%* *3%*	301 *11%* *83%*	331 *10%* *91%*	33 *13%* *9%*	45 *9%* *12%*	315 *11%* *86%*	319 *11%* *88%*	217 *12%* *60%*	102 *9%* *28%*	108 *9%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**464** ***14%***	29 *9%* *6%*	22 *13%* *5%*	11 *10%* *2%*	401 *14%* *87%* OQ	420 *13%* *90%*	44 *18%* *9%*	59 *12%* *13%*	398 *14%* *86%*	402 *14%* *87%*	243 *13%* *52%*	159 *15%* *34%*	167 *15%* *36%*
4	**195** ***6%***	10 *3%* *5%*	8 *5%* *4%*	3 *3%* *2%*	173 *6%* *89%* OQ	182 *6%* *93%*	13 *5%* *7%*	32 *7%* *16%*	160 *6%* *82%*	162 *6%* *83%*	97 *5%* *50%*	65 *6%* *33%*	71 *6%* *37%*
3	**148** ***4%***	7 *2%* *5%*	4 *2%* *3%*	1 *1%* *1%*	136 *5%* *92%* OPQ	142 *4%* *96%*	7 *3%* *4%*	25 *5%* *17%*	121 *4%* *82%*	123 *4%* *83%*	78 *4%* *53%*	43 *4%* *29%*	48 *4%* *32%*
2	**105** ***3%***	9 *3%* *9%*	3 *2%* *3%*	2 *2%* *2%*	91 *3%* *87%*	98 *3%* *93%*	7 *3%* *7%*	16 *3%* *15%*	89 *3%* *84%*	89 *3%* *85%*	44 *2%* *42%*	44 *4%* *42%* X	46 *4%* *44%* X
1	**142** ***4%***	7 *2%* *5%*	6 *3%* *4%*	2 *2%* *2%*	127 *4%* *89%* OQ	130 *4%* *91%*	12 *5%* *9%*	28 *6%* *20%* YZ	110 *4%* *78%*	113 *4%* *80%*	84 *5%* *59%* YZ	29 *3%* *20%*	32 *3%* *23%*
Don't know	**130** ***4%***	10 *3%* *8%*	4 *2%* *3%*	2 *2%* *1%*	113 *4%* *87%* Q	125 *4%* *96%*	5 *2%* *3%*	22 *4%* *17%*	106 *4%* *82%*	108 *4%* *83%*	66 *4%* *51%*	42 *4%* *32%*	45 *4%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**1878** ***55%***	206 *66%* *11%* R	107 *61%* *6%* R	73 *70%* *4%* PR	1492 *53%* *79%*	1751 *55%* *93%*	126 *51%* *7%*	261 *54%* *14%*	1592 *55%* *85%*	1616 *55%* *86%*	1013 *55%* *54%*	594 *55%* *32%*	636 *55%* *34%*
Net: 10/9	**663** ***19%***	84 *27%* *13%* R	41 *24%* *6%* R	34 *32%* *5%* PR	503 *18%* *76%*	615 *19%* *93%*	48 *19%* *7%*	105 *22%* *16%*	548 *19%* *83%*	558 *19%* *84%*	335 *18%* *51%*	219 *20%* *33%*	239 *21%* *36%*
Net: 6/5/4	**1023** ***30%***	73 *23%* *7%*	50 *29%* *5%*	24 *23%* *2%*	876 *31%* *86%* OQ	933 *29%* *91%*	90 *36%* *9%* S	136 *28%* *13%*	873 *30%* *85%*	883 *30%* *86%*	558 *30%* *54%*	325 *30%* *32%*	346 *30%* *34%*
Net: 3/2/1	**396** ***12%***	23 *7%* *6%*	13 *7%* *3%*	5 *5%* *1%*	354 *12%* *90%* OPQ	369 *12%* *93%*	26 *11%* *7%*	69 *14%* *17%*	320 *11%* *81%*	325 *11%* *82%*	206 *11%* *52%*	116 *11%* *29%*	126 *11%* *32%*
Mean	**6.54**	7.17 R	6.98 R	7.39 PR	6.42	6.55	6.44	6.48	6.56	6.56	6.54	6.59	6.58
Standard Deviation	**2.37**	2.23	2.27	2.15	2.38	2.37	2.39	2.57	2.34	2.34	2.34	2.33	2.34

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**370** ***11%***	26 *14%* *7%* K	37 *10%* *10%*	36 *13%* *10%* K	19 *18%* *5%* BFGHJKL M	52 *17%* *14%* BFHJKLM	14 *8%* *4%*	30 *10%* *8%*	32 *9%* *9%*	27 *15%* *7%* BHJKLM	38 *10%* *10%*	39 *7%* *10%*	21 *8%* *6%*	273 *10%* *74%*
9	**292** ***9%***	18 *10%* *6%*	38 *10%* *13%* J	25 *9%* *8%*	15 *15%* *5%* CEFHIJK LM	32 *10%* *11%* J	12 *7%* *4%*	26 *9%* *9%*	24 *6%* *8%*	15 *8%* *5%* J	18 *5%* *6%*	52 *10%* *18%* J	19 *7%* *6%*	230 *8%* *79%* J
8	**650** ***19%***	42 *23%* *6%* JK	75 *20%* *12%* JK	48 *18%* *7%*	23 *22%* *4%* JK	70 *22%* *11%* JKM	40 *23%* *6%* JK	59 *20%* *9%* K	73 *20%* *11%* K	42 *24%* *6%* JKM	52 *13%* *8%*	68 *13%* *11%*	57 *21%* *9%* JK	515 *18%* *79%* K
7	**565** ***16%***	39 *22%* *7%* GI	72 *19%* *13%*	46 *17%* *8%*	16 *15%* *3%*	51 *16%* *9%*	22 *13%* *4%*	36 *12%* *6%*	72 *20%* *13%*	23 *13%* *4%*	65 *17%* *12%*	80 *15%* *14%*	42 *16%* *7%*	474 *17%* *84%*
6	**364** ***11%***	13 *7%* *4%*	33 *9%* *9%*	27 *10%* *7%*	10 *10%* *3%*	33 *11%* *9%*	20 *12%* *5%*	38 *13%* *10%*	38 *10%* *10%*	20 *11%* *5%*	47 *12%* *13%*	60 *11%* *16%*	26 *10%* *7%*	301 *11%* *83%*
5	**464** ***14%***	23 *12%* *5%*	48 *13%* *10%*	36 *13%* *8%*	11 *10%* *2%*	29 *9%* *6%*	20 *12%* *4%*	20 *7%* *4%*	53 *14%* *11%* G	22 *13%* *5%* G	68 *18%* *15%* DEG	90 *17%* *19%* DEG	43 *16%* *9%* EG	401 *14%* *87%* DEG

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
4	**195** ***6%***	3 *2%* *2%*	26 *7%* *13%* ADE	12 *4%* *6%*	3 *3%* *2%*	10 *3%* *5%*	14 *8%* *7%* A	12 *4%* *6%*	23 *6%* *12%*	8 *5%* *4%*	32 *8%* *16%* ADE	36 *7%* *19%* ADE	15 *5%* *7%*	173 *6%* *89%* DE
3	**148** ***4%***	9 *5%* *6%* D	15 *4%* *10%* D	9 *3%* *6%*	1 *1%* *1%*	7 *2%* *5%*	8 *5%* *6%*	19 *7%* *13%* DEI	19 *5%* *13%* D	4 *2%* *3%*	16 *4%* *11%* D	30 *6%* *20%* DEI	10 *4%* *7%*	136 *5%* *92%* DEI
2	**105** ***3%***	1 *1%* *1%*	11 *3%* *11%*	12 *5%* *12%*	2 *2%* *2%*	9 *3%* *9%*	8 *5%* *8%*	5 *2%* *4%*	10 *3%* *10%*	3 *2%* *3%*	13 *3%* *12%*	20 *4%* *19%*	12 *4%* *11%*	91 *3%* *87%*
1	**142** ***4%***	8 *4%* *6%*	11 *3%* *7%*	7 *3%* *5%*	2 *2%* *2%*	7 *2%* *5%*	5 *3%* *4%*	20 *7%* *14%* DE	14 *4%* *10%*	6 *3%* *4%*	24 *6%* *17%* DE	30 *6%* *21%* DE	7 *3%* *5%*	127 *4%* *89%* DE
Don't know	**130** ***4%***	- - -	8 *2%* *6%*	14 *5%* *11%* A	2 *2%* *1%* A	10 *3%* *8%* A	7 *4%* *5%* A	26 *9%* *20%* ABDEHIJK M	10 *3%* *8%*	4 *2%* *3%* A	15 *4%* *12%* A	18 *3%* *14%* A	15 *6%* *12%* ABD	113 *4%* *87%* AD
Net: 10/9/8/7	**1878** ***55%***	124 *69%* *7%* CFGHJKL M	223 *60%* *12%* JKM	155 *57%* *8%* JK	73 *70%* *4%* BCFGHIJ KLM	206 *66%* *11%* CFGHJKLM	88 *51%* *5%*	151 *52%* *8%*	201 *55%* *11%* JK	107 *61%* *6%* JKLM	172 *44%* *9%*	239 *46%* *13%*	139 *52%* *7%*	1492 *53%* *79%* JK
Net: 10/9	**663** ***19%***	43 *24%* *7%* J	76 *20%* *11%*	61 *22%* *9%* J	34 *32%* *5%* BCFGHIJ KLM	84 *27%* *13%* BFHJKLM	27 *16%* *4%*	56 *19%* *8%*	55 *15%* *8%*	41 *24%* *6%* HJKLM	55 *14%* *8%*	90 *17%* *14%*	40 *15%* *6%*	503 *18%* *76%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 183

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Net: 6/5/4	**1023** ***30%***	39 *22%* *4%*	107 *29%* *10%*	75 *27%* *7%*	24 *23%* *2%*	73 *23%* *7%*	55 *32%* *5%*	70 *24%* *7%*	113 *31%* *11%*	50 *29%* *5%*	147 *38%* *14%* ABCDEGI M	186 *36%* *18%* ADEGI	84 *31%* *8%* DE	876 *31%* *86%* ADE
Net: 3/2/1	**396** ***12%***	18 *10%* *5%*	37 *10%* *9%* D	29 *11%* *7%* D	5 *5%* *1%*	23 *7%* *6%*	22 *13%* *6%* D	44 *15%* *11%* DEI	43 *12%* *11%* D	13 *7%* *3%*	53 *14%* *13%* DEI	80 *15%* *20%* BDEI	29 *11%* *7%* D	354 *12%* *90%* DEI
Mean	**6.54**	6.98 HJKM	6.67 JK	6.73 JK	7.39 BCFGHI JKLM	7.17 BCFGHJ KLM	6.37	6.50	6.42	6.98 FHJKLM	6.05	6.09	6.45	6.42 JK
Standard Deviation	**2.37**	2.28	2.27	2.37	2.15	2.23	2.37	2.56	2.28	2.27	2.43	2.45	2.26	2.38

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**381** ***11%***	180 *11%* *47%*	201 *11%* *53%*	42 *12%* *11%*	71 *10%* *19%*	48 *8%* *13%*	53 *8%* *14%*	71 *14%* *19%* EF	97 *16%* *25%* DEF	54 *9%* *14%*	168 *10%* *44%*	159 *15%* *42%* IJ	101 *12%* *27%*	77 *9%* *20%*	111 *9%* *29%*
9	**292** ***9%***	127 *8%* *44%*	165 *9%* *56%*	35 *10%* *12%*	53 *7%* *18%*	48 *8%* *17%*	61 *10%* *21%*	37 *7%* *13%*	57 *9%* *20%*	47 *7%* *16%*	129 *7%* *44%*	116 *11%* *40%* J	83 *10%* *29%* N	68 *8%* *23%*	81 *7%* *28%*
8	**676** ***20%***	329 *20%* *49%*	347 *20%* *51%*	74 *21%* *11%*	132 *18%* *20%*	112 *19%* *17%*	107 *17%* *16%*	114 *22%* *17%*	136 *22%* *20%*	103 *16%* *15%*	343 *20%* *51%*	230 *21%* *34%* I	168 *20%* *25%*	176 *21%* *26%*	212 *18%* *31%*
7	**627** ***18%***	303 *18%* *48%*	324 *18%* *52%*	51 *15%* *8%*	155 *21%* *25%* CH	114 *19%* *18%*	122 *19%* *19%*	94 *18%* *15%*	92 *15%* *15%*	130 *20%* *21%*	320 *19%* *51%*	178 *17%* *28%*	153 *19%* *24%*	150 *18%* *24%*	220 *19%* *35%*
6	**349** ***10%***	173 *10%* *50%*	176 *10%* *50%*	42 *12%* *12%*	62 *9%* *18%*	73 *12%* *21%*	71 *11%* *20%*	48 *9%* *14%*	54 *9%* *15%*	63 *10%* *18%*	197 *11%* *56%* K	89 *8%* *26%*	87 *10%* *25%*	83 *10%* *24%*	119 *10%* *34%*

GfK NOP

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Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**488** ***14%***	242 *15%* *50%*	245 *14%* *50%*	54 *16%* *11%* H	119 *16%* *24%* GH	88 *15%* *18%* H	113 *18%* *23%* GH	61 *12%* *13%*	52 *9%* *11%*	103 *16%* *21%* K	276 *16%* *57%* K	109 *10%* *22%*	108 *13%* *22%*	106 *13%* *22%*	202 *17%* *41%* LM
4	**162** ***5%***	84 *5%* *52%*	79 *4%* *48%*	20 *6%* *12%*	45 *6%* *28%*	23 *4%* *14%*	23 *4%* *14%*	26 *5%* *16%*	25 *4%* *16%*	31 *5%* *19%*	77 *4%* *48%*	54 *5%* *33%*	42 *5%* *26%*	23 *3%* *14%*	72 *6%* *44%* M
3	**93** ***3%***	47 *3%* *50%*	46 *3%* *50%*	5 *1%* *5%*	26 *4%* *27%*	18 *3%* *20%*	18 *3%* *19%*	11 *2%* *12%*	16 *3%* *17%*	15 *2%* *16%*	51 *3%* *55%*	28 *3%* *30%*	23 *3%* *24%*	33 *4%* *36%*	27 *2%* *29%*
2	**63** ***2%***	35 *2%* *56%*	28 *2%* *44%*	5 *2%* *9%*	12 *2%* *19%*	14 *2%* *23%*	9 *2%* *15%*	13 *2%* *21%*	8 *1%* *13%*	22 *4%* *36%* JK	26 *2%* *42%*	14 *1%* *22%*	12 *1%* *20%*	13 *2%* *20%*	25 *2%* *40%*
1	**88** ***3%***	58 *3%* *66%* B	30 *2%* *34%*	12 *3%* *14%*	15 *2%* *17%*	24 *4%* *28%* G	16 *3%* *18%*	9 *2%* *10%*	12 *2%* *13%*	26 *4%* *30%* K	44 *3%* *50%*	18 *2%* *20%*	14 *2%* *16%*	30 *4%* *34%*	35 *3%* *39%*
Don't know	**207** ***6%***	80 *5%* *39%*	127 *7%* *61%* A	7 *2%* *4%*	34 *5%* *16%*	34 *6%* *17%* C	33 *5%* *16%*	39 *7%* *19%* C	60 *10%* *29%* CDEF	41 *6%* *20%*	89 *5%* *43%*	77 *7%* *37%*	37 *4%* *18%*	70 *8%* *34%* L	73 *6%* *35%*
Net: 10/9/8/7	**1977** ***58%***	939 *57%* *47%*	1038 *59%* *53%*	202 *58%* *10%*	411 *57%* *21%*	322 *54%* *16%*	344 *55%* *17%*	315 *60%* *16%*	382 *63%* *19%* EF	335 *53%* *17%*	960 *56%* *49%*	682 *64%* *34%* IJ	506 *61%* *26%* N	471 *57%* *24%*	625 *53%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 184

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**673** ***20%***	307 *19%* *46%*	366 *21%* *54%*	77 *22%* *11%*	123 *17%* *18%*	96 *16%* *14%*	114 *18%* *17%*	107 *21%* *16%*	154 *25%* *23%* DEF	101 *16%* *15%*	297 *17%* *44%*	274 *26%* *41%* IJ	184 *22%* *27%* N	145 *18%* *22%*	192 *16%* *29%*
Net: 6/5/4	**999** ***29%***	499 *30%* *50%*	500 *28%* *50%*	116 *33%* *12%* H	226 *31%* *23%* H	185 *31%* *18%* H	207 *33%* *21%* GH	134 *26%* *13%*	131 *22%* *13%*	197 *31%* *20%* K	550 *32%* *55%* K	252 *24%* *25%*	237 *29%* *24%*	212 *26%* *21%*	393 *33%* *39%* M
Net: 3/2/1	**244** ***7%***	140 *8%* *57%* B	104 *6%* *43%*	22 *6%* *9%*	53 *7%* *22%*	57 *10%* *23%* H	43 *7%* *18%*	33 *6%* *13%*	36 *6%* *15%*	64 *10%* *26%* JK	121 *7%* *50%*	60 *6%* *24%*	49 *6%* *20%*	76 *9%* *31%*	87 *7%* *35%*
Mean	**6.81**	6.69	6.92 A	6.83	6.65	6.54	6.68	6.98 D EF	7.24 CDE F	6.45	6.71 I	7.18 IJ	6.96 N	6.75	6.57
Standard Deviation	**2.17**	2.24	2.09	2.22	2.12	2.23	2.09	2.15	2.17	2.28	2.11	2.14	2.10	2.22	2.17

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**** It portrays my region/nation well to the rest of the UK - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**381** ***11%***	46 *15%* *12%* R	28 *16%* *7%* R	18 *17%* *5%* R	290 *10%* *76%*	341 *11%* *90%*	40 *16%* *10%* S	69 *14%* *18%* VYZ	305 *11%* *80%*	313 *11%* *82%*	207 *11%* *54%*	105 *10%* *28%*	116 *10%* *30%*
9	**292** ***9%***	29 *9%* *10%*	15 *9%* *5%*	15 *15%* *5%* OPR	232 *8%* *80%*	277 *9%* *95%*	14 *6%* *5%*	42 *9%* *14%*	244 *8%* *84%*	248 *8%* *85%*	152 *8%* *52%*	94 *9%* *32%*	100 *9%* *34%*
8	**676** ***20%***	61 *19%* *9%*	36 *20%* *5%*	23 *22%* *3%*	557 *20%* *82%*	638 *20%* *94%*	38 *15%* *6%*	97 *20%* *14%*	573 *20%* *85%*	579 *20%* *86%*	347 *19%* *51%*	230 *21%* *34%*	241 *21%* *36%*
7	**627** ***18%***	60 *19%* *10%*	27 *16%* *4%*	17 *16%* *3%*	524 *18%* *83%*	576 *18%* *92%*	51 *21%* *8%*	63 *13%* *10%*	558 *19%* *89%* U	565 *19%* *90%* U	357 *19%* *57%* U	203 *19%* *32%* U	218 *19%* *35%* U
6	**349** ***10%***	29 *9%* *8%*	20 *12%* *6%*	11 *10%* *3%*	289 *10%* *83%*	320 *10%* *92%*	29 *12%* *8%*	44 *9%* *12%*	298 *10%* *85%*	304 *10%* *87%*	208 *11%* *60%*	96 *9%* *28%*	100 *9%* *29%*

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Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**488** ***14%***	38 *12%* *8%*	22 *13%* *4%*	11 *11%* *2%*	416 *15%* *85%* Q	442 *14%* *91%*	46 *19%* *9%*	76 *16%* *16%*	406 *14%* *83%*	410 *14%* *84%*	256 *14%* *52%*	154 *14%* *32%*	169 *15%* *35%*
4	**162** ***5%***	15 *5%* *9%*	9 *5%* *5%*	3 *2%* *2%*	136 *5%* *84%* Q	154 *5%* *95%*	8 *3%* *5%*	24 *5%* *15%*	137 *5%* *84%*	138 *5%* *85%*	82 *4%* *51%*	56 *5%* *34%*	62 *5%* *38%*
3	**93** ***3%***	6 *2%* *7%*	3 *2%* *3%*	1 *1%* *1%*	83 *3%* *89%*	92 *3%* *98%*	2 *1%* *2%*	14 *3%* *15%*	79 *3%* *85%*	79 *3%* *85%*	50 *3%* *54%*	28 *3%* *30%*	29 *3%* *31%*
2	**63** ***2%***	8 *3%* *13%*	3 *2%* *5%*	1 *1%* *2%*	50 *2%* *80%*	59 *2%* *94%*	4 *2%* *6%*	15 *3%* *24%* X	47 *2%* *75%*	48 *2%* *76%*	24 *1%* *38%*	24 *2%* *38%*	24 *2%* *38%*
1	**88** ***3%***	5 *2%* *6%*	3 *2%* *3%*	1 *1%* *2%*	79 *3%* *89%*	83 *3%* *94%*	5 *2%* *6%*	16 *3%* *19%*	68 *2%* *77%*	70 *2%* *80%*	48 *3%* *54%*	22 *2%* *25%*	24 *2%* *27%*
Don't know	**207** ***6%***	16 *5%* *8%* Q	9 *5%* *4%* Q	2 *2%* *1%*	180 *6%* *87%* Q	197 *6%* *95%*	10 *4%* *5%*	29 *6%* *14%*	176 *6%* *85%*	177 *6%* *86%*	112 *6%* *54%*	66 *6%* *32%*	70 *6%* *34%*
Net: 10/9/8/7	**1977** ***58%***	196 *63%* *10%* R	106 *61%* *5%*	73 *70%* *4%* OPR	1602 *57%* *81%*	1833 *58%* *93%*	143 *58%* *7%*	271 *55%* *14%*	1680 *58%* *85%*	1704 *58%* *86%*	1063 *58%* *54%*	632 *59%* *32%*	675 *59%* *34%*

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Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**673** ***20%***	75 *24%* *11%* R	43 *25%* *6%* R	33 *32%* *5%* OPR	522 *18%* *78%*	619 *19%* *92%*	54 *22%* *8%*	110 *23%* *16%*	549 *19%* *82%*	560 *19%* *83%*	359 *19%* *53%*	198 *18%* *29%*	216 *19%* *32%*
Net: 6/5/4	**999** ***29%***	82 *26%* *8%*	51 *29%* *5%*	25 *24%* *2%*	841 *30%* *84%* Q	916 *29%* *92%*	83 *34%* *8%*	143 *29%* *14%*	841 *29%* *84%*	853 *29%* *85%*	546 *30%* *55%*	306 *28%* *31%*	331 *29%* *33%*
Net: 3/2/1	**244** ***7%***	20 *6%* *8%*	9 *5%* *4%*	4 *4%* *2%*	212 *7%* *87%* Q	234 *7%* *96%*	11 *4%* *4%*	45 *9%* *19%*	194 *7%* *79%*	197 *7%* *81%*	121 *7%* *50%*	73 *7%* *30%*	77 *7%* *32%*
Mean	**6.81**	7.03 R	7.09 R	7.46 OPR	6.74	6.80	6.93	6.76	6.81	6.82	6.83	6.80	6.80
Standard Deviation	**2.17**	2.17	2.15	2.00	2.17	2.17	2.10	2.38	2.12	2.13	2.13	2.12	2.13

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		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**381** ***11%***	21 *11%* *5%*	41 *11%* *11%*	39 *14%* *10%* K	18 *17%* *5%* BGHJKLM	46 *15%* *12%* HKM	18 *10%* *5%*	27 *9%* *7%*	33 *9%* *9%*	28 *16%* *7%* GHKLM	45 *12%* *12%*	41 *8%* *11%*	25 *9%* *7%*	290 *10%* *76%*
9	**292** ***9%***	16 *9%* *5%*	41 *11%* *14%* JL	26 *10%* *9%* L	15 *15%* *5%* EHIJKLM	29 *9%* *10%* JL	17 *10%* *6%*	30 *10%* *10%* JL	21 *6%* *7%*	15 *9%* *5%* JL	19 *5%* *6%*	52 *10%* *18%* JL	11 *4%* *4%*	232 *8%* *80%* L
8	**676** ***20%***	45 *25%* *7%* K	71 *19%* *11%*	52 *19%* *8%*	23 *22%* *3%* K	61 *19%* *9%*	32 *19%* *5%*	49 *17%* *7%*	95 *26%* *14%* JKM	36 *20%* *5%* K	70 *18%* *10%*	78 *15%* *12%*	63 *24%* *9%* K	557 *20%* *82%* K
7	**627** ***18%***	34 *19%* *5%*	70 *19%* *11%*	49 *18%* *8%*	17 *16%* *3%*	60 *19%* *10%*	22 *13%* *4%*	52 *18%* *8%*	75 *20%* *12%*	27 *16%* *4%*	83 *21%* *13%*	82 *16%* *13%*	55 *21%* *9%*	524 *18%* *83%*
6	**349** ***10%***	24 *13%* *7%*	35 *9%* *10%*	28 *10%* *8%*	11 *10%* *3%*	29 *9%* *8%*	20 *12%* *6%*	27 *9%* *8%*	36 *10%* *10%*	20 *12%* *6%*	29 *8%* *8%*	64 *12%* *18%*	25 *9%* *7%*	289 *10%* *83%*
5	**488** ***14%***	23 *13%* *5%*	61 *16%* *12%* C	24 *9%* *5%*	11 *11%* *2%*	38 *12%* *8%*	16 *9%* *3%*	37 *13%* *7%*	54 *15%* *11%*	22 *13%* *4%*	73 *19%* *15%* CDEFI	95 *18%* *19%* CDEFI	34 *13%* *7%*	416 *15%* *85%* CD
4	**162** ***5%***	5 *3%* *3%*	19 *5%* *12%*	18 *7%* *11%* D	3 *2%* *2%*	15 *5%* *9%*	6 *3%* *3%*	6 *2%* *4%*	11 *3%* *7%*	9 *5%* *5%*	21 *5%* *13%*	36 *7%* *22%* DG	15 *6%* *9%*	136 *5%* *84%* D

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 184

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
3	**93** ***3%***	4 *2%* *4%*	6 *2%* *7%*	12 *4%* *13%*	1 *1%* *1%*	6 *2%* *7%*	9 *5%* *10%*	13 *4%* *14%*	11 *3%* *12%*	3 *2%* *3%*	7 *2%* *8%*	15 *3%* *16%*	5 *2%* *5%*	83 *3%* *89%*
2	**63** ***2%***	3 *2%* *5%*	6 *1%* *9%*	4 *1%* *6%*	1 *1%* *2%*	8 *3%* *13%*	- - -	7 *3%* *12%*	5 *1%* *8%*	3 *2%* *5%*	9 *2%* *14%*	9 *2%* *14%*	7 *3%* *12%*	50 *2%* *80%*
1	**88** ***3%***	4 *2%* *5%*	6 *2%* *7%*	4 *1%* *4%*	1 *1%* *2%*	5 *2%* *6%*	8 *5%* *9%*	13 *4%* *15%*	8 *2%* *9%*	3 *2%* *3%*	10 *3%* *11%*	19 *4%* *21%*	6 *2%* *7%*	79 *3%* *89%*
Don't know	**207** ***6%***	3 *1%* *1%*	17 *5%* *8%*	17 *6%* *8%*	2 *2%* *1%*	16 *5%* *8%* D	23 *14%* *11%* ABCDEHI JKM	30 *10%* *15%* ABDEHI	17 *5%* *8%*	9 *5%* *4%* D	22 *6%* *10%* D	31 *6%* *15%* AD	20 *8%* *10%* AD	180 *6%* *87%* AD
Net: 10/9/8/7	**1977** ***58%***	115 *64%* *6%* K	224 *60%* *11%* K	167 *61%* *8%* K	73 *70%* *4%* BCEFGHI JKLM	196 *63%* *10%* KM	89 *52%* *4%*	158 *54%* *8%*	225 *61%* *11%* K	106 *61%* *5%* K	217 *56%* *11%*	254 *49%* *13%*	154 *58%* *8%* K	1602 *57%* *81%* K
Net: 10/9	**673** ***20%***	37 *20%* *5%*	83 *22%* *12%* L	65 *24%* *10%* HL	33 *32%* *5%* ABCEFGH IJKLM	75 *24%* *11%* HJKLM	35 *20%* *5%*	56 *19%* *8%*	54 *15%* *8%*	43 *25%* *6%* HJKLM	63 *16%* *9%*	93 *18%* *14%*	36 *13%* *5%*	522 *18%* *78%*
Net: 6/5/4	**999** ***29%***	52 *29%* *5%*	114 *31%* *11%*	70 *26%* *7%*	25 *24%* *2%*	82 *26%* *8%*	41 *24%* *4%*	70 *24%* *7%*	101 *27%* *10%*	51 *29%* *5%*	124 *32%* *12%* D	195 *37%* *20%* CDEFGHIL M	74 *28%* *7%*	841 *30%* *84%* D

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 184

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region/nation well to the rest of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Net: 3/2/1	**244** ***7%***	11 *6%* *5%*	18 *5%* *8%*	20 *7%* *8%*	4 *4%* *2%*	20 *6%* *8%*	18 *10%* *7%* D	33 *11%* *14%* BDI	25 *7%* *10%*	9 *5%* *4%*	26 *7%* *11%*	43 *8%* *17%* D	18 *7%* *7%*	212 *7%* *87%* D
Mean	**6.81**	6.98 K	6.93 K	7.00 K	7.46 ABCEFG HIJKLM	7.03 JKM	6.75	6.63	6.83	7.09 GJKM	6.65	6.44	6.72	6.74 K
Standard Deviation	**2.17**	2.05	2.07	2.18	2.00	2.17	2.38	2.37	2.02	2.15	2.16	2.22	2.10	2.17

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 185

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays my region/nation well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
10	187 *4%*	66 *3%*	144 *4%*	39 *2%*	3 *11%*	35 *3%*	11 *2%*	9 *3%*	90 *6%*	191 *3%*	463 *14%*	370 *11%*	381 *11%*
9	212 *4%*	74 *3%*	157 *4%*	49 *2%*	4 *12%*	15 *1%*	16 *3%*	8 *3%*	79 *5%*	248 *4%*	322 *9%*	292 *9%*	292 *9%*
8	721 *15%*	241 *10%*	465 *13%*	184 *8%*	8 *26%*	72 *6%*	47 *8%*	20 *7%*	206 *14%*	764 *11%*	741 *22%*	650 *19%*	676 *20%*
7	861 *18%*	319 *14%*	630 *18%*	278 *11%*	5 *17%*	103 *8%*	56 *10%*	27 *9%*	208 *14%*	1151 *17%*	555 *16%*	565 *16%*	627 *18%*
6	700 *14%*	346 *15%*	540 *15%*	342 *14%*	5 *17%*	161 *13%*	64 *11%*	32 *11%*	174 *12%*	1061 *16%*	334 *10%*	364 *11%*	349 *10%*
5	730 *15%*	363 *16%*	531 *15%*	414 *17%*	2 *6%*	212 *17%*	95 *16%*	49 *16%*	202 *14%*	1179 *17%*	418 *12%*	464 *14%*	488 *14%*
4	304 *6%*	175 *8%*	264 *7%*	225 *9%*	1 *4%*	127 *10%*	51 *9%*	7 *2%*	104 *7%*	571 *8%*	134 *4%*	195 *6%*	162 *5%*
3	260 *5%*	132 *6%*	178 *5%*	175 *7%*	1 *3%*	88 *7%*	45 *8%*	26 *9%*	82 *6%*	385 *6%*	111 *3%*	148 *4%*	93 *3%*
2	169 *3%*	124 *5%*	119 *3%*	123 *5%*	1 *3%*	84 *7%*	37 *6%*	18 *6%*	67 *5%*	242 *4%*	65 *2%*	105 *3%*	63 *2%*
1	190 *4%*	115 *5%*	142 *4%*	143 *6%*	- -	93 *7%*	52 *9%*	31 *10%*	73 *5%*	262 *4%*	113 *3%*	142 *4%*	88 *3%*
Don't know	507 *10%*	365 *16%*	381 *11%*	456 *19%*	1 *3%*	257 *21%*	103 *18%*	73 *25%*	167 *11%*	743 *11%*	163 *5%*	130 *4%*	207 *6%*
Net: 10/9/8/7	1981 *41%*	701 *30%*	1396 *39%*	550 *23%*	21 *65%*	225 *18%*	130 *23%*	64 *21%*	582 *40%*	2354 *35%*	2081 *61%*	1878 *55%*	1977 *58%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 185

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays my region/nation well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
Net: 10/9	399 *8%*	141 *6%*	301 *8%*	88 *4%*	7 *23%*	51 *4%*	27 *5%*	17 *6%*	168 *12%*	440 *6%*	785 *23%*	663 *19%*	673 *20%*
Net: 6/5/4	1735 *36%*	884 *38%*	1335 *38%*	982 *40%*	8 *26%*	500 *40%*	210 *36%*	88 *29%*	480 *33%*	2812 *41%*	885 *26%*	1023 *30%*	999 *29%*
Net: 3/2/1	618 *13%*	372 *16%*	439 *12%*	441 *18%*	2 *5%*	265 *21%*	133 *23%*	74 *25%*	223 *15%*	889 *13%*	289 *8%*	396 *12%*	244 *7%*
Mean	5.99	5.54	5.95	5.16	7.19	4.89	4.95	4.95	5.94	5.74	6.93	6.54	6.81
Standard Deviation	2.17	2.23	2.16	2.15	1.93	2.26	2.36	2.53	2.41	2.09	2.28	2.37	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Total (Wtd)	**4029**	1898 *47%*	2131 *53%*	352 *9%*	822 *20%*	680 *17%*	697 *17%*	622 *15%*	853 *21%*	805 *20%*	1948 *48%*	1276 *32%*	1178 *29%*	1218 *30%*	1632 *41%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
10	**164** ***4%***	62 *3%* *38%*	102 *5%* *62%*	17 *5%* *11%*	22 *3%* *13%*	16 *2%* *10%*	21 *3%* *13%*	21 *3%* *13%*	65 *8%* *39%* DEFG	17 *2%* *11%*	63 *3%* *38%*	84 *7%* *51%* IJ	50 *4%* *31%*	54 *4%* *33%*	60 *4%* *36%*
9	**181** ***4%***	95 *5%* *52%*	86 *4%* *48%*	24 *7%* *13%* DE F	18 *2%* *10%*	20 *3%* *11%*	20 *3%* *11%*	30 *5%* *16%* D	69 *8%* *38%* DEFG	30 *4%* *16%*	76 *4%* *42%*	75 *6%* *41%*	56 *5%* *31%*	61 *5%* *34%*	63 *4%* *35%*
8	**608** ***15%***	303 *16%* *50%*	305 *14%* *50%*	43 *12%* *7%*	124 *15%* *20%*	83 *12%* *14%*	99 *14%* *16%*	99 *16%* *16%*	160 *19%* *26%* CE	95 *12%* *16%*	296 *15%* *49%*	217 *17%* *36%* I	195 *17%* *32%* M	152 *12%* *25%*	261 *16%* *43%* M
7	**701** ***17%***	324 *17%* *46%*	377 *18%* *54%*	64 *18%* *9%*	129 *16%* *18%*	131 *19%* *19%*	130 *19%* *19%*	94 *15%* *13%*	153 *18%* *22%*	140 *17%* *20%*	334 *17%* *48%*	226 *18%* *32%*	215 *18%* *31%*	212 *17%* *30%*	274 *17%* *39%*
6	**571** ***14%***	284 *15%* *50%*	288 *13%* *50%*	48 *14%* *8%*	136 *16%* *24%* H	95 *14%* *17%*	122 *17%* *21%* GH	76 *12%* *13%*	95 *11%* *17%*	109 *14%* *19%*	294 *15%* *51%*	169 *13%* *30%*	182 *15%* *32%*	168 *14%* *29%*	222 *14%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
5	**600** ***15%***	295 *16%* *49%*	304 *14%* *51%*	57 *16%* *9%*	144 *18%* *24%* FH	110 *16%* *18%*	84 *12%* *14%*	101 *16%* *17%*	104 *12%* *17%*	125 *16%* *21%*	293 *15%* *49%*	181 *14%* *30%*	158 *13%* *26%*	188 *15%* *31%*	254 *16%* *42%*
4	**243** ***6%***	124 *7%* *51%*	119 *6%* *49%*	28 *8%* *11%*	50 *6%* *21%*	42 *6%* *17%*	48 *7%* *20%*	32 *5%* *13%*	44 *5%* *18%*	60 *8%* *25%*	108 *6%* *44%*	75 *6%* *31%*	91 *8%* *37%* N	73 *6%* *30%*	79 *5%* *33%*
3	**220** ***5%***	97 *5%* *44%*	122 *6%* *56%*	25 *7%* *11%* H	45 *6%* *21%*	36 *5%* *17%*	43 *6%* *20%* H	42 *7%* *19%* H	29 *3%* *13%*	38 *5%* *17%*	132 *7%* *60%* K	50 *4%* *23%*	55 *5%* *25%*	86 *7%* *39%*	79 *5%* *36%*
2	**135** ***3%***	64 *3%* *47%*	71 *3%* *53%*	10 *3%* *7%*	40 *5%* *29%* F	24 *4%* *18%*	14 *2%* *11%*	19 *3%* *14%*	28 *3%* *21%*	43 *5%* *32%* JK	60 *3%* *44%*	32 *3%* *24%*	34 *3%* *25%*	39 *3%* *29%*	61 *4%* *45%*
1	**161** ***4%***	77 *4%* *48%*	84 *4%* *52%*	16 *5%* *10%* H	38 *5%* *24%* H	40 *6%* *25%* H	25 *4%* *15%*	27 *4%* *17%* H	15 *2%* *9%*	44 *5%* *27%* K	81 *4%* *50%*	37 *3%* *23%*	45 *4%* *28%*	51 *4%* *32%*	65 *4%* *41%*
Don't know	**445** ***11%***	172 *9%* *39%*	273 *13%* *61%* A	21 *6%* *5%*	76 *9%* *17%*	83 *12%* *19%* C	92 *13%* *21%* C	82 *13%* *18%* C	92 *11%* *21%*	104 *13%* *23%*	211 *11%* *47%*	130 *10%* *29%*	97 *8%* *22%*	135 *11%* *30%*	213 *13%* *48%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
Net: 10/9/8/7	**1654** ***41%***	785 *41%* *47%*	869 *41%* *53%*	148 *42%* *9%*	293 *36%* *18%*	251 *37%* *15%*	270 *39%* *16%*	243 *39%* *15%*	447 *52%* *27%* CDEF G	283 *35%* *17%*	769 *39%* *46%*	602 *47%* *36%* IJ	517 *44%* *31%*	479 *39%* *29%*	658 *40%* *40%*
Net: 10/9	**345** ***9%***	157 *8%* *46%*	188 *9%* *54%*	41 *12%* *12%* DE F	40 *5%* *12%*	37 *5%* *11%*	41 *6%* *12%*	51 *8%* *15%* D	134 *16%* *39%* DEFG	47 *6%* *14%*	139 *7%* *40%*	159 *12%* *46%* IJ	107 *9%* *31%*	115 *9%* *33%*	123 *8%* *36%*
Net: 6/5/4	**1414** ***35%***	703 *37%* *50%*	711 *33%* *50%*	133 *38%* *9%* H	330 *40%* *23%* GH	246 *36%* *17%* H	253 *36%* *18%* H	209 *34%* *15%*	243 *28%* *17%*	294 *37%* *21%*	695 *36%* *49%*	425 *33%* *30%*	431 *37%* *30%*	429 *35%* *30%*	555 *34%* *39%*
Net: 3/2/1	**516** ***13%***	238 *13%* *46%*	277 *13%* *54%*	51 *14%* *10%* H	123 *15%* *24%* H	101 *15%* *19%* H	82 *12%* *16%*	88 *14%* *17%* H	71 *8%* *14%*	124 *15%* *24%* K	273 *14%* *53%* K	119 *9%* *23%*	134 *11%* *26%*	176 *14%* *34%*	206 *13%* *40%*
Mean	**6.01**	5.99	6.02	5.95	5.72	5.71	5.97	5.93	6.63 CDE FG	5.63	5.92 I	6.37 IJ	6.10	5.92	6.00
Standard Deviation	**2.19**	2.15	2.22	2.25	2.14	2.18	2.06	2.23	2.15	2.22	2.16	2.16	2.15	2.23	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Total (Wtd)	**4029**	4029 *100%*	3772 *94%*	256 *6%*	589 *15%*	3394 *84%*	3434 *85%*	2061 *51%*	1362 *34%*	1434 *36%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
10	**164** ***4%***	164 *4%* *100%*	147 *4%* *90%*	17 *6%* *10%*	30 *5%* *18%*	134 *4%* *82%*	134 *4%* *82%*	82 *4%* *50%*	52 *4%* *32%*	54 *4%* *33%*
9	**181** ***4%***	181 *4%* *100%*	174 *5%* *96%*	7 *3%* *4%*	27 *5%* *15%*	152 *4%* *84%*	154 *4%* *85%*	84 *4%* *46%*	69 *5%* *38%*	77 *5%* *43%*
8	**608** ***15%***	608 *15%* *100%*	572 *15%* *94%*	36 *14%* *6%*	95 *16%* *16%*	504 *15%* *83%*	513 *15%* *84%*	295 *14%* *48%*	216 *16%* *35%*	226 *16%* *37%*
7	**701** ***17%***	701 *17%* *100%*	659 *17%* *94%*	42 *17%* *6%*	82 *14%* *12%*	608 *18%* *87%*	615 *18%* *88%*	384 *19%* *55%* U	229 *17%* *33%*	236 *16%* *34%*
6	**571** ***14%***	571 *14%* *100%*	538 *14%* *94%*	33 *13%* *6%*	83 *14%* *15%*	482 *14%* *84%*	488 *14%* *85%*	285 *14%* *50%*	203 *15%* *36%*	211 *15%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
5	**600** ***15%***	600 *15%* *100%*	547 *15%* *91%*	52 *20%* *9%* S	75 *13%* *12%*	518 *15%* *86%*	522 *15%* *87%*	326 *16%* *54%*	195 *14%* *33%*	213 *15%* *35%*
4	**243** ***6%***	243 *6%* *100%*	227 *6%* *93%*	16 *6%* *7%*	47 *8%* *19%* YZ	194 *6%* *80%*	196 *6%* *81%*	129 *6%* *53%*	64 *5%* *26%*	69 *5%* *28%*
3	**220** ***5%***	220 *5%* *100%*	206 *5%* *94%*	14 *5%* *6%*	47 *8%* *21%* VWXY Z	172 *5%* *78%*	173 *5%* *79%*	105 *5%* *48%*	68 *5%* *31%*	72 *5%* *33%*
2	**135** ***3%***	135 *3%* *100%*	126 *3%* *93%*	9 *4%* *7%*	14 *2%* *11%*	121 *4%* *89%*	121 *4%* *89%*	70 *3%* *52%*	50 *4%* *37%*	50 *3%* *37%*
1	**161** ***4%***	161 *4%* *100%*	145 *4%* *90%*	16 *6%* *10%*	18 *3%* *11%*	143 *4%* *89%*	143 *4%* *89%*	88 *4%* *55%*	55 *4%* *34%*	57 *4%* *36%*
Don't know	**445** ***11%***	445 *11%* *100%*	431 *11%* *97%* T	14 *5%* *3%*	70 *12%* *16%*	367 *11%* *82%*	375 *11%* *84%*	213 *10%* *48%*	162 *12%* *36%*	170 *12%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
Net: 10/9/8/7	**1654** ***41%***	1654 *41%* *100%*	1552 *41%* *94%*	102 *40%* *6%*	234 *40%* *14%*	1399 *41%* *85%*	1417 *41%* *86%*	845 *41%* *51%*	566 *42%* *34%*	593 *41%* *36%*
Net: 10/9	**345** ***9%***	345 *9%* *100%*	321 *9%* *93%*	24 *9%* *7%*	57 *10%* *17%*	287 *8%* *83%*	288 *8%* *83%*	166 *8%* *48%*	121 *9%* *35%*	131 *9%* *38%*
Net: 6/5/4	**1414** ***35%***	1414 *35%* *100%*	1313 *35%* *93%*	101 *40%* *7%*	205 *35%* *14%*	1193 *35%* *84%*	1207 *35%* *85%*	741 *36%* *52%*	462 *34%* *33%*	492 *34%* *35%*
Net: 3/2/1	**516** ***13%***	516 *13%* *100%*	477 *13%* *92%*	39 *15%* *8%*	80 *14%* *15%*	435 *13%* *84%*	436 *13%* *85%*	263 *13%* *51%*	172 *13%* *33%*	179 *12%* *35%*
Mean	**6.01**	6.01	6.02	5.84	6.03	6.00	6.00	5.96	6.06	6.07
Standard Deviation	**2.19**	2.19	2.18	2.31	2.22	2.19	2.18	2.17	2.19	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Total (Wtd)	**4029**	240 *6%*	535 *13%*	403 *10%*	-** - **	-** - **	254 *6%*	429 *11%*	535 *13%*	-** - **	471 *12%*	773 *19%*	388 *10%*	4029 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
10	**164** ***4%***	10 *4%* *6%*	20 *4%* *12%*	21 *5%* *13%*	- - -	- - -	14 *5%* *8%*	20 *5%* *12%*	21 *4%* *13%*	- - -	25 *5%* *15%* K	19 *3%* *12%*	15 *4%* *9%*	164 *4%* *100%*
9	**181** ***4%***	9 *4%* *5%*	30 *6%* *17%*	18 *4%* *10%*	- - -	- - -	12 *5%* *7%*	21 *5%* *12%*	28 *5%* *15%*	- - -	18 *4%* *10%*	36 *5%* *20%*	10 *3%* *6%*	181 *4%* *100%*
8	**608** ***15%***	46 *19%* *8%* HJ	85 *16%* *14%* H	63 *16%* *10%* H	- - -	- - -	37 *15%* *6%*	65 *15%* *11%*	50 *9%* *8%*	- - -	57 *12%* *9%*	138 *18%* *23%* HJ	66 *17%* *11%* H	608 *15%* *100%* H
7	**701** ***17%***	41 *17%* *6%*	97 *18%* *14%*	77 *19%* *11%*	- - -	- - -	47 *19%* *7%*	60 *14%* *9%*	105 *20%* *15%*	- - -	79 *17%* *11%*	129 *17%* *18%*	66 *17%* *9%*	701 *17%* *100%*
6	**571** ***14%***	33 *14%* *6%*	91 *17%* *16%*	58 *14%* *10%*	- - -	- - -	42 *17%* *7%*	50 *12%* *9%*	75 *14%* *13%*	- - -	71 *15%* *12%*	102 *13%* *18%*	49 *13%* *9%*	571 *14%* *100%*
5	**600** ***15%***	38 *16%* *6%* F	67 *13%* *11%*	52 *13%* *9%*	- - -	- - -	17 *7%* *3%*	63 *15%* *10%* F	107 *20%* *18%* BCFKM	- - -	85 *18%* *14%* F	110 *14%* *18%* F	59 *15%* *10%* F	600 *15%* *100%* F
4	**243** ***6%***	27 *11%* *11%* CHJKLM	43 *8%* *18%* K	21 *5%* *9%*	- - -	- - -	16 *6%* *6%*	31 *7%* *13%*	26 *5%* *11%*	- - -	24 *5%* *10%*	34 *4%* *14%*	21 *5%* *9%*	243 *6%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
3	**220** ***5%***	9 *4%* *4%*	23 *4%* *10%*	23 *6%* *11%*	- - -	- - -	17 *7%* *8%*	37 *9%* *17%* B	32 *6%* *15%*	- - -	23 *5%* *10%*	39 *5%* *18%*	17 *4%* *8%*	220 *5%* *100%*
2	**135** ***3%***	8 *3%* *6%*	17 *3%* *12%*	9 *2%* *7%*	- - -	- - -	7 *3%* *5%*	8 *2%* *6%*	24 *5%* *18%*	- - -	13 *3%* *10%*	25 *3%* *19%*	23 *6%* *17%* CGM	135 *3%* *100%*
1	**161** ***4%***	10 *4%* *6%*	22 *4%* *13%*	13 *3%* *8%*	- - -	- - -	12 *5%* *7%*	16 *4%* *10%*	24 *4%* *15%*	- - -	17 *4%* *11%*	37 *5%* *23%*	12 *3%* *7%*	161 *4%* *100%*
Don't know	**445** ***11%***	9 *4%* *2%*	40 *7%* *9%*	48 *12%* *11%* A	- - -	- - -	34 *13%* *8%* A	58 *13%* *13%* AB	43 *8%* *10%*	- - -	61 *13%* *14%* AB	104 *13%* *23%* ABH	48 *12%* *11%* AB	445 *11%* *100%* AB
Net: 10/9/8/7	**1654** ***41%***	106 *44%* *6%*	232 *43%* *14%*	179 *44%* *11%*	- - -	- - -	110 *43%* *7%*	165 *39%* *10%*	203 *38%* *12%*	- - -	178 *38%* *11%*	322 *42%* *19%*	158 *41%* *10%*	1654 *41%* *100%*
Net: 10/9	**345** ***9%***	18 *8%* *5%*	50 *9%* *14%*	38 *9%* *11%*	- - -	- - -	26 *10%* *8%*	41 *10%* *12%*	49 *9%* *14%*	- - -	43 *9%* *12%*	55 *7%* *16%*	25 *7%* *7%*	345 *9%* *100%*
Net: 6/5/4	**1414** ***35%***	98 *41%* *7%* K	202 *38%* *14%*	131 *33%* *9%*	- - -	- - -	75 *30%* *5%*	144 *34%* *10%*	209 *39%* *15%* K	- - -	179 *38%* *13%*	246 *32%* *17%*	130 *34%* *9%*	1414 *35%* *100%*
Net: 3/2/1	**516** ***13%***	28 *12%* *5%*	61 *11%* *12%*	45 *11%* *9%*	- - -	- - -	35 *14%* *7%*	61 *14%* *12%*	80 *15%* *15%*	- - -	53 *11%* *10%*	101 *13%* *20%*	52 *13%* *10%*	516 *13%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 186

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
Mean	**6.01**	5.98	6.08	6.21 H	-	-	6.13	5.95	5.80	-	6.01	6.01	5.96	6.01
Standard Deviation	**2.19**	2.16	2.15	2.14	-	-	2.29	2.25	2.18	-	2.15	2.20	2.19	2.19

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 187

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Total (Wtd)	**1958**	986 *50%*	972 *50%*	153* *8%* *	291 *15%*	282 *14%*	357 *18%*	353 *18%*	521 *27%*	415 *21%*	908 *46%*	635 *32%*	526 *27%*	588 *30%*	843 *43%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
10	**58** ***3%***	27 *3%* *47%*	31 *3%* *53%*	9 *6%* *16%* EG	6 *2%* *11%*	1 * *2%*	8 *2%* *14%*	4 *1%* *8%*	28 *5%* *49%* EG	3 *1%* *4%*	17 *2%* *30%*	38 *6%* *66%* IJ	18 *3%* *31%*	20 *3%* *35%*	20 *2%* *34%*
9	**65** ***3%***	33 *3%* *50%*	32 *3%* *50%*	11 *7%* *16%* DF	5 *2%* *7%*	7 *3%* *11%* F	1 * *2%*	18 *5%* *28%* F	23 *4%* *36%* F	11 *3%* *18%*	30 *3%* *46%*	24 *4%* *36%*	20 *4%* *31%*	20 *3%* *31%*	25 *3%* *38%*
8	**195** ***10%***	97 *10%* *50%*	98 *10%* *50%*	14 *9%* *7%*	25 *8%* *13%*	20 *7%* *10%*	23 *7%* *12%*	48 *14%* *24%* EF	65 *13%* *33%* F	38 *9%* *19%*	83 *9%* *43%*	74 *12%* *38%*	40 *8%* *21%*	64 *11%* *33%*	90 *11%* *46%*
7	**255** ***13%***	125 *13%* *49%*	130 *13%* *51%*	24 *16%* *9%*	33 *11%* *13%*	29 *10%* *11%*	45 *13%* *18%*	44 *13%* *17%*	81 *16%* *32%*	52 *12%* *20%*	122 *13%* *48%*	81 *13%* *32%*	77 *15%* *30%*	65 *11%* *25%*	113 *13%* *44%*
6	**286** ***15%***	142 *14%* *50%*	144 *15%* *50%*	24 *16%* *8%*	62 *21%* *22%* GH	40 *14%* *14%*	59 *17%* *21%* G	31 *9%* *11%*	69 *13%* *24%*	55 *13%* *19%*	135 *15%* *47%*	96 *15%* *34%*	93 *18%* *32%*	84 *14%* *29%*	109 *13%* *38%*
5	**304** ***16%***	171 *17%* *56%*	133 *14%* *44%*	13 *9%* *4%*	65 *22%* *21%* CH	47 *17%* *15%*	56 *16%* *18%*	55 *16%* *18%*	67 *13%* *22%*	57 *14%* *19%*	155 *17%* *51%*	92 *15%* *30%*	69 *13%* *23%*	99 *17%* *32%*	136 *16%* *45%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 187

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
4	**145** ***7%***	82 *8%* *56%*	64 *7%* *44%*	23 *15%* *16%* EG H	21 *7%* *15%*	15 *5%* *10%*	32 *9%* *22%*	24 *7%* *17%*	30 *6%* *20%*	26 *6%* *18%*	70 *8%* *48%*	50 *8%* *35%*	52 *10%* *36%*	38 *7%* *26%*	55 *7%* *38%*
3	**112** ***6%***	66 *7%* *59%*	46 *5%* *41%*	9 *6%* *8%*	11 *4%* *9%*	21 *7%* *18%*	24 *7%* *22%*	28 *8%* *25%* H	20 *4%* *18%*	31 *7%* *28%*	50 *6%* *45%*	30 *5%* *27%*	31 *6%* *28%*	33 *6%* *29%*	48 *6%* *43%*
2	**110** ***6%***	65 *7%* *59%*	45 *5%* *41%*	14 *9%* *12%*	13 *5%* *12%*	22 *8%* *20%*	16 *5%* *15%*	19 *5%* *17%*	26 *5%* *24%*	31 *8%* *29%*	41 *5%* *38%*	37 *6%* *34%*	33 *6%* *30%*	26 *4%* *24%*	51 *6%* *46%*
1	**98** ***5%***	41 *4%* *42%*	57 *6%* *58%*	6 *4%* *6%*	12 *4%* *13%*	24 *9%* *25%* H	22 *6%* *22%* H	20 *6%* *20%*	14 *3%* *14%*	28 *7%* *28%* K	51 *6%* *52%*	20 *3%* *20%*	22 *4%* *22%*	36 *6%* *37%*	40 *5%* *41%*
Don't know	**329** ***17%***	136 *14%* *41%*	192 *20%* *59%* A	5 *4%* *2%*	38 *13%* *12%* C	56 *20%* *17%* C	69 *19%* *21%* C	62 *17%* *19%* C	98 *19%* *30%* C	84 *20%* *25%*	153 *17%* *47%*	92 *15%* *28%*	72 *14%* *22%*	102 *17%* *31%*	155 *18%* *47%*
Net: 10/9/8/7	**574** ***29%***	283 *29%* *49%*	290 *30%* *51%*	58 *38%* *10%* DE F	69 *24%* *12%*	57 *20%* *10%*	78 *22%* *14%*	114 *32%* *20%* EF	198 *38%* *34%* DEF	104 *25%* *18%*	253 *28%* *44%*	217 *34%* *38%* IJ	155 *29%* *27%*	170 *29%* *30%*	248 *29%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
Net: 10/9	**123** ***6%***	60 *6%* *49%*	63 *6%* *51%*	20 *13%* *16%* DEF	11 *4%* *9%*	8 *3%* *7%*	9 *3%* *8%*	22 *6%* *18%*	52 *10%* *42%* DEF	14 *3%* *11%*	47 *5%* *38%*	62 *10%* *50%* IJ	38 *7%* *31%*	41 *7%* *33%*	44 *5%* *36%*
Net: 6/5/4	**735** ***38%***	394 *40%* *54%*	341 *35%* *46%*	60 *40%* *8%*	149 *51%* *20%* EG H	102 *36%* *14%*	148 *41%* *20%* GH	111 *31%* *15%*	166 *32%* *23%*	137 *33%* *19%*	359 *40%* *49%*	239 *38%* *32%*	214 *41%* *29%*	221 *38%* *30%*	301 *36%* *41%*
Net: 3/2/1	**320** ***16%***	172 *17%* *54%*	148 *15%* *46%*	29 *19%* *9%*	36 *12%* *11%*	67 *24%* *21%* DH	62 *18%* *20%* H	66 *19%* *21%* H	60 *11%* *19%*	90 *22%* *28%* JK	142 *16%* *44%*	87 *14%* *27%*	86 *16%* *27%*	95 *16%* *30%*	139 *17%* *44%*
Mean	**5.52**	5.45	5.59	5.66 E	5.48 E	4.88	5.17	5.49 E	6.08 DEF G	5.11	5.45	5.85 IJ	5.52	5.54	5.49
Standard Deviation	**2.25**	2.21	2.30	2.43	1.96	2.27	2.12	2.34	2.24	2.29	2.18	2.29	2.21	2.31	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 187

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Total (Wtd)	**1958**	1958 *100%*	1872 *96%*	85* *4%* *	308 *16%*	1628 *83%*	1650 *84%*	855 *44%*	789 *40%*	831 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
10	**58** ***3%***	58 *3%* *100%*	52 *3%* *90%*	6 *7%* *10%*	14 *5%* *24%*	44 *3%* *76%*	44 *3%* *76%*	24 *3%* *41%*	20 *3%* *35%*	22 *3%* *38%*
9	**65** ***3%***	65 *3%* *100%*	62 *3%* *96%*	3 *3%* *4%*	9 *3%* *14%*	54 *3%* *83%*	56 *3%* *86%*	32 *4%* *49%*	23 *3%* *35%*	24 *3%* *37%*
8	**195** ***10%***	195 *10%* *100%*	186 *10%* *95%*	10 *11%* *5%*	26 *9%* *14%*	165 *10%* *84%*	169 *10%* *86%*	74 *9%* *38%*	93 *12%* *48%*	96 *12%* *49%*
7	**255** ***13%***	255 *13%* *100%*	240 *13%* *94%*	15 *18%* *6%*	36 *12%* *14%*	212 *13%* *83%*	220 *13%* *86%*	114 *13%* *45%*	106 *13%* *42%*	109 *13%* *43%*
6	**286** ***15%***	286 *15%* *100%*	268 *14%* *94%*	18 *22%* *6%*	42 *14%* *15%*	245 *15%* *85%*	245 *15%* *85%*	118 *14%* *41%*	127 *16%* *44%*	135 *16%* *47%*
5	**304** ***16%***	304 *16%* *100%*	293 *16%* *97%*	11 *12%* *3%*	47 *15%* *15%*	254 *16%* *84%*	257 *16%* *85%*	134 *16%* *44%*	121 *15%* *40%*	132 *16%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 187

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
4	**145** ***7%***	145 *7%* *100%*	143 *8%* *98%*	3 *3%* *2%*	10 *3%* *7%*	134 *8%* *92%* U	135 *8%* *93%* U	79 *9%* *54%* U	54 *7%* *37%*	60 *7%* *41%*
3	**112** ***6%***	112 *6%* *100%*	107 *6%* *96%*	5 *5%* *4%*	24 *8%* *22%*	86 *5%* *77%*	87 *5%* *78%*	53 *6%* *47%*	34 *4%* *31%*	42 *5%* *37%*
2	**110** ***6%***	110 *6%* *100%*	108 *6%* *98%*	2 *3%* *2%*	25 *8%* *22%* Z	86 *5%* *78%*	86 *5%* *78%*	49 *6%* *45%*	35 *4%* *32%*	35 *4%* *32%*
1	**98** ***5%***	98 *5%* *100%*	95 *5%* *97%*	3 *3%* *3%*	11 *4%* *11%*	87 *5%* *89%*	87 *5%* *89%*	49 *6%* *50%*	38 *5%* *39%*	40 *5%* *41%*
Don't know	**329** ***17%***	329 *17%* *100%*	318 *17%* *97%*	10 *12%* *3%*	63 *21%* *19%*	261 *16%* *79%*	266 *16%* *81%*	129 *15%* *39%*	137 *17%* *42%*	137 *16%* *42%*
Net: 10/9/8/7	**574** ***29%***	574 *29%* *100%*	540 *29%* *94%*	34 *40%* *6%*	85 *28%* *15%*	475 *29%* *83%*	488 *30%* *85%*	244 *29%* *43%*	242 *31%* *42%*	251 *30%* *44%*

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
Net: 10/9	**123** ***6%***	123 *6%* *100%*	115 *6%* *93%*	8 *10%* *7%*	23 *8%* *19%*	98 *6%* *80%*	100 *6%* *81%*	56 *7%* *45%*	43 *5%* *35%*	46 *6%* *38%*
Net: 6/5/4	**735** ***38%***	735 *38%* *100%*	704 *38%* *96%*	31 *37%* *4%*	99 *32%* *13%*	632 *39%* *86%*	636 *39%* *87%*	332 *39%* *45%*	302 *38%* *41%*	326 *39%* *44%*
Net: 3/2/1	**320** ***16%***	320 *16%* *100%*	310 *17%* *97%*	10 *11%* *3%*	60 *20%* *19%*	259 *16%* *81%*	260 *16%* *81%*	151 *18%* *47%*	108 *14%* *34%*	117 *14%* *37%*
Mean	**5.52**	5.52	5.48	6.18 S	5.50	5.50	5.52	5.40	5.66	5.63
Standard Deviation	**2.25**	2.25	2.26	2.13	2.37	2.24	2.23	2.27	2.18	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 187

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1371**	75 *5%*	162 *12%*	133 *10%*	- -	- -	76 *6%*	106 *8%*	145 *11%*	- -	186 *14%*	316 *23%*	172 *13%*	1371 *100%*
Total (Wtd)	**1958**	110* *6%* *	233 *12%*	184 *9%*	-** - **	-** - **	130* *7%* *	197* *10%* *	261 *13%*	-** - **	228 *12%*	396 *20%*	219 *11%*	1958 *100%*
Effective Total	**1221**	71	148	121	-	-	69	96	134	-	167	286	158	1221
10	**58** ***3%***	7 *6%* *12%* L	5 *2%* *9%*	6 *3%* *10%*	- - -	- - -	4 *3%* *7%*	12 *6%* *20%*	5 *2%* *8%*	- - -	8 *4%* *14%*	9 *2%* *16%*	3 *1%* *5%*	58 *3%* *100%*
9	**65** ***3%***	3 *3%* *5%*	14 *6%* *22%* CL	2 *1%* *4%*	- - -	- - -	7 *5%* *10%*	4 *2%* *7%*	9 *4%* *14%*	- - -	5 *2%* *7%*	17 *4%* *26%*	3 *1%* *5%*	65 *3%* *100%*
8	**195** ***10%***	10 *9%* *5%*	17 *7%* *9%*	13 *7%* *7%*	- - -	- - -	17 *13%* *9%*	29 *15%* *15%*	18 *7%* *9%*	- - -	26 *11%* *13%*	44 *11%* *22%*	21 *9%* *11%*	195 *10%* *100%*
7	**255** ***13%***	15 *14%* *6%*	31 *13%* *12%*	31 *17%* *12%* G	- - -	- - -	17 *13%* *7%*	14 *7%* *5%*	34 *13%* *13%*	- - -	35 *15%* *14%* G	48 *12%* *19%*	30 *14%* *12%*	255 *13%* *100%*
6	**286** ***15%***	13 *11%* *4%*	36 *15%* *13%*	44 *24%* *16%* AGHJKLM	- - -	- - -	20 *15%* *7%*	27 *13%* *9%*	37 *14%* *13%*	- - -	32 *14%* *11%*	53 *13%* *18%*	24 *11%* *9%*	286 *15%* *100%*
5	**304** ***16%***	15 *14%* *5%*	35 *15%* *11%*	20 *11%* *6%*	- - -	- - -	11 *8%* *3%*	30 *15%* *10%*	58 *22%* *19%* CFK	- - -	38 *16%* *12%*	49 *12%* *16%*	49 *23%* *16%* CFKM	304 *16%* *100%*
4	**145** ***7%***	14 *13%* *10%* J	28 *12%* *19%* JM	10 *5%* *7%*	- - -	- - -	7 *5%* *5%*	15 *8%* *10%*	16 *6%* *11%*	- - -	8 *3%* *5%*	29 *7%* *20%*	18 *8%* *12%*	145 *7%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
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Total (Unwtd)	**1371**	75 *5%*	162 *12%*	133 *10%*	- -	- -	76 *6%*	106 *8%*	145 *11%*	- -	186 *14%*	316 *23%*	172 *13%*	1371 *100%*
Effective Total	**1221**	71	148	121	-	-	69	96	134	-	167	286	158	1221
3	**112** ***6%***	10 *9%* *9%*	12 *5%* *11%*	9 *5%* *8%*	- - -	- - -	3 *2%* *3%*	14 *7%* *12%*	16 *6%* *14%*	- - -	16 *7%* *14%*	20 *5%* *18%*	12 *6%* *11%*	112 *6%* *100%*
2	**110** ***6%***	8 *7%* *7%*	17 *7%* *15%*	9 *5%* *8%*	- - -	- - -	7 *6%* *7%*	10 *5%* *9%*	9 *4%* *8%*	- - -	9 *4%* *9%*	27 *7%* *24%*	15 *7%* *14%*	110 *6%* *100%*
1	**98** ***5%***	7 *7%* *7%*	9 *4%* *9%*	6 *3%* *6%*	- - -	- - -	7 *6%* *8%*	6 *3%* *6%*	23 *9%* *23%*	- - -	8 *4%* *9%*	25 *6%* *25%*	7 *3%* *7%*	98 *5%* *100%*
Don't know	**329** ***17%***	8 *8%* *3%*	29 *12%* *9%*	35 *19%* *11%* A	- - -	- - -	29 *23%* *9%* A	37 *19%* *11%* A	36 *14%* *11%*	- - -	43 *19%* *13%* A	76 *19%* *23%* A	36 *17%* *11%*	329 *17%* *100%* A
Net: 10/9/8/7	**574** ***29%***	35 *32%* *6%*	68 *29%* *12%*	52 *28%* *9%*	- - -	- - -	45 *35%* *8%*	59 *30%* *10%*	66 *25%* *12%*	- - -	74 *32%* *13%*	118 *30%* *21%*	57 *26%* *10%*	574 *29%* *100%*
Net: 10/9	**123** ***6%***	10 *9%* *8%* L	20 *8%* *16%* L	8 *4%* *7%*	- - -	- - -	11 *8%* *9%*	16 *8%* *13%*	14 *5%* *11%*	- - -	13 *5%* *10%*	26 *7%* *21%*	6 *3%* *5%*	123 *6%* *100%*
Net: 6/5/4	**735** ***38%***	42 *38%* *6%*	99 *42%* *13%*	74 *40%* *10%*	- - -	- - -	38 *29%* *5%*	72 *36%* *10%*	111 *43%* *15%*	- - -	78 *34%* *11%*	131 *33%* *18%*	92 *42%* *13%*	735 *38%* *100%*
Net: 3/2/1	**320** ***16%***	25 *23%* *8%*	37 *16%* *12%*	23 *13%* *7%*	- - -	- - -	18 *13%* *5%*	30 *15%* *9%*	48 *18%* *15%*	- - -	34 *15%* *11%*	71 *18%* *22%*	34 *16%* *11%*	320 *16%* *100%*
Mean	**5.52**	5.32	5.47	5.72	-	-	5.89	5.75	5.24	-	5.74	5.45	5.32	5.52

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 187

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1371**	75 *5%*	162 *12%*	133 *10%*	- -	- -	76 *6%*	106 *8%*	145 *11%*	- -	186 *14%*	316 *23%*	172 *13%*	1371 *100%*
Effective Total	**1221**	71	148	121	-	-	69	96	134	-	167	286	158	1221
Standard Deviation	**2.25**	2.47	2.21	2.02	-	-	2.41	2.33	2.23	-	2.17	2.38	2.03	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Total (Wtd)	**2912**	1252 *43%*	1660 *57%*	303 *10%*	564 *19%*	528 *18%*	505 *17%*	427 *15%*	585 *20%*	463 *16%*	1404 *48%*	1045 *36%*	960 *33%*	887 *30%*	1065 *37%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
10	**123** ***4%***	50 *4%* *41%*	73 *4%* *59%*	9 *3%* *7%*	19 *3%* *16%*	17 *3%* *14%*	25 *5%* *20%*	13 *3%* *11%*	40 *7%* *32%* DEG	12 *3%* *10%*	50 *4%* *40%*	62 *6%* *50%* IJ	52 *5%* *42%* N	39 *4%* *31%*	33 *3%* *27%*
9	**129** ***4%***	46 *4%* *35%*	83 *5%* *65%*	13 *4%* *10%* F	20 *3%* *15%*	18 *3%* *14%*	6 *1%* *5%*	28 *7%* *21%* F	45 *8%* *35%* DEF	10 *2%* *8%*	49 *3%* *38%*	71 *7%* *55%* IJ	46 *5%* *35%*	29 *3%* *22%*	55 *5%* *43%*
8	**390** ***13%***	184 *15%* *47%*	206 *12%* *53%*	39 *13%* *10%*	55 *10%* *14%*	59 *11%* *15%*	67 *13%* *17%*	57 *13%* *15%*	112 *19%* *29%* DEFG	44 *10%* *11%*	192 *14%* *49%*	154 *15%* *40%* I	170 *18%* *44%* MN	96 *11%* *25%*	124 *12%* *32%*
7	**512** ***18%***	221 *18%* *43%*	292 *18%* *57%*	47 *15%* *9%*	103 *18%* *20%*	87 *16%* *17%*	114 *23%* *22%* H	75 *18%* *15%*	87 *15%* *17%*	75 *16%* *15%*	253 *18%* *49%*	185 *18%* *36%*	173 *18%* *34%*	170 *19%* *33%*	169 *16%* *33%*
6	**442** ***15%***	183 *15%* *41%*	259 *16%* *59%*	45 *15%* *10%*	100 *18%* *23%*	84 *16%* *19%*	72 *14%* *16%*	55 *13%* *12%*	85 *15%* *19%*	65 *14%* *15%*	229 *16%* *52%*	148 *14%* *33%*	153 *16%* *35%*	131 *15%* *30%*	157 *15%* *36%*
5	**430** ***15%***	179 *14%* *42%*	251 *15%* *58%*	51 *17%* *12%*	100 *18%* *23%* H	64 *12%* *15%*	79 *16%* *18%*	64 *15%* *15%*	71 *12%* *17%*	68 *15%* *16%*	210 *15%* *49%*	152 *15%* *35%*	132 *14%* *31%*	127 *14%* *29%*	171 *16%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
4	**203** ***7%***	85 *7%* *42%*	118 *7%* *58%*	34 *11%* *17%* FH	38 *7%* *19%*	42 *8%* *21%*	30 *6%* *15%*	28 *7%* *14%*	30 *5%* *15%*	28 *6%* *14%*	99 *7%* *49%*	76 *7%* *37%*	66 *7%* *33%*	69 *8%* *34%*	68 *6%* *34%*
3	**142** ***5%***	69 *6%* *48%*	73 *4%* *52%*	15 *5%* *10%*	26 *5%* *18%*	32 *6%* *22%*	32 *6%* *22%*	20 *5%* *14%*	18 *3%* *13%*	33 *7%* *23%*	66 *5%* *47%*	43 *4%* *30%*	35 *4%* *25%*	50 *6%* *35%*	57 *5%* *40%*
2	**96** ***3%***	49 *4%* *51%*	47 *3%* *49%*	12 *4%* *12%*	24 *4%* *25%*	22 *4%* *23%*	8 *2%* *9%*	18 *4%* *19%*	12 *2%* *13%*	19 *4%* *20%*	55 *4%* *58%*	21 *2%* *22%*	22 *2%* *23%*	30 *3%* *32%*	43 *4%* *46%*
1	**120** ***4%***	59 *5%* *49%*	61 *4%* *51%*	17 *6%* *14%* H	22 *4%* *19%*	33 *6%* *28%* FH	12 *2%* *10%*	24 *6%* *20%* FH	11 *2%* *10%*	28 *6%* *23%*	57 *4%* *48%*	35 *3%* *29%*	22 *2%* *19%*	53 *6%* *44%* L	44 *4%* *37%*
Don't know	**325** ***11%***	127 *10%* *39%*	198 *12%* *61%*	22 *7%* *7%*	57 *10%* *17%*	70 *13%* *22%*	60 *12%* *18%*	44 *10%* *14%*	73 *12%* *22%*	82 *18%* *25%* JK	144 *10%* *44%*	99 *10%* *31%*	88 *9%* *27%*	94 *11%* *29%*	143 *13%* *44%* L
Net: 10/9/8/7	**1155** ***40%***	501 *40%* *43%*	654 *39%* *57%*	107 *35%* *9%*	197 *35%* *17%*	181 *34%* *16%*	212 *42%* *18%* E	173 *41%* *15%*	284 *49%* *25%* CDEG	140 *30%* *12%*	543 *39%* *47%* I	471 *45%* *41%* IJ	441 *46%* *38%* MN	332 *37%* *29%*	381 *36%* *33%*
Net: 10/9	**252** ***9%***	96 *8%* *38%*	156 *9%* *62%*	22 *7%* *9%*	39 *7%* *15%*	35 *7%* *14%*	31 *6%* *12%*	41 *10%* *16%*	85 *15%* *34%* CDEF	22 *5%* *9%*	98 *7%* *39%*	133 *13%* *53%* IJ	97 *10%* *39%*	67 *8%* *27%*	88 *8%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
Net: 6/5/4	**1074** ***37%***	447 *36%* *42%*	628 *38%* *58%*	130 *43%* *12%* H	238 *42%* *22%* H	190 *36%* *18%*	181 *36%* *17%*	148 *35%* *14%*	186 *32%* *17%*	161 *35%* *15%*	538 *38%* *50%*	375 *36%* *35%*	352 *37%* *33%*	326 *37%* *30%*	396 *37%* *37%*
Net: 3/2/1	**357** ***12%***	177 *14%* *50%* B	180 *11%* *50%*	43 *14%* *12%* H	72 *13%* *20%* H	87 *16%* *24%* FH	52 *10%* *15%*	61 *14%* *17%* H	42 *7%* *12%*	79 *17%* *22%* JK	179 *13%* *50%*	99 *10%* *28%*	79 *8%* *22%*	133 *15%* *37%* L	145 *14%* *40%* L
Mean	**5.97**	5.89	6.03	5.66	5.78	5.63	6.08 C E	5.88	6.62 CDE FG	5.48	5.89 I	6.27 IJ	6.33 MN	5.75	5.83
Standard Deviation	**2.18**	2.22	2.14	2.20	2.09	2.29	1.98	2.29	2.09	2.23	2.14	2.16	2.04	2.26	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 100%	1762 91%	149 8%	261 13%	1654 85%	1678 86%	1021 53%	651 34%	690 36%
Total (Wtd)	**2912**	2912 100%	2743 94%	169 6%	399 14%	2471 85%	2508 86%	1529 53%	972 33%	1027 35%
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
10	**123** **4%**	123 4% 100%	111 4% 90%	12 7% 10%	24 6% 20% YZ	99 4% 80%	99 4% 80%	71 5% 58%	28 3% 22%	32 3% 26%
9	**129** **4%**	129 4% 100%	123 4% 95%	7 4% 5%	23 6% 18%	103 4% 79%	106 4% 82%	55 4% 43%	49 5% 38%	49 5% 38%
8	**390** **13%**	390 13% 100%	379 14% 97% T	10 6% 3%	47 12% 12%	335 14% 86%	342 14% 88%	194 13% 50%	148 15% 38%	155 15% 40%
7	**512** **18%**	512 18% 100%	487 18% 95%	25 15% 5%	71 18% 14%	433 18% 85%	440 18% 86%	296 19% 58% YZ	143 15% 28%	146 14% 29%
6	**442** **15%**	442 15% 100%	413 15% 93%	29 17% 7%	54 14% 12%	380 15% 86%	385 15% 87%	229 15% 52%	153 16% 35%	161 16% 36%
5	**430** **15%**	430 15% 100%	394 14% 92%	36 21% 8% S	40 10% 9%	382 15% 89% U	390 16% 91% U	235 15% 55% U	154 16% 36% U	166 16% 39% U

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
4	**203** ***7%***	203 *7%* *100%*	192 *7%* *95%*	11 *6%* *5%*	38 *9%* *19%*	164 *7%* *81%*	165 *7%* *81%*	107 *7%* *53%*	57 *6%* *28%*	60 *6%* *30%*
3	**142** ***5%***	142 *5%* *100%*	136 *5%* *96%*	6 *4%* *4%*	25 *6%* *18%*	117 *5%* *82%*	117 *5%* *82%*	74 *5%* *52%*	42 *4%* *30%*	49 *5%* *34%*
2	**96** ***3%***	96 *3%* *100%*	88 *3%* *92%*	8 *5%* *8%*	14 *4%* *15%*	80 *3%* *84%*	81 *3%* *85%*	47 *3%* *49%*	35 *4%* *36%*	35 *3%* *36%*
1	**120** ***4%***	120 *4%* *100%*	106 *4%* *89%*	13 *8%* *11%* S	16 *4%* *13%*	104 *4%* *87%*	104 *4%* *87%*	66 *4%* *55%*	37 *4%* *31%*	40 *4%* *33%*
Don't know	**325** ***11%***	325 *11%* *100%*	314 *11%* *96%*	12 *7%* *4%*	45 *11%* *14%*	274 *11%* *84%*	280 *11%* *86%*	154 *10%* *47%*	126 *13%* *39%*	134 *13%* *41%*
Net: 10/9/8/7	**1155** ***40%***	1155 *40%* *100%*	1100 *40%* *95%*	54 *32%* *5%*	166 *42%* *14%*	970 *39%* *84%*	987 *39%* *85%*	617 *40%* *53%*	367 *38%* *32%*	382 *37%* *33%*
Net: 10/9	**252** ***9%***	252 *9%* *100%*	234 *9%* *93%*	19 *11%* *7%*	48 *12%* *19%*	201 *8%* *80%*	205 *8%* *81%*	127 *8%* *50%*	77 *8%* *30%*	81 *8%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
Net: 6/5/4	**1074** ***37%***	1074 *37%* *100%*	999 *36%* *93%*	76 *45%* *7%*	132 *33%* *12%*	927 *37%* *86%*	940 *37%* *87%*	571 *37%* *53%*	364 *38%* *34%*	387 *38%* *36%*
Net: 3/2/1	**357** ***12%***	357 *12%* *100%*	330 *12%* *92%*	27 *16%* *8%*	56 *14%* *16%*	301 *12%* *84%*	302 *12%* *84%*	186 *12%* *52%*	114 *12%* *32%*	124 *12%* *35%*
Mean	**5.97**	5.97	6.00	5.63	6.01	5.96	5.97	5.96	5.97	5.95
Standard Deviation	**2.18**	2.18	2.16	2.39	2.33	2.16	2.15	2.16	2.14	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Total (Wtd)	**2912**	209 *7%*	430 *15%*	321 *11%*	-** - **	-** - **	161* *6%* *	336 *12%*	389 *13%*	-** - **	292 *10%*	505 *17%*	267 *9%*	2912 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
10	**123** ***4%***	14 *7%* *12%* K	23 *5%* *19%* K	14 *4%* *11%*	- - -	- - -	11 *7%* *9%* K	15 *5%* *13%*	12 *3%* *10%*	- - -	11 *4%* *9%*	11 *2%* *9%*	11 *4%* *9%*	123 *4%* *100%*
9	**129** ***4%***	6 *3%* *4%*	25 *6%* *19%*	15 *5%* *12%*	- - -	- - -	6 *4%* *5%*	11 *3%* *8%*	11 *3%* *9%*	- - -	10 *3%* *8%*	23 *4%* *17%*	23 *9%* *18%* AGHJM	129 *4%* *100%*
8	**390** ***13%***	49 *23%* *13%* GHJKLM	72 *17%* *19%* GJ	49 *15%* *13%* J	- - -	- - -	23 *14%* *6%* J	29 *9%* *7%*	44 *11%* *11%*	- - -	18 *6%* *5%*	76 *15%* *20%* GJ	29 *11%* *8%*	390 *13%* *100%* J
7	**512** ***18%***	25 *12%* *5%*	87 *20%* *17%* A	62 *19%* *12%*	- - -	- - -	30 *19%* *6%*	51 *15%* *10%*	89 *23%* *17%* AK	- - -	51 *17%* *10%*	73 *14%* *14%*	46 *17%* *9%*	512 *18%* *100%*
6	**442** ***15%***	37 *18%* *8%*	66 *15%* *15%*	50 *16%* *11%*	- - -	- - -	25 *16%* *6%*	48 *14%* *11%*	58 *15%* *13%*	- - -	46 *16%* *10%*	78 *15%* *18%*	34 *13%* *8%*	442 *15%* *100%*
5	**430** ***15%***	34 *16%* *8%*	55 *13%* *13%*	43 *13%* *10%*	- - -	- - -	14 *9%* *3%*	50 *15%* *12%*	62 *16%* *15%*	- - -	61 *21%* *14%* BCFLM	75 *15%* *18%*	35 *13%* *8%*	430 *15%* *100%*
4	**203** ***7%***	21 *10%* *10%*	24 *6%* *12%*	22 *7%* *11%*	- - -	- - -	8 *5%* *4%*	35 *10%* *17%* K	26 *7%* *13%*	- - -	19 *7%* *9%*	27 *5%* *13%*	22 *8%* *11%*	203 *7%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
3	**142** ***5%***	6 *3%* *4%*	20 *5%* *14%*	9 *3%* *6%*	- - -	- - -	10 *6%* *7%*	22 *7%* *16%*	18 *5%* *12%*	- - -	16 *6%* *11%*	26 *5%* *18%*	14 *5%* *10%*	142 *5%* *100%*
2	**96** ***3%***	5 *2%* *5%*	12 *3%* *12%*	5 *2%* *5%*	- - -	- - -	6 *4%* *6%*	10 *3%* *10%*	15 *4%* *15%*	- - -	8 *3%* *9%*	23 *4%* *24%*	13 *5%* *13%*	96 *3%* *100%*
1	**120** ***4%***	6 *3%* *5%*	11 *2%* *9%*	6 *2%* *5%*	- - -	- - -	10 *6%* *9%* CL	17 *5%* *14%*	25 *7%* *21%* BCL	- - -	16 *5%* *13%* L	25 *5%* *21%*	4 *2%* *4%*	120 *4%* *100%*
Don't know	**325** ***11%***	7 *3%* *2%*	34 *8%* *11%*	47 *15%* *14%* ABH	- - -	- - -	17 *11%* *5%* A	48 *14%* *15%* ABH	29 *8%* *9%*	- - -	37 *13%* *11%* A	69 *14%* *21%* ABH	37 *14%* *11%* ABH	325 *11%* *100%* A
Net: 10/9/8/7	**1155** ***40%***	94 *45%* *8%* GJ	207 *48%* *18%* GJKM	140 *44%* *12%* GJ	- - -	- - -	70 *43%* *6%* J	106 *32%* *9%*	156 *40%* *14%*	- - -	90 *31%* *8%*	182 *36%* *16%*	109 *41%* *9%* J	1155 *40%* *100%* GJ
Net: 10/9	**252** ***9%***	20 *10%* *8%*	48 *11%* *19%* K	29 *9%* *11%*	- - -	- - -	17 *11%* *7%*	26 *8%* *10%*	24 *6%* *9%*	- - -	21 *7%* *8%*	33 *7%* *13%*	34 *13%* *13%* HK	252 *9%* *100%*
Net: 6/5/4	**1074** ***37%***	92 *44%* *9%* F	146 *34%* *14%*	115 *36%* *11%*	- - -	- - -	47 *29%* *4%*	133 *40%* *12%*	146 *38%* *14%*	- - -	126 *43%* *12%* BF	180 *36%* *17%*	90 *34%* *8%*	1074 *37%* *100%*
Net: 3/2/1	**357** ***12%***	17 *8%* *5%*	42 *10%* *12%*	20 *6%* *6%*	- - -	- - -	27 *16%* *7%* C	49 *15%* *14%* C	58 *15%* *16%* C	- - -	40 *14%* *11%* C	74 *15%* *21%* C	31 *12%* *9%*	357 *12%* *100%* C

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 188

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
Mean	**5.97**	6.26 GHJ	6.34 GHJKM	6.36 GHJKM	-	-	6.00	5.63	5.74	-	5.62	5.80	6.10 J	5.97 J
Standard Deviation	**2.18**	2.10	2.08	1.93	-	-	2.43	2.24	2.20	-	2.14	2.21	2.19	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1353**	598 *44%*	755 *56%*	181 *13%*	318 *24%*	234 *17%*	201 *15%*	190 *14%*	225 *17%*	283 *21%*	743 *55%*	302 *22%*	374 *28%*	310 *23%*	669 *49%*
Total (Wtd)	**2027**	898 *44%*	1129 *56%*	314 *15%*	530 *26%*	318 *16%*	296 *15%*	257 *13%*	313 *15%*	391 *19%*	1025 *51%*	611 *30%*	565 *28%*	598 *30%*	864 *43%*
Effective Total	**1197**	523	674	161	287	214	177	168	202	267	692	278	346	282	602
10	**33** ***2%***	16 *2%* *47%*	18 *2%* *53%*	6 *2%* *19%*	5 *1%* *14%*	3 *1%* *8%*	4 *1%* *11%*	8 *3%* *24%*	8 *3%* *25%*	1 * *3%*	13 *1%* *40%*	19 *3%* *57%* I	16 *3%* *48%*	7 *1%* *21%*	11 *1%* *32%*
9	**41** ***2%***	21 *2%* *51%*	20 *2%* *49%*	3 *1%* *8%*	14 *3%* *34%*	6 *2%* *14%*	1 * *3%*	3 *1%* *7%*	13 *4%* *33%* F	8 *2%* *19%*	19 *2%* *47%*	14 *2%* *34%*	12 *2%* *29%*	9 *2%* *23%*	20 *2%* *48%*
8	**159** ***8%***	63 *7%* *39%*	96 *9%* *61%*	29 *9%* *18%*	36 *7%* *22%*	24 *8%* *15%*	22 *7%* *14%*	18 *7%* *12%*	30 *10%* *19%*	25 *6%* *16%*	86 *8%* *54%*	48 *8%* *30%*	43 *8%* *27%*	39 *7%* *25%*	77 *9%* *48%*
7	**232** ***11%***	104 *12%* *45%*	128 *11%* *55%*	47 *15%* *20%*	61 *11%* *26%*	32 *10%* *14%*	41 *14%* *18%*	20 *8%* *9%*	31 *10%* *13%*	39 *10%* *17%*	112 *11%* *48%*	81 *13%* *35%*	77 *14%* *33%*	52 *9%* *22%*	103 *12%* *45%*
6	**281** ***14%***	127 *14%* *45%*	154 *14%* *55%*	35 *11%* *12%*	87 *16%* *31%*	44 *14%* *16%*	46 *16%* *16%*	29 *11%* *10%*	40 *13%* *14%*	34 *9%* *12%*	157 *15%* *56%* I	89 *15%* *32%* I	81 *14%* *29%*	81 *13%* *29%*	119 *14%* *42%*
5	**341** ***17%***	160 *18%* *47%*	180 *16%* *53%*	75 *24%* *22%* EF H	87 *16%* *26%*	45 *14%* *13%*	32 *11%* *9%*	58 *22%* *17%* EF H	44 *14%* *13%*	61 *16%* *18%*	164 *16%* *48%*	116 *19%* *34%*	93 *16%* *27%*	115 *19%* *34%*	133 *15%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1353**	598 *44%*	755 *56%*	181 *13%*	318 *24%*	234 *17%*	201 *15%*	190 *14%*	225 *17%*	283 *21%*	743 *55%*	302 *22%*	374 *28%*	310 *23%*	669 *49%*
Effective Total	**1197**	523	674	161	287	214	177	168	202	267	692	278	346	282	602
4	**188** ***9%***	100 *11%* *53%* B	88 *8%* *47%*	34 *11%* *18%*	49 *9%* *26%*	31 *10%* *17%*	31 *11%* *17%*	19 *7%* *10%*	23 *7%* *12%*	31 *8%* *16%*	121 *12%* *65%* K	36 *6%* *19%*	62 *11%* *33%* N	64 *11%* *34%*	62 *7%* *33%*
3	**145** ***7%***	66 *7%* *46%*	79 *7%* *54%*	16 *5%* *11%*	44 *8%* *31%*	20 *6%* *13%*	18 *6%* *12%*	23 *9%* *16%*	24 *8%* *17%*	36 *9%* *25%*	71 *7%* *49%*	38 *6%* *26%*	42 *8%* *29%*	38 *6%* *26%*	65 *8%* *45%*
2	**94** ***5%***	52 *6%* *55%*	42 *4%* *45%*	18 *6%* *19%*	23 *4%* *25%*	19 *6%* *21%*	12 *4%* *13%*	11 *4%* *12%*	10 *3%* *11%*	19 *5%* *20%*	46 *5%* *49%*	29 *5%* *31%*	22 *4%* *23%*	34 *6%* *36%*	38 *4%* *41%*
1	**115** ***6%***	51 *6%* *44%*	64 *6%* *56%*	16 *5%* *14%*	34 *6%* *29%*	23 *7%* *20%*	18 *6%* *15%*	13 *5%* *12%*	11 *3%* *9%*	33 *8%* *28%*	54 *5%* *47%*	28 *5%* *24%*	27 *5%* *23%*	38 *6%* *33%*	50 *6%* *44%*
Don't know	**399** ***20%***	139 *16%* *35%*	260 *23%* *65%* A	36 *11%* *9%*	90 *17%* *23%*	70 *22%* *18%* C	70 *24%* *18%* C	53 *21%* *13%* C	79 *25%* *20%* CD	104 *27%* *26%* JK	180 *18%* *45%*	115 *19%* *29%*	91 *16%* *23%*	121 *20%* *30%*	186 *22%* *47%* L
Net: 10/9/8/7	**465** ***23%***	203 *23%* *44%*	262 *23%* *56%*	85 *27%* *18%*	115 *22%* *25%*	64 *20%* *14%*	68 *23%* *15%*	50 *19%* *11%*	82 *26%* *18%*	73 *19%* *16%*	231 *22%* *50%*	162 *26%* *35%* I	147 *26%* *32%* M	108 *18%* *23%*	210 *24%* *45%* M
Net: 10/9	**74** ***4%***	36 *4%* *49%*	38 *3%* *51%*	10 *3%* *13%*	19 *4%* *25%*	8 *3%* *11%*	5 *2%* *7%*	11 *4%* *15%*	22 *7%* *29%* EF	9 *2%* *12%*	32 *3%* *44%*	33 *5%* *44%*	27 *5%* *37%*	16 *3%* *22%*	30 *3%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1353**	598 *44%*	755 *56%*	181 *13%*	318 *24%*	234 *17%*	201 *15%*	190 *14%*	225 *17%*	283 *21%*	743 *55%*	302 *22%*	374 *28%*	310 *23%*	669 *49%*
Effective Total	**1197**	523	674	161	287	214	177	168	202	267	692	278	346	282	602
Net: 6/5/4	**809** ***40%***	387 *43%* *48%* B	422 *37%* *52%*	143 *46%* *18%* H	224 *42%* *28%*	121 *38%* *15%*	109 *37%* *14%*	106 *41%* *13%*	107 *34%* *13%*	126 *32%* *16%*	442 *43%* *55%* I	241 *39%* *30%*	236 *42%* *29%*	260 *43%* *32%* N	314 *36%* *39%*
Net: 3/2/1	**353** ***17%***	169 *19%* *48%*	185 *16%* *52%*	50 *16%* *14%*	101 *19%* *29%*	62 *20%* *18%*	48 *16%* *13%*	48 *19%* *14%*	45 *14%* *13%*	88 *22%* *25%* JK	172 *17%* *49%*	94 *15%* *27%*	91 *16%* *26%*	109 *18%* *31%*	153 *18%* *43%*
Mean	**5.20**	5.12	5.28	5.27	5.12	4.97	5.20	5.12	5.60 DE	4.77	5.19 I	5.48 I	5.36 M	4.96	5.27
Standard Deviation	**2.15**	2.14	2.16	2.07	2.11	2.21	2.12	2.16	2.22	2.23	2.09	2.16	2.13	2.10	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1353**	1353 *100%*	1208 *89%*	125 *9%*	169 *12%*	1164 *86%*	1184 *88%*	688 *51%*	490 *36%*	520 *38%*
Total (Wtd)	**2027**	2027 *100%*	1889 *93%*	138 *7%*	246 *12%*	1751 *86%*	1781 *88%*	1026 *51%*	749 *37%*	795 *39%*
Effective Total	**1197**	1197	1094	112	152	1027	1045	606	434	460
10	**33** ***2%***	33 *2%* *100%*	31 *2%* *93%*	2 *2%* *7%*	6 *2%* *18%*	28 *2%* *82%*	28 *2%* *82%*	13 *1%* *38%*	15 *2%* *44%*	17 *2%* *50%*
9	**41** ***2%***	41 *2%* *100%*	37 *2%* *92%*	3 *2%* *8%*	4 *1%* *9%*	34 *2%* *83%*	37 *2%* *91%*	25 *2%* *62%*	11 *1%* *27%*	13 *2%* *31%*
8	**159** ***8%***	159 *8%* *100%*	146 *8%* *91%*	14 *10%* *9%*	21 *8%* *13%*	139 *8%* *87%*	139 *8%* *87%*	74 *7%* *47%*	63 *8%* *40%*	66 *8%* *41%*
7	**232** ***11%***	232 *11%* *100%*	214 *11%* *92%*	18 *13%* *8%*	31 *13%* *13%*	193 *11%* *83%*	201 *11%* *87%*	139 *14%* *60%* YZ	62 *8%* *27%*	64 *8%* *28%*
6	**281** ***14%***	281 *14%* *100%*	259 *14%* *92%*	21 *16%* *8%*	21 *9%* *8%*	253 *14%* *90%*	259 *15%* *92%*	136 *13%* *49%*	121 *16%* *43%* U	127 *16%* *45%* U
5	**341** ***17%***	341 *17%* *100%*	311 *16%* *91%*	30 *22%* *9%*	49 *20%* *14%*	287 *16%* *84%*	292 *16%* *86%*	163 *16%* *48%*	129 *17%* *38%*	132 *17%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1353**	1353 *100%*	1208 *89%*	125 *9%*	169 *12%*	1164 *86%*	1184 *88%*	688 *51%*	490 *36%*	520 *38%*
Effective Total	**1197**	1197	1094	112	152	1027	1045	606	434	460
4	**188** ***9%***	188 *9%* *100%*	179 *9%* *95%*	9 *6%* *5%*	24 *10%* *13%*	162 *9%* *86%*	164 *9%* *87%*	112 *11%* *59%* Y	53 *7%* *28%*	60 *8%* *32%*
3	**145** ***7%***	145 *7%* *100%*	136 *7%* *94%*	9 *7%* *6%*	16 *7%* *11%*	129 *7%* *89%*	129 *7%* *89%*	73 *7%* *51%*	55 *7%* *38%*	57 *7%* *39%*
2	**94** ***5%***	94 *5%* *100%*	86 *5%* *92%*	8 *6%* *8%*	12 *5%* *13%*	81 *5%* *86%*	82 *5%* *87%*	47 *5%* *50%*	35 *5%* *38%*	38 *5%* *41%*
1	**115** ***6%***	115 *6%* *100%*	108 *6%* *95%*	6 *4%* *5%*	13 *5%* *11%*	102 *6%* *89%*	102 *6%* *89%*	65 *6%* *56%*	36 *5%* *32%*	40 *5%* *35%*
Don't know	**399** ***20%***	399 *20%* *100%*	382 *20%* *96%* T	17 *12%* *4%*	51 *21%* *13%*	344 *20%* *86%*	348 *20%* *87%*	179 *17%* *45%*	168 *22%* *42%* X	181 *23%* *45%* X
Net: 10/9/8/7	**465** ***23%***	465 *23%* *100%*	428 *23%* *92%*	38 *27%* *8%*	61 *25%* *13%*	393 *22%* *84%*	404 *23%* *87%*	251 *24%* *54%*	151 *20%* *32%*	159 *20%* *34%*
Net: 10/9	**74** ***4%***	74 *4%* *100%*	68 *4%* *92%*	6 *4%* *8%*	9 *4%* *13%*	61 *3%* *83%*	64 *4%* *87%*	38 *4%* *51%*	26 *3%* *35%*	29 *4%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1353**	1353 *100%*	1208 *89%*	125 *9%*	169 *12%*	1164 *86%*	1184 *88%*	688 *51%*	490 *36%*	520 *38%*
Effective Total	**1197**	1197	1094	112	152	1027	1045	606	434	460
Net: 6/5/4	**809** ***40%***	809 *40%* *100%*	749 *40%* *93%*	60 *44%* *7%*	94 *38%* *12%*	702 *40%* *87%*	715 *40%* *88%*	411 *40%* *51%*	303 *40%* *37%*	320 *40%* *40%*
Net: 3/2/1	**353** ***17%***	353 *17%* *100%*	330 *17%* *93%*	23 *17%* *7%*	41 *16%* *11%*	312 *18%* *88%*	313 *18%* *89%*	185 *18%* *52%*	127 *17%* *36%*	135 *17%* *38%*
Mean	**5.20**	5.20	5.19	5.41	5.25	5.18	5.20	5.17	5.24	5.22
Standard Deviation	**2.15**	2.15	2.15	2.09	2.17	2.15	2.14	2.15	2.13	2.15

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1353**	68 *5%*	173 *13%*	133 *10%*	- -	- -	57 *4%*	116 *9%*	137 *10%*	- -	236 *17%*	286 *21%*	147 *11%*	1353 *100%*
Total (Wtd)	**2027**	104* *5%* *	260 *13%*	201 *10%*	-** - **	-** - **	101* *5%* *	237 *12%*	261 *13%*	-** - **	280 *14%*	389 *19%*	195 *10%*	2027 *100%*
Effective Total	**1197**	65	158	123	-	-	51	109	122	-	206	261	137	1197
10	**33** ***2%***	4 *4%* *12%* CK	12 *5%* *36%* CKM	- - -	- - -	- - -	- - -	4 *2%* *13%*	3 *1%* *8%*	- - -	4 *1%* *11%*	2 * *5%*	5 *3%* *16%* K	33 *2%* *100%*
9	**41** ***2%***	2 *2%* *4%*	5 *2%* *13%*	5 *2%* *11%*	- - -	- - -	5 *5%* *11%*	3 *1%* *8%*	2 *1%* *4%*	- - -	5 *2%* *11%*	14 *4%* *34%*	1 * *2%*	41 *2%* *100%*
8	**159** ***8%***	9 *9%* *6%*	24 *9%* *15%*	10 *5%* *6%*	- - -	- - -	9 *9%* *6%*	17 *7%* *11%*	13 *5%* *8%*	- - -	31 *11%* *19%* L	37 *10%* *23%*	9 *5%* *6%*	159 *8%* *100%*
7	**232** ***11%***	14 *13%* *6%*	38 *15%* *16%*	25 *12%* *11%*	- - -	- - -	15 *15%* *6%*	18 *8%* *8%*	19 *7%* *8%*	- - -	38 *14%* *17%*	40 *10%* *17%*	25 *13%* *11%*	232 *11%* *100%*
6	**281** ***14%***	15 *15%* *5%*	34 *13%* *12%*	32 *16%* *11%*	- - -	- - -	9 *9%* *3%*	36 *15%* *13%*	36 *14%* *13%*	- - -	41 *15%* *15%*	53 *14%* *19%*	25 *13%* *9%*	281 *14%* *100%*
5	**341** ***17%***	24 *23%* *7%* CL	44 *17%* *13%*	24 *12%* *7%*	- - -	- - -	12 *11%* *3%*	42 *18%* *12%*	62 *24%* *18%* CKL	- - -	58 *21%* *17%* L	55 *14%* *16%*	20 *10%* *6%*	341 *17%* *100%* L
4	**188** ***9%***	7 *7%* *4%*	26 *10%* *14%*	28 *14%* *15%* JK	- - -	- - -	11 *11%* *6%*	25 *11%* *13%*	28 *11%* *15%*	- - -	18 *6%* *10%*	26 *7%* *14%*	17 *9%* *9%*	188 *9%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1353**	68 *5%*	173 *13%*	133 *10%*	- -	- -	57 *4%*	116 *9%*	137 *10%*	- -	236 *17%*	286 *21%*	147 *11%*	1353 *100%*
Effective Total	**1197**	65	158	123	-	-	51	109	122	-	206	261	137	1197
3	**145** ***7%***	6 *6%* *4%*	21 *8%* *15%*	15 *8%* *11%*	- - -	- - -	9 *9%* *6%*	16 *7%* *11%*	13 *5%* *9%*	- - -	10 *4%* *7%*	31 *8%* *22%*	23 *12%* *16%* HJ	145 *7%* *100%*
2	**94** ***5%***	6 *5%* *6%*	8 *3%* *9%*	8 *4%* *8%*	- - -	- - -	4 *4%* *4%*	12 *5%* *13%*	18 *7%* *19%*	- - -	12 *4%* *13%*	15 *4%* *16%*	11 *6%* *12%*	94 *5%* *100%*
1	**115** ***6%***	4 *4%* *4%*	12 *5%* *11%*	10 *5%* *9%*	- - -	- - -	7 *7%* *6%*	13 *5%* *11%*	18 *7%* *16%*	- - -	11 *4%* *9%*	24 *6%* *21%*	15 *8%* *13%*	115 *6%* *100%*
Don't know	**399** ***20%***	13 *12%* *3%*	35 *13%* *9%*	44 *22%* *11%*	- - -	- - -	20 *20%* *5%*	51 *22%* *13%*	49 *19%* *12%*	- - -	52 *19%* *13%*	91 *23%* *23%* AB	43 *22%* *11%* B	399 *20%* *100%*
Net: 10/9/8/7	**465** ***23%***	29 *28%* *6%* H	79 *30%* *17%* CGHM	39 *20%* *8%*	- - -	- - -	28 *28%* *6%* H	43 *18%* *9%*	36 *14%* *8%*	- - -	77 *28%* *17%* H	93 *24%* *20%* H	40 *21%* *9%*	465 *23%* *100%* H
Net: 10/9	**74** ***4%***	6 *6%* *8%*	17 *7%* *23%* H	5 *2%* *6%*	- - -	- - -	5 *5%* *6%*	8 *3%* *10%*	4 *2%* *6%*	- - -	8 *3%* *11%*	15 *4%* *21%*	6 *3%* *9%*	74 *4%* *100%*
Net: 6/5/4	**809** ***40%***	47 *45%* *6%*	105 *40%* *13%*	84 *42%* *10%*	- - -	- - -	32 *32%* *4%*	102 *43%* *13%*	126 *48%* *16%* FKL	- - -	117 *42%* *14%*	135 *35%* *17%*	62 *32%* *8%*	809 *40%* *100%*
Net: 3/2/1	**353** ***17%***	16 *15%* *4%*	42 *16%* *12%*	33 *16%* *9%*	- - -	- - -	20 *20%* *6%*	40 *17%* *11%*	49 *19%* *14%*	- - -	34 *12%* *10%*	70 *18%* *20%*	49 *25%* *14%* BJM	353 *17%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 189

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1353**	68 *5%*	173 *13%*	133 *10%*	- -	- -	57 *4%*	116 *9%*	137 *10%*	- -	236 *17%*	286 *21%*	147 *11%*	1353 *100%*
Effective Total	**1197**	65	158	123	-	-	51	109	122	-	206	261	137	1197
Mean	**5.20**	5.48 H	5.53 HL	5.05	-	-	5.18	5.08	4.77	-	5.56 CHLM	5.26	4.83	5.20
Standard Deviation	**2.15**	2.14	2.22	1.98	-	-	2.29	2.11	2.00	-	2.00	2.22	2.31	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**698**	277 *40%*	421 *60%*	62 *9%*	130 *19%*	114 *16%*	128 *18%*	111 *16%*	150 *21%*	103 *15%*	401 *57%*	181 *26%*	213 *31%*	164 *23%*	321 *46%*
Total (Wtd)	**1022**	411 *40%*	611 *60%*	102* *10%* *	204 *20%*	166 *16%*	183 *18%*	150* *15%* *	217 *21%*	138* *14%* *	533 *52%*	350 *34%*	310 *30%*	298 *29%*	413 *40%*
Effective Total	**620**	245	375	54	116	105	116	97	135	97	374	169	198	147	288
10	**31** ***3%***	15 *4%* *47%*	16 *3%* *53%*	4 *4%* *12%*	7 *3%* *23%*	3 *2%* *9%*	1 *1%* *4%*	2 *1%* *6%*	15 *7%* *47%* FG	1 *1%* *5%*	10 *2%* *33%*	19 *6%* *63%* J	6 *2%* *19%*	12 *4%* *38%*	13 *3%* *43%*
9	**10** ***1%***	7 *2%* *64%*	4 *1%* *36%*	1 *1%* *9%*	- - -	4 *3%* *43%*	- - -	2 *2%* *24%*	3 *1%* *24%*	- - -	6 *1%* *62%*	4 *1%* *38%*	- - -	6 *2%* *56%*	5 *1%* *44%*
8	**59** ***6%***	20 *5%* *33%*	39 *6%* *67%*	2 *2%* *4%*	5 *3%* *9%*	14 *8%* *23%*	7 *4%* *12%*	14 *10%* *24%* D	16 *8%* *28%*	3 *2%* *6%*	23 *4%* *39%*	33 *9%* *55%* IJ	16 *5%* *27%*	10 *4%* *18%*	33 *8%* *55%*
7	**84** ***8%***	34 *8%* *40%*	50 *8%* *60%*	6 *6%* *7%*	16 *8%* *19%*	16 *9%* *19%*	11 *6%* *14%*	14 *9%* *17%*	21 *9%* *25%*	2 *1%* *2%*	49 *9%* *58%* I	33 *10%* *40%* I	29 *9%* *34%*	35 *12%* *42%* N	20 *5%* *24%*
6	**129** ***13%***	34 *8%* *26%*	95 *16%* *74%* A	15 *15%* *12%*	31 *15%* *24%*	20 *12%* *16%*	25 *14%* *19%*	14 *9%* *11%*	24 *11%* *19%*	19 *14%* *15%*	72 *14%* *56%*	37 *11%* *29%*	49 *16%* *38%*	33 *11%* *26%*	46 *11%* *36%*
5	**174** ***17%***	80 *20%* *46%*	94 *15%* *54%*	24 *24%* *14%*	38 *18%* *22%*	28 *17%* *16%*	30 *17%* *17%*	25 *17%* *14%*	29 *14%* *17%*	20 *14%* *12%*	98 *18%* *57%*	56 *16%* *32%*	41 *13%* *24%*	62 *21%* *36%*	71 *17%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**698**	277 *40%*	421 *60%*	62 *9%*	130 *19%*	114 *16%*	128 *18%*	111 *16%*	150 *21%*	103 *15%*	401 *57%*	181 *26%*	213 *31%*	164 *23%*	321 *46%*
Effective Total	**620**	245	375	54	116	105	116	97	135	97	374	169	198	147	288
4	**108** ***11%***	51 *12%* *48%*	56 *9%* *52%*	16 *15%* *15%*	25 *12%* *23%*	14 *9%* *13%*	16 *9%* *15%*	16 *10%* *14%*	21 *10%* *20%*	14 *10%* *13%*	76 *14%* *70%* K	18 *5%* *17%*	37 *12%* *34%*	29 *10%* *27%*	42 *10%* *39%*
3	**67** ***7%***	25 *6%* *38%*	41 *7%* *62%*	4 *3%* *5%*	10 *5%* *15%*	11 *7%* *17%*	16 *9%* *24%*	12 *8%* *19%*	13 *6%* *20%*	9 *7%* *14%*	38 *7%* *57%*	19 *6%* *29%*	21 *7%* *32%*	21 *7%* *32%*	24 *6%* *37%*
2	**69** ***7%***	36 *9%* *52%*	33 *5%* *48%*	8 *8%* *11%*	13 *7%* *19%*	8 *5%* *11%*	20 *11%* *28%*	8 *5%* *11%*	13 *6%* *19%*	11 *8%* *16%*	34 *6%* *49%*	24 *7%* *34%*	14 *4%* *20%*	21 *7%* *31%*	34 *8%* *49%*
1	**74** ***7%***	45 *11%* *60%* B	30 *5%* *40%*	10 *10%* *13%* H	13 *6%* *18%*	24 *14%* *32%* FH	11 *6%* *15%*	12 *8%* *16%*	5 *2%* *7%*	17 *12%* *22%*	34 *6%* *46%*	23 *7%* *32%*	25 *8%* *33%*	17 *6%* *23%*	32 *8%* *43%*
Don't know	**217** ***21%***	66 *16%* *30%*	151 *25%* *70%* A	13 *13%* *6%*	47 *23%* *22%*	24 *14%* *11%*	45 *25%* *21%*	31 *21%* *14%*	57 *26%* *26%* CE	42 *30%* *19%* J	92 *17%* *43%*	83 *24%* *38%*	72 *23%* *33%*	52 *17%* *24%*	93 *22%* *43%*
Net: 10/9/8/7	**184** ***18%***	75 *18%* *40%*	110 *18%* *60%*	13 *13%* *7%*	28 *14%* *15%*	37 *22%* *20%* F	20 *11%* *11%*	33 *22%* *18%* F	54 *25%* *29%* DF	6 *5%* *3%*	89 *17%* *48%* I	89 *26%* *49%* IJ	51 *16%* *27%*	63 *21%* *34%*	71 *17%* *38%*
Net: 10/9	**41** ***4%***	21 *5%* *52%*	20 *3%* *48%*	5 *5%* *11%*	7 *3%* *17%*	7 *4%* *17%*	1 *1%* *3%*	4 *3%* *10%*	17 *8%* *41%* F	1 *1%* *3%*	17 *3%* *40%*	23 *7%* *57%* I	6 *2%* *14%*	18 *6%* *43%*	18 *4%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**698**	277 *40%*	421 *60%*	62 *9%*	130 *19%*	114 *16%*	128 *18%*	111 *16%*	150 *21%*	103 *15%*	401 *57%*	181 *26%*	213 *31%*	164 *23%*	321 *46%*
Effective Total	**620**	245	375	54	116	105	116	97	135	97	374	169	198	147	288
Net: 6/5/4	**410** ***40%***	165 *40%* *40%*	245 *40%* *60%*	55 *54%* *13%* EG H	93 *45%* *23%*	62 *37%* *15%*	71 *39%* *17%*	54 *36%* *13%*	75 *35%* *18%*	53 *38%* *13%*	246 *46%* *60%* K	111 *32%* *27%*	127 *41%* *31%*	124 *41%* *30%*	159 *39%* *39%*
Net: 3/2/1	**210** ***21%***	106 *26%* *50%* B	104 *17%* *50%*	21 *21%* *10%*	36 *18%* *17%*	43 *26%* *20%* H	46 *25%* *22%* H	32 *21%* *15%*	31 *14%* *15%*	37 *27%* *18%*	106 *20%* *51%*	67 *19%* *32%*	60 *19%* *28%*	60 *20%* *28%*	91 *22%* *43%*
Mean	**4.91**	4.63	5.12 A	4.68	4.85	4.79	4.46	4.94	5.56 CDE F	4.04	4.83 I	5.35 IJ	4.85	5.05	4.84
Standard Deviation	**2.26**	2.39	2.14	2.16	2.13	2.46	2.02	2.27	2.35	2.09	2.08	2.50	2.15	2.24	2.36

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**698**	698 *100%*	606 *87%*	79 *11%*	68 *10%*	621 *89%*	629 *90%*	362 *52%*	264 *38%*	277 *40%*
Total (Wtd)	**1022**	1022 *100%*	936 *92%*	86* *8%* *	95* *9%* *	912 *89%*	924 *90%*	529 *52%*	392 *38%*	413 *40%*
Effective Total	**620**	620	554	71	62	551	558	320	235	247
10	**31** ***3%***	31 *3%* *100%*	23 *2%* *73%*	8 *10%* *27%* S	5 *5%* *16%*	26 *3%* *84%*	26 *3%* *84%*	19 *3%* *60%*	8 *2%* *24%*	9 *2%* *30%*
9	**10** ***1%***	10 *1%* *100%*	9 *1%* *91%*	1 *1%* *9%*	- - -	10 *1%* *100%*	10 *1%* *100%*	4 *1%* *36%*	6 *1%* *55%*	6 *1%* *55%*
8	**59** ***6%***	59 *6%* *100%*	56 *6%* *95%*	3 *3%* *5%*	8 *8%* *13%*	51 *6%* *87%*	51 *6%* *87%*	31 *6%* *52%*	21 *5%* *35%*	22 *5%* *38%*
7	**84** ***8%***	84 *8%* *100%*	81 *9%* *97%*	3 *3%* *3%*	2 *2%* *2%*	79 *9%* *94%*	80 *9%* *95%*	48 *9%* *57%*	32 *8%* *38%*	32 *8%* *38%*
6	**129** ***13%***	129 *13%* *100%*	117 *12%* *91%*	12 *14%* *9%*	11 *12%* *9%*	115 *13%* *89%*	118 *13%* *91%*	69 *13%* *54%*	47 *12%* *36%*	53 *13%* *41%*
5	**174** ***17%***	174 *17%* *100%*	154 *16%* *89%*	20 *23%* *11%*	18 *19%* *10%*	153 *17%* *88%*	156 *17%* *90%*	83 *16%* *48%*	73 *19%* *42%*	74 *18%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**698**	698 *100%*	606 *87%*	79 *11%*	68 *10%*	621 *89%*	629 *90%*	362 *52%*	264 *38%*	277 *40%*
Effective Total	**620**	620	554	71	62	551	558	320	235	247
4	**108** ***11%***	108 *11%* *100%*	100 *11%* *93%*	7 *8%* *7%*	10 *11%* *9%*	97 *11%* *90%*	98 *11%* *91%*	56 *11%* *52%*	42 *11%* *39%*	45 *11%* *42%*
3	**67** ***7%***	67 *7%* *100%*	59 *6%* *88%*	8 *9%* *12%*	6 *7%* *10%*	60 *7%* *90%*	60 *7%* *90%*	41 *8%* *61%*	19 *5%* *29%*	19 *5%* *29%*
2	**69** ***7%***	69 *7%* *100%*	59 *6%* *86%*	10 *12%* *14%*	5 *5%* *7%*	63 *7%* *91%*	64 *7%* *93%*	35 *7%* *51%*	29 *7%* *42%*	35 *8%* *50%*
1	**74** ***7%***	74 *7%* *100%*	70 *8%* *95%*	4 *4%* *5%*	8 *8%* *11%*	66 *7%* *89%*	66 *7%* *89%*	47 *9%* *64%* YZ	18 *5%* *24%*	18 *4%* *24%*
Don't know	**217** ***21%***	217 *21%* *100%*	207 *22%* *95%* T	10 *12%* *5%*	22 *23%* *10%*	192 *21%* *88%*	195 *21%* *90%*	97 *18%* *45%*	98 *25%* *45%*	100 *24%* *46%*
Net: 10/9/8/7	**184** ***18%***	184 *18%* *100%*	169 *18%* *92%*	15 *18%* *8%*	14 *15%* *8%*	166 *18%* *90%*	168 *18%* *91%*	101 *19%* *55%*	66 *17%* *36%*	70 *17%* *38%*
Net: 10/9	**41** ***4%***	41 *4%* *100%*	32 *3%* *77%*	9 *11%* *23%* S	5 *5%* *12%*	36 *4%* *88%*	36 *4%* *88%*	22 *4%* *54%*	13 *3%* *32%*	15 *4%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**698**	698 *100%*	606 *87%*	79 *11%*	68 *10%*	621 *89%*	629 *90%*	362 *52%*	264 *38%*	277 *40%*
Effective Total	**620**	620	554	71	62	551	558	320	235	247
Net: 6/5/4	**410** ***40%***	410 *40%* *100%*	371 *40%* *91%*	39 *45%* *9%*	39 *42%* *10%*	364 *40%* *89%*	371 *40%* *90%*	208 *39%* *51%*	161 *41%* *39%*	172 *42%* *42%*
Net: 3/2/1	**210** ***21%***	210 *21%* *100%*	188 *20%* *90%*	22 *25%* *10%*	19 *20%* *9%*	190 *21%* *90%*	191 *21%* *91%*	123 *23%* *59%*	66 *17%* *32%*	72 *17%* *34%*
Mean	**4.91**	4.91	4.89	5.06	4.90	4.90	4.90	4.84	4.98	4.98
Standard Deviation	**2.26**	2.26	2.24	2.49	2.41	2.26	2.25	2.33	2.11	2.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**698**	50 *7%*	83 *12%*	80 *11%*	- -	- -	29 *4%*	59 *8%*	76 *11%*	- -	115 *16%*	145 *21%*	61 *9%*	698 *100%*
Total (Wtd)	**1022**	76* *7%* *	119* *12%* *	114* *11%* *	-** - **	-** - **	49** *5%* **	110* *11%* *	140* *14%* *	-** - **	139 *14%*	193 *19%*	81* *8%* *	1022 *100%*
Effective Total	**620**	48	76	75	-	-	26	53	69	-	101	130	57	620
10	**31** ***3%***	- - -	3 *3%* *11%*	3 *2%* *8%*	- - -	- - -	- - -	7 *7%* *24%*	4 *3%* *14%*	- - -	4 *3%* *14%*	4 *2%* *14%*	4 *5%* *14%*	31 *3%* *100%*
9	**10** ***1%***	- - -	- - -	- - -	- - -	- - -	- - -	4 *4%* *40%* K	2 *1%* *15%*	- - -	2 *1%* *19%*	- - -	3 *3%* *26%* K	10 *1%* *100%*
8	**59** ***6%***	9 *12%* *16%* BH	1 *1%* *2%*	5 *5%* *9%*	- - -	- - -	2 *4%* *4%*	5 *4%* *8%*	4 *3%* *6%*	- - -	8 *6%* *14%*	18 *9%* *31%* B	6 *8%* *11%* B	59 *6%* *100%*
7	**84** ***8%***	6 *8%* *8%*	8 *7%* *10%*	14 *12%* *17%* K	- - -	- - -	6 *12%* *7%*	11 *10%* *13%*	19 *13%* *22%* K	- - -	8 *6%* *10%*	9 *5%* *10%*	3 *4%* *4%*	84 *8%* *100%*
6	**129** ***13%***	6 *8%* *5%*	22 *19%* *17%* G	20 *18%* *16%* G	- - -	- - -	10 *20%* *8%*	5 *4%* *4%*	18 *13%* *14%*	- - -	18 *13%* *14%*	21 *11%* *17%*	7 *9%* *5%*	129 *13%* *100%*
5	**174** ***17%***	12 *15%* *7%*	12 *10%* *7%*	17 *15%* *10%*	- - -	- - -	5 *10%* *3%*	25 *23%* *15%*	32 *23%* *18%*	- - -	33 *23%* *19%* BK	26 *13%* *15%*	12 *15%* *7%*	174 *17%* *100%*
4	**108** ***11%***	13 *18%* *12%*	16 *13%* *15%*	7 *6%* *7%*	- - -	- - -	5 *11%* *5%*	10 *9%* *10%*	13 *9%* *12%*	- - -	14 *10%* *13%*	20 *10%* *19%*	9 *11%* *8%*	108 *11%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**698**	50 *7%*	83 *12%*	80 *11%*	-	-	29 *4%*	59 *8%*	76 *11%*	-	115 *16%*	145 *21%*	61 *9%*	698 *100%*
Effective Total	**620**	48	76	75	-	-	26	53	69	-	101	130	57	620
3	**67** ***7%***	6 *7%* *8%*	8 *7%* *12%*	8 *7%* *12%*	-	-	1 *3%* *2%*	6 *5%* *9%*	14 *10%* *21%*	-	7 *5%* *11%*	11 *6%* *16%*	7 *8%* *10%*	67 *7%* *100%*
2	**69** ***7%***	7 *10%* *11%* C	5 *4%* *7%*	1 *1%* *2%*	-	-	6 *12%* *9%*	9 *8%* *12%*	7 *5%* *10%*	-	9 *6%* *13%*	21 *11%* *30%* C	4 *6%* *6%*	69 *7%* *100%*
1	**74** ***7%***	5 *6%* *6%*	10 *9%* *14%*	10 *9%* *13%*	-	-	6 *12%* *8%*	7 *6%* *10%*	4 *3%* *6%*	-	8 *6%* *11%*	14 *7%* *19%*	10 *12%* *13%* H	74 *7%* *100%*
Don't know	**217** ***21%***	11 *15%* *5%*	33 *27%* *15%*	28 *25%* *13%*	-	-	7 *15%* *3%*	20 *18%* *9%*	24 *17%* *11%*	-	29 *20%* *13%*	48 *25%* *22%*	16 *20%* *7%*	217 *21%* *100%*
Net: 10/9/8/7	**184** ***18%***	16 *21%* *9%*	13 *11%* *7%*	22 *19%* *12%*	-	-	8 *16%* *4%*	27 *25%* *15%* B	28 *20%* *15%*	-	23 *16%* *12%*	31 *16%* *17%*	17 *21%* *9%*	184 *18%* *100%*
Net: 10/9	**41** ***4%***	- - -	3 *3%* *8%*	3 *2%* *6%*	-	-	- - -	12 *11%* *28%* AKM	6 *4%* *14%*	-	6 *5%* *15%*	4 *2%* *11%*	7 *9%* *17%* AK	41 *4%* *100%*
Net: 6/5/4	**410** ***40%***	31 *41%* *8%*	51 *42%* *12%*	45 *40%* *11%*	-	-	20 *42%* *5%*	41 *37%* *10%*	63 *45%* *15%*	-	64 *46%* *16%*	67 *35%* *16%*	28 *34%* *7%*	410 *40%* *100%*
Net: 3/2/1	**210** ***21%***	18 *23%* *8%*	23 *19%* *11%*	19 *17%* *9%*	-	-	13 *28%* *6%*	22 *20%* *10%*	25 *18%* *12%*	-	24 *17%* *11%*	46 *24%* *22%*	21 *25%* *10%*	210 *21%* *100%*
Mean	**4.91**	4.71	4.68	5.13	-	-	4.46	5.21	5.15	-	5.01	4.69	4.87	4.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 191

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**698**	50 *7%*	83 *12%*	80 *11%*	- -	- -	29 *4%*	59 *8%*	76 *11%*	- -	115 *16%*	145 *21%*	61 *9%*	698 *100%*
Effective Total	**620**	48	76	75	-	-	26	53	69	-	101	130	57	620
Standard Deviation	**2.26**	2.13	2.15	2.16	-	-	2.23	2.52	1.99	-	2.17	2.35	2.67	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**298**	147 *49%*	151 *51%*	58 *19%*	79 *27%*	61 *20%*	42 *14%*	29 *10%*	28 *9%*	44 *15%*	176 *59%*	72 *24%*	90 *30%*	69 *23%*	139 *47%*
Total (Wtd)	**471**	235 *50%*	235 *50%*	108* *23%* *	137* *29%* *	89* *19%* *	65* *14%* *	32** *7%* **	40** *9%* **	62* *13%* *	253 *54%*	155* *33%* *	143* *30%* *	141* *30%* *	187 *40%*
Effective Total	**261**	127	134	50	72	57	39	23	25	41	165	65	81	63	124
10	**9** ***2%***	4 *2%* *42%*	5 *2%* *58%*	2 *1%* *17%*	2 *2%* *26%*	1 *1%* *15%*	2 *4%* *25%*	- - -	2 *4%* *17%*	- - -	4 *1%* *41%*	5 *3%* *59%*	5 *3%* *50%*	- - -	5 *2%* *50%*
9	**11** ***2%***	4 *2%* *40%*	7 *3%* *60%*	4 *3%* *32%*	2 *1%* *15%*	2 *2%* *15%*	- - -	- - -	4 *11%* *39%*	- - -	5 *2%* *48%*	6 *4%* *52%*	3 *2%* *31%*	2 *1%* *15%*	6 *3%* *54%*
8	**41** ***9%***	17 *7%* *42%*	24 *10%* *58%*	7 *6%* *16%*	7 *5%* *18%*	11 *13%* *28%*	8 *12%* *18%*	3 *8%* *6%*	5 *14%* *13%*	6 *10%* *15%*	14 *5%* *34%*	21 *14%* *51%* J	13 *9%* *31%*	8 *6%* *21%*	20 *11%* *48%*
7	**39** ***8%***	17 *7%* *44%*	22 *9%* *56%*	7 *7%* *18%*	16 *12%* *42%*	7 *8%* *18%*	5 *8%* *13%*	1 *3%* *3%*	3 *7%* *7%*	4 *7%* *11%*	21 *8%* *53%*	14 *9%* *36%*	13 *9%* *32%*	9 *6%* *23%*	18 *9%* *45%*
6	**52** ***11%***	21 *9%* *40%*	31 *13%* *60%*	10 *9%* *19%*	19 *14%* *36%*	8 *9%* *16%*	8 *12%* *14%*	4 *11%* *7%*	4 *10%* *8%*	6 *10%* *12%*	37 *15%* *71%*	9 *6%* *17%*	19 *14%* *37%*	14 *10%* *26%*	19 *10%* *37%*
5	**80** ***17%***	42 *18%* *53%*	37 *16%* *47%*	19 *18%* *24%*	26 *19%* *33%*	13 *15%* *17%*	12 *18%* *14%*	4 *13%* *5%*	5 *13%* *6%*	7 *11%* *8%*	53 *21%* *67%*	19 *13%* *24%*	20 *14%* *26%*	31 *22%* *39%*	28 *15%* *36%*
4	**38** ***8%***	23 *10%* *60%*	15 *7%* *40%*	10 *9%* *25%*	7 *5%* *18%*	10 *11%* *26%*	7 *11%* *19%*	1 *3%* *3%*	4 *9%* *10%*	9 *14%* *23%*	15 *6%* *40%*	14 *9%* *37%*	7 *5%* *19%*	18 *13%* *47%*	13 *7%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**298**	147 *49%*	151 *51%*	58 *19%*	79 *27%*	61 *20%*	42 *14%*	29 *10%*	28 *9%*	44 *15%*	176 *59%*	72 *24%*	90 *30%*	69 *23%*	139 *47%*
Effective Total	**261**	127	134	50	72	57	39	23	25	41	165	65	81	63	124
3	**39** ***8%***	25 *11%* *65%*	13 *6%* *35%*	10 *9%* *26%*	11 *8%* *29%*	7 *8%* *19%*	6 *10%* *17%*	1 *3%* *3%*	3 *6%* *6%*	4 *7%* *11%*	22 *9%* *57%*	12 *8%* *32%*	15 *11%* *39%*	10 *7%* *25%*	14 *7%* *36%*
2	**30** ***6%***	18 *8%* *60%*	12 *5%* *40%*	14 *13%* *47%*	5 *3%* *16%*	5 *6%* *18%*	3 *5%* *10%*	1 *3%* *3%*	2 *4%* *6%*	1 *2%* *5%*	13 *5%* *45%*	15 *10%* *50%*	10 *7%* *34%*	11 *8%* *38%*	8 *4%* *28%*
1	**45** ***10%***	28 *12%* *63%*	17 *7%* *37%*	17 *15%* *37%*	12 *9%* *28%*	7 *8%* *16%*	3 *4%* *6%*	3 *11%* *8%*	3 *7%* *6%*	10 *16%* *22%*	20 *8%* *45%*	15 *10%* *33%*	12 *8%* *27%*	14 *10%* *31%*	19 *10%* *42%*
Don't know	**86** ***18%***	35 *15%* *40%*	51 *22%* *60%*	9 *9%* *11%*	28 *21%* *33%*	16 *18%* *19%*	12 *18%* *14%*	14 *45%* *17%*	6 *15%* *7%*	14 *23%* *17%*	48 *19%* *56%*	24 *15%* *27%*	25 *18%* *29%*	23 *17%* *27%*	38 *20%* *44%*
Net: 10/9/8/7	**100** ***21%***	43 *18%* *42%*	58 *25%* *58%*	19 *18%* *19%*	28 *20%* *28%*	21 *24%* *21%*	15 *23%* *15%*	4 *11%* *4%*	14 *35%* *14%*	11 *17%* *11%*	44 *17%* *43%*	46 *30%* *46%* J	33 *23%* *33%*	19 *14%* *19%*	48 *26%* *48%*
Net: 10/9	**20** ***4%***	8 *3%* *41%*	12 *5%* *59%*	5 *5%* *25%*	4 *3%* *20%*	3 *3%* *15%*	2 *4%* *11%*	- - -	6 *14%* *29%*	- - -	9 *4%* *45%*	11 *7%* *55%*	8 *6%* *40%*	2 *1%* *8%*	11 *6%* *52%*
Net: 6/5/4	**170** ***36%***	86 *37%* *51%*	84 *36%* *49%*	39 *36%* *23%*	52 *38%* *31%*	31 *35%* *18%*	26 *40%* *15%*	9 *27%* *5%*	13 *33%* *8%*	22 *35%* *13%*	106 *42%* *62%* K	42 *27%* *25%*	47 *33%* *28%*	63 *45%* *37%*	60 *32%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**298**	147 *49%*	151 *51%*	58 *19%*	79 *27%*	61 *20%*	42 *14%*	29 *10%*	28 *9%*	44 *15%*	176 *59%*	72 *24%*	90 *30%*	69 *23%*	139 *47%*
Effective Total	**261**	127	134	50	72	57	39	23	25	41	165	65	81	63	124
Net: 3/2/1	**114** ***24%***	71 *30%* *63%* B	42 *18%* *37%*	41 *38%* *36%* D	28 *21%* *25%*	20 *22%* *18%*	12 *18%* *11%*	5 *17%* *5%*	7 *17%* *6%*	15 *25%* *14%*	56 *22%* *49%*	43 *27%* *37%*	37 *26%* *33%*	35 *25%* *31%*	41 *22%* *36%*
Mean	**4.89**	4.52	5.29 A	4.27	4.99	5.00	5.24	4.63	5.75	4.45	4.90	5.04	5.03	4.45	5.13
Standard Deviation	**2.37**	2.35	2.34	2.45	2.22	2.37	2.19	2.40	2.61	2.35	2.18	2.66	2.46	2.08	2.49

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**298**	298 *100%*	262 *88%*	32 *11%*	298 *100%*	298 *100%*	175 *59%*	123 *41%*	130 *44%*
Total (Wtd)	**471**	471 *100%*	434 *92%*	36** *8%* ****	471 *100%*	471 *100%*	275 *59%*	195 *41%*	206 *44%*
Effective Total	**261**	261	235	28	261	261	153	108	114
10	**9** ***2%***	9 *2%* *100%*	7 *2%* *72%*	3 *7%* *28%*	9 *2%* *100%*	9 *2%* *100%*	7 *2%* *75%*	2 *1%* *25%*	2 *1%* *25%*
9	**11** ***2%***	11 *2%* *100%*	10 *2%* *90%*	1 *3%* *10%*	11 *2%* *100%*	11 *2%* *100%*	3 *1%* *25%*	8 *4%* *75%*	8 *4%* *75%*
8	**41** ***9%***	41 *9%* *100%*	39 *9%* *95%*	2 *6%* *5%*	41 *9%* *100%*	41 *9%* *100%*	28 *10%* *69%*	13 *6%* *31%*	13 *6%* *31%*
7	**39** ***8%***	39 *8%* *100%*	36 *8%* *91%*	4 *10%* *9%*	39 *8%* *100%*	39 *8%* *100%*	22 *8%* *55%*	18 *9%* *45%*	19 *9%* *49%*
6	**52** ***11%***	52 *11%* *100%*	49 *11%* *94%*	3 *8%* *6%*	52 *11%* *100%*	52 *11%* *100%*	29 *11%* *55%*	23 *12%* *45%*	25 *12%* *47%*
5	**80** ***17%***	80 *17%* *100%*	75 *17%* *94%*	5 *13%* *6%*	80 *17%* *100%*	80 *17%* *100%*	51 *19%* *64%*	28 *15%* *36%*	30 *15%* *38%*
4	**38** ***8%***	38 *8%* *100%*	37 *9%* *98%*	1 *2%* *2%*	38 *8%* *100%*	38 *8%* *100%*	18 *7%* *47%*	20 *10%* *53%*	24 *12%* *63%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**298**	298 *100%*	262 *88%*	32 *11%*	298 *100%*	298 *100%*	175 *59%*	123 *41%*	130 *44%*
Effective Total	**261**	261	235	28	261	261	153	108	114
3	**39** ***8%***	39 *8%* *100%*	37 *8%* *94%*	2 *6%* *6%*	39 *8%* *100%*	39 *8%* *100%*	17 *6%* *44%*	22 *11%* *56%*	22 *10%* *56%*
2	**30** ***6%***	30 *6%* *100%*	24 *5%* *80%*	6 *16%* *20%*	30 *6%* *100%*	30 *6%* *100%*	20 *7%* *66%*	10 *5%* *34%*	10 *5%* *34%*
1	**45** ***10%***	45 *10%* *100%*	42 *10%* *93%*	3 *9%* *7%*	45 *10%* *100%*	45 *10%* *100%*	26 *9%* *57%*	19 *10%* *43%*	19 *9%* *43%*
Don't know	**86** ***18%***	86 *18%* *100%*	79 *18%* *92%*	7 *19%* *8%*	86 *18%* *100%*	86 *18%* *100%*	55 *20%* *64%*	31 *16%* *36%*	34 *16%* *39%*
Net: 10/9/8/7	**100** ***21%***	100 *21%* *100%*	91 *21%* *91%*	9 *26%* *9%*	100 *21%* *100%*	100 *21%* *100%*	59 *22%* *59%*	41 *21%* *41%*	42 *21%* *42%*
Net: 10/9	**20** ***4%***	20 *4%* *100%*	17 *4%* *82%*	4 *10%* *18%*	20 *4%* *100%*	20 *4%* *100%*	10 *3%* *48%*	11 *5%* *52%*	11 *5%* *52%*
Net: 6/5/4	**170** ***36%***	170 *36%* *100%*	162 *37%* *95%*	8 *23%* *5%*	170 *36%* *100%*	170 *36%* *100%*	98 *36%* *58%*	72 *37%* *42%*	79 *38%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**298**	298 *100%*	262 *88%*	32 *11%*	298 *100%*	298 *100%*	175 *59%*	123 *41%*	130 *44%*
Effective Total	**261**	261	235	28	261	261	153	108	114
Net: 3/2/1	**114** ***24%***	114 *24%* *100%*	102 *24%* *90%*	11 *31%* *10%*	114 *24%* *100%*	114 *24%* *100%*	63 *23%* *55%*	51 *26%* *45%*	51 *25%* *45%*
Mean	**4.89**	4.89	4.89	4.91	4.89	4.89	4.94	4.82	4.83
Standard Deviation	**2.37**	2.37	2.33	2.87	2.37	2.37	2.40	2.35	2.30

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**298**	14 *5%*	42 *14%*	34 *11%*	- -	- -	12 *4%*	29 *10%*	28 *9%*	- -	47 *16%*	61 *20%*	31 *10%*	298 *100%*
Total (Wtd)	**471**	26** *6%* **	62* *13%* *	54* *12%* *	-** - **	-** - **	21** *4%* **	61** *13%* **	58** *12%* **	-** - **	60* *13%* *	86* *18%* *	41** *9%* **	471 *100%*
Effective Total	**261**	13	37	32	-	-	11	26	26	-	42	56	26	261
10	**9** ***2%***	2 *9%* *25%*	1 *2%* *15%*	1 *2%* *10%*	- - -	- - -	- - -	- - -	- - -	- - -	2 *3%* *17%*	3 *3%* *32%*	- - -	9 *2%* *100%*
9	**11** ***2%***	- - -	3 *6%* *31%*	- - -	- - -	- - -	- - -	- - -	2 *3%* *15%*	- - -	1 *2%* *10%*	5 *6%* *45%*	- - -	11 *2%* *100%*
8	**41** ***9%***	2 *8%* *5%*	6 *10%* *15%*	5 *8%* *11%*	- - -	- - -	4 *18%* *10%*	5 *7%* *11%*	- - -	- - -	3 *4%* *6%*	14 *16%* *35%*	3 *7%* *8%*	41 *9%* *100%*
7	**39** ***8%***	- - -	9 *14%* *23%*	4 *7%* *9%*	- - -	- - -	- - -	5 *8%* *12%*	4 *7%* *11%*	- - -	10 *17%* *25%* K	4 *4%* *9%*	4 *10%* *11%*	39 *8%* *100%*
6	**52** ***11%***	5 *18%* *9%*	7 *11%* *13%*	8 *14%* *15%*	- - -	- - -	- - -	8 *13%* *16%*	6 *10%* *11%*	- - -	3 *6%* *6%*	10 *12%* *20%*	5 *13%* *10%*	52 *11%* *100%*
5	**80** ***17%***	6 *22%* *7%*	1 *2%* *2%*	13 *24%* *17%* B	- - -	- - -	5 *26%* *7%*	11 *18%* *14%*	14 *24%* *18%*	- - -	12 *20%* *15%* B	10 *12%* *13%*	6 *15%* *8%*	80 *17%* *100%* B
4	**38** ***8%***	1 *5%* *3%*	6 *10%* *16%*	- - -	- - -	- - -	2 *11%* *6%*	7 *11%* *18%*	9 *15%* *23%*	- - -	1 *1%* *2%*	6 *6%* *14%*	6 *15%* *17%*	38 *8%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**298**	14 *5%*	42 *14%*	34 *11%*	-	-	12 *4%*	29 *10%*	28 *9%*	-	47 *16%*	61 *20%*	31 *10%*	298 *100%*
Effective Total	**261**	13	37	32	-	-	11	26	26	-	42	56	26	261
3	**39** ***8%***	3 *10%* *7%*	9 *15%* *24%*	3 *6%* *8%*	-	-	- - -	2 *3%* *5%*	8 *14%* *21%*	-	4 *6%* *9%*	9 *10%* *23%*	1 *4%* *4%*	39 *8%* *100%*
2	**30** ***6%***	2 *6%* *5%*	3 *4%* *9%*	6 *10%* *19%*	-	-	* * *	7 *11%* *23%*	4 *8%* *15%*	-	3 *5%* *10%*	4 *5%* *14%*	1 *3%* *4%*	30 *6%* *100%*
1	**45** ***10%***	4 *17%* *10%*	6 *9%* *13%*	2 *3%* *4%*	-	-	4 *17%* *8%*	9 *15%* *21%*	1 *2%* *3%*	-	6 *10%* *13%*	6 *7%* *14%*	7 *17%* *16%*	45 *10%* *100%*
Don't know	**86** ***18%***	1 *5%* *2%*	10 *16%* *12%*	14 *25%* *16%*	-	-	6 *28%* *7%*	8 *13%* *9%*	10 *17%* *11%*	-	16 *27%* *19%*	15 *18%* *18%*	6 *15%* *7%*	86 *18%* *100%*
Net: 10/9/8/7	**100** ***21%***	4 *17%* *4%*	20 *32%* *20%*	9 *17%* *9%*	-	-	4 *18%* *4%*	9 *15%* *9%*	6 *10%* *6%*	-	15 *25%* *15%*	26 *30%* *26%*	7 *18%* *7%*	100 *21%* *100%*
Net: 10/9	**20** ***4%***	2 *9%* *11%*	5 *8%* *24%*	1 *2%* *5%*	-	-	- - -	- - -	2 *3%* *8%*	-	3 *4%* *13%*	8 *9%* *39%*	- - -	20 *4%* *100%*
Net: 6/5/4	**170** ***36%***	12 *45%* *7%*	14 *23%* *8%*	21 *38%* *12%*	-	-	8 *37%* *5%*	26 *43%* *15%*	29 *49%* *17%*	-	16 *27%* *9%*	26 *30%* *15%*	18 *44%* *11%*	170 *36%* *100%*
Net: 3/2/1	**114** ***24%***	9 *33%* *8%*	18 *29%* *16%*	11 *19%* *9%*	-	-	4 *17%* *3%*	18 *29%* *16%*	14 *24%* *12%*	-	12 *21%* *11%*	19 *22%* *17%*	10 *24%* *9%*	114 *24%* *100%*
Mean	**4.89**	4.73	5.14	5.09	-	-	4.66	4.32	4.52	-	5.07	5.48	4.48	4.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 192

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**298**	14 *5%*	42 *14%*	34 *11%*	- -	- -	12 *4%*	29 *10%*	28 *9%*	- -	47 *16%*	61 *20%*	31 *10%*	298 *100%*
Effective Total	**261**	13	37	32	-	-	11	26	26	-	42	56	26	261
Standard Deviation	**2.37**	2.71	2.60	2.12	-	-	2.56	2.25	1.72	-	2.45	2.58	2.28	2.37

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**171**	84 *49%*	87 *51%*	14 *8%*	31 *18%*	30 *18%*	33 *19%*	28 *16%*	35 *20%*	43 *25%*	90 *53%*	32 *19%*	39 *23%*	37 *22%*	95 *56%*
Total (Wtd)	**238**	123* *52%* *	115* *48%* *	21** *9%* **	50** *21%* **	41** *17%* **	46** *19%* **	35** *15%* **	45* *19%* *	57* *24%* *	120* *50%* *	61* *26%* *	54* *23%* *	62* *26%* *	121* *51%* *
Effective Total	**152**	75	77	12	29	29	29	24	31	41	84	31	35	32	87
10	**8** ***3%***	7 *6%* *88%*	1 *1%* *12%*	2 *8%* *19%*	- - -	- - -	4 *8%* *47%*	3 *8%* *34%*	- - -	- - -	3 *2%* *31%*	6 *9%* *69%*	4 *8%* *50%*	2 *3%* *19%*	3 *2%* *31%*
9	**7** ***3%***	6 *5%* *82%*	1 *1%* *18%*	- - -	3 *6%* *40%*	- - -	- - -	2 *5%* *23%*	3 *6%* *37%*	- - -	4 *3%* *53%*	3 *6%* *47%*	- - -	1 *2%* *18%*	6 *5%* *82%*
8	**14** ***6%***	8 *7%* *58%*	6 *5%* *42%*	- - -	2 *3%* *11%*	3 *7%* *21%*	4 *8%* *27%*	3 *7%* *18%*	3 *7%* *23%*	5 *10%* *39%*	5 *4%* *32%*	4 *7%* *30%*	3 *5%* *19%*	6 *9%* *40%*	6 *5%* *41%*
7	**22** ***9%***	9 *7%* *40%*	13 *11%* *60%*	* * *	4 *7%* *17%*	- - -	10 *22%* *48%*	3 *9%* *14%*	5 *10%* *21%*	3 *6%* *16%*	13 *11%* *61%*	5 *8%* *24%*	8 *15%* *37%*	1 *2%* *7%*	12 *10%* *57%*
6	**22** ***9%***	9 *7%* *41%*	13 *11%* *59%*	6 *29%* *27%*	3 *6%* *14%*	3 *6%* *12%*	6 *13%* *27%*	- - -	4 *9%* *19%*	6 *11%* *29%*	8 *7%* *39%*	7 *12%* *32%*	9 *17%* *44%* N	8 *13%* *38%*	4 *3%* *18%*
5	**40** ***17%***	23 *19%* *59%*	16 *14%* *41%*	7 *34%* *17%*	8 *15%* *19%*	5 *12%* *12%*	9 *18%* *22%*	3 *8%* *7%*	9 *21%* *23%*	8 *14%* *21%*	19 *16%* *48%*	12 *20%* *31%*	15 *28%* *38%*	6 *10%* *15%*	18 *15%* *47%*
4	**3** ***1%***	2 *1%* *54%*	1 *1%* *46%*	2 *8%* *54%*	- - -	- - -	- - -	1 *4%* *46%*	- - -	- - -	3 *2%* *100%*	- - -	- - -	1 *2%* *46%*	2 *1%* *54%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**171**	84 *49%*	87 *51%*	14 *8%*	31 *18%*	30 *18%*	33 *19%*	28 *16%*	35 *20%*	43 *25%*	90 *53%*	32 *19%*	39 *23%*	37 *22%*	95 *56%*
Effective Total	**152**	75	77	12	29	29	29	24	31	41	84	31	35	32	87
3	**21** ***9%***	14 *11%* *65%*	7 *6%* *35%*	- - -	6 *13%* *31%*	5 *13%* *25%*	5 *10%* *22%*	1 *3%* *5%*	4 *8%* *17%*	5 *9%* *26%*	11 *9%* *52%*	5 *8%* *22%*	6 *12%* *30%*	4 *7%* *21%*	10 *8%* *49%*
2	**15** ***6%***	9 *8%* *63%*	6 *5%* *37%*	1 *5%* *7%*	5 *9%* *31%*	5 *11%* *30%*	3 *6%* *17%*	1 *3%* *7%*	1 *2%* *7%*	6 *11%* *42%* K	9 *7%* *58%*	- - -	2 *3%* *11%*	2 *3%* *13%*	11 *9%* *76%*
1	**27** ***11%***	7 *6%* *27%*	19 *17%* *73%* A	- - -	6 *12%* *22%*	5 *12%* *19%*	3 *6%* *11%*	7 *21%* *27%*	5 *12%* *20%*	10 *18%* *39%*	11 *9%* *41%*	5 *9%* *21%*	2 *3%* *7%*	12 *20%* *47%* L	12 *10%* *47%*
Don't know	**60** ***25%***	29 *24%* *48%*	31 *27%* *52%*	4 *17%* *6%*	14 *29%* *24%*	16 *39%* *26%*	4 *8%* *6%*	11 *33%* *19%*	11 *25%* *18%*	12 *21%* *20%*	35 *29%* *59%*	13 *21%* *22%*	5 *9%* *8%*	18 *29%* *30%* L	37 *30%* *61%* L
Net: 10/9/8/7	**52** ***22%***	30 *25%* *58%*	21 *19%* *42%*	2 *8%* *3%*	8 *16%* *16%*	3 *7%* *6%*	18 *39%* *35%*	10 *29%* *20%*	10 *23%* *20%*	9 *16%* *17%*	24 *20%* *47%*	18 *30%* *36%*	15 *27%* *29%*	10 *16%* *20%*	27 *22%* *52%*
Net: 10/9	**16** ***7%***	13 *11%* *85%* B	2 *2%* *15%*	2 *8%* *10%*	3 *6%* *19%*	- - -	4 *8%* *25%*	5 *13%* *29%*	3 *6%* *17%*	- - -	6 *5%* *41%*	9 *15%* *59%* I	4 *8%* *27%*	3 *5%* *18%*	9 *7%* *55%*
Net: 6/5/4	**64** ***27%***	34 *28%* *53%*	31 *27%* *47%*	14 *70%* *22%*	11 *21%* *17%*	7 *18%* *11%*	14 *31%* *22%*	4 *11%* *6%*	13 *30%* *21%*	15 *25%* *23%*	30 *25%* *47%*	19 *32%* *30%*	25 *45%* *38%* N	16 *25%* *24%*	24 *20%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**171**	84 *49%*	87 *51%*	14 *8%*	31 *18%*	30 *18%*	33 *19%*	28 *16%*	35 *20%*	43 *25%*	90 *53%*	32 *19%*	39 *23%*	37 *22%*	95 *56%*
Effective Total	**152**	75	77	12	29	29	29	24	31	41	84	31	35	32	87
Net: 3/2/1	**62** ***26%***	30 *24%* *48%*	32 *28%* *52%*	1 *5%* *2%*	17 *34%* *27%*	15 *36%* *24%*	10 *22%* *16%*	9 *27%* *15%*	10 *22%* *16%*	22 *38%* *35%* K	30 *25%* *49%*	10 *17%* *16%*	10 *18%* *16%*	19 *30%* *30%*	34 *28%* *55%*
Mean	**4.90**	5.28	4.49	5.53	4.34	3.71	5.67	4.95	5.06	4.10	4.80	5.85	5.60	4.47	4.73
Standard Deviation	**2.61**	2.63	2.53	1.80	2.54	2.32	2.44	3.42	2.49	2.49	2.49	2.66	2.13	2.83	2.68

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**171**	171 *100%*	151 *88%*	19 *11%*	171 *100%*	171 *100%*	86 *50%*	84 *49%*	89 *52%*
Total (Wtd)	**238**	238 *100%*	217 *91%*	21** *9%* ****	238 *100%*	238 *100%*	120* *51%* ***	116* *49%* ***	125* *53%* ***
Effective Total	**152**	152	136	17	152	152	77	74	79
10	**8** ***3%***	8 *3%* *100%*	7 *3%* *81%*	2 *7%* *19%*	8 *3%* *100%*	8 *3%* *100%*	4 *4%* *53%*	4 *3%* *47%*	6 *5%* *69%*
9	**7** ***3%***	7 *3%* *100%*	6 *3%* *82%*	1 *6%* *18%*	7 *3%* *100%*	7 *3%* *100%*	5 *4%* *64%*	3 *2%* *36%*	4 *3%* *59%*
8	**14** ***6%***	14 *6%* *100%*	14 *7%* *100%*	- - -	14 *6%* *100%*	14 *6%* *100%*	3 *2%* *21%*	10 *9%* *71%*	10 *8%* *71%*
7	**22** ***9%***	22 *9%* *100%*	17 *8%* *78%*	5 *23%* *22%*	22 *9%* *100%*	22 *9%* *100%*	10 *8%* *47%*	12 *10%* *53%*	13 *10%* *60%*
6	**22** ***9%***	22 *9%* *100%*	20 *9%* *94%*	1 *6%* *6%*	22 *9%* *100%*	22 *9%* *100%*	11 *9%* *49%*	11 *10%* *51%*	11 *9%* *51%*
5	**40** ***17%***	40 *17%* *100%*	37 *17%* *92%*	3 *14%* *8%*	40 *17%* *100%*	40 *17%* *100%*	25 *21%* *63%*	15 *13%* *37%*	16 *13%* *41%*
4	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *54%*	1 *1%* *46%*	1 *1%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**171**	171 *100%*	151 *88%*	19 *11%*	171 *100%*	171 *100%*	86 *50%*	84 *49%*	89 *52%*
Effective Total	**152**	152	136	17	152	152	77	74	79
3	**21** ***9%***	21 *9%* *100%*	18 *8%* *87%*	3 *12%* *13%*	21 *9%* *100%*	21 *9%* *100%*	7 *6%* *34%*	14 *12%* *66%*	16 *13%* *76%*
2	**15** ***6%***	15 *6%* *100%*	13 *6%* *86%*	2 *10%* *14%*	15 *6%* *100%*	15 *6%* *100%*	10 *8%* *65%*	5 *4%* *35%*	5 *4%* *35%*
1	**27** ***11%***	27 *11%* *100%*	27 *12%* *100%*	- - -	27 *11%* *100%*	27 *11%* *100%*	14 *12%* *54%*	12 *10%* *46%*	12 *10%* *46%*
Don't know	**60** ***25%***	60 *25%* *100%*	55 *25%* *92%*	5 *22%* *8%*	60 *25%* *100%*	60 *25%* *100%*	30 *25%* *50%*	30 *26%* *50%*	30 *24%* *50%*
Net: 10/9/8/7	**52** ***22%***	52 *22%* *100%*	44 *20%* *85%*	8 *36%* *15%*	52 *22%* *100%*	52 *22%* *100%*	22 *19%* *43%*	28 *24%* *55%*	33 *26%* *64%*
Net: 10/9	**16** ***7%***	16 *7%* *100%*	13 *6%* *81%*	3 *13%* *19%*	16 *7%* *100%*	16 *7%* *100%*	9 *8%* *59%*	6 *6%* *41%*	10 *8%* *64%*
Net: 6/5/4	**64** ***27%***	64 *27%* *100%*	60 *28%* *93%*	4 *20%* *7%*	64 *27%* *100%*	64 *27%* *100%*	37 *31%* *58%*	27 *23%* *42%*	29 *23%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**171**	171 *100%*	151 *88%*	19 *11%*	171 *100%*	171 *100%*	86 *50%*	84 *49%*	89 *52%*
Effective Total	**152**	152	136	17	152	152	77	74	79
Net: 3/2/1	**62** ***26%***	62 *26%* *100%*	58 *27%* *92%*	5 *22%* *8%*	62 *26%* *100%*	62 *26%* *100%*	31 *26%* *50%*	31 *27%* *50%*	33 *27%* *53%*
Mean	**4.90**	4.90	4.82	5.74	4.90	4.90	4.76	5.01	5.17
Standard Deviation	**2.61**	2.61	2.60	2.54	2.61	2.61	2.60	2.61	2.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**171**	4 *2%*	21 *12%*	14 *8%*	- -	- -	5 *3%*	11 *6%*	21 *12%*	- -	38 *22%*	38 *22%*	19 *11%*	171 *100%*
Total (Wtd)	**238**	6** *3%* **	31** *13%* **	17** *7%* **	-** - **	-** - **	10** *4%* **	18** *8%* **	34** *14%* **	-** - **	48* *20%* *	49* *21%* *	24** *10%* **	238 *100%*
Effective Total	**152**	4	20	12	-	-	5	9	18	-	35	35	17	152
10	**8** ***3%***	2 *36%* *28%*	2 *6%* *22%*	- - -	- - -	- - -	- - -	2 *9%* *19%*	- - -	- - -	3 *5%* *31%*	- - -	- - -	8 *3%* *100%*
9	**7** ***3%***	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *18%*	- - -	2 *3%* *23%*	4 *9%* *59%*	- - -	7 *3%* *100%*
8	**14** ***6%***	- - -	3 *9%* *19%*	- - -	- - -	- - -	2 *17%* *12%*	3 *14%* *18%*	2 *4%* *11%*	- - -	2 *5%* *17%*	2 *3%* *11%*	2 *7%* *12%*	14 *6%* *100%*
7	**22** ***9%***	- - -	5 *16%* *22%*	3 *19%* *15%*	- - -	- - -	- - -	- - -	1 *4%* *7%*	- - -	9 *18%* *40%*	2 *4%* *9%*	2 *7%* *7%*	22 *9%* *100%*
6	**22** ***9%***	1 *17%* *5%*	5 *18%* *25%*	3 *17%* *14%*	- - -	- - -	5 *46%* *22%*	- - -	4 *10%* *16%*	- - -	3 *5%* *12%*	1 *3%* *6%*	- - -	22 *9%* *100%*
5	**40** ***17%***	2 *28%* *4%*	7 *22%* *17%*	7 *39%* *17%*	- - -	- - -	- - -	2 *9%* *4%*	4 *13%* *11%*	- - -	5 *11%* *13%*	10 *20%* *24%*	4 *15%* *9%*	40 *17%* *100%*
4	**3** ***1%***	- - -	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *46%*	- - -	- - -	2 *3%* *54%*	- - -	3 *1%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**171**	4 *2%*	21 *12%*	14 *8%*	- -	- -	5 *3%*	11 *6%*	21 *12%*	- -	38 *22%*	38 *22%*	19 *11%*	171 *100%*
Effective Total	**152**	4	20	12	-	-	5	9	18	-	35	35	17	152
3	**21** ***9%***	1 *20%* *6%*	3 *11%* *17%*	2 *9%* *8%*	- - -	- - -	- - -	- - -	4 *13%* *21%*	- - -	6 *12%* *29%*	2 *3%* *8%*	3 *11%* *12%*	21 *9%* *100%*
2	**15** ***6%***	- - -	2 *6%* *11%*	- - -	- - -	- - -	- - -	* * *	2 *6%* *13%*	- - -	5 *9%* *31%*	4 *7%* *24%*	3 *13%* *20%*	15 *6%* *100%*
1	**27** ***11%***	- - -	2 *6%* *7%*	- - -	- - -	- - -	2 *18%* *7%*	6 *36%* *24%*	4 *12%* *16%*	- - -	8 *16%* *29%*	2 *3%* *6%*	3 *14%* *12%*	27 *11%* *100%*
Don't know	**60** ***25%***	- - -	2 *8%* *4%*	3 *16%* *5%*	- - -	- - -	2 *20%* *3%*	6 *33%* *10%*	10 *30%* *17%*	- - -	7 *14%* *11%*	22 *44%* *37%* JM	8 *33%* *13%*	60 *25%* *100%*
Net: 10/9/8/7	**52** ***22%***	2 *36%* *4%*	9 *31%* *18%*	3 *19%* *6%*	- - -	- - -	2 *17%* *3%*	4 *23%* *8%*	4 *12%* *8%*	- - -	16 *32%* *30%*	8 *16%* *15%*	3 *14%* *6%*	52 *22%* *100%*
Net: 10/9	**16** ***7%***	2 *36%* *15%*	2 *6%* *12%*	- - -	- - -	- - -	- - -	2 *9%* *10%*	1 *4%* *8%*	- - -	4 *9%* *27%*	4 *9%* *27%*	- - -	16 *7%* *100%*
Net: 6/5/4	**64** ***27%***	3 *45%* *4%*	12 *39%* *19%*	10 *57%* *15%*	- - -	- - -	5 *46%* *7%*	2 *9%* *2%*	9 *27%* *15%*	- - -	8 *16%* *12%*	13 *26%* *20%*	4 *15%* *6%*	64 *27%* *100%*
Net: 3/2/1	**62** ***26%***	1 *20%* *2%*	7 *23%* *11%*	2 *9%* *3%*	- - -	- - -	2 *18%* *3%*	6 *36%* *10%*	10 *30%* *17%*	- - -	18 *38%* *29%* K	7 *14%* *11%*	9 *37%* *14%*	62 *26%* *100%*
Mean	**4.90**	6.55	5.47	5.43	-	-	5.33	4.15	4.33	-	4.79	5.18	3.80	4.90

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 193

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**171**	4 *2%*	21 *12%*	14 *8%*	- -	- -	5 *3%*	11 *6%*	21 *12%*	- -	38 *22%*	38 *22%*	19 *11%*	171 *100%*
Effective Total	**152**	4	20	12	-	-	5	9	18	-	35	35	17	152
Standard Deviation	**2.61**	2.97	2.31	1.20	-	-	2.59	3.75	2.42	-	2.88	2.45	2.44	2.61

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**855**	493 *58%*	362 *42%*	50 *6%*	146 *17%*	151 *18%*	173 *20%*	163 *19%*	167 *20%*	174 *20%*	483 *56%*	184 *22%*	268 *31%*	182 *21%*	405 *47%*
Total (Wtd)	**1195**	688 *58%*	507 *42%*	82* *7%* *	238 *20%*	199 *17%*	238 *20%*	196 *16%*	242 *20%*	229 *19%*	618 *52%*	349 *29%*	378 *32%*	323 *27%*	494 *41%*
Effective Total	**757**	430	327	44	132	140	154	143	152	164	452	168	244	165	366
10	**77** ***6%***	42 *6%* *55%*	35 *7%* *45%*	11 *13%* *14%* EF	16 *7%* *21%*	7 *3%* *9%*	6 *2%* *7%*	9 *5%* *12%*	28 *12%* *37%* EFG	10 *4%* *13%*	36 *6%* *47%*	31 *9%* *40%*	24 *6%* *31%*	26 *8%* *34%*	27 *5%* *35%*
9	**70** ***6%***	41 *6%* *59%*	28 *6%* *41%*	5 *6%* *7%*	19 *8%* *27%* E	2 *1%* *3%*	8 *3%* *11%*	17 *9%* *24%* E	19 *8%* *27%* E	9 *4%* *14%*	37 *6%* *53%*	23 *7%* *33%*	15 *4%* *21%*	24 *8%* *35%*	31 *6%* *44%*
8	**175** ***15%***	105 *15%* *60%*	69 *14%* *40%*	11 *14%* *6%*	30 *12%* *17%*	26 *13%* *15%*	28 *12%* *16%*	34 *17%* *19%*	46 *19%* *27%*	34 *15%* *20%*	74 *12%* *43%*	66 *19%* *38%* J	55 *15%* *31%*	42 *13%* *24%*	77 *16%* *44%*
7	**171** ***14%***	93 *13%* *54%*	78 *15%* *46%*	12 *15%* *7%*	27 *11%* *16%*	41 *21%* *24%* DG	39 *16%* *23%* G	16 *8%* *10%*	35 *14%* *20%*	30 *13%* *18%*	99 *16%* *58%*	42 *12%* *24%*	68 *18%* *40%* N	43 *13%* *25%*	60 *12%* *35%*
6	**140** ***12%***	81 *12%* *58%*	59 *12%* *42%*	7 *9%* *5%*	30 *12%* *21%*	24 *12%* *17%*	47 *20%* *33%* GH	16 *8%* *11%*	17 *7%* *12%*	21 *9%* *15%*	76 *12%* *54%*	42 *12%* *30%*	46 *12%* *33%*	39 *12%* *28%*	55 *11%* *39%*
5	**157** ***13%***	98 *14%* *62%*	59 *12%* *38%*	10 *12%* *6%*	36 *15%* *23%*	29 *14%* *18%*	29 *12%* *18%*	30 *15%* *19%*	23 *10%* *15%*	29 *13%* *19%*	87 *14%* *55%*	40 *12%* *26%*	53 *14%* *34%*	37 *11%* *23%*	68 *14%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : Regular viewers of BBC News in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**855**	493 *58%*	362 *42%*	50 *6%*	146 *17%*	151 *18%*	173 *20%*	163 *19%*	167 *20%*	174 *20%*	483 *56%*	184 *22%*	268 *31%*	182 *21%*	405 *47%*
Effective Total	**757**	430	327	44	132	140	154	143	152	164	452	168	244	165	366
4	**80** ***7%***	58 *8%* *72%* B	22 *4%* *28%*	7 *8%* *8%* E	25 *11%* *32%* E	3 *2%* *4%*	15 *6%* *19%*	9 *5%* *11%*	21 *9%* *26%* E	21 *9%* *26%*	39 *6%* *49%*	20 *6%* *25%*	21 *6%* *27%*	29 *9%* *36%*	30 *6%* *37%*
3	**69** ***6%***	38 *6%* *55%*	31 *6%* *45%*	4 *5%* *6%*	10 *4%* *15%*	14 *7%* *21%*	20 *8%* *29%* H	13 *7%* *19%*	8 *3%* *11%*	7 *3%* *11%*	41 *7%* *60%*	20 *6%* *30%*	29 *8%* *42%* N	24 *7%* *35%* N	16 *3%* *23%*
2	**53** ***4%***	32 *5%* *60%*	21 *4%* *40%*	4 *5%* *8%*	12 *5%* *23%*	10 *5%* *19%*	10 *4%* *19%*	7 *4%* *13%*	10 *4%* *18%*	16 *7%* *30%*	27 *4%* *51%*	10 *3%* *18%*	17 *4%* *32%*	6 *2%* *12%*	30 *6%* *57%* M
1	**60** ***5%***	32 *5%* *54%*	28 *5%* *46%*	6 *7%* *10%*	8 *4%* *14%*	11 *6%* *19%*	11 *5%* *19%*	14 *7%* *23%*	9 *4%* *15%*	13 *6%* *21%*	27 *4%* *45%*	20 *6%* *34%*	11 *3%* *19%*	21 *7%* *36%*	27 *5%* *45%*
Don't know	**145** ***12%***	68 *10%* *47%*	77 *15%* *53%* A	4 *5%* *3%*	24 *10%* *17%*	32 *16%* *22%*	26 *11%* *18%*	32 *16%* *22%*	26 *11%* *18%*	36 *16%* *25%*	74 *12%* *51%*	35 *10%* *24%*	39 *10%* *27%*	32 *10%* *22%*	74 *15%* *51%*
Net: 10/9/8/7	**492** ***41%***	282 *41%* *57%*	210 *41%* *43%*	39 *48%* *8%*	92 *39%* *19%*	76 *38%* *15%*	80 *34%* *16%*	76 *39%* *15%*	129 *53%* *26%* DEFG	84 *37%* *17%*	247 *40%* *50%*	161 *46%* *33%*	162 *43%* *33%*	135 *42%* *27%*	195 *39%* *40%*
Net: 10/9	**146** ***12%***	83 *12%* *57%*	63 *12%* *43%*	16 *19%* *11%* EF	35 *15%* *24%* EF	9 *4%* *6%*	14 *6%* *9%*	26 *13%* *18%* EF	47 *20%* *32%* EF	20 *9%* *13%*	73 *12%* *50%*	54 *15%* *37%*	39 *10%* *26%*	50 *16%* *34%*	58 *12%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**855**	493 *58%*	362 *42%*	50 *6%*	146 *17%*	151 *18%*	173 *20%*	163 *19%*	167 *20%*	174 *20%*	483 *56%*	184 *22%*	268 *31%*	182 *21%*	405 *47%*
Effective Total	**757**	430	327	44	132	140	154	143	152	164	452	168	244	165	366
Net: 6/5/4	**377** ***32%***	237 *34%* *63%* B	140 *28%* *37%*	24 *29%* *6%*	91 *38%* *24%* H	56 *28%* *15%*	91 *38%* *24%* H	54 *28%* *14%*	61 *25%* *16%*	72 *32%* *19%*	202 *33%* *54%*	103 *29%* *27%*	121 *32%* *32%*	104 *32%* *28%*	152 *31%* *40%*
Net: 3/2/1	**182** ***15%***	102 *15%* *56%*	80 *16%* *44%*	14 *17%* *8%*	31 *13%* *17%*	36 *18%* *20%*	41 *17%* *23%*	33 *17%* *18%*	27 *11%* *15%*	36 *16%* *20%*	95 *15%* *52%*	50 *14%* *28%*	57 *15%* *31%*	52 *16%* *29%*	73 *15%* *40%*
Mean	**6.00**	5.97	6.05	6.13	6.00	5.71	5.65	5.94	6.58 EFG	5.72	5.95	6.27	6.03	6.02	5.96
Standard Deviation	**2.42**	2.39	2.47	2.71	2.38	2.28	2.17	2.58	2.49	2.46	2.36	2.49	2.28	2.53	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**855**	855 *100%*	717 *84%*	120 *14%*	855 *100%*	855 *100%*	537 *63%*	314 *37%*	325 *38%*
Total (Wtd)	**1195**	1195 *100%*	1049 *88%*	146 *12%*	1195 *100%*	1195 *100%*	743 *62%*	448 *37%*	465 *39%*
Effective Total	**757**	757	650	110	757	757	477	277	286
10	**77** ***6%***	77 *6%* *100%*	65 *6%* *85%*	12 *8%* *15%*	77 *6%* *100%*	77 *6%* *100%*	54 *7%* *70%*	23 *5%* *30%*	24 *5%* *32%*
9	**70** ***6%***	70 *6%* *100%*	59 *6%* *85%*	10 *7%* *15%*	70 *6%* *100%*	70 *6%* *100%*	36 *5%* *52%*	33 *7%* *47%*	34 *7%* *49%*
8	**175** ***15%***	175 *15%* *100%*	161 *15%* *92%*	14 *10%* *8%*	175 *15%* *100%*	175 *15%* *100%*	112 *15%* *64%*	61 *14%* *35%*	61 *13%* *35%*
7	**171** ***14%***	171 *14%* *100%*	146 *14%* *86%*	25 *17%* *14%*	171 *14%* *100%*	171 *14%* *100%*	114 *15%* *67%*	57 *13%* *33%*	60 *13%* *35%*
6	**140** ***12%***	140 *12%* *100%*	123 *12%* *88%*	16 *11%* *12%*	140 *12%* *100%*	140 *12%* *100%*	90 *12%* *65%*	50 *11%* *35%*	50 *11%* *35%*
5	**157** ***13%***	157 *13%* *100%*	129 *12%* *82%*	28 *19%* *18%*	157 *13%* *100%*	157 *13%* *100%*	96 *13%* *61%*	60 *13%* *38%*	65 *14%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**855**	855 100%	717 84%	120 14%	855 100%	855 100%	537 63%	314 37%	325 38%
Effective Total	**757**	757	650	110	757	757	477	277	286
4	**80** **7%**	80 7% 100%	69 7% 87%	11 7% 13%	80 7% 100%	80 7% 100%	55 7% 69%	25 5% 31%	28 6% 35%
3	**69** **6%**	69 6% 100%	65 6% 95%	4 3% 5%	69 6% 100%	69 6% 100%	45 6% 65%	24 5% 35%	25 5% 37%
2	**53** **4%**	53 4% 100%	46 4% 86%	7 5% 14%	53 4% 100%	53 4% 100%	28 4% 52%	24 5% 46%	24 5% 46%
1	**60** **5%**	60 5% 100%	51 5% 85%	9 6% 15%	60 5% 100%	60 5% 100%	35 5% 58%	25 6% 42%	28 6% 47%
Don't know	**145** **12%**	145 12% 100%	134 13% 93%	10 7% 7%	145 12% 100%	145 12% 100%	79 11% 54%	66 15% 46%	66 14% 46%
Net: 10/9/8/7	**492** **41%**	492 41% 100%	431 41% 88%	61 42% 12%	492 41% 100%	492 41% 100%	315 42% 64%	174 39% 35%	179 39% 36%
Net: 10/9	**146** **12%**	146 12% 100%	124 12% 85%	22 15% 15%	146 12% 100%	146 12% 100%	90 12% 61%	56 12% 38%	58 12% 40%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**855**	855 *100%*	717 *84%*	120 *14%*	855 *100%*	855 *100%*	537 *63%*	314 *37%*	325 *38%*
Effective Total	**757**	757	650	110	757	757	477	277	286
Net: 6/5/4	**377** ***32%***	377 *32%* *100%*	322 *31%* *85%*	55 *38%* *15%*	377 *32%* *100%*	377 *32%* *100%*	242 *33%* *64%*	134 *30%* *36%*	142 *31%* *38%*
Net: 3/2/1	**182** ***15%***	182 *15%* *100%*	162 *15%* *89%*	20 *14%* *11%*	182 *15%* *100%*	182 *15%* *100%*	107 *14%* *59%*	74 *17%* *41%*	78 *17%* *43%*
Mean	**6.00**	6.00	6.01	5.97	6.00	6.00	6.05	5.91	5.86
Standard Deviation	**2.42**	2.42	2.42	2.45	2.42	2.42	2.38	2.49	2.50

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**855**	57 *7%*	119 *14%*	92 *11%*	- -	- -	35 *4%*	50 *6%*	97 *11%*	- -	144 *17%*	173 *20%*	88 *10%*	855 *100%*
Total (Wtd)	**1195**	80* *7%* *	168 *14%*	131* *11%* *	-** - **	-** - **	58* *5%* *	87* *7%* *	178* *15%* *	-** - **	181 *15%*	208 *17%*	105* *9%* *	1195 *100%*
Effective Total	**757**	51	110	83	-	-	31	46	88	-	129	160	78	757
10	**77** ***6%***	2 *2%* *2%*	9 *5%* *11%*	14 *10%* *18%*	- - -	- - -	7 *13%* *9%*	5 *6%* *6%*	14 *8%* *18%*	- - -	10 *5%* *13%*	13 *6%* *18%*	4 *4%* *5%*	77 *6%* *100%*
9	**70** ***6%***	2 *2%* *2%*	5 *3%* *7%*	8 *6%* *12%*	- - -	- - -	7 *11%* *9%*	13 *15%* *18%* ABHM	5 *3%* *7%*	- - -	11 *6%* *15%*	13 *6%* *19%*	6 *6%* *9%*	70 *6%* *100%*
8	**175** ***15%***	12 *15%* *7%*	24 *14%* *14%*	19 *15%* *11%*	- - -	- - -	7 *12%* *4%*	12 *13%* *7%*	24 *13%* *14%*	- - -	22 *12%* *13%*	35 *17%* *20%*	20 *19%* *11%*	175 *15%* *100%*
7	**171** ***14%***	14 *18%* *8%*	34 *20%* *20%* L	20 *15%* *11%*	- - -	- - -	9 *16%* *6%*	11 *13%* *6%*	22 *12%* *13%*	- - -	22 *12%* *13%*	29 *14%* *17%*	9 *9%* *5%*	171 *14%* *100%*
6	**140** ***12%***	11 *14%* *8%*	20 *12%* *14%*	15 *11%* *11%*	- - -	- - -	6 *11%* *5%*	17 *20%* *12%*	15 *9%* *11%*	- - -	22 *12%* *16%*	21 *10%* *15%*	12 *11%* *8%*	140 *12%* *100%*
5	**157** ***13%***	12 *15%* *8%*	27 *16%* *17%*	13 *10%* *8%*	- - -	- - -	6 *10%* *4%*	6 *7%* *4%*	25 *14%* *16%*	- - -	33 *18%* *21%* K	19 *9%* *12%*	16 *15%* *10%*	157 *13%* *100%*
4	**80** ***7%***	6 *8%* *8%*	11 *6%* *14%*	5 *3%* *6%*	- - -	- - -	3 *6%* *4%*	7 *8%* *9%*	18 *10%* *23%*	- - -	10 *6%* *13%*	9 *4%* *11%*	11 *10%* *14%*	80 *7%* *100%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**855**	57 *7%*	119 *14%*	92 *11%*	- -	- -	35 *4%*	50 *6%*	97 *11%*	- -	144 *17%*	173 *20%*	88 *10%*	855 *100%*
Effective Total	**757**	51	110	83	-	-	31	46	88	-	129	160	78	757
3	**69** ***6%***	5 *6%* *7%*	14 *9%* *21%* J	10 *8%* *14%* J	- - -	- - -	3 *6%* *5%*	4 *4%* *5%*	17 *10%* *25%* J	- - -	2 *1%* *3%*	9 *4%* *12%*	5 *5%* *7%*	69 *6%* *100%* J
2	**53** ***4%***	10 *12%* *19%* BCGHM	4 *2%* *8%*	3 *2%* *5%*	- - -	- - -	2 *3%* *3%*	- - -	5 *3%* *9%*	- - -	10 *6%* *19%*	14 *7%* *27%*	6 *6%* *11%*	53 *4%* *100%*
1	**60** ***5%***	3 *4%* *5%*	4 *3%* *7%*	4 *3%* *7%*	- - -	- - -	3 *5%* *5%*	9 *11%* *16%* B	9 *5%* *15%*	- - -	9 *5%* *15%*	13 *6%* *22%*	5 *5%* *8%*	60 *5%* *100%*
Don't know	**145** ***12%***	4 *5%* *3%*	15 *9%* *10%*	20 *16%* *14%* G	- - -	- - -	4 *8%* *3%*	3 *3%* *2%*	25 *14%* *17%*	- - -	30 *17%* *21%* AG	32 *16%* *22%* AG	12 *11%* *8%*	145 *12%* *100%*
Net: 10/9/8/7	**492** ***41%***	30 *37%* *6%*	72 *43%* *15%*	61 *47%* *12%*	- - -	- - -	30 *52%* *6%*	40 *47%* *8%*	64 *36%* *13%*	- - -	65 *36%* *13%*	91 *44%* *19%*	39 *37%* *8%*	492 *41%* *100%*
Net: 10/9	**146** ***12%***	3 *4%* *2%*	13 *8%* *9%*	22 *17%* *15%* A	- - -	- - -	14 *24%* *9%* AB	18 *20%* *12%* AB	19 *10%* *13%*	- - -	21 *11%* *14%*	27 *13%* *18%*	10 *10%* *7%*	146 *12%* *100%*
Net: 6/5/4	**377** ***32%***	30 *37%* *8%*	59 *35%* *16%* K	33 *25%* *9%*	- - -	- - -	15 *26%* *4%*	30 *35%* *8%*	59 *33%* *16%*	- - -	65 *36%* *17%* K	48 *23%* *13%*	38 *36%* *10%* K	377 *32%* *100%* K
Net: 3/2/1	**182** ***15%***	17 *22%* *10%*	23 *14%* *13%*	17 *13%* *9%*	- - -	- - -	8 *14%* *5%*	13 *15%* *7%*	31 *17%* *17%*	- - -	21 *12%* *12%*	36 *17%* *20%*	16 *15%* *9%*	182 *15%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 194

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**855**	57 *7%*	119 *14%*	92 *11%*	- -	- -	35 *4%*	50 *6%*	97 *11%*	- -	144 *17%*	173 *20%*	88 *10%*	855 *100%*
Effective Total	**757**	51	110	83	-	-	31	46	88	-	129	160	78	757
Mean	**6.00**	5.45	6.00	6.49 A	-	-	6.52	6.16	5.76	-	5.96	6.05	5.82	6.00
Standard Deviation	**2.42**	2.27	2.12	2.41	-	-	2.58	2.58	2.46	-	2.36	2.62	2.39	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Total (Wtd)	**5641**	2729 *48%*	2912 *52%*	595 *11%*	1157 *21%*	963 *17%*	995 *18%*	838 *15%*	1092 *19%*	1033 *18%*	2813 *50%*	1795 *32%*	1636 *29%*	1699 *30%*	2306 *41%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
10	**164** ***3%***	66 *2%* *40%*	98 *3%* *60%*	19 *3%* *12%*	28 *2%* *17%*	23 *2%* *14%*	20 *2%* *12%*	18 *2%* *11%*	55 *5%* *34%* DEFG	13 *1%* *8%*	59 *2%* *36%*	92 *5%* *56%* IJ	53 *3%* *32%*	56 *3%* *34%*	56 *2%* *34%*
9	**211** ***4%***	89 *3%* *42%*	121 *4%* *58%*	21 *4%* *10%*	39 *3%* *18%*	28 *3%* *13%*	30 *3%* *14%*	31 *4%* *15%*	61 *6%* *29%* EF	18 *2%* *9%*	81 *3%* *39%*	111 *6%* *53%* IJ	63 *4%* *30%*	61 *4%* *29%*	87 *4%* *41%*
8	**639** ***11%***	304 *11%* *48%*	335 *12%* *52%*	62 *10%* *10%*	96 *8%* *15%*	88 *9%* *14%*	107 *11%* *17%*	101 *12%* *16%* D	185 *17%* *29%* CDEF G	78 *8%* *12%*	290 *10%* *45%* I	271 *15%* *42%* IJ	210 *13%* *33%*	171 *10%* *27%*	258 *11%* *40%*
7	**949** ***17%***	439 *16%* *46%*	510 *18%* *54%*	107 *18%* *11%*	183 *16%* *19%*	160 *17%* *17%*	169 *17%* *18%*	136 *16%* *14%*	194 *18%* *20%*	142 *14%* *15%*	484 *17%* *51%* I	323 *18%* *34%* I	323 *20%* *34%* MN	251 *15%* *26%*	375 *16%* *39%*
6	**878** ***16%***	447 *16%* *51%*	431 *15%* *49%*	105 *18%* *12%* H	200 *17%* *23%* H	160 *17%* *18%* H	158 *16%* *18%*	119 *14%* *14%*	135 *12%* *15%*	168 *16%* *19%*	460 *16%* *52%*	250 *14%* *28%*	243 *15%* *28%*	280 *16%* *32%*	355 *15%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
5	**963** ***17%***	480 *18%* *50%*	483 *17%* *50%*	99 *17%* *10%*	235 *20%* *24%* H	166 *17%* *17%* H	167 *17%* *17%* H	156 *19%* *16%* H	141 *13%* *15%*	179 *17%* *19%*	521 *19%* *54%* K	264 *15%* *27%*	282 *17%* *29%*	282 *17%* *29%*	400 *17%* *41%*
4	**449** ***8%***	232 *8%* *52%*	218 *7%* *48%*	63 *11%* *14%* H	92 *8%* *20%*	78 *8%* *17%*	76 *8%* *17%*	66 *8%* *15%*	75 *7%* *17%*	96 *9%* *21%* K	238 *8%* *53%*	115 *6%* *26%*	131 *8%* *29%*	153 *9%* *34%*	165 *7%* *37%*
3	**313** ***6%***	169 *6%* *54%*	144 *5%* *46%*	31 *5%* *10%*	66 *6%* *21%*	55 *6%* *18%*	79 *8%* *25%* GH	35 *4%* *11%*	46 *4%* *15%*	57 *5%* *18%*	152 *5%* *49%*	104 *6%* *33%*	79 *5%* *25%*	110 *6%* *35%*	123 *5%* *39%*
2	**200** ***4%***	109 *4%* *54%*	91 *3%* *46%*	24 *4%* *12%*	55 *5%* *27%*	29 *3%* *15%*	29 *3%* *15%*	29 *3%* *15%*	34 *3%* *17%*	58 *6%* *29%* JK	104 *4%* *52%* K	39 *2%* *19%*	60 *4%* *30%*	64 *4%* *32%*	76 *3%* *38%*
1	**221** ***4%***	113 *4%* *51%*	108 *4%* *49%*	25 *4%* *12%*	40 *3%* *18%*	52 *5%* *24%* H	35 *3%* *16%*	38 *5%* *17%*	30 *3%* *14%*	65 *6%* *30%* JK	94 *3%* *43%*	61 *3%* *28%*	46 *3%* *21%*	78 *5%* *35%* L	97 *4%* *44%*
Don't know	**653** ***12%***	282 *10%* *43%*	372 *13%* *57%* A	39 *7%* *6%*	124 *11%* *19%* C	123 *13%* *19%* C	125 *13%* *19%* C	107 *13%* *16%* C	136 *12%* *21%* C	159 *15%* *24%* JK	330 *12%* *51%* K	164 *9%* *25%*	147 *9%* *22%*	193 *11%* *30%*	314 *14%* *48%* L

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
Net: 10/9/8/7	**1963** ***35%***	898 *33%* *46%*	1064 *37%* *54%* A	209 *35%* *11%*	346 *30%* *18%*	299 *31%* *15%*	326 *33%* *17%*	286 *34%* *15%*	495 *45%* *25%* CDEF G	251 *24%* *13%*	914 *32%* *47%* I	797 *44%* *41%* IJ	648 *40%* *33%* MN	539 *32%* *27%*	776 *34%* *40%*
Net: 10/9	**375** ***7%***	156 *6%* *42%*	219 *8%* *58%* A	40 *7%* *11%*	67 *6%* *18%*	51 *5%* *14%*	49 *5%* *13%*	49 *6%* *13%*	116 *11%* *31%* CDEFG	31 *3%* *8%*	141 *5%* *38%* I	203 *11%* *54%* IJ	115 *7%* *31%*	117 *7%* *31%*	143 *6%* *38%*
Net: 6/5/4	**2291** ***41%***	1159 *42%* *51%* B	1132 *39%* *49%*	267 *45%* *12%* H	527 *46%* *23%* H	404 *42%* *18%* H	401 *40%* *17%* H	342 *41%* *15%* H	351 *32%* *15%*	443 *43%* *19%* K	1218 *43%* *53%* K	629 *35%* *27%*	656 *40%* *29%*	715 *42%* *31%*	920 *40%* *40%*
Net: 3/2/1	**734** ***13%***	391 *14%* *53%* B	344 *12%* *47%*	80 *13%* *11%*	160 *14%* *22%* H	137 *14%* *19%* H	143 *14%* *20%* H	103 *12%* *14%*	111 *10%* *15%*	180 *17%* *24%* JK	350 *12%* *48%*	205 *11%* *28%*	185 *11%* *25%*	253 *15%* *34%* L	296 *13%* *40%*
Mean	**5.76**	5.64	5.87 A	5.70	5.58	5.58	5.66	5.72	6.26 CDE FG	5.21	5.68 I	6.18 IJ	5.93 MN	5.62	5.74
Standard Deviation	**2.10**	2.09	2.11	2.10	2.03	2.11	2.04	2.10	2.16	2.11	2.00	2.17	2.04	2.16	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Total (Wtd)	**5641**	5641 *100%*	5195 *92%*	445 *8%*	873 *15%*	4689 *83%*	4751 *84%*	2930 *52%*	1807 *32%*	1916 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
10	**164** ***3%***	164 *3%* *100%*	142 *3%* *87%*	22 *5%* *13%* S	31 *3%* *19%*	134 *3%* *81%*	134 *3%* *81%*	98 *3%* *60%* Y	36 *2%* *22%*	41 *2%* *25%*
9	**211** ***4%***	211 *4%* *100%*	196 *4%* *93%*	15 *3%* *7%*	45 *5%* *21%* X	163 *3%* *77%*	166 *3%* *79%*	91 *3%* *43%*	74 *4%* *35%*	78 *4%* *37%*
8	**639** ***11%***	639 *11%* *100%*	601 *12%* *94%*	38 *9%* *6%*	109 *12%* *17%*	519 *11%* *81%*	527 *11%* *83%*	313 *11%* *49%*	211 *12%* *33%*	219 *11%* *34%*
7	**949** ***17%***	949 *17%* *100%*	872 *17%* *92%*	77 *17%* *8%*	132 *15%* *14%*	793 *17%* *84%*	814 *17%* *86%*	531 *18%* *56%* Z	280 *15%* *29%*	291 *15%* *31%*
6	**878** ***16%***	878 *16%* *100%*	795 *15%* *91%*	83 *19%* *9%*	114 *13%* *13%*	758 *16%* *86%*	762 *16%* *87%*	461 *16%* *53%*	301 *17%* *34%*	319 *17%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
5	**963** ***17%***	963 *17%* *100%*	889 *17%* *92%*	75 *17%* *8%*	131 *15%* *14%*	823 *18%* *85%*	831 *17%* *86%*	538 *18%* *56%*	292 *16%* *30%*	321 *17%* *33%*
4	**449** ***8%***	449 *8%* *100%*	406 *8%* *90%*	44 *10%* *10%*	74 *8%* *16%*	372 *8%* *83%*	373 *8%* *83%*	228 *8%* *51%*	140 *8%* *31%*	148 *8%* *33%*
3	**313** ***6%***	313 *6%* *100%*	299 *6%* *96%* T	14 *3%* *4%*	70 *8%* *22%* VWXY Z	242 *5%* *77%*	243 *5%* *78%*	145 *5%* *46%*	97 *5%* *31%*	104 *5%* *33%*
2	**200** ***4%***	200 *4%* *100%*	184 *4%* *92%*	17 *4%* *8%*	32 *4%* *16%*	163 *3%* *81%*	166 *3%* *83%*	87 *3%* *43%*	79 *4%* *39%* X	84 *4%* *42%* X
1	**221** ***4%***	221 *4%* *100%*	197 *4%* *89%*	23 *5%* *11%*	30 *3%* *14%*	189 *4%* *85%*	190 *4%* *86%*	126 *4%* *57%*	63 *4%* *29%*	67 *3%* *30%*
Don't know	**653** ***12%***	653 *12%* *100%*	615 *12%* *94%*	38 *9%* *6%*	107 *12%* *16%*	534 *11%* *82%*	545 *11%* *83%*	310 *11%* *48%*	235 *13%* *36%*	243 *13%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
Net: 10/9/8/7	**1963** ***35%***	1963 *35%* *100%*	1811 *35%* *92%*	151 *34%* *8%*	316 *36%* *16%*	1609 *34%* *82%*	1641 *35%* *84%*	1034 *35%* *53%*	600 *33%* *31%*	630 *33%* *32%*
Net: 10/9	**375** ***7%***	375 *7%* *100%*	338 *7%* *90%*	37 *8%* *10%*	75 *9%* *20%* VW	296 *6%* *79%*	300 *6%* *80%*	189 *6%* *51%*	109 *6%* *29%*	119 *6%* *32%*
Net: 6/5/4	**2291** ***41%***	2291 *41%* *100%*	2089 *40%* *91%*	201 *45%* *9%*	318 *36%* *14%*	1953 *42%* *85%* U	1966 *41%* *86%* U	1228 *42%* *54%* U	733 *41%* *32%*	788 *41%* *34%*
Net: 3/2/1	**734** ***13%***	734 *13%* *100%*	680 *13%* *93%*	54 *12%* *7%*	132 *15%* *18%*	594 *13%* *81%*	598 *13%* *81%*	358 *12%* *49%*	239 *13%* *33%*	255 *13%* *35%*
Mean	**5.76**	5.76	5.76	5.75	5.79	5.75	5.76	5.78	5.73	5.72
Standard Deviation	**2.10**	2.10	2.10	2.17	2.21	2.08	2.08	2.08	2.08	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Total (Wtd)	**5641**	352 *6%*	733 *13%*	550 *10%*	-** - **	-** - **	352 *6%*	599 *11%*	747 *13%*	-** - **	737 *13%*	1060 *19%*	509 *9%*	5641 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
10	**164** ***3%***	7 *2%* *5%*	25 *3%* *15%*	20 *4%* *12%*	- - -	- - -	12 *3%* *7%*	19 *3%* *11%*	25 *3%* *15%*	- - -	27 *4%* *16%* K	19 *2%* *12%*	10 *2%* *6%*	164 *3%* *100%*
9	**211** ***4%***	11 *3%* *5%*	30 *4%* *14%*	22 *4%* *10%*	- - -	- - -	15 *4%* *7%*	17 *3%* *8%*	29 *4%* *14%*	- - -	23 *3%* *11%*	50 *5%* *24%*	14 *3%* *7%*	211 *4%* *100%*
8	**639** ***11%***	60 *17%* *9%* BGHJKM	80 *11%* *13%*	69 *13%* *11%*	- - -	- - -	41 *12%* *6%*	58 *10%* *9%*	72 *10%* *11%*	- - -	67 *9%* *11%*	113 *11%* *18%*	78 *15%* *12%* GHJKM	639 *11%* *100%*
7	**949** ***17%***	55 *16%* *6%*	154 *21%* *16%* FHKLM	115 *21%* *12%* HL	- - -	- - -	50 *14%* *5%*	98 *16%* *10%*	103 *14%* *11%*	- - -	129 *17%* *14%*	171 *16%* *18%*	75 *15%* *8%*	949 *17%* *100%*
6	**878** ***16%***	37 *11%* *4%*	110 *15%* *12%*	96 *17%* *11%* A	- - -	- - -	60 *17%* *7%*	84 *14%* *10%*	135 *18%* *15%* A	- - -	114 *15%* *13%*	169 *16%* *19%*	73 *14%* *8%*	878 *16%* *100%* A
5	**963** ***17%***	84 *24%* *9%* BCFHKLM	127 *17%* *13%*	71 *13%* *7%*	- - -	- - -	43 *12%* *4%*	112 *19%* *12%* C	127 *17%* *13%*	- - -	143 *19%* *15%* CF	179 *17%* *19%*	79 *15%* *8%*	963 *17%* *100%*
4	**449** ***8%***	26 *7%* *6%*	67 *9%* *15%*	38 *7%* *8%*	- - -	- - -	32 *9%* *7%*	46 *8%* *10%*	75 *10%* *17%* K	- - -	58 *8%* *13%*	65 *6%* *15%*	42 *8%* *9%*	449 *8%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
3	**313** ***6%***	28 *8%* *9%* C	33 *5%* *11%*	18 *3%* *6%*	- - -	- - -	25 *7%* *8%*	40 *7%* *13%*	46 *6%* *15%*	- - -	38 *5%* *12%*	61 *6%* *19%*	24 *5%* *8%*	313 *6%* *100%*
2	**200** ***4%***	19 *5%* *9%* J	26 *4%* *13%*	16 *3%* *8%*	- - -	- - -	12 *3%* *6%*	26 *4%* *13%*	26 *4%* *13%*	- - -	15 *2%* *7%*	40 *4%* *20%*	21 *4%* *10%*	200 *4%* *100%*
1	**221** ***4%***	13 *4%* *6%*	14 *2%* *6%*	18 *3%* *8%*	- - -	- - -	8 *2%* *3%*	27 *5%* *12%* B	43 *6%* *19%* B	- - -	31 *4%* *14%* B	44 *4%* *20%* B	22 *4%* *10%* B	221 *4%* *100%* B
Don't know	**653** ***12%***	12 *4%* *2%*	68 *9%* *10%* A	66 *12%* *10%* A	- - -	- - -	56 *16%* *9%* ABH	72 *12%* *11%* A	65 *9%* *10%* A	- - -	93 *13%* *14%* A	150 *14%* *23%* ABH	71 *14%* *11%* ABH	653 *12%* *100%* A
Net: 10/9/8/7	**1963** ***35%***	133 *38%* *7%*	289 *39%* *15%* GHJKM	226 *41%* *12%* GHJKM	- - -	- - -	117 *33%* *6%*	192 *32%* *10%*	230 *31%* *12%*	- - -	246 *33%* *13%*	353 *33%* *18%*	177 *35%* *9%*	1963 *35%* *100%*
Net: 10/9	**375** ***7%***	18 *5%* *5%*	55 *8%* *15%*	42 *8%* *11%*	- - -	- - -	27 *8%* *7%*	35 *6%* *9%*	55 *7%* *15%*	- - -	50 *7%* *13%*	69 *7%* *18%*	24 *5%* *6%*	375 *7%* *100%*
Net: 6/5/4	**2291** ***41%***	147 *42%* *6%*	303 *41%* *13%*	206 *37%* *9%*	- - -	- - -	136 *39%* *6%*	242 *40%* *11%*	337 *45%* *15%* CK	- - -	314 *43%* *14%*	413 *39%* *18%*	194 *38%* *8%*	2291 *41%* *100%*
Net: 3/2/1	**734** ***13%***	60 *17%* *8%* BCJ	73 *10%* *10%*	52 *10%* *7%*	- - -	- - -	44 *13%* *6%*	93 *16%* *13%* BC	115 *15%* *16%* BC	- - -	84 *11%* *11%*	145 *14%* *20%*	67 *13%* *9%*	734 *13%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 195

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
Mean	**5.76**	5.64	5.96 GH	6.09 AGHJKLM	-	-	5.85	5.58	5.56	-	5.77	5.73	5.73	5.76
Standard Deviation	**2.10**	2.13	1.98	2.04	-	-	2.10	2.15	2.19	-	2.06	2.11	2.13	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Total (Wtd)	**2846**	1371 *48%*	1475 *52%*	309 *11%*	572 *20%*	474 *17%*	488 *17%*	412 *14%*	592 *21%*	498 *17%*	1420 *50%*	928 *33%*	814 *29%*	882 *31%*	1149 *40%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
10	**358** ***13%***	153 *11%* *43%*	205 *14%* *57%*	35 *11%* *10%*	50 *9%* *14%*	52 *11%* *14%*	68 *14%* *19%* D	66 *16%* *18%* D	88 *15%* *25%* D	54 *11%* *15%*	148 *10%* *41%*	156 *17%* *44%* IJ	124 *15%* *35%* N	102 *12%* *29%*	132 *11%* *37%*
9	**237** ***8%***	97 *7%* *41%*	140 *10%* *59%*	19 *6%* *8%*	38 *7%* *16%*	40 *9%* *17%*	45 *9%* *19%*	31 *8%* *13%*	64 *11%* *27%*	34 *7%* *14%*	118 *8%* *50%*	85 *9%* *36%*	77 *9%* *32%*	83 *9%* *35%*	77 *7%* *33%*
8	**610** ***21%***	293 *21%* *48%*	317 *21%* *52%*	60 *19%* *10%*	101 *18%* *17%*	95 *20%* *16%*	114 *23%* *19%*	96 *23%* *16%*	145 *24%* *24%* D	68 *14%* *11%*	333 *23%* *55%* I	209 *23%* *34%* I	223 *27%* *37%* MN	163 *19%* *27%*	223 *19%* *37%*
7	**475** ***17%***	224 *16%* *47%*	251 *17%* *53%*	60 *19%* *13%*	96 *17%* *20%*	91 *19%* *19%* F	61 *13%* *13%*	65 *16%* *14%*	102 *17%* *21%*	101 *20%* *21%*	225 *16%* *47%*	149 *16%* *31%*	112 *14%* *24%*	177 *20%* *37%* L	187 *16%* *39%*
6	**282** ***10%***	141 *10%* *50%*	142 *10%* *50%*	43 *14%* *15%* E	64 *11%* *23%*	37 *8%* *13%*	51 *10%* *18%*	38 *9%* *13%*	50 *8%* *18%*	50 *10%* *18%*	145 *10%* *51%*	88 *9%* *31%*	76 *9%* *27%*	88 *10%* *31%*	118 *10%* *42%*
5	**360** ***13%***	182 *13%* *51%*	178 *12%* *49%*	39 *13%* *11%*	106 *19%* *29%* EF GH	60 *13%* *17%*	50 *10%* *14%*	39 *10%* *11%*	65 *11%* *18%*	78 *16%* *22%*	175 *12%* *48%*	108 *12%* *30%*	89 *11%* *25%*	112 *13%* *31%*	160 *14%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
4	**118** ***4%***	68 *5%* *58%*	50 *3%* *42%*	14 *4%* *12%*	24 *4%* *20%*	22 *5%* *19%*	28 *6%* *24%* H	14 *3%* *12%*	16 *3%* *14%*	19 *4%* *16%*	61 *4%* *52%*	38 *4%* *33%*	20 *2%* *17%*	45 *5%* *38%* L	53 *5%* *45%* L
3	**100** ***4%***	60 *4%* *60%*	40 *3%* *40%*	11 *4%* *11%*	30 *5%* *30%* F	17 *4%* *17%*	9 *2%* *9%*	13 *3%* *13%*	20 *3%* *20%*	22 *4%* *22%*	47 *3%* *47%*	31 *3%* *31%*	30 *4%* *30%*	23 *3%* *23%*	47 *4%* *47%*
2	**59** ***2%***	31 *2%* *53%*	28 *2%* *47%*	2 *1%* *3%*	15 *3%* *25%*	14 *3%* *23%*	6 *1%* *10%*	11 *3%* *19%*	12 *2%* *20%*	13 *3%* *21%*	35 *2%* *59%*	12 *1%* *20%*	10 *1%* *17%*	22 *3%* *38%*	27 *2%* *45%*
1	**102** ***4%***	53 *4%* *52%*	49 *3%* *48%*	15 *5%* *14%* H	14 *2%* *13%*	24 *5%* *24%* H	27 *6%* *27%* DH	16 *4%* *15%* H	7 *1%* *7%*	32 *6%* *32%* JK	51 *4%* *50%*	19 *2%* *18%*	21 *3%* *20%*	22 *3%* *22%*	59 *5%* *58%* LM
Don't know	**144** ***5%***	68 *5%* *47%*	76 *5%* *53%*	13 *4%* *9%*	34 *6%* *23%*	21 *4%* *15%*	29 *6%* *20%*	24 *6%* *16%*	25 *4%* *17%*	28 *6%* *19%*	83 *6%* *58%*	33 *4%* *23%*	33 *4%* *23%*	44 *5%* *31%*	67 *6%* *46%*
Net: 10/9/8/7	**1680** ***59%***	767 *56%* *46%*	913 *62%* *54%* A	173 *56%* *10%*	285 *50%* *17%*	279 *59%* *17%* D	288 *59%* *17%* D	257 *62%* *15%* D	398 *67%* *24%* CDEF	257 *52%* *15%*	824 *58%* *49%* I	599 *65%* *36%* IJ	536 *66%* *32%* N	526 *60%* *31%*	619 *54%* *37%*
Net: 10/9	**595** ***21%***	250 *18%* *42%*	345 *23%* *58%* A	54 *17%* *9%*	88 *15%* *15%*	92 *19%* *16%*	113 *23%* *19%* D	96 *23%* *16%* D	152 *26%* *25%* CD	88 *18%* *15%*	266 *19%* *45%*	241 *26%* *41%* IJ	200 *25%* *34%* N	186 *21%* *31%*	209 *18%* *35%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
Net: 6/5/4	**761** ***27%***	391 *29%* *51%*	369 *25%* *49%*	96 *31%* *13%* GH	195 *34%* *26%* EF GH	119 *25%* *16%*	129 *26%* *17%*	91 *22%* *12%*	131 *22%* *17%*	146 *29%* *19%*	380 *27%* *50%*	234 *25%* *31%*	185 *23%* *24%*	245 *28%* *32%*	331 *29%* *43%* L
Net: 3/2/1	**261** ***9%***	145 *11%* *55%*	116 *8%* *45%*	28 *9%* *11%*	59 *10%* *22%*	54 *11%* *21%* H	42 *9%* *16%*	40 *10%* *15%*	38 *6%* *15%*	67 *13%* *26%* JK	133 *9%* *51%*	61 *7%* *23%*	60 *7%* *23%*	68 *8%* *26%*	133 *12%* *51%* LM
Mean	**6.81**	6.63	6.98 A	6.65	6.44	6.62	6.88 D	6.98 D	7.23 CDE	6.34	6.75 I	7.15 IJ	7.18 MN	6.82 N	6.54
Standard Deviation	**2.29**	2.32	2.26	2.25	2.19	2.40	2.41	2.38	2.09	2.46	2.27	2.18	2.18	2.20	2.41

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Total (Wtd)	**2846**	2846 *100%*	2630 *92%*	215 *8%*	492 *17%*	2304 *81%*	2329 *82%*	1430 *50%*	896 *31%*	945 *33%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
10	**358** ***13%***	358 *13%* *100%*	327 *12%* *91%*	31 *14%* *9%*	64 *13%* *18%*	293 *13%* *82%*	293 *13%* *82%*	186 *13%* *52%*	107 *12%* *30%*	115 *12%* *32%*
9	**237** ***8%***	237 *8%* *100%*	220 *8%* *93%*	18 *8%* *7%*	49 *10%* *21%*	186 *8%* *78%*	188 *8%* *79%*	113 *8%* *48%*	75 *8%* *32%*	77 *8%* *32%*
8	**610** ***21%***	610 *21%* *100%*	564 *21%* *92%*	46 *21%* *8%*	110 *22%* *18%*	494 *21%* *81%*	499 *21%* *82%*	321 *22%* *53%*	177 *20%* *29%*	190 *20%* *31%*
7	**475** ***17%***	475 *17%* *100%*	436 *17%* *92%*	39 *18%* *8%*	61 *12%* *13%*	405 *18%* *85%* U	409 *18%* *86%* U	241 *17%* *51%*	167 *19%* *35%* U	169 *18%* *36%* U
6	**282** ***10%***	282 *10%* *100%*	265 *10%* *94%*	17 *8%* *6%*	59 *12%* *21%* X	216 *9%* *76%*	217 *9%* *77%*	113 *8%* *40%*	104 *12%* *37%* X	109 *11%* *39%* X
5	**360** ***13%***	360 *13%* *100%*	329 *13%* *91%*	31 *14%* *9%*	62 *13%* *17%*	287 *12%* *80%*	295 *13%* *82%*	186 *13%* *52%*	109 *12%* *30%*	116 *12%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
4	**118** ***4%***	118 *4%* *100%*	113 *4%* *96%*	5 *2%* *4%*	14 *3%* *12%*	102 *4%* *87%*	102 *4%* *87%*	63 *4%* *54%*	38 *4%* *32%*	40 *4%* *34%*
3	**100** ***4%***	100 *4%* *100%*	94 *4%* *94%*	6 *3%* *6%*	23 *5%* *23%*	74 *3%* *74%*	77 *3%* *77%*	54 *4%* *54%*	23 *3%* *23%*	28 *3%* *28%*
2	**59** ***2%***	59 *2%* *100%*	57 *2%* *97%*	2 *1%* *3%*	9 *2%* *16%*	48 *2%* *80%*	49 *2%* *82%*	30 *2%* *50%*	18 *2%* *30%*	18 *2%* *30%*
1	**102** ***4%***	102 *4%* *100%*	95 *4%* *93%*	7 *3%* *7%*	12 *2%* *12%*	87 *4%* *85%*	87 *4%* *85%*	57 *4%* *56%*	30 *3%* *29%*	31 *3%* *30%*
Don't know	**144** ***5%***	144 *5%* *100%*	131 *5%* *91%*	14 *6%* *9%*	28 *6%* *19%*	112 *5%* *78%*	114 *5%* *79%*	66 *5%* *46%*	48 *5%* *33%*	52 *6%* *36%*
Net: 10/9/8/7	**1680** ***59%***	1680 *59%* *100%*	1546 *59%* *92%*	134 *62%* *8%*	284 *58%* *17%*	1378 *60%* *82%*	1389 *60%* *83%*	862 *60%* *51%*	527 *59%* *31%*	551 *58%* *33%*
Net: 10/9	**595** ***21%***	595 *21%* *100%*	547 *21%* *92%*	48 *23%* *8%*	113 *23%* *19%*	479 *21%* *80%*	481 *21%* *81%*	299 *21%* *50%*	182 *20%* *31%*	192 *20%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
Net: 6/5/4	**761** ***27%***	761 *27%* *100%*	707 *27%* *93%*	53 *25%* *7%*	136 *28%* *18%*	605 *26%* *80%*	614 *26%* *81%*	362 *25%* *48%*	251 *28%* *33%*	264 *28%* *35%*
Net: 3/2/1	**261** ***9%***	261 *9%* *100%*	246 *9%* *94%*	15 *7%* *6%*	45 *9%* *17%*	209 *9%* *80%*	212 *9%* *81%*	141 *10%* *54%*	70 *8%* *27%*	77 *8%* *30%*
Mean	**6.81**	6.81	6.80	7.02	6.91	6.81	6.81	6.80	6.83	6.82
Standard Deviation	**2.29**	2.29	2.30	2.21	2.26	2.30	2.30	2.34	2.22	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Total (Wtd)	**2846**	171 *6%*	366 *13%*	277 *10%*	-** - **	-** - **	187* *7%* *	314 *11%*	381 *13%*	-** - **	363 *13%*	541 *19%*	246 *9%*	2846 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
10	**358** ***13%***	36 *21%* *10%* GHKM	53 *14%* *15%*	35 *13%* *10%*	- - -	- - -	24 *13%* *7%*	32 *10%* *9%*	46 *12%* *13%*	- - -	48 *13%* *14%*	52 *10%* *14%*	32 *13%* *9%*	358 *13%* *100%*
9	**237** ***8%***	17 *10%* *7%*	38 *10%* *16%*	22 *8%* *9%*	- - -	- - -	14 *8%* *6%*	35 *11%* *15%*	34 *9%* *14%*	- - -	23 *6%* *9%*	36 *7%* *15%*	19 *8%* *8%*	237 *8%* *100%*
8	**610** ***21%***	55 *32%* *9%* GJKM	89 *24%* *15%* GJ	79 *29%* *13%* GJKM	- - -	- - -	37 *20%* *6%*	41 *13%* *7%*	85 *22%* *14%* G	- - -	57 *16%* *9%*	108 *20%* *18%*	58 *24%* *10%* GJ	610 *21%* *100%* GJ
7	**475** ***17%***	21 *12%* *4%*	53 *15%* *11%*	38 *14%* *8%*	- - -	- - -	31 *17%* *6%*	70 *22%* *15%* AC	75 *20%* *16%*	- - -	65 *18%* *14%*	86 *16%* *18%*	36 *15%* *8%*	475 *17%* *100%*
6	**282** ***10%***	13 *7%* *4%*	38 *10%* *13%*	26 *9%* *9%*	- - -	- - -	25 *14%* *9%*	27 *9%* *10%*	35 *9%* *13%*	- - -	37 *10%* *13%*	58 *11%* *21%*	23 *9%* *8%*	282 *10%* *100%*
5	**360** ***13%***	16 *10%* *5%*	43 *12%* *12%*	30 *11%* *8%*	- - -	- - -	16 *9%* *5%*	53 *17%* *15%*	42 *11%* *12%*	- - -	45 *12%* *12%*	88 *16%* *24%*	27 *11%* *7%*	360 *13%* *100%*
4	**118** ***4%***	5 *3%* *4%*	11 *3%* *9%*	4 *1%* *3%*	- - -	- - -	10 *5%* *8%*	15 *5%* *13%*	20 *5%* *17%* C	- - -	14 *4%* *12%*	27 *5%* *23%* C	11 *5%* *9%*	118 *4%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
3	**100** ***4%***	3 *2%* *3%*	20 *5%* *20%*	6 *2%* *6%*	- - -	- - -	3 *2%* *3%*	11 *3%* *11%*	9 *2%* *9%*	- - -	18 *5%* *18%*	14 *3%* *14%*	15 *6%* *15%*	100 *4%* *100%*
2	**59** ***2%***	2 *1%* *3%*	2 *1%* *3%*	6 *2%* *11%*	- - -	- - -	9 *5%* *15%* B	5 *2%* *9%*	8 *2%* *13%*	- - -	11 *3%* *18%* B	9 *2%* *16%*	7 *3%* *12%*	59 *2%* *100%*
1	**102** ***4%***	- - -	12 *3%* *12%*	9 *3%* *8%*	- - -	- - -	5 *3%* *5%*	2 *1%* *2%*	15 *4%* *15%* AG	- - -	15 *4%* *14%* AG	38 *7%* *38%* ABGLM	6 *2%* *6%*	102 *4%* *100%* AG
Don't know	**144** ***5%***	4 *2%* *3%*	7 *2%* *5%*	22 *8%* *15%* ABH	- - -	- - -	12 *6%* *8%* B	22 *7%* *15%* B	10 *3%* *7%*	- - -	30 *8%* *21%* ABHKM	24 *4%* *17%*	12 *5%* *8%*	144 *5%* *100%* B
Net: 10/9/8/7	**1680** ***59%***	128 *75%* *8%* BCFGHJK LM	233 *64%* *14%* JK	174 *63%* *10%* JK	- - -	- - -	106 *57%* *6%*	179 *57%* *11%*	241 *63%* *14%* JK	- - -	193 *53%* *11%*	281 *52%* *17%*	145 *59%* *9%*	1680 *59%* *100%* K
Net: 10/9	**595** ***21%***	53 *31%* *9%* CJKM	91 *25%* *15%* K	57 *21%* *10%*	- - -	- - -	38 *20%* *6%*	67 *21%* *11%*	80 *21%* *14%*	- - -	71 *20%* *12%*	87 *16%* *15%*	51 *21%* *9%*	595 *21%* *100%* K
Net: 6/5/4	**761** ***27%***	34 *20%* *4%*	92 *25%* *12%*	59 *21%* *8%*	- - -	- - -	51 *27%* *7%*	95 *30%* *13%*	98 *26%* *13%*	- - -	96 *27%* *13%*	174 *32%* *23%* ACM	61 *25%* *8%*	761 *27%* *100%*
Net: 3/2/1	**261** ***9%***	5 *3%* *2%*	34 *9%* *13%* A	21 *8%* *8%*	- - -	- - -	18 *10%* *7%*	18 *6%* *7%*	32 *8%* *12%*	- - -	44 *12%* *17%* AG	62 *11%* *24%* AG	27 *11%* *11%* A	261 *9%* *100%* A

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 196

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Importance Rating ****

Base : All in sample A in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
Mean	**6.81**	7.69 BCFGHJ KLM	7.01 K	7.09 JK	-	-	6.77	6.82	6.85 K	-	6.59	6.39	6.80	6.81 K
Standard Deviation	**2.29**	1.88	2.26	2.20	-	-	2.34	2.04	2.27	-	2.43	2.42	2.33	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**273** ***10%***	130 *9%* *48%*	143 *10%* *52%*	31 *11%* *11%*	44 *7%* *16%*	32 *7%* *12%*	31 *6%* *11%*	50 *12%* *18%* EF	85 *17%* *31%* DEF	38 *7%* *14%*	115 *8%* *42%*	121 *14%* *44%* IJ	99 *12%* *36%* N	76 *9%* *28%*	97 *8%* *36%*
9	**230** ***8%***	103 *7%* *45%*	127 *9%* *55%*	11 *4%* *5%*	45 *7%* *19%*	32 *7%* *14%*	50 *10%* *22%* C	31 *7%* *13%*	60 *12%* *26%* CDEG	34 *6%* *15%*	94 *7%* *41%*	102 *12%* *44%* IJ	81 *10%* *35%*	62 *7%* *27%*	88 *7%* *38%*
8	**515** ***18%***	239 *17%* *46%*	276 *19%* *54%*	57 *20%* *11%*	80 *13%* *16%*	83 *17%* *16%*	90 *18%* *18%*	103 *24%* *20%* DE	100 *20%* *19%* D	79 *15%* *15%*	260 *18%* *50%*	176 *20%* *34%* I	166 *20%* *32%* N	172 *21%* *33%* N	177 *15%* *34%*
7	**474** ***17%***	224 *16%* *47%*	250 *17%* *53%*	38 *13%* *8%*	108 *18%* *23%*	87 *18%* *18%*	94 *18%* *20%*	79 *18%* *17%*	67 *13%* *14%*	90 *17%* *19%*	253 *18%* *53%*	131 *15%* *28%*	157 *19%* *33%*	129 *16%* *27%*	187 *16%* *40%*
6	**301** ***11%***	141 *10%* *47%*	160 *11%* *53%*	44 *15%* *15%* H	71 *12%* *24%* H	57 *11%* *19%*	55 *11%* *18%*	38 *9%* *13%*	36 *7%* *12%*	54 *10%* *18%*	169 *12%* *56%*	78 *9%* *26%*	73 *9%* *24%*	96 *12%* *32%*	132 *11%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
5	**401** ***14%***	200 *14%* *50%*	201 *14%* *50%*	36 *13%* *9%*	100 *17%* *25%*	73 *15%* *18%*	80 *16%* *20%*	53 *12%* *13%*	60 *12%* *15%*	79 *15%* *20%*	220 *16%* *55%*	101 *12%* *25%*	106 *13%* *26%*	93 *11%* *23%*	202 *17%* *50%* LM
4	**173** ***6%***	89 *6%* *52%*	84 *6%* *48%*	22 *8%* *13%*	45 *7%* *26%*	34 *7%* *20%*	29 *6%* *17%*	18 *4%* *11%*	25 *5%* *14%*	45 *8%* *26%*	84 *6%* *49%*	44 *5%* *26%*	42 *5%* *24%*	49 *6%* *28%*	83 *7%* *48%*
3	**136** ***5%***	78 *6%* *58%*	58 *4%* *42%*	20 *7%* *14%*	31 *5%* *23%*	31 *6%* *22%*	22 *4%* *16%*	15 *3%* *11%*	17 *3%* *13%*	33 *6%* *24%*	66 *5%* *49%*	37 *4%* *27%*	33 *4%* *25%*	47 *6%* *35%*	56 *5%* *41%*
2	**91** ***3%***	54 *4%* *59%*	37 *3%* *41%*	10 *3%* *11%*	33 *6%* *36%* GH	15 *3%* *16%*	15 *3%* *17%*	8 *2%* *9%*	10 *2%* *11%*	29 *5%* *32%* K	48 *3%* *52%*	14 *2%* *16%*	25 *3%* *27%*	23 *3%* *25%*	44 *4%* *48%*
1	**127** ***4%***	79 *6%* *62%* B	48 *3%* *38%*	14 *5%* *11%*	28 *5%* *22%*	34 *7%* *27%* GH	26 *5%* *21%*	10 *2%* *8%*	15 *3%* *12%*	40 *7%* *31%* JK	59 *4%* *46%*	28 *3%* *22%*	26 *3%* *20%*	39 *5%* *31%*	62 *5%* *49%*
Don't know	**113** ***4%***	47 *3%* *42%*	66 *5%* *58%*	7 *3%* *6%*	16 *3%* *14%*	19 *4%* *17%*	17 *3%* *15%*	25 *6%* *22%* D	29 *6%* *25%* D	21 *4%* *19%*	48 *3%* *43%*	44 *5%* *39%*	22 *3%* *19%*	43 *5%* *38%*	49 *4%* *43%*
Net: 10/9/8/7	**1492** ***53%***	696 *50%* *47%*	796 *55%* *53%*	137 *47%* *9%*	277 *46%* *19%*	236 *47%* *16%*	266 *52%* *18%*	263 *61%* *18%* CD EF	312 *62%* *21%* CDEF	241 *44%* *16%*	721 *51%* *48%* I	530 *60%* *36%* IJ	503 *61%* *34%* MN	439 *53%* *29%* N	550 *47%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 10/9	**503** ***18%***	234 *17%* *46%*	270 *19%* *54%*	42 *15%* *8%*	89 *15%* *18%*	65 *13%* *13%*	81 *16%* *16%*	81 *19%* *16%* E	145 *29%* *29%* CDEF G	72 *13%* *14%*	209 *15%* *41%*	223 *25%* *44%* IJ	180 *22%* *36%* N	138 *17%* *27%*	185 *16%* *37%*
Net: 6/5/4	**876** ***31%***	430 *31%* *49%*	446 *31%* *51%*	102 *35%* *12%* GH	216 *36%* *25%* GH	164 *33%* *19%* GH	164 *32%* *19%* H	109 *25%* *12%*	120 *24%* *14%*	179 *33%* *20%* K	474 *33%* *54%* K	223 *25%* *26%*	221 *27%* *25%*	238 *29%* *27%*	417 *35%* *48%* LM
Net: 3/2/1	**354** ***12%***	211 *15%* *60%* B	143 *10%* *40%*	43 *15%* *12%* GH	92 *15%* *26%* GH	79 *16%* *22%* GH	64 *12%* *18%* G	33 *8%* *9%*	42 *8%* *12%*	102 *19%* *29%* JK	172 *12%* *49%*	79 *9%* *22%*	84 *10%* *24%*	109 *13%* *31%*	162 *14%* *46%* L
Mean	**6.42**	6.23	6.59 A	6.22	6.04	6.04	6.30	6.89 C DEF	7.08 CDE F	5.84	6.32 I	6.93 IJ	6.76 MN	6.44	6.15
Standard Deviation	**2.38**	2.48	2.27	2.43	2.38	2.42	2.32	2.16	2.37	2.53	2.30	2.33	2.30	2.39	2.40

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**273** ***10%***	273 *10%* *100%*	238 *9%* *87%*	35 *15%* *13%* S	47 *12%* *17%*	219 *9%* *80%*	225 *9%* *83%*	142 *9%* *52%*	82 *9%* *30%*	87 *9%* *32%*
9	**230** ***8%***	230 *8%* *100%*	219 *8%* *95%*	11 *5%* *5%*	30 *8%* *13%*	199 *8%* *86%*	201 *8%* *87%*	108 *7%* *47%*	92 *10%* *40%*	100 *10%* *43%* X
8	**515** ***18%***	515 *18%* *100%*	485 *19%* *94%* T	29 *12%* *6%*	67 *17%* *13%*	441 *18%* *86%*	448 *18%* *87%*	279 *18%* *54%*	165 *18%* *32%*	169 *17%* *33%*
7	**474** ***17%***	474 *17%* *100%*	427 *16%* *90%*	47 *19%* *10%*	49 *13%* *10%*	418 *17%* *88%*	425 *17%* *90%*	274 *18%* *58%* U	148 *16%* *31%*	163 *17%* *34%*
6	**301** ***11%***	301 *11%* *100%*	269 *10%* *89%*	33 *14%* *11%*	34 *9%* *11%*	263 *11%* *87%*	267 *11%* *89%*	183 *12%* *61%*	84 *9%* *28%*	89 *9%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 100%	1714 88%	208 11%	279 14%	1641 84%	1665 85%	1043 54%	614 32%	659 34%
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
5	**401** **14%**	401 14% 100%	357 14% 89%	44 18% 11%	50 13% 13%	344 14% 86%	348 14% 87%	208 14% 52%	140 15% 35%	146 15% 36%
4	**173** **6%**	173 6% 100%	162 6% 94%	11 5% 6%	29 7% 17%	142 6% 82%	143 6% 83%	82 5% 47%	61 7% 35%	67 7% 39%
3	**136** **5%**	136 5% 100%	129 5% 95%	7 3% 5%	24 6% 18%	110 5% 81%	112 5% 82%	71 5% 52%	40 4% 29%	44 5% 32%
2	**91** **3%**	91 3% 100%	84 3% 92%	7 3% 8%	15 4% 16%	77 3% 84%	77 3% 84%	36 2% 40%	39 4% 43% X	41 4% 45%
1	**127** **4%**	127 4% 100%	115 4% 91%	12 5% 9%	25 6% 20% YZ	99 4% 78%	100 4% 79%	73 5% 58%	27 3% 21%	30 3% 23%
Don't know	**113** **4%**	113 4% 100%	109 4% 96%	4 2% 4%	20 5% 18%	91 4% 80%	92 4% 82%	56 4% 50%	36 4% 32%	39 4% 35%
Net: 10/9/8/7	**1492** **53%**	1492 53% 100%	1369 53% 92%	123 51% 8%	194 50% 13%	1277 53% 86%	1298 53% 87%	803 53% 54%	488 53% 33%	519 53% 35%

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 10/9	**503** ***18%***	503 *18%* *100%*	457 *18%* *91%*	46 *19%* *9%*	77 *20%* *15%*	417 *17%* *83%*	426 *17%* *85%*	249 *16%* *50%*	174 *19%* *35%*	187 *19%* *37%*
Net: 6/5/4	**876** ***31%***	876 *31%* *100%*	788 *30%* *90%*	88 *36%* *10%*	113 *29%* *13%*	748 *31%* *85%*	758 *31%* *87%*	474 *31%* *54%*	285 *31%* *33%*	303 *31%* *35%*
Net: 3/2/1	**354** ***12%***	354 *12%* *100%*	328 *13%* *93%*	26 *11%* *7%*	64 *16%* *18%* VW	286 *12%* *81%*	289 *12%* *82%*	181 *12%* *51%*	106 *12%* *30%*	115 *12%* *32%*
Mean	**6.42**	6.42	6.41	6.44	6.26	6.44	6.45	6.43	6.47	6.45
Standard Deviation	**2.38**	2.38	2.38	2.39	2.63	2.34	2.34	2.34	2.34	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Total (Wtd)	**2835**	181 *6%*	374 *13%*	273 *10%*	-** - **	-** - **	171* *6%* *	290 *10%*	367 *13%*	-** - **	388 *14%*	523 *18%*	267 *9%*	2835 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
10	**273** ***10%***	26 *14%* *9%* K	37 *10%* *14%*	36 *13%* *13%* K	- - -	- - -	14 *8%* *5%*	30 *10%* *11%*	32 *9%* *12%*	- - -	38 *10%* *14%*	39 *7%* *14%*	21 *8%* *8%*	273 *10%* *100%*
9	**230** ***8%***	18 *10%* *8%*	38 *10%* *17%* J	25 *9%* *11%*	- - -	- - -	12 *7%* *5%*	26 *9%* *11%*	24 *6%* *10%*	- - -	18 *5%* *8%*	52 *10%* *22%* J	19 *7%* *8%*	230 *8%* *100%* J
8	**515** ***18%***	42 *23%* *8%* JK	75 *20%* *15%* JK	48 *18%* *9%*	- - -	- - -	40 *23%* *8%* JK	59 *20%* *12%* K	73 *20%* *14%* K	- - -	52 *13%* *10%*	68 *13%* *13%*	57 *21%* *11%* JK	515 *18%* *100%* K
7	**474** ***17%***	39 *22%* *8%* G	72 *19%* *15%*	46 *17%* *10%*	- - -	- - -	22 *13%* *5%*	36 *12%* *8%*	72 *20%* *15%*	- - -	65 *17%* *14%*	80 *15%* *17%*	42 *16%* *9%*	474 *17%* *100%*
6	**301** ***11%***	13 *7%* *4%*	33 *9%* *11%*	27 *10%* *9%*	- - -	- - -	20 *12%* *7%*	38 *13%* *13%*	38 *10%* *13%*	- - -	47 *12%* *16%*	60 *11%* *20%*	26 *10%* *9%*	301 *11%* *100%*
5	**401** ***14%***	23 *12%* *6%*	48 *13%* *12%*	36 *13%* *9%*	- - -	- - -	20 *12%* *5%*	20 *7%* *5%*	53 *14%* *13%* G	- - -	68 *18%* *17%* G	90 *17%* *22%* G	43 *16%* *11%* G	401 *14%* *100%* G
4	**173** ***6%***	3 *2%* *2%*	26 *7%* *15%* A	12 *4%* *7%*	- - -	- - -	14 *8%* *8%* A	12 *4%* *7%*	23 *6%* *13%*	- - -	32 *8%* *18%* A	36 *7%* *21%* A	15 *5%* *8%*	173 *6%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
3	**136** ***5%***	9 *5%* *6%*	15 *4%* *11%*	9 *3%* *7%*	- - -	- - -	8 *5%* *6%*	19 *7%* *14%*	19 *5%* *14%*	- - -	16 *4%* *12%*	30 *6%* *22%*	10 *4%* *7%*	136 *5%* *100%*
2	**91** ***3%***	1 *1%* *1%*	11 *3%* *12%*	12 *5%* *14%*	- - -	- - -	8 *5%* *9%*	5 *2%* *5%*	10 *3%* *11%*	- - -	13 *3%* *14%*	20 *4%* *22%*	12 *4%* *13%*	91 *3%* *100%*
1	**127** ***4%***	8 *4%* *6%*	11 *3%* *8%*	7 *3%* *6%*	- - -	- - -	5 *3%* *4%*	20 *7%* *16%*	14 *4%* *11%*	- - -	24 *6%* *19%*	30 *6%* *24%*	7 *3%* *6%*	127 *4%* *100%*
Don't know	**113** ***4%***	- - -	8 *2%* *7%*	14 *5%* *13%* A	- - -	- - -	7 *4%* *6%* A	26 *9%* *23%* ABHJKM	10 *3%* *9%*	- - -	15 *4%* *13%* A	18 *3%* *16%* A	15 *6%* *14%* AB	113 *4%* *100%* A
Net: 10/9/8/7	**1492** ***53%***	124 *69%* *8%* CFGHJKL M	223 *60%* *15%* JKM	155 *57%* *10%* JK	- - -	- - -	88 *51%* *6%*	151 *52%* *10%*	201 *55%* *13%* JK	- - -	172 *44%* *12%*	239 *46%* *16%*	139 *52%* *9%*	1492 *53%* *100%* JK
Net: 10/9	**503** ***18%***	43 *24%* *9%* J	76 *20%* *15%*	61 *22%* *12%* J	- - -	- - -	27 *16%* *5%*	56 *19%* *11%*	55 *15%* *11%*	- - -	55 *14%* *11%*	90 *17%* *18%*	40 *15%* *8%*	503 *18%* *100%*
Net: 6/5/4	**876** ***31%***	39 *22%* *4%*	107 *29%* *12%*	75 *27%* *9%*	- - -	- - -	55 *32%* *6%*	70 *24%* *8%*	113 *31%* *13%*	- - -	147 *38%* *17%* ABCGM	186 *36%* *21%* AG	84 *31%* *10%*	876 *31%* *100%* A
Net: 3/2/1	**354** ***12%***	18 *10%* *5%*	37 *10%* *10%*	29 *11%* *8%*	- - -	- - -	22 *13%* *6%*	44 *15%* *12%*	43 *12%* *12%*	- - -	53 *14%* *15%*	80 *15%* *23%* B	29 *11%* *8%*	354 *12%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 197

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
Mean	**6.42**	6.98 HJKM	6.67 JK	6.73 JK	-	-	6.37	6.50	6.42	-	6.05	6.09	6.45	6.42 JK
Standard Deviation	**2.38**	2.28	2.27	2.37	-	-	2.37	2.56	2.28	-	2.43	2.45	2.26	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**290** ***10%***	134 *10%* *46%*	156 *11%* *54%*	37 *13%* *13%* F	53 *9%* *18%*	36 *7%* *13%*	33 *6%* *11%*	53 *12%* *18%* EF	77 *15%* *27%* DEF	42 *8%* *15%*	125 *9%* *43%*	122 *14%* *42%* IJ	101 *12%* *35%*	77 *9%* *27%*	111 *9%* *38%*
9	**232** ***8%***	105 *8%* *45%*	127 *9%* *55%*	29 *10%* *13%*	41 *7%* *18%*	36 *7%* *16%*	49 *10%* *21%*	29 *7%* *13%*	47 *9%* *20%*	39 *7%* *17%*	98 *7%* *42%*	96 *11%* *41%* J	83 *10%* *36%* N	68 *8%* *29%*	81 *7%* *35%*
8	**557** ***20%***	279 *20%* *50%*	278 *19%* *50%*	57 *20%* *10%*	108 *18%* *19%*	96 *19%* *17%*	85 *17%* *15%*	98 *23%* *18%*	111 *22%* *20%*	85 *16%* *15%*	280 *20%* *50%*	191 *22%* *34%* I	168 *20%* *30%*	176 *21%* *32%*	212 *18%* *38%*
7	**524** ***18%***	249 *18%* *48%*	275 *19%* *52%*	42 *15%* *8%*	132 *22%* *25%* H	95 *19%* *18%*	100 *20%* *19%*	78 *18%* *15%*	75 *15%* *14%*	115 *21%* *22%*	261 *18%* *50%*	148 *17%* *28%*	153 *19%* *29%*	150 *18%* *29%*	220 *19%* *42%*
6	**289** ***10%***	145 *10%* *50%*	144 *10%* *50%*	35 *12%* *12%*	53 *9%* *18%*	59 *12%* *20%*	59 *11%* *20%*	40 *9%* *14%*	43 *9%* *15%*	53 *10%* *19%*	163 *11%* *56%*	73 *8%* *25%*	87 *10%* *30%*	83 *10%* *29%*	119 *10%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

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9 Jul 2009

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**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
5	**416** ***15%***	213 *15%* *51%*	203 *14%* *49%*	45 *16%* *11%* H	101 *17%* *24%* H	77 *15%* *19%* H	99 *19%* *24%* GH	50 *12%* *12%*	43 *8%* *10%*	89 *16%* *21%* K	242 *17%* *58%* K	85 *10%* *20%*	108 *13%* *26%*	106 *13%* *25%*	202 *17%* *49%* LM
4	**136** ***5%***	70 *5%* *51%*	66 *5%* *49%*	18 *6%* *13%*	38 *6%* *28%*	19 *4%* *14%*	18 *4%* *13%*	22 *5%* *16%*	22 *4%* *16%*	27 *5%* *20%*	64 *4%* *47%*	46 *5%* *34%*	42 *5%* *31%*	23 *3%* *17%*	72 *6%* *53%* M
3	**83** ***3%***	42 *3%* *50%*	41 *3%* *50%*	5 *2%* *6%*	22 *4%* *26%*	17 *3%* *20%*	16 *3%* *20%*	10 *2%* *12%*	13 *3%* *16%*	12 *2%* *15%*	44 *3%* *54%*	26 *3%* *31%*	23 *3%* *27%*	33 *4%* *40%*	27 *2%* *32%*
2	**50** ***2%***	29 *2%* *57%*	21 *1%* *43%*	4 *1%* *8%*	10 *2%* *20%*	11 *2%* *22%*	8 *2%* *15%*	10 *2%* *20%*	7 *1%* *15%*	19 *4%* *39%* JK	21 *1%* *41%*	10 *1%* *20%*	12 *1%* *25%*	13 *2%* *25%*	25 *2%* *50%*
1	**79** ***3%***	50 *4%* *64%* B	28 *2%* *36%*	10 *3%* *12%*	13 *2%* *16%*	22 *5%* *29%* G	16 *3%* *20%*	6 *1%* *8%*	12 *2%* *15%*	25 *5%* *32%* K	39 *3%* *50%*	14 *2%* *18%*	14 *2%* *18%*	30 *4%* *38%*	35 *3%* *44%*
Don't know	**180** ***6%***	71 *5%* *39%*	109 *8%* *61%* A	7 *3%* *4%*	29 *5%* *16%*	29 *6%* *16%*	27 *5%* *15%*	34 *8%* *19%* C	53 *11%* *30%* CDEF	36 *7%* *20%*	78 *6%* *44%*	66 *8%* *37%*	37 *4%* *20%*	70 *8%* *39%* L	73 *6%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 10/9/8/7	**1602** ***57%***	766 *55%* *48%*	836 *58%* *52%*	166 *57%* *10%*	335 *56%* *21%*	264 *53%* *16%*	267 *52%* *17%*	259 *60%* *16%*	310 *62%* *19%* EF	281 *52%* *18%*	764 *54%* *48%*	557 *64%* *35%* IJ	506 *61%* *32%* N	471 *57%* *29%*	625 *53%* *39%*
Net: 10/9	**522** ***18%***	238 *17%* *46%*	283 *20%* *54%*	66 *23%* *13%* E	94 *16%* *18%*	73 *15%* *14%*	82 *16%* *16%*	83 *19%* *16%*	124 *25%* *24%* DEF	81 *15%* *15%*	223 *16%* *43%*	218 *25%* *42%* IJ	184 *22%* *35%* N	145 *18%* *28%*	192 *16%* *37%*
Net: 6/5/4	**841** ***30%***	427 *31%* *51%*	414 *29%* *49%*	99 *34%* *12%* H	192 *32%* *23%* H	155 *31%* *18%* H	176 *34%* *21%* GH	112 *26%* *13%*	108 *21%* *13%*	169 *31%* *20%* K	469 *33%* *56%* K	203 *23%* *24%*	237 *29%* *28%*	212 *26%* *25%*	393 *33%* *47%* M
Net: 3/2/1	**212** ***7%***	121 *9%* *57%*	91 *6%* *43%*	18 *6%* *9%*	45 *7%* *21%*	50 *10%* *24%*	40 *8%* *19%*	26 *6%* *12%*	32 *6%* *15%*	57 *10%* *27%* K	104 *7%* *49%*	50 *6%* *24%*	49 *6%* *23%*	76 *9%* *36%*	87 *7%* *41%*
Mean	**6.74**	6.62	6.86 A	6.83	6.59	6.47	6.53	6.96 D EF	7.18 DEF	6.37	6.62	7.16 IJ	6.96 N	6.75	6.57
Standard Deviation	**2.17**	2.23	2.10	2.23	2.10	2.23	2.10	2.11	2.21	2.29	2.11	2.13	2.10	2.22	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**290** ***10%***	290 *10%* *100%*	252 *10%* *87%*	38 *16%* *13%* S	55 *14%* *19%* VWYZ	227 *9%* *78%*	234 *10%* *81%*	158 *10%* *54%*	77 *8%* *26%*	82 *8%* *28%*
9	**232** ***8%***	232 *8%* *100%*	218 *8%* *94%*	14 *6%* *6%*	27 *7%* *12%*	201 *8%* *87%*	204 *8%* *88%*	117 *8%* *51%*	84 *9%* *36%*	90 *9%* *39%*
8	**557** ***20%***	557 *20%* *100%*	520 *20%* *93%*	37 *15%* *7%*	77 *20%* *14%*	474 *20%* *85%*	479 *20%* *86%*	283 *19%* *51%*	195 *21%* *35%*	203 *21%* *37%*
7	**524** ***18%***	524 *18%* *100%*	474 *18%* *90%*	50 *21%* *10%*	44 *11%* *8%*	474 *20%* *90%* U	480 *20%* *92%* U	296 *20%* *57%* U	179 *20%* *34%* U	193 *20%* *37%* U
6	**289** ***10%***	289 *10%* *100%*	260 *10%* *90%*	29 *12%* *10%*	31 *8%* *11%*	251 *10%* *87%*	257 *11%* *89%*	178 *12%* *62%* Z	79 *9%* *27%*	82 *8%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 100%	1714 88%	208 11%	279 14%	1641 84%	1665 85%	1043 54%	614 32%	659 34%
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
5	**416** **15%**	416 15% 100%	371 14% 89%	45 19% 11%	68 17% 16%	342 14% 82%	346 14% 83%	214 14% 51%	133 14% 32%	144 15% 35%
4	**136** **5%**	136 5% 100%	129 5% 95%	7 3% 5%	22 6% 16%	113 5% 83%	115 5% 84%	65 4% 48%	50 5% 37%	54 6% 40%
3	**83** **3%**	83 3% 100%	82 3% 99% T	1 * 1%	14 3% 16%	69 3% 84%	69 3% 84%	44 3% 54%	24 3% 29%	25 3% 30%
2	**50** **2%**	50 2% 100%	46 2% 92%	4 2% 8%	13 3% 26% X	37 2% 74%	37 2% 74%	18 1% 36%	19 2% 38%	19 2% 38%
1	**79** **3%**	79 3% 100%	74 3% 94%	5 2% 6%	14 4% 18%	62 3% 78%	63 3% 80%	42 3% 54%	20 2% 25%	22 2% 28%
Don't know	**180** **6%**	180 6% 100%	170 7% 94%	10 4% 5%	26 7% 14%	152 6% 84%	154 6% 85%	97 6% 54%	56 6% 31%	61 6% 34%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 10/9/8/7	**1602** ***57%***	1602 *57%* *100%*	1463 *56%* *91%*	139 *58%* *9%*	204 *52%* *13%*	1375 *57%* *86%*	1397 *57%* *87%*	854 *56%* *53%*	535 *58%* *33%*	568 *58%* *35%*
Net: 10/9	**522** ***18%***	522 *18%* *100%*	469 *18%* *90%*	52 *22%* *10%*	83 *21%* *16%*	428 *18%* *82%*	438 *18%* *84%*	275 *18%* *53%*	160 *18%* *31%*	172 *18%* *33%*
Net: 6/5/4	**841** ***30%***	841 *30%* *100%*	760 *29%* *90%*	81 *34%* *10%*	121 *31%* *14%*	706 *29%* *84%*	718 *29%* *85%*	457 *30%* *54%*	261 *29%* *31%*	281 *29%* *33%*
Net: 3/2/1	**212** ***7%***	212 *7%* *100%*	202 *8%* *95%*	10 *4%* *5%*	41 *10%* *19%*	168 *7%* *79%*	170 *7%* *80%*	105 *7%* *50%*	62 *7%* *29%*	66 *7%* *31%*
Mean	**6.74**	6.74	6.72	6.94	6.62	6.76	6.76	6.77	6.76	6.75
Standard Deviation	**2.17**	2.17	2.18	2.09	2.45	2.12	2.12	2.13	2.10	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Total (Wtd)	**2835**	181 *6%*	374 *13%*	273 *10%*	-** - **	-** - **	171* *6%* *	290 *10%*	367 *13%*	-** - **	388 *14%*	523 *18%*	267 *9%*	2835 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
10	**290** ***10%***	21 *11%* *7%*	41 *11%* *14%*	39 *14%* *13%* K	- - -	- - -	18 *10%* *6%*	27 *9%* *9%*	33 *9%* *11%*	- - -	45 *12%* *15%*	41 *8%* *14%*	25 *9%* *9%*	290 *10%* *100%*
9	**232** ***8%***	16 *9%* *7%*	41 *11%* *18%* JL	26 *10%* *11%* L	- - -	- - -	17 *10%* *7%*	30 *10%* *13%* JL	21 *6%* *9%*	- - -	19 *5%* *8%*	52 *10%* *22%* JL	11 *4%* *5%*	232 *8%* *100%* L
8	**557** ***20%***	45 *25%* *8%* K	71 *19%* *13%*	52 *19%* *9%*	- - -	- - -	32 *19%* *6%*	49 *17%* *9%*	95 *26%* *17%* JKM	- - -	70 *18%* *13%*	78 *15%* *14%*	63 *24%* *11%* K	557 *20%* *100%* K
7	**524** ***18%***	34 *19%* *7%*	70 *19%* *13%*	49 *18%* *9%*	- - -	- - -	22 *13%* *4%*	52 *18%* *10%*	75 *20%* *14%*	- - -	83 *21%* *16%*	82 *16%* *16%*	55 *21%* *11%*	524 *18%* *100%*
6	**289** ***10%***	24 *13%* *8%*	35 *9%* *12%*	28 *10%* *10%*	- - -	- - -	20 *12%* *7%*	27 *9%* *9%*	36 *10%* *13%*	- - -	29 *8%* *10%*	64 *12%* *22%*	25 *9%* *9%*	289 *10%* *100%*
5	**416** ***15%***	23 *13%* *6%*	61 *16%* *15%* C	24 *9%* *6%*	- - -	- - -	16 *9%* *4%*	37 *13%* *9%*	54 *15%* *13%*	- - -	73 *19%* *18%* CF	95 *18%* *23%* CF	34 *13%* *8%*	416 *15%* *100%* C
4	**136** ***5%***	5 *3%* *4%*	19 *5%* *14%*	18 *7%* *13%*	- - -	- - -	6 *3%* *4%*	6 *2%* *5%*	11 *3%* *8%*	- - -	21 *5%* *15%*	36 *7%* *26%* G	15 *6%* *11%*	136 *5%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
3	**83** ***3%***	4 *2%* *5%*	6 *2%* *8%*	12 *4%* *15%*	- - -	- - -	9 *5%* *11%*	13 *4%* *15%*	11 *3%* *14%*	- - -	7 *2%* *9%*	15 *3%* *18%*	5 *2%* *6%*	83 *3%* *100%*
2	**50** ***2%***	3 *2%* *6%*	6 *1%* *11%*	4 *1%* *8%*	- - -	- - -	- - -	7 *3%* *15%*	5 *1%* *10%*	- - -	9 *2%* *18%*	9 *2%* *18%*	7 *3%* *14%*	50 *2%* *100%*
1	**79** ***3%***	4 *2%* *5%*	6 *2%* *8%*	4 *1%* *5%*	- - -	- - -	8 *5%* *11%*	13 *4%* *17%*	8 *2%* *10%*	- - -	10 *3%* *13%*	19 *4%* *24%*	6 *2%* *8%*	79 *3%* *100%*
Don't know	**180** ***6%***	3 *1%* *1%*	17 *5%* *10%*	17 *6%* *9%*	- - -	- - -	23 *14%* *13%* ABCHJKM	30 *10%* *17%* ABH	17 *5%* *9%*	- - -	22 *6%* *12%*	31 *6%* *17%* A	20 *8%* *11%* A	180 *6%* *100%* A
Net: 10/9/8/7	**1602** ***57%***	115 *64%* *7%* K	224 *60%* *14%* K	167 *61%* *10%* K	- - -	- - -	89 *52%* *6%*	158 *54%* *10%*	225 *61%* *14%* K	- - -	217 *56%* *14%*	254 *49%* *16%*	154 *58%* *10%* K	1602 *57%* *100%* K
Net: 10/9	**522** ***18%***	37 *20%* *7%*	83 *22%* *16%* L	65 *24%* *12%* HL	- - -	- - -	35 *20%* *7%*	56 *19%* *11%*	54 *15%* *10%*	- - -	63 *16%* *12%*	93 *18%* *18%*	36 *13%* *7%*	522 *18%* *100%*
Net: 6/5/4	**841** ***30%***	52 *29%* *6%*	114 *31%* *14%*	70 *26%* *8%*	- - -	- - -	41 *24%* *5%*	70 *24%* *8%*	101 *27%* *12%*	- - -	124 *32%* *15%*	195 *37%* *23%* CFGHLM	74 *28%* *9%*	841 *30%* *100%*
Net: 3/2/1	**212** ***7%***	11 *6%* *5%*	18 *5%* *9%*	20 *7%* *9%*	- - -	- - -	18 *10%* *8%*	33 *11%* *16%* B	25 *7%* *12%*	- - -	26 *7%* *12%*	43 *8%* *20%*	18 *7%* *9%*	212 *7%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 198

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
Mean	**6.74**	6.98 K	6.93 K	7.00 K	-	-	6.75	6.63	6.83	-	6.65	6.44	6.72	6.74 K
Standard Deviation	**2.17**	2.05	2.07	2.18	-	-	2.38	2.37	2.02	-	2.16	2.22	2.10	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 199

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays my region well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1371	1941	1353	698	298	171	855	3850	1933	1949	1949
Total (Wtd)	4029	1958	2912	2027	1022	471	238	1195	5641	2846	2835	2835
Effective Total	2454	1221	1721	1197	620	261	152	757	3415	1716	1723	1723
10	164 *4%*	58 *3%*	123 *4%*	33 *2%*	31 *3%*	9 *2%*	8 *3%*	77 *6%*	164 *3%*	358 *13%*	273 *10%*	290 *10%*
9	181 *4%*	65 *3%*	129 *4%*	41 *2%*	10 *1%*	11 *2%*	7 *3%*	70 *6%*	211 *4%*	237 *8%*	230 *8%*	232 *8%*
8	608 *15%*	195 *10%*	390 *13%*	159 *8%*	59 *6%*	41 *9%*	14 *6%*	175 *15%*	639 *11%*	610 *21%*	515 *18%*	557 *20%*
7	701 *17%*	255 *13%*	512 *18%*	232 *11%*	84 *8%*	39 *8%*	22 *9%*	171 *14%*	949 *17%*	475 *17%*	474 *17%*	524 *18%*
6	571 *14%*	286 *15%*	442 *15%*	281 *14%*	129 *13%*	52 *11%*	22 *9%*	140 *12%*	878 *16%*	282 *10%*	301 *11%*	289 *10%*
5	600 *15%*	304 *16%*	430 *15%*	341 *17%*	174 *17%*	80 *17%*	40 *17%*	157 *13%*	963 *17%*	360 *13%*	401 *14%*	416 *15%*
4	243 *6%*	145 *7%*	203 *7%*	188 *9%*	108 *11%*	38 *8%*	3 *1%*	80 *7%*	449 *8%*	118 *4%*	173 *6%*	136 *5%*
3	220 *5%*	112 *6%*	142 *5%*	145 *7%*	67 *7%*	39 *8%*	21 *9%*	69 *6%*	313 *6%*	100 *4%*	136 *5%*	83 *3%*
2	135 *3%*	110 *6%*	96 *3%*	94 *5%*	69 *7%*	30 *6%*	15 *6%*	53 *4%*	200 *4%*	59 *2%*	91 *3%*	50 *2%*
1	161 *4%*	98 *5%*	120 *4%*	115 *6%*	74 *7%*	45 *10%*	27 *11%*	60 *5%*	221 *4%*	102 *4%*	127 *4%*	79 *3%*
Don't know	445 *11%*	329 *17%*	325 *11%*	399 *20%*	217 *21%*	86 *18%*	60 *25%*	145 *12%*	653 *12%*	144 *5%*	113 *4%*	180 *6%*
Net: 10/9/8/7	1654 *41%*	574 *29%*	1155 *40%*	465 *23%*	184 *18%*	100 *21%*	52 *22%*	492 *41%*	1963 *35%*	1680 *59%*	1492 *53%*	1602 *57%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 199

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays my region well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1371	1941	1353	698	298	171	855	3850	1933	1949	1949
Effective Total	2454	1221	1721	1197	620	261	152	757	3415	1716	1723	1723
Net: 10/9	345 *9%*	123 *6%*	252 *9%*	74 *4%*	41 *4%*	20 *4%*	16 *7%*	146 *12%*	375 *7%*	595 *21%*	503 *18%*	522 *18%*
Net: 6/5/4	1414 *35%*	735 *38%*	1074 *37%*	809 *40%*	410 *40%*	170 *36%*	64 *27%*	377 *32%*	2291 *41%*	761 *27%*	876 *31%*	841 *30%*
Net: 3/2/1	516 *13%*	320 *16%*	357 *12%*	353 *17%*	210 *21%*	114 *24%*	62 *26%*	182 *15%*	734 *13%*	261 *9%*	354 *12%*	212 *7%*
Mean	6.01	5.52	5.97	5.20	4.91	4.89	4.90	6.00	5.76	6.81	6.42	6.74
Standard Deviation	2.19	2.25	2.18	2.15	2.26	2.37	2.61	2.42	2.10	2.29	2.38	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 200

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Total (Wtd)	**417**	182 *44%*	235 *56%*	36* *9%* *	64* *15%* *	75 *18%*	80 *19%*	76 *18%*	85 *20%*	77 *18%*	205 *49%*	136 *33%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
10	**10** ***2%***	5 *3%* *49%*	5 *2%* *51%*	- - -	3 *5%* *31%* G	2 *3%* *20%*	1 *2%* *13%*	- - -	3 *4%* *36%* G	- - -	5 *3%* *54%*	4 *3%* *46%* I
9	**10** ***3%***	5 *3%* *51%*	5 *2%* *49%*	2 *5%* *16%*	1 *1%* *7%*	1 *1%* *10%*	1 *1%* *11%*	4 *5%* *34%*	2 *3%* *21%*	2 *2%* *17%*	4 *2%* *39%*	5 *3%* *44%*
8	**51** ***12%***	23 *13%* *46%*	27 *12%* *54%*	5 *13%* *9%*	11 *17%* *21%*	8 *11%* *17%*	9 *11%* *18%*	7 *10%* *14%*	10 *12%* *20%*	9 *12%* *19%*	25 *12%* *49%*	16 *12%* *32%*
7	**86** ***21%***	38 *21%* *44%*	49 *21%* *56%*	13 *35%* *15%* FG	15 *23%* *17%*	15 *20%* *18%*	13 *17%* *16%*	13 *17%* *15%*	18 *21%* *20%*	12 *16%* *14%*	45 *22%* *52%*	29 *21%* *33%*
6	**65** ***16%***	29 *16%* *44%*	37 *16%* *56%*	6 *16%* *9%*	8 *12%* *12%*	14 *19%* *22%*	12 *16%* *19%*	14 *19%* *22%*	11 *13%* *17%*	14 *19%* *22%*	35 *17%* *53%*	17 *12%* *25%*
5	**69** ***17%***	26 *14%* *37%*	43 *18%* *63%*	5 *14%* *7%*	11 *17%* *16%*	12 *16%* *17%*	14 *17%* *20%*	12 *15%* *17%*	16 *18%* *23%*	11 *15%* *16%*	33 *16%* *48%*	25 *18%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 200

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
4	**34** ***8%***	19 *11%* *57%* B	15 *6%* *43%*	1 *3%* *3%*	4 *6%* *12%*	6 *8%* *18%*	9 *11%* *25%*	6 *9%* *19%*	8 *9%* *23%*	7 *9%* *20%*	13 *6%* *39%*	14 *10%* *41%*
3	**20** ***5%***	5 *3%* *27%*	15 *6%* *73%*	1 *2%* *4%*	5 *7%* *23%*	3 *4%* *14%*	6 *7%* *29%* H	4 *6%* *22%*	2 *2%* *8%*	5 *6%* *24%*	12 *6%* *61%*	3 *2%* *15%*
2	**22** ***5%***	10 *5%* *47%*	11 *5%* *53%*	2 *7%* *11%*	1 *2%* *6%*	5 *6%* *22%*	3 *4%* *13%*	3 *4%* *12%*	8 *9%* *36%* D	5 *7%* *25%*	8 *4%* *37%*	8 *6%* *38%*
1	**17** ***4%***	9 *5%* *49%*	9 *4%* *51%*	1 *2%* *4%*	1 *2%* *8%*	3 *4%* *15%*	4 *5%* *24%*	5 *7%* *30%*	3 *4%* *18%*	3 *4%* *19%*	9 *4%* *50%*	5 *4%* *31%*
Don't know	**33** ***8%***	13 *7%* *40%*	20 *8%* *60%*	1 *4%* *4%*	6 *9%* *17%*	6 *8%* *19%*	7 *9%* *22%*	7 *9%* *22%*	5 *6%* *15%*	8 *10%* *23%*	16 *8%* *49%*	9 *7%* *28%*
Net: 10/9/8/7	**157** ***38%***	71 *39%* *45%*	86 *37%* *55%*	19 *53%* *12%* FG	29 *45%* *18%* FG	27 *35%* *17%*	25 *31%* *16%*	24 *31%* *15%*	34 *39%* *21%*	23 *30%* *15%*	80 *39%* *51%*	54 *40%* *35%*
Net: 10/9	**20** ***5%***	10 *6%* *50%*	10 *4%* *50%*	2 *5%* *8%*	4 *6%* *18%*	3 *4%* *15%*	2 *3%* *12%*	4 *5%* *18%*	6 *7%* *28%*	2 *2%* *9%*	9 *5%* *46%*	9 *7%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 200

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
Net: 6/5/4	**169** ***40%***	74 *41%* *44%*	95 *40%* *56%*	12 *33%* *7%*	23 *35%* *13%*	32 *43%* *19%*	35 *44%* *21%*	33 *43%* *19%*	34 *40%* *20%*	32 *42%* *19%*	81 *39%* *48%*	55 *41%* *33%*
Net: 3/2/1	**59** ***14%***	24 *13%* *41%*	35 *15%* *59%*	4 *11%* *7%*	7 *11%* *12%*	10 *14%* *17%*	13 *16%* *22%*	12 *16%* *21%*	12 *15%* *21%*	14 *18%* *23%*	29 *14%* *49%*	17 *12%* *28%*
Mean	**5.71**	5.74	5.68	6.14	6.08 F G	5.69	5.44	5.47	5.70	5.40	5.77	5.77
Standard Deviation	**2.09**	2.14	2.05	1.87	2.02	2.05	2.07	2.13	2.22	2.07	2.06	2.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 200

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Total (Wtd)	**417**	417 *100%*	411 *98%*	6** *2%* **	61* *15%* *	354 *85%*	356 *85%*	223 *53%*	132 *32%*	142 *34%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
10	**10** ***2%***	10 *2%* *100%*	9 *2%* *97%*	* *5%* *3%*	1 *2%* *12%*	9 *2%* *88%*	9 *2%* *88%*	5 *2%* *52%*	4 *3%* *36%*	5 *4%* *56%*
9	**10** ***3%***	10 *3%* *100%*	10 *3%* *100%*	- - -	1 *2%* *9%*	9 *3%* *91%*	9 *3%* *91%*	7 *3%* *67%*	2 *2%* *23%*	2 *2%* *23%*
8	**51** ***12%***	51 *12%* *100%*	49 *12%* *98%*	1 *18%* *2%*	6 *10%* *12%*	44 *13%* *88%*	44 *12%* *88%*	29 *13%* *58%*	15 *11%* *30%*	16 *11%* *31%*
7	**86** ***21%***	86 *21%* *100%*	85 *21%* *99%*	1 *17%* *1%*	12 *20%* *14%*	74 *21%* *85%*	74 *21%* *86%*	49 *22%* *57%*	25 *19%* *29%*	26 *19%* *31%*
6	**65** ***16%***	65 *16%* *100%*	64 *16%* *99%*	1 *15%* *1%*	12 *20%* *19%*	53 *15%* *81%*	53 *15%* *81%*	35 *16%* *53%*	19 *14%* *28%*	21 *15%* *32%*
5	**69** ***17%***	69 *17%* *100%*	68 *17%* *99%*	1 *10%* *1%*	12 *19%* *17%*	57 *16%* *82%*	57 *16%* *83%*	33 *15%* *47%*	25 *19%* *36%*	25 *18%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 200

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
4	**34** ***8%***	34 *8%* *100%*	33 *8%* *98%*	1 *13%* *2%*	4 *6%* *11%*	29 *8%* *86%*	30 *8%* *89%*	18 *8%* *53%*	11 *8%* *32%*	12 *8%* *35%*
3	**20** ***5%***	20 *5%* *100%*	20 *5%* *98%*	* *7%* *2%*	4 *7%* *22%*	16 *4%* *78%*	16 *4%* *78%*	8 *4%* *42%*	7 *5%* *35%*	8 *5%* *39%*
2	**22** ***5%***	22 *5%* *100%*	21 *5%* *97%*	1 *9%* *3%*	3 *5%* *13%*	19 *5%* *87%*	19 *5%* *87%*	11 *5%* *49%*	8 *6%* *37%*	9 *6%* *41%*
1	**17** ***4%***	17 *4%* *100%*	17 *4%* *100%*	- - -	2 *3%* *10%*	16 *4%* *90%*	16 *4%* *90%*	11 *5%* *60%*	5 *4%* *30%*	5 *4%* *30%*
Don't know	**33** ***8%***	33 *8%* *100%*	32 *8%* *99%*	* *6%* *1%*	4 *6%* *11%*	29 *8%* *89%*	29 *8%* *89%*	18 *8%* *55%*	11 *8%* *34%*	12 *8%* *36%*
Net: 10/9/8/7	**157** ***38%***	157 *38%* *100%*	155 *38%* *98%*	3 *40%* *2%*	21 *34%* *13%*	136 *38%* *87%*	136 *38%* *87%*	90 *40%* *57%*	46 *35%* *29%*	50 *35%* *32%*
Net: 10/9	**20** ***5%***	20 *5%* *100%*	20 *5%* *98%*	* *5%* *2%*	2 *3%* *10%*	18 *5%* *90%*	18 *5%* *90%*	12 *5%* *60%*	6 *4%* *29%*	8 *6%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 200

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
Net: 6/5/4	**169** ***40%***	169 *40%* *100%*	166 *40%* *99%*	2 *38%* *1%*	28 *46%* *17%*	139 *39%* *83%*	140 *39%* *83%*	85 *38%* *50%*	54 *41%* *32%*	58 *41%* *34%*
Net: 3/2/1	**59** ***14%***	59 *14%* *100%*	58 *14%* *98%*	1 *16%* *2%*	9 *15%* *15%*	50 *14%* *85%*	50 *14%* *85%*	30 *13%* *50%*	20 *15%* *35%*	22 *15%* *37%*
Mean	**5.71**	5.71	5.70	5.80	5.63	5.72	5.72	5.81	5.59	5.64
Standard Deviation	**2.09**	2.09	2.09	2.37	1.94	2.12	2.11	2.12	2.12	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 201

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Total (Wtd)	**187**	93 *50%*	94 *50%*	7** *4%* **	22* *12%* *	24* *13%* *	42* *23%* *	39* *21%* *	53* *28%* *	44* *23%* *	89 *48%*	54* *29%* *
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
10	**4** ***2%***	3 *3%* *60%*	2 *2%* *40%*	- - -	- - -	1 *2%* *13%*	1 *3%* *26%*	- - -	3 *5%* *62%*	- - -	2 *2%* *50%*	2 *4%* *50%*
9	**4** ***2%***	1 *1%* *15%*	3 *3%* *85%*	- - -	- - -	1 *2%* *15%*	1 *3%* *31%*	1 *2%* *24%*	1 *2%* *30%*	1 *2%* *28%*	2 *2%* *53%*	1 *1%* *19%*
8	**23** ***12%***	12 *13%* *53%*	11 *11%* *47%*	2 *28%* *8%*	2 *9%* *9%*	1 *5%* *5%*	5 *12%* *22%*	5 *14%* *23%*	7 *14%* *33%*	4 *9%* *17%*	11 *12%* *48%*	8 *14%* *35%*
7	**30** ***16%***	12 *13%* *39%*	18 *19%* *61%*	1 *11%* *2%*	2 *9%* *7%*	3 *14%* *11%*	7 *15%* *22%*	8 *20%* *26%*	9 *18%* *32%*	5 *11%* *16%*	14 *16%* *47%*	11 *20%* *37%*
6	**30** ***16%***	14 *15%* *47%*	16 *17%* *53%*	1 *10%* *2%*	7 *30%* *22%* H	4 *18%* *15%*	6 *15%* *21%*	5 *14%* *18%*	7 *13%* *22%*	9 *21%* *31%* K	17 *20%* *58%* K	3 *6%* *11%*
5	**30** ***16%***	17 *18%* *57%*	13 *14%* *43%*	1 *21%* *5%*	4 *19%* *14%*	3 *12%* *10%*	7 *16%* *23%*	4 *12%* *15%*	10 *19%* *33%*	8 *18%* *27%*	13 *15%* *45%*	8 *16%* *28%*
4	**18** ***10%***	11 *12%* *62%*	7 *7%* *38%*	1 *11%* *4%*	3 *12%* *15%*	1 *5%* *6%*	5 *13%* *30%*	3 *7%* *16%*	5 *10%* *30%*	7 *16%* *38%*	7 *8%* *37%*	5 *9%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 201

Absolutes/col/row percents

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
3	**11** ***6%***	4 *4%* *32%*	8 *8%* *68%*	- - -	2 *9%* *19%*	1 *6%* *13%*	2 *4%* *15%*	4 *11%* *38%*	2 *3%* *15%*	2 *4%* *14%*	5 *6%* *44%*	5 *9%* *42%*
2	**9** ***5%***	6 *7%* *75%*	2 *2%* *25%*	- - -	1 *3%* *7%*	2 *7%* *19%*	3 *7%* *34%*	1 *3%* *12%*	2 *5%* *28%*	1 *3%* *13%*	6 *7%* *68%*	2 *3%* *18%*
1	**10** ***5%***	6 *6%* *55%*	5 *5%* *45%*	- - -	1 *3%* *7%*	3 *13%* *32%*	2 *5%* *20%*	2 *5%* *18%*	2 *5%* *24%*	2 *5%* *23%*	5 *5%* *45%*	3 *6%* *32%*
Don't know	**19** ***10%***	8 *9%* *43%*	11 *11%* *57%*	1 *20%* *7%*	1 *5%* *6%*	4 *16%* *21%*	3 *8%* *19%*	5 *13%* *28%*	4 *7%* *19%*	5 *11%* *25%*	7 *8%* *40%*	6 *12%* *35%*
Net: 10/9/8/7	**60** ***32%***	27 *29%* *45%*	33 *36%* *55%*	3 *39%* *4%*	4 *18%* *7%*	6 *23%* *9%*	14 *32%* *23%*	14 *36%* *23%*	21 *39%* *34%* D	10 *22%* *16%*	29 *32%* *48%*	22 *40%* *36%* I
Net: 10/9	**8** ***4%***	3 *3%* *39%*	5 *5%* *61%*	- - -	- - -	1 *5%* *14%*	2 *5%* *28%*	1 *2%* *11%*	4 *7%* *47%*	1 *2%* *13%*	4 *5%* *51%*	3 *5%* *36%*
Net: 6/5/4	**78** ***42%***	42 *46%* *54%*	36 *38%* *46%*	3 *41%* *4%*	14 *61%* *17%* EG	9 *35%* *11%*	19 *44%* *24%*	13 *33%* *16%*	22 *42%* *28%*	24 *55%* *31%* K	38 *42%* *48%*	16 *30%* *21%*
Net: 3/2/1	**30** ***16%***	16 *17%* *52%*	14 *15%* *48%*	- - -	3 *15%* *11%*	6 *26%* *21%*	7 *16%* *22%*	7 *18%* *24%*	6 *12%* *22%*	5 *12%* *17%*	15 *17%* *51%*	10 *18%* *32%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 201

Absolutes/col/row percents

9 Jul 2009

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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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
Mean	**5.52**	5.34	5.70	6.31	5.26	4.88	5.48	5.54	5.81 E	5.30	5.54	5.65
Standard Deviation	**2.16**	2.20	2.11	1.66	1.71	2.52	2.20	2.12	2.22	1.90	2.18	2.33

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	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Total (Wtd)	**187**	187 *100%*	186 *99%*	1** *1%* **	32* *17%* *	155 *83%*	155 *83%*	94 *50%*	62 *33%*	68 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
10	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *2%* *12%*	4 *3%* *88%*	4 *2%* *88%*	2 *2%* *47%*	2 *3%* *41%*	3 *4%* *59%*
9	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *5%* *38%*	2 *1%* *62%*	2 *1%* *62%*	1 *1%* *31%*	1 *2%* *30%*	1 *2%* *30%*
8	**23** ***12%***	23 *12%* *100%*	23 *12%* *100%*	- - -	4 *13%* *18%*	18 *12%* *82%*	18 *12%* *82%*	13 *14%* *59%*	5 *8%* *23%*	6 *8%* *25%*
7	**30** ***16%***	30 *16%* *100%*	30 *16%* *100%*	- - -	7 *22%* *23%*	22 *14%* *75%*	23 *15%* *77%*	13 *14%* *43%*	10 *16%* *34%*	10 *15%* *35%*
6	**30** ***16%***	30 *16%* *100%*	30 *16%* *100%*	- - -	5 *16%* *17%*	25 *16%* *83%*	25 *16%* *83%*	17 *18%* *58%*	8 *12%* *25%*	9 *13%* *30%*
5	**30** ***16%***	30 *16%* *100%*	30 *16%* *100%*	- - -	4 *13%* *14%*	25 *16%* *86%*	25 *16%* *86%*	14 *15%* *48%*	11 *18%* *38%*	13 *19%* *43%*
4	**18** ***10%***	18 *10%* *100%*	18 *10%* *100%*	- - -	3 *11%* *19%*	15 *10%* *81%*	15 *10%* *81%*	7 *8%* *40%*	8 *12%* *41%*	8 *11%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 201

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
3	**11** ***6%***	11 *6%* *100%*	11 *6%* *100%*	- - -	2 *5%* *14%*	10 *6%* *86%*	10 *6%* *86%*	5 *5%* *46%*	4 *7%* *40%*	4 *7%* *40%*
2	**9** ***5%***	9 *5%* *100%*	8 *4%* *93%*	1 *59%* *7%*	1 *3%* *9%*	8 *5%* *91%*	8 *5%* *91%*	5 *6%* *60%*	3 *4%* *31%*	3 *5%* *40%*
1	**10** ***5%***	10 *5%* *100%*	10 *5%* *100%*	- - -	1 *3%* *10%*	9 *6%* *90%*	9 *6%* *90%*	5 *5%* *49%*	4 *7%* *41%*	4 *6%* *41%*
Don't know	**19** ***10%***	19 *10%* *100%*	18 *10%* *98%*	* *41%* *2%*	2 *8%* *13%*	16 *10%* *87%*	16 *10%* *87%*	10 *11%* *55%*	6 *10%* *32%*	6 *10%* *35%*
Net: 10/9/8/7	**60** ***32%***	60 *32%* *100%*	60 *32%* *100%*	- - -	13 *41%* *22%*	47 *30%* *78%*	47 *30%* *78%*	29 *31%* *48%*	18 *29%* *30%*	20 *29%* *33%*
Net: 10/9	**8** ***4%***	8 *4%* *100%*	8 *4%* *100%*	- - -	2 *6%* *24%*	6 *4%* *76%*	6 *4%* *76%*	3 *3%* *40%*	3 *5%* *36%*	4 *6%* *46%*
Net: 6/5/4	**78** ***42%***	78 *42%* *100%*	78 *42%* *100%*	- - -	13 *41%* *16%*	65 *42%* *84%*	65 *42%* *84%*	39 *42%* *50%*	26 *43%* *34%*	29 *43%* *37%*
Net: 3/2/1	**30** ***16%***	30 *16%* *100%*	29 *16%* *98%*	1 *59%* *2%*	3 *11%* *11%*	27 *17%* *89%*	27 *17%* *89%*	15 *16%* *51%*	11 *18%* *38%*	12 *18%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 201

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
Mean	**5.52**	5.52	5.53	2.00	5.92	5.43	5.43	5.53	5.28	5.34
Standard Deviation	**2.16**	2.16	2.15	-	2.01	2.19	2.18	2.17	2.22	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 202

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Total (Wtd)	**316**	130 *41%*	186 *59%*	31* *10%* *	46* *15%* *	58* *18%* *	65 *21%*	55* *17%* *	61* *19%* *	43* *14%* *	157 *50%*	116 *37%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
10	**11** ***3%***	4 *3%* *41%*	6 *3%* *59%*	- - -	3 *6%* *27%*	2 *3%* *18%*	1 *1%* *9%*	1 *1%* *5%*	4 *7%* *40%* G	1 *1%* *5%*	4 *3%* *38%*	6 *5%* *57%*
9	**16** ***5%***	6 *5%* *40%*	9 *5%* *60%*	2 *6%* *11%*	- - -	2 *4%* *15%*	3 *4%* *16%*	4 *8%* *27%* D	5 *8%* *30%* D	1 *3%* *7%*	3 *2%* *18%*	12 *10%* *75%* J
8	**32** ***10%***	16 *12%* *49%*	16 *9%* *51%*	1 *2%* *2%*	6 *13%* *18%*	6 *11%* *19%*	7 *10%* *21%*	6 *10%* *17%*	7 *12%* *23%*	3 *7%* *9%*	19 *12%* *59%*	10 *9%* *32%*
7	**58** ***18%***	23 *17%* *39%*	35 *19%* *61%*	6 *20%* *11%*	8 *18%* *15%*	12 *21%* *21%*	13 *20%* *22%*	7 *13%* *12%*	11 *17%* *18%*	5 *11%* *8%*	37 *23%* *63%* IK	17 *14%* *29%*
6	**50** ***16%***	24 *18%* *48%*	26 *14%* *52%*	10 *31%* *20%* DEH	3 *8%* *7%*	8 *13%* *15%*	11 *17%* *22%*	10 *18%* *20%*	8 *14%* *17%*	6 *14%* *12%*	25 *16%* *51%*	18 *16%* *37%*
5	**47** ***15%***	19 *15%* *40%*	28 *15%* *60%*	5 *17%* *12%*	9 *20%* *20%*	7 *12%* *15%*	8 *12%* *17%*	10 *18%* *21%*	8 *12%* *16%*	7 *16%* *15%*	22 *14%* *48%*	18 *15%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 202

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
4	**32** ***10%***	13 *10%* *41%*	19 *10%* *59%*	2 *6%* *6%*	5 *12%* *17%*	4 *7%* *12%*	7 *11%* *23%*	8 *14%* *23%*	6 *10%* *19%*	7 *16%* *22%*	14 *9%* *43%*	11 *10%* *35%*
3	**19** ***6%***	6 *5%* *33%*	13 *7%* *67%*	1 *2%* *4%*	3 *6%* *14%*	4 *7%* *21%*	6 *9%* *29%*	4 *6%* *18%*	3 *4%* *14%*	3 *6%* *14%*	10 *6%* *50%*	7 *6%* *36%*
2	**11** ***3%***	4 *3%* *39%*	6 *3%* *61%*	1 *4%* *13%*	2 *4%* *19%*	3 *5%* *26%* G	2 *3%* *16%*	- - -	3 *5%* *26%* G	2 *4%* *17%*	7 *5%* *70%*	1 *1%* *14%*
1	**13** ***4%***	7 *6%* *56%*	6 *3%* *44%*	1 *4%* *11%*	1 *2%* *6%*	4 *7%* *33%*	3 *4%* *20%*	3 *6%* *24%*	1 *2%* *7%*	2 *5%* *18%*	7 *5%* *55%*	3 *3%* *27%*
Don't know	**28** ***9%***	7 *6%* *25%*	21 *11%* *75%* A	2 *7%* *7%*	5 *12%* *19%*	6 *10%* *20%*	6 *9%* *21%*	4 *7%* *13%*	6 *9%* *20%*	7 *17%* *25%* J	9 *6%* *32%*	12 *11%* *43%*
Net: 10/9/8/7	**116** ***37%***	49 *38%* *42%*	67 *36%* *58%*	9 *28%* *8%*	17 *37%* *15%*	23 *39%* *20%*	23 *35%* *20%*	17 *32%* *15%*	27 *44%* *23%*	9 *21%* *8%*	62 *40%* *54%* I	45 *38%* *38%* I
Net: 10/9	**26** ***8%***	11 *8%* *40%*	16 *8%* *60%*	2 *6%* *7%*	3 *6%* *11%*	4 *7%* *16%*	3 *5%* *13%*	5 *9%* *18%*	9 *15%* *34%* F	2 *4%* *6%*	7 *4%* *26%*	18 *15%* *68%* IJ

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 202

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
Net: 6/5/4	**129** ***41%***	56 *43%* *43%*	73 *39%* *57%*	17 *54%* *13%* E	18 *40%* *14%*	18 *31%* *14%*	26 *40%* *20%*	27 *50%* *21%* E	22 *36%* *17%*	20 *47%* *16%*	62 *39%* *48%*	47 *41%* *37%*
Net: 3/2/1	**43** ***13%***	18 *14%* *41%*	25 *13%* *59%*	3 *11%* *8%*	5 *12%* *12%*	11 *19%* *26%*	10 *15%* *23%*	7 *12%* *15%*	6 *10%* *15%*	7 *16%* *16%*	24 *15%* *56%*	12 *10%* *28%*
Mean	**5.77**	5.78	5.77	5.64	5.80	5.62	5.63	5.65	6.23	5.12	5.69 I	6.12 I
Standard Deviation	**2.15**	2.19	2.12	1.84	2.13	2.38	2.07	2.08	2.24	2.09	2.10	2.19

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 202

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Total (Wtd)	**316**	316 *100%*	311 *99%*	5** *1%* **	50* *16%* *	265 *84%*	266 *84%*	169 *54%*	97 *31%*	103 *33%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
10	**11** ***3%***	11 *3%* *100%*	10 *3%* *97%*	* *7%* *3%*	3 *7%* *33%* Y	7 *3%* *67%*	7 *3%* *67%*	5 *3%* *51%*	2 *2%* *16%*	4 *4%* *39%*
9	**16** ***5%***	16 *5%* *100%*	16 *5%* *100%*	- - -	1 *3%* *9%*	14 *5%* *91%*	14 *5%* *91%*	9 *5%* *58%*	5 *5%* *33%*	5 *5%* *33%*
8	**32** ***10%***	32 *10%* *100%*	31 *10%* *96%*	1 *30%* *4%*	9 *18%* *28%* VWXY Z	23 *9%* *72%*	23 *9%* *72%*	14 *9%* *45%*	8 *9%* *26%*	8 *8%* *26%*
7	**58** ***18%***	58 *18%* *100%*	57 *18%* *99%*	1 *11%* *1%*	6 *12%* *10%*	51 *19%* *88%*	52 *19%* *90%*	34 *20%* *59%*	18 *18%* *31%*	19 *18%* *33%*
6	**50** ***16%***	50 *16%* *100%*	50 *16%* *100%*	- - -	8 *16%* *16%*	42 *16%* *84%*	42 *16%* *84%*	25 *15%* *50%*	17 *17%* *34%*	17 *17%* *35%*
5	**47** ***15%***	47 *15%* *100%*	46 *15%* *99%*	1 *13%* *1%*	9 *19%* *20%*	38 *14%* *80%*	38 *14%* *80%*	24 *14%* *51%*	13 *14%* *29%*	13 *13%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 202

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
4	**32** ***10%***	32 *10%* *100%*	32 *10%* *100%*	- - -	4 *7%* *11%*	28 *11%* *86%*	29 *11%* *89%*	16 *10%* *51%*	12 *13%* *38%*	12 *12%* *38%*
3	**19** ***6%***	19 *6%* *100%*	18 *6%* *96%*	1 *18%* *4%*	3 *7%* *17%*	16 *6%* *83%*	16 *6%* *83%*	11 *7%* *59%*	5 *5%* *24%*	6 *6%* *32%*
2	**11** ***3%***	11 *3%* *100%*	10 *3%* *94%*	1 *13%* *6%*	2 *4%* *19%*	9 *3%* *81%*	9 *3%* *81%*	6 *3%* *55%*	3 *3%* *26%*	3 *3%* *26%*
1	**13** ***4%***	13 *4%* *100%*	13 *4%* *100%*	- - -	1 *2%* *8%*	12 *5%* *92%*	12 *4%* *92%*	8 *5%* *61%*	4 *4%* *31%*	4 *4%* *31%*
Don't know	**28** ***9%***	28 *9%* *100%*	28 *9%* *99%*	* *9%* *1%*	2 *4%* *7%*	26 *10%* *93%*	26 *10%* *93%*	16 *10%* *57%*	10 *11%* *36%*	11 *10%* *38%*
Net: 10/9/8/7	**116** ***37%***	116 *37%* *100%*	114 *37%* *98%*	2 *48%* *2%*	20 *40%* *17%*	95 *36%* *82%*	96 *36%* *83%*	63 *37%* *54%*	33 *34%* *29%*	37 *35%* *32%*
Net: 10/9	**26** ***8%***	26 *8%* *100%*	26 *8%* *99%*	* *7%* *1%*	5 *10%* *19%*	21 *8%* *81%*	21 *8%* *81%*	14 *9%* *55%*	7 *7%* *26%*	9 *9%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 202

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
Net: 6/5/4	**129** ***41%***	129 *41%* *100%*	128 *41%* *100%*	1 *13%* *	21 *43%* *16%*	107 *40%* *83%*	108 *40%* *84%*	65 *39%* *51%*	42 *44%* *33%*	43 *42%* *33%*
Net: 3/2/1	**43** ***13%***	43 *13%* *100%*	41 *13%* *97%*	1 *31%* *3%*	6 *13%* *15%*	36 *14%* *85%*	36 *14%* *85%*	25 *15%* *59%*	11 *12%* *27%*	13 *12%* *30%*
Mean	**5.77**	5.77	5.77	5.80	6.06	5.72	5.72	5.73	5.70	5.79
Standard Deviation	**2.15**	2.15	2.14	2.96	2.17	2.15	2.14	2.19	2.06	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 203

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	161 *42%*	221 *58%*	45 *12%*	73 *19%*	69 *18%*	72 *19%*	63 *16%*	60 *16%*	88 *23%*	206 *54%*	85 *22%*
Total (Wtd)	**239**	99 *42%*	139 *58%*	35* *15%* *	51* *21%* *	40* *17%* *	44* *18%* *	35* *15%* *	35* *15%* *	50* *21%* *	119 *50%*	70* *29%* *
Effective Total	**357**	151	206	42	70	65	68	59	56	86	200	81
10	**3** ***1%***	1 *1%* *40%*	2 *1%* *60%*	- - -	1 *1%* *22%*	- - -	1 *1%* *16%*	- - -	2 *6%* *62%*	1 *1%* *22%*	1 *1%* *31%*	1 *2%* *47%*
9	**4** ***2%***	2 *2%* *63%*	1 *1%* *37%*	- - -	- - -	1 *1%* *13%*	- - -	1 *3%* *32%*	2 *6%* *55%* DF	- - -	1 *1%* *26%*	3 *4%* *74%*
8	**12** ***5%***	6 *6%* *52%*	6 *4%* *48%*	2 *7%* *20%*	4 *8%* *32%* H	2 *5%* *17%*	2 *5%* *17%*	2 *4%* *13%*	- - -	- - -	8 *6%* *63%* I	4 *6%* *37%* I
7	**22** ***9%***	11 *11%* *49%*	11 *8%* *51%*	3 *7%* *11%*	3 *5%* *12%*	3 *8%* *14%*	4 *10%* *19%*	5 *14%* *21%*	5 *15%* *23%*	4 *7%* *16%*	10 *8%* *43%*	9 *13%* *41%*
6	**42** ***17%***	18 *18%* *43%*	24 *17%* *57%*	11 *33%* *28%* DG H	7 *13%* *16%*	9 *24%* *23%* H	8 *17%* *18%*	4 *11%* *9%*	2 *7%* *6%*	11 *21%* *25%*	21 *18%* *51%*	10 *14%* *24%*
5	**42** ***18%***	14 *15%* *34%*	28 *20%* *66%*	8 *23%* *19%* G	11 *21%* *25%* G	6 *14%* *13%*	9 *21%* *22%* G	3 *8%* *7%*	6 *17%* *14%*	11 *21%* *25%*	21 *17%* *49%*	11 *16%* *26%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 203

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	161 *42%*	221 *58%*	45 *12%*	73 *19%*	69 *18%*	72 *19%*	63 *16%*	60 *16%*	88 *23%*	206 *54%*	85 *22%*
Effective Total	**357**	151	206	42	70	65	68	59	56	86	200	81
4	**23** ***10%***	10 *10%* *45%*	13 *9%* *55%*	2 *7%* *10%*	5 *11%* *24%*	5 *11%* *19%*	4 *9%* *17%*	4 *12%* *19%*	2 *7%* *10%*	7 *14%* *30%* K	13 *11%* *55%*	3 *5%* *15%*
3	**17** ***7%***	6 *6%* *34%*	11 *8%* *66%*	4 *12%* *25%* H	3 *5%* *15%*	3 *7%* *16%*	2 *5%* *13%*	5 *13%* *28%* H	* *1%* *3%*	3 *6%* *18%*	9 *7%* *52%*	5 *7%* *30%*
2	**19** ***8%***	8 *8%* *40%*	11 *8%* *60%*	2 *6%* *10%*	6 *11%* *29%*	3 *7%* *14%*	5 *11%* *25%*	2 *5%* *9%*	2 *7%* *13%*	3 *6%* *16%*	13 *11%* *67%*	3 *5%* *17%*
1	**15** ***6%***	8 *8%* *51%*	8 *5%* *49%*	1 *2%* *5%*	3 *6%* *18%*	3 *9%* *22%*	4 *8%* *24%*	3 *9%* *21%*	2 *5%* *11%*	2 *5%* *16%*	9 *7%* *57%*	4 *6%* *27%*
Don't know	**39** ***16%***	14 *14%* *36%*	25 *18%* *64%*	1 *2%* *2%*	10 *19%* *25%* C	5 *13%* *14%* C	5 *12%* *13%*	7 *20%* *19%* C	10 *30%* *27%* CEF	9 *18%* *23%*	15 *13%* *39%*	15 *21%* *38%*
Net: 10/9/8/7	**42** ***17%***	21 *21%* *51%*	21 *15%* *49%*	5 *14%* *12%*	7 *14%* *17%*	6 *15%* *14%*	7 *16%* *16%*	7 *21%* *18%*	9 *26%* *22%*	4 *9%* *10%*	19 *16%* *46%*	18 *26%* *43%* I
Net: 10/9	**7** ***3%***	4 *4%* *53%*	3 *2%* *47%*	- - -	1 *1%* *10%*	1 *1%* *7%*	1 *1%* *7%*	1 *3%* *17%*	4 *12%* *58%* CDEF	1 *1%* *10%*	2 *2%* *29%*	4 *6%* *62%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 203

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	161 *42%*	221 *58%*	45 *12%*	73 *19%*	69 *18%*	72 *19%*	63 *16%*	60 *16%*	88 *23%*	206 *54%*	85 *22%*
Effective Total	**357**	151	206	42	70	65	68	59	56	86	200	81
Net: 6/5/4	**107** ***45%***	43 *43%* *40%*	64 *46%* *60%*	22 *64%* *21%* GH	23 *45%* *21%*	20 *50%* *18%* GH	21 *48%* *19%*	11 *31%* *10%*	11 *31%* *10%*	28 *57%* *26%* K	54 *46%* *51%*	24 *35%* *23%*
Net: 3/2/1	**51** ***22%***	21 *21%* *41%*	30 *22%* *59%*	7 *20%* *13%*	11 *21%* *21%*	9 *22%* *17%*	11 *25%* *21%*	10 *27%* *19%*	5 *13%* *9%*	9 *17%* *17%*	30 *26%* *59%*	12 *18%* *24%*
Mean	**4.89**	4.98	4.82	5.13	4.73	4.78	4.66	4.68	5.56	4.74	4.69	5.38 J
Standard Deviation	**2.11**	2.23	2.03	1.67	2.10	2.07	2.12	2.30	2.53	1.77	2.12	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 203

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	374 *98%*	6 *2%*	50 *13%*	331 *87%*	331 *87%*	202 *53%*	128 *34%*	138 *36%*
Total (Wtd)	**239**	239 *100%*	235 *99%*	3** *1%* **	30* *12%* *	208 *87%*	208 *87%*	127 *53%*	80 *34%*	87 *36%*
Effective Total	**357**	357	351	6	46	310	310	188	120	130
10	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	1 *2%* *16%*	3 *1%* *84%*	3 *1%* *84%*	1 *1%* *46%*	1 *1%* *38%*	2 *2%* *62%*
9	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	- - -	4 *2%* *100%*	4 *2%* *100%*	2 *2%* *64%*	1 *2%* *36%*	1 *2%* *36%*
8	**12** ***5%***	12 *5%* *100%*	12 *5%* *95%*	1 *19%* *5%*	2 *7%* *16%*	10 *5%* *84%*	10 *5%* *84%*	6 *4%* *46%*	5 *6%* *39%*	5 *5%* *39%*
7	**22** ***9%***	22 *9%* *100%*	22 *9%* *97%*	1 *19%* *3%*	3 *9%* *12%*	20 *9%* *88%*	20 *9%* *88%*	11 *8%* *48%*	9 *11%* *40%*	10 *12%* *46%*
6	**42** ***17%***	42 *17%* *100%*	41 *17%* *99%*	* *13%* *1%*	4 *15%* *11%*	37 *18%* *89%*	37 *18%* *89%*	25 *20%* *60%*	12 *15%* *29%*	15 *17%* *35%*
5	**42** ***18%***	42 *18%* *100%*	42 *18%* *99%*	1 *20%* *1%*	5 *16%* *11%*	38 *18%* *89%*	38 *18%* *89%*	23 *18%* *55%*	14 *17%* *33%*	14 *16%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 203

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	374 *98%*	6 *2%*	50 *13%*	331 *87%*	331 *87%*	202 *53%*	128 *34%*	138 *36%*
Effective Total	**357**	357	351	6	46	310	310	188	120	130
4	**23** ***10%***	23 *10%* *100%*	23 *10%* *100%*	- - -	5 *17%* *21%* X	18 *9%* *79%*	18 *9%* *79%*	8 *7%* *36%*	10 *12%* *42%*	10 *11%* *42%*
3	**17** ***7%***	17 *7%* *100%*	17 *7%* *100%*	- - -	3 *9%* *16%*	14 *7%* *84%*	14 *7%* *84%*	8 *7%* *50%*	6 *7%* *34%*	6 *7%* *38%*
2	**19** ***8%***	19 *8%* *100%*	19 *8%* *100%*	- - -	3 *9%* *14%*	16 *8%* *82%*	16 *8%* *82%*	13 *10%* *68%* YZ	3 *3%* *14%*	3 *4%* *17%*
1	**15** ***6%***	15 *6%* *100%*	15 *6%* *94%*	1 *29%* *6%*	3 *10%* *19%*	12 *6%* *81%*	12 *6%* *81%*	9 *7%* *55%*	4 *5%* *25%*	4 *5%* *25%*
Don't know	**39** ***16%***	39 *16%* *100%*	39 *16%* *100%*	- - -	2 *7%* *5%*	37 *18%* *95%*	37 *18%* *95%*	21 *16%* *53%*	16 *20%* *42%* U	17 *19%* *43%*
Net: 10/9/8/7	**42** ***17%***	42 *17%* *100%*	40 *17%* *97%*	1 *38%* *3%*	5 *17%* *12%*	36 *17%* *88%*	36 *17%* *88%*	20 *16%* *49%*	16 *20%* *39%*	18 *21%* *44%*
Net: 10/9	**7** ***3%***	7 *3%* *100%*	7 *3%* *100%*	- - -	1 *2%* *7%*	6 *3%* *93%*	6 *3%* *93%*	4 *3%* *56%*	3 *3%* *37%*	3 *4%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 203

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	374 *98%*	6 *2%*	50 *13%*	331 *87%*	331 *87%*	202 *53%*	128 *34%*	138 *36%*
Effective Total	**357**	357	351	6	46	310	310	188	120	130
Net: 6/5/4	**107** ***45%***	107 *45%* *100%*	106 *45%* *99%*	1 *33%* *1%*	14 *47%* *13%*	93 *45%* *87%*	93 *45%* *87%*	57 *44%* *53%*	36 *44%* *33%*	38 *44%* *36%*
Net: 3/2/1	**51** ***22%***	51 *22%* *100%*	51 *21%* *98%*	1 *29%* *2%*	8 *28%* *16%*	42 *20%* *82%*	42 *20%* *82%*	30 *24%* *58%*	12 *15%* *24%*	14 *16%* *26%*
Mean	**4.89**	4.89	4.89	4.89	4.55	4.95	4.95	4.83	5.16	5.23
Standard Deviation	**2.11**	2.11	2.10	3.27	2.20	2.10	2.10	2.15	2.03	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 205

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**187**	66 *35%*	121 *65%*	8 *4%*	34 *18%*	28 *15%*	40 *21%*	42 *22%*	35 *19%*	35 *19%*	100 *53%*	50 *27%*
Total (Wtd)	**114**	40* *35%* *	74 *65%*	6** *5%* **	24* *21%* *	16** *14%* **	23* *21%* *	24* *21%* *	20* *18%* *	19* *17%* *	55* *48%* *	39* *35%* *
Effective Total	**173**	61	112	7	33	26	39	39	32	34	97	48
10	**2** ***2%***	1 *2%* *45%*	1 *2%* *55%*	- - -	- - -	1 *3%* *23%*	1 *4%* *45%*	- - -	1 *3%* *32%*	- - -	1 *1%* *23%*	2 *4%* *77%*
9	**2** ***2%***	1 *3%* *48%*	1 *2%* *52%*	- - -	- - -	- - -	1 *2%* *23%*	1 *2%* *21%*	1 *7%* *57%*	- - -	1 *2%* *43%*	1 *4%* *57%*
8	**7** ***6%***	1 *3%* *16%*	6 *7%* *84%*	1 *18%* *17%*	2 *8%* *30%*	1 *3%* *9%*	1 *2%* *8%*	1 *3%* *11%*	2 *8%* *25%*	1 *3%* *8%*	3 *6%* *53%*	3 *6%* *39%*
7	**7** ***6%***	4 *9%* *51%*	3 *5%* *49%*	- - -	1 *3%* *10%*	1 *5%* *12%*	2 *9%* *29%*	3 *12%* *39%*	1 *3%* *10%*	* *2%* *6%*	4 *7%* *51%*	3 *8%* *42%*
6	**19** ***17%***	8 *20%* *42%*	11 *15%* *58%*	3 *42%* *14%*	3 *14%* *18%*	2 *11%* *10%*	4 *18%* *22%*	3 *12%* *15%*	4 *20%* *21%*	4 *19%* *19%*	8 *14%* *42%*	7 *19%* *39%*
5	**17** ***15%***	7 *17%* *39%*	11 *14%* *61%*	1 *18%* *7%*	4 *17%* *23%*	4 *25%* *23%*	2 *10%* *14%*	3 *15%* *20%*	2 *11%* *13%*	4 *22%* *24%*	8 *15%* *48%*	5 *12%* *28%*
4	**11** ***10%***	4 *10%* *35%*	7 *10%* *65%*	1 *11%* *6%*	3 *11%* *24%*	1 *4%* *5%*	2 *7%* *15%*	4 *16%* *36%*	1 *7%* *14%*	1 *4%* *6%*	7 *12%* *60%*	4 *9%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 205

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**187**	66 *35%*	121 *65%*	8 *4%*	34 *18%*	28 *15%*	40 *21%*	42 *22%*	35 *19%*	35 *19%*	100 *53%*	50 *27%*
Effective Total	**173**	61	112	7	33	26	39	39	32	34	97	48
3	**13** ***11%***	5 *13%* *41%*	7 *10%* *59%*	- - -	3 *13%* *25%*	2 *14%* *17%*	3 *15%* *27%*	3 *11%* *21%*	1 *6%* *10%*	3 *18%* *27%*	5 *9%* *40%*	4 *11%* *33%*
2	**7** ***6%***	2 *6%* *33%*	5 *7%* *67%*	- - -	1 *3%* *10%*	2 *15%* *34%*	3 *12%* *38%* G	- - -	1 *7%* *18%*	2 *9%* *23%*	5 *9%* *65%*	1 *2%* *12%*
1	**7** ***6%***	1 *3%* *17%*	5 *7%* *83%*	* * *	1 *5%* *19%*	1 *3%* *9%*	1 *5%* *17%*	2 *10%* *37%*	1 *6%* *18%*	* *2%* *7%*	4 *7%* *59%*	2 *6%* *34%*
Don't know	**22** ***19%***	6 *14%* *25%*	16 *22%* *75%*	1 *11%* *3%*	6 *26%* *28%*	3 *16%* *12%*	4 *16%* *17%*	5 *19%* *21%*	4 *21%* *19%*	4 *22%* *19%*	10 *18%* *46%*	8 *20%* *35%*
Net: 10/9/8/7	**18** ***16%***	7 *17%* *37%*	11 *15%* *63%*	1 *18%* *6%*	3 *11%* *15%*	2 *12%* *10%*	4 *18%* *23%*	4 *17%* *22%*	4 *22%* *24%*	1 *5%* *5%*	9 *16%* *48%*	9 *22%* *47%*
Net: 10/9	**5** ***4%***	2 *5%* *47%*	2 *3%* *53%*	- - -	- - -	1 *3%* *11%*	2 *7%* *33%*	1 *2%* *11%*	2 *10%* *45%*	- - -	2 *3%* *34%*	3 *8%* *66%*
Net: 6/5/4	**47** ***41%***	18 *47%* *39%*	29 *38%* *61%*	4 *71%* *9%*	10 *42%* *21%*	6 *40%* *14%*	8 *35%* *17%*	10 *43%* *22%*	8 *39%* *16%*	8 *44%* *18%*	23 *41%* *48%*	16 *40%* *34%*
Net: 3/2/1	**27** ***23%***	9 *22%* *33%*	18 *24%* *67%*	* * *	5 *21%* *19%*	5 *32%* *20%*	7 *31%* *28%*	5 *21%* *19%*	4 *19%* *14%*	6 *29%* *21%*	14 *25%* *52%*	7 *19%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 205

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**187**	66 *35%*	121 *65%*	8 *4%*	34 *18%*	28 *15%*	40 *21%*	42 *22%*	35 *19%*	35 *19%*	100 *53%*	50 *27%*
Effective Total	**173**	61	112	7	33	26	39	39	32	34	97	48
Mean	**4.88**	5.05	4.78	5.95	4.71	4.48	4.78	4.67	5.41	4.45	4.69	5.35
Standard Deviation	**2.18**	2.05	2.26	1.38	1.95	2.19	2.41	2.09	2.54	1.74	2.19	2.33

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 205

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**187**	187 *100%*	180 *96%*	6 *3%*	18 *10%*	169 *90%*	169 *90%*	94 *50%*	75 *40%*	76 *41%*
Total (Wtd)	**114**	114 *100%*	111 *97%*	3** *3%* ****	11** *9%* ****	103 *91%*	103 *91%*	57* *50%* ***	46* *41%* ***	47* *41%* ***
Effective Total	**173**	173	168	6	17	156	156	86	70	71
10	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	- - -	2 *2%* *100%*	2 *2%* *100%*	1 *2%* *45%*	1 *3%* *55%*	1 *3%* *55%*
9	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	- - -	2 *2%* *100%*	2 *2%* *100%*	1 *2%* *43%*	1 *3%* *57%*	1 *3%* *57%*
8	**7** ***6%***	7 *6%* *100%*	7 *6%* *100%*	- - -	1 *6%* *11%*	6 *6%* *89%*	6 *6%* *89%*	4 *6%* *54%*	2 *5%* *36%*	2 *5%* *36%*
7	**7** ***6%***	7 *6%* *100%*	6 *6%* *89%*	1 *24%* *11%*	- - -	7 *7%* *100%*	7 *7%* *100%*	3 *6%* *48%*	4 *8%* *52%*	4 *8%* *52%*
6	**19** ***17%***	19 *17%* *100%*	18 *17%* *98%*	* *12%* *2%*	3 *24%* *14%*	16 *16%* *86%*	16 *16%* *86%*	12 *21%* *62%*	4 *10%* *24%*	5 *11%* *28%*
5	**17** ***15%***	17 *15%* *100%*	17 *15%* *97%*	1 *16%* *3%*	2 *21%* *13%*	15 *15%* *87%*	15 *15%* *87%*	7 *12%* *41%*	8 *17%* *46%*	8 *17%* *46%*
4	**11** ***10%***	11 *10%* *100%*	11 *10%* *100%*	- - -	2 *18%* *17%*	9 *9%* *83%*	9 *9%* *83%*	4 *8%* *40%*	5 *10%* *42%*	5 *10%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 205

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**187**	187 *100%*	180 *96%*	6 *3%*	18 *10%*	169 *90%*	169 *90%*	94 *50%*	75 *40%*	76 *41%*
Effective Total	**173**	173	168	6	17	156	156	86	70	71
3	**13** ***11%***	13 *11%* *100%*	12 *11%* *95%*	1 *19%* *5%*	1 *10%* *8%*	12 *11%* *92%*	12 *11%* *92%*	6 *11%* *48%*	6 *12%* *44%*	6 *12%* *44%*
2	**7** ***6%***	7 *6%* *100%*	7 *7%* *100%*	- - -	2 *17%* *25%*	6 *5%* *75%*	6 *5%* *75%*	4 *7%* *56%*	1 *3%* *19%*	1 *3%* *19%*
1	**7** ***6%***	7 *6%* *100%*	6 *5%* *91%*	1 *18%* *9%*	- - -	7 *6%* *100%*	7 *6%* *100%*	4 *6%* *55%*	3 *6%* *45%*	3 *6%* *45%*
Don't know	**22** ***19%***	22 *19%* *100%*	22 *20%* *98%*	* *10%* *2%*	* *4%* *2%*	22 *21%* *98%*	22 *21%* *98%*	11 *19%* *50%*	11 *23%* *48%*	11 *23%* *48%*
Net: 10/9/8/7	**18** ***16%***	18 *16%* *100%*	17 *16%* *96%*	1 *24%* *4%*	1 *6%* *4%*	18 *17%* *96%*	18 *17%* *96%*	9 *16%* *49%*	9 *19%* *47%*	9 *18%* *47%*
Net: 10/9	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	- - -	5 *4%* *100%*	5 *4%* *100%*	2 *4%* *44%*	3 *6%* *56%*	3 *6%* *56%*
Net: 6/5/4	**47** ***41%***	47 *41%* *100%*	46 *42%* *98%*	1 *29%* *2%*	7 *62%* *14%*	40 *39%* *86%*	40 *39%* *86%*	23 *41%* *50%*	17 *37%* *36%*	18 *38%* *38%*
Net: 3/2/1	**27** ***23%***	27 *23%* *100%*	25 *23%* *95%*	1 *37%* *5%*	3 *27%* *11%*	24 *23%* *89%*	24 *23%* *89%*	14 *24%* *52%*	10 *21%* *37%*	10 *21%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 205

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**187**	187 *100%*	180 *96%*	6 *3%*	18 *10%*	169 *90%*	169 *90%*	94 *50%*	75 *40%*	76 *41%*
Effective Total	**173**	173	168	6	17	156	156	86	70	71
Mean	**4.88**	4.88	4.89	4.47	4.53	4.92	4.92	4.89	4.97	4.99
Standard Deviation	**2.18**	2.18	2.18	2.73	1.77	2.23	2.23	2.22	2.28	2.26

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**87**	41 *47%*	46 *53%*	18 *21%*	15 *17%*	18 *21%*	12 *14%*	12 *14%*	12 *14%*	10 *11%*	50 *57%*	27 *31%*
Total (Wtd)	**58**	28* *48%* *	30* *52%* *	15** *25%* **	11** *19%* **	11** *18%* **	7** *12%* **	7** *12%* **	7** *13%* **	6** *10%* **	29* *51%* *	23** *39%* **
Effective Total	**80**	38	42	16	14	17	12	11	12	10	49	25
10	**1** ***1%***	1 *3%* *100%*	- - -	1 *5%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *2%* *100%*	- - -
9	**3** ***6%***	2 *8%* *66%*	1 *4%* *34%*	1 *8%* *34%*	1 *6%* *21%*	- - -	- - -	- - -	1 *20%* *44%*	- - -	1 *2%* *21%*	3 *11%* *79%*
8	**3** ***5%***	1 *2%* *25%*	2 *7%* *75%*	- - -	1 *12%* *49%*	- - -	- - -	- - -	1 *19%* *51%*	1 *12%* *25%*	1 *2%* *24%*	1 *6%* *51%*
7	**11** ***20%***	6 *23%* *56%*	5 *17%* *44%*	3 *20%* *26%*	3 *28%* *27%*	2 *15%* *14%*	1 *16%* *10%*	1 *16%* *10%*	1 *19%* *12%*	1 *12%* *6%*	5 *17%* *45%*	6 *24%* *49%*
6	**4** ***7%***	1 *3%* *23%*	3 *11%* *77%*	1 *7%* *26%*	1 *6%* *16%*	1 *10%* *27%*	1 *12%* *21%*	* *6%* *10%*	- - -	1 *10%* *14%*	2 *6%* *39%*	2 *9%* *47%*
5	**10** ***18%***	5 *19%* *50%*	5 *17%* *50%*	2 *13%* *19%*	1 *6%* *6%*	2 *19%* *19%*	3 *49%* *33%*	2 *23%* *16%*	1 *9%* *7%*	1 *20%* *11%*	7 *24%* *67%*	2 *10%* *22%*
4	**9** ***15%***	5 *19%* *61%*	3 *11%* *39%*	3 *20%* *35%*	1 *6%* *8%*	3 *32%* *40%*	1 *15%* *12%*	- - -	* *6%* *5%*	- - -	6 *21%* *74%*	2 *10%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 206

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**87**	41 *47%*	46 *53%*	18 *21%*	15 *17%*	18 *21%*	12 *14%*	12 *14%*	12 *14%*	10 *11%*	50 *57%*	27 *31%*
Effective Total	**80**	38	42	16	14	17	12	11	12	10	49	25
3	**3** ***5%***	- - -	3 *10%* *100%* A	1 *5%* *22%*	- - -	1 *9%* *30%*	- - -	1 *21%* *48%*	- - -	- - -	1 *2%* *22%*	2 *10%* *78%*
2	**4** ***7%***	2 *7%* *49%*	2 *7%* *51%*	2 *12%* *45%*	1 *6%* *18%*	1 *10%* *27%*	- - -	- - -	* *5%* *10%*	1 *10%* *14%*	2 *8%* *57%*	1 *5%* *28%*
1	**2** ***3%***	1 *5%* *73%*	1 *2%* *27%*	1 *5%* *37%*	1 *7%* *37%*	1 *5%* *27%*	- - -	- - -	- - -	1 *9%* *27%*	1 *5%* *73%*	- - -
Don't know	**8** ***13%***	3 *11%* *40%*	5 *15%* *60%*	1 *5%* *9%*	2 *22%* *32%*	- - -	1 *8%* *7%*	2 *34%* *31%*	2 *22%* *21%*	2 *28%* *21%*	3 *10%* *36%*	3 *15%* *43%*
Net: 10/9/8/7	**18** ***31%***	10 *36%* *55%*	8 *27%* *45%*	5 *33%* *27%*	5 *47%* *29%*	2 *15%* *9%*	1 *16%* *6%*	1 *16%* *6%*	4 *57%* *23%*	1 *24%* *8%*	7 *24%* *40%*	10 *42%* *53%*
Net: 10/9	**4** ***7%***	3 *10%* *72%*	1 *4%* *28%*	2 *12%* *46%*	1 *6%* *18%*	- - -	- - -	- - -	1 *20%* *36%*	- - -	1 *5%* *35%*	3 *11%* *65%*
Net: 6/5/4	**23** ***40%***	11 *41%* *49%*	12 *39%* *51%*	6 *41%* *26%*	2 *18%* *9%*	7 *61%* *28%*	5 *76%* *23%*	2 *29%* *9%*	1 *15%* *5%*	2 *29%* *7%*	15 *51%* *65%*	6 *28%* *28%*
Net: 3/2/1	**9** ***16%***	3 *12%* *38%*	6 *19%* *62%*	3 *22%* *35%*	1 *13%* *16%*	3 *24%* *28%*	- - -	1 *21%* *16%*	* *5%* *4%*	1 *19%* *12%*	4 *15%* *49%*	4 *15%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 206

Absolutes/col/row percents

9 Jul 2009

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**** It portrays Scotland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**87**	41 *47%*	46 *53%*	18 *21%*	15 *17%*	18 *21%*	12 *14%*	12 *14%*	12 *14%*	10 *11%*	50 *57%*	27 *31%*
Effective Total	**80**	38	42	16	14	17	12	11	12	10	49	25
Mean	**5.34**	5.44	5.24	5.18	5.93	4.42	5.31	4.95	6.92	5.03	4.99	5.88
Standard Deviation	**2.15**	2.31	2.03	2.51	2.51	1.74	1.02	1.72	2.24	2.71	2.08	2.14

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 206

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**87**	87 *100%*	84 *97%*	2 *2%*	87 *100%*	87 *100%*	51 *59%*	36 *41%*	40 *46%*
Total (Wtd)	**58**	58* *100%* *	57* *98%* *	1** *2%* **	58* *100%* *	58* *100%* *	34* *60%* *	23* *40%* *	26* *46%* *
Effective Total	**80**	80	78	2	80	80	46	34	37
10	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *3%* *100%*	1 *3%* *100%*
9	**3** ***6%***	3 *6%* *100%*	3 *6%* *100%*	- - -	3 *6%* *100%*	3 *6%* *100%*	3 *10%* *100%*	- - -	- - -
8	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	3 *5%* *100%*	3 *5%* *100%*	1 *4%* *50%*	1 *6%* *50%*	1 *5%* *50%*
7	**11** ***20%***	11 *20%* *100%*	11 *20%* *100%*	- - -	11 *20%* *100%*	11 *20%* *100%*	8 *22%* *67%*	4 *16%* *33%*	5 *19%* *44%*
6	**4** ***7%***	4 *7%* *100%*	4 *7%* *100%*	- - -	4 *7%* *100%*	4 *7%* *100%*	2 *6%* *53%*	2 *8%* *47%*	3 *10%* *61%*
5	**10** ***18%***	10 *18%* *100%*	10 *17%* *94%*	1 *50%* *6%*	10 *18%* *100%*	10 *18%* *100%*	8 *22%* *74%*	3 *12%* *26%*	3 *10%* *26%*
4	**9** ***15%***	9 *15%* *100%*	9 *15%* *100%*	- - -	9 *15%* *100%*	9 *15%* *100%*	6 *17%* *70%*	3 *11%* *30%*	3 *10%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 206

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**87**	87 100%	84 97%	2 2%	87 100%	87 100%	51 59%	36 41%	40 46%
Effective Total	**80**	80	78	2	80	80	46	34	37
3	**3** **5%**	3 5% 100%	3 5% 100%	- - -	3 5% 100%	3 5% 100%	2 5% 52%	1 6% 48%	1 6% 48%
2	**4** **7%**	4 7% 100%	4 7% 100%	- - -	4 7% 100%	4 7% 100%	1 1% 13%	3 15% 87% X	3 13% 87% X
1	**2** **3%**	2 3% 100%	2 4% 100%	- - -	2 3% 100%	2 3% 100%	1 4% 63%	1 3% 37%	1 3% 37%
Don't know	**8** **13%**	8 13% 100%	7 13% 92%	1 50% 8%	8 13% 100%	8 13% 100%	3 9% 38%	5 20% 62%	6 22% 77%
Net: 10/9/8/7	**18** **31%**	18 31% 100%	18 32% 100%	- - -	18 31% 100%	18 31% 100%	12 36% 68%	6 25% 32%	7 27% 39%
Net: 10/9	**4** **7%**	4 7% 100%	4 7% 100%	- - -	4 7% 100%	4 7% 100%	3 10% 82%	1 3% 18%	1 3% 18%
Net: 6/5/4	**23** **40%**	23 40% 100%	22 40% 97%	1 50% 3%	23 40% 100%	23 40% 100%	16 46% 69%	7 31% 31%	8 30% 34%
Net: 3/2/1	**9** **16%**	9 16% 100%	9 16% 100%	- - -	9 16% 100%	9 16% 100%	3 10% 38%	6 24% 62%	6 21% 62%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**87**	87 *100%*	84 *97%*	2 *2%*	87 *100%*	87 *100%*	51 *59%*	36 *41%*	40 *46%*
Effective Total	**80**	80	78	2	80	80	46	34	37
Mean	**5.34**	5.34	5.35	5.00	5.34	5.34	5.60	4.91	5.07
Standard Deviation	**2.15**	2.15	2.16	-	2.15	2.15	2.01	2.35	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 207

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**54**	31 *57%*	23 *43%*	6 *11%*	8 *15%*	6 *11%*	9 *17%*	14 *26%*	11 *20%*	9 *17%*	25 *46%*	20 *37%*
Total (Wtd)	**35**	20** *58%* **	15** *42%* **	5** *13%* **	6** *17%* **	3** *10%* **	6** *18%* **	8** *22%* **	7** *20%* **	5** *13%* **	14** *41%* **	16** *46%* **
Effective Total	**49**	29	21	5	8	6	9	13	11	9	24	18
10	**1** ***2%***	1 *4%* *100%*	- - -	- - -	1 *13%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *5%* *100%*	- - -
9	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
8	**4** ***11%***	1 *6%* *32%*	2 *17%* *68%*	1 *24%* *31%*	1 *12%* *18%*	- - -	- - -	* *6%* *13%*	1 *20%* *38%*	- - -	1 *8%* *31%*	3 *16%* *69%*
7	**3** ***10%***	1 *5%* *31%*	2 *17%* *69%*	- - -	1 *21%* *35%*	- - -	- - -	1 *12%* *25%*	1 *20%* *40%*	1 *15%* *19%*	1 *10%* *41%*	1 *9%* *40%*
6	**5** ***15%***	3 *17%* *65%*	2 *13%* *35%*	- - -	2 *31%* *35%*	2 *49%* *33%*	1 *15%* *19%*	- - -	1 *10%* *13%*	1 *25%* *22%*	1 *9%* *24%*	3 *17%* *54%*
5	**5** ***16%***	5 *24%* *90%*	1 *4%* *10%*	1 *13%* *11%*	1 *11%* *12%*	- - -	2 *29%* *33%*	1 *7%* *9%*	2 *27%* *34%*	* *10%* *8%*	4 *25%* *66%*	1 *9%* *26%*
4	**2** ***6%***	2 *8%* *74%*	1 *4%* *26%*	1 *25%* *53%*	- - -	- - -	1 *9%* *26%*	* *6%* *21%*	- - -	* *10%* *21%*	1 *4%* *26%*	1 *7%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 207

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**54**	31 *57%*	23 *43%*	6 *11%*	8 *15%*	6 *11%*	9 *17%*	14 *26%*	11 *20%*	9 *17%*	25 *46%*	20 *37%*
Effective Total	**49**	29	21	5	8	6	9	13	11	9	24	18
3	**4** ***11%***	2 *8%* *39%*	2 *16%* *61%*	- - -	- - -	1 *17%* *15%*	1 *15%* *25%*	2 *31%* *61%*	- - -	- - -	1 *10%* *38%*	2 *15%* *62%*
2	**2** ***5%***	2 *9%* *100%*	- - -	1 *14%* *35%*	- - -	1 *18%* *34%*	1 *9%* *32%*	- - -	- - -	- - -	2 *13%* *100%*	- - -
1	**3** ***8%***	2 *9%* *72%*	1 *5%* *28%*	- - -	- - -	- - -	1 *23%* *54%*	- - -	1 *17%* *46%*	* *10%* *17%*	1 *4%* *22%*	2 *10%* *61%*
Don't know	**6** ***16%***	2 *10%* *37%*	4 *25%* *63%*	1 *24%* *20%*	1 *12%* *13%*	1 *16%* *10%*	- - -	3 *38%* *49%*	* *7%* *8%*	1 *30%* *24%*	2 *12%* *31%*	3 *16%* *45%*
Net: 10/9/8/7	**8** ***23%***	3 *15%* *38%*	5 *34%* *62%*	1 *24%* *14%*	3 *45%* *33%*	- - -	- - -	1 *18%* *17%*	3 *40%* *35%*	1 *15%* *9%*	3 *23%* *42%*	4 *25%* *49%*
Net: 10/9	**1** ***2%***	1 *4%* *100%*	- - -	- - -	1 *13%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *5%* *100%*	- - -
Net: 6/5/4	**13** ***37%***	10 *49%* *77%*	3 *20%* *23%*	2 *38%* *14%*	2 *42%* *19%*	2 *49%* *13%*	3 *53%* *26%*	1 *13%* *7%*	3 *37%* *20%*	2 *45%* *16%*	5 *38%* *42%*	5 *34%* *42%*
Net: 3/2/1	**8** ***24%***	5 *26%* *63%*	3 *21%* *37%*	1 *14%* *8%*	- - -	1 *35%* *14%*	3 *47%* *36%*	2 *31%* *28%*	1 *17%* *14%*	* *10%* *6%*	4 *27%* *46%*	4 *25%* *48%*
Mean	**5.03**	4.72	5.54	5.08	6.96	4.55	3.57	4.59	5.43	5.06	5.00	5.05

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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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)
Total (Unwtd)	**54**	31 *57%*	23 *43%*	6 *11%*	8 *15%*	6 *11%*	9 *17%*	14 *26%*	11 *20%*	9 *17%*	25 *46%*	20 *37%*
Effective Total	**49**	29	21	5	8	6	9	13	11	9	24	18
Standard Deviation	**2.29**	2.29	2.30	2.59	1.69	2.18	1.98	2.15	2.57	2.31	2.42	2.34

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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**** It portrays Scotland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**54**	54 *100%*	51 *94%*	2 *4%*	54 *100%*	54 *100%*	29 *54%*	25 *46%*	27 *50%*
Total (Wtd)	**35**	35* *100%* *	34* *97%* *	1** *3%* **	35* *100%* *	35* *100%* *	19** *56%* **	15** *44%* **	17** *48%* **
Effective Total	**49**	49	47	2	49	49	26	24	26
10	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *4%* *100%*	- - -	- - -
9	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
8	**4** ***11%***	4 *11%* *100%*	4 *11%* *100%*	- - -	4 *11%* *100%*	4 *11%* *100%*	2 *8%* *44%*	2 *13%* *56%*	2 *12%* *56%*
7	**3** ***10%***	3 *10%* *100%*	3 *9%* *85%*	1 *46%* *15%*	3 *10%* *100%*	3 *10%* *100%*	1 *4%* *20%*	3 *18%* *80%*	3 *17%* *80%*
6	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	5 *15%* *100%*	5 *15%* *100%*	5 *24%* *89%*	1 *4%* *11%*	1 *7%* *22%*
5	**5** ***16%***	5 *16%* *100%*	5 *14%* *89%*	1 *54%* *11%*	5 *16%* *100%*	5 *16%* *100%*	4 *22%* *77%*	1 *8%* *23%*	1 *7%* *23%*
4	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	2 *6%* *100%*	2 *6%* *100%*	2 *8%* *74%*	1 *4%* *26%*	1 *3%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Base : Regular viewers of BBC4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**54**	54 100%	51 94%	2 4%	54 100%	54 100%	29 54%	25 46%	27 50%
Effective Total	**49**	49	47	2	49	49	26	24	26
3	**4** **11%**	4 11% 100%	4 12% 100%	- - -	4 11% 100%	4 11% 100%	1 5% 25%	3 19% 75%	3 18% 75%
2	**2** **5%**	2 5% 100%	2 5% 100%	- - -	2 5% 100%	2 5% 100%	1 6% 65%	1 4% 35%	1 8% 68%
1	**3** **8%**	3 8% 100%	3 8% 100%	- - -	3 8% 100%	3 8% 100%	2 11% 78%	1 4% 22%	1 3% 22%
Don't know	**6** **16%**	6 16% 100%	6 17% 100%	- - -	6 16% 100%	6 16% 100%	2 9% 30%	4 26% 70%	4 24% 70%
Net: 10/9/8/7	**8** **23%**	8 23% 100%	7 22% 93%	1 46% 7%	8 23% 100%	8 23% 100%	3 16% 38%	5 32% 62%	5 29% 62%
Net: 10/9	**1** **2%**	1 2% 100%	1 2% 100%	- - -	1 2% 100%	1 2% 100%	1 4% 100%	- - -	- - -
Net: 6/5/4	**13** **37%**	13 37% 100%	12 36% 95%	1 54% 5%	13 37% 100%	13 37% 100%	10 54% 81%	2 15% 19%	3 18% 23%
Net: 3/2/1	**8** **24%**	8 24% 100%	8 25% 100%	- - -	8 24% 100%	8 24% 100%	4 22% 50%	4 27% 50%	5 29% 57%
Mean	**5.03**	5.03	4.99	5.93	5.03	5.03	4.95	5.15	5.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 207

Absolutes/col/row percents

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Base : Regular viewers of BBC4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**54**	54 *100%*	51 *94%*	2 *4%*	54 *100%*	54 *100%*	29 *54%*	25 *46%*	27 *50%*
Effective Total	**49**	49	47	2	49	49	26	24	26
Standard Deviation	**2.29**	2.29	2.32	-	2.29	2.29	2.32	2.35	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 208

Absolutes/col/row percents

9 Jul 2009

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Base : Regular viewers of BBC News in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**229**	118 *52%*	111 *48%*	10 *4%*	25 *11%*	50 *22%*	46 *20%*	47 *21%*	51 *22%*	48 *21%*	122 *53%*	58 *25%*
Total (Wtd)	**138**	71 *51%*	67 *49%*	8** *6%* **	17** *13%* **	29* *21%* *	28* *20%* *	26* *19%* *	29* *21%* *	26* *19%* *	66 *48%*	46* *33%* *
Effective Total	**216**	111	105	9	24	47	44	44	48	47	119	57
10	**7** ***5%***	5 *7%* *72%*	2 *3%* *28%*	1 *9%* *11%*	- - -	2 *6%* *25%*	1 *3%* *15%*	1 *3%* *12%*	3 *9%* *38%*	1 *2%* *9%*	2 *3%* *33%*	4 *8%* *59%*
9	**4** ***3%***	2 *2%* *44%*	2 *3%* *56%*	1 *9%* *17%*	1 *4%* *18%*	1 *2%* *12%*	1 *4%* *26%*	* *2%* *10%*	1 *2%* *17%*	1 *5%* *31%*	2 *3%* *51%*	1 *2%* *17%*
8	**15** ***11%***	6 *9%* *41%*	9 *13%* *59%*	3 *33%* *16%*	4 *22%* *25%*	3 *9%* *17%*	2 *6%* *11%*	3 *12%* *21%*	2 *5%* *11%*	2 *6%* *11%*	9 *13%* *57%*	5 *11%* *32%*
7	**18** ***13%***	8 *11%* *45%*	10 *14%* *55%*	1 *9%* *4%*	1 *4%* *4%*	3 *12%* *19%*	5 *18%* *29%*	5 *18%* *28%*	3 *10%* *17%*	4 *14%* *20%*	10 *15%* *54%*	4 *10%* *25%*
6	**20** ***14%***	7 *11%* *38%*	12 *18%* *62%*	2 *32%* *12%*	1 *6%* *6%*	5 *19%* *27%*	3 *11%* *16%*	3 *12%* *16%*	5 *16%* *24%*	3 *13%* *18%*	7 *11%* *36%*	9 *20%* *46%*
5	**27** ***19%***	16 *23%* *61%*	11 *16%* *39%*	1 *9%* *3%*	3 *20%* *13%*	5 *16%* *17%*	7 *26%* *27%*	4 *14%* *14%*	7 *24%* *26%*	5 *20%* *19%*	14 *21%* *52%*	8 *17%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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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)
Total (Unwtd)	**229**	118 *52%*	111 *48%*	10 *4%*	25 *11%*	50 *22%*	46 *20%*	47 *21%*	51 *22%*	48 *21%*	122 *53%*	58 *25%*
Effective Total	**216**	111	105	9	24	47	44	44	48	47	119	57
4	**15** ***11%***	8 *11%* *53%*	7 *11%* *47%*	- - -	3 *16%* *18%*	2 *8%* *15%*	3 *12%* *22%*	5 *20%* *36%* H	1 *5%* *9%*	3 *12%* *21%*	7 *11%* *47%*	5 *10%* *31%*
3	**6** ***4%***	3 *5%* *52%*	3 *4%* *48%*	- - -	1 *4%* *10%*	2 *8%* *38%*	1 *4%* *18%*	2 *6%* *25%*	* *2%* *7%*	* *2%* *7%*	4 *6%* *67%*	2 *3%* *25%*
2	**7** ***5%***	5 *7%* *65%*	3 *4%* *35%*	- - -	- - -	2 *8%* *31%*	2 *8%* *31%*	1 *5%* *17%*	2 *5%* *21%*	2 *6%* *21%*	4 *7%* *59%*	1 *3%* *20%*
1	**8** ***6%***	7 *9%* *84%* B	1 *2%* *16%*	- - -	1 *7%* *16%*	1 *2%* *6%*	2 *7%* *26%*	1 *5%* *18%*	3 *9%* *34%*	2 *7%* *24%*	3 *4%* *37%*	3 *7%* *39%*
Don't know	**11** ***8%***	4 *5%* *31%*	8 *12%* *69%*	- - -	3 *18%* *27%*	3 *12%* *30%* F	- - -	1 *3%* *7%*	4 *14%* *35%* F	3 *12%* *29%*	4 *6%* *34%*	4 *9%* *37%*
Net: 10/9/8/7	**43** ***32%***	21 *29%* *47%*	23 *34%* *53%*	5 *59%* *10%*	5 *30%* *12%*	8 *28%* *18%*	9 *31%* *20%*	9 *35%* *21%*	8 *26%* *18%*	7 *27%* *16%*	22 *34%* *52%*	14 *30%* *32%*
Net: 10/9	**11** ***8%***	7 *9%* *61%*	4 *6%* *39%*	1 *18%* *13%*	1 *4%* *7%*	2 *7%* *20%*	2 *7%* *19%*	1 *4%* *11%*	3 *11%* *30%*	2 *7%* *17%*	4 *6%* *40%*	5 *10%* *43%*

Ofcom PSB Tracker : 2008

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Total (Unwtd)	**229**	118 *52%*	111 *48%*	10 *4%*	25 *11%*	50 *22%*	46 *20%*	47 *21%*	51 *22%*	48 *21%*	122 *53%*	58 *25%*
Effective Total	**216**	111	105	9	24	47	44	44	48	47	119	57
Net: 6/5/4	**62** ***45%***	32 *45%* *52%*	30 *44%* *48%*	3 *41%* *5%*	7 *42%* *12%*	12 *43%* *20%*	14 *49%* *22%*	12 *46%* *20%*	13 *44%* *21%*	12 *46%* *19%*	28 *43%* *46%*	22 *47%* *35%*
Net: 3/2/1	**21** ***15%***	15 *21%* *68%* B	7 *10%* *32%*	- - -	2 *11%* *9%*	5 *18%* *24%*	5 *19%* *26%*	4 *16%* *20%*	5 *16%* *22%*	4 *15%* *18%*	11 *17%* *53%*	6 *13%* *29%*
Mean	**5.55**	5.27	5.86	7.28	5.54	5.55	5.24	5.39	5.52	5.31	5.51	5.73
Standard Deviation	**2.27**	2.48	1.99	1.56	2.29	2.24	2.27	2.19	2.54	2.28	2.23	2.37

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		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**229**	229 *100%*	222 *97%*	7 *3%*	229 *100%*	229 *100%*	146 *64%*	82 *36%*	84 *37%*
Total (Wtd)	**138**	138 *100%*	134 *97%*	4** *3%* **	138 *100%*	138 *100%*	87 *63%*	50* *36%* *	51* *37%* *
Effective Total	**216**	216	209	7	216	216	138	77	79
10	**7** ***5%***	7 *5%* *100%*	7 *5%* *100%*	- - -	7 *5%* *100%*	7 *5%* *100%*	5 *6%* *82%*	1 *2%* *18%*	1 *2%* *18%*
9	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	4 *3%* *100%*	4 *3%* *100%*	2 *3%* *58%*	2 *3%* *42%*	2 *3%* *42%*
8	**15** ***11%***	15 *11%* *100%*	14 *10%* *89%*	2 *40%* *11%*	15 *11%* *100%*	15 *11%* *100%*	9 *11%* *62%*	6 *12%* *38%*	6 *11%* *38%*
7	**18** ***13%***	18 *13%* *100%*	18 *13%* *100%*	- - -	18 *13%* *100%*	18 *13%* *100%*	11 *12%* *62%*	7 *13%* *38%*	7 *13%* *38%*
6	**20** ***14%***	20 *14%* *100%*	19 *15%* *98%*	* *8%* *2%*	20 *14%* *100%*	20 *14%* *100%*	12 *14%* *61%*	8 *16%* *39%*	8 *16%* *42%*
5	**27** ***19%***	27 *19%* *100%*	26 *19%* *97%*	1 *19%* *3%*	27 *19%* *100%*	27 *19%* *100%*	21 *24%* *79%* YZ	6 *11%* *21%*	6 *11%* *21%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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Total (Unwtd)	**229**	229 *100%*	222 *97%*	7 *3%*	229 *100%*	229 *100%*	146 *64%*	82 *36%*	84 *37%*
Effective Total	**216**	216	209	7	216	216	138	77	79
4	**15** ***11%***	15 *11%* *100%*	14 *11%* *94%*	1 *20%* *6%*	15 *11%* *100%*	15 *11%* *100%*	10 *12%* *67%*	4 *9%* *30%*	4 *9%* *30%*
3	**6** ***4%***	6 *4%* *100%*	5 *4%* *90%*	1 *14%* *10%*	6 *4%* *100%*	6 *4%* *100%*	3 *3%* *47%*	3 *7%* *53%*	4 *8%* *64%*
2	**7** ***5%***	7 *5%* *100%*	7 *6%* *100%*	- - -	7 *5%* *100%*	7 *5%* *100%*	4 *4%* *48%*	4 *8%* *52%*	4 *8%* *52%*
1	**8** ***6%***	8 *6%* *100%*	8 *6%* *100%*	- - -	8 *6%* *100%*	8 *6%* *100%*	4 *5%* *57%*	3 *7%* *43%*	3 *6%* *43%*
Don't know	**11** ***8%***	11 *8%* *100%*	11 *9%* *100%*	- - -	11 *8%* *100%*	11 *8%* *100%*	5 *6%* *44%*	6 *13%* *56%*	6 *12%* *56%*
Net: 10/9/8/7	**43** ***32%***	43 *32%* *100%*	42 *31%* *96%*	2 *40%* *4%*	43 *32%* *100%*	43 *32%* *100%*	28 *32%* *65%*	15 *31%* *35%*	15 *30%* *35%*
Net: 10/9	**11** ***8%***	11 *8%* *100%*	11 *8%* *100%*	- - -	11 *8%* *100%*	11 *8%* *100%*	8 *9%* *73%*	3 *6%* *27%*	3 *6%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 208

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**229**	229 *100%*	222 *97%*	7 *3%*	229 *100%*	229 *100%*	146 *64%*	82 *36%*	84 *37%*
Effective Total	**216**	216	209	7	216	216	138	77	79
Net: 6/5/4	**62** ***45%***	62 *45%* *100%*	60 *45%* *97%*	2 *46%* *3%*	62 *45%* *100%*	62 *45%* *100%*	43 *50%* *70%* Y	18 *36%* *29%*	18 *36%* *30%*
Net: 3/2/1	**21** ***15%***	21 *15%* *100%*	21 *15%* *97%*	1 *14%* *3%*	21 *15%* *100%*	21 *15%* *100%*	11 *12%* *51%*	10 *21%* *49%*	11 *22%* *52%*
Mean	**5.55**	5.55	5.54	5.78	5.55	5.55	5.66	5.36	5.33
Standard Deviation	**2.27**	2.27	2.28	2.22	2.27	2.27	2.22	2.39	2.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 209

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Total (Wtd)	**613**	272 *44%*	341 *56%*	59* *10%* *	111 *18%*	114 *19%*	112 *18%*	98 *16%*	119 *19%*	101 *16%*	308 *50%*	204 *33%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
10	**12** ***2%***	5 *2%* *44%*	7 *2%* *56%*	2 *4%* *21%*	1 *1%* *9%*	1 *1%* *9%*	2 *2%* *16%*	1 *1%* *4%*	5 *4%* *41%* G	1 *1%* *5%*	6 *2%* *47%*	6 *3%* *48%*
9	**17** ***3%***	8 *3%* *44%*	10 *3%* *56%*	2 *3%* *10%*	1 *1%* *8%*	2 *2%* *13%*	4 *4%* *25%*	3 *3%* *18%*	4 *4%* *25%*	1 *1%* *8%*	5 *2%* *27%*	11 *6%* *65%* IJ
8	**60** ***10%***	27 *10%* *44%*	34 *10%* *56%*	4 *7%* *7%*	14 *13%* *24%*	11 *10%* *19%*	8 *7%* *13%*	10 *10%* *16%*	13 *11%* *21%*	7 *7%* *11%*	27 *9%* *44%*	27 *13%* *45%* I
7	**106** ***17%***	47 *17%* *45%*	59 *17%* *55%*	16 *27%* *15%* DG	16 *14%* *15%*	19 *17%* *18%*	22 *20%* *21%*	13 *13%* *12%*	20 *17%* *19%*	15 *15%* *14%*	54 *18%* *51%*	36 *18%* *34%*
6	**95** ***16%***	42 *16%* *44%*	53 *15%* *56%*	15 *26%* *16%* EF G	18 *16%* *19%*	16 *14%* *17%*	14 *13%* *15%*	13 *13%* *14%*	19 *16%* *20%*	18 *18%* *19%*	53 *17%* *56%* K	23 *12%* *25%*
5	**109** ***18%***	47 *17%* *43%*	62 *18%* *57%*	9 *15%* *8%*	22 *20%* *21%*	20 *17%* *18%*	23 *20%* *21%*	18 *19%* *17%*	17 *14%* *16%*	19 *19%* *18%*	56 *18%* *51%*	34 *17%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 209

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
4	**73** ***12%***	33 *12%* *45%*	40 *12%* *55%*	6 *10%* *8%*	11 *10%* *15%*	16 *14%* *21%*	13 *11%* *17%*	15 *16%* *21%*	13 *11%* *17%*	12 *12%* *17%*	40 *13%* *55%*	20 *10%* *28%*
3	**40** ***7%***	17 *6%* *42%*	23 *7%* *58%*	2 *4%* *6%*	8 *7%* *20%*	7 *6%* *17%*	10 *9%* *24%*	7 *7%* *18%*	6 *5%* *15%*	7 *7%* *18%*	20 *6%* *49%*	13 *6%* *33%*
2	**26** ***4%***	17 *6%* *64%* B	9 *3%* *36%*	1 *1%* *3%*	7 *6%* *25%*	6 *5%* *24%*	3 *3%* *13%*	3 *3%* *11%*	6 *5%* *24%*	5 *5%* *19%*	15 *5%* *59%*	6 *3%* *22%*
1	**24** ***4%***	13 *5%* *54%*	11 *3%* *46%*	1 *1%* *3%*	5 *5%* *23%*	4 *4%* *18%*	4 *4%* *18%*	4 *4%* *17%*	5 *4%* *21%*	6 *6%* *24%*	12 *4%* *50%*	6 *3%* *26%*
Don't know	**50** ***8%***	16 *6%* *31%*	34 *10%* *69%* A	1 *1%* *1%*	7 *6%* *14%*	11 *10%* *23%* C	9 *8%* *19%* C	11 *11%* *21%* C	11 *9%* *22%* C	10 *9%* *19%*	20 *7%* *40%*	20 *10%* *41%*
Net: 10/9/8/7	**196** ***32%***	87 *32%* *45%*	109 *32%* *55%*	24 *41%* *12%* G	33 *29%* *17%*	34 *30%* *17%*	36 *32%* *18%*	26 *27%* *13%*	42 *36%* *22%*	24 *23%* *12%*	92 *30%* *47%*	80 *39%* *41%* IJ
Net: 10/9	**29** ***5%***	13 *5%* *44%*	16 *5%* *56%*	4 *7%* *14%*	2 *2%* *8%*	3 *3%* *12%*	6 *6%* *21%*	4 *4%* *13%*	9 *8%* *32%* DE	2 *2%* *7%*	10 *3%* *35%*	17 *8%* *58%* IJ

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 209

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
Net: 6/5/4	**278** ***45%***	123 *45%* *44%*	155 *45%* *56%*	30 *51%* *11%*	52 *46%* *19%*	52 *45%* *19%*	49 *44%* *18%*	46 *48%* *17%*	48 *41%* *17%*	50 *49%* *18%* K	150 *49%* *54%* K	78 *38%* *28%*
Net: 3/2/1	**90** ***15%***	46 *17%* *52%*	43 *13%* *48%*	4 *6%* *4%*	20 *18%* *22%* C	17 *15%* *19%*	17 *15%* *19%*	14 *14%* *16%*	17 *15%* *19%*	18 *18%* *20%*	47 *15%* *52%*	25 *12%* *28%*
Mean	**5.52**	5.41	5.60	6.09 D EFG	5.34	5.37	5.48	5.33	5.70	5.14	5.40	5.89 IJ
Standard Deviation	**2.04**	2.11	1.97	1.73	2.05	2.01	2.02	1.99	2.22	1.96	1.98	2.12

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 209

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Total (Wtd)	**613**	613 *100%*	603 *98%*	10** *2%* **	92 *15%*	517 *84%*	520 *85%*	339 *55%*	179 *29%*	190 *31%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
10	**12** ***2%***	12 *2%* *100%*	12 *2%* *100%*	- - -	2 *3%* *21%*	8 *2%* *70%*	9 *2%* *79%*	6 *2%* *53%*	3 *2%* *26%*	4 *2%* *30%*
9	**17** ***3%***	17 *3%* *100%*	17 *3%* *100%*	- - -	2 *3%* *13%*	15 *3%* *87%*	15 *3%* *87%*	11 *3%* *61%*	4 *2%* *26%*	4 *2%* *26%*
8	**60** ***10%***	60 *10%* *100%*	59 *10%* *98%*	1 *11%* *2%*	14 *16%* *24%* VWXY Z	46 *9%* *76%*	46 *9%* *76%*	30 *9%* *50%*	16 *9%* *26%*	17 *9%* *28%*
7	**106** ***17%***	106 *17%* *100%*	104 *17%* *98%*	2 *18%* *2%*	21 *23%* *20%*	84 *16%* *79%*	85 *16%* *80%*	54 *16%* *51%*	31 *17%* *30%*	33 *17%* *31%*
6	**95** ***16%***	95 *16%* *100%*	94 *16%* *99%*	1 *12%* *1%*	10 *11%* *11%*	85 *16%* *89%*	85 *16%* *89%*	60 *18%* *63%*	25 *14%* *27%*	28 *15%* *29%*
5	**109** ***18%***	109 *18%* *100%*	107 *18%* *98%*	2 *17%* *2%*	15 *16%* *14%*	94 *18%* *86%*	94 *18%* *86%*	61 *18%* *56%*	32 *18%* *30%*	33 *17%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 209

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
4	**73** ***12%***	73 *12%* *100%*	72 *12%* *98%*	1 *13%* *2%*	10 *11%* *13%*	62 *12%* *85%*	63 *12%* *86%*	42 *12%* *57%*	20 *11%* *27%*	21 *11%* *28%*
3	**40** ***7%***	40 *7%* *100%*	39 *7%* *98%*	1 *6%* *2%*	4 *5%* *11%*	36 *7%* *89%*	36 *7%* *89%*	23 *7%* *58%*	12 *7%* *30%*	13 *7%* *34%*
2	**26** ***4%***	26 *4%* *100%*	26 *4%* *98%*	* *4%* *2%*	4 *5%* *17%*	22 *4%* *83%*	22 *4%* *83%*	13 *4%* *51%*	8 *5%* *32%*	9 *5%* *35%*
1	**24** ***4%***	24 *4%* *100%*	23 *4%* *98%*	1 *6%* *2%*	3 *4%* *14%*	20 *4%* *86%*	20 *4%* *86%*	12 *4%* *52%*	8 *5%* *35%*	9 *5%* *38%*
Don't know	**50** ***8%***	50 *8%* *100%*	49 *8%* *97%*	1 *12%* *3%*	5 *6%* *11%*	45 *9%* *89%*	45 *9%* *89%*	26 *8%* *53%*	18 *10%* *37%*	19 *10%* *38%*
Net: 10/9/8/7	**196** ***32%***	196 *32%* *100%*	192 *32%* *98%*	3 *29%* *2%*	40 *44%* *20%* VWXY Z	153 *30%* *78%*	155 *30%* *80%*	101 *30%* *52%*	55 *30%* *28%*	58 *30%* *30%*
Net: 10/9	**29** ***5%***	29 *5%* *100%*	29 *5%* *100%*	- - -	5 *5%* *17%*	23 *5%* *80%*	25 *5%* *83%*	17 *5%* *58%*	8 *4%* *26%*	8 *4%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 209

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
Net: 6/5/4	**278** ***45%***	278 *45%* *100%*	273 *45%* *98%*	4 *43%* *2%*	35 *38%* *13%*	241 *47%* *87%*	242 *47%* *87%*	163 *48%* *59%* U	78 *43%* *28%*	82 *43%* *29%*
Net: 3/2/1	**90** ***15%***	90 *15%* *100%*	88 *15%* *98%*	2 *16%* *2%*	12 *13%* *13%*	78 *15%* *87%*	78 *15%* *87%*	49 *14%* *54%*	28 *16%* *32%*	31 *17%* *35%*
Mean	**5.52**	5.52	5.52	5.26	5.83 V	5.45	5.46	5.49	5.42	5.41
Standard Deviation	**2.04**	2.04	2.04	2.10	2.11	2.02	2.02	2.00	2.07	2.09

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 210

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Total (Wtd)	**303**	129 *43%*	174 *57%*	30* *10%* *	51* *17%* *	64 *21%*	49* *16%* *	49* *16%* *	60* *20%* *	48* *16%* *	151 *50%*	104 *34%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
10	**50** ***17%***	22 *17%* *45%*	28 *16%* *55%*	3 *11%* *7%*	10 *20%* *20%*	12 *19%* *24%*	6 *13%* *13%*	9 *19%* *18%*	9 *15%* *18%*	6 *13%* *13%*	30 *20%* *59%*	14 *14%* *28%*
9	**50** ***16%***	18 *14%* *37%*	31 *18%* *63%*	9 *30%* *18%* DE FH	5 *11%* *11%*	7 *11%* *14%*	7 *14%* *14%*	13 *27%* *26%* DE FH	8 *14%* *16%*	7 *14%* *14%*	24 *16%* *48%*	19 *18%* *38%*
8	**67** ***22%***	30 *23%* *45%*	36 *21%* *55%*	4 *13%* *6%*	13 *26%* *20%*	14 *21%* *20%*	12 *25%* *18%*	7 *14%* *10%*	17 *28%* *25%* G	14 *29%* *21%*	31 *20%* *46%*	22 *21%* *32%*
7	**40** ***13%***	16 *13%* *41%*	24 *14%* *59%*	7 *24%* *18%*	5 *10%* *12%*	9 *14%* *22%*	7 *14%* *17%*	5 *11%* *13%*	7 *12%* *17%*	6 *12%* *15%*	20 *13%* *49%*	14 *14%* *36%*
6	**27** ***9%***	9 *7%* *34%*	18 *10%* *66%*	1 *4%* *5%*	2 *5%* *9%*	8 *13%* *29%*	5 *10%* *18%*	6 *12%* *22%*	5 *8%* *18%*	5 *9%* *17%*	14 *9%* *51%*	9 *9%* *32%*
5	**32** ***10%***	15 *11%* *46%*	17 *10%* *54%*	2 *8%* *8%*	7 *14%* *23%*	7 *11%* *23%*	5 *10%* *16%*	4 *8%* *13%*	6 *10%* *18%*	7 *15%* *23%*	15 *10%* *46%*	10 *9%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 210

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
4	**12** ***4%***	6 *4%* *46%*	6 *4%* *54%*	- - -	6 *11%* *46%* CEG H	1 *1%* *8%*	3 *7%* *28%*	1 *2%* *8%*	1 *2%* *10%*	1 *1%* *5%*	6 *4%* *49%*	6 *5%* *46%*
3	**7** ***2%***	4 *3%* *60%*	3 *2%* *40%*	3 *9%* *41%* DG	- - -	1 *2%* *17%*	2 *4%* *25%*	- - -	1 *2%* *17%*	1 *2%* *15%*	3 *2%* *44%*	3 *3%* *42%*
2	**3** ***1%***	2 *2%* *68%*	1 *1%* *32%*	- - -	1 *1%* *19%*	2 *4%* *69%*	- - -	- - -	* *1%* *12%*	1 *2%* *32%*	2 *1%* *68%*	- - -
1	**5** ***2%***	3 *2%* *57%*	2 *1%* *43%*	- - -	- - -	1 *2%* *25%*	1 *1%* *12%*	* *1%* *8%*	3 *4%* *55%*	* *1%* *9%*	2 *1%* *45%*	2 *2%* *46%*
Don't know	**11** ***4%***	3 *2%* *30%*	8 *4%* *70%*	* * *	2 *3%* *16%*	2 *2%* *14%*	1 *2%* *11%*	3 *7%* *30%*	3 *5%* *29%*	- - -	5 *3%* *47%*	6 *6%* *53%* I
Net: 10/9/8/7	**206** ***68%***	87 *68%* *42%*	119 *68%* *58%*	24 *78%* *11%*	34 *65%* *16%*	42 *65%* *20%*	32 *66%* *16%*	34 *70%* *17%*	41 *68%* *20%*	34 *69%* *16%*	104 *69%* *50%*	69 *66%* *33%*
Net: 10/9	**100** ***33%***	41 *32%* *41%*	59 *34%* *59%*	12 *41%* *13%*	16 *30%* *16%*	19 *30%* *19%*	13 *27%* *13%*	22 *45%* *22%* EF H	17 *29%* *17%*	13 *28%* *13%*	54 *35%* *54%*	33 *32%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 210

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
Net: 6/5/4	**71** ***23%***	29 *23%* *41%*	42 *24%* *59%*	4 *13%* *5%*	15 *30%* *22%*	16 *25%* *23%*	13 *27%* *18%*	11 *23%* *15%*	12 *20%* *17%*	12 *26%* *17%*	35 *23%* *49%*	24 *23%* *34%*
Net: 3/2/1	**15** ***5%***	9 *7%* *61%*	6 *3%* *39%*	3 *9%* *19%* G	1 *1%* *4%*	5 *7%* *31%* G	2 *5%* *15%*	* *1%* *3%*	4 *7%* *28%* G	3 *5%* *17%*	7 *5%* *49%*	5 *5%* *34%*
Mean	**7.40**	7.28	7.49	7.49	7.34	7.25	7.20	7.90 E F	7.32	7.30	7.48	7.32
Standard Deviation	**2.11**	2.26	2.00	2.03	2.12	2.25	2.05	1.83	2.27	2.02	2.14	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 210

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Total (Wtd)	**303**	303 *100%*	297 *98%*	6** *2%* ****	48* *16%* ***	254 *84%*	256 *84%*	170 *56%*	85 *28%*	89 *29%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
10	**50** ***17%***	50 *17%* *100%*	48 *16%* *96%*	2 *31%* *4%*	5 *10%* *10%*	45 *18%* *90%*	45 *18%* *90%*	30 *18%* *60%*	15 *18%* *31%*	17 *19%* *34%*
9	**50** ***16%***	50 *16%* *100%*	49 *16%* *98%*	1 *16%* *2%*	7 *15%* *14%*	42 *16%* *84%*	43 *17%* *86%*	25 *15%* *51%*	17 *21%* *35%*	18 *20%* *36%*
8	**67** ***22%***	67 *22%* *100%*	64 *21%* *96%*	3 *44%* *4%*	11 *23%* *16%*	55 *22%* *83%*	56 *22%* *84%*	39 *23%* *58%*	17 *20%* *26%*	17 *19%* *26%*
7	**40** ***13%***	40 *13%* *100%*	40 *13%* *100%*	- - -	7 *14%* *17%*	33 *13%* *83%*	33 *13%* *83%*	24 *14%* *61%*	8 *10%* *20%*	9 *10%* *22%*
6	**27** ***9%***	27 *9%* *100%*	27 *9%* *98%*	1 *9%* *2%*	3 *7%* *12%*	24 *9%* *88%*	24 *9%* *88%*	18 *10%* *64%*	7 *8%* *24%*	7 *8%* *26%*
5	**32** ***10%***	32 *10%* *100%*	32 *11%* *100%*	- - -	9 *19%* *28%* VWXY Z	23 *9%* *72%*	23 *9%* *72%*	16 *9%* *51%*	7 *8%* *21%*	7 *8%* *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 210

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
4	**12** ***4%***	12 *4%* *100%*	12 *4%* *100%*	- - -	3 *5%* *21%*	10 *4%* *79%*	10 *4%* *79%*	4 *2%* *32%*	6 *7%* *47%* X	7 *7%* *54%* X
3	**7** ***2%***	7 *2%* *100%*	7 *2%* *100%*	- - -	- - -	7 *3%* *100%*	7 *3%* *100%*	6 *3%* *85%*	1 *1%* *15%*	1 *1%* *15%*
2	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *56%*	1 *2%* *44%*	1 *2%* *44%*
1	**5** ***2%***	5 *2%* *100%*	5 *2%* *100%*	- - -	1 *2%* *16%*	4 *2%* *84%*	4 *2%* *84%*	3 *2%* *58%*	1 *1%* *26%*	1 *1%* *26%*
Don't know	**11** ***4%***	11 *4%* *100%*	11 *4%* *100%*	- - -	3 *6%* *26%*	8 *3%* *74%*	8 *3%* *74%*	4 *2%* *35%*	4 *5%* *39%*	4 *5%* *39%*
Net: 10/9/8/7	**206** ***68%***	206 *68%* *100%*	200 *68%* *97%*	6 *91%* *3%*	29 *62%* *14%*	176 *69%* *85%*	177 *69%* *86%*	118 *70%* *57%*	58 *68%* *28%*	61 *68%* *30%*
Net: 10/9	**100** ***33%***	100 *33%* *100%*	97 *33%* *97%*	3 *47%* *3%*	12 *25%* *12%*	87 *34%* *87%*	88 *34%* *88%*	55 *32%* *55%*	33 *39%* *33%* U	35 *39%* *35%* U

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 210

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
Net: 6/5/4	**71** ***23%***	71 *23%* *100%*	71 *24%* *99%*	1 *9%* *1%*	15 *31%* *21%*	56 *22%* *79%*	56 *22%* *79%*	37 *22%* *53%*	19 *22%* *27%*	20 *23%* *29%*
Net: 3/2/1	**15** ***5%***	15 *5%* *100%*	15 *5%* *100%*	- - -	1 *2%* *5%*	14 *6%* *95%*	14 *6%* *95%*	10 *6%* *70%*	4 *4%* *25%*	4 *4%* *25%*
Mean	**7.40**	7.40	7.37	8.61	7.13	7.44	7.45	7.41	7.52	7.53
Standard Deviation	**2.11**	2.11	2.12	1.28	1.97	2.14	2.14	2.11	2.20	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 211

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**52** ***17%***	25 *17%* *48%*	27 *16%* *52%*	5 *17%* *10%*	8 *14%* *16%*	6 *12%* *11%*	9 *15%* *18%*	11 *22%* *20%*	13 *22%* *24%*	5 *9%* *9%*	25 *16%* *49%*	22 *22%* *42%* I
9	**32** ***10%***	17 *11%* *51%*	16 *9%* *49%*	4 *13%* *13%*	4 *7%* *13%*	6 *13%* *20%*	7 *11%* *22%*	4 *8%* *11%*	7 *11%* *21%*	6 *11%* *18%*	16 *10%* *49%*	11 *11%* *33%*
8	**70** ***22%***	30 *21%* *43%*	40 *24%* *57%*	7 *24%* *10%*	12 *20%* *17%*	10 *19%* *14%*	14 *22%* *20%*	10 *20%* *14%*	18 *30%* *25%*	13 *24%* *18%*	37 *23%* *53%*	20 *20%* *29%*
7	**51** ***16%***	28 *19%* *55%*	23 *14%* *45%*	4 *14%* *8%*	11 *18%* *22%*	8 *17%* *16%*	13 *20%* *24%*	8 *16%* *15%*	7 *12%* *14%*	9 *17%* *18%*	29 *19%* *57%*	13 *13%* *25%*
6	**33** ***11%***	15 *10%* *44%*	18 *11%* *56%*	5 *17%* *15%*	6 *11%* *20%*	6 *11%* *17%*	7 *10%* *20%*	4 *9%* *13%*	5 *8%* *14%*	8 *14%* *23%*	17 *10%* *50%*	9 *9%* *27%*
5	**29** ***9%***	11 *7%* *37%*	19 *11%* *63%*	1 *2%* *2%*	8 *13%* *28%* H	5 *10%* *17%*	7 *11%* *24%*	6 *12%* *20%*	3 *4%* *9%*	5 *9%* *16%*	15 *9%* *50%*	10 *10%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 211

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**10** ***3%***	3 *2%* *25%*	8 *5%* *75%*	1 *2%* *7%*	4 *7%* *39%*	1 *2%* *8%*	1 *2%* *11%*	1 *3%* *13%*	2 *4%* *22%*	1 *2%* *8%*	7 *5%* *70%*	2 *2%* *21%*
3	**7** ***2%***	4 *3%* *60%*	3 *2%* *40%*	1 *4%* *19%*	2 *3%* *27%*	1 *1%* *8%*	- - -	- - -	3 *5%* *46%* FG	1 *3%* *20%*	2 *1%* *30%*	3 *3%* *49%*
2	**9** ***3%***	5 *3%* *53%*	4 *3%* *47%*	1 *2%* *8%*	1 *2%* *15%*	3 *7%* *39%* H	1 *1%* *10%*	2 *4%* *23%*	1 *1%* *6%*	1 *2%* *12%*	4 *2%* *41%*	4 *4%* *47%*
1	**7** ***2%***	4 *3%* *58%*	3 *2%* *42%*	1 *3%* *14%*	2 *3%* *25%*	2 *5%* *34%*	1 *1%* *7%*	1 *2%* *13%*	* *1%* *6%*	2 *3%* *23%*	3 *2%* *35%*	3 *3%* *42%*
Don't know	**10** ***3%***	4 *3%* *42%*	6 *4%* *58%*	- - -	2 *3%* *17%*	2 *3%* *17%*	4 *6%* *38%*	2 *4%* *20%*	1 *1%* *8%*	3 *6%* *30%*	4 *2%* *35%*	4 *4%* *35%*
Net: 10/9/8/7	**206** ***66%***	100 *69%* *49%*	106 *63%* *51%*	21 *69%* *10%*	36 *58%* *17%*	30 *61%* *15%*	43 *68%* *21%*	32 *66%* *15%*	44 *75%* *21%* DE	33 *62%* *16%*	108 *68%* *52%*	65 *65%* *32%*
Net: 10/9	**84** ***27%***	42 *28%* *49%*	43 *26%* *51%*	9 *31%* *11%*	13 *20%* *15%*	12 *25%* *15%*	17 *26%* *20%*	14 *29%* *17%*	19 *33%* *23%*	11 *20%* *13%*	41 *26%* *49%*	33 *32%* *39%* I

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Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

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Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**73** ***23%***	28 *19%* *38%*	45 *27%* *62%*	6 *21%* *9%*	19 *30%* *26%* H	12 *23%* *16%*	15 *23%* *20%*	12 *24%* *16%*	10 *16%* *13%*	13 *25%* *18%*	39 *24%* *53%*	21 *21%* *29%*
Net: 3/2/1	**23** ***7%***	13 *9%* *57%*	10 *6%* *43%*	3 *10%* *13%*	5 *8%* *22%*	7 *13%* *28%* F	1 *2%* *6%*	3 *6%* *13%*	4 *7%* *18%*	4 *8%* *18%*	8 *5%* *36%*	11 *11%* *46%*
Mean	**7.17**	7.20	7.14	7.24	6.75	6.74	7.43 D E	7.26	7.59 DE	6.97	7.22	7.19
Standard Deviation	**2.23**	2.29	2.19	2.34	2.28	2.53	1.86	2.31	2.12	2.13	2.10	2.49

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 211

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**52** ***17%***	52 *17%* *100%*	52 *17%* *99%*	1 *13%* *1%*	8 *18%* *16%*	44 *17%* *84%*	44 *17%* *84%*	26 *15%* *50%*	17 *18%* *33%*	20 *20%* *39%*
9	**32** ***10%***	32 *10%* *100%*	32 *10%* *98%*	1 *13%* *2%*	8 *17%* *24%* X	24 *9%* *76%*	24 *9%* *76%*	15 *9%* *45%*	10 *10%* *30%*	10 *10%* *32%*
8	**70** ***22%***	70 *22%* *100%*	69 *22%* *98%*	1 *29%* *2%*	13 *28%* *19%*	56 *21%* *80%*	57 *21%* *80%*	37 *22%* *53%*	20 *21%* *28%*	20 *19%* *28%*
7	**51** ***16%***	51 *16%* *100%*	51 *17%* *99%*	1 *13%* *1%*	7 *15%* *13%*	45 *17%* *87%*	45 *17%* *87%*	29 *17%* *57%*	15 *16%* *30%*	16 *16%* *31%*
6	**33** ***11%***	33 *11%* *100%*	33 *11%* *100%*	- - -	3 *6%* *9%*	30 *11%* *91%*	30 *11%* *91%*	19 *11%* *58%*	11 *12%* *33%*	11 *11%* *33%*
5	**29** ***9%***	29 *9%* *100%*	29 *10%* *100%*	- - -	4 *10%* *15%*	25 *9%* *85%*	25 *9%* *85%*	16 *9%* *53%*	9 *10%* *31%*	10 *10%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 211

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**10** ***3%***	10 *3%* *100%*	9 *3%* *86%*	1 *32%* *14%*	1 *3%* *12%*	9 *4%* *88%*	9 *3%* *88%*	8 *4%* *72%*	2 *2%* *16%*	2 *2%* *16%*
3	**7** ***2%***	7 *2%* *100%*	7 *2%* *100%*	- - -	- - -	7 *3%* *100%*	7 *3%* *100%*	4 *2%* *58%*	3 *3%* *42%*	3 *3%* *42%*
2	**9** ***3%***	9 *3%* *100%*	9 *3%* *100%*	- - -	1 *1%* *6%*	8 *3%* *86%*	8 *3%* *94%*	5 *3%* *53%*	4 *4%* *41%*	5 *4%* *51%*
1	**7** ***2%***	7 *2%* *100%*	7 *2%* *100%*	- - -	2 *3%* *22%* YZ	5 *2%* *64%*	6 *2%* *78%*	5 *3%* *71%* YZ	- - -	- - -
Don't know	**10** ***3%***	10 *3%* *100%*	10 *3%* *100%*	- - -	- - -	10 *4%* *100%*	10 *4%* *100%*	6 *3%* *57%*	5 *5%* *43%*	5 *5%* *49%*
Net: 10/9/8/7	**206** ***66%***	206 *66%* *100%*	203 *66%* *98%*	3 *68%* *2%*	36 *77%* *17%* VWX	169 *64%* *82%*	170 *64%* *82%*	107 *63%* *52%*	62 *65%* *30%*	66 *65%* *32%*
Net: 10/9	**84** ***27%***	84 *27%* *100%*	83 *27%* *99%*	1 *26%* *1%*	16 *34%* *19%*	68 *26%* *81%*	68 *26%* *81%*	41 *24%* *48%*	27 *28%* *32%*	31 *30%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 211

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**73** ***23%***	73 *23%* *100%*	71 *23%* *98%*	1 *32%* *2%*	9 *19%* *12%*	64 *24%* *88%*	64 *24%* *88%*	42 *25%* *58%*	22 *23%* *30%*	23 *22%* *31%*
Net: 3/2/1	**23** ***7%***	23 *7%* *100%*	23 *8%* *100%*	- - -	2 *5%* *9%*	19 *7%* *83%*	21 *8%* *91%*	14 *8%* *60%*	7 *7%* *28%*	7 *7%* *32%*
Mean	**7.17**	7.17	7.17	6.97	7.55	7.14	7.10	7.00	7.29	7.33
Standard Deviation	**2.23**	2.23	2.23	2.49	2.13	2.21	2.25	2.29	2.13	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 212

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**46** ***15%***	25 *17%* *54%*	21 *13%* *46%*	2 *7%* *5%*	8 *12%* *16%*	3 *6%* *6%*	12 *18%* *26%* E	8 *17%* *18%* E	13 *23%* *29%* CE	5 *9%* *10%*	23 *14%* *49%*	18 *18%* *40%*
9	**29** ***9%***	10 *7%* *35%*	19 *11%* *65%*	3 *8%* *9%*	5 *9%* *18%*	6 *13%* *22%*	8 *12%* *27%*	2 *4%* *7%*	5 *8%* *17%*	4 *8%* *15%*	15 *10%* *53%*	9 *9%* *32%*
8	**61** ***19%***	26 *18%* *42%*	35 *21%* *58%*	9 *28%* *14%*	11 *17%* *17%*	7 *14%* *11%*	10 *16%* *17%*	8 *17%* *14%*	16 *28%* *27%* EF	11 *21%* *19%*	28 *17%* *46%*	22 *22%* *36%*
7	**60** ***19%***	35 *24%* *59%* B	25 *15%* *41%*	4 *13%* *6%*	13 *21%* *22%*	11 *21%* *18%*	15 *24%* *25%* H	10 *21%* *17%*	7 *12%* *12%*	11 *20%* *18%*	36 *23%* *61%* K	13 *13%* *21%*
6	**29** ***9%***	12 *8%* *43%*	16 *10%* *57%*	3 *9%* *10%*	6 *9%* *19%*	6 *12%* *21%*	5 *8%* *18%*	4 *9%* *15%*	5 *9%* *18%*	6 *12%* *22%*	16 *10%* *55%*	7 *7%* *23%*
5	**38** ***12%***	12 *9%* *32%*	26 *16%* *68%* A	6 *20%* *16%*	8 *12%* *20%*	7 *13%* *17%*	6 *10%* *17%*	7 *14%* *18%*	5 *8%* *12%*	7 *13%* *19%*	18 *11%* *47%*	13 *13%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 212

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**15** ***5%***	8 *6%* *56%*	7 *4%* *44%*	1 *5%* *10%*	4 *7%* *28%*	3 *6%* *20%*	2 *3%* *14%*	2 *3%* *11%*	3 *4%* *17%*	1 *2%* *8%*	8 *5%* *56%*	5 *5%* *37%*
3	**6** ***2%***	4 *2%* *58%*	3 *2%* *42%*	- - -	2 *3%* *33%*	1 *2%* *18%*	1 *1%* *9%*	1 *2%* *14%*	2 *3%* *27%*	1 *2%* *16%*	4 *3%* *71%*	1 *1%* *13%*
2	**8** ***3%***	4 *3%* *51%*	4 *2%* *49%*	1 *5%* *17%*	1 *2%* *14%*	2 *4%* *27%*	1 *1%* *7%*	2 *5%* *30%*	1 *1%* *6%*	2 *3%* *20%*	4 *2%* *48%*	3 *3%* *32%*
1	**5** ***2%***	4 *3%* *87%* B	1 *** *13%*	2 *6%* *34%* FH	2 *3%* *36%*	1 *2%* *21%*	- - -	* *1%* *9%*	- - -	1 *2%* *22%*	2 *1%* *35%*	2 *2%* *43%*
Don't know	**16** ***5%***	5 *3%* *31%*	11 *6%* *69%*	- - -	3 *4%* *16%*	3 *7%* *22%*	4 *6%* *26%*	3 *6%* *20%*	3 *4%* *16%*	4 *7%* *24%*	4 *3%* *28%*	8 *7%* *48%* J
Net: 10/9/8/7	**196** ***63%***	96 *66%* *49%*	100 *60%* *51%*	17 *56%* *9%*	36 *59%* *19%*	27 *53%* *14%*	45 *70%* *23%* E	29 *59%* *15%*	42 *71%* *21%* E	31 *59%* *16%*	102 *64%* *52%*	62 *62%* *32%*
Net: 10/9	**75** ***24%***	35 *24%* *47%*	40 *24%* *53%*	5 *15%* *6%*	13 *21%* *17%*	9 *18%* *12%*	20 *31%* *26%*	11 *22%* *14%*	18 *31%* *24%*	9 *17%* *12%*	38 *24%* *51%*	28 *28%* *37%*

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**82** ***26%***	33 *23%* *40%*	49 *29%* *60%*	10 *34%* *13%*	17 *28%* *21%*	16 *31%* *19%*	14 *21%* *17%*	13 *27%* *16%*	12 *21%* *15%*	15 *27%* *18%*	42 *27%* *51%*	25 *25%* *31%*
Net: 3/2/1	**20** ***6%***	12 *8%* *63%*	7 *4%* *37%*	3 *10%* *16%* F	5 *8%* *25%*	4 *9%* *22%* F	1 *2%* *6%*	4 *8%* *19%*	2 *4%* *11%*	4 *7%* *19%*	10 *6%* *52%*	6 *6%* *29%*
Mean	**7.03**	6.97	7.09	6.45	6.76	6.53	7.53 C DE	6.92	7.62 CDE G	6.83	7.01	7.18
Standard Deviation	**2.17**	2.31	2.04	2.37	2.26	2.18	1.86	2.27	2.00	2.09	2.12	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 212

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**46** ***15%***	46 *15%* *100%*	45 *14%* *97%*	1 *26%* *3%*	7 *16%* *16%*	39 *15%* *84%*	39 *15%* *84%*	22 *13%* *48%*	16 *17%* *35%*	19 *19%* *42%*
9	**29** ***9%***	29 *9%* *100%*	29 *9%* *100%*	- - -	9 *18%* *29%* VWXY Z	20 *8%* *68%*	20 *7%* *68%*	16 *9%* *54%*	4 *4%* *15%*	4 *4%* *15%*
8	**61** ***19%***	61 *19%* *100%*	60 *20%* *99%*	* *7%* *1%*	8 *18%* *14%*	52 *20%* *85%*	52 *20%* *86%*	32 *19%* *53%*	20 *21%* *33%*	21 *20%* *34%*
7	**60** ***19%***	60 *19%* *100%*	59 *19%* *98%*	1 *24%* *2%*	11 *23%* *18%*	49 *19%* *82%*	49 *19%* *82%*	36 *21%* *60%*	14 *14%* *23%*	14 *13%* *23%*
6	**29** ***9%***	29 *9%* *100%*	29 *9%* *100%*	- - -	4 *9%* *15%*	24 *9%* *85%*	24 *9%* *85%*	14 *8%* *48%*	11 *11%* *37%*	11 *10%* *37%*
5	**38** ***12%***	38 *12%* *100%*	38 *12%* *99%*	* *11%* *1%*	3 *7%* *9%*	35 *13%* *91%*	35 *13%* *91%*	22 *13%* *58%*	12 *13%* *32%*	14 *13%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 212

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**15** ***5%***	15 *5%* *100%*	14 *5%* *94%*	1 *19%* *6%*	1 *1%* *5%*	14 *5%* *95%*	14 *5%* *95%*	11 *6%* *72%*	3 *4%* *23%*	4 *4%* *29%*
3	**6** ***2%***	6 *2%* *100%*	6 *2%* *90%*	1 *14%* *10%*	- - -	6 *2%* *100%*	6 *2%* *100%*	3 *2%* *48%*	3 *3%* *52%*	3 *3%* *52%*
2	**8** ***3%***	8 *3%* *100%*	8 *3%* *100%*	- - -	2 *3%* *20%*	6 *2%* *71%*	7 *2%* *80%*	3 *2%* *37%*	4 *4%* *43%*	4 *4%* *43%*
1	**5** ***2%***	5 *2%* *100%*	5 *2%* *100%*	- - -	2 *3%* *31%*	2 *1%* *48%*	4 *1%* *69%*	3 *2%* *55%*	1 *1%* *14%*	1 *1%* *14%*
Don't know	**16** ***5%***	16 *5%* *100%*	16 *5%* *100%*	- - -	* *1%* *3%*	15 *6%* *97%*	15 *6%* *97%*	8 *5%* *52%*	7 *7%* *45%*	8 *7%* *48%* U
Net: 10/9/8/7	**196** ***63%***	196 *63%* *100%*	193 *63%* *99%*	3 *57%* *1%*	35 *74%* *18%* VWYZ	160 *61%* *82%*	160 *60%* *82%*	105 *62%* *54%*	54 *57%* *28%*	58 *57%* *30%*
Net: 10/9	**75** ***24%***	75 *24%* *100%*	74 *24%* *98%*	1 *26%* *2%*	16 *34%* *21%* VWX	58 *22%* *78%*	58 *22%* *78%*	37 *22%* *50%*	20 *21%* *27%*	23 *23%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 212

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Scotland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**82** ***26%***	82 *26%* *100%*	81 *26%* *98%*	1 *29%* *2%*	8 *18%* *10%*	74 *28%* *90%*	74 *28%* *90%*	47 *28%* *57%*	26 *28%* *32%*	29 *28%* *35%*
Net: 3/2/1	**20** ***6%***	20 *6%* *100%*	19 *6%* *97%*	1 *14%* *3%*	3 *7%* *16%*	15 *6%* *74%*	16 *6%* *84%*	9 *5%* *45%*	8 *8%* *38%*	8 *7%* *38%*
Mean	**7.03**	7.03	7.04	6.53	7.36	7.00	6.97	6.97	6.95	7.01
Standard Deviation	**2.17**	2.17	2.16	2.87	2.22	2.12	2.16	2.11	2.25	2.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 213

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays Scotland well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel in Scotland

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	323	508	382	187	87	54	229	997	499	503	503
Total (Wtd)	417	187	316	239	114	58	35	138	613	303	313	313
Effective Total	639	302	470	357	173	80	49	216	923	457	470	470
10	10 *2%*	4 *2%*	11 *3%*	3 *1%*	2 *2%*	1 *1%*	1 *2%*	7 *5%*	12 *2%*	50 *17%*	52 *17%*	46 *15%*
9	10 *3%*	4 *2%*	16 *5%*	4 *2%*	2 *2%*	3 *6%*	- -	4 *3%*	17 *3%*	50 *16%*	32 *10%*	29 *9%*
8	51 *12%*	23 *12%*	32 *10%*	12 *5%*	7 *6%*	3 *5%*	4 *11%*	15 *11%*	60 *10%*	67 *22%*	70 *22%*	61 *19%*
7	86 *21%*	30 *16%*	58 *18%*	22 *9%*	7 *6%*	11 *20%*	3 *10%*	18 *13%*	106 *17%*	40 *13%*	51 *16%*	60 *19%*
6	65 *16%*	30 *16%*	50 *16%*	42 *17%*	19 *17%*	4 *7%*	5 *15%*	20 *14%*	95 *16%*	27 *9%*	33 *11%*	29 *9%*
5	69 *17%*	30 *16%*	47 *15%*	42 *18%*	17 *15%*	10 *18%*	5 *16%*	27 *19%*	109 *18%*	32 *10%*	29 *9%*	38 *12%*
4	34 *8%*	18 *10%*	32 *10%*	23 *10%*	11 *10%*	9 *15%*	2 *6%*	15 *11%*	73 *12%*	12 *4%*	10 *3%*	15 *5%*
3	20 *5%*	11 *6%*	19 *6%*	17 *7%*	13 *11%*	3 *5%*	4 *11%*	6 *4%*	40 *7%*	7 *2%*	7 *2%*	6 *2%*
2	22 *5%*	9 *5%*	11 *3%*	19 *8%*	7 *6%*	4 *7%*	2 *5%*	7 *5%*	26 *4%*	3 *1%*	9 *3%*	8 *3%*
1	17 *4%*	10 *5%*	13 *4%*	15 *6%*	7 *6%*	2 *3%*	3 *8%*	8 *6%*	24 *4%*	5 *2%*	7 *2%*	5 *2%*
Don't know	33 *8%*	19 *10%*	28 *9%*	39 *16%*	22 *19%*	8 *13%*	6 *16%*	11 *8%*	50 *8%*	11 *4%*	10 *3%*	16 *5%*
Net: 10/9/8/7	157 *38%*	60 *32%*	116 *37%*	42 *17%*	18 *16%*	18 *31%*	8 *23%*	43 *32%*	196 *32%*	206 *68%*	206 *66%*	196 *63%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 213

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays Scotland well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel in Scotland

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	323	508	382	187	87	54	229	997	499	503	503
Effective Total	639	302	470	357	173	80	49	216	923	457	470	470
Net: 10/9	20 *5%*	8 *4%*	26 *8%*	7 *3%*	5 *4%*	4 *7%*	1 *2%*	11 *8%*	29 *5%*	100 *33%*	84 *27%*	75 *24%*
Net: 6/5/4	169 *40%*	78 *42%*	129 *41%*	107 *45%*	47 *41%*	23 *40%*	13 *37%*	62 *45%*	278 *45%*	71 *23%*	73 *23%*	82 *26%*
Net: 3/2/1	59 *14%*	30 *16%*	43 *13%*	51 *22%*	27 *23%*	9 *16%*	8 *24%*	21 *15%*	90 *15%*	15 *5%*	23 *7%*	20 *6%*
Mean	5.71	5.52	5.77	4.89	4.88	5.34	5.03	5.55	5.52	7.40	7.17	7.03
Standard Deviation	2.09	2.16	2.15	2.11	2.18	2.15	2.29	2.27	2.04	2.11	2.23	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 214

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Total (Wtd)	**257**	110 *43%*	147 *57%*	17* *7%* *	50 *19%*	42 *17%*	50 *19%*	47 *18%*	51 *20%*	45 *18%*	122 *47%*	90 *35%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
10	**6** ***2%***	3 *3%* *50%*	3 *2%* *50%*	- - -	* *1%* *7%*	1 *1%* *9%*	1 *3%* *23%*	3 *6%* *45%* D	1 *2%* *16%*	- - -	2 *2%* *38%*	4 *4%* *62%* I
9	**12** ***5%***	6 *5%* *50%*	6 *4%* *50%*	1 *5%* *8%*	1 *2%* *9%*	1 *3%* *11%*	4 *9%* *38%* D	2 *5%* *19%*	2 *4%* *16%*	3 *6%* *24%*	5 *4%* *42%*	4 *4%* *34%*
8	**43** ***17%***	19 *18%* *45%*	24 *16%* *55%*	4 *22%* *9%*	6 *12%* *14%*	9 *21%* *20%*	10 *20%* *23%*	8 *18%* *20%*	6 *12%* *14%*	6 *13%* *14%*	23 *19%* *53%*	14 *16%* *33%*
7	**48** ***19%***	20 *19%* *43%*	27 *19%* *57%*	3 *16%* *6%*	9 *19%* *20%*	8 *18%* *16%*	8 *16%* *17%*	9 *20%* *20%*	10 *21%* *22%*	7 *15%* *14%*	20 *16%* *42%*	21 *23%* *44%* J
6	**39** ***15%***	19 *17%* *47%*	21 *14%* *53%*	4 *23%* *10%*	8 *16%* *20%*	7 *15%* *17%*	7 *14%* *17%*	6 *13%* *16%*	8 *15%* *20%*	9 *21%* *24%* J	16 *13%* *40%*	14 *16%* *36%*
5	**38** ***15%***	15 *14%* *39%*	23 *16%* *61%*	1 *7%* *3%*	11 *22%* *29%* CF G	6 *13%* *15%*	5 *11%* *14%*	6 *12%* *15%*	9 *19%* *25%*	5 *12%* *14%*	21 *17%* *54%*	12 *14%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 214

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
4	**19** ***8%***	6 *6%* *32%*	13 *9%* *68%*	2 *9%* *8%*	2 *4%* *10%*	3 *8%* *17%*	4 *9%* *23%*	4 *8%* *19%*	5 *9%* *24%*	4 *9%* *21%*	10 *9%* *54%*	5 *5%* *25%*
3	**14** ***6%***	7 *7%* *52%*	7 *5%* *48%*	1 *5%* *5%*	3 *7%* *23%*	2 *6%* *17%*	2 *3%* *11%*	3 *7%* *24%*	3 *5%* *19%*	4 *9%* *28%*	7 *6%* *47%*	4 *4%* *25%*
2	**9** ***3%***	4 *3%* *45%*	5 *3%* *55%*	- - -	3 *6%* *34%*	1 *3%* *15%*	2 *4%* *21%*	1 *3%* *14%*	1 *3%* *16%*	2 *4%* *22%*	5 *4%* *58%*	2 *2%* *20%*
1	**7** ***3%***	3 *3%* *43%*	4 *3%* *57%*	1 *6%* *14%*	1 *3%* *19%*	2 *5%* *27%*	1 *1%* *9%*	1 *2%* *14%*	1 *2%* *17%*	* *1%* *4%*	3 *2%* *37%*	4 *5%* *59%* I
Don't know	**21** ***8%***	7 *6%* *33%*	14 *10%* *67%*	1 *8%* *6%*	4 *9%* *21%*	3 *7%* *14%*	5 *10%* *25%*	3 *7%* *15%*	4 *8%* *19%*	5 *10%* *22%*	10 *9%* *49%*	6 *7%* *29%*
Net: 10/9/8/7	**108** ***42%***	48 *44%* *45%*	60 *41%* *55%*	7 *43%* *7%*	17 *34%* *15%*	18 *43%* *17%*	24 *48%* *22%* D	23 *48%* *21%* D	19 *38%* *18%*	16 *34%* *14%*	50 *41%* *46%*	43 *47%* *40%* I
Net: 10/9	**17** ***7%***	9 *8%* *50%*	9 *6%* *50%*	1 *5%* *5%*	1 *3%* *8%*	2 *4%* *10%*	6 *12%* *33%* DE	5 *10%* *28%* D	3 *5%* *16%*	3 *6%* *16%*	7 *6%* *41%*	8 *8%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 214

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
Net: 6/5/4	**97** ***38%***	40 *36%* *41%*	57 *39%* *59%*	7 *39%* *7%*	21 *42%* *22%*	15 *36%* *16%*	17 *33%* *17%*	15 *33%* *16%*	22 *43%* *23%*	19 *42%* *19%*	47 *38%* *48%*	31 *35%* *32%*
Net: 3/2/1	**30** ***12%***	15 *13%* *48%*	16 *11%* *52%*	2 *11%* *6%*	8 *16%* *25%*	6 *13%* *19%*	4 *8%* *13%*	6 *12%* *19%*	5 *11%* *18%*	6 *14%* *20%*	14 *12%* *47%*	10 *11%* *32%*
Mean	**6.00**	6.07	5.96	6.06	5.60	5.91	6.40 D H	6.23 D	5.86	5.81	5.95	6.17
Standard Deviation	**2.05**	2.09	2.03	2.11	1.98	2.13	2.06	2.16	1.93	1.94	2.05	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 214

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Total (Wtd)	**257**	257 *100%*	254 *99%*	3** *1%* ****	34* *13%* ***	220 *86%*	222 *87%*	155 *60%*	67 *26%*	75 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
10	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	- - -	6 *3%* *100%*	6 *3%* *100%*	4 *3%* *73%*	2 *2%* *27%*	2 *3%* *32%*
9	**12** ***5%***	12 *5%* *100%*	12 *5%* *100%*	- - -	1 *2%* *6%*	10 *5%* *91%*	11 *5%* *94%*	9 *6%* *78%*	2 *3%* *17%*	2 *3%* *17%*
8	**43** ***17%***	43 *17%* *100%*	43 *17%* *99%*	1 *25%* *1%*	7 *19%* *15%*	37 *17%* *85%*	37 *16%* *85%*	25 *16%* *58%*	12 *17%* *27%*	12 *17%* *29%*
7	**48** ***19%***	48 *19%* *100%*	47 *19%* *99%*	* *11%* *1%*	7 *21%* *15%*	40 *18%* *85%*	40 *18%* *85%*	29 *19%* *62%*	11 *16%* *23%*	14 *18%* *28%*
6	**39** ***15%***	39 *15%* *100%*	39 *15%* *99%*	* *14%* *1%*	5 *15%* *13%*	33 *15%* *85%*	34 *15%* *87%*	22 *14%* *55%*	13 *19%* *32%*	13 *17%* *33%*
5	**38** ***15%***	38 *15%* *100%*	37 *15%* *98%*	1 *32%* *2%*	5 *16%* *14%*	32 *15%* *85%*	33 *15%* *86%*	25 *16%* *64%*	8 *12%* *21%*	9 *12%* *24%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

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9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 100%	723 98%	10 1%	102 14%	633 85%	639 86%	446 60%	192 26%	215 29%
Effective Total	**677**	677	669	8	92	579	585	411	173	194
4	**19** **8%**	19 8% 100%	19 8% 100%	- - -	3 9% 16%	16 7% 84%	16 7% 84%	11 7% 57%	5 8% 27%	6 8% 32%
3	**14** **6%**	14 6% 100%	14 6% 100%	* * *	1 2% 5%	14 6% 95%	14 6% 95%	9 6% 61%	5 7% 32%	5 6% 32%
2	**9** **3%**	9 3% 100%	8 3% 97%	* 10% 3%	* * *	9 4% 100%	9 4% 100%	6 4% 72%	2 4% 28%	3 4% 34%
1	**7** **3%**	7 3% 100%	7 3% 100%	- - -	1 4% 17%	6 3% 77%	6 3% 83%	5 3% 65%	1 2% 18%	2 3% 31%
Don't know	**21** **8%**	21 8% 100%	21 8% 99%	* 8% 1%	4 12% 20%	17 8% 78%	17 8% 80%	11 7% 50%	6 10% 30%	7 9% 33%
Net: 10/9/8/7	**108** **42%**	108 42% 100%	107 42% 99%	1 36% 1%	15 42% 13%	93 42% 86%	94 42% 87%	68 44% 62%	26 39% 24%	30 40% 28%
Net: 10/9	**17** **7%**	17 7% 100%	17 7% 100%	- - -	1 2% 4%	16 7% 94% U	17 8% 96% U	13 9% 76% U	4 5% 20%	4 5% 22%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 214

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
Net: 6/5/4	**97** ***38%***	97 *38%* *100%*	96 *38%* *99%*	1 *46%* *1%*	14 *40%* *14%*	82 *37%* *85%*	83 *37%* *86%*	57 *37%* *59%*	26 *39%* *27%*	28 *38%* *29%*
Net: 3/2/1	**30** ***12%***	30 *12%* *100%*	30 *12%* *99%*	* *10%* *1%*	2 *6%* *6%*	28 *13%* *92%* U	28 *13%* *94%* U	20 *13%* *65%*	8 *13%* *27%*	10 *13%* *32%*
Mean	**6.00**	6.00	6.01	5.90	6.09	6.00	5.99	6.01	5.96	5.90
Standard Deviation	**2.05**	2.05	2.05	2.39	1.80	2.08	2.09	2.12	2.02	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 215

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Total (Wtd)	**120**	63 *53%*	57 *47%*	7** *6%* **	13** *11%* **	18* *15%* *	23* *19%* *	27* *22%* *	32* *27%* *	23* *19%* *	53 *44%*	44* *37%* *
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
10	**2** ***2%***	1 *2%* *63%*	1 *2%* *37%*	- - -	- - -	* *2%* *13%*	* *1%* *13%*	1 *4%* *45%*	1 *2%* *29%*	* *1%* *13%*	2 *3%* *69%*	* *1%* *18%*
9	**3** ***2%***	1 *2%* *41%*	2 *3%* *59%*	- - -	- - -	* *2%* *10%*	1 *3%* *27%*	* *1%* *8%*	2 *5%* *54%*	1 *5%* *36%*	1 *1%* *18%*	1 *3%* *45%*
8	**17** ***14%***	9 *14%* *53%*	8 *14%* *47%*	2 *33%* *14%*	1 *9%* *7%*	1 *7%* *8%*	4 *19%* *26%*	3 *11%* *18%*	4 *14%* *27%*	3 *11%* *15%*	8 *16%* *50%*	6 *13%* *35%*
7	**25** ***21%***	12 *20%* *49%*	13 *23%* *51%*	* *6%* *2%*	4 *34%* *18%*	3 *15%* *11%*	5 *20%* *18%*	6 *23%* *24%*	7 *21%* *27%*	3 *15%* *13%*	10 *19%* *39%*	12 *27%* *48%*
6	**20** ***17%***	12 *19%* *59%*	8 *14%* *41%*	2 *24%* *8%*	2 *18%* *12%*	4 *24%* *21%* G	3 *14%* *16%*	3 *10%* *13%*	6 *18%* *30%*	4 *16%* *19%*	9 *17%* *44%*	7 *17%* *37%*
5	**17** ***15%***	9 *15%* *53%*	8 *14%* *47%*	1 *20%* *8%*	1 *11%* *8%*	3 *19%* *19%*	3 *14%* *18%*	4 *15%* *23%*	4 *13%* *24%*	3 *15%* *19%*	9 *17%* *52%*	5 *11%* *29%*
4	**9** ***7%***	4 *6%* *46%*	5 *8%* *54%*	* *6%* *4%*	1 *9%* *14%*	1 *3%* *7%*	2 *8%* *21%*	2 *9%* *26%*	2 *7%* *27%*	2 *11%* *28%*	4 *7%* *42%*	3 *6%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 215

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
3	**7** ***6%***	4 *7%* *63%*	3 *4%* *37%*	1 *11%* *11%*	1 *8%* *15%*	1 *5%* *12%*	1 *3%* *10%*	2 *8%* *32%*	1 *4%* *20%*	1 *5%* *17%*	3 *6%* *48%*	2 *5%* *35%*
2	**4** ***3%***	3 *5%* *79%*	1 *1%* *21%*	- - -	* * *	1 *6%* *29%*	1 *4%* *21%*	1 *3%* *17%*	1 *4%* *33%*	1 *6%* *36%* J	* *1%* *8%*	2 *5%* *56%* J
1	**5** ***4%***	1 *2%* *24%*	4 *6%* *76%* A	- - -	* *3%* *8%*	1 *7%* *26%*	* *1%* *7%*	1 *5%* *28%*	1 *5%* *31%*	* *1%* *6%*	2 *5%* *51%*	2 *5%* *43%*
Don't know	**11** ***9%***	6 *9%* *51%*	5 *9%* *49%*	- - -	1 *8%* *9%*	2 *10%* *17%*	3 *12%* *26%*	3 *11%* *27%*	2 *7%* *21%*	3 *14%* *30%*	5 *9%* *43%*	3 *6%* *26%*
Net: 10/9/8/7	**47** ***39%***	24 *38%* *50%*	23 *41%* *50%*	3 *39%* *6%*	6 *44%* *12%*	5 *25%* *10%*	10 *44%* *21%* E	10 *39%* *22%*	14 *42%* *29%*	7 *32%* *16%*	20 *39%* *43%*	19 *44%* *41%*
Net: 10/9	**5** ***4%***	3 *4%* *51%*	3 *5%* *49%*	- - -	- - -	1 *3%* *11%*	1 *5%* *21%*	1 *5%* *25%*	2 *7%* *43%*	1 *6%* *26%*	2 *4%* *41%*	2 *4%* *33%*
Net: 6/5/4	**46** ***38%***	25 *40%* *54%*	21 *37%* *46%*	3 *50%* *7%*	5 *38%* *11%*	8 *46%* *18%*	8 *35%* *17%*	9 *34%* *19%*	12 *38%* *27%*	10 *41%* *21%*	21 *41%* *47%*	15 *34%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 215

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
Net: 3/2/1	**16** ***13%***	9 *14%* *56%*	7 *12%* *44%*	1 *11%* *5%*	1 *11%* *9%*	3 *18%* *21%*	2 *8%* *12%*	4 *16%* *27%*	4 *13%* *27%*	3 *13%* *19%*	6 *12%* *39%*	7 *15%* *43%*
Mean	**5.82**	5.83	5.81	6.07	5.85	5.32	6.16 E	5.67	5.91	5.68	5.88	5.81
Standard Deviation	**2.05**	2.00	2.12	1.81	1.75	2.18	1.94	2.23	2.15	2.07	2.03	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 215

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Total (Wtd)	**120**	120 *100%*	119 *99%*	1** *1%* **	18* *15%* *	101 *85%*	102 *85%*	66 *55%*	36* *30%* *	40 *33%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
10	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *2%* *13%*	2 *2%* *87%*	2 *2%* *87%*	1 *2%* *63%*	1 *2%* *24%*	1 *3%* *53%*
9	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	- - -	3 *3%* *100%*	3 *3%* *100%*	2 *3%* *65%*	1 *3%* *35%*	1 *3%* *35%*
8	**17** ***14%***	17 *14%* *100%*	17 *14%* *100%*	- - -	3 *15%* *16%*	14 *14%* *84%*	14 *14%* *84%*	9 *13%* *53%*	5 *14%* *31%*	6 *14%* *33%*
7	**25** ***21%***	25 *21%* *100%*	25 *21%* *100%*	- - -	5 *27%* *19%*	20 *20%* *81%*	20 *20%* *81%*	14 *22%* *56%*	6 *17%* *24%*	7 *18%* *28%*
6	**20** ***17%***	20 *17%* *100%*	19 *16%* *96%*	1 *66%* *4%*	4 *20%* *18%*	16 *16%* *82%*	16 *16%* *82%*	11 *16%* *53%*	6 *16%* *28%*	6 *14%* *28%*
5	**17** ***15%***	17 *15%* *100%*	17 *15%* *100%*	- - -	2 *12%* *12%*	15 *15%* *88%*	15 *15%* *88%*	10 *15%* *58%*	5 *15%* *31%*	6 *15%* *35%*
4	**9** ***7%***	9 *7%* *100%*	9 *7%* *100%*	- - -	2 *9%* *18%*	7 *7%* *82%*	7 *7%* *82%*	4 *7%* *50%*	3 *8%* *32%*	3 *7%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 215

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 100%	349 98%	4 1%	54 15%	301 84%	303 85%	195 55%	108 30%	120 34%
Effective Total	**326**	326	323	3	50	274	276	178	98	109
3	**7** **6%**	7 6% 100%	7 6% 95%	* 34% 5%	* 2% 4%	7 7% 96%	7 7% 96%	3 5% 45%	4 10% 51%	4 9% 51%
2	**4** **3%**	4 3% 100%	4 3% 100%	- - -	- - -	4 4% 100%	4 4% 100%	3 5% 83%	1 2% 17%	1 2% 17%
1	**5** **4%**	5 4% 100%	5 4% 100%	- - -	- - -	4 4% 91%	5 5% 100%	4 6% 82%	1 2% 18%	1 2% 18%
Don't know	**11** **9%**	11 9% 100%	11 9% 100%	- - -	2 13% 22%	8 8% 75%	8 8% 78%	4 6% 36%	5 12% 42%	5 14% 50% X
Net: 10/9/8/7	**47** **39%**	47 39% 100%	47 40% 100%	- - -	8 44% 17%	39 39% 83%	39 38% 83%	26 40% 56%	13 36% 28%	15 38% 32%
Net: 10/9	**5** **4%**	5 4% 100%	5 4% 100%	- - -	* 2% 6%	5 5% 94%	5 5% 94%	3 5% 64%	2 4% 30%	2 6% 43%
Net: 6/5/4	**46** **38%**	46 38% 100%	45 38% 98%	1 66% 2%	7 41% 16%	39 38% 84%	39 38% 84%	25 38% 54%	14 38% 30%	14 36% 31%

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 215

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
Net: 3/2/1	**16** ***13%***	16 *13%* *100%*	15 *13%* *98%*	* *34%* *2%*	* *2%* *2%*	15 *15%* *96%* U	16 *15%* *98%* U	10 *16%* *66%* U	5 *14%* *32%* U	5 *13%* *32%* U
Mean	**5.82**	5.82	5.83	4.97	6.34	5.75	5.73	5.70	5.79	5.92
Standard Deviation	**2.05**	2.05	2.05	-	1.43	2.10	2.12	2.19	2.01	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 216

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Total (Wtd)	**208**	85 *41%*	123 *59%*	14** *7%* **	41* *20%* *	37* *18%* *	44 *21%*	36 *17%*	37 *18%*	28* *13%* *	104 *50%*	76 *36%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
10	**7** ***3%***	2 *2%* *30%*	5 *4%* *70%*	- - -	2 *4%* *26%*	1 *1%* *8%*	1 *2%* *11%*	2 *6%* *32%*	2 *4%* *23%*	- - -	3 *3%* *46%*	4 *5%* *54%* I
9	**6** ***3%***	2 *3%* *39%*	4 *3%* *61%*	* *3%* *6%*	- - -	1 *2%* *10%*	2 *5%* *33%* D	2 *5%* *29%* D	1 *4%* *21%*	1 *3%* *13%*	3 *3%* *49%*	2 *3%* *39%*
8	**26** ***12%***	12 *14%* *46%*	14 *11%* *54%*	3 *21%* *11%*	4 *9%* *14%*	5 *14%* *20%*	6 *13%* *22%*	4 *11%* *15%*	5 *12%* *18%*	2 *7%* *8%*	14 *13%* *53%*	10 *13%* *39%*
7	**38** ***18%***	14 *16%* *37%*	24 *20%* *63%*	4 *26%* *9%*	8 *20%* *21%*	8 *23%* *22%*	8 *18%* *21%*	5 *13%* *12%*	6 *15%* *15%*	5 *18%* *13%*	20 *19%* *52%*	13 *17%* *35%*
6	**29** ***14%***	14 *17%* *49%*	15 *12%* *51%*	2 *12%* *6%*	4 *10%* *14%*	6 *17%* *22%*	6 *14%* *21%*	4 *11%* *13%*	7 *20%* *25%*	5 *17%* *16%*	12 *11%* *40%*	13 *17%* *44%*
5	**35** ***17%***	15 *17%* *42%*	20 *17%* *58%*	1 *5%* *2%*	8 *19%* *22%*	5 *13%* *13%*	8 *17%* *22%*	8 *22%* *22%*	7 *18%* *19%*	4 *14%* *11%*	20 *19%* *57%*	11 *15%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 216

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
4	**20** ***10%***	9 *10%* *44%*	11 *9%* *56%*	2 *11%* *8%*	4 *10%* *21%*	3 *9%* *16%*	6 *13%* *28%*	3 *9%* *16%*	2 *7%* *12%*	4 *14%* *19%*	11 *11%* *55%*	5 *7%* *26%*
3	**10** ***5%***	4 *5%* *42%*	6 *5%* *58%*	1 *8%* *11%*	2 *5%* *19%*	3 *8%* *28%*	2 *4%* *16%*	2 *5%* *17%*	1 *2%* *8%*	2 *7%* *19%*	5 *5%* *50%*	3 *4%* *31%*
2	**9** ***4%***	4 *4%* *38%*	6 *5%* *62%*	- - -	3 *8%* *36%* H	1 *4%* *14%*	3 *6%* *30%*	1 *3%* *13%*	1 *2%* *7%*	1 *5%* *14%*	6 *6%* *65%*	2 *3%* *22%*
1	**7** ***3%***	2 *2%* *28%*	5 *4%* *72%*	1 *8%* *16%*	2 *4%* *25%*	1 *2%* *13%*	1 *1%* *10%*	1 *2%* *13%*	2 *4%* *23%*	* *1%* *4%*	2 *2%* *27%*	5 *6%* *69%* J
Don't know	**20** ***10%***	7 *8%* *35%*	13 *11%* *65%*	1 *7%* *5%*	5 *12%* *24%*	3 *7%* *14%*	3 *7%* *15%*	4 *12%* *22%*	4 *11%* *21%*	4 *15%* *21%*	8 *8%* *42%*	7 *10%* *37%*
Net: 10/9/8/7	**78** ***37%***	31 *36%* *39%*	47 *38%* *61%*	7 *50%* *9%*	13 *33%* *17%*	15 *40%* *19%*	17 *38%* *21%*	13 *35%* *16%*	13 *36%* *17%*	8 *28%* *10%*	40 *39%* *52%*	30 *39%* *38%*
Net: 10/9	**13** ***6%***	5 *5%* *34%*	9 *7%* *66%*	* *3%* *3%*	2 *4%* *14%*	1 *3%* *9%*	3 *6%* *21%*	4 *12%* *31%* E	3 *8%* *22%*	1 *3%* *6%*	6 *6%* *48%*	6 *8%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 216

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
Net: 6/5/4	**85** ***41%***	38 *44%* *45%*	47 *38%* *55%*	4 *28%* *5%*	16 *39%* *19%*	14 *39%* *17%*	19 *44%* *23%*	15 *41%* *17%*	17 *45%* *20%*	13 *45%* *15%*	43 *41%* *50%*	29 *39%* *35%*
Net: 3/2/1	**26** ***13%***	10 *11%* *37%*	16 *13%* *63%*	2 *16%* *8%*	7 *17%* *27%*	5 *14%* *19%*	5 *11%* *19%*	4 *11%* *15%*	3 *8%* *12%*	3 *12%* *13%*	13 *12%* *50%*	10 *13%* *37%*
Mean	**5.79**	5.81	5.78	5.86	5.42	5.81	5.77	5.96	6.01	5.48	5.79	5.91
Standard Deviation	**2.10**	2.00	2.18	2.27	2.23	1.97	2.03	2.23	2.07	1.84	2.06	2.25

Ofcom PSB Tracker : 2008

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Table 216

Absolutes/col/row percents

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Base : Regular viewers of ITV1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Total (Wtd)	**208**	208 *100%*	207 *99%*	2** *1%* **	28* *13%* *	178 *86%*	181 *87%*	130 *62%*	51 *24%*	57 *28%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
10	**7** ***3%***	7 *3%* *100%*	7 *3%* *95%*	* *22%* *5%*	* *1%* *4%*	7 *4%* *96%*	7 *4%* *96%*	4 *3%* *63%*	2 *5%* *33%*	3 *5%* *37%*
9	**6** ***3%***	6 *3%* *100%*	6 *3%* *96%*	* *14%* *4%*	1 *3%* *12%*	5 *3%* *81%*	5 *3%* *88%*	4 *3%* *60%*	2 *3%* *28%*	2 *3%* *32%*
8	**26** ***12%***	26 *12%* *100%*	26 *13%* *100%*	- - -	3 *12%* *13%*	22 *12%* *86%*	23 *13%* *87%*	17 *13%* *66%*	5 *11%* *21%*	6 *10%* *22%*
7	**38** ***18%***	38 *18%* *100%*	38 *19%* *100%*	- - -	5 *17%* *12%*	34 *19%* *88%*	34 *19%* *88%*	22 *17%* *58%*	11 *23%* *30%*	13 *22%* *33%*
6	**29** ***14%***	29 *14%* *100%*	29 *14%* *99%*	* *17%* *1%*	5 *20%* *18%*	24 *13%* *80%*	24 *13%* *82%*	17 *13%* *57%*	7 *14%* *25%*	8 *14%* *28%*
5	**35** ***17%***	35 *17%* *100%*	35 *17%* *100%*	- - -	5 *18%* *14%*	29 *16%* *84%*	30 *17%* *86%*	24 *19%* *70%* Y	6 *11%* *16%*	7 *12%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 216

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : Regular viewers of ITV1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 100%	582 98%	8 1%	82 14%	507 85%	514 86%	372 62%	141 24%	160 27%
Effective Total	**541**	541	537	5	73	462	468	339	129	145
4	**20** **10%**	20 10% 100%	20 10% 100%	- - -	3 13% 17%	17 9% 83%	17 9% 83%	12 9% 59%	5 10% 24%	6 10% 28%
3	**10** **5%**	10 5% 100%	10 5% 96%	* 22% 4%	- - -	10 6% 100% U	10 6% 100% U	8 6% 75% U	2 4% 22%	3 5% 25%
2	**9** **4%**	9 4% 100%	9 5% 100%	* * *	* 1% 4%	9 5% 96%	9 5% 96%	6 5% 67%	3 5% 29%	3 5% 32%
1	**7** **3%**	7 3% 100%	7 3% 100%	- - -	1 4% 15%	5 3% 79%	6 3% 85%	4 3% 56%	2 4% 29%	3 4% 38%
Don't know	**20** **10%**	20 10% 100%	20 10% 98%	* 25% 2%	3 12% 17%	17 9% 83%	17 9% 83%	11 9% 57%	5 10% 26%	6 10% 28%
Net: 10/9/8/7	**78** **37%**	78 37% 100%	77 37% 99%	1 36% 1%	9 33% 12%	68 38% 87%	69 38% 88%	48 37% 61%	21 41% 27%	23 40% 30%
Net: 10/9	**13** **6%**	13 6% 100%	13 6% 95%	1 36% 5%	1 4% 7%	12 7% 89%	12 7% 93%	8 6% 62%	4 8% 31%	5 8% 34%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
Net: 6/5/4	**85** ***41%***	85 *41%* *100%*	84 *41%* *100%*	* *17%* *	14 *50%* *16%* YZ	70 *39%* *82%*	71 *39%* *84%*	53 *41%* *63%*	18 *35%* *21%*	21 *36%* *24%*
Net: 3/2/1	**26** ***13%***	26 *13%* *100%*	26 *12%* *99%*	* *22%* *1%*	1 *5%* *5%*	24 *14%* *93%* U	25 *14%* *95%* U	18 *14%* *68%* U	7 *13%* *26%*	8 *14%* *31%* U
Mean	**5.79**	5.79	5.78	6.85	5.85	5.79	5.78	5.75	5.88	5.82
Standard Deviation	**2.10**	2.10	2.09	-	1.83	2.13	2.14	2.11	2.23	2.24

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**222**	97 *44%*	125 *56%*	31 *14%*	42 *19%*	38 *17%*	42 *19%*	33 *15%*	34 *15%*	30 *14%*	128 *58%*	59 *27%*
Total (Wtd)	**81**	35* *44%* *	45 *56%*	13** *16%* **	18* *22%* *	14* *17%* *	15* *18%* *	10* *12%* *	12* *15%* *	10** *12%* **	43 *53%*	28* *35%* *
Effective Total	**202**	89	113	29	39	36	38	31	32	29	125	55
10	**1** ***2%***	- - -	1 *3%* *100%*	* *3%* *28%*	- - -	* *2%* *22%*	- - -	1 *7%* *50%*	- - -	* *3%* *22%*	1 *2%* *47%*	* *2%* *31%*
9	**3** ***4%***	2 *4%* *47%*	2 *4%* *53%*	* *3%* *12%*	1 *3%* *18%*	- - -	1 *7%* *30%*	* *5%* *14%*	1 *7%* *26%*	- - -	1 *3%* *42%*	2 *7%* *58%*
8	**7** ***9%***	3 *8%* *41%*	4 *9%* *59%*	1 *8%* *14%*	* *2%* *6%*	3 *25%* *49%* DF G	1 *7%* *14%*	* *3%* *4%*	1 *8%* *13%*	1 *10%* *13%*	3 *8%* *46%*	3 *10%* *41%*
7	**13** ***16%***	6 *18%* *48%*	7 *15%* *52%*	2 *17%* *17%*	4 *20%* *27%*	2 *14%* *15%*	2 *15%* *17%*	2 *17%* *13%*	2 *13%* *12%*	2 *18%* *13%*	7 *15%* *50%*	5 *17%* *37%*
6	**9** ***12%***	5 *15%* *56%*	4 *9%* *44%*	2 *18%* *26%*	1 *4%* *8%*	1 *5%* *7%*	2 *14%* *23%*	1 *15%* *16%*	2 *16%* *21%*	1 *6%* *7%*	5 *11%* *51%*	4 *14%* *43%*
5	**12** ***15%***	6 *18%* *50%*	6 *14%* *50%*	1 *9%* *9%*	3 *19%* *27%*	3 *21%* *24%*	2 *15%* *18%*	2 *17%* *13%*	1 *9%* *8%*	1 *10%* *8%*	9 *20%* *71%*	3 *9%* *21%*

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**222**	97 *44%*	125 *56%*	31 *14%*	42 *19%*	38 *17%*	42 *19%*	33 *15%*	34 *15%*	30 *14%*	128 *58%*	59 *27%*
Effective Total	**202**	89	113	29	39	36	38	31	32	29	125	55
4	**7** ***8%***	2 *7%* *36%*	4 *9%* *64%*	2 *15%* *29%*	1 *4%* *10%*	1 *8%* *17%*	2 *13%* *30%* H	1 *10%* *14%*	- - -	* *3%* *5%*	4 *9%* *56%*	3 *9%* *39%*
3	**6** ***8%***	2 *6%* *35%*	4 *9%* *65%*	1 *6%* *12%*	3 *17%* *48%* E	* *2%* *5%*	1 *4%* *10%*	1 *11%* *17%*	* *4%* *7%*	2 *20%* *31%*	3 *7%* *51%*	1 *4%* *18%*
2	**4** ***5%***	2 *5%* *43%*	3 *6%* *57%*	1 *8%* *23%*	1 *8%* *31%*	* *2%* *7%*	- - -	* *4%* *10%*	1 *11%* *29%* F	* *4%* *8%*	1 *3%* *25%*	3 *10%* *67%* J
1	**7** ***9%***	3 *9%* *44%*	4 *9%* *56%*	1 *6%* *11%*	2 *10%* *25%*	1 *9%* *17%*	2 *11%* *23%*	* *3%* *4%*	2 *13%* *21%*	1 *12%* *16%*	4 *10%* *57%*	2 *7%* *27%*
Don't know	**10** ***12%***	4 *10%* *37%*	6 *14%* *63%*	1 *7%* *10%*	2 *11%* *21%*	1 *11%* *15%*	2 *14%* *21%*	1 *9%* *9%*	2 *20%* *24%*	1 *13%* *13%*	5 *13%* *56%*	3 *11%* *31%*
Net: 10/9/8/7	**25** ***31%***	11 *30%* *44%*	14 *31%* *56%*	4 *31%* *16%*	5 *26%* *18%*	6 *41%* *23%*	4 *28%* *17%*	3 *32%* *12%*	3 *28%* *14%*	3 *30%* *12%*	12 *28%* *48%*	10 *36%* *41%*
Net: 10/9	**5** ***6%***	2 *4%* *33%*	3 *7%* *67%*	1 *6%* *17%*	1 *3%* *13%*	* *2%* *7%*	1 *7%* *21%*	1 *12%* *24%*	1 *7%* *18%*	* *3%* *7%*	2 *5%* *44%*	2 *8%* *50%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 217

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**222**	97 *44%*	125 *56%*	31 *14%*	42 *19%*	38 *17%*	42 *19%*	33 *15%*	34 *15%*	30 *14%*	128 *58%*	59 *27%*
Effective Total	**202**	89	113	29	39	36	38	31	32	29	125	55
Net: 6/5/4	**28** ***35%***	14 *39%* *49%*	15 *32%* *51%*	6 *42%* *19%*	5 *28%* *17%*	5 *34%* *17%*	6 *43%* *22%*	4 *42%* *14%*	3 *25%* *10%*	2 *20%* *7%*	17 *40%* *61%*	9 *33%* *33%*
Net: 3/2/1	**18** ***22%***	7 *20%* *41%*	11 *23%* *59%*	3 *20%* *14%*	6 *35%* *35%* E	2 *14%* *11%*	2 *15%* *13%*	2 *18%* *10%*	3 *27%* *18%*	3 *36%* *19%*	8 *19%* *47%*	6 *21%* *34%*
Mean	**5.22**	5.24	5.20	5.31	4.58	5.70	5.28	5.62	5.05	4.79	5.18	5.42
Standard Deviation	**2.37**	2.26	2.49	2.36	2.33	2.42	2.35	2.39	2.81	2.70	2.28	2.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 217

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**222**	222 *100%*	218 *98%*	4 *2%*	19 *9%*	200 *90%*	203 *91%*	138 *62%*	65 *29%*	75 *34%*
Total (Wtd)	**81**	81 *100%*	80 *99%*	1** *1%* **	7** *9%* **	73 *90%*	74 *91%*	49 *61%*	24* *30%* *	28* *34%* *
Effective Total	**202**	202	199	3	17	182	185	125	59	68
10	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	* *4%* *22%*	1 *1%* *50%*	1 *1%* *78%*	* *1%* *28%*	1 *3%* *50%*	1 *2%* *50%*
9	**3** ***4%***	3 *4%* *100%*	3 *4%* *100%*	- - -	* *6%* *13%*	2 *3%* *74%*	3 *4%* *87%*	2 *4%* *56%*	1 *4%* *32%*	1 *4%* *32%*
8	**7** ***9%***	7 *9%* *100%*	7 *9%* *97%*	* *23%* *3%*	1 *9%* *9%*	6 *9%* *91%*	6 *9%* *91%*	5 *10%* *70%*	1 *6%* *21%*	2 *6%* *24%*
7	**13** ***16%***	13 *16%* *100%*	13 *17%* *100%*	- - -	1 *16%* *9%*	12 *17%* *91%*	12 *16%* *91%*	9 *18%* *68%*	3 *13%* *23%*	3 *13%* *26%*
6	**9** ***12%***	9 *12%* *100%*	9 *12%* *100%*	- - -	* *6%* *4%*	9 *12%* *96%*	9 *12%* *96%*	5 *11%* *56%*	4 *15%* *39%*	4 *14%* *42%*
5	**12** ***15%***	12 *15%* *100%*	12 *16%* *100%*	- - -	1 *20%* *11%*	11 *15%* *89%*	11 *15%* *89%*	8 *17%* *68%*	3 *10%* *21%*	4 *13%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 217

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**222**	222 100%	218 98%	4 2%	19 9%	200 90%	203 91%	138 62%	65 29%	75 34%
Effective Total	**202**	202	199	3	17	182	185	125	59	68
4	**7** **8%**	7 8% 100%	6 8% 94%	* 36% 6%	* 4% 4%	6 9% 96%	6 9% 96%	5 10% 72%	2 7% 24%	2 6% 24%
3	**6** **8%**	6 8% 100%	6 8% 100%	* * *	1 7% 8%	6 8% 92%	6 8% 92%	3 7% 57%	2 9% 35%	3 11% 48%
2	**4** **5%**	4 5% 100%	4 6% 100%	- - -	- - -	4 6% 100%	4 6% 100%	2 4% 42%	3 10% 58%	3 9% 58%
1	**7** **9%**	7 9% 100%	7 9% 100%	- - -	1 9% 9%	6 9% 86%	7 9% 91%	4 8% 58%	2 10% 33%	3 10% 39%
Don't know	**10** **12%**	10 12% 100%	9 12% 96%	* 41% 4%	1 18% 13%	8 12% 87%	8 11% 87%	5 11% 54%	3 13% 33%	3 12% 36%
Net: 10/9/8/7	**25** **31%**	25 31% 100%	25 31% 99%	* 23% 1%	2 36% 10%	22 30% 87%	22 30% 90%	16 33% 65%	6 26% 25%	7 25% 28%
Net: 10/9	**5** **6%**	5 6% 100%	5 6% 100%	- - -	1 10% 16%	3 4% 67%	4 5% 84%	2 4% 47%	2 7% 37%	2 6% 37%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 217

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**222**	222 *100%*	218 *98%*	4 *2%*	19 *9%*	200 *90%*	203 *91%*	138 *62%*	65 *29%*	75 *34%*
Effective Total	**202**	202	199	3	17	182	185	125	59	68
Net: 6/5/4	**28** ***35%***	28 *35%* *100%*	28 *35%* *99%*	* *36%* *1%*	2 *29%* *7%*	26 *36%* *93%*	26 *36%* *93%*	19 *38%* *65%*	8 *32%* *27%*	9 *33%* *32%*
Net: 3/2/1	**18** ***22%***	18 *22%* *100%*	18 *22%* *100%*	* * *	1 *16%* *6%*	16 *22%* *91%*	17 *23%* *94%*	10 *19%* *54%*	7 *29%* *40%*	8 *30%* *47%*
Mean	**5.22**	5.22	5.22	5.55	5.69	5.15	5.18	5.29	4.93	4.88
Standard Deviation	**2.37**	2.37	2.38	-	2.71	2.31	2.36	2.27	2.58	2.52

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 218

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**3** ***11%***	1 *7%* *23%*	3 *12%* *77%*	- - -	- - -	1 *15%* *28%*	1 *14%* *28%*	1 *12%* *26%*	1 *10%* *19%*	1 *7%* *16%*	2 *15%* *60%*	1 *7%* *24%*
9	**4** ***12%***	1 *10%* *29%*	3 *13%* *71%*	* *1%* *	1 *14%* *16%*	1 *9%* *16%*	1 *14%* *25%*	1 *13%* *24%*	1 *11%* *19%*	1 *20%* *38%*	1 *7%* *24%*	1 *14%* *39%*
8	**8** ***26%***	4 *39%* *51%*	4 *19%* *49%*	* *99%* *5%*	1 *17%* *9%*	2 *29%* *23%*	2 *29%* *24%*	1 *7%* *6%*	3 *41%* *33%*	2 *29%* *26%*	2 *14%* *24%*	4 *37%* *50%*
7	**5** ***17%***	2 *19%* *38%*	3 *16%* *62%*	- - -	* *9%* *7%*	1 *10%* *12%*	1 *14%* *18%*	2 *29%* *41%*	1 *19%* *23%*	1 *8%* *11%*	3 *20%* *51%*	2 *19%* *38%*
6	**5** ***17%***	2 *17%* *34%*	3 *16%* *66%*	- - -	2 *34%* *29%*	1 *17%* *21%*	1 *19%* *25%*	1 *13%* *18%*	* *6%* *8%*	1 *13%* *18%*	3 *23%* *58%*	1 *12%* *24%*
5	**2** ***6%***	* *3%* *16%*	2 *7%* *84%*	- - -	* *9%* *22%*	- - -	* *4%* *17%*	1 *15%* *62%*	- - -	* *4%* *17%*	1 *5%* *37%*	1 *8%* *46%*
4	**1** ***4%***	* *3%* *25%*	1 *5%* *75%*	- - -	* *9%* *31%*	* *5%* *25%*	* *5%* *25%*	- - -	* *4%* *19%*	1 *8%* *44%*	1 *5%* *56%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 218

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***3%***	* *3%* *33%*	1 *3%* *67%*	- - -	- - -	* *5%* *36%*	- - -	1 *7%* *64%*	- - -	* *4%* *36%*	1 *4%* *64%*	- - -
2	**1** ***3%***	- - -	1 *4%* *100%*	- - -	- - -	* *5%* *39%*	- - -	* *3%* *31%*	* *4%* *30%*	* *3%* *31%*	1 *4%* *69%*	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***3%***	- - -	1 *5%* *100%*	- - -	* *8%* *33%*	* *5%* *29%*	- - -	- - -	* *6%* *38%*	* *5%* *33%*	* *2%* *29%*	* *4%* *38%*
Net: 10/9/8/7	**21** ***65%***	8 *75%* *39%*	13 *60%* *61%*	* *100%* *2%*	2 *40%* *9%*	4 *63%* *20%*	5 *71%* *23%*	5 *61%* *22%*	5 *80%* *25%*	5 *63%* *23%*	8 *57%* *37%*	8 *77%* *41%*
Net: 10/9	**7** ***23%***	2 *18%* *26%*	5 *25%* *74%*	* *1%* *	1 *14%* *9%*	2 *24%* *21%*	2 *28%* *26%*	2 *25%* *25%*	1 *21%* *19%*	2 *27%* *28%*	3 *22%* *41%*	2 *21%* *32%*
Net: 6/5/4	**8** ***26%***	2 *22%* *29%*	6 *28%* *71%*	- - -	2 *52%* *28%*	1 *22%* *17%*	2 *29%* *23%*	2 *28%* *24%*	1 *10%* *8%*	2 *24%* *21%*	4 *33%* *53%*	2 *19%* *25%*
Net: 3/2/1	**2** ***5%***	* *3%* *17%*	1 *6%* *83%*	- - -	- - -	1 *10%* *38%*	- - -	1 *11%* *48%*	* *4%* *14%*	1 *8%* *34%*	1 *8%* *66%*	- - -
Mean	**7.19**	7.40	7.08	8.01	6.64	7.17	7.57	6.80	7.60	7.14	6.88	7.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 218

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.93**	1.58	2.13	-	1.75	2.40	1.75	2.26	1.85	2.27	2.20	1.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 218

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**3** ***11%***	3 *11%* *100%*	3 *11%* *100%*	- - -	* * *	3 *14%* *100%*	3 *14%* *100%*	2 *13%* *65%*	1 *16%* *34%*	1 *16%* *34%*
9	**4** ***12%***	4 *12%* *100%*	4 *12%* *100%*	- - -	1 *20%* *35%*	3 *10%* *65%*	3 *10%* *65%*	2 *8%* *39%*	1 *14%* *26%*	1 *17%* *34%*
8	**8** ***26%***	8 *26%* *100%*	8 *25%* *95%*	* *100%* *5%*	1 *22%* *18%*	7 *27%* *82%*	7 *27%* *82%*	5 *27%* *59%*	2 *26%* *23%*	2 *25%* *23%*
7	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	1 *16%* *20%*	4 *17%* *80%*	4 *17%* *80%*	3 *14%* *48%*	2 *24%* *32%*	2 *23%* *32%*
6	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	1 *9%* *11%*	5 *19%* *89%*	5 *19%* *89%*	4 *22%* *76%*	1 *10%* *13%*	1 *9%* *13%*
5	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	1 *10%* *38%*	1 *4%* *62%*	1 *4%* *62%*	1 *6%* *62%*	- - -	- - -
4	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *10%* *50%*	1 *3%* *50%*	1 *3%* *50%*	* *2%* *31%*	* *3%* *19%*	* *3%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 218

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *4%* *33%*	1 *2%* *67%*	1 *2%* *67%*	1 *3%* *67%*	- - -	- - -
2	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *4%* *30%*	1 *2%* *70%*	1 *2%* *70%*	* *2%* *39%*	* *3%* *31%*	* *3%* *31%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *5%* *33%*	1 *3%* *67%*	1 *3%* *67%*	* *2%* *38%*	* *4%* *29%*	* *4%* *29%*
Net: 10/9/8/7	**21** ***65%***	21 *65%* *100%*	20 *65%* *98%*	* *100%* *2%*	4 *58%* *19%*	17 *67%* *81%*	17 *67%* *81%*	11 *62%* *53%*	6 *79%* *28%*	6 *80%* *29%*
Net: 10/9	**7** ***23%***	7 *23%* *100%*	7 *23%* *100%*	- - -	1 *20%* *18%*	6 *24%* *82%*	6 *24%* *82%*	4 *21%* *52%*	2 *30%* *30%*	2 *33%* *34%*
Net: 6/5/4	**8** ***26%***	8 *26%* *100%*	8 *27%* *100%*	- - -	2 *29%* *23%*	6 *26%* *77%*	6 *26%* *77%*	6 *31%* *66%*	1 *13%* *11%*	1 *12%* *11%*
Net: 3/2/1	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	1 *8%* *32%*	1 *5%* *68%*	1 *5%* *68%*	1 *5%* *53%*	* *3%* *15%*	* *3%* *15%*
Mean	**7.19**	7.19	7.18	8.00	6.67	7.33	7.33	7.19	7.68	7.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 218

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - S4C ****

Base : Regular viewers of S4C in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.93**	1.93	1.94	-	2.21	1.88	1.88	1.90	1.94	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 219

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**201**	82 *41%*	119 *59%*	13 *6%*	31 *15%*	35 *17%*	44 *22%*	41 *20%*	36 *18%*	24 *12%*	108 *54%*	66 *33%*
Total (Wtd)	**73**	29* *40%* *	44 *60%*	6** *8%* **	13** *18%* **	12* *17%* *	16* *21%* *	13* *18%* *	13* *18%* *	7** *10%* **	35 *47%*	31* *43%* *
Effective Total	**184**	75	110	11	29	33	41	39	34	23	106	63
10	**2** ***2%***	1 *2%* *33%*	1 *3%* *67%*	- - -	- - -	* *2%* *18%*	* *2%* *19%*	1 *5%* *39%*	* *3%* *24%*	* *4%* *18%*	1 *2%* *33%*	1 *3%* *49%*
9	**1** ***2%***	1 *3%* *67%*	* *1%* *33%*	- - -	- - -	1 *4%* *42%*	* *2%* *25%*	- - -	* *3%* *33%*	- - -	* *1%* *25%*	1 *3%* *75%*
8	**5** ***6%***	3 *9%* *56%*	2 *5%* *44%*	- - -	1 *5%* *14%*	* *2%* *6%*	1 *8%* *28%*	1 *7%* *19%*	2 *12%* *33%*	1 *8%* *13%*	1 *4%* *27%*	3 *9%* *60%*
7	**9** ***13%***	4 *13%* *40%*	6 *13%* *60%*	1 *14%* *8%*	1 *10%* *15%*	1 *9%* *12%*	2 *15%* *25%*	2 *15%* *22%*	2 *13%* *18%*	- - -	4 *12%* *45%*	5 *16%* *55%*
6	**9** ***12%***	5 *16%* *53%*	4 *9%* *47%*	1 *23%* *14%*	1 *9%* *13%*	1 *11%* *16%*	1 *9%* *16%*	2 *15%* *23%*	2 *11%* *17%*	1 *8%* *7%*	3 *8%* *31%*	5 *17%* *62%*
5	**13** ***18%***	6 *19%* *44%*	7 *17%* *56%*	1 *21%* *9%*	2 *14%* *14%*	2 *19%* *18%*	3 *20%* *24%*	2 *16%* *17%*	2 *18%* *18%*	1 *8%* *4%*	7 *22%* *58%*	5 *16%* *38%*
4	**5** ***6%***	1 *5%* *30%*	3 *8%* *70%*	1 *17%* *20%*	1 *7%* *21%*	1 *12%* *31%*	* *2%* *7%*	1 *4%* *12%*	* *3%* *9%*	1 *13%* *20%*	2 *5%* *35%*	2 *7%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 219

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**201**	82 *41%*	119 *59%*	13 *6%*	31 *15%*	35 *17%*	44 *22%*	41 *20%*	36 *18%*	24 *12%*	108 *54%*	66 *33%*
Effective Total	**184**	75	110	11	29	33	41	39	34	23	106	63
3	**5** ***6%***	3 *10%* *62%*	2 *4%* *38%*	* * *	1 *6%* *17%*	* *3%* *7%*	2 *10%* *33%*	1 *11%* *32%*	1 *4%* *11%*	1 *20%* *31%*	2 *6%* *48%*	1 *3%* *21%*
2	**6** ***8%***	2 *7%* *34%*	4 *9%* *66%*	1 *12%* *11%*	1 *8%* *18%*	2 *13%* *26%*	* *3%* *8%*	1 *8%* *17%*	1 *10%* *21%*	* *4%* *5%*	2 *5%* *31%*	4 *13%* *64%*
1	**8** ***11%***	2 *7%* *24%*	6 *14%* *76%*	* *7%* *5%*	3 *24%* *38%*	1 *10%* *15%*	2 *10%* *20%*	1 *5%* *8%*	1 *9%* *14%*	1 *17%* *15%*	4 *13%* *54%*	2 *8%* *30%*
Don't know	**11** ***15%***	3 *10%* *28%*	8 *18%* *72%*	* *7%* *3%*	2 *18%* *22%*	2 *15%* *17%*	3 *18%* *25%*	2 *12%* *15%*	2 *15%* *18%*	1 *18%* *12%*	8 *23%* *73%* K	2 *6%* *16%*
Net: 10/9/8/7	**17** ***23%***	8 *27%* *46%*	9 *21%* *54%*	1 *14%* *4%*	2 *15%* *12%*	2 *18%* *13%*	4 *28%* *25%*	4 *27%* *21%*	4 *31%* *24%*	1 *12%* *5%*	6 *18%* *38%*	10 *31%* *57%*
Net: 10/9	**3** ***4%***	1 *5%* *47%*	2 *4%* *53%*	- - -	- - -	1 *7%* *28%*	1 *4%* *22%*	1 *5%* *22%*	1 *6%* *28%*	* *4%* *10%*	1 *3%* *29%*	2 *6%* *61%*
Net: 6/5/4	**26** ***36%***	12 *40%* *44%*	15 *33%* *56%*	3 *61%* *13%*	4 *30%* *15%*	5 *41%* *20%*	5 *31%* *18%*	5 *36%* *18%*	4 *32%* *16%*	2 *29%* *8%*	12 *34%* *45%*	12 *40%* *47%*
Net: 3/2/1	**19** ***26%***	7 *23%* *36%*	12 *27%* *64%*	1 *19%* *5%*	5 *37%* *26%*	3 *25%* *17%*	4 *23%* *19%*	3 *24%* *17%*	3 *22%* *16%*	3 *41%* *16%*	9 *25%* *45%*	7 *24%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 219

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**201**	82 *41%*	119 *59%*	13 *6%*	31 *15%*	35 *17%*	44 *22%*	41 *20%*	36 *18%*	24 *12%*	108 *54%*	66 *33%*
Effective Total	**184**	75	110	11	29	33	41	39	34	23	106	63
Mean	**4.84**	5.19	4.58	4.68	3.85	4.66	5.12	5.23	5.31	4.03	4.61	5.22
Standard Deviation	**2.42**	2.29	2.51	2.00	2.49	2.51	2.48	2.40	2.62	2.73	2.37	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 219

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	201 *100%*	199 *99%*	2 *1%*	17 *8%*	181 *90%*	184 *92%*	125 *62%*	59 *29%*	67 *33%*
Total (Wtd)	**73**	73 *100%*	73 *99%*	*** *1%* **	7** *9%* **	65 *89%*	67 *91%*	45 *62%*	21* *29%* *	24* *33%* *
Effective Total	**184**	184	183	1	16	166	169	115	54	61
10	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *4%* *18%*	1 *2%* *82%*	1 *2%* *82%*	1 *1%* *38%*	1 *4%* *44%*	1 *3%* *44%*
9	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *2%* *58%*	1 *3%* *42%*	1 *2%* *42%*
8	**5** ***6%***	5 *6%* *100%*	5 *6%* *100%*	- - -	- - -	4 *6%* *91%*	5 *7%* *100%*	3 *6%* *61%*	2 *9%* *39%*	2 *9%* *48%*
7	**9** ***13%***	9 *13%* *100%*	9 *13%* *100%*	- - -	1 *22%* *16%*	8 *12%* *84%*	8 *12%* *84%*	6 *14%* *68%*	2 *7%* *16%*	2 *8%* *19%*
6	**9** ***12%***	9 *12%* *100%*	9 *12%* *100%*	- - -	1 *13%* *10%*	8 *12%* *90%*	8 *12%* *90%*	6 *13%* *69%*	2 *8%* *21%*	2 *7%* *21%*
5	**13** ***18%***	13 *18%* *100%*	13 *18%* *100%*	- - -	1 *21%* *11%*	11 *17%* *86%*	11 *17%* *89%*	7 *17%* *58%*	4 *19%* *31%*	5 *19%* *36%*
4	**5** ***6%***	5 *6%* *100%*	5 *6%* *100%*	- - -	- - -	5 *7%* *100%*	5 *7%* *100%*	3 *6%* *62%*	2 *8%* *38%*	2 *7%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	201 100%	199 99%	2 1%	17 8%	181 90%	184 92%	125 62%	59 29%	67 33%
Effective Total	**184**	184	183	1	16	166	169	115	54	61
3	**5** **6%**	5 6% 100%	5 6% 100%	* * *	1 9% 14%	4 6% 86%	4 6% 86%	2 5% 47%	2 9% 39%	2 8% 39%
2	**6** **8%**	6 8% 100%	6 8% 100%	- - -	* 6% 7%	6 9% 93%	6 9% 93%	4 9% 66%	2 8% 27%	2 8% 32%
1	**8** **11%**	8 11% 100%	8 11% 100%	- - -	1 19% 16%	7 10% 81%	7 10% 84%	5 12% 64%	2 8% 21%	2 10% 28%
Don't know	**11** **15%**	11 15% 100%	11 15% 96%	* 100% 4%	* 5% 3%	11 16% 97%	11 16% 97%	7 15% 61%	4 19% 36%	4 19% 41%
Net: 10/9/8/7	**17** **23%**	17 23% 100%	17 23% 100%	- - -	2 26% 10%	15 23% 87%	15 23% 90%	11 23% 62%	5 22% 27%	5 22% 31%
Net: 10/9	**3** **4%**	3 4% 100%	3 4% 100%	- - -	* 4% 10%	3 4% 90%	3 4% 90%	1 3% 47%	1 6% 43%	1 5% 43%
Net: 6/5/4	**26** **36%**	26 36% 100%	26 36% 100%	- - -	2 34% 9%	24 36% 90%	24 36% 91%	16 36% 62%	8 35% 29%	8 34% 31%
Net: 3/2/1	**19** **26%**	19 26% 100%	19 26% 100%	* * *	2 35% 12%	16 25% 86%	17 25% 88%	11 25% 60%	5 24% 27%	6 25% 32%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 219

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	201 *100%*	199 *99%*	2 *1%*	17 *8%*	181 *90%*	184 *92%*	125 *62%*	59 *29%*	67 *33%*
Effective Total	**184**	184	183	1	16	166	169	115	54	61
Mean	**4.84**	4.84	4.84	3.00	4.65	4.86	4.86	4.82	4.94	4.87
Standard Deviation	**2.42**	2.42	2.42	-	2.73	2.40	2.41	2.40	2.51	2.53

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 220

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**84**	35 *42%*	49 *58%*	14 *17%*	23 *27%*	15 *18%*	10 *12%*	8 *10%*	13 *15%*	17 *20%*	42 *50%*	24 *29%*
Total (Wtd)	**31**	14* *45%* *	17* *55%* *	6** *20%* **	9** *30%* **	6** *18%* **	3** *11%* **	2** *8%* **	4** *14%* **	5** *17%* **	14* *45%* *	12** *37%* **
Effective Total	**75**	31	44	12	21	14	10	8	12	16	40	22
10	**1** ***3%***	* *2%* *29%*	1 *4%* *71%*	- - -	* *4%* *40%*	- - -	* *9%* *32%*	* *11%* *29%*	- - -	- - -	1 *7%* *100%*	- - -
9	**1** ***3%***	* *2%* *28%*	1 *4%* *72%*	- - -	- - -	- - -	- - -	- - -	1 *21%* *100%*	* *5%* *28%*	- - -	1 *6%* *72%*
8	**2** ***7%***	- - -	2 *13%* *100%* A	* *6%* *19%*	* *4%* *18%*	1 *11%* *29%*	* *9%* *15%*	- - -	* *10%* *20%*	- - -	2 *12%* *80%*	* *4%* *20%*
7	**4** ***12%***	1 *9%* *35%*	2 *14%* *65%*	1 *9%* *16%*	* *4%* *10%*	2 *32%* *48%*	- - -	1 *23%* *14%*	* *10%* *12%*	- - -	1 *9%* *33%*	3 *22%* *67%*
6	**5** ***17%***	4 *27%* *73%* B	1 *8%* *27%*	2 *30%* *36%*	1 *9%* *16%*	1 *9%* *10%*	1 *25%* *16%*	1 *22%* *10%*	1 *15%* *12%*	1 *25%* *26%*	2 *13%* *34%*	2 *18%* *40%*
5	**3** ***8%***	1 *7%* *39%*	2 *9%* *61%*	- - -	1 *8%* *30%*	* *6%* *12%*	1 *28%* *37%*	- - -	1 *12%* *21%*	1 *17%* *37%*	2 *11%* *63%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 220

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**84**	35 *42%*	49 *58%*	14 *17%*	23 *27%*	15 *18%*	10 *12%*	8 *10%*	13 *15%*	17 *20%*	42 *50%*	24 *29%*
Effective Total	**75**	31	44	12	21	14	10	8	12	16	40	22
4	**3** ***8%***	1 *8%* *42%*	2 *9%* *58%*	1 *19%* *46%*	1 *12%* *44%*	- - -	- - -	* *12%* *11%*	- - -	* *7%* *15%*	2 *16%* *85%*	- - -
3	**2** ***8%***	2 *12%* *74%*	1 *4%* *26%*	- - -	1 *11%* *44%*	1 *17%* *39%*	- - -	- - -	* *9%* *17%*	1 *11%* *26%*	1 *5%* *29%*	1 *9%* *45%*
2	**2** ***6%***	2 *11%* *83%*	* *2%* *17%*	1 *10%* *34%*	* *4%* *21%*	1 *15%* *44%*	- - -	- - -	- - -	- - -	1 *5%* *38%*	1 *10%* *62%*
1	**3** ***11%***	* *2%* *10%*	3 *18%* *90%* A	1 *11%* *20%*	2 *19%* *52%*	* *5%* *9%*	1 *19%* *19%*	- - -	- - -	1 *18%* *29%*	1 *8%* *32%*	1 *11%* *38%*
Don't know	**6** ***18%***	3 *20%* *52%*	3 *16%* *48%*	1 *15%* *18%*	2 *24%* *40%*	* *5%* *6%*	* *9%* *6%*	1 *33%* *14%*	1 *22%* *17%*	1 *16%* *16%*	2 *15%* *39%*	2 *21%* *45%*
Net: 10/9/8/7	**8** ***25%***	2 *13%* *24%*	6 *35%* *76%* A	1 *16%* *13%*	1 *12%* *15%*	2 *43%* *31%*	1 *18%* *8%*	1 *34%* *11%*	2 *41%* *23%*	* *5%* *3%*	4 *28%* *50%*	4 *31%* *46%*
Net: 10/9	**2** ***6%***	1 *4%* *28%*	1 *8%* *72%*	- - -	* *4%* *20%*	- - -	* *9%* *16%*	* *11%* *15%*	1 *21%* *49%*	* *5%* *14%*	1 *7%* *51%*	1 *6%* *35%*
Net: 6/5/4	**10** ***33%***	6 *42%* *57%*	5 *26%* *43%*	3 *48%* *30%*	3 *30%* *26%*	1 *15%* *8%*	2 *54%* *17%*	1 *34%* *8%*	1 *27%* *11%*	3 *50%* *26%*	6 *40%* *54%*	2 *18%* *20%*

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Total (Unwtd)	**84**	35 *42%*	49 *58%*	14 *17%*	23 *27%*	15 *18%*	10 *12%*	8 *10%*	13 *15%*	17 *20%*	42 *50%*	24 *29%*
Effective Total	**75**	31	44	12	21	14	10	8	12	16	40	22
Net: 3/2/1	**8** ***24%***	4 *26%* *48%*	4 *23%* *52%*	1 *21%* *17%*	3 *35%* *42%*	2 *37%* *27%*	1 *19%* *8%*	- - -	* *9%* *5%*	2 *30%* *21%*	2 *18%* *33%*	4 *30%* *46%*
Mean	**5.04**	4.85	5.20	4.72	4.03	5.08	5.25	6.65	6.67	4.29	5.34	5.03
Standard Deviation	**2.54**	2.13	2.90	2.39	2.74	2.60	3.22	-	2.34	2.48	2.58	2.74

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**84**	84 *100%*	81 *96%*	1 *1%*	84 *100%*	84 *100%*	59 *70%*	24 *29%*	28 *33%*
Total (Wtd)	**31**	31* *100%* *	31* *99%* *	*** *1%* **	31* *100%* *	31* *100%* *	22* *70%* *	9** *29%* **	11** *34%* **
Effective Total	**75**	75	74	1	75	75	55	20	23
10	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	1 *3%* *100%*	1 *3%* *100%*	1 *3%* *68%*	* *3%* *32%*	* *3%* *32%*
9	**1** ***3%***	1 *3%* *100%*	1 *2%* *74%*	* *100%* *26%*	1 *3%* *100%*	1 *3%* *100%*	1 *4%* *100%*	- - -	* *2%* *26%*
8	**2** ***7%***	2 *7%* *100%*	2 *7%* *100%*	- - -	2 *7%* *100%*	2 *7%* *100%*	1 *7%* *68%*	1 *8%* *32%*	1 *6%* *32%*
7	**4** ***12%***	4 *12%* *100%*	4 *12%* *100%*	- - -	4 *12%* *100%*	4 *12%* *100%*	4 *17%* *100%*	- - -	1 *8%* *23%*
6	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	5 *17%* *100%*	5 *17%* *100%*	4 *17%* *70%*	2 *18%* *30%*	2 *19%* *38%*
5	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	3 *8%* *100%*	3 *8%* *100%*	2 *10%* *87%*	* *4%* *13%*	* *3%* *13%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 220

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : Regular viewers of BBC3 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**84**	84 *100%*	81 *96%*	1 *1%*	84 *100%*	84 *100%*	59 *70%*	24 *29%*	28 *33%*
Effective Total	**75**	75	74	1	75	75	55	20	23
4	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	3 *8%* *100%*	3 *8%* *100%*	2 *8%* *71%*	1 *9%* *29%*	1 *7%* *29%*
3	**2** ***8%***	2 *8%* *100%*	2 *8%* *100%*	- - -	2 *8%* *100%*	2 *8%* *100%*	1 *4%* *34%*	1 *14%* *54%*	1 *12%* *54%*
2	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	2 *6%* *100%*	2 *6%* *100%*	1 *6%* *66%*	1 *7%* *34%*	1 *6%* *34%*
1	**3** ***11%***	3 *11%* *100%*	3 *11%* *100%*	- - -	3 *11%* *100%*	3 *11%* *100%*	2 *10%* *62%*	1 *14%* *38%*	1 *12%* *38%*
Don't know	**6** ***18%***	6 *18%* *100%*	6 *18%* *100%*	- - -	6 *18%* *100%*	6 *18%* *100%*	3 *15%* *60%*	2 *24%* *40%*	2 *21%* *40%*
Net: 10/9/8/7	**8** ***25%***	8 *25%* *100%*	8 *24%* *97%*	* *100%* *3%*	8 *25%* *100%*	8 *25%* *100%*	7 *31%* *87%*	1 *11%* *13%*	2 *20%* *27%*
Net: 10/9	**2** ***6%***	2 *6%* *100%*	2 *5%* *87%*	* *100%* *13%*	2 *6%* *100%*	2 *6%* *100%*	2 *7%* *84%*	* *3%* *16%*	1 *5%* *29%*
Net: 6/5/4	**10** ***33%***	10 *33%* *100%*	10 *34%* *100%*	- - -	10 *33%* *100%*	10 *33%* *100%*	8 *35%* *74%*	3 *30%* *26%*	3 *30%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 220

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**84**	84 *100%*	81 *96%*	1 *1%*	84 *100%*	84 *100%*	59 *70%*	24 *29%*	28 *33%*
Effective Total	**75**	75	74	1	75	75	55	20	23
Net: 3/2/1	**8** ***24%***	8 *24%* *100%*	8 *25%* *100%*	- - -	8 *24%* *100%*	8 *24%* *100%*	4 *19%* *54%*	3 *35%* *42%*	3 *30%* *42%*
Mean	**5.04**	5.04	5.01	9.00	5.04	5.04	5.37	4.24	4.75
Standard Deviation	**2.54**	2.54	2.53	-	2.54	2.54	2.49	2.72	2.71

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**53**	24 *45%*	29 *55%*	5 *9%*	8 *15%*	5 *9%*	10 *19%*	8 *15%*	17 *32%*	15 *28%*	24 *45%*	13 *25%*
Total (Wtd)	**18**	9** *51%* **	9** *49%* **	2** *10%* **	4** *20%* **	2** *9%* **	3** *19%* **	2** *12%* **	5** *30%* **	4** *24%* **	7** *41%* **	6** *36%* **
Effective Total	**47**	22	25	4	8	5	8	8	16	15	22	13
10	* ***2%***	- - -	* *4%* *100%*	- - -	* *11%* *100%*	- - -	- - -	- - -	- - -	- - -	* *5%* *100%*	- - -
9	* ***1%***	* *3%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *5%* *100%*	* *6%* *100%*	- - -	- - -
8	**2** ***9%***	1 *9%* *51%*	1 *9%* *49%*	* *24%* *27%*	* *11%* *24%*	- - -	1 *23%* *49%*	- - -	- - -	* *10%* *27%*	1 *10%* *43%*	* *8%* *30%*
7	**1** ***4%***	- - -	1 *7%* *100%*	- - -	* *10%* *57%*	- - -	- - -	* *12%* *43%*	- - -	* *8%* *57%*	* *4%* *43%*	- - -
6	**3** ***19%***	3 *28%* *74%*	1 *10%* *26%*	1 *56%* *30%*	- - -	- - -	1 *16%* *15%*	1 *30%* *19%*	1 *22%* *35%*	1 *18%* *23%*	1 *9%* *19%*	2 *32%* *58%*
5	**2** ***10%***	1 *8%* *39%*	1 *13%* *61%*	- - -	1 *28%* *54%*	- - -	* *10%* *18%*	- - -	1 *10%* *28%*	* *6%* *14%*	1 *13%* *53%*	1 *9%* *33%*
4	**1** ***8%***	1 *8%* *52%*	1 *8%* *48%*	* *20%* *27%*	- - -	* *19%* *22%*	- - -	- - -	1 *13%* *52%*	1 *13%* *41%*	* *5%* *27%*	* *7%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 221

Absolutes/col/row percents

9 Jul 2009

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**** It portrays Wales well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**53**	24	29	5	8	5	10	8	17	15	24	13
		45%	*55%*	*9%*	*15%*	*9%*	*19%*	*15%*	*32%*	*28%*	*45%*	*25%*
Effective Total	**47**	22	25	4	8	5	8	8	16	15	22	13
3	**1**	1	*	-	*	*	-	-	*	-	1	-
	5%	*7%*	*3%*	-	*11%*	*20%*	-	-	*5%*	-	*13%*	-
		69%	*31%*	-	*41%*	*31%*	-	-	*28%*	-	*100%*	-
2	**1**	-	1	-	-	*	-	*	-	-	1	-
	3%	-	*6%*	-	-	*20%*	-	*11%*	-	-	*8%*	-
		-	*100%*	-	-	*57%*	-	*43%*	-	-	*100%*	-
1	**1**	*	1	-	-	*	*	-	1	*	1	*
	7%	*4%*	*11%*	-	-	*19%*	*10%*	-	*13%*	*7%*	*8%*	*6%*
		25%	*75%*	-	-	*23%*	*25%*	-	*52%*	*23%*	*46%*	*31%*
Don't know	**6**	3	3	-	1	*	1	1	2	1	2	2
	31%	*33%*	*29%*	-	*29%*	*21%*	*42%*	*47%*	*32%*	*31%*	*25%*	*38%*
		54%	*46%*	-	*18%*	*6%*	*26%*	*19%*	*32%*	*23%*	*33%*	*44%*
Net: 10/9/8/7	**3**	1	2	*	1	-	1	*	*	1	1	*
	16%	*12%*	*20%*	*24%*	*32%*	-	*23%*	*12%*	*5%*	*25%*	*18%*	*8%*
		38%	*62%*	*15%*	*39%*	-	*27%*	*10%*	*9%*	*37%*	*47%*	*17%*
Net: 10/9	**1**	*	*	-	*	-	-	-	*	*	*	-
	4%	*3%*	*4%*	-	*11%*	-	-	-	*5%*	*6%*	*5%*	-
		41%	*59%*	-	*59%*	-	-	-	*41%*	*41%*	*59%*	-
Net: 6/5/4	**7**	4	3	1	1	*	1	1	2	2	2	3
	37%	*44%*	*30%*	*76%*	*28%*	*19%*	*25%*	*30%*	*45%*	*38%*	*27%*	*48%*
		60%	*40%*	*21%*	*15%*	*4%*	*13%*	*10%*	*37%*	*24%*	*30%*	*46%*
Net: 3/2/1	**3**	1	2	-	*	1	*	*	1	*	2	*
	16%	*11%*	*21%*	-	*11%*	*59%*	*10%*	*11%*	*18%*	*7%*	*29%*	*6%*
		35%	*65%*	-	*14%*	*32%*	*12%*	*8%*	*34%*	*11%*	*75%*	*15%*
Mean	**5.18**	5.45	4.93	6.07	6.19	2.50	5.80	5.43	4.52	5.70	4.78	5.35

GfK NOP

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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)
Total (Unwtd)	**53**	24 *45%*	29 *55%*	5 *9%*	8 *15%*	5 *9%*	10 *19%*	8 *15%*	17 *32%*	15 *28%*	24 *45%*	13 *25%*
Effective Total	**47**	22	25	4	8	5	8	8	16	15	22	13
Standard Deviation	**2.39**	2.06	2.82	-	2.87	-	-	-	2.54	2.68	2.84	2.09

GfK NOP

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		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**53**	53 *100%*	51 *96%*	1 *2%*	53 *100%*	53 *100%*	29 *55%*	23 *43%*	25 *47%*
Total (Wtd)	**18**	18* *100%* *	18* *98%* *	*** *2%* **	18* *100%* *	18* *100%* *	10** *58%* **	7** *40%* **	8** *46%* **
Effective Total	**47**	47	46	1	47	47	27	19	21
10	* ***2%**	* *2%* *100%*	* *2%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*	* *4%* *100%*	- - -	- - -
9	* ***1%**	* *1%* *100%*	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -
8	**2** ***9%***	2 *9%* *100%*	2 *9%* *100%*	- - -	2 *9%* *100%*	2 *9%* *100%*	1 *7%* *46%*	1 *12%* *54%*	1 *11%* *54%*
7	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *6%* *100%*	- - -	- - -
6	**3** ***19%***	3 *19%* *100%*	3 *20%* *100%*	- - -	3 *19%* *100%*	3 *19%* *100%*	2 *17%* *51%*	2 *24%* *49%*	2 *21%* *49%*
5	**2** ***10%***	2 *10%* *100%*	2 *10%* *100%*	- - -	2 *10%* *100%*	2 *10%* *100%*	2 *14%* *82%*	* *5%* *18%*	1 *11%* *51%*
4	**1** ***8%***	1 *8%* *100%*	1 *6%* *73%*	* *100%* *27%*	1 *8%* *100%*	1 *8%* *100%*	1 *11%* *80%*	* *4%* *20%*	1 *9%* *52%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 221

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**53**	53 *100%*	51 *96%*	1 *2%*	53 *100%*	53 *100%*	29 *55%*	23 *43%*	25 *47%*
Effective Total	**47**	47	46	1	47	47	27	19	21
3	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *5%* *100%*	1 *5%* *100%*	* *4%* *41%*	* *4%* *28%*	* *3%* *28%*
2	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	1 *3%* *100%*	1 *3%* *100%*	- - -	1 *8%* *100%*	1 *7%* *100%*
1	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *7%* *100%*	1 *7%* *100%*	1 *10%* *77%*	* *4%* *23%*	* *4%* *23%*
Don't know	**6** ***31%***	6 *31%* *100%*	6 *32%* *100%*	- - -	6 *31%* *100%*	6 *31%* *100%*	3 *25%* *47%*	3 *41%* *53%*	3 *36%* *53%*
Net: 10/9/8/7	**3** ***16%***	3 *16%* *100%*	3 *16%* *100%*	- - -	3 *16%* *100%*	3 *16%* *100%*	2 *19%* *70%*	1 *12%* *30%*	1 *11%* *30%*
Net: 10/9	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *6%* *100%*	- - -	- - -
Net: 6/5/4	**7** ***37%***	7 *37%* *100%*	6 *36%* *94%*	* *100%* *6%*	7 *37%* *100%*	7 *37%* *100%*	4 *42%* *65%*	2 *32%* *35%*	3 *40%* *50%*
Net: 3/2/1	**3** ***16%***	3 *16%* *100%*	3 *16%* *100%*	- - -	3 *16%* *100%*	3 *16%* *100%*	1 *13%* *50%*	1 *15%* *40%*	1 *13%* *40%*
Mean	**5.18**	5.18	5.22	4.00	5.18	5.18	5.28	5.16	5.05

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 221

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**53**	53 *100%*	51 *96%*	1 *2%*	53 *100%*	53 *100%*	29 *55%*	23 *43%*	25 *47%*
Effective Total	**47**	47	46	1	47	47	27	19	21
Standard Deviation	**2.39**	2.39	2.42	-	2.39	2.39	2.51	2.49	2.20

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 222

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**237**	118 *50%*	119 *50%*	3 *1%*	37 *16%*	40 *17%*	39 *16%*	56 *24%*	61 *26%*	52 *22%*	112 *47%*	71 *30%*
Total (Wtd)	**82**	41 *50%*	41 *50%*	1** *1%* **	15* *18%* *	14* *17%* *	14* *18%* *	17* *20%* *	20* *25%* *	16* *19%* *	34 *42%*	32* *39%* *
Effective Total	**218**	106	112	3	34	38	37	52	56	51	108	68
10	**4** ***5%***	2 *6%* *59%*	2 *4%* *41%*	- - -	1 *5%* *20%*	1 *4%* *13%*	* *2%* *8%*	2 *12%* *49%* H	* *2%* *10%*	* *2%* *6%*	2 *5%* *39%*	2 *7%* *54%*
9	**3** ***3%***	1 *3%* *46%*	2 *4%* *54%*	* *36%* *15%*	- - -	* *2%* *11%*	1 *6%* *33%*	* *1%* *9%*	1 *5%* *32%*	1 *6%* *33%*	1 *4%* *52%*	* *1%* *15%*
8	**12** ***15%***	6 *16%* *52%*	6 *14%* *48%*	- - -	2 *16%* *19%*	2 *13%* *15%*	3 *17%* *20%*	3 *18%* *25%*	3 *13%* *21%*	1 *9%* *12%*	5 *15%* *42%*	6 *18%* *46%*
7	**11** ***14%***	5 *13%* *47%*	6 *15%* *53%*	1 *64%* *7%*	1 *8%* *10%*	3 *24%* *30%*	2 *12%* *15%*	2 *11%* *16%*	3 *13%* *23%*	1 *9%* *12%*	6 *18%* *53%*	4 *12%* *35%*
6	**10** ***12%***	5 *11%* *47%*	5 *13%* *53%*	- - -	2 *11%* *17%*	1 *4%* *6%*	2 *16%* *24%*	2 *11%* *19%*	3 *16%* *34%*	2 *12%* *20%*	3 *8%* *27%*	5 *16%* *53%*
5	**12** ***14%***	6 *16%* *54%*	5 *13%* *46%*	- - -	2 *15%* *19%*	2 *18%* *21%*	2 *12%* *15%*	2 *14%* *20%*	3 *14%* *24%*	4 *25%* *34%* K	5 *14%* *42%*	3 *9%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 222

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**237**	118 *50%*	119 *50%*	3 *1%*	37 *16%*	40 *17%*	39 *16%*	56 *24%*	61 *26%*	52 *22%*	112 *47%*	71 *30%*
Effective Total	**218**	106	112	3	34	38	37	52	56	51	108	68
4	**7** ***9%***	5 *11%* *63%*	3 *7%* *37%*	- - -	1 *7%* *15%*	1 *8%* *16%*	1 *10%* *20%*	2 *12%* *27%*	2 *8%* *22%*	2 *10%* *21%*	3 *8%* *39%*	3 *9%* *40%*
3	**5** ***6%***	3 *7%* *57%*	2 *5%* *43%*	- - -	2 *10%* *31%*	1 *4%* *11%*	1 *4%* *13%*	1 *3%* *11%*	2 *8%* *33%*	1 *6%* *20%*	3 *8%* *52%*	1 *4%* *28%*
2	**6** ***7%***	3 *7%* *54%*	3 *6%* *46%*	- - -	1 *9%* *25%*	1 *4%* *11%*	2 *10%* *27%*	1 *3%* *9%*	2 *8%* *28%*	2 *10%* *27%*	3 *8%* *49%*	1 *4%* *24%*
1	**3** ***4%***	* *1%* *10%*	3 *7%* *90%* A	- - -	- - -	1 *6%* *25%*	- - -	1 *7%* *37%*	1 *6%* *38%*	- - -	* *1%* *10%*	3 *9%* *90%* IJ
Don't know	**9** ***11%***	4 *9%* *41%*	5 *12%* *59%*	- - -	3 *19%* *33%*	2 *12%* *20%*	1 *9%* *15%*	1 *7%* *14%*	2 *8%* *18%*	2 *12%* *22%*	4 *11%* *43%*	3 *9%* *35%*
Net: 10/9/8/7	**31** ***37%***	15 *38%* *50%*	15 *37%* *50%*	1 *100%* *4%*	4 *28%* *14%*	6 *43%* *20%*	5 *37%* *18%*	7 *43%* *23%*	7 *32%* *21%*	4 *25%* *13%*	14 *42%* *47%* I	12 *39%* *40%*
Net: 10/9	**7** ***8%***	4 *9%* *53%*	3 *8%* *47%*	* *36%* *6%*	1 *5%* *12%*	1 *6%* *12%*	1 *9%* *18%*	2 *13%* *32%*	1 *7%* *19%*	1 *8%* *17%*	3 *9%* *45%*	3 *8%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 222

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**237**	118 *50%*	119 *50%*	3 *1%*	37 *16%*	40 *17%*	39 *16%*	56 *24%*	61 *26%*	52 *22%*	112 *47%*	71 *30%*
Effective Total	**218**	106	112	3	34	38	37	52	56	51	108	68
Net: 6/5/4	**29** ***35%***	16 *38%* *54%*	13 *32%* *46%*	- - -	5 *33%* *18%*	4 *30%* *15%*	6 *39%* *19%*	6 *37%* *21%*	8 *38%* *27%*	7 *47%* *26%* J	10 *30%* *36%*	11 *34%* *38%*
Net: 3/2/1	**14** ***17%***	6 *15%* *45%*	8 *19%* *55%*	- - -	3 *20%* *21%*	2 *14%* *14%*	2 *15%* *16%*	2 *14%* *17%*	4 *22%* *32%*	2 *16%* *18%*	6 *17%* *41%*	6 *18%* *41%*
Mean	**5.74**	5.84	5.64	7.72	5.54	5.78	5.85	6.03	5.41	5.43	5.88	5.74
Standard Deviation	**2.36**	2.27	2.48	-	2.38	2.37	2.27	2.65	2.39	2.12	2.31	2.58

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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Base : Regular viewers of BBC News in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**237**	237 *100%*	231 *97%*	5 *2%*	237 *100%*	237 *100%*	168 *71%*	69 *29%*	79 *33%*
Total (Wtd)	**82**	82 *100%*	80 *98%*	2** *2%* ****	82 *100%*	82 *100%*	58 *71%*	24* *29%* ***	27* *33%* ***
Effective Total	**218**	218	213	5	218	218	155	63	72
10	**4** ***5%***	4 *5%* *100%*	4 *5%* *100%*	- - -	4 *5%* *100%*	4 *5%* *100%*	3 *5%* *73%*	1 *4%* *27%*	1 *5%* *34%*
9	**3** ***3%***	3 *3%* *100%*	3 *4%* *100%*	- - -	3 *3%* *100%*	3 *3%* *100%*	3 *5%* *92%*	* *1%* *8%*	* *1%* *8%*
8	**12** ***15%***	12 *15%* *100%*	12 *15%* *97%*	* *24%* *3%*	12 *15%* *100%*	12 *15%* *100%*	9 *15%* *72%*	3 *14%* *28%*	4 *14%* *30%*
7	**11** ***14%***	11 *14%* *100%*	11 *14%* *98%*	* *15%* *2%*	11 *14%* *100%*	11 *14%* *100%*	9 *16%* *80%*	2 *9%* *20%*	3 *12%* *28%*
6	**10** ***12%***	10 *12%* *100%*	10 *12%* *100%*	- - -	10 *12%* *100%*	10 *12%* *100%*	5 *8%* *50%*	5 *20%* *50%* X	5 *19%* *53%* X
5	**12** ***14%***	12 *14%* *100%*	11 *14%* *97%*	* *21%* *3%*	12 *14%* *100%*	12 *14%* *100%*	9 *15%* *73%*	3 *13%* *27%*	4 *14%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**237**	237 *100%*	231 *97%*	5 *2%*	237 *100%*	237 *100%*	168 *71%*	69 *29%*	79 *33%*
Effective Total	**218**	218	213	5	218	218	155	63	72
4	**7** ***9%***	7 *9%* *100%*	7 *9%* *94%*	* *26%* *6%*	7 *9%* *100%*	7 *9%* *100%*	4 *7%* *59%*	3 *12%* *41%*	3 *12%* *44%*
3	**5** ***6%***	5 *6%* *100%*	5 *6%* *100%*	- - -	5 *6%* *100%*	5 *6%* *100%*	3 *5%* *58%*	2 *9%* *42%*	2 *8%* *42%*
2	**6** ***7%***	6 *7%* *100%*	5 *7%* *96%*	* *15%* *4%*	6 *7%* *100%*	6 *7%* *100%*	4 *7%* *70%*	2 *7%* *30%*	2 *7%* *34%*
1	**3** ***4%***	3 *4%* *100%*	3 *4%* *100%*	- - -	3 *4%* *100%*	3 *4%* *100%*	3 *6%* *100%* Z	- - -	- - -
Don't know	**9** ***11%***	9 *11%* *100%*	9 *11%* *100%*	- - -	9 *11%* *100%*	9 *11%* *100%*	6 *11%* *74%*	2 *9%* *26%*	2 *8%* *26%*
Net: 10/9/8/7	**31** ***37%***	31 *37%* *100%*	30 *37%* *98%*	1 *38%* *2%*	31 *37%* *100%*	31 *37%* *100%*	24 *41%* *77%*	7 *29%* *23%*	9 *32%* *28%*
Net: 10/9	**7** ***8%***	7 *8%* *100%*	7 *9%* *100%*	- - -	7 *8%* *100%*	7 *8%* *100%*	6 *10%* *81%*	1 *5%* *19%*	2 *6%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**237**	237 *100%*	231 *97%*	5 *2%*	237 *100%*	237 *100%*	168 *71%*	69 *29%*	79 *33%*
Effective Total	**218**	218	213	5	218	218	155	63	72
Net: 6/5/4	**29** ***35%***	29 *35%* *100%*	28 *35%* *97%*	1 *47%* *3%*	29 *35%* *100%*	29 *35%* *100%*	18 *31%* *62%*	11 *46%* *38%* X	12 *45%* *43%* X
Net: 3/2/1	**14** ***17%***	14 *17%* *100%*	14 *17%* *98%*	* *15%* *2%*	14 *17%* *100%*	14 *17%* *100%*	10 *17%* *73%*	4 *16%* *27%*	4 *15%* *29%*
Mean	**5.74**	5.74	5.75	5.30	5.74	5.74	5.78	5.64	5.71
Standard Deviation	**2.36**	2.36	2.37	-	2.36	2.36	2.48	2.11	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Total (Wtd)	**341**	154 *45%*	187 *55%*	27* *8%* *	64 *19%*	56 *17%*	69 *20%*	60 *17%*	64 *19%*	54 *16%*	165 *49%*	121 *36%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
10	**10** ***3%***	4 *3%* *42%*	6 *3%* *58%*	- - -	2 *3%* *17%*	2 *3%* *18%*	2 *3%* *22%*	3 *5%* *28%*	2 *2%* *15%*	* *1%* *3%*	5 *3%* *50%*	5 *4%* *47%* I
9	**11** ***3%***	6 *4%* *51%*	5 *3%* *49%*	1 *4%* *11%*	* *1%* *4%*	1 *2%* *8%*	1 *2%* *13%*	3 *4%* *24%* D	5 *7%* *41%* DEF	2 *3%* *14%*	4 *3%* *37%*	5 *5%* *49%*
8	**44** ***13%***	19 *13%* *44%*	25 *13%* *56%*	5 *18%* *11%*	6 *10%* *15%*	8 *15%* *19%*	10 *14%* *23%*	6 *11%* *14%*	8 *12%* *18%*	6 *12%* *14%*	19 *11%* *43%*	19 *15%* *43%*
7	**60** ***18%***	26 *17%* *44%*	34 *18%* *56%*	6 *21%* *9%*	11 *18%* *19%*	9 *16%* *15%*	13 *19%* *22%*	12 *19%* *19%*	9 *15%* *16%*	8 *14%* *13%*	32 *19%* *52%*	21 *17%* *35%*
6	**53** ***16%***	29 *19%* *55%* B	24 *13%* *45%*	3 *10%* *5%*	8 *13%* *16%*	10 *18%* *19%*	12 *17%* *22%*	9 *15%* *17%*	11 *17%* *21%*	9 *16%* *16%*	24 *15%* *46%*	20 *17%* *38%*
5	**63** ***19%***	29 *19%* *45%*	35 *19%* *55%*	7 *25%* *11%*	13 *21%* *21%*	8 *15%* *13%*	13 *19%* *21%*	11 *19%* *17%*	10 *16%* *16%*	11 *20%* *17%*	36 *22%* *56%* K	17 *14%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 223

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
4	**33** ***10%***	13 *9%* *39%*	20 *11%* *61%*	2 *7%* *5%*	9 *14%* *26%*	5 *9%* *14%*	7 *10%* *20%*	4 *7%* *13%*	7 *11%* *21%*	6 *10%* *17%*	16 *9%* *47%*	12 *10%* *37%*
3	**19** ***6%***	9 *6%* *46%*	10 *6%* *54%*	1 *4%* *6%*	4 *6%* *20%*	4 *8%* *23%*	3 *5%* *17%*	4 *6%* *19%*	3 *5%* *15%*	5 *9%* *24%*	9 *5%* *47%*	6 *5%* *29%*
2	**9** ***3%***	3 *2%* *38%*	6 *3%* *62%*	* *1%* *4%*	3 *5%* *36%* F	1 *2%* *10%*	1 *1%* *7%*	2 *4%* *27%* F	1 *2%* *16%*	2 *3%* *18%*	6 *3%* *61%*	2 *2%* *21%*
1	**11** ***3%***	6 *4%* *52%*	5 *3%* *48%*	2 *6%* *16%*	2 *3%* *17%*	2 *3%* *14%*	2 *3%* *21%*	1 *2%* *12%*	2 *3%* *20%*	1 *2%* *12%*	4 *2%* *38%*	5 *4%* *50%*
Don't know	**26** ***8%***	9 *6%* *36%*	17 *9%* *64%*	1 *4%* *4%*	5 *8%* *19%*	6 *11%* *23%*	4 *6%* *17%*	4 *7%* *16%*	6 *9%* *22%*	5 *10%* *21%*	12 *7%* *45%*	9 *7%* *35%*
Net: 10/9/8/7	**126** ***37%***	56 *36%* *44%*	70 *37%* *56%*	12 *43%* *9%*	20 *31%* *16%*	20 *35%* *16%*	27 *39%* *21%*	24 *40%* *19%*	23 *37%* *19%*	16 *29%* *13%*	60 *36%* *48%*	50 *41%* *40%* I
Net: 10/9	**22** ***6%***	10 *7%* *47%*	12 *6%* *53%*	1 *4%* *5%*	2 *3%* *10%*	3 *5%* *13%*	4 *5%* *17%*	6 *9%* *26%* D	6 *10%* *29%* D	2 *4%* *9%*	9 *6%* *43%*	10 *9%* *48%* I

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 223

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
Net: 6/5/4	**150** ***44%***	71 *46%* *47%*	79 *42%* *53%*	11 *41%* *8%*	30 *47%* *20%*	24 *42%* *16%*	32 *46%* *21%*	25 *41%* *16%*	28 *44%* *19%*	25 *47%* *17%*	75 *46%* *50%*	49 *41%* *33%*
Net: 3/2/1	**39** ***11%***	18 *12%* *46%*	21 *11%* *54%*	3 *12%* *8%*	9 *14%* *23%*	7 *12%* *18%*	6 *9%* *16%*	7 *12%* *19%*	6 *10%* *17%*	7 *14%* *19%*	19 *11%* *48%*	13 *11%* *33%*
Mean	**5.83**	5.84	5.82	5.82	5.47	5.86	5.95 D	5.94 D	5.94 D	5.53	5.78	6.02 I
Standard Deviation	**2.02**	2.01	2.03	2.07	1.99	2.01	1.93	2.10	2.08	1.91	1.96	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 223

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Total (Wtd)	**341**	341 *100%*	337 *99%*	3** *1%* **	48 *14%*	288 *85%*	292 *86%*	202 *59%*	89 *26%*	100 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
10	**10** ***3%***	10 *3%* *100%*	10 *3%* *94%*	1 *18%* *6%*	1 *2%* *9%*	9 *3%* *91%*	9 *3%* *91%*	7 *3%* *67%*	2 *3%* *24%*	4 *4%* *36%*
9	**11** ***3%***	11 *3%* *100%*	11 *3%* *100%*	- - -	1 *2%* *7%*	10 *3%* *86%*	11 *4%* *93%*	7 *4%* *66%*	3 *4%* *28%*	3 *3%* *28%*
8	**44** ***13%***	44 *13%* *100%*	44 *13%* *99%*	* *11%* *1%*	7 *14%* *16%*	37 *13%* *84%*	37 *13%* *84%*	25 *12%* *57%*	12 *13%* *27%*	13 *13%* *30%*
7	**60** ***18%***	60 *18%* *100%*	60 *18%* *100%*	* * *	6 *12%* *10%*	54 *19%* *89%*	54 *19%* *90%*	40 *20%* *66%* U	14 *16%* *24%*	16 *16%* *27%*
6	**53** ***16%***	53 *16%* *100%*	52 *16%* *99%*	1 *17%* *1%*	10 *21%* *19%*	42 *15%* *79%*	42 *15%* *80%*	29 *14%* *55%*	13 *15%* *25%*	13 *13%* *25%*
5	**63** ***19%***	63 *19%* *100%*	62 *18%* *98%*	1 *33%* *2%*	8 *17%* *13%*	55 *19%* *87%*	55 *19%* *87%*	37 *18%* *59%*	18 *20%* *28%*	20 *21%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 223

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 100%	953 98%	14 1%	141 14%	823 84%	833 85%	577 59%	255 26%	284 29%
Effective Total	**890**	890	880	10	129	752	760	528	232	257
4	**33** **10%**	33 10% 100%	33 10% 100%	- - -	6 12% 18%	27 9% 81%	27 9% 82%	19 9% 57%	8 9% 25%	10 10% 30%
3	**19** **6%**	19 6% 100%	19 6% 100%	* * *	1 2% 6%	18 6% 94%	18 6% 94%	12 6% 64%	5 6% 29%	6 6% 32%
2	**9** **3%**	9 3% 100%	9 3% 97%	* 7% 3%	* * 3%	9 3% 97%	9 3% 97%	6 3% 61%	3 4% 36%	3 3% 36%
1	**11** **3%**	11 3% 100%	11 3% 100%	- - -	3 6% 26% YZ	8 3% 70%	8 3% 74%	7 3% 61%	1 2% 13%	2 2% 18%
Don't know	**26** **8%**	26 8% 100%	26 8% 98%	* 14% 2%	6 11% 21%	20 7% 78%	21 7% 79%	13 6% 50%	8 8% 29%	8 8% 31%
Net: 10/9/8/7	**126** **37%**	126 37% 100%	125 37% 99%	1 29% 1%	14 30% 11%	110 38% 87%	111 38% 89%	80 39% 63% U	32 36% 25%	36 36% 29%
Net: 10/9	**22** **6%**	22 6% 100%	21 6% 97%	1 18% 3%	2 3% 8%	19 7% 88%	20 7% 92%	14 7% 66%	6 6% 26%	7 7% 31%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 223

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
Net: 6/5/4	**150** ***44%***	150 *44%* *100%*	148 *44%* *99%*	2 *50%* *1%*	24 *50%* *16%*	124 *43%* *83%*	125 *43%* *84%*	85 *42%* *57%*	40 *44%* *27%*	44 *44%* *29%*
Net: 3/2/1	**39** ***11%***	39 *11%* *100%*	39 *11%* *99%*	* *7%* *1%*	4 *9%* *11%*	34 *12%* *88%*	35 *12%* *89%*	24 *12%* *63%*	10 *11%* *26%*	11 *11%* *29%*
Mean	**5.83**	5.83	5.82	6.37	5.70	5.85	5.85	5.86	5.83	5.84
Standard Deviation	**2.02**	2.02	2.01	2.85	2.00	2.02	2.02	2.05	1.97	2.03

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 224

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Total (Wtd)	**168**	78 *46%*	90 *54%*	14** *8%* **	29* *17%* *	27* *16%* *	37 *22%*	31* *18%* *	31* *19%* *	29* *17%* *	79 *47%*	60 *36%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
10	**30** ***18%***	14 *18%* *47%*	16 *18%* *53%*	1 *6%* *3%*	6 *20%* *19%*	3 *12%* *11%*	7 *20%* *25%*	6 *21%* *21%*	6 *20%* *21%*	4 *14%* *14%*	14 *17%* *45%*	12 *20%* *41%*
9	**19** ***11%***	9 *11%* *44%*	11 *12%* *56%*	2 *16%* *11%*	4 *12%* *19%*	3 *11%* *16%*	4 *10%* *18%*	4 *13%* *21%*	3 *9%* *15%*	3 *12%* *18%*	8 *11%* *44%*	7 *12%* *38%*
8	**42** ***25%***	18 *23%* *43%*	24 *26%* *57%*	4 *26%* *8%*	7 *23%* *16%*	6 *22%* *14%*	11 *30%* *27%*	7 *23%* *17%*	7 *24%* *18%*	8 *27%* *19%*	20 *26%* *49%*	14 *23%* *33%*
7	**25** ***15%***	15 *19%* *59%* B	10 *11%* *41%*	3 *19%* *11%*	4 *12%* *15%*	5 *18%* *19%*	6 *16%* *24%*	5 *17%* *21%*	3 *9%* *12%*	4 *15%* *18%*	14 *17%* *54%*	7 *12%* *29%*
6	**17** ***10%***	9 *11%* *52%*	8 *9%* *48%*	2 *13%* *11%*	3 *10%* *17%*	4 *15%* *23%*	2 *7%* *14%*	3 *8%* *15%*	3 *11%* *20%*	4 *14%* *24%*	7 *9%* *41%*	6 *10%* *36%*
5	**17** ***10%***	7 *9%* *41%*	10 *11%* *59%*	1 *6%* *5%*	5 *16%* *27%* F	3 *9%* *15%*	2 *5%* *12%*	3 *11%* *20%*	4 *12%* *22%*	2 *9%* *15%*	9 *11%* *53%*	5 *9%* *32%*

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
4	**2** ***1%***	* * *16%*	1 *2%* *84%*	- - -	- - -	* * *	1 *2%* *46%*	* *1%* *16%*	1 *2%* *39%*	- - -	1 *1%* *48%*	1 *2%* *52%*
3	**3** ***2%***	2 *2%* *48%*	2 *2%* *52%*	* *3%* *11%*	- - -	1 *5%* *40%*	1 *3%* *29%*	* *1%* *8%*	* *1%* *12%*	* *1%* *10%*	2 *2%* *47%*	1 *2%* *42%*
2	**1** ***1%***	1 *1%* *73%*	* * *27%*	- - -	* *1%* *21%*	* * *	1 *2%* *56%*	* *1%* *23%*	- - -	* *2%* *44%*	1 *1%* *56%*	- - -
1	**5** ***3%***	3 *4%* *57%*	2 *2%* *43%*	1 *9%* *24%*	* *1%* *8%*	* *1%* *6%*	1 *4%* *25%*	* *1%* *8%*	2 *5%* *29%*	1 *3%* *17%*	1 *2%* *27%*	3 *5%* *56%*
Don't know	**7** ***4%***	1 *1%* *15%*	6 *6%* *85%* A	* *3%* *6%*	1 *5%* *21%*	2 *7%* *27%*	1 *2%* *9%*	1 *2%* *8%*	2 *6%* *29%*	1 *3%* *14%*	3 *4%* *44%*	3 *5%* *42%*
Net: 10/9/8/7	**116** ***69%***	56 *71%* *48%*	61 *67%* *52%*	9 *66%* *8%*	20 *68%* *17%*	17 *63%* *14%*	28 *76%* *24%* H	23 *75%* *20%*	20 *63%* *17%*	20 *68%* *17%*	56 *71%* *48%*	40 *67%* *35%*
Net: 10/9	**49** ***29%***	23 *29%* *46%*	27 *30%* *54%*	3 *21%* *6%*	9 *32%* *19%*	6 *24%* *13%*	11 *30%* *22%*	10 *34%* *21%*	9 *29%* *19%*	8 *26%* *15%*	22 *28%* *45%*	20 *33%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 224

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
Net: 6/5/4	**36** ***21%***	16 *21%* *45%*	20 *22%* *55%*	3 *19%* *7%*	7 *25%* *21%*	6 *24%* *18%*	5 *14%* *15%*	6 *20%* *18%*	8 *25%* *22%*	6 *22%* *18%*	17 *21%* *47%*	12 *21%* *35%*
Net: 3/2/1	**10** ***6%***	5 *7%* *56%*	4 *5%* *44%*	2 *12%* *17%*	1 *2%* *7%*	2 *6%* *17%*	3 *8%* *30%*	1 *3%* *10%*	2 *6%* *20%*	2 *6%* *18%*	4 *5%* *37%*	4 *7%* *45%*
Mean	**7.39**	7.32	7.46	6.82	7.56	7.22	7.47	7.65	7.29	7.31	7.43	7.39
Standard Deviation	**2.14**	2.19	2.10	2.47	1.99	1.97	2.26	1.96	2.37	2.11	2.01	2.34

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 224

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample A in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Total (Wtd)	**168**	168 *100%*	166 *99%*	2** *1%* ****	20* *12%* ***	145 *86%*	147 *87%*	98 *59%*	48 *29%*	53 *31%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
10	**30** ***18%***	30 *18%* *100%*	29 *18%* *98%*	1 *29%* *2%*	3 *17%* *12%*	25 *18%* *85%*	26 *18%* *86%*	18 *19%* *61%*	8 *16%* *25%*	9 *18%* *31%*
9	**19** ***11%***	19 *11%* *100%*	19 *12%* *100%*	- - -	2 *10%* *10%*	17 *12%* *90%*	17 *12%* *90%*	11 *11%* *56%*	6 *13%* *33%*	7 *13%* *37%*
8	**42** ***25%***	42 *25%* *100%*	41 *25%* *99%*	* *20%* *1%*	5 *27%* *13%*	36 *25%* *85%*	36 *25%* *87%*	24 *25%* *58%*	12 *24%* *28%*	12 *23%* *29%*
7	**25** ***15%***	25 *15%* *100%*	25 *15%* *99%*	* *13%* *1%*	3 *14%* *11%*	22 *15%* *87%*	22 *15%* *89%*	16 *16%* *64%*	6 *13%* *25%*	8 *14%* *30%*
6	**17** ***10%***	17 *10%* *100%*	17 *10%* *98%*	* *13%* *2%*	3 *14%* *16%*	14 *10%* *84%*	14 *10%* *84%*	9 *9%* *51%*	5 *11%* *32%*	5 *10%* *32%*
5	**17** ***10%***	17 *10%* *100%*	17 *10%* *100%*	- - -	1 *4%* *5%*	16 *11%* *94%*	16 *11%* *94%*	11 *11%* *65%*	5 *10%* *28%*	5 *9%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 224

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 100%	472 97%	10 2%	61 13%	420 86%	425 87%	282 58%	142 29%	155 32%
Effective Total	**441**	441	434	7	55	380	385	255	129	139
4	**2** **1%**	2 1% 100%	2 1% 100%	- - -	* * *	2 1% 100%	2 1% 100%	1 1% 59%	1 1% 41%	1 1% 41%
3	**3** **2%**	3 2% 100%	3 2% 100%	- - -	- - -	3 2% 100%	3 2% 100%	2 2% 67%	1 2% 33%	1 2% 33%
2	**1** **1%**	1 1% 100%	1 1% 79%	* 11% 21%	* * *	1 1% 100%	1 1% 100%	* * 21%	1 2% 79%	1 2% 79%
1	**5** **3%**	5 3% 100%	5 3% 100%	- - -	2 9% 34% VWXY Z	3 2% 58%	3 2% 66%	2 2% 47%	1 2% 19%	1 2% 19%
Don't know	**7** **4%**	7 4% 100%	6 4% 96%	* 13% 4%	1 6% 18%	5 4% 82%	5 4% 82%	3 3% 49%	2 5% 33%	2 5% 37%
Net: 10/9/8/7	**116** **69%**	116 69% 100%	115 69% 99%	1 62% 1%	14 68% 12%	100 69% 86%	102 69% 88%	69 71% 60%	32 66% 28%	36 69% 31%
Net: 10/9	**49** **29%**	49 29% 100%	49 29% 99%	1 29% 1%	5 27% 11%	43 29% 87%	43 29% 87%	29 30% 59%	14 29% 28%	16 31% 33%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 224

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Importance Rating ****

Base : All in sample A in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
Net: 6/5/4	**36** ***21%***	36 *21%* *100%*	35 *21%* *99%*	* *13%* *1%*	4 *18%* *10%*	32 *22%* *89%*	32 *22%* *89%*	21 *21%* *58%*	11 *23%* *31%*	11 *21%* *31%*
Net: 3/2/1	**10** ***6%***	10 *6%* *100%*	9 *6%* *98%*	* *11%* *2%*	2 *9%* *18%*	8 *5%* *77%*	8 *5%* *82%*	5 *5%* *51%*	3 *6%* *31%*	3 *6%* *31%*
Mean	**7.39**	7.39	7.39	7.42	7.25	7.41	7.40	7.44	7.32	7.44
Standard Deviation	**2.14**	2.14	2.13	-	2.51	2.07	2.09	2.07	2.15	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 225

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**27** ***15%***	12 *16%* *46%*	14 *15%* *54%*	1 *6%* *3%*	5 *13%* *18%*	5 *16%* *18%*	6 *18%* *22%*	7 *22%* *24%*	4 *12%* *15%*	4 *16%* *15%*	10 *12%* *39%*	12 *20%* *46%* J
9	**15** ***8%***	7 *9%* *49%*	7 *8%* *51%*	1 *6%* *5%*	1 *3%* *8%*	3 *11%* *22%*	3 *8%* *18%*	4 *12%* *24%* D	3 *10%* *23%*	2 *9%* *15%*	7 *8%* *46%*	6 *9%* *38%*
8	**42** ***24%***	17 *22%* *41%*	25 *26%* *59%*	3 *19%* *6%*	9 *26%* *22%*	6 *21%* *15%*	8 *25%* *19%*	8 *29%* *20%*	7 *22%* *17%*	5 *20%* *12%*	24 *28%* *57%*	13 *21%* *31%*
7	**23** ***13%***	8 *11%* *35%*	15 *16%* *65%*	3 *22%* *13%*	3 *9%* *14%*	5 *17%* *22%*	4 *12%* *17%*	3 *9%* *11%*	5 *17%* *23%*	2 *9%* *9%*	11 *13%* *49%*	10 *16%* *42%*
6	**20** ***11%***	8 *10%* *39%*	12 *12%* *61%*	2 *11%* *8%*	4 *12%* *22%*	5 *15%* *23%* F	2 *6%* *9%*	3 *11%* *16%*	4 *13%* *21%*	2 *7%* *8%*	11 *12%* *55%*	7 *12%* *37%*
5	**22** ***13%***	10 *14%* *47%*	12 *12%* *53%*	2 *16%* *10%*	7 *20%* *32%* EG	2 *6%* *8%*	5 *15%* *22%*	3 *9%* *12%*	3 *11%* *16%*	5 *20%* *22%*	11 *12%* *48%*	7 *11%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 225

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**8** ***5%***	5 *6%* *55%*	4 *4%* *45%*	* *3%* *4%*	2 *7%* *28%*	1 *3%* *12%*	2 *6%* *25%*	1 *2%* *6%*	2 *6%* *24%*	2 *6%* *19%*	4 *4%* *45%*	3 *5%* *36%*
3	**4** ***2%***	1 *2%* *33%*	3 *3%* *67%*	1 *11%* *35%*	1 *2%* *19%*	* *2%* *12%*	1 *2%* *15%*	- - -	1 *3%* *20%*	* *1%* *7%*	2 *2%* *46%*	2 *3%* *47%*
2	**3** ***2%***	2 *3%* *62%*	1 *1%* *38%*	- - -	* *1%* *14%*	1 *3%* *28%*	2 *5%* *50%* G	- - -	* *1%* *8%*	1 *5%* *44%* JK	1 *1%* *39%*	1 *1%* *17%*
1	**6** ***3%***	3 *5%* *63%*	2 *2%* *37%*	1 *8%* *19%*	1 *2%* *14%*	1 *4%* *22%*	1 *3%* *18%*	1 *4%* *22%*	* *1%* *5%*	1 *3%* *11%*	4 *4%* *69%*	1 *2%* *20%*
Don't know	**4** ***2%***	2 *3%* *53%*	2 *2%* *47%*	- - -	2 *4%* *36%*	1 *2%* *14%*	- - -	1 *2%* *13%*	2 *5%* *37%* F	1 *4%* *23%*	2 *3%* *56%*	1 *1%* *20%*
Net: 10/9/8/7	**107** ***61%***	45 *58%* *42%*	62 *64%* *58%*	7 *52%* *7%*	19 *52%* *18%*	19 *65%* *18%*	21 *63%* *19%*	21 *72%* *20%* D	20 *61%* *19%*	13 *54%* *13%*	53 *60%* *49%*	41 *66%* *38%*
Net: 10/9	**41** ***24%***	19 *25%* *47%*	22 *22%* *53%*	2 *11%* *4%*	6 *17%* *14%*	8 *27%* *19%*	8 *26%* *20%*	10 *35%* *24%* D	7 *22%* *18%*	6 *25%* *15%*	17 *20%* *42%*	18 *29%* *43%* J

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 225

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**50** ***29%***	23 *30%* *45%*	27 *28%* *55%*	4 *30%* *8%*	14 *38%* *28%* G	7 *25%* *15%*	9 *27%* *18%*	6 *22%* *13%*	10 *30%* *19%*	8 *33%* *16%*	25 *29%* *50%*	17 *27%* *33%*
Net: 3/2/1	**13** ***7%***	7 *9%* *53%*	6 *6%* *47%*	2 *18%* *19%*	2 *6%* *16%*	3 *9%* *20%*	3 *10%* *25%*	1 *4%* *9%*	1 *4%* *11%*	2 *9%* *18%*	7 *8%* *54%*	4 *6%* *28%*
Mean	**6.98**	6.86	7.07	6.07	6.72	7.07	6.90	7.62 D F	7.08	6.73	6.86	7.24
Standard Deviation	**2.27**	2.45	2.12	2.43	2.19	2.35	2.48	2.19	2.02	2.53	2.26	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 225

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**27** ***15%***	27 *15%* *100%*	27 *15%* *100%*	- - -	2 *7%* *7%*	25 *17%* *93%* U	25 *17%* *93%* U	18 *17%* *67%* U	7 *17%* *26%* U	8 *17%* *30%* U
9	**15** ***8%***	15 *8%* *100%*	15 *8%* *100%*	- - -	3 *10%* *19%*	11 *8%* *78%*	12 *8%* *81%*	10 *9%* *66%*	2 *5%* *15%*	3 *7%* *22%*
8	**42** ***24%***	42 *24%* *100%*	42 *24%* *99%*	* *29%* *1%*	7 *24%* *16%*	35 *24%* *83%*	35 *24%* *84%*	24 *23%* *57%*	11 *27%* *27%*	12 *25%* *28%*
7	**23** ***13%***	23 *13%* *100%*	23 *14%* *100%*	- - -	5 *17%* *21%*	18 *12%* *76%*	19 *13%* *79%*	13 *13%* *57%*	5 *12%* *22%*	6 *13%* *26%*
6	**20** ***11%***	20 *11%* *100%*	20 *11%* *100%*	- - -	6 *20%* *30%* VWXZ	14 *10%* *70%*	14 *9%* *70%*	9 *9%* *48%*	4 *11%* *22%*	5 *10%* *24%*
5	**22** ***13%***	22 *13%* *100%*	22 *13%* *100%*	- - -	3 *10%* *13%*	19 *13%* *87%*	19 *13%* *87%*	13 *12%* *58%*	7 *16%* *29%*	8 *17%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 225

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**8** ***5%***	8 *5%* *100%*	8 *4%* *91%*	1 *55%* *9%*	2 *6%* *19%*	7 *5%* *81%*	7 *5%* *81%*	5 *5%* *63%*	2 *4%* *18%*	2 *3%* *18%*
3	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	* *2%* *12%*	3 *2%* *80%*	3 *2%* *80%*	3 *2%* *61%*	1 *2%* *19%*	1 *2%* *19%*
2	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *2%* *17%*	3 *2%* *83%*	3 *2%* *83%*	2 *2%* *52%*	1 *2%* *30%*	1 *2%* *30%*
1	**6** ***3%***	6 *3%* *100%*	6 *3%* *100%*	- - -	* *1%* *6%*	5 *4%* *94%*	5 *4%* *94%*	4 *4%* *72%*	1 *3%* *22%*	2 *4%* *35%*
Don't know	**4** ***2%***	4 *2%* *100%*	4 *2%* *95%*	* *16%* *5%*	* *2%* *11%*	4 *3%* *89%*	4 *3%* *89%*	3 *3%* *73%*	1 *2%* *17%*	1 *2%* *17%*
Net: 10/9/8/7	**107** ***61%***	107 *61%* *100%*	106 *62%* *100%*	* *29%* *	16 *57%* *15%*	89 *62%* *83%*	90 *62%* *85%*	65 *63%* *61%*	25 *61%* *24%*	29 *61%* *27%*
Net: 10/9	**41** ***24%***	41 *24%* *100%*	41 *24%* *100%*	- - -	5 *16%* *11%*	36 *25%* *88%*	37 *25%* *89%*	28 *27%* *67%*	9 *22%* *22%*	11 *23%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 225

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**50** ***29%***	50 *29%* *100%*	49 *29%* *99%*	1 *55%* *1%*	10 *36%* *20%*	40 *28%* *80%*	40 *27%* *80%*	27 *26%* *55%*	12 *30%* *25%*	14 *30%* *28%*
Net: 3/2/1	**13** ***7%***	13 *7%* *100%*	13 *7%* *100%*	- - -	1 *5%* *11%*	11 *8%* *87%*	11 *8%* *87%*	8 *8%* *64%*	3 *7%* *23%*	4 *8%* *29%*
Mean	**6.98**	6.98	6.99	5.39	6.82	7.01	7.02	7.04	6.97	6.94
Standard Deviation	**2.27**	2.27	2.27	-	1.91	2.34	2.33	2.36	2.28	2.35

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 226

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**28** ***16%***	13 *17%* *47%*	15 *15%* *53%*	1 *6%* *3%*	5 *14%* *19%*	5 *18%* *20%*	5 *16%* *19%*	7 *23%* *24%*	4 *13%* *15%*	4 *18%* *16%*	11 *13%* *41%*	12 *19%* *43%*
9	**15** ***9%***	6 *7%* *37%*	9 *10%* *63%*	1 *6%* *5%*	2 *5%* *13%*	3 *11%* *23%*	3 *8%* *17%*	4 *13%* *24%*	3 *8%* *18%*	2 *7%* *11%*	7 *8%* *46%*	6 *10%* *43%*
8	**36** ***20%***	15 *19%* *42%*	21 *21%* *58%*	4 *32%* *12%*	7 *19%* *20%*	6 *19%* *16%*	7 *21%* *20%*	5 *19%* *15%*	6 *19%* *17%*	4 *15%* *10%*	20 *23%* *57%*	12 *19%* *33%*
7	**27** ***16%***	10 *14%* *38%*	17 *17%* *62%*	3 *22%* *11%*	7 *19%* *25%*	4 *12%* *14%*	4 *12%* *14%*	3 *11%* *12%*	7 *21%* *25%*	3 *10%* *9%*	13 *15%* *50%*	11 *18%* *41%*
6	**20** ***12%***	8 *11%* *42%*	12 *12%* *58%*	2 *15%* *10%*	2 *5%* *9%*	6 *19%* *27%* DG	5 *15%* *25%* DG	2 *6%* *9%*	4 *12%* *20%*	2 *8%* *9%*	12 *14%* *61%*	6 *10%* *30%*
5	**22** ***13%***	11 *15%* *51%*	11 *11%* *49%*	2 *13%* *8%*	8 *21%* *35%* EG	1 *5%* *7%*	5 *14%* *22%* E	2 *8%* *11%*	4 *12%* *18%*	5 *18%* *21%*	10 *11%* *45%*	8 *12%* *35%*

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**9** ***5%***	4 *5%* *49%*	4 *4%* *51%*	* *3%* *4%*	2 *6%* *25%*	2 *6%* *21%*	2 *5%* *21%*	2 *8%* *26%* H	* *1%* *3%*	2 *9%* *25%*	4 *5%* *51%*	2 *3%* *24%*
3	**3** ***2%***	1 *2%* *46%*	2 *2%* *54%*	- - -	1 *3%* *38%*	1 *2%* *21%*	1 *2%* *20%*	- - -	1 *2%* *21%*	1 *6%* *44%* JK	1 *2%* *43%*	* *1%* *13%*
2	**3** ***2%***	2 *2%* *57%*	1 *1%* *43%*	- - -	1 *2%* *24%*	1 *3%* *27%*	1 *2%* *19%*	* *2%* *14%*	1 *2%* *17%*	1 *5%* *39%* J	1 *1%* *31%*	1 *2%* *30%*
1	**3** ***2%***	1 *2%* *53%*	1 *1%* *47%*	1 *5%* *24%*	- - -	* *1%* *12%*	- - -	2 *6%* *65%* DFH	- - -	- - -	2 *2%* *61%*	1 *2%* *39%*
Don't know	**9** ***5%***	4 *5%* *47%*	5 *5%* *53%*	- - -	2 *4%* *18%*	1 *4%* *14%*	1 *4%* *15%*	1 *5%* *16%*	3 *10%* *37%*	1 *5%* *14%*	5 *6%* *57%*	3 *4%* *29%*
Net: 10/9/8/7	**106** ***61%***	44 *57%* *42%*	62 *63%* *58%*	9 *65%* *8%*	21 *58%* *20%*	18 *61%* *17%*	19 *57%* *18%*	19 *66%* *18%*	20 *61%* *19%*	12 *50%* *12%*	52 *60%* *49%*	41 *67%* *39%* I
Net: 10/9	**43** ***25%***	19 *24%* *44%*	24 *25%* *56%*	2 *11%* *4%*	7 *20%* *17%*	9 *30%* *21%*	8 *24%* *18%*	11 *36%* *24%* DH	7 *21%* *16%*	6 *25%* *14%*	18 *21%* *42%*	18 *30%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 226

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**51** ***29%***	24 *31%* *47%*	27 *27%* *53%*	4 *30%* *8%*	12 *32%* *23%*	9 *29%* *17%*	12 *35%* *23%*	6 *22%* *13%*	8 *25%* *16%*	9 *34%* *17%*	26 *30%* *52%*	16 *25%* *31%*
Net: 3/2/1	**9** ***5%***	5 *6%* *52%*	4 *4%* *48%*	1 *5%* *7%*	2 *6%* *22%*	2 *6%* *20%*	1 *4%* *14%*	2 *8%* *24%*	1 *4%* *13%*	3 *11%* *29%* JK	4 *5%* *44%*	2 *4%* *27%*
Mean	**7.09**	6.98	7.18	6.83	6.83	7.22	7.08	7.27	7.22	6.63	7.04	7.35 I
Standard Deviation	**2.15**	2.26	2.06	1.98	2.12	2.23	2.07	2.63	1.88	2.50	2.06	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 226

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**28** ***16%***	28 *16%* *100%*	28 *16%* *100%*	- - -	2 *7%* *7%*	26 *18%* *92%* U	26 *18%* *93%* U	18 *18%* *66%* U	7 *18%* *27%* U	9 *19%* *32%* U
9	**15** ***9%***	15 *9%* *100%*	15 *9%* *100%*	- - -	3 *10%* *19%*	12 *8%* *78%*	12 *8%* *81%*	10 *10%* *69%*	2 *4%* *12%*	2 *5%* *16%*
8	**36** ***20%***	36 *20%* *100%*	35 *20%* *99%*	* *29%* *1%*	7 *26%* *21%*	28 *20%* *79%*	28 *19%* *79%*	18 *18%* *51%*	10 *24%* *28%*	11 *22%* *30%*
7	**27** ***16%***	27 *16%* *100%*	27 *16%* *99%*	* *26%* *1%*	5 *18%* *19%*	22 *15%* *79%*	22 *15%* *81%*	15 *15%* *56%*	7 *16%* *24%*	8 *16%* *28%*
6	**20** ***12%***	20 *12%* *100%*	20 *12%* *100%*	- - -	6 *19%* *27%* VWXZ	14 *10%* *71%*	15 *10%* *73%*	10 *10%* *52%*	4 *10%* *21%*	4 *9%* *21%*
5	**22** ***13%***	22 *13%* *100%*	21 *12%* *98%*	* *29%* *2%*	2 *8%* *10%*	20 *14%* *90%*	20 *13%* *90%*	14 *14%* *65%*	5 *13%* *24%*	7 *15%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 226

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**9** ***5%***	9 *5%* *100%*	9 *5%* *100%*	- - -	1 *5%* *15%*	7 *5%* *85%*	7 *5%* *85%*	5 *5%* *61%*	2 *5%* *24%*	3 *6%* *32%*
3	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	* *1%* *8%*	3 *2%* *82%*	3 *2%* *82%*	3 *2%* *82%*	- - -	- - -
2	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *2%* *17%*	3 *2%* *83%*	3 *2%* *83%*	1 *1%* *43%*	1 *3%* *40%*	1 *3%* *40%*
1	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	- - -	3 *2%* *100%*	3 *2%* *100%*	2 *2%* *70%*	1 *2%* *30%*	1 *2%* *30%*
Don't know	**9** ***5%***	9 *5%* *100%*	8 *5%* *98%*	* *16%* *2%*	1 *4%* *13%*	8 *5%* *87%*	8 *5%* *87%*	6 *5%* *66%*	2 *4%* *21%*	2 *4%* *21%*
Net: 10/9/8/7	**106** ***61%***	106 *61%* *100%*	105 *61%* *99%*	1 *56%* *1%*	17 *61%* *16%*	87 *61%* *82%*	88 *61%* *84%*	62 *60%* *59%*	26 *62%* *25%*	29 *62%* *28%*
Net: 10/9	**43** ***25%***	43 *25%* *100%*	43 *25%* *100%*	- - -	5 *17%* *11%*	37 *26%* *87%*	38 *26%* *89%*	29 *28%* *67%*	9 *22%* *22%*	11 *24%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 226

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Wales well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**51** ***29%***	51 *29%* *100%*	50 *29%* *99%*	* *29%* *1%*	9 *32%* *18%*	41 *29%* *81%*	41 *29%* *82%*	30 *29%* *59%*	12 *28%* *23%*	14 *30%* *28%*
Net: 3/2/1	**9** ***5%***	9 *5%* *100%*	9 *5%* *100%*	- - -	1 *3%* *9%*	8 *6%* *88%*	8 *5%* *88%*	6 *6%* *64%*	2 *5%* *24%*	2 *5%* *24%*
Mean	**7.09**	7.09	7.09	6.67	7.05	7.10	7.11	7.11	7.09	7.08
Standard Deviation	**2.15**	2.15	2.15	-	1.74	2.22	2.22	2.23	2.22	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 227

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel in Wales

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	357	596	222	97	201	84	53	237	975	488	491	491
Total (Wtd)	257	120	208	81	32	73	31	18	82	341	168	174	174
Effective Total	677	326	541	202	89	184	75	47	218	890	441	453	453
10	6 *2%*	2 *2%*	7 *3%*	1 *2%*	3 *11%*	2 *2%*	1 *3%*	* *2%*	4 *5%*	10 *3%*	30 *18%*	27 *15%*	28 *16%*
9	12 *5%*	3 *2%*	6 *3%*	3 *4%*	4 *12%*	1 *2%*	1 *3%*	* *1%*	3 *3%*	11 *3%*	19 *11%*	15 *8%*	15 *9%*
8	43 *17%*	17 *14%*	26 *12%*	7 *9%*	8 *26%*	5 *6%*	2 *7%*	2 *9%*	12 *15%*	44 *13%*	42 *25%*	42 *24%*	36 *20%*
7	48 *19%*	25 *21%*	38 *18%*	13 *16%*	5 *17%*	9 *13%*	4 *12%*	1 *4%*	11 *14%*	60 *18%*	25 *15%*	23 *13%*	27 *16%*
6	39 *15%*	20 *17%*	29 *14%*	9 *12%*	5 *17%*	9 *12%*	5 *17%*	3 *19%*	10 *12%*	53 *16%*	17 *10%*	20 *11%*	20 *12%*
5	38 *15%*	17 *15%*	35 *17%*	12 *15%*	2 *6%*	13 *18%*	3 *8%*	2 *10%*	12 *14%*	63 *19%*	17 *10%*	22 *13%*	22 *13%*
4	19 *8%*	9 *7%*	20 *10%*	7 *8%*	1 *4%*	5 *6%*	3 *8%*	1 *8%*	7 *9%*	33 *10%*	2 *1%*	8 *5%*	9 *5%*
3	14 *6%*	7 *6%*	10 *5%*	6 *8%*	1 *3%*	5 *6%*	2 *8%*	1 *5%*	5 *6%*	19 *6%*	3 *2%*	4 *2%*	3 *2%*
2	9 *3%*	4 *3%*	9 *4%*	4 *5%*	1 *3%*	6 *8%*	2 *6%*	1 *3%*	6 *7%*	9 *3%*	1 *1%*	3 *2%*	3 *2%*
1	7 *3%*	5 *4%*	7 *3%*	7 *9%*	- -	8 *11%*	3 *11%*	1 *7%*	3 *4%*	11 *3%*	5 *3%*	6 *3%*	3 *2%*
Don't know	21 *8%*	11 *9%*	20 *10%*	10 *12%*	1 *3%*	11 *15%*	6 *18%*	6 *31%*	9 *11%*	26 *8%*	7 *4%*	4 *2%*	9 *5%*
Net: 10/9/8/7	108 *42%*	47 *39%*	78 *37%*	25 *31%*	21 *65%*	17 *23%*	8 *25%*	3 *16%*	31 *37%*	126 *37%*	116 *69%*	107 *61%*	106 *61%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 227

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel in Wales

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	357	596	222	97	201	84	53	237	975	488	491	491
Effective Total	677	326	541	202	89	184	75	47	218	890	441	453	453
Net: 10/9	17 *7%*	5 *4%*	13 *6%*	5 *6%*	7 *23%*	3 *4%*	2 *6%*	1 *4%*	7 *8%*	22 *6%*	49 *29%*	41 *24%*	43 *25%*
Net: 6/5/4	97 *38%*	46 *38%*	85 *41%*	28 *35%*	8 *26%*	26 *36%*	10 *33%*	7 *37%*	29 *35%*	150 *44%*	36 *21%*	50 *29%*	51 *29%*
Net: 3/2/1	30 *12%*	16 *13%*	26 *13%*	18 *22%*	2 *5%*	19 *26%*	8 *24%*	3 *16%*	14 *17%*	39 *11%*	10 *6%*	13 *7%*	9 *5%*
Mean	6.00	5.82	5.79	5.22	7.19	4.84	5.04	5.18	5.74	5.83	7.39	6.98	7.09
Standard Deviation	2.05	2.05	2.10	2.37	1.93	2.42	2.54	2.39	2.36	2.02	2.14	2.27	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 228

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Total (Wtd)	**138**	66 *48%*	72 *52%*	18* *13%* *	33 *24%*	21 *16%*	28 *21%*	19 *14%*	17* *12%* *	26 *19%*	74 *54%*	38 *27%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
10	**7** ***5%***	4 *6%* *59%*	3 *4%* *41%*	1 *6%* *17%*	2 *5%* *24%*	1 *5%* *15%*	1 *4%* *17%*	1 *3%* *9%*	1 *7%* *18%*	2 *6%* *22%*	4 *6%* *62%*	1 *3%* *15%*
9	**9** ***7%***	4 *6%* *44%*	5 *7%* *56%*	1 *4%* *8%*	3 *10%* *36%*	1 *7%* *15%*	1 *5%* *16%*	1 *6%* *12%*	1 *7%* *13%*	2 *8%* *22%*	5 *7%* *55%*	2 *6%* *23%*
8	**20** ***14%***	11 *16%* *55%*	9 *12%* *45%*	3 *18%* *17%* E	5 *14%* *24%*	1 *7%* *7%*	5 *19%* *28%* E	3 *14%* *14%*	2 *11%* *10%*	4 *14%* *18%*	10 *14%* *52%*	6 *16%* *30%*
7	**26** ***19%***	14 *22%* *54%*	12 *17%* *46%*	2 *12%* *8%*	7 *20%* *25%*	5 *22%* *18%*	5 *19%* *21%*	4 *21%* *16%*	3 *19%* *12%*	5 *18%* *18%*	13 *18%* *51%*	8 *22%* *31%*
6	**24** ***18%***	13 *20%* *55%*	11 *15%* *45%*	4 *20%* *15%*	5 *15%* *20%*	4 *18%* *16%*	4 *16%* *18%*	3 *17%* *14%*	4 *23%* *16%*	6 *22%* *24%*	11 *15%* *47%*	7 *19%* *29%*
5	**24** ***17%***	8 *12%* *34%*	16 *22%* *66%* A	3 *19%* *14%*	6 *17%* *24%*	4 *17%* *16%*	5 *19%* *22%*	3 *17%* *14%*	2 *14%* *10%*	5 *19%* *21%*	13 *17%* *53%*	6 *16%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 228

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
4	**7** ***5%***	2 *4%* *34%*	5 *7%* *66%*	1 *6%* *17%*	2 *5%* *25%*	1 *4%* *12%*	1 *5%* *20%*	1 *4%* *12%*	1 *6%* *15%*	* *1%* *5%*	5 *7%* *74%* I	1 *4%* *21%*
3	**6** ***4%***	2 *4%* *44%*	3 *4%* *56%*	1 *4%* *14%*	1 *4%* *21%*	1 *4%* *16%*	2 *5%* *28%*	1 *5%* *16%*	* *2%* *6%*	1 *5%* *24%*	3 *5%* *60%*	1 *2%* *15%*
2	**4** ***3%***	2 *3%* *57%*	2 *2%* *43%*	1 *4%* *19%*	1 *2%* *23%*	1 *3%* *16%*	* *1%* *9%*	1 *4%* *20%*	1 *3%* *14%*	* *1%* *5%*	2 *3%* *55%*	1 *4%* *39%*
1	**4** ***3%***	2 *3%* *51%*	2 *3%* *49%*	* *2%* *10%*	2 *5%* *42%* F	1 *3%* *19%*	* *1%* *5%*	1 *4%* *19%*	* *1%* *4%*	* *1%* *8%*	3 *4%* *75%*	1 *2%* *17%*
Don't know	**8** ***6%***	3 *4%* *34%*	5 *7%* *66%*	1 *3%* *8%*	1 *4%* *18%*	2 *10%* *27%*	2 *6%* *21%*	1 *5%* *13%*	1 *6%* *13%*	1 *5%* *17%*	4 *5%* *48%*	3 *8%* *35%*
Net: 10/9/8/7	**62** ***45%***	33 *50%* *54%* B	29 *40%* *46%*	7 *41%* *12%*	16 *48%* *26%*	9 *40%* *14%*	13 *47%* *22%*	8 *44%* *14%*	8 *45%* *12%*	12 *45%* *19%*	33 *44%* *53%*	17 *46%* *28%*
Net: 10/9	**16** ***12%***	8 *12%* *50%*	8 *11%* *50%*	2 *10%* *12%*	5 *15%* *31%*	2 *11%* *15%*	3 *9%* *16%*	2 *9%* *11%*	2 *14%* *15%*	4 *13%* *22%*	9 *12%* *58%*	3 *8%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 228

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
Net: 6/5/4	**55** ***40%***	24 *36%* *43%*	31 *44%* *57%*	8 *46%* *15%*	12 *37%* *22%*	8 *40%* *15%*	11 *39%* *20%*	7 *38%* *13%*	7 *43%* *13%*	11 *43%* *20%*	29 *40%* *53%*	15 *39%* *27%*
Net: 3/2/1	**13** ***10%***	7 *10%* *50%*	7 *9%* *50%*	2 *10%* *14%*	4 *11%* *28%*	2 *10%* *17%*	2 *7%* *16%*	2 *12%* *18%*	1 *6%* *8%*	2 *7%* *14%*	8 *11%* *63%*	3 *8%* *23%*
Mean	**6.24**	6.40	6.09	6.16	6.26	6.10	6.39	6.05	6.45	6.47	6.14	6.29
Standard Deviation	**2.06**	2.08	2.04	2.14	2.23	2.12	1.87	2.14	2.00	1.89	2.19	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 228

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Total (Wtd)	**138**	138 *100%*	136 *99%*	1** *1%* **	26 *19%*	110 *80%*	112 *81%*	77 *56%*	35 *25%*	39 *28%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
10	**7** ***5%***	7 *5%* *100%*	7 *5%* *97%*	* *15%* *3%*	1 *4%* *17%*	6 *5%* *83%*	6 *5%* *83%*	5 *6%* *72%* YZ	1 *2%* *11%*	1 *2%* *11%*
9	**9** ***7%***	9 *7%* *100%*	9 *7%* *98%*	* *14%* *2%*	2 *8%* *24%*	7 *6%* *76%*	7 *6%* *76%*	5 *7%* *59%*	2 *4%* *17%*	2 *4%* *17%*
8	**20** ***14%***	20 *14%* *100%*	19 *14%* *99%*	* *11%* *1%*	4 *14%* *19%*	16 *14%* *81%*	16 *14%* *81%*	11 *15%* *57%*	5 *13%* *24%*	5 *13%* *25%*
7	**26** ***19%***	26 *19%* *100%*	26 *19%* *100%*	* * *	5 *20%* *20%*	20 *19%* *78%*	21 *19%* *80%*	13 *17%* *50%*	8 *22%* *30%*	9 *23%* *34%*
6	**24** ***18%***	24 *18%* *100%*	24 *18%* *100%*	- - -	4 *14%* *15%*	20 *18%* *83%*	21 *18%* *85%*	13 *17%* *52%*	8 *23%* *33%*	9 *22%* *35%*
5	**24** ***17%***	24 *17%* *100%*	23 *17%* *99%*	* *14%* *1%*	3 *12%* *14%*	20 *18%* *85%*	20 *18%* *86%*	13 *17%* *56%*	7 *20%* *30%*	8 *20%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 228

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
4	**7** ***5%***	7 *5%* *100%*	7 *5%* *98%*	* *10%* *2%*	2 *7%* *26%*	5 *5%* *74%*	5 *5%* *74%*	4 *5%* *56%*	1 *4%* *19%*	1 *4%* *21%*
3	**6** ***4%***	6 *4%* *100%*	5 *4%* *93%*	* *26%* *6%*	2 *6%* *30%* YZ	4 *4%* *70%*	4 *3%* *70%*	3 *4%* *57%*	1 *2%* *11%*	1 *2%* *11%*
2	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	1 *3%* *18%*	3 *3%* *78%*	3 *3%* *82%*	2 *3%* *64%*	1 *2%* *18%*	1 *4%* *37%*
1	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	* *1%* *7%*	4 *3%* *93%*	4 *3%* *93%*	3 *4%* *73%*	1 *2%* *21%*	1 *2%* *21%*
Don't know	**8** ***6%***	8 *6%* *100%*	8 *6%* *98%*	* *10%* *2%*	2 *9%* *31%*	6 *5%* *69%*	6 *5%* *69%*	4 *5%* *47%*	2 *5%* *22%*	2 *4%* *22%*
Net: 10/9/8/7	**62** ***45%***	62 *45%* *100%*	61 *45%* *99%*	1 *40%* *1%*	12 *47%* *20%*	49 *44%* *79%*	49 *44%* *80%*	35 *45%* *56%*	15 *42%* *24%*	16 *42%* *26%*
Net: 10/9	**16** ***12%***	16 *12%* *100%*	15 *11%* *97%*	* *29%* *3%*	3 *13%* *21%*	13 *11%* *79%* Z	13 *11%* *79%* Z	10 *13%* *65%* YZ	2 *7%* *14%*	2 *6%* *14%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
Net: 6/5/4	**55** ***40%***	55 *40%* *100%*	55 *40%* *99%*	* *24%* *1%*	9 *34%* *16%*	45 *41%* *82%*	46 *41%* *84%*	30 *39%* *54%*	16 *47%* *30%* U	18 *46%* *33%* U
Net: 3/2/1	**13** ***10%***	13 *10%* *100%*	13 *9%* *97%*	* *26%* *3%*	3 *10%* *20%*	10 *9%* *79%*	11 *9%* *80%*	8 *11%* *64%*	2 *6%* *16%*	3 *7%* *21%*
Mean	**6.24**	6.24	6.24	6.12	6.33	6.23	6.22	6.24	6.20	6.12
Standard Deviation	**2.06**	2.06	2.05	-	2.08	2.07	2.06	2.20	1.75	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 229

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Total (Wtd)	**57**	34 *59%*	23 *41%*	7** *12%* **	9* *16%* *	7* *13%* *	14* *25%* *	9* *16%* *	10* *18%* *	12* *21%* *	29 *51%*	16* *27%* *
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
10	**2** ***3%***	1 *2%* *46%*	1 *4%* *54%*	* *3%* *14%*	* *5%* *29%*	- - -	* *1%* *11%*	* *3%* *19%*	* *4%* *26%*	1 *5%* *35%*	1 *3%* *48%*	* *2%* *17%*
9	**3** ***5%***	1 *2%* *29%*	2 *8%* *71%* A	1 *11%* *29%*	* *3%* *9%*	* *2%* *7%*	1 *7%* *37%*	* *5%* *17%*	- - -	1 *7%* *33%*	1 *3%* *31%*	1 *6%* *36%*
8	**7** ***11%***	4 *11%* *58%*	3 *12%* *42%*	1 *10%* *11%*	2 *21%* *29%*	* *6%* *6%*	1 *9%* *19%*	1 *6%* *9%*	2 *17%* *26%*	1 *8%* *16%*	4 *13%* *58%*	2 *11%* *26%*
7	**9** ***16%***	7 *19%* *73%*	2 *10%* *27%*	1 *16%* *13%*	2 *19%* *20%*	1 *17%* *13%*	2 *16%* *25%*	2 *20%* *21%*	1 *7%* *8%*	2 *14%* *19%*	5 *16%* *52%*	3 *17%* *30%*
6	**10** ***18%***	7 *21%* *70%*	3 *13%* *30%*	1 *10%* *7%*	2 *20%* *18%*	1 *16%* *11%*	3 *19%* *27%*	2 *19%* *17%*	2 *20%* *20%*	2 *14%* *17%*	6 *20%* *58%*	3 *16%* *25%*
5	**12** ***21%***	6 *18%* *51%*	6 *25%* *49%*	2 *25%* *15%*	2 *20%* *16%*	3 *36%* *22%* GH	3 *20%* *25%*	1 *12%* *9%*	2 *15%* *13%*	3 *27%* *27%*	7 *22%* *56%*	2 *13%* *17%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 229

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
4	**3** ***4%***	2 *5%* *63%*	1 *4%* *37%*	1 *7%* *20%*	* *3%* *10%*	- - -	* *3%* *20%*	1 *8%* *28%*	1 *6%* *23%*	1 *5%* *26%*	1 *4%* *42%*	1 *5%* *32%*
3	**2** ***4%***	1 *4%* *54%*	1 *5%* *46%*	1 *9%* *25%*	* *3%* *10%*	* *3%* *8%*	1 *6%* *37%*	* *5%* *19%*	* * *	* *2%* *8%*	2 *5%* *64%*	1 *4%* *28%*
2	**1** ***3%***	1 *4%* *79%*	* *1%* *21%*	* *3%* *16%*	* *4%* *24%*	- - -	* *2%* *22%*	* *2%* *10%*	* *4%* *28%*	- - -	1 *2%* *36%*	1 *6%* *64%*
1	**2** ***4%***	1 *4%* *61%*	1 *4%* *39%*	- - -	- - -	* *3%* *9%*	1 *4%* *26%*	1 *8%* *33%*	1 *7%* *32%*	1 *5%* *26%*	1 *3%* *40%*	1 *5%* *35%*
Don't know	**7** ***12%***	3 *10%* *50%*	3 *14%* *50%*	* *3%* *4%*	* *2%* *3%*	1 *17%* *19%* D	2 *12%* *26%*	1 *13%* *18%*	2 *20%* *31%* D	2 *14%* *25%*	3 *9%* *41%*	2 *15%* *35%*
Net: 10/9/8/7	**20** ***35%***	12 *35%* *60%*	8 *34%* *40%*	3 *42%* *14%*	4 *48%* *22%* E	2 *25%* *9%*	5 *33%* *24%*	3 *34%* *16%*	3 *28%* *14%*	4 *34%* *21%*	10 *34%* *51%*	6 *36%* *28%*
Net: 10/9	**4** ***7%***	1 *4%* *35%*	3 *12%* *65%* A	1 *15%* *24%*	1 *8%* *17%*	* *2%* *4%*	1 *8%* *27%*	1 *8%* *18%*	* *4%* *10%*	1 *12%* *34%*	2 *5%* *37%*	1 *8%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 229

Absolutes/col/row percents

9 Jul 2009

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**** It portrays Northern Ireland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
Net: 6/5/4	**25** ***43%***	15 *44%* *60%*	10 *42%* *40%*	3 *43%* *12%*	4 *43%* *16%*	4 *53%* *16%*	6 *43%* *25%*	4 *38%* *15%*	4 *41%* *17%*	6 *46%* *23%*	14 *46%* *55%*	5 *34%* *22%*
Net: 3/2/1	**6** ***11%***	4 *11%* *63%*	2 *10%* *37%*	1 *12%* *14%*	1 *7%* *10%*	* *5%* *7%*	2 *12%* *29%*	1 *14%* *22%*	1 *11%* *18%*	1 *6%* *13%*	3 *10%* *48%*	2 *15%* *39%*
Mean	**5.91**	5.83	6.03	6.05	6.41	5.73	5.82	5.69	5.74	6.07	5.93	5.76
Standard Deviation	**2.04**	1.98	2.18	2.21	1.90	1.63	2.09	2.40	2.42	2.16	1.92	2.33

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 229

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Total (Wtd)	**57**	57 *100%*	56 *99%*	1** *1%* **	10* *18%* *	46 *81%*	47 *82%*	29 *50%*	18* *32%* *	20* *35%* *
Effective Total	**258**	258	255	3	44	208	214	130	83	90
10	**2** ***3%***	2 *3%* *100%*	2 *3%* *100%*	- - -	- - -	2 *3%* *100%*	2 *3%* *100%*	1 *5%* *85%*	* *1%* *15%*	* *1%* *15%*
9	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	1 *7%* *25%*	2 *4%* *75%*	2 *4%* *75%*	2 *5%* *58%*	* *2%* *17%*	* *2%* *17%*
8	**7** ***11%***	7 *11%* *100%*	6 *11%* *98%*	* *19%* *2%*	1 *8%* *12%*	6 *12%* *88%*	6 *12%* *88%*	4 *14%* *60%*	2 *10%* *28%*	2 *9%* *28%*
7	**9** ***16%***	9 *16%* *100%*	9 *16%* *99%*	* *16%* *1%*	1 *11%* *12%*	8 *16%* *84%*	8 *17%* *88%*	5 *17%* *54%*	3 *16%* *34%*	3 *15%* *34%*
6	**10** ***18%***	10 *18%* *100%*	10 *18%* *100%*	- - -	2 *22%* *21%*	8 *17%* *77%*	8 *17%* *79%*	4 *14%* *39%*	4 *22%* *40%*	4 *22%* *43%*
5	**12** ***21%***	12 *21%* *100%*	11 *20%* *97%*	* *48%* *3%*	1 *10%* *8%*	10 *23%* *89%* U	11 *23%* *92%* U	6 *21%* *50%*	5 *27%* *42%* U	5 *27%* *45%* U

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 229

Absolutes/col/row percents

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Q6b(c) Channel-specific ratings
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Base : Regular viewers of BBC2 in Northern Ireland

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		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Effective Total	**258**	258	255	3	44	208	214	130	83	90
4	**3** ***4%***	3 *4%* *100%*	2 *4%* *95%*	* *17%* *5%*	* *3%* *13%*	2 *5%* *87%*	2 *5%* *87%*	1 *5%* *58%*	1 *4%* *29%*	1 *4%* *34%*
3	**2** ***4%***	2 *4%* *100%*	2 *4%* *100%*	- - -	1 *10%* *43%* VWY	1 *3%* *57%*	1 *3%* *57%*	1 *3%* *41%*	* *2%* *16%*	1 *3%* *22%*
2	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	1 *6%* *42%*	1 *2%* *48%*	1 *2%* *58%*	1 *2%* *48%*	* *1%* *10%*	* *2%* *32%*
1	**2** ***4%***	2 *4%* *100%*	2 *4%* *100%*	- - -	* *4%* *19%*	2 *4%* *81%*	2 *4%* *81%*	1 *4%* *50%*	1 *4%* *31%*	1 *3%* *31%*
Don't know	**7** ***12%***	7 *12%* *100%*	7 *12%* *100%*	- - -	2 *20%* *30%*	5 *10%* *70%*	5 *10%* *70%*	3 *9%* *40%*	2 *11%* *30%*	2 *10%* *30%*
Net: 10/9/8/7	**20** ***35%***	20 *35%* *100%*	19 *35%* *99%*	* *35%* *1%*	3 *25%* *13%*	17 *37%* *85%*	17 *37%* *87%*	12 *41%* *59%* Z	6 *30%* *28%*	6 *28%* *28%*
Net: 10/9	**4** ***7%***	4 *7%* *100%*	4 *8%* *100%*	- - -	1 *7%* *16%*	4 *8%* *84%*	4 *8%* *84%*	3 *10%* *69%*	1 *4%* *16%*	1 *3%* *16%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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**** It portrays Northern Ireland well to the rest of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Effective Total	**258**	258	255	3	44	208	214	130	83	90
Net: 6/5/4	**25** ***43%***	25 *43%* *100%*	24 *43%* *98%*	1 *65%* *2%*	3 *35%* *14%*	20 *45%* *84%*	21 *45%* *86%*	11 *40%* *46%*	10 *53%* *40%*	11 *53%* *43%* UX
Net: 3/2/1	**6** ***11%***	6 *11%* *100%*	6 *11%* *100%*	- - -	2 *21%* *34%* VWYZ	4 *8%* *63%*	4 *8%* *66%*	3 *10%* *46%*	1 *6%* *20%*	2 *8%* *28%*
Mean	**5.91**	5.91	5.91	5.72	5.42	6.02	6.00	6.10	5.84	5.72
Standard Deviation	**2.04**	2.04	2.05	-	2.36	2.00	1.99	2.16	1.77	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 230

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Total (Wtd)	**115**	53 *46%*	61 *54%*	15* *13%* *	28 *24%*	22* *19%* *	25 *22%*	13* *11%* *	12* *11%* *	19* *17%* *	61 *53%*	35 *30%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
10	**3** ***3%***	1 *3%* *42%*	2 *3%* *58%*	- - -	2 *5%* *43%*	1 *3%* *17%*	* *1%* *6%*	* *3%* *11%*	1 *6%* *23%* F	1 *3%* *18%*	2 *3%* *51%*	1 *3%* *31%*
9	**6** ***5%***	3 *5%* *45%*	3 *5%* *55%*	1 *5%* *13%*	2 *8%* *36%*	1 *4%* *14%*	1 *5%* *22%*	1 *5%* *10%*	* *2%* *4%*	1 *5%* *15%*	2 *3%* *34%*	3 *9%* *51%* J
8	**17** ***15%***	10 *18%* *57%* B	7 *12%* *43%*	2 *13%* *11%*	4 *15%* *25%*	2 *11%* *14%*	5 *19%* *28%*	2 *13%* *10%*	2 *16%* *12%*	2 *13%* *15%*	9 *15%* *53%*	6 *16%* *33%*
7	**21** ***19%***	11 *20%* *51%*	11 *17%* *49%*	2 *15%* *10%*	5 *17%* *23%*	5 *23%* *23%*	5 *19%* *22%*	2 *13%* *8%*	3 *24%* *14%*	3 *14%* *13%*	13 *20%* *59%*	6 *17%* *28%*
6	**20** ***17%***	10 *19%* *53%*	9 *15%* *47%*	3 *20%* *15%*	4 *15%* *21%*	3 *16%* *18%*	4 *16%* *21%*	3 *26%* *17%*	2 *14%* *9%*	4 *23%* *23%* J	9 *14%* *45%*	6 *19%* *33%*
5	**20** ***17%***	7 *14%* *37%*	12 *20%* *63%*	3 *24%* *18%*	4 *15%* *22%*	4 *17%* *19%*	4 *16%* *21%*	1 *11%* *7%*	3 *21%* *13%*	3 *17%* *16%*	11 *18%* *57%*	5 *15%* *27%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
4	**8** ***7%***	3 *6%* *39%*	5 *8%* *61%*	1 *6%* *11%*	2 *8%* *28%*	1 *5%* *13%*	3 *10%* *30%*	1 *7%* *11%*	1 *5%* *7%*	1 *7%* *15%*	5 *8%* *58%*	2 *7%* *27%*
3	**7** ***6%***	3 *5%* *43%*	4 *6%* *57%*	* *2%* *4%*	2 *5%* *23%*	1 *5%* *16%*	2 *8%* *31%*	1 *10%* *20%* C	* *4%* *7%*	2 *10%* *30%* J	3 *5%* *44%*	2 *5%* *26%*
2	**3** ***3%***	2 *3%* *44%*	2 *3%* *56%*	1 *7%* *31%*	1 *3%* *20%*	* *2%* *11%*	* *1%* *11%*	1 *5%* *18%*	* *2%* *8%*	* *2%* *13%*	2 *4%* *68%*	1 *2%* *18%*
1	**3** ***2%***	1 *3%* *48%*	1 *2%* *52%*	1 *6%* *30%* F	1 *3%* *32%*	1 *4%* *32%* F	- - -	* *1%* *6%*	- - -	* *1%* *6%*	2 *4%* *81%*	* *1%* *14%*
Don't know	**7** ***6%***	2 *4%* *31%*	5 *8%* *69%*	* *2%* *3%*	2 *6%* *24%*	2 *11%* *34%* C	1 *4%* *17%*	1 *5%* *10%*	1 *6%* *11%*	1 *4%* *11%*	4 *6%* *55%*	2 *7%* *33%*
Net: 10/9/8/7	**48** ***42%***	25 *46%* *52%*	23 *38%* *48%*	5 *33%* *10%*	13 *45%* *27%*	9 *40%* *18%*	11 *44%* *23%*	4 *34%* *9%*	6 *48%* *13%*	7 *36%* *14%*	25 *41%* *53%*	16 *45%* *33%*
Net: 10/9	**9** ***8%***	4 *8%* *44%*	5 *9%* *56%*	1 *5%* *8%*	4 *13%* *39%*	1 *7%* *15%*	2 *6%* *16%*	1 *8%* *11%*	1 *8%* *11%*	2 *8%* *16%*	4 *6%* *40%*	4 *12%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 230

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
Net: 6/5/4	**47** ***41%***	21 *39%* *44%*	27 *43%* *56%*	7 *50%* *15%*	11 *38%* *23%*	8 *38%* *17%*	11 *42%* *22%*	6 *45%* *12%*	5 *40%* *10%*	9 *47%* *19%*	25 *40%* *52%*	14 *40%* *29%*
Net: 3/2/1	**13** ***11%***	6 *11%* *45%*	7 *12%* *55%*	2 *15%* *17%*	3 *11%* *24%*	2 *11%* *19%*	2 *10%* *19%*	2 *16%* *16%*	1 *6%* *6%*	3 *14%* *20%*	8 *12%* *59%*	3 *8%* *21%*
Mean	**6.03**	6.17	5.89	5.57	6.18	5.97	6.09	5.83	6.40 C	5.93	5.88	6.34 J
Standard Deviation	**2.02**	2.00	2.05	2.16	2.22	2.07	1.83	2.14	1.87	1.99	2.09	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 230

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Total (Wtd)	**115**	115 *100%*	114 *99%*	1** *1%* **	23* *20%* *	91 *79%*	92 *80%*	62 *54%*	30 *26%*	34 *29%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
10	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	1 *6%* *41%* VW	2 *2%* *59%*	2 *2%* *59%*	2 *2%* *44%*	1 *2%* *15%*	1 *2%* *15%*
9	**6** ***5%***	6 *5%* *100%*	6 *5%* *97%*	* *20%* *3%*	1 *3%* *11%*	5 *6%* *89%*	5 *6%* *89%*	4 *6%* *62%*	2 *5%* *28%*	2 *5%* *28%*
8	**17** ***15%***	17 *15%* *100%*	17 *15%* *98%*	* *37%* *2%*	4 *16%* *22%*	13 *15%* *78%*	13 *14%* *78%*	9 *15%* *53%*	4 *13%* *24%*	4 *12%* *24%*
7	**21** ***19%***	21 *19%* *100%*	21 *19%* *99%*	* *15%* *1%*	4 *17%* *18%*	17 *19%* *79%*	18 *19%* *82%*	12 *19%* *55%*	6 *19%* *27%*	6 *19%* *30%*
6	**20** ***17%***	20 *17%* *100%*	20 *17%* *100%*	- - -	4 *18%* *20%*	16 *17%* *80%*	16 *17%* *80%*	10 *16%* *51%*	6 *18%* *28%*	6 *19%* *33%*
5	**20** ***17%***	20 *17%* *100%*	20 *17%* *100%*	- - -	3 *13%* *15%*	16 *18%* *84%*	17 *18%* *85%*	11 *17%* *55%*	6 *19%* *30%*	6 *19%* *32%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 100%	525 97%	6 1%	107 20%	429 79%	435 80%	288 53%	145 27%	161 30%
Effective Total	**491**	491	485	6	95	391	395	265	129	144
4	**8** **7%**	8 7% 100%	8 7% 100%	- - -	2 9% 23%	6 7% 77%	6 7% 77%	5 8% 61%	1 4% 16%	2 6% 25%
3	**7** **6%**	7 6% 100%	7 6% 98%	* 14% 2%	2 7% 24%	5 6% 76%	5 5% 76%	3 5% 46%	2 7% 30%	2 7% 36%
2	**3** **3%**	3 3% 100%	3 3% 100%	- - -	* 2% 12%	3 3% 84%	3 3% 88%	2 3% 54%	1 3% 28%	1 4% 34%
1	**3** **2%**	3 2% 100%	3 2% 100%	- - -	* 2% 13%	2 3% 87%	2 3% 87%	2 3% 71%	* 1% 16%	* 1% 16%
Don't know	**7** **6%**	7 6% 100%	7 6% 98%	* 14% 2%	2 8% 26%	5 5% 74%	5 5% 74%	3 5% 43%	2 7% 31%	2 6% 31%
Net: 10/9/8/7	**48** **42%**	48 42% 100%	47 41% 99%	1 72% 1%	9 42% 20%	38 41% 79%	38 41% 80%	26 42% 54%	12 40% 25%	13 37% 26%
Net: 10/9	**9** **8%**	9 8% 100%	9 8% 98%	* 20% 2%	2 9% 22%	7 8% 78%	7 8% 78%	5 8% 55%	2 7% 23%	2 6% 23%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 230

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
Net: 6/5/4	**47** ***41%***	47 *41%* *100%*	47 *42%* *100%*	- - -	9 *40%* *19%*	38 *42%* *81%*	39 *42%* *81%*	26 *42%* *54%*	13 *42%* *27%*	15 *44%* *31%*
Net: 3/2/1	**13** ***11%***	13 *11%* *100%*	13 *11%* *99%*	* *14%* *1%*	2 *11%* *19%*	10 *11%* *80%*	11 *11%* *81%*	7 *11%* *53%*	3 *11%* *26%*	4 *12%* *31%*
Mean	**6.03**	6.03	6.02	7.25	6.16	5.99	5.99	5.99	6.01	5.90
Standard Deviation	**2.02**	2.02	2.02	-	2.10	2.01	2.01	2.05	1.93	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 231

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	173 *45%*	209 *55%*	77 *20%*	90 *24%*	67 *18%*	64 *17%*	42 *11%*	41 *11%*	70 *18%*	237 *62%*	68 *18%*
Total (Wtd)	**82**	37 *45%*	45 *55%*	18* *22%* *	21* *26%* *	14* *17%* *	13* *16%* *	8* *10%* *	7* *9%* *	14* *17%* *	48 *59%*	20* *24%* *
Effective Total	**352**	159	193	71	84	65	62	39	35	68	230	64
10	**1** ***2%***	* *1%* *33%*	1 *2%* *67%*	1 *5%* *72%* D	- - -	* *1%* *14%*	* *1%* *14%*	* * *	- - -	* *3%* *31%*	1 *2%* *69%*	- - -
9	**1** ***1%***	* *1%* *38%*	1 *2%* *62%*	- - -	* *2%* *39%*	* *3%* *35%*	* *2%* *26%*	- - -	- - -	- - -	1 *2%* *74%*	* *2%* *26%*
8	**6** ***7%***	2 *6%* *38%*	3 *8%* *62%*	* *3%* *8%*	2 *10%* *39%*	* *3%* *8%*	1 *7%* *16%*	1 *9%* *13%*	1 *13%* *17%* C	1 *6%* *16%*	3 *6%* *52%*	2 *9%* *32%*
7	**10** ***13%***	6 *15%* *55%*	5 *10%* *45%*	3 *15%* *26%*	2 *7%* *15%*	3 *19%* *25%* D	1 *11%* *14%*	1 *9%* *7%*	1 *19%* *13%*	1 *10%* *13%*	6 *13%* *61%*	3 *13%* *25%*
6	**11** ***13%***	6 *16%* *56%*	5 *11%* *44%*	2 *13%* *21%*	3 *15%* *29%*	1 *9%* *12%*	2 *11%* *14%*	2 *20%* *14%*	1 *14%* *9%*	1 *7%* *9%*	5 *11%* *51%*	4 *22%* *40%* IJ

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	173 *45%*	209 *55%*	77 *20%*	90 *24%*	67 *18%*	64 *17%*	42 *11%*	41 *11%*	70 *18%*	237 *62%*	68 *18%*
Effective Total	**352**	159	193	71	84	65	62	39	35	68	230	64
5	**18** ***22%***	6 *17%* *34%*	12 *27%* *66%* A	4 *22%* *22%*	5 *23%* *26%*	3 *24%* *18%*	4 *31%* *22%*	1 *14%* *6%*	1 *13%* *5%*	4 *30%* *23%*	10 *21%* *54%*	4 *22%* *23%*
4	**8** ***9%***	5 *13%* *64%* B	3 *6%* *36%*	2 *11%* *26%*	2 *9%* *24%*	2 *11%* *20%*	1 *5%* *9%*	1 *9%* *9%*	1 *12%* *11%*	1 *6%* *10%*	5 *11%* *71%*	1 *7%* *19%*
3	**7** ***9%***	4 *10%* *49%*	4 *8%* *51%*	1 *8%* *19%*	3 *15%* *43%*	1 *10%* *19%*	1 *6%* *11%*	* *5%* *5%*	* *2%* *2%*	2 *11%* *22%*	5 *10%* *65%*	1 *5%* *14%*
2	**6** ***7%***	3 *7%* *45%*	3 *7%* *55%*	1 *8%* *24%*	1 *5%* *20%*	1 *5%* *12%*	1 *6%* *13%*	1 *14%* *19%*	1 *10%* *12%*	1 *6%* *14%*	3 *6%* *51%*	2 *10%* *35%*
1	**5** ***6%***	2 *6%* *42%*	3 *7%* *58%*	2 *9%* *33%*	1 *7%* *27%*	1 *4%* *10%*	1 *7%* *18%*	* *4%* *6%*	* *3%* *5%*	1 *9%* *24%*	3 *7%* *64%*	1 *3%* *12%*
Don't know	**8** ***10%***	3 *7%* *32%*	6 *13%* *68%*	1 *7%* *15%*	2 *8%* *20%*	1 *11%* *17%*	2 *13%* *20%*	1 *17%* *16%*	1 *13%* *11%*	2 *12%* *19%*	5 *11%* *65%*	1 *7%* *16%*
Net: 10/9/8/7	**18** ***23%***	9 *24%* *47%*	10 *22%* *53%*	4 *22%* *22%*	4 *20%* *23%*	4 *26%* *19%*	3 *21%* *15%*	1 *18%* *8%*	2 *33%* *13%*	3 *19%* *14%*	11 *23%* *60%*	5 *24%* *26%*
Net: 10/9	**2** ***3%***	1 *2%* *35%*	2 *3%* *65%*	1 *5%* *37%*	* *2%* *19%*	1 *4%* *24%*	* *4%* *20%*	* * *	- - -	* *3%* *16%*	2 *4%* *71%*	* *2%* *12%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 231

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	173 *45%*	209 *55%*	77 *20%*	90 *24%*	67 *18%*	64 *17%*	42 *11%*	41 *11%*	70 *18%*	237 *62%*	68 *18%*
Effective Total	**352**	159	193	71	84	65	62	39	35	68	230	64
Net: 6/5/4	**37** ***45%***	17 *46%* *46%*	20 *44%* *54%*	8 *46%* *23%*	10 *46%* *27%*	6 *45%* *17%*	6 *47%* *17%*	3 *42%* *9%*	3 *39%* *8%*	6 *43%* *16%*	21 *43%* *56%*	10 *51%* *27%*
Net: 3/2/1	**18** ***22%***	8 *23%* *46%*	10 *22%* *54%*	5 *25%* *25%*	6 *27%* *31%*	3 *19%* *14%*	2 *19%* *14%*	2 *22%* *10%*	1 *16%* *6%*	4 *26%* *20%*	11 *23%* *60%*	4 *18%* *20%*
Mean	**4.99**	4.97	5.00	4.86	4.87	5.14	5.07	4.89	5.36	4.76	4.95	5.22
Standard Deviation	**2.12**	2.08	2.18	2.34	2.11	2.06	2.19	2.22	2.23	2.27	2.17	1.98

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 231

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	372 *97%*	6 *2%*	57 *15%*	318 *83%*	325 *85%*	227 *59%*	97 *25%*	109 *29%*
Total (Wtd)	**82**	82 *100%*	81 *99%*	1** *1%* **	12* *14%* *	69 *84%*	70 *86%*	50 *61%*	20* *24%* *	22* *27%* *
Effective Total	**352**	352	347	4	53	292	299	210	88	99
10	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *3%* *100%*	* * *	* * *
9	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *4%* *43%* X	1 *1%* *57%*	1 *1%* *57%*	* * *19%*	* *2%* *38%*	* *2%* *38%*
8	**6** ***7%***	6 *7%* *100%*	6 *7%* *100%*	- - -	* *4%* *8%*	5 *7%* *92%*	5 *7%* *92%*	3 *6%* *58%*	2 *9%* *34%*	2 *8%* *34%*
7	**10** ***13%***	10 *13%* *100%*	10 *13%* *99%*	* *14%* *1%*	1 *7%* *8%*	9 *13%* *86%*	10 *14%* *92%*	6 *13%* *61%*	3 *16%* *31%*	3 *15%* *33%*
6	**11** ***13%***	11 *13%* *100%*	11 *13%* *100%*	- - -	2 *20%* *22%* Y	8 *12%* *78%*	8 *12%* *78%*	7 *14%* *63%*	2 *8%* *15%*	2 *10%* *20%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 231

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382	372	6	57	318	325	227	97	109
		100%	*97%*	*2%*	*15%*	*83%*	*85%*	*59%*	*25%*	*29%*
Effective Total	**352**	352	347	4	53	292	299	210	88	99
5	**18**	18	18	*	2	16	16	11	5	6
	22%	*22%*	*22%*	*36%*	*17%*	*23%*	*23%*	*22%*	*26%*	*25%*
		100%	*98%*	*2%*	*11%*	*88%*	*89%*	*60%*	*29%*	*31%*
4	**8**	8	8	-	2	6	6	4	2	3
	9%	*9%*	*9%*	-	*14%*	*8%*	*8%*	*7%*	*11%*	*12%*
		100%	*100%*	-	*22%*	*75%*	*78%*	*48%*	*30%*	*36%*
3	**7**	7	7	-	1	7	7	5	1	1
	9%	*9%*	*9%*	-	*6%*	*10%*	*9%*	*11%*	*6%*	*6%*
		100%	*100%*	-	*9%*	*91%*	*91%*	*74%*	*16%*	*19%*
2	**6**	6	5	*	1	5	5	3	2	2
	7%	*7%*	*7%*	*37%*	*6%*	*7%*	*7%*	*6%*	*8%*	*10%*
		100%	*93%*	*7%*	*13%*	*85%*	*87%*	*54%*	*29%*	*38%*
1	**5**	5	5	-	1	4	4	3	1	1
	6%	*6%*	*6%*	-	*10%*	*6%*	*6%*	*6%*	*5%*	*5%*
		100%	*100%*	-	*24%*	*73%*	*76%*	*57%*	*20%*	*20%*
Don't know	**8**	8	8	*	1	7	7	6	1	1
	10%	*10%*	*10%*	*13%*	*12%*	*10%*	*10%*	*11%*	*7%*	*6%*
		100%	*98%*	*2%*	*16%*	*84%*	*84%*	*67%*	*16%*	*16%*
Net: 10/9/8/7	**18**	18	18	*	2	16	17	11	6	6
	23%	*23%*	*23%*	*14%*	*15%*	*23%*	*24%*	*22%*	*28%*	*26%*
		100%	*99%*	*1%*	*10%*	*87%*	*90%*	*60%*	*30%*	*31%*
Net: 10/9	**2**	2	2	-	1	2	2	1	*	*
	3%	*3%*	*3%*	-	*4%*	*3%*	*3%*	*3%*	*2%*	*2%*
		100%	*100%*	-	*21%*	*79%*	*79%*	*61%*	*18%*	*18%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 231

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	372 *97%*	6 *2%*	57 *15%*	318 *83%*	325 *85%*	227 *59%*	97 *25%*	109 *29%*
Effective Total	**352**	352	347	4	53	292	299	210	88	99
Net: 6/5/4	**37** ***45%***	37 *45%* *100%*	37 *45%* *99%*	* *36%* *1%*	6 *51%* *16%*	30 *44%* *82%*	31 *44%* *84%*	22 *43%* *59%*	9 *46%* *25%*	11 *47%* *29%*
Net: 3/2/1	**18** ***22%***	18 *22%* *100%*	18 *22%* *98%*	* *37%* *2%*	3 *22%* *14%*	15 *22%* *84%*	16 *22%* *86%*	12 *23%* *63%*	4 *19%* *21%*	5 *21%* *25%*
Mean	**4.99**	4.99	5.00	4.04	4.74	5.03	5.03	5.02	5.09	5.01
Standard Deviation	**2.12**	2.12	2.12	-	2.24	2.11	2.11	2.14	2.09	2.06

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**176**	82 *47%*	94 *53%*	20 *11%*	41 *23%*	29 *16%*	35 *20%*	28 *16%*	22 *13%*	29 *16%*	104 *59%*	40 *23%*
Total (Wtd)	**38**	18* *48%* *	20* *52%* *	5** *14%* **	10* *27%* *	6** *16%* **	7* *19%* *	5** *13%* **	4** *12%* **	6** *15%* **	21 *54%*	12* *31%* *
Effective Total	**161**	76	84	19	38	28	32	26	21	28	101	38
10	**1** ***2%***	* *1%* *30%*	* *2%* *70%*	- - -	- - -	* *4%* *30%*	- - -	* *5%* *35%*	* *5%* *34%*	- - -	* *1%* *30%*	* *4%* *70%*
9	**1** ***3%***	* *2%* *43%*	1 *3%* *57%*	- - -	1 *8%* *81%*	* *3%* *19%*	- - -	- - -	- - -	- - -	1 *3%* *63%*	* *3%* *37%*
8	**1** ***3%***	* *2%* *40%*	1 *3%* *60%*	- - -	* *2%* *20%*	- - -	* *3%* *19%*	* *9%* *40%*	* *5%* *21%*	* *3%* *13%*	1 *4%* *66%*	* *2%* *21%*
7	**3** ***7%***	1 *8%* *53%*	1 *6%* *47%*	- - -	1 *6%* *24%*	* *6%* *14%*	1 *10%* *27%*	* *3%* *6%*	1 *17%* *29%*	* *3%* *7%*	1 *7%* *57%*	1 *8%* *36%*
6	**5** ***12%***	2 *9%* *36%*	3 *15%* *64%*	1 *19%* *23%*	1 *12%* *28%*	1 *17%* *22%*	1 *9%* *13%*	* *8%* *9%*	* *6%* *6%*	1 *14%* *18%*	2 *9%* *41%*	2 *16%* *40%*
5	**8** ***21%***	4 *21%* *48%*	4 *21%* *52%*	2 *32%* *21%*	1 *13%* *17%*	1 *18%* *13%*	2 *27%* *23%*	1 *20%* *12%*	1 *25%* *13%*	1 *18%* *13%*	5 *23%* *59%*	2 *20%* *29%*
4	**3** ***9%***	2 *10%* *53%*	2 *8%* *47%*	1 *17%* *26%*	1 *7%* *20%*	* *4%* *6%*	1 *9%* *19%*	1 *16%* *24%*	* *3%* *4%*	1 *15%* *25%*	2 *9%* *53%*	1 *7%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 233

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**176**	82 *47%*	94 *53%*	20 *11%*	41 *23%*	29 *16%*	35 *20%*	28 *16%*	22 *13%*	29 *16%*	104 *59%*	40 *23%*
Effective Total	**161**	76	84	19	38	28	32	26	21	28	101	38
3	**4** ***12%***	3 *15%* *61%*	2 *9%* *39%*	1 *11%* *13%*	1 *12%* *28%*	1 *10%* *14%*	1 *13%* *20%*	* *9%* *11%*	1 *13%* *13%*	1 *24%* *32%*	1 *6%* *29%*	2 *14%* *39%*
2	**2** ***4%***	1 *7%* *79%*	* *2%* *21%*	- - -	1 *6%* *36%*	* *7%* *24%*	* *3%* *11%*	* *7%* *20%*	* *3%* *9%*	* *4%* *14%*	1 *5%* *64%*	* *3%* *22%*
1	**4** ***10%***	1 *8%* *40%*	2 *11%* *60%*	* *5%* *7%*	2 *20%* *57%*	* *3%* *5%*	1 *11%* *20%*	* *8%* *11%*	- - -	- - -	3 *13%* *74%*	1 *8%* *26%*
Don't know	**7** ***18%***	3 *16%* *43%*	4 *19%* *57%*	1 *16%* *12%*	1 *14%* *21%*	2 *28%* *24%*	1 *17%* *18%*	1 *15%* *11%*	1 *21%* *14%*	1 *19%* *17%*	4 *19%* *58%*	2 *14%* *25%*
Net: 10/9/8/7	**5** ***14%***	2 *14%* *45%*	3 *15%* *55%*	- - -	2 *16%* *31%*	1 *13%* *14%*	1 *13%* *17%*	1 *17%* *16%*	1 *28%* *23%*	* *6%* *6%*	3 *15%* *56%*	2 *18%* *38%*
Net: 10/9	**2** ***5%***	1 *4%* *38%*	1 *5%* *62%*	- - -	1 *8%* *49%*	* *7%* *24%*	- - -	* *5%* *14%*	* *5%* *14%*	- - -	1 *4%* *50%*	1 *7%* *50%*
Net: 6/5/4	**16** ***42%***	7 *40%* *45%*	9 *44%* *55%*	4 *69%* *23%*	3 *32%* *21%*	2 *38%* *14%*	3 *44%* *20%*	2 *44%* *14%*	1 *34%* *9%*	3 *47%* *17%*	8 *41%* *53%*	5 *42%* *31%*
Net: 3/2/1	**10** ***26%***	6 *30%* *56%*	4 *21%* *44%*	1 *16%* *8%*	4 *38%* *41%*	1 *20%* *12%*	2 *26%* *19%*	1 *24%* *12%*	1 *17%* *8%*	2 *28%* *17%*	5 *25%* *52%*	3 *26%* *31%*
Mean	**4.64**	4.44	4.83	4.55	4.23	5.04	4.43	4.76	5.55	4.42	4.53	4.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 233

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**176**	82 *47%*	94 *53%*	20 *11%*	41 *23%*	29 *16%*	35 *20%*	28 *16%*	22 *13%*	29 *16%*	104 *59%*	40 *23%*
Effective Total	**161**	76	84	19	38	28	32	26	21	28	101	38
Standard Deviation	**2.23**	2.17	2.33	1.45	2.72	2.49	2.09	2.65	2.39	1.64	2.36	2.41

GfK NOP

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**176**	176 *100%*	172 *98%*	2 *1%*	27 *15%*	146 *83%*	149 *85%*	96 *55%*	53 *30%*	55 *31%*
Total (Wtd)	**38**	38 *100%*	37 *98%*	1** *2%* ****	5** *14%* ****	32 *85%*	33 *86%*	21* *56%* ***	11* *29%* ***	12* *31%* ***
Effective Total	**161**	161	159	2	25	133	136	88	48	50
10	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	* *2%* *65%*	* *2%* *35%*	* *2%* *35%*
9	**1** ***3%***	1 *3%* *100%*	1 *2%* *81%*	* *35%* *19%*	* *4%* *19%*	1 *3%* *81%*	1 *3%* *81%*	* *1%* *19%*	1 *6%* *61%*	1 *6%* *61%*
8	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *3%* *100%*	1 *3%* *100%*	1 *3%* *65%*	* *4%* *35%*	* *3%* *35%*
7	**3** ***7%***	3 *7%* *100%*	3 *7%* *100%*	- - -	* *6%* *13%*	2 *7%* *80%*	2 *7%* *87%*	2 *7%* *59%*	1 *7%* *28%*	1 *8%* *35%*
6	**5** ***12%***	5 *12%* *100%*	5 *12%* *100%*	- - -	* *4%* *5%*	4 *13%* *95%*	4 *13%* *95%*	3 *13%* *62%*	2 *14%* *33%*	2 *13%* *33%*
5	**8** ***21%***	8 *21%* *100%*	8 *21%* *95%*	* *65%* *5%*	1 *24%* *16%*	7 *21%* *82%*	7 *21%* *84%*	4 *20%* *52%*	3 *23%* *32%*	3 *22%* *32%*
4	**3** ***9%***	3 *9%* *100%*	3 *9%* *100%*	- - -	1 *17%* *27%*	3 *8%* *73%*	3 *8%* *73%*	2 *10%* *60%*	* *4%* *14%*	* *4%* *14%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 233

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**176**	176 *100%*	172 *98%*	2 *1%*	27 *15%*	146 *83%*	149 *85%*	96 *55%*	53 *30%*	55 *31%*
Effective Total	**161**	161	159	2	25	133	136	88	48	50
3	**4** ***12%***	4 *12%* *100%*	4 *12%* *100%*	- - -	* *8%* *10%*	4 *12%* *90%*	4 *12%* *90%*	3 *13%* *66%*	1 *9%* *24%*	1 *9%* *24%*
2	**2** ***4%***	2 *4%* *100%*	2 *4%* *100%*	- - -	* *7%* *22%*	1 *4%* *78%*	1 *4%* *78%*	1 *3%* *38%*	1 *6%* *41%*	1 *6%* *41%*
1	**4** ***10%***	4 *10%* *100%*	4 *10%* *100%*	- - -	* *8%* *12%*	3 *10%* *84%*	3 *10%* *88%*	2 *10%* *56%*	1 *11%* *33%*	1 *12%* *39%*
Don't know	**7** ***18%***	7 *18%* *100%*	7 *18%* *100%*	- - -	1 *22%* *18%*	6 *17%* *82%*	6 *17%* *82%*	4 *18%* *57%*	2 *15%* *25%*	2 *14%* *25%*
Net: 10/9/8/7	**5** ***14%***	5 *14%* *100%*	5 *14%* *96%*	* *35%* *4%*	1 *10%* *10%*	5 *15%* *87%*	5 *15%* *90%*	3 *14%* *53%*	2 *18%* *37%*	2 *19%* *40%*
Net: 10/9	**2** ***5%***	2 *5%* *100%*	2 *4%* *88%*	* *35%* *12%*	* *4%* *12%*	2 *5%* *88%*	2 *5%* *88%*	1 *3%* *37%*	1 *8%* *51%*	1 *8%* *51%*
Net: 6/5/4	**16** ***42%***	16 *42%* *100%*	16 *42%* *98%*	* *65%* *2%*	2 *45%* *15%*	14 *42%* *84%*	14 *42%* *85%*	9 *42%* *57%*	5 *41%* *28%*	5 *39%* *28%*
Net: 3/2/1	**10** ***26%***	10 *26%* *100%*	10 *26%* *100%*	- - -	1 *23%* *13%*	8 *26%* *86%*	8 *26%* *87%*	6 *26%* *57%*	3 *26%* *30%*	3 *27%* *32%*
Mean	**4.64**	4.64	4.61	6.41	4.31	4.70	4.70	4.62	4.84	4.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 233

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**176**	176 *100%*	172 *98%*	2 *1%*	27 *15%*	146 *83%*	149 *85%*	96 *55%*	53 *30%*	55 *31%*
Effective Total	**161**	161	159	2	25	133	136	88	48	50
Standard Deviation	**2.23**	2.23	2.22	-	2.22	2.26	2.26	2.19	2.52	2.55

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**72**	37 *51%*	35 *49%*	15 *21%*	22 *31%*	15 *21%*	7 *10%*	5 *7%*	8 *11%*	10 *14%*	47 *65%*	14 *19%*
Total (Wtd)	**16**	8* *50%* *	8* *50%* *	4** *23%* **	5** *32%* **	3** *19%* **	1** *9%* **	1** *5%* **	2** *12%* **	2** *12%* **	10* *62%* *	4** *25%* **
Effective Total	**68**	35	33	13	22	14	7	5	8	10	46	14
10	***** ***2%***	- - -	* *5%* *100%*	* *6%* *60%*	- - -	- - -	- - -	* *18%* *40%*	- - -	* *7%* *40%*	* *2%* *60%*	- - -
9	**1** ***6%***	* *3%* *28%*	1 *8%* *72%*	* *6%* *24%*	* *9%* *49%*	- - -	- - -	* *29%* *27%*	- - -	* *11%* *24%*	* *4%* *49%*	* *6%* *27%*
8	**1** ***7%***	* *5%* *37%*	1 *9%* *63%*	- - -	1 *18%* *83%*	- - -	* *14%* *17%*	- - -	- - -	- - -	1 *11%* *100%*	- - -
7	**1** ***9%***	1 *13%* *75%*	* *4%* *25%*	1 *33%* *85%*	- - -	- - -	* *14%* *15%*	- - -	- - -	- - -	1 *7%* *48%*	1 *18%* *52%*
6	**2** ***12%***	1 *12%* *49%*	1 *12%* *51%*	- - -	1 *14%* *38%*	* *7%* *10%*	- - -	- - -	1 *51%* *52%*	* *23%* *24%*	* *5%* *25%*	1 *25%* *52%*
5	**2** ***14%***	1 *18%* *65%*	1 *10%* *35%*	* *6%* *10%*	1 *18%* *41%*	* *12%* *16%*	* *26%* *16%*	* *18%* *6%*	* *12%* *10%*	* *19%* *16%*	2 *17%* *74%*	* *6%* *10%*
4	**2** ***10%***	1 *7%* *36%*	1 *13%* *64%*	* *7%* *15%*	1 *22%* *68%*	- - -	- - -	* *17%* *8%*	* *8%* *9%*	- - -	2 *17%* *100%*	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 234

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**72**	37 *51%*	35 *49%*	15 *21%*	22 *31%*	15 *21%*	7 *10%*	5 *7%*	8 *11%*	10 *14%*	47 *65%*	14 *19%*
Effective Total	**68**	35	33	13	22	14	7	5	8	10	46	14
3	* ***3%** 	* *3%* *48%*	* *3%* *52%*	* *6%* *48%*	- - -	- - -	- - -	- - -	* *13%* *52%*	- - -	* *2%* *48%*	* *6%* *52%*
2	**2** ***10%*** 	* *6%* *29%*	1 *14%* *71%*	1 *17%* *40%*	* *4%* *15%*	* *13%* *26%*	- - -	- - -	* *16%* *20%*	- - -	1 *9%* *56%*	1 *17%* *44%*
1	**1** ***7%*** 	1 *8%* *53%*	1 *7%* *47%*	- - -	* *9%* *39%*	* *13%* *34%*	* *12%* *15%*	* *18%* *13%*	- - -	* *7%* *13%*	1 *10%* *87%*	- - -
Don't know	**3** ***20%*** 	2 *25%* *64%*	1 *14%* *36%*	1 *19%* *23%*	* *5%* *8%*	2 *56%* *54%*	* *33%* *15%*	- - -	- - -	1 *33%* *21%*	2 *16%* *51%*	1 *22%* *29%*
Net: 10/9/8/7	**4** ***24%*** 	2 *22%* *45%*	2 *26%* *55%*	2 *45%* *43%*	1 *27%* *36%*	- - -	* *28%* *11%*	* *47%* *10%*	- - -	* *18%* *9%*	2 *25%* *65%*	1 *24%* *25%*
Net: 10/9	**1** ***8%*** 	* *3%* *20%*	1 *13%* *80%*	* *12%* *35%*	* *9%* *35%*	- - -	- - -	* *47%* *30%*	- - -	* *18%* *28%*	1 *7%* *53%*	* *6%* *19%*
Net: 6/5/4	**6** ***37%*** 	3 *38%* *52%*	3 *36%* *48%*	* *13%* *8%*	3 *55%* *48%*	1 *19%* *10%*	* *26%* *6%*	* *35%* *5%*	1 *71%* *24%*	1 *42%* *14%*	4 *38%* *65%*	1 *30%* *21%*
Net: 3/2/1	**3** ***20%*** 	1 *16%* *41%*	2 *24%* *59%*	1 *23%* *26%*	1 *13%* *21%*	1 *26%* *25%*	* *12%* *6%*	* *18%* *5%*	1 *29%* *18%*	* *7%* *5%*	2 *21%* *66%*	1 *23%* *29%*
Mean	**5.13**	5.08	5.18	5.63	5.36	3.12	5.31	6.19	4.70	6.10	4.92	5.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 234

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**72**	37 *51%*	35 *49%*	15 *21%*	22 *31%*	15 *21%*	7 *10%*	5 *7%*	8 *11%*	10 *14%*	47 *65%*	14 *19%*
Effective Total	**68**	35	33	13	22	14	7	5	8	10	46	14
Standard Deviation	**2.55**	2.36	2.90	3.15	2.60	-	-	-	-	-	2.67	2.62

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 234

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**72**	72 *100%*	70 *97%*	2 *3%*	72 *100%*	72 *100%*	47 *65%*	25 *35%*	26 *36%*
Total (Wtd)	**16**	16* *100%* *	16* *98%* *	*** *2%* **	16* *100%* *	16* *100%* *	11* *66%* *	5** *34%* **	6** *35%* **
Effective Total	**68**	68	66	2	68	68	45	23	24
10	* ***2%**	* *2%* *100%*	* *2%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*	* *3%* *100%*	- - -	- - -
9	**1** ***6%***	1 *6%* *100%*	1 *4%* *78%*	* *61%* *22%*	1 *6%* *100%*	1 *6%* *100%*	* *4%* *46%*	* *9%* *54%*	* *9%* *54%*
8	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *7%* *100%*	1 *7%* *100%*	1 *11%* *100%*	- - -	- - -
7	**1** ***9%***	1 *9%* *100%*	1 *9%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	1 *11%* *83%*	* *4%* *17%*	* *4%* *17%*
6	**2** ***12%***	2 *12%* *100%*	2 *12%* *100%*	- - -	2 *12%* *100%*	2 *12%* *100%*	1 *9%* *50%*	1 *18%* *50%*	1 *17%* *50%*
5	**2** ***14%***	2 *14%* *100%*	2 *15%* *100%*	- - -	2 *14%* *100%*	2 *14%* *100%*	2 *14%* *67%*	1 *14%* *33%*	1 *13%* *33%*
4	**2** ***10%***	2 *10%* *100%*	2 *11%* *100%*	- - -	2 *10%* *100%*	2 *10%* *100%*	1 *9%* *55%*	1 *14%* *45%*	1 *13%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 234

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**72**	72 100%	70 97%	2 3%	72 100%	72 100%	47 65%	25 35%	26 36%
Effective Total	**68**	68	66	2	68	68	45	23	24
3	***** **3%**	* 3% 100%	* 3% 100%	- - -	* 3% 100%	* 3% 100%	* 5% 100%	- - -	- - -
2	**2** **10%**	2 10% 100%	2 10% 100%	- - -	2 10% 100%	2 10% 100%	* 3% 20%	1 23% 80%	1 22% 80%
1	**1** **7%**	1 7% 100%	1 7% 100%	- - -	1 7% 100%	1 7% 100%	1 9% 81%	* 4% 19%	* 8% 36%
Don't know	**3** **20%**	3 20% 100%	3 19% 96%	* 39% 4%	3 20% 100%	3 20% 100%	2 22% 75%	1 15% 25%	1 14% 25%
Net: 10/9/8/7	**4** **24%**	4 24% 100%	4 23% 95%	* 61% 5%	4 24% 100%	4 24% 100%	3 29% 81%	1 13% 19%	1 13% 19%
Net: 10/9	**1** **8%**	1 8% 100%	1 7% 85%	* 61% 15%	1 8% 100%	1 8% 100%	1 7% 61%	* 9% 39%	* 9% 39%
Net: 6/5/4	**6** **37%**	6 37% 100%	6 37% 100%	- - -	6 37% 100%	6 37% 100%	3 32% 58%	2 45% 42%	2 44% 42%
Net: 3/2/1	**3** **20%**	3 20% 100%	3 20% 100%	- - -	3 20% 100%	3 20% 100%	2 16% 54%	1 27% 46%	2 29% 52%
Mean	**5.13**	5.13	5.07	9.00	5.13	5.13	5.44	4.58	4.44

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 234

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**72**	72 *100%*	70 *97%*	2 *3%*	72 *100%*	72 *100%*	47 *65%*	25 *35%*	26 *36%*
Effective Total	**68**	68	66	2	68	68	45	23	24
Standard Deviation	**2.55**	2.55	2.52	-	2.55	2.55	2.65	2.59	2.64

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 235

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**39**	28 *72%*	11 *28%*	6 *15%*	6 *15%*	4 *10%*	7 *18%*	8 *21%*	8 *21%*	6 *15%*	19 *49%*	14 *36%*
Total (Wtd)	**9**	6** *71%* **	3** *29%* **	2** *19%* **	1** *15%* **	1** *10%* **	2** *18%* **	1** *16%* **	2** *22%* **	1** *14%* **	4** *42%* **	4** *45%* **
Effective Total	**37**	26	11	6	6	4	7	8	8	6	18	14
10	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
9	**1** ***6%***	1 *8%* *100%*	- - -	- - -	* *18%* *49%*	- - -	- - -	* *18%* *51%*	- - -	- - -	* *7%* *49%*	* *7%* *51%*
8	* ***3%***	* *4%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *12%* *100%*	- - -	- - -	* *6%* *100%*
7	**1** ***7%***	* *6%* *63%*	* *9%* *37%*	1 *37%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *6%* *37%*	* *10%* *63%*
6	**2** ***19%***	1 *18%* *68%*	1 *21%* *32%*	- - -	* *16%* *13%*	* *34%* *18%*	* *25%* *23%*	* *19%* *16%*	1 *26%* *30%*	* *16%* *12%*	1 *19%* *41%*	1 *20%* *48%*
5	**2** ***27%***	1 *24%* *63%*	1 *34%* *37%*	1 *63%* *44%*	* *16%* *9%*	- - -	1 *44%* *29%*	* *11%* *7%*	* *12%* *10%*	* *36%* *19%*	1 *27%* *42%*	1 *23%* *40%*
4	* ***2%***	* *3%* *100%*	- - -	- - -	- - -	- - -	- - -	* *12%* *100%*	- - -	- - -	* *4%* *100%*	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**39**	28	11	6	6	4	7	8	8	6	19	14
		72%	*28%*	*15%*	*15%*	*10%*	*18%*	*21%*	*21%*	*15%*	*49%*	*36%*
Effective Total	**37**	26	11	6	6	4	7	8	8	6	18	14
3	*	*	-	-	-	-	-	*	-	*	-	-
	2%	*3%*	-	-	-	-	-	*11%*	-	*13%*	-	-
		100%	-	-	-	-	-	*100%*	-	*100%*	-	-
2	**1**	*	*	-	-	*	-	-	*	-	*	*
	6%	*3%*	*12%*	-	-	*23%*	-	-	*16%*	-	*6%*	*8%*
		40%	*60%*	-	-	*40%*	-	-	*60%*	-	*40%*	*60%*
1	*	-	*	-	-	-	-	*	-	-	-	*
	3%	-	*9%*	-	-	-	-	*17%*	-	-	-	*6%*
		-	*100%*	-	-	-	-	*100%*	-	-	-	*100%*
Don't know	**2**	2	*	-	1	*	1	*	1	*	1	1
	27%	*32%*	*15%*	-	*49%*	*43%*	*32%*	*12%*	*34%*	*34%*	*32%*	*20%*
		83%	*17%*	-	*28%*	*16%*	*21%*	*7%*	*27%*	*17%*	*49%*	*33%*
Net: 10/9/8/7	**1**	1	*	1	*	-	-	*	*	-	*	1
	15%	*18%*	*9%*	*37%*	*18%*	-	-	*18%*	*12%*	-	*13%*	*22%*
		83%	*17%*	*45%*	*18%*	-	-	*19%*	*18%*	-	*35%*	*65%*
Net: 10/9	**1**	1	-	-	*	-	-	*	-	-	*	*
	6%	*8%*	-	-	*18%*	-	-	*18%*	-	-	*7%*	*7%*
		100%	-	-	*49%*	-	-	*51%*	-	-	*49%*	*51%*
Net: 6/5/4	**4**	3	1	1	*	*	1	1	1	1	2	2
	48%	*44%*	*55%*	*63%*	*33%*	*34%*	*68%*	*42%*	*39%*	*52%*	*50%*	*44%*
		66%	*34%*	*25%*	*11%*	*7%*	*26%*	*14%*	*18%*	*15%*	*44%*	*41%*
Net: 3/2/1	**1**	*	1	-	-	*	-	*	*	*	*	1
	10%	*6%*	*21%*	-	-	*23%*	-	*28%*	*16%*	*13%*	*6%*	*14%*
		40%	*60%*	-	-	*23%*	-	*44%*	*33%*	*18%*	*23%*	*60%*
Mean	**5.41**	5.83	4.60	5.74	6.75	4.37	5.36	4.90	5.24	4.84	5.53	5.46

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 235

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**39**	28 *72%*	11 *28%*	6 *15%*	6 *15%*	4 *10%*	7 *18%*	8 *21%*	8 *21%*	6 *15%*	19 *49%*	14 *36%*
Effective Total	**37**	26	11	6	6	4	7	8	8	6	18	14
Standard Deviation	**2.03**	1.96	2.53	-	-	-	-	-	-	-	2.12	2.59

GfK NOP

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	38 *97%*	1 *3%*	39 *100%*	39 *100%*	22 *56%*	17 *44%*	20 *51%*
Total (Wtd)	**9**	9* *100%* *	9* *96%* *	*** *4%* **	9* *100%* *	9* *100%* *	5** *56%* **	4** *44%* **	5** *51%* **
Effective Total	**37**	37	36	1	37	37	20	16	19
10	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
9	**1** ***6%***	1 *6%* *100%*	1 *6%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	* *5%* *51%*	* *6%* *49%*	* *5%* *49%*
8	* ***3%***	* *3%* *100%*	* *3%* *100%*	- - -	* *3%* *100%*	* *3%* *100%*	- - -	* *6%* *100%*	* *5%* *100%*
7	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *7%* *100%*	1 *7%* *100%*	1 *12%* *100%*	- - -	- - -
6	**2** ***19%***	2 *19%* *100%*	2 *20%* *100%*	- - -	2 *19%* *100%*	2 *19%* *100%*	1 *20%* *59%*	1 *18%* *41%*	1 *20%* *52%*
5	**2** ***27%***	2 *27%* *100%*	2 *23%* *84%*	* *100%* *16%*	2 *27%* *100%*	2 *27%* *100%*	1 *29%* *61%*	1 *23%* *39%*	1 *20%* *39%*
4	* ***2%***	* *2%* *100%*	* *2%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*	* *3%* *100%*	- - -	* *4%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 235

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39	38	1	39	39	22	17	20
		100%	*97%*	*3%*	*100%*	*100%*	*56%*	*44%*	*51%*
Effective Total	**37**	37	36	1	37	37	20	16	19
3	*	*	*	-	*	*	*	-	-
	2%	*2%*	*2%*	-	*2%*	*2%*	*3%*	-	-
		100%	*100%*	-	*100%*	*100%*	*100%*	-	-
2	**1**	1	1	-	1	1	*	*	*
	6%	*6%*	*6%*	-	*6%*	*6%*	*6%*	*5%*	*5%*
		100%	*100%*	-	*100%*	*100%*	*60%*	*40%*	*40%*
1	*	*	*	-	*	*	-	*	*
	3%	*3%*	*3%*	-	*3%*	*3%*	-	*6%*	*5%*
		100%	*100%*	-	*100%*	*100%*	-	*100%*	*100%*
Don't know	**2**	2	2	-	2	2	1	1	2
	27%	*27%*	*28%*	-	*27%*	*27%*	*21%*	*35%*	*36%*
		100%	*100%*	-	*100%*	*100%*	*43%*	*57%*	*67%*
Net: 10/9/8/7	**1**	1	1	-	1	1	1	*	*
	15%	*15%*	*16%*	-	*15%*	*15%*	*17%*	*12%*	*11%*
		100%	*100%*	-	*100%*	*100%*	*64%*	*36%*	*36%*
Net: 10/9	**1**	1	1	-	1	1	*	*	*
	6%	*6%*	*6%*	-	*6%*	*6%*	*5%*	*6%*	*5%*
		100%	*100%*	-	*100%*	*100%*	*51%*	*49%*	*49%*
Net: 6/5/4	**4**	4	4	*	4	4	3	2	2
	48%	*48%*	*45%*	*100%*	*48%*	*48%*	*52%*	*41%*	*44%*
		100%	*91%*	*9%*	*100%*	*100%*	*62%*	*38%*	*47%*
Net: 3/2/1	**1**	1	1	-	1	1	*	*	*
	10%	*10%*	*11%*	-	*10%*	*10%*	*9%*	*11%*	*10%*
		100%	*100%*	-	*100%*	*100%*	*51%*	*49%*	*49%*
Mean	**5.41**	5.41	5.44	5.00	5.41	5.41	5.47	5.32	5.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 235

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	38 *97%*	1 *3%*	39 *100%*	39 *100%*	22 *56%*	17 *44%*	20 *51%*
Effective Total	**37**	37	36	1	37	37	20	16	19
Standard Deviation	**2.03**	2.03	2.10	-	2.03	2.03	1.87	2.81	2.57

GfK NOP

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**186**	104 *56%*	82 *44%*	12 *6%*	33 *18%*	25 *13%*	51 *27%*	29 *16%*	34 *18%*	49 *26%*	98 *53%*	35 *19%*
Total (Wtd)	**37**	21* *56%* *	16* *44%* *	3** *8%* **	7* *19%* *	5** *14%* **	11* *29%* *	5** *13%* **	6** *17%* **	9* *25%* *	18* *50%* *	9* *25%* *
Effective Total	**169**	96	73	12	31	23	49	26	30	47	94	32
10	**2** ***5%***	2 *9%* *94%* B	* *1%* *6%*	* *8%* *12%*	* *6%* *23%*	1 *9%* *26%*	* *2%* *10%*	* *3%* *8%*	* *7%* *21%*	1 *6%* *29%*	1 *6%* *58%*	* *3%* *13%*
9	**2** ***6%***	1 *3%* *33%*	1 *9%* *67%*	* *7%* *10%*	* *6%* *20%*	- - -	1 *7%* *33%*	* *3%* *7%*	1 *10%* *30%*	1 *6%* *24%*	1 *4%* *39%*	1 *9%* *38%*
8	**4** ***11%***	3 *12%* *63%*	1 *9%* *37%*	- - -	* *6%* *11%*	1 *17%* *23%*	2 *18%* *47%*	* *7%* *8%*	* *7%* *10%*	1 *8%* *18%*	2 *10%* *44%*	1 *16%* *37%*
7	**8** ***22%***	6 *27%* *68%*	3 *16%* *32%*	1 *37%* *14%*	1 *16%* *14%*	1 *10%* *7%*	3 *27%* *36%*	1 *18%* *11%*	1 *24%* *19%*	2 *17%* *19%*	4 *23%* *53%*	2 *24%* *28%*
6	**5** ***13%***	2 *12%* *54%*	2 *13%* *46%*	* *15%* *10%*	- - -	1 *13%* *15%*	2 *16%* *36%* D	1 *19%* *19%*	1 *16%* *21%*	1 *12%* *25%*	2 *13%* *51%*	1 *12%* *24%*
5	**6** ***17%***	3 *12%* *39%*	4 *24%* *61%* A	1 *17%* *8%*	2 *22%* *25%*	1 *20%* *17%*	1 *9%* *16%*	1 *13%* *9%*	2 *26%* *25%*	3 *27%* *40%*	3 *15%* *44%*	1 *11%* *16%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**186**	104 *56%*	82 *44%*	12 *6%*	33 *18%*	25 *13%*	51 *27%*	29 *16%*	34 *18%*	49 *26%*	98 *53%*	35 *19%*
Effective Total	**169**	96	73	12	31	23	49	26	30	47	94	32
4	**2** ***5%***	1 *5%* *48%*	1 *6%* *52%*	* *8%* *12%*	* *6%* *22%*	* *6%* *15%*	1 *7%* *36%*	* *7%* *15%*	- - -	1 *7%* *30%*	1 *6%* *55%*	* *3%* *15%*
3	**2** ***6%***	1 *6%* *59%*	1 *6%* *41%*	* *8%* *10%*	1 *13%* *41%*	- - -	1 *7%* *35%*	* *4%* *7%*	* *3%* *7%*	1 *13%* *53%* K	1 *6%* *47%*	- - -
2	**1** ***3%***	1 *3%* *60%*	* *3%* *40%*	- - -	1 *8%* *56%*	- - -	* *2%* *19%*	- - -	* *4%* *25%*	* *2%* *19%*	* *1%* *21%*	1 *7%* *59%*
1	**2** ***6%***	1 *6%* *49%*	1 *7%* *51%*	- - -	1 *13%* *38%*	1 *14%* *32%*	* *2%* *7%*	1 *12%* *23%*	- - -	* *2%* *9%*	2 *8%* *65%*	1 *7%* *26%*
Don't know	**2** ***6%***	1 *5%* *50%*	1 *6%* *50%*	- - -	* *3%* *11%*	1 *11%* *27%*	* *3%* *17%*	1 *14%* *32%*	* *4%* *13%*	- - -	1 *7%* *64%*	1 *8%* *36%*
Net: 10/9/8/7	**16** ***44%***	11 *51%* *66%* B	6 *34%* *34%*	2 *52%* *10%*	2 *35%* *15%*	2 *37%* *12%*	6 *54%* *35%*	1 *32%* *9%*	3 *47%* *18%*	3 *36%* *21%*	8 *43%* *49%*	5 *52%* *30%*
Net: 10/9	**4** ***11%***	3 *12%* *62%*	2 *10%* *38%*	* *15%* *11%*	1 *12%* *22%*	1 *9%* *12%*	1 *9%* *22%*	* *7%* *7%*	1 *17%* *26%*	1 *12%* *26%*	2 *11%* *48%*	1 *12%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 236

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**186**	104 *56%*	82 *44%*	12 *6%*	33 *18%*	25 *13%*	51 *27%*	29 *16%*	34 *18%*	49 *26%*	98 *53%*	35 *19%*
Effective Total	**169**	96	73	12	31	23	49	26	30	47	94	32
Net: 6/5/4	**13** ***35%***	6 *29%* *46%*	7 *44%* *54%* A	1 *40%* *9%*	2 *29%* *16%*	2 *38%* *16%*	3 *32%* *26%*	2 *38%* *13%*	3 *42%* *20%*	4 *46%* *33%*	6 *34%* *49%*	2 *27%* *19%*
Net: 3/2/1	**6** ***15%***	3 *15%* *55%*	3 *16%* *45%*	* *8%* *4%*	2 *34%* *42%* F	1 *14%* *13%*	1 *11%* *20%*	1 *16%* *13%*	* *7%* *7%*	2 *18%* *29%*	3 *15%* *50%*	1 *13%* *22%*
Mean	**5.91**	6.17	5.59	6.34	5.00	5.79	6.30	5.53	6.46	5.73	5.88	6.18
Standard Deviation	**2.34**	2.41	2.28	2.25	2.92	2.96	2.02	2.74	2.08	2.26	2.44	2.50

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold				
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**186**	186 *100%*	178 *96%*	5 *3%*	186 *100%*	186 *100%*	125 *67%*	60 *32%*	66 *35%*
Total (Wtd)	**37**	37 *100%*	36 *98%*	1** *2%* ****	37 *100%*	37 *100%*	25 *69%*	11* *31%* ***	13* *34%* ***
Effective Total	**169**	169	164	5	169	169	115	53	59
10	**2** ***5%***	2 *5%* *100%*	2 *5%* *94%*	* *13%* *6%*	2 *5%* *100%*	2 *5%* *100%*	2 *7%* *94%* YZ	* *** ***	* *** ***
9	**2** ***6%***	2 *6%* *100%*	2 *5%* *91%*	* *23%* *9%*	2 *6%* *100%*	2 *6%* *100%*	1 *5%* *58%*	1 *8%* *42%*	1 *7%* *42%*
8	**4** ***11%***	4 *11%* *100%*	4 *11%* *100%*	- - -	4 *11%* *100%*	4 *11%* *100%*	3 *11%* *67%*	1 *11%* *33%*	1 *10%* *33%*
7	**8** ***22%***	8 *22%* *100%*	8 *22%* *100%*	- - -	8 *22%* *100%*	8 *22%* *100%*	6 *23%* *72%*	2 *19%* *28%*	2 *19%* *30%*
6	**5** ***13%***	5 *13%* *100%*	5 *13%* *100%*	- - -	5 *13%* *100%*	5 *13%* *100%*	3 *10%* *56%*	2 *18%* *44%*	2 *20%* *53%*
5	**6** ***17%***	6 *17%* *100%*	6 *17%* *97%*	* *22%* *3%*	6 *17%* *100%*	6 *17%* *100%*	4 *15%* *59%*	3 *23%* *41%*	3 *21%* *41%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**186**	186 *100%*	178 *96%*	5 *3%*	186 *100%*	186 *100%*	125 *67%*	60 *32%*	66 *35%*
Effective Total	**169**	169	164	5	169	169	115	53	59
4	**2** ***5%***	2 *5%* *100%*	2 *5%* *81%*	* *43%* *19%*	2 *5%* *100%*	2 *5%* *100%*	1 *5%* *62%*	1 *7%* *38%*	1 *9%* *53%*
3	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	2 *6%* *100%*	2 *6%* *100%*	2 *7%* *81%*	* *4%* *19%*	* *3%* *19%*
2	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	1 *3%* *100%*	1 *3%* *100%*	1 *3%* *75%*	* *2%* *25%*	* *2%* *25%*
1	**2** ***6%***	2 *6%* *100%*	2 *7%* *100%*	- - -	2 *6%* *100%*	2 *6%* *100%*	2 *7%* *77%*	1 *5%* *23%*	1 *4%* *23%*
Don't know	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	2 *6%* *100%*	2 *6%* *100%*	2 *7%* *82%*	* *3%* *18%*	1 *4%* *27%*
Net: 10/9/8/7	**16** ***44%***	16 *44%* *100%*	16 *44%* *98%*	* *35%* *2%*	16 *44%* *100%*	16 *44%* *100%*	12 *46%* *72%*	4 *39%* *27%*	5 *37%* *29%*
Net: 10/9	**4** ***11%***	4 *11%* *100%*	4 *11%* *92%*	* *35%* *8%*	4 *11%* *100%*	4 *11%* *100%*	3 *12%* *75%*	1 *8%* *22%*	1 *7%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 236

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - BBC News ****

Base : Regular viewers of BBC News in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**186**	186 *100%*	178 *96%*	5 *3%*	186 *100%*	186 *100%*	125 *67%*	60 *32%*	66 *35%*
Effective Total	**169**	169	164	5	169	169	115	53	59
Net: 6/5/4	**13** ***35%***	13 *35%* *100%*	12 *35%* *96%*	1 *65%* *4%*	13 *35%* *100%*	13 *35%* *100%*	8 *30%* *58%*	5 *47%* *42%* X	6 *49%* *47%* X
Net: 3/2/1	**6** ***15%***	6 *15%* *100%*	6 *16%* *100%*	- - -	6 *15%* *100%*	6 *15%* *100%*	4 *18%* *78%*	1 *11%* *22%*	1 *10%* *22%*
Mean	**5.91**	5.91	5.91	6.11	5.91	5.91	5.92	5.85	5.83
Standard Deviation	**2.34**	2.34	2.34	-	2.34	2.34	2.49	2.06	2.00

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 237

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Total (Wtd)	**204**	99 *48%*	105 *52%*	28 *14%*	49 *24%*	38 *19%*	39 *19%*	26 *13%*	23 *11%*	35 *17%*	110 *54%*	58 *29%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
10	**5** ***2%***	2 *2%* *39%*	3 *3%* *61%*	* *2%* *9%*	1 *2%* *20%*	2 *4%* *31%*	1 *2%* *19%*	* *1%* *3%*	1 *4%* *18%*	1 *2%* *12%*	3 *3%* *55%*	2 *3%* *34%*
9	**9** ***4%***	4 *4%* *47%*	5 *4%* *53%*	1 *3%* *11%*	2 *4%* *24%*	1 *2%* *10%*	2 *6%* *26%*	1 *3%* *8%*	2 *8%* *20%* E	1 *3%* *11%*	4 *4%* *48%*	4 *6%* *41%*
8	**21** ***10%***	10 *10%* *47%*	11 *10%* *53%*	2 *7%* *10%*	9 *17%* *41%* CE FGH	3 *7%* *13%*	4 *9%* *17%*	2 *8%* *10%*	2 *8%* *9%*	3 *9%* *16%*	12 *11%* *58%*	5 *9%* *26%*
7	**36** ***18%***	20 *21%* *57%* B	16 *15%* *43%*	7 *24%* *19%* D	6 *12%* *17%*	6 *16%* *18%*	7 *18%* *19%*	5 *21%* *15%* D	4 *19%* *13%*	5 *14%* *13%*	17 *15%* *47%*	14 *24%* *39%* IJ
6	**35** ***17%***	17 *18%* *50%*	18 *17%* *50%*	5 *18%* *14%*	9 *18%* *25%*	7 *19%* *21%*	7 *18%* *20%*	4 *15%* *11%*	3 *14%* *10%*	7 *20%* *20%*	20 *18%* *56%*	9 *15%* *25%*
5	**43** ***21%***	22 *22%* *51%*	21 *20%* *49%*	5 *18%* *12%*	10 *21%* *24%*	9 *24%* *21%*	9 *23%* *21%*	5 *18%* *11%*	5 *21%* *11%*	7 *21%* *17%*	24 *21%* *55%*	12 *20%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 237

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
4	**15** ***7%***	7 *8%* *49%*	8 *7%* *51%*	3 *10%* *18%*	3 *6%* *20%*	2 *5%* *11%*	3 *7%* *18%*	3 *10%* *16%*	3 *11%* *16%* E	4 *12%* *27%* K	9 *8%* *56%*	3 *4%* *17%*
3	**13** ***6%***	5 *5%* *34%*	9 *8%* *66%* A	1 *5%* *10%*	3 *5%* *19%*	3 *8%* *22%*	4 *9%* *28%* H	2 *8%* *15%*	1 *3%* *5%*	3 *10%* *26%* K	8 *7%* *58%*	2 *4%* *16%*
2	**6** ***3%***	3 *3%* *45%*	4 *3%* *55%*	2 *6%* *26%* F	2 *4%* *28%* F	1 *3%* *20%* F	- - -	1 *5%* *19%* F	* *2%* *7%*	* *1%* *4%*	4 *4%* *66%* I	2 *3%* *30%*
1	**7** ***3%***	4 *4%* *53%*	3 *3%* *47%*	1 *3%* *10%*	3 *5%* *37%*	1 *3%* *16%*	1 *2%* *12%*	1 *4%* *16%*	1 *3%* *9%*	1 *3%* *13%*	5 *4%* *68%*	1 *2%* *18%*
Don't know	**14** ***7%***	5 *5%* *35%*	9 *8%* *65%* A	1 *4%* *8%*	3 *5%* *19%*	4 *9%* *26%*	2 *6%* *16%*	2 *9%* *16%*	2 *9%* *15%*	3 *8%* *19%*	6 *5%* *43%*	5 *9%* *37%*
Net: 10/9/8/7	**70** ***34%***	36 *36%* *51%*	34 *33%* *49%*	10 *36%* *14%*	18 *36%* *25%*	11 *29%* *16%*	14 *35%* *20%*	8 *33%* *12%*	9 *38%* *13%*	10 *27%* *14%*	36 *33%* *51%*	25 *42%* *35%* IJ
Net: 10/9	**14** ***7%***	6 *6%* *44%*	8 *7%* *56%*	1 *5%* *10%*	3 *6%* *23%*	2 *6%* *18%*	3 *8%* *24%*	1 *3%* *6%*	3 *11%* *19%* G	2 *4%* *11%*	7 *6%* *51%*	5 *9%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 237

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
Net: 6/5/4	**93** ***46%***	47 *47%* *50%*	47 *44%* *50%*	13 *46%* *14%*	22 *45%* *24%*	18 *48%* *20%*	19 *48%* *20%*	11 *42%* *12%*	11 *46%* *11%*	18 *52%* *20%* K	52 *47%* *55%*	23 *40%* *25%*
Net: 3/2/1	**27** ***13%***	11 *11%* *42%*	15 *15%* *58%*	4 *14%* *14%*	7 *14%* *26%*	5 *14%* *20%*	5 *11%* *17%*	4 *17%* *16%* H	2 *7%* *6%*	5 *13%* *17%*	17 *15%* *63%* K	5 *9%* *20%*
Mean	**5.74**	5.78	5.69	5.64	5.77	5.66	5.87	5.42	6.01 G	5.54	5.62	6.09 IJ
Standard Deviation	**2.01**	1.95	2.08	1.98	2.15	2.00	1.91	2.05	2.05	1.87	2.08	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 237

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Total (Wtd)	**204**	204 *100%*	202 *99%*	2** *1%* **	41 *20%*	160 *78%*	163 *80%*	112 *55%*	50 *25%*	55 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
10	**5** ***2%***	5 *2%* *100%*	5 *2%* *96%*	* *10%* *4%*	2 *5%* *44%* VWXY Z	3 *2%* *56%*	3 *2%* *56%*	3 *2%* *53%* Z	* * *3%*	* * *3%*
9	**9** ***4%***	9 *4%* *100%*	8 *4%* *98%*	* *10%* *2%*	2 *5%* *21%*	7 *4%* *79%*	7 *4%* *79%*	4 *4%* *46%*	3 *6%* *33%*	3 *5%* *33%*
8	**21** ***10%***	21 *10%* *100%*	20 *10%* *99%*	* *14%* *1%*	5 *12%* *23%* YZ	16 *10%* *76%*	16 *10%* *77%*	13 *12%* *62%* YZ	3 *6%* *14%*	3 *6%* *15%*
7	**36** ***18%***	36 *18%* *100%*	36 *18%* *100%*	* *6%* *	6 *16%* *18%*	28 *18%* *79%*	29 *18%* *82%*	21 *19%* *59%*	8 *16%* *22%*	9 *16%* *25%*
6	**35** ***17%***	35 *17%* *100%*	35 *17%* *99%*	* *19%* *1%*	6 *15%* *18%*	29 *18%* *82%*	29 *18%* *82%*	18 *16%* *51%*	11 *22%* *32%* X	12 *21%* *33%*
5	**43** ***21%***	43 *21%* *100%*	43 *21%* *100%*	* *10%* *	7 *17%* *17%*	35 *22%* *81%*	36 *22%* *83%*	23 *21%* *55%*	12 *24%* *29%*	13 *25%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 237

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
4	**15** ***7%***	15 *7%* *100%*	15 *7%* *97%*	* *19%* *3%*	3 *8%* *21%*	12 *7%* *77%*	12 *7%* *79%*	8 *7%* *52%*	4 *8%* *26%*	5 *9%* *31%*
3	**13** ***6%***	13 *6%* *100%*	13 *6%* *99%*	* *6%* *1%*	3 *8%* *24%*	10 *6%* *75%*	10 *6%* *76%*	8 *7%* *60%*	2 *4%* *15%*	3 *5%* *20%*
2	**6** ***3%***	6 *3%* *100%*	6 *3%* *100%*	- - -	1 *1%* *9%*	6 *4%* *89%*	6 *4%* *91%*	4 *4%* *62%*	2 *3%* *26%*	2 *3%* *28%*
1	**7** ***3%***	7 *3%* *100%*	7 *3%* *100%*	- - -	2 *4%* *25%*	5 *3%* *70%*	5 *3%* *70%*	4 *3%* *54%*	1 *2%* *16%*	1 *2%* *19%*
Don't know	**14** ***7%***	14 *7%* *100%*	14 *7%* *99%*	* *7%* *1%*	4 *9%* *26%*	10 *6%* *74%*	10 *6%* *74%*	6 *5%* *43%*	4 *9%* *32%*	4 *8%* *32%*
Net: 10/9/8/7	**70** ***34%***	70 *34%* *100%*	69 *34%* *99%*	1 *40%* *1%*	15 *38%* *22%* YZ	54 *33%* *76%*	55 *34%* *78%*	41 *36%* *58%* YZ	14 *27%* *20%*	15 *27%* *21%*
Net: 10/9	**14** ***7%***	14 *7%* *100%*	13 *7%* *97%*	* *20%* *3%*	4 *10%* *30%*	10 *6%* *70%*	10 *6%* *70%*	7 *6%* *48%*	3 *6%* *22%*	3 *5%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 237

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
Net: 6/5/4	**93** ***46%***	93 *46%* *100%*	92 *46%* *99%*	1 *47%* *1%*	17 *41%* *18%*	76 *47%* *81%*	77 *47%* *82%*	49 *44%* *53%*	27 *55%* *29%* UX	30 *54%* *32%* UX
Net: 3/2/1	**27** ***13%***	27 *13%* *100%*	26 *13%* *100%*	* *6%* *	5 *13%* *20%*	20 *13%* *77%*	21 *13%* *78%*	16 *14%* *59%*	5 *9%* *18%*	6 *11%* *22%*
Mean	**5.74**	5.74	5.73	6.43	5.91	5.71	5.70	5.73	5.66	5.60
Standard Deviation	**2.01**	2.01	2.01	-	2.22	1.96	1.95	2.02	1.78	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 238

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Total (Wtd)	**101**	49 *48%*	52 *52%*	15* *15%* *	25* *25%* *	18* *18%* *	20* *20%* *	13* *13%* *	10* *10%* *	21 *20%*	52 *52%*	28* *28%* *
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
10	**25** ***25%***	11 *24%* *46%*	13 *26%* *54%*	4 *26%* *16%*	6 *25%* *25%*	4 *22%* *16%*	5 *25%* *20%*	3 *24%* *13%*	3 *26%* *10%*	5 *26%* *22%*	12 *24%* *50%*	7 *25%* *28%*
9	**16** ***16%***	6 *12%* *37%*	10 *19%* *63%* A	2 *12%* *11%*	4 *18%* *27%*	2 *13%* *15%*	4 *21%* *27%*	2 *16%* *13%*	1 *11%* *7%*	3 *14%* *18%*	8 *16%* *52%*	5 *17%* *29%*
8	**23** ***23%***	11 *22%* *45%*	13 *24%* *55%*	4 *26%* *17%*	4 *17%* *18%*	5 *29%* *22%*	4 *20%* *17%*	4 *28%* *15%*	2 *25%* *10%*	4 *21%* *18%*	12 *24%* *53%*	7 *24%* *28%*
7	**14** ***14%***	9 *18%* *60%* B	6 *11%* *40%*	3 *19%* *19%*	4 *18%* *31%*	3 *17%* *21%*	2 *9%* *13%*	2 *12%* *11%*	1 *7%* *5%*	4 *19%* *27%*	7 *14%* *51%*	3 *11%* *22%*
6	**7** ***7%***	3 *7%* *49%*	4 *7%* *51%*	* *3%* *6%*	3 *11%* *40%* F	2 *8%* *22%*	* *2%* *6%*	* *4%* *7%*	1 *14%* *19%* CF	2 *9%* *28%*	3 *6%* *44%*	2 *7%* *29%*
5	**9** ***9%***	5 *11%* *59%*	4 *7%* *41%*	1 *8%* *13%*	2 *8%* *21%*	1 *4%* *9%*	3 *17%* *38%* EH	1 *9%* *14%*	* *4%* *5%*	1 *7%* *16%*	6 *11%* *65%*	2 *6%* *19%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
4	**2** ***2%***	1 *2%* *59%*	1 *1%* *41%*	* *2%* *13%*	* *1%* *21%*	* *2%* *23%*	1 *3%* *34%*	- - -	* *2%* *9%*	- - -	1 *3%* *78%*	* *1%* *22%*
3	**1** ***1%***	1 *1%* *58%*	1 *1%* *42%*	- - -	- - -	* *2%* *31%*	1 *3%* *43%*	- - -	* *3%* *25%*	* *1%* *16%*	* *1%* *33%*	1 *2%* *52%*
2	**1** ***1%***	1 *1%* *53%*	1 *1%* *47%*	* *3%* *29%*	* *2%* *34%*	- - -	- - -	* *2%* *24%*	* *2%* *12%*	* *1%* *12%*	1 *1%* *58%*	* *1%* *29%*
1	**1** ***1%***	* * *27%*	1 *1%* *73%*	* *2%* *37%*	- - -	* *1%* *27%*	- - -	* *2%* *36%*	- - -	* *2%* *64%* J	- - -	* *1%* *36%*
Don't know	**2** ***2%***	1 *1%* *47%*	1 *2%* *53%*	- - -	- - -	* *1%* *12%*	* *1%* *13%*	1 *4%* *33%* D	1 *7%* *43%* CD	- - -	1 *1%* *35%*	1 *4%* *65%*
Net: 10/9/8/7	**79** ***78%***	37 *76%* *47%*	42 *80%* *53%*	12 *83%* *16%*	19 *78%* *24%*	15 *81%* *19%*	15 *75%* *19%*	10 *79%* *13%*	7 *69%* *9%*	16 *80%* *21%*	41 *78%* *52%*	22 *77%* *27%*
Net: 10/9	**41** ***41%***	17 *36%* *43%*	23 *45%* *57%*	6 *39%* *14%*	11 *43%* *26%*	6 *36%* *16%*	9 *46%* *23%*	5 *40%* *13%*	4 *37%* *9%*	8 *41%* *20%*	21 *40%* *51%*	12 *42%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 238

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
Net: 6/5/4	**17** ***17%***	10 *20%* *55%*	8 *15%* *45%*	2 *12%* *11%*	5 *20%* *29%*	3 *15%* *15%*	4 *21%* *25%*	2 *13%* *10%*	2 *20%* *11%*	3 *16%* *19%*	10 *19%* *58%*	4 *14%* *23%*
Net: 3/2/1	**3** ***3%***	2 *3%* *49%*	2 *3%* *51%*	1 *4%* *20%*	* *2%* *14%*	1 *3%* *18%*	1 *3%* *16%*	1 *4%* *17%*	* *5%* *15%*	1 *4%* *25%*	1 *2%* *36%*	1 *5%* *39%*
Mean	**7.86**	7.69	8.01	7.83	7.88	7.85	7.84	7.89	7.82	7.85	7.82	7.93
Standard Deviation	**1.95**	1.98	1.93	2.11	1.87	1.87	2.05	2.12	2.13	2.03	1.91	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 238

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Total (Wtd)	**101**	101 *100%*	100 *99%*	1** *1%* **	20* *20%* *	79 *78%*	80 *80%*	56 *56%*	24 *24%*	26 *26%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
10	**25** ***25%***	25 *25%* *100%*	24 *24%* *98%*	* *44%* *2%*	6 *29%* *24%* YZ	19 *24%* *76%*	19 *24%* *76%*	15 *26%* *60%*	4 *17%* *17%*	4 *17%* *18%*
9	**16** ***16%***	16 *16%* *100%*	16 *16%* *98%*	* *27%* *2%*	3 *13%* *16%*	13 *17%* *84%*	13 *17%* *84%*	9 *16%* *54%*	5 *19%* *30%*	5 *18%* *30%*
8	**23** ***23%***	23 *23%* *100%*	23 *23%* *100%*	- - -	6 *28%* *24%*	17 *21%* *71%*	17 *22%* *74%*	12 *21%* *49%*	6 *24%* *25%*	6 *24%* *27%*
7	**14** ***14%***	14 *14%* *100%*	14 *14%* *99%*	* *16%* *1%*	2 *8%* *12%*	12 *16%* *86%*	13 *16%* *88%*	10 *18%* *70%* U	3 *11%* *18%*	3 *11%* *19%*
6	**7** ***7%***	7 *7%* *100%*	7 *7%* *98%*	* *14%* *2%*	1 *5%* *14%*	6 *8%* *86%*	6 *7%* *86%*	4 *7%* *59%*	2 *8%* *28%*	2 *9%* *34%*
5	**9** ***9%***	9 *9%* *100%*	9 *9%* *100%*	- - -	2 *9%* *21%*	6 *8%* *72%*	7 *8%* *77%*	4 *6%* *41%*	3 *13%* *36%* X	3 *13%* *39%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 238

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 100%	471 98%	5 1%	98 20%	373 77%	382 79%	263 54%	119 25%	128 27%
Effective Total	**434**	434	430	5	87	336	344	239	105	114
4	**2** **2%**	2 2% 100%	2 2% 100%	- - -	1 4% 46% X	1 1% 54%	1 1% 54%	* 1% 21%	1 2% 33%	1 2% 33%
3	**1** **1%**	1 1% 100%	1 1% 100%	- - -	- - -	1 2% 100%	1 2% 100%	1 1% 57%	1 2% 43%	1 2% 43%
2	**1** **1%**	1 1% 100%	1 1% 100%	- - -	* 1% 13%	1 1% 87%	1 1% 87%	1 2% 76%	* 1% 11%	* 1% 28%
1	**1** **1%**	1 1% 100%	1 1% 100%	- - -	* 1% 36%	* 1% 64%	* 1% 64%	* 1% 64%	- - -	- - -
Don't know	**2** **2%**	2 2% 100%	2 2% 100%	- - -	* 1% 13%	1 2% 87%	1 2% 87%	1 1% 45%	1 3% 42%	1 3% 42%
Net: 10/9/8/7	**79** **78%**	79 78% 100%	78 78% 99%	1 86% 1%	16 79% 20%	61 78% 78%	62 78% 79%	45 81% 57% Z	17 72% 22%	18 70% 23%
Net: 10/9	**41** **41%**	41 41% 100%	40 40% 98%	1 71% 2%	8 42% 21%	32 41% 79%	32 40% 79%	24 42% 58%	9 37% 22%	9 35% 23%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 238

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
Net: 6/5/4	**17** ***17%***	17 *17%* *100%*	17 *17%* *99%*	* *14%* *1%*	4 *18%* *21%*	13 *17%* *76%*	14 *17%* *78%*	8 *14%* *46%*	6 *23%* *32%* X	6 *24%* *36%* X
Net: 3/2/1	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	* *2%* *13%*	3 *4%* *87%*	3 *3%* *87%*	2 *4%* *66%*	1 *3%* *21%*	1 *3%* *27%*
Mean	**7.86**	7.86	7.85	8.72	7.97	7.85	7.83	7.92	7.64	7.57
Standard Deviation	**1.95**	1.95	1.95	-	2.05	1.94	1.94	1.95	1.92	1.98

GfK NOP

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**19** ***18%***	9 *17%* *47%*	10 *18%* *53%*	2 *13%* *9%*	4 *18%* *24%*	4 *20%* *23%*	3 *16%* *16%*	2 *19%* *13%*	3 *20%* *15%*	3 *22%* *18%*	10 *18%* *56%*	5 *15%* *26%*
9	**15** ***15%***	7 *13%* *45%*	8 *16%* *55%*	2 *19%* *16%*	3 *13%* *21%*	3 *13%* *18%*	2 *11%* *14%*	2 *14%* *12%*	3 *20%* *19%*	3 *17%* *17%*	9 *15%* *59%*	4 *12%* *24%*
8	**23** ***22%***	10 *19%* *42%*	13 *25%* *58%*	2 *19%* *11%*	7 *29%* *31%* G	4 *20%* *18%*	5 *26%* *21%* G	2 *12%* *7%*	3 *19%* *12%*	3 *22%* *15%*	13 *23%* *57%*	7 *21%* *29%*
7	**16** ***15%***	8 *16%* *52%*	8 *14%* *48%*	2 *14%* *11%*	4 *16%* *25%*	3 *12%* *16%*	3 *15%* *18%*	3 *21%* *17%*	2 *16%* *14%*	2 *12%* *12%*	9 *15%* *56%*	5 *17%* *33%*
6	**10** ***10%***	5 *9%* *44%*	6 *11%* *56%*	2 *13%* *16%*	2 *9%* *20%*	3 *13%* *27%*	1 *6%* *11%*	1 *11%* *14%*	1 *8%* *11%*	2 *10%* *15%*	6 *10%* *56%*	3 *10%* *29%*
5	**11** ***10%***	6 *12%* *58%*	5 *9%* *42%*	* *2%* *2%*	2 *7%* *17%*	2 *11%* *22%*	3 *18%* *32%* CD	2 *13%* *16%* C	1 *9%* *12%*	2 *11%* *15%*	5 *9%* *50%*	4 *12%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 239

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**3** ***3%***	2 *3%* *49%*	2 *3%* *51%*	1 *9%* *38%* DE	* *1%* *7%*	- - -	1 *4%* *27%* E	* *3%* *13%*	* *4%* *16%*	* *2%* *11%*	2 *3%* *57%*	1 *3%* *32%*
3	**1** ***1%***	1 *1%* *65%*	* *1%* *35%*	- - -	* *1%* *23%*	* *1%* *17%*	* *3%* *45%*	- - -	* *1%* *15%*	- - -	1 *1%* *72%*	* *1%* *28%*
2	**2** ***2%***	1 *2%* *67%*	1 *1%* *33%*	1 *8%* *55%* EF GH	1 *2%* *34%*	* *1%* *12%*	- - -	- - -	- - -	- - -	1 *1%* *37%*	1 *4%* *63%*
1	**2** ***2%***	2 *4%* *93%* B	* * *7%*	* *3%* *16%*	* *2%* *20%*	1 *5%* *40%*	* *1%* *9%*	* *3%* *16%*	- - -	* *3%* *18%*	1 *2%* *56%*	1 *2%* *25%*
Don't know	**2** ***2%***	1 *2%* *41%*	1 *2%* *59%*	- - -	* *1%* *7%*	1 *3%* *36%*	* *1%* *9%*	* *4%* *26%*	* *3%* *21%*	* *1%* *8%*	1 *1%* *36%*	1 *3%* *56%*
Net: 10/9/8/7	**73** ***70%***	34 *66%* *46%*	39 *73%* *54%*	8 *65%* *11%*	19 *77%* *26%*	14 *66%* *19%*	13 *67%* *18%*	8 *66%* *12%*	10 *75%* *14%*	11 *73%* *15%*	41 *71%* *57%*	20 *65%* *28%*
Net: 10/9	**34** ***32%***	16 *31%* *46%*	18 *34%* *54%*	4 *32%* *12%*	8 *31%* *23%*	7 *34%* *21%*	5 *27%* *15%*	4 *33%* *13%*	6 *40%* *17%*	6 *39%* *18%*	19 *34%* *57%*	8 *27%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 239

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 6/5/4	**24** ***23%***	12 *24%* *51%*	12 *22%* *49%*	3 *25%* *13%*	4 *17%* *17%*	5 *25%* *21%*	6 *29%* *23%*	4 *27%* *14%*	3 *21%* *12%*	4 *24%* *15%*	13 *23%* *53%*	8 *25%* *32%*
Net: 3/2/1	**5** ***5%***	4 *8%* *78%* B	1 *2%* *22%*	1 *11%* *26%* H	1 *5%* *25%*	1 *6%* *26%*	1 *4%* *13%*	* *3%* *7%*	* *1%* *3%*	* *3%* *8%*	3 *5%* *53%*	2 *7%* *39%*
Mean	**7.39**	7.11	7.65 A	6.93	7.56	7.37	7.23	7.34	7.80 C	7.66	7.45	7.14
Standard Deviation	**2.15**	2.39	1.87	2.58	2.07	2.35	2.07	2.19	1.87	2.13	2.12	2.24

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 239

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**19** ***18%***	19 *18%* *100%*	19 *18%* *100%*	* * *	4 *19%* *21%*	14 *18%* *78%*	15 *18%* *79%*	9 *17%* *50%*	5 *20%* *28%*	6 *20%* *31%*
9	**15** ***15%***	15 *15%* *100%*	15 *15%* *99%*	* *18%* *1%*	3 *15%* *20%*	12 *14%* *75%*	12 *14%* *79%*	8 *14%* *52%*	4 *14%* *25%*	4 *14%* *27%*
8	**23** ***22%***	23 *22%* *100%*	23 *22%* *99%*	* *14%* *1%*	4 *21%* *20%*	18 *22%* *79%*	18 *22%* *80%*	12 *21%* *52%*	7 *25%* *28%*	7 *26%* *32%*
7	**16** ***15%***	16 *15%* *100%*	16 *15%* *100%*	- - -	3 *16%* *22%*	13 *15%* *78%*	13 *15%* *78%*	9 *15%* *54%*	4 *15%* *24%*	4 *15%* *26%*
6	**10** ***10%***	10 *10%* *100%*	10 *10%* *98%*	* *22%* *2%*	2 *9%* *19%*	8 *10%* *81%*	8 *10%* *81%*	6 *10%* *55%*	3 *10%* *25%*	3 *9%* *26%*
5	**11** ***10%***	11 *10%* *100%*	11 *11%* *100%*	- - -	2 *7%* *14%*	9 *11%* *84%*	9 *11%* *86%*	7 *12%* *60%*	3 *11%* *26%*	3 *11%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 239

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	* *2%* *14%*	3 *3%* *86%*	3 *3%* *86%*	2 *3%* *59%*	1 *3%* *27%*	1 *3%* *27%*
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *2%* *35%*	1 *1%* *65%*	1 *1%* *65%*	1 *1%* *65%*	- - -	- - -
2	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *2%* *21%*	1 *2%* *79%*	1 *2%* *79%*	1 *3%* *79%*	- - -	- - -
1	**2** ***2%***	2 *2%* *100%*	2 *2%* *84%*	* *34%* *16%*	1 *3%* *26%*	2 *2%* *74%*	2 *2%* *74%*	1 *3%* *59%*	* *1%* *14%*	* *1%* *14%*
Don't know	**2** ***2%***	2 *2%* *100%*	2 *2%* *93%*	* *12%* *7%*	1 *5%* *57%* VWX	1 *1%* *43%*	1 *1%* *43%*	1 *1%* *29%*	* *1%* *14%*	* *1%* *14%*
Net: 10/9/8/7	**73** ***70%***	73 *70%* *100%*	73 *70%* *100%*	* *31%* *	15 *70%* *21%*	57 *69%* *78%*	58 *70%* *79%*	38 *68%* *52%*	19 *74%* *26%*	21 *75%* *29%*
Net: 10/9	**34** ***32%***	34 *32%* *100%*	34 *33%* *99%*	* *18%* *1%*	7 *33%* *21%*	26 *32%* *77%*	27 *32%* *79%*	17 *31%* *51%*	9 *34%* *26%*	10 *34%* *29%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 6/5/4	**24** ***23%***	24 *23%* *100%*	24 *23%* *99%*	* *22%* *1%*	4 *18%* *16%*	20 *25%* *83%*	21 *25%* *84%*	14 *25%* *58%*	6 *24%* *26%*	7 *23%* *27%*
Net: 3/2/1	**5** ***5%***	5 *5%* *100%*	5 *5%* *93%*	* *34%* *7%*	1 *7%* *26%* Z	4 *5%* *74%*	4 *5%* *74%*	4 *6%* *67%* YZ	* *1%* *7%*	* *1%* *7%*
Mean	**7.39**	7.39	7.41	4.98	7.44	7.36	7.37	7.23	7.64	7.67
Standard Deviation	**2.15**	2.15	2.12	-	2.26	2.14	2.13	2.23	1.92	1.89

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**18** ***17%***	8 *16%* *47%*	10 *18%* *53%*	2 *17%* *12%*	5 *21%* *28%*	3 *15%* *18%*	3 *15%* *16%*	2 *16%* *12%*	2 *17%* *13%*	3 *19%* *17%*	9 *15%* *50%*	6 *19%* *33%*
9	**15** ***15%***	7 *13%* *43%*	9 *16%* *57%*	3 *20%* *17%*	4 *16%* *25%*	2 *11%* *16%*	2 *9%* *11%*	2 *12%* *10%*	3 *23%* *21%* F	2 *16%* *16%*	9 *15%* *56%*	4 *14%* *29%*
8	**23** ***22%***	10 *19%* *42%*	13 *25%* *58%*	3 *27%* *15%*	6 *25%* *26%*	4 *19%* *18%*	6 *29%* *24%* G	2 *15%* *8%*	2 *16%* *9%*	3 *21%* *14%*	15 *26%* *65%* K	5 *16%* *22%*
7	**17** ***16%***	9 *17%* *51%*	8 *15%* *49%*	1 *10%* *8%*	4 *15%* *21%*	4 *18%* *22%*	3 *15%* *17%*	3 *21%* *16%*	3 *19%* *15%*	2 *14%* *12%*	9 *15%* *53%*	6 *19%* *34%*
6	**11** ***10%***	8 *15%* *71%* B	3 *6%* *29%*	2 *17%* *20%* D	1 *6%* *13%*	2 *11%* *21%*	2 *11%* *19%*	2 *13%* *15%*	1 *9%* *12%*	1 *9%* *13%*	6 *10%* *55%*	4 *11%* *33%*
5	**11** ***11%***	6 *12%* *52%*	6 *10%* *48%*	1 *5%* *6%*	3 *11%* *24%*	3 *16%* *29%*	2 *13%* *21%*	1 *10%* *11%*	1 *6%* *8%*	2 *14%* *19%*	6 *10%* *52%*	3 *10%* *29%*

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**3** ***2%***	1 *3%* *53%*	1 *2%* *47%*	- - -	* *2%* *18%*	* *1%* *7%*	1 *4%* *33%*	* *2%* *12%*	1 *6%* *31%*	1 *5%* *30%*	1 *2%* *40%*	1 *3%* *30%*
3	**1** ***1%***	* *1%* *23%*	1 *2%* *77%*	- - -	1 *2%* *44%*	* *1%* *14%*	* *1%* *13%*	* *3%* *28%*	- - -	- - -	1 *1%* *56%*	1 *2%* *44%*
2	**1** ***1%***	* * *16%*	1 *2%* *84%*	* *2%* *21%*	* *1%* *21%*	- - -	* *2%* *44%*	* *1%* *14%*	- - -	- - -	1 *1%* *72%*	* *1%* *28%*
1	**1** ***1%***	1 *3%* *100%* B	- - -	- - -	* *1%* *17%*	1 *3%* *41%*	* *1%* *15%*	* *3%* *26%*	- - -	* *1%* *14%*	1 *2%* *69%*	* *1%* *17%*
Don't know	**2** ***2%***	1 *1%* *27%*	2 *3%* *73%*	- - -	* *1%* *15%*	1 *4%* *37%*	- - -	* *4%* *21%*	1 *5%* *28%* F	* *1%* *7%*	1 *2%* *39%*	1 *4%* *54%*
Net: 10/9/8/7	**73** ***70%***	33 *66%* *46%*	40 *75%* *54%* A	10 *75%* *13%*	19 *75%* *25%*	13 *64%* *18%*	13 *68%* *18%*	8 *64%* *11%*	10 *74%* *14%*	11 *69%* *15%*	41 *72%* *57%*	21 *68%* *29%*
Net: 10/9	**33** ***32%***	15 *29%* *45%*	18 *34%* *55%*	5 *38%* *14%*	9 *36%* *27%*	6 *27%* *17%*	5 *24%* *14%*	4 *29%* *11%*	5 *39%* *17%* F	5 *35%* *16%*	18 *30%* *53%*	10 *33%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 240

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 6/5/4	**25** ***24%***	15 *29%* *60%* B	10 *19%* *40%*	3 *23%* *12%*	5 *19%* *19%*	6 *28%* *23%*	5 *28%* *22%*	3 *25%* *13%*	3 *21%* *12%*	4 *28%* *18%*	13 *22%* *52%*	8 *24%* *31%*
Net: 3/2/1	**4** ***4%***	2 *4%* *50%*	2 *4%* *50%*	* *2%* *6%*	1 *4%* *28%*	1 *4%* *20%*	1 *4%* *22%*	1 *7%* *24%* H	- - -	* *1%* *5%*	3 *4%* *65%*	1 *4%* *29%*
Mean	**7.46**	7.27	7.64	7.83	7.65	7.24	7.19	7.15	7.75	7.50	7.44	7.46
Standard Deviation	**2.00**	2.07	1.93	1.74	2.05	2.09	2.08	2.29	1.81	2.06	2.00	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 240

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**18** ***17%***	18 *17%* *100%*	17 *17%* *98%*	* *34%* *2%*	4 *19%* *23%*	13 *16%* *75%*	14 *17%* *77%*	9 *16%* *50%*	5 *18%* *27%*	5 *18%* *29%*
9	**15** ***15%***	15 *15%* *100%*	15 *15%* *99%*	* *18%* *1%*	3 *15%* *21%*	12 *14%* *75%*	12 *14%* *78%*	8 *14%* *52%*	4 *14%* *24%*	4 *15%* *28%*
8	**23** ***22%***	23 *22%* *100%*	23 *22%* *99%*	* *26%* *1%*	4 *20%* *18%*	19 *23%* *82%*	19 *23%* *82%*	14 *24%* *58%*	6 *21%* *24%*	6 *21%* *26%*
7	**17** ***16%***	17 *16%* *100%*	17 *16%* *100%*	- - -	3 *14%* *18%*	14 *17%* *80%*	14 *17%* *82%*	10 *18%* *60%*	4 *14%* *22%*	5 *16%* *27%*
6	**11** ***10%***	11 *10%* *100%*	11 *10%* *99%*	* *10%* *1%*	3 *12%* *24%*	8 *10%* *76%*	8 *10%* *76%*	6 *10%* *54%*	2 *9%* *22%*	2 *8%* *22%*
5	**11** ***11%***	11 *11%* *100%*	11 *11%* *100%*	- - -	2 *9%* *18%*	9 *12%* *82%*	9 *11%* *82%*	5 *9%* *46%*	4 *16%* *36%*	4 *14%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 240

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 100%	484 97%	7 1%	100 20%	391 78%	397 80%	267 54%	127 25%	140 28%
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**3** **2%**	3 2% 100%	3 3% 100%	- - -	* 2% 16%	2 3% 84%	2 3% 84%	2 3% 63%	1 2% 20%	1 3% 29%
3	**1** **1%**	1 1% 100%	1 1% 100%	- - -	* 1% 14%	1 1% 86%	1 1% 86%	* * 18%	1 3% 67% X	1 3% 67% X
2	**1** **1%**	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 2% 79%	- - -	- - -
1	**1** **1%**	1 1% 100%	1 1% 100%	- - -	* 2% 31%	1 1% 69%	1 1% 69%	1 1% 45%	* 1% 24%	* 1% 24%
Don't know	**2** **2%**	2 2% 100%	2 2% 94%	* 12% 6%	1 6% 55% VWXY Z	1 1% 45%	1 1% 45%	1 1% 34%	* 1% 11%	* 1% 11%
Net: 10/9/8/7	**73** **70%**	73 70% 100%	73 70% 99%	1 78% 1%	15 67% 20%	58 70% 78%	59 71% 80%	41 73% 56%	18 68% 24%	20 70% 27%
Net: 10/9	**33** **32%**	33 32% 100%	33 32% 98%	1 52% 2%	7 34% 22%	25 30% 75%	26 31% 78%	17 30% 51%	8 32% 25%	9 33% 29%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 240

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It portrays Northern Ireland well to the rest of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 6/5/4	**25** ***24%***	25 *24%* *100%*	25 *24%* *100%*	* *10%* *	5 *23%* *20%*	20 *24%* *80%*	20 *24%* *80%*	13 *23%* *51%*	7 *27%* *28%*	7 *25%* *29%*
Net: 3/2/1	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	1 *3%* *16%*	3 *4%* *84%*	3 *4%* *84%*	2 *3%* *45%*	1 *5%* *32%*	1 *4%* *32%*
Mean	**7.46**	7.46	7.44	8.75	7.57	7.41	7.43	7.47	7.37	7.41
Standard Deviation	**2.00**	2.00	2.00	-	2.05	2.00	2.00	1.94	2.11	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 241

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays Northern Ireland well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	283	542	382	176	72	39	186	976	483	499	499
Total (Wtd)	138	57	115	82	38	16	9	37	204	101	105	105
Effective Total	601	258	491	352	161	68	37	169	882	434	453	453
10	7 *5%*	2 *3%*	3 *3%*	1 *2%*	1 *2%*	* *2%*	- -	2 *5%*	5 *2%*	25 *25%*	19 *18%*	18 *17%*
9	9 *7%*	3 *5%*	6 *5%*	1 *1%*	1 *3%*	1 *6%*	1 *6%*	2 *6%*	9 *4%*	16 *16%*	15 *15%*	15 *15%*
8	20 *14%*	7 *11%*	17 *15%*	6 *7%*	1 *3%*	1 *7%*	* *3%*	4 *11%*	21 *10%*	23 *23%*	23 *22%*	23 *22%*
7	26 *19%*	9 *16%*	21 *19%*	10 *13%*	3 *7%*	1 *9%*	1 *7%*	8 *22%*	36 *18%*	14 *14%*	16 *15%*	17 *16%*
6	24 *18%*	10 *18%*	20 *17%*	11 *13%*	5 *12%*	2 *12%*	2 *19%*	5 *13%*	35 *17%*	7 *7%*	10 *10%*	11 *10%*
5	24 *17%*	12 *21%*	20 *17%*	18 *22%*	8 *21%*	2 *14%*	2 *27%*	6 *17%*	43 *21%*	9 *9%*	11 *10%*	11 *11%*
4	7 *5%*	3 *4%*	8 *7%*	8 *9%*	3 *9%*	2 *10%*	* *2%*	2 *5%*	15 *7%*	2 *2%*	3 *3%*	3 *2%*
3	6 *4%*	2 *4%*	7 *6%*	7 *9%*	4 *12%*	* *3%*	* *2%*	2 *6%*	13 *6%*	1 *1%*	1 *1%*	1 *1%*
2	4 *3%*	1 *3%*	3 *3%*	6 *7%*	2 *4%*	2 *10%*	1 *6%*	1 *3%*	6 *3%*	1 *1%*	2 *2%*	1 *1%*
1	4 *3%*	2 *4%*	3 *2%*	5 *6%*	4 *10%*	1 *7%*	* *3%*	2 *6%*	7 *3%*	1 *1%*	2 *2%*	1 *1%*
Don't know	8 *6%*	7 *12%*	7 *6%*	8 *10%*	7 *18%*	3 *20%*	2 *27%*	2 *6%*	14 *7%*	2 *2%*	2 *2%*	2 *2%*
Net: 10/9/8/7	62 *45%*	20 *35%*	48 *42%*	18 *23%*	5 *14%*	4 *24%*	1 *15%*	16 *44%*	70 *34%*	79 *78%*	73 *70%*	73 *70%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 241

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It portrays Northern Ireland well to the rest of the UK - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	283	542	382	176	72	39	186	976	483	499	499
Effective Total	601	258	491	352	161	68	37	169	882	434	453	453
Net: 10/9	16 *12%*	4 *7%*	9 *8%*	2 *3%*	2 *5%*	1 *8%*	1 *6%*	4 *11%*	14 *7%*	41 *41%*	34 *32%*	33 *32%*
Net: 6/5/4	55 *40%*	25 *43%*	47 *41%*	37 *45%*	16 *42%*	6 *37%*	4 *48%*	13 *35%*	93 *46%*	17 *17%*	24 *23%*	25 *24%*
Net: 3/2/1	13 *10%*	6 *11%*	13 *11%*	18 *22%*	10 *26%*	3 *20%*	1 *10%*	6 *15%*	27 *13%*	3 *3%*	5 *5%*	4 *4%*
Mean	6.24	5.91	6.03	4.99	4.64	5.13	5.41	5.91	5.74	7.86	7.39	7.46
Standard Deviation	2.06	2.04	2.02	2.12	2.23	2.55	2.03	2.34	2.01	1.95	2.15	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 242

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**561** ***12%***	235 *10%* *42%*	326 *13%* *58%* A	77 *18%* *14%* DE FGH	103 *11%* *18%*	83 *10%* *15%*	95 *11%* *17%*	79 *10%* *14%*	124 *12%* *22%*	89 *9%* *16%*	258 *11%* *46%*	215 *14%* *38%* IJ	143 *12%* *25%*	154 *13%* *27%*	170 *10%* *30%*
9	**974** ***20%***	442 *20%* *45%*	532 *21%* *55%*	88 *21%* *9%*	188 *19%* *19%*	150 *18%* *15%*	169 *20%* *17%*	165 *22%* *17%*	214 *21%* *22%*	197 *21%* *20%*	479 *20%* *49%*	298 *19%* *31%*	257 *22%* *26%*	261 *21%* *27%*	310 *19%* *32%*
8	**1559** ***32%***	733 *33%* *47%*	825 *32%* *53%*	101 *24%* *6%*	342 *35%* *22%* C	285 *35%* *18%* C	273 *32%* *18%* C	240 *31%* *15%* C	316 *31%* *20%* C	329 *34%* *21%* K	772 *33%* *50%*	458 *30%* *29%*	350 *30%* *22%*	392 *32%* *25%*	572 *35%* *37%* L
7	**762** ***16%***	380 *17%* *50%*	383 *15%* *50%*	49 *12%* *6%*	166 *17%* *22%* C	141 *17%* *18%* C	144 *17%* *19%*	115 *15%* *15%*	148 *15%* *19%*	161 *17%* *21%*	377 *16%* *49%*	224 *15%* *29%*	195 *17%* *26%*	179 *15%* *24%*	250 *15%* *33%*
6	**372** ***8%***	175 *8%* *47%*	197 *8%* *53%*	38 *9%* *10%*	62 *6%* *17%*	58 *7%* *16%*	66 *8%* *18%*	66 *9%* *18%*	82 *8%* *22%*	79 *8%* *21%*	183 *8%* *49%*	110 *7%* *30%*	101 *9%* *27%*	73 *6%* *20%*	126 *8%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 242

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**244** ***5%***	108 *5%* *44%*	136 *5%* *56%*	15 *3%* *6%*	48 *5%* *20%*	46 *6%* *19%*	58 *7%* *24%* H	36 *5%* *15%*	42 *4%* *17%*	55 *6%* *22%*	121 *5%* *49%*	69 *4%* *28%*	50 *4%* *20%*	61 *5%* *25%*	88 *5%* *36%*
4	**120** ***2%***	73 *3%* *61%* B	47 *2%* *39%*	12 *3%* *10%*	28 *3%* *24%*	22 *3%* *18%*	16 *2%* *14%*	20 *3%* *16%*	22 *2%* *19%*	25 *3%* *21%*	50 *2%* *42%*	45 *3%* *37%*	25 *2%* *21%*	42 *3%* *35%*	32 *2%* *26%*
3	**62** ***1%***	32 *1%* *52%*	29 *1%* *48%*	19 *4%* *31%* DEF GH	4 *** *7%*	8 *1%* *13%*	8 *1%* *13%*	10 *1%* *16%*	12 *1%* *20%*	7 *1%* *12%*	26 *1%* *43%*	28 *2%* *46%*	10 *1%* *17%*	17 *1%* *27%*	23 *1%* *37%*
2	**44** ***1%***	21 *1%* *48%*	23 *1%* *52%*	10 *2%* *22%* FG	9 *1%* *20%*	7 *1%* *16%*	5 *1%* *11%*	2 *** *4%*	12 *1%* *27%* G	2 *** *5%*	18 *1%* *42%*	23 *2%* *53%* I	14 *1%* *32%*	5 *** *11%*	17 *1%* *39%*
1	**37** ***1%***	23 *1%* *61%*	14 *1%* *39%*	5 *1%* *15%* D	1 *** *2%*	7 *1%* *19%* D	4 *** *11%*	10 *1%* *27%* D	10 *1%* *26%* D	2 *** *5%*	18 *1%* *49%*	17 *1%* *45%* I	6 *** *16%*	11 *1%* *30%*	12 *1%* *33%*
Don't know	**105** ***2%***	35 *2%* *33%*	71 *3%* *67%* A	10 *2%* *9%*	19 *2%* *18%*	14 *2%* *13%*	17 *2%* *16%*	21 *3%* *20%*	25 *2%* *24%*	8 *1%* *8%*	45 *2%* *43%*	52 *3%* *49%* IJ	28 *2%* *26%*	23 *2%* *22%*	33 *2%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 242

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**3857** ***80%***	1790 *79%* *46%*	2066 *80%* *54%*	316 *74%* *8%*	799 *82%* *21%* C	658 *80%* *17%*	682 *80%* *18%*	600 *78%* *16%*	801 *80%* *21%*	775 *81%* *20%*	1886 *80%* *49%*	1195 *78%* *31%*	944 *80%* *24%*	986 *81%* *26%*	1301 *80%* *34%*
Net: 10/9	**1535** ***32%***	677 *30%* *44%*	858 *33%* *56%* A	165 *39%* *11%* DE F	291 *30%* *19%*	233 *28%* *15%*	265 *31%* *17%*	244 *32%* *16%*	338 *34%* *22%* E	285 *30%* *19%*	738 *31%* *48%*	512 *33%* *33%*	400 *34%* *26%* N	415 *34%* *27%* N	479 *29%* *31%*
Net: 6/5/4	**736** ***15%***	356 *16%* *48%*	381 *15%* *52%*	64 *15%* *9%*	139 *14%* *19%*	125 *15%* *17%*	140 *16%* *19%*	121 *16%* *16%*	146 *15%* *20%*	158 *17%* *22%*	354 *15%* *48%*	224 *15%* *30%*	176 *15%* *24%*	176 *14%* *24%*	246 *15%* *33%*
Net: 3/2/1	**143** ***3%***	76 *3%* *53%*	67 *3%* *47%*	34 *8%* *24%* DE FGH	14 *1%* *10%*	22 *3%* *15%*	17 *2%* *12%*	22 *3%* *15%*	34 *3%* *24%* D	11 *1%* *8%*	63 *3%* *44%* I	68 *4%* *48%* IJ	30 *3%* *21%*	33 *3%* *23%*	53 *3%* *37%*
Mean	**7.69**	7.60	7.77 A	7.60	7.76	7.63	7.70	7.68	7.73	7.71	7.70	7.66	7.76	7.75	7.66
Standard Deviation	**1.73**	1.77	1.68	2.17	1.56	1.69	1.63	1.73	1.77	1.53	1.68	1.90	1.68	1.74	1.71

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 242

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**561** ***12%***	47 *11%* *8%*	30 *12%* *5%*	18 *13%* *3%*	466 *12%* *83%*	530 *12%* *94%*	31 *12%* *6%*	80 *11%* *14%*	482 *12%* *86%*	482 *12%* *86%*	300 *12%* *53%*	181 *11%* *32%*	188 *11%* *34%*
9	**974** ***20%***	69 *17%* *7%*	47 *18%* *5%*	30 *22%* *3%* O	827 *21%* *85%* O	928 *20%* *95%*	46 *17%* *5%*	133 *19%* *14%*	830 *20%* *85%*	839 *20%* *86%*	514 *20%* *53%*	323 *20%* *33%*	350 *21%* *36%*
8	**1559** ***32%***	130 *31%* *8%*	76 *30%* *5%*	40 *29%* *3%*	1314 *33%* *84%*	1483 *32%* *95%*	75 *28%* *5%*	242 *34%* *16%*	1299 *32%* *83%*	1315 *32%* *84%*	777 *31%* *50%*	530 *33%* *34%*	564 *33%* *36%*
7	**762** ***16%***	71 *17%* *9%*	47 *18%* *6%*	21 *15%* *3%*	624 *15%* *82%*	722 *16%* *95%*	40 *15%* *5%*	110 *15%* *14%*	643 *16%* *84%*	652 *16%* *86%*	406 *16%* *53%*	246 *15%* *32%*	257 *15%* *34%*
6	**372** ***8%***	34 *8%* *9%*	24 *9%* *6%*	14 *10%* *4%* R	301 *7%* *81%*	346 *8%* *93%*	26 *10%* *7%*	44 *6%* *12%*	324 *8%* *87%*	328 *8%* *88%*	195 *8%* *52%*	132 *8%* *35%*	137 *8%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 242

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**244** ***5%***	25 *6%* *10%*	12 *5%* *5%*	8 *6%* *3%*	200 *5%* *82%*	228 *5%* *93%*	16 *6%* *7%*	33 *5%* *14%*	206 *5%* *84%*	209 *5%* *85%*	133 *5%* *55%*	75 *5%* *31%*	80 *5%* *33%*
4	**120** ***2%***	12 *3%* *10%*	8 *3%* *7%*	2 *2%* *2%*	98 *2%* *82%*	112 *2%* *93%*	8 *3%* *7%*	20 *3%* *16%*	98 *2%* *82%*	100 *2%* *84%*	68 *3%* *57%*	32 *2%* *27%*	34 *2%* *28%*
3	**62** ***1%***	8 *2%* *13%*	2 *1%* *4%*	1 *1%* *2%*	50 *1%* *81%*	55 *1%* *90%*	6 *2%* *10%*	14 *2%* *22%*	48 *1%* *78%*	48 *1%* *78%*	32 *1%* *53%*	15 *1%* *24%*	17 *1%* *27%*
2	**44** ***1%***	3 *1%* *7%*	3 *1%* *8%*	1 *1%* *3%*	36 *1%* *82%*	37 *1%* *83%*	7 *3%* *17%* S	7 *1%* *16%*	37 *1%* *83%*	37 *1%* *84%*	26 *1%* *60%*	11 *1%* *24%*	11 *1%* *24%*
1	**37** ***1%***	6 *1%* *15%*	2 *1%* *4%*	* * *1%*	30 *1%* *79%*	32 *1%* *85%*	6 *2%* *15%* S	6 *1%* *16%*	31 *1%* *84%*	31 *1%* *84%*	14 *1%* *37%*	18 *1%* *47%*	18 *1%* *47%*
Don't know	**105** ***2%***	13 *3%* *12%*	5 *2%* *5%*	3 *2%* *3%*	84 *2%* *80%*	100 *2%* *95%*	5 *2%* *5%*	23 *3%* *21%*	81 *2%* *77%*	83 *2%* *79%*	50 *2%* *47%*	33 *2%* *31%*	34 *2%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 242

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**3857** ***80%***	317 *76%* *8%*	200 *78%* *5%*	108 *78%* *3%*	3231 *80%* *84%* O	3664 *80%* *95%* T	192 *72%* *5%*	565 *79%* *15%*	3253 *80%* *84%*	3288 *80%* *85%*	1997 *79%* *52%*	1280 *80%* *33%*	1359 *80%* *35%*
Net: 10/9	**1535** ***32%***	117 *28%* *8%*	78 *30%* *5%*	48 *35%* *3%* O	1294 *32%* *84%* O	1458 *32%* *95%*	77 *29%* *5%*	213 *30%* *14%*	1311 *32%* *85%*	1321 *32%* *86%*	814 *32%* *53%*	504 *32%* *33%*	539 *32%* *35%*
Net: 6/5/4	**736** ***15%***	70 *17%* *10%*	44 *17%* *6%*	24 *17%* *3%*	599 *15%* *81%*	686 *15%* *93%*	50 *19%* *7%*	97 *14%* *13%*	628 *15%* *85%*	637 *15%* *86%*	397 *16%* *54%*	239 *15%* *32%*	251 *15%* *34%*
Net: 3/2/1	**143** ***3%***	17 *4%* *12%*	7 *3%* *5%*	3 *2%* *2%*	115 *3%* *81%*	124 *3%* *87%*	19 *7%* *13%* S	26 *4%* *19%*	116 *3%* *81%*	116 *3%* *81%*	72 *3%* *51%*	43 *3%* *30%*	45 *3%* *32%*
Mean	**7.69**	7.52	7.61	7.75 O	7.71 O	7.71 T	7.32	7.66	7.70	7.70	7.69	7.72	7.73
Standard Deviation	**1.73**	1.85	1.75	1.68	1.71	1.70	2.11	1.77	1.72	1.72	1.73	1.70	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 243

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**164** ***7%***	77 *7%* *47%*	88 *8%* *53%*	13 *8%* *8%*	17 *5%* *10%*	18 *5%* *11%*	24 *5%* *15%*	31 *7%* *19%*	61 *10%* *37%* DEF	29 *6%* *17%*	66 *6%* *40%*	70 *9%* *43%* J	41 *8%* *25%*	51 *9%* *31%*	52 *6%* *32%*
9	**316** ***14%***	162 *14%* *51%*	155 *13%* *49%*	20 *12%* *6%*	43 *13%* *13%*	35 *11%* *11%*	55 *13%* *17%*	58 *14%* *18%*	106 *17%* *33%* E	63 *13%* *20%*	134 *12%* *42%*	119 *16%* *38%*	81 *15%* *26%*	79 *13%* *25%*	111 *13%* *35%*
8	**587** ***25%***	291 *25%* *50%*	296 *26%* *50%*	28 *16%* *5%*	69 *21%* *12%*	72 *22%* *12%*	111 *25%* *19%*	132 *31%* *22%* CD E	175 *28%* *30%* CD	125 *25%* *21%*	280 *26%* *48%*	182 *24%* *31%*	139 *26%* *24%*	142 *24%* *24%*	214 *25%* *36%*
7	**459** ***20%***	219 *19%* *48%*	240 *21%* *52%*	38 *22%* *8%*	73 *22%* *16%*	66 *20%* *14%*	104 *24%* *23%* H	76 *18%* *17%*	101 *16%* *22%*	96 *19%* *21%*	221 *20%* *48%*	142 *19%* *31%*	100 *19%* *22%*	126 *21%* *28%*	163 *19%* *35%*
6	**293** ***13%***	166 *14%* *57%*	127 *11%* *43%*	18 *10%* *6%*	49 *15%* *17%*	57 *17%* *19%* GH	61 *14%* *21%*	47 *11%* *16%*	62 *10%* *21%*	82 *17%* *28%* K	137 *13%* *47%*	74 *10%* *25%*	70 *13%* *24%*	64 *11%* *22%*	113 *13%* *39%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 243

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**213** ***9%***	112 *9%* *52%*	102 *9%* *48%*	17 *10%* *8%*	41 *12%* *19%*	29 *9%* *13%*	43 *10%* *20%*	38 *9%* *18%*	45 *7%* *21%*	41 *8%* *19%*	103 *10%* *48%*	69 *9%* *32%*	30 *6%* *14%*	62 *11%* *29%* L	84 *10%* *40%* L
4	**85** ***4%***	61 *5%* *72%* B	24 *2%* *28%*	8 *4%* *9%*	21 *6%* *24%* H	17 *5%* *20%*	12 *3%* *14%*	13 *3%* *16%*	14 *2%* *17%*	17 *4%* *21%*	52 *5%* *62%* K	15 *2%* *17%*	21 *4%* *25%*	15 *3%* *18%*	29 *3%* *35%*
3	**44** ***2%***	29 *2%* *66%*	15 *1%* *34%*	6 *3%* *13%*	7 *2%* *16%*	8 *2%* *17%*	10 *2%* *23%*	6 *1%* *13%*	8 *1%* *19%*	5 *1%* *12%*	24 *2%* *54%*	15 *2%* *34%*	10 *2%* *23%*	2 *** *5%*	25 *3%* *58%* M
2	**42** ***2%***	24 *2%* *56%*	18 *2%* *44%*	11 *6%* *27%* DF GH	6 *2%* *14%*	8 *3%* *20%* F	2 *1%* *5%*	4 *1%* *9%*	10 *2%* *24%*	13 *3%* *31%*	13 *1%* *31%*	16 *2%* *38%*	12 *2%* *29%*	11 *2%* *25%*	11 *1%* *27%*
1	**22** ***1%***	10 *1%* *47%*	11 *1%* *53%*	5 *3%* *23%*	2 *1%* *11%*	3 *1%* *16%*	2 *** *10%*	3 *1%* *14%*	6 *1%* *27%*	3 *1%* *15%*	10 *1%* *45%*	9 *1%* *40%*	3 *1%* *16%*	7 *1%* *32%*	8 *1%* *36%*
Don't know	**96** ***4%***	27 *2%* *28%*	70 *6%* *72%* A	9 *5%* *9%*	9 *3%* *9%*	19 *6%* *20%*	12 *3%* *12%*	21 *5%* *21%*	27 *4%* *28%*	19 *4%* *20%*	39 *4%* *41%*	38 *5%* *40%*	18 *3%* *19%*	29 *5%* *30%*	32 *4%* *34%*
Net: 10/9/8/7	**1527** ***66%***	748 *64%* *49%*	779 *68%* *51%*	100 *58%* *7%*	202 *60%* *13%*	191 *58%* *12%*	294 *67%* *19%* E	297 *69%* *19%* CD E	443 *72%* *29%* CDE	312 *63%* *20%*	700 *65%* *46%*	514 *69%* *34%*	361 *69%* *24%*	398 *68%* *26%*	540 *64%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 243

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**480** ***21%***	238 *20%* *50%*	242 *21%* *50%*	33 *19%* *7%*	60 *18%* *12%*	53 *16%* *11%*	79 *18%* *16%*	89 *21%* *19%*	167 *27%* *35%* DEFG	91 *19%* *19%*	200 *19%* *42%*	189 *25%* *39%* IJ	122 *23%* *25%*	130 *22%* *27%*	163 *19%* *34%*
Net: 6/5/4	**591** ***25%***	338 *29%* *57%* B	253 *22%* *43%*	43 *25%* *7%*	110 *33%* *19%* GH	102 *31%* *17%* GH	116 *27%* *20%* H	98 *23%* *17%*	122 *20%* *21%*	140 *28%* *24%* K	293 *27%* *50%* K	158 *21%* *27%*	121 *23%* *20%*	141 *24%* *24%*	227 *27%* *38%*
Net: 3/2/1	**107** ***5%***	63 *5%* *58%*	45 *4%* *42%*	22 *13%* *21%* DE FGH	15 *4%* *14%*	19 *6%* *18%*	14 *3%* *13%*	12 *3%* *12%*	24 *4%* *23%*	22 *4%* *20%*	46 *4%* *43%*	39 *5%* *37%*	26 *5%* *24%*	20 *3%* *18%*	44 *5%* *41%*
Mean	**7.10**	6.98	7.23 A	6.53	6.82	6.80	7.11 C E	7.29 C DE	7.43 CDE F	7.03	7.03	7.26 J	7.22	7.21	7.02
Standard Deviation	**1.87**	1.91	1.81	2.35	1.85	1.91	1.66	1.73	1.85	1.82	1.83	1.94	1.87	1.84	1.86

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 243

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**164** ***7%***	9 *5%* *5%*	7 *6%* *4%*	3 *6%* *2%*	145 *7%* *88%*	160 *7%* *98%*	4 *5%* *2%*	31 *8%* *19%*	133 *7%* *81%*	133 *7%* *81%*	69 *7%* *42%*	64 *7%* *39%*	67 *7%* *41%*
9	**316** ***14%***	22 *12%* *7%*	16 *13%* *5%*	8 *14%* *3%*	270 *14%* *85%*	303 *14%* *96%*	13 *15%* *4%*	57 *16%* *18%*	257 *13%* *81%*	259 *13%* *82%*	137 *13%* *43%*	121 *13%* *38%*	132 *14%* *42%*
8	**587** ***25%***	46 *25%* *8%*	30 *25%* *5%*	16 *28%* *3%*	495 *25%* *84%*	567 *25%* *96%*	21 *24%* *4%*	93 *25%* *16%*	488 *25%* *83%*	494 *25%* *84%*	250 *24%* *42%*	241 *27%* *41%*	254 *27%* *43%*
7	**459** ***20%***	35 *19%* *8%*	23 *19%* *5%*	11 *19%* *2%*	389 *20%* *85%*	440 *20%* *96%*	19 *22%* *4%*	73 *20%* *16%*	380 *20%* *83%*	386 *20%* *84%*	206 *20%* *45%*	180 *20%* *39%*	185 *19%* *40%*
6	**293** ***13%***	23 *12%* *8%*	15 *13%* *5%*	8 *13%* *3%*	247 *13%* *84%*	282 *13%* *96%*	11 *12%* *4%*	37 *10%* *13%*	251 *13%* *86%*	256 *13%* *87%*	149 *14%* *51%*	107 *12%* *37%*	117 *12%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 243

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**213** ***9%***	22 *12%* *10%*	10 *9%* *5%*	5 *8%* *2%*	176 *9%* *83%*	206 *9%* *97%*	7 *8%* *3%*	36 *10%* *17%*	177 *9%* *83%*	178 *9%* *83%*	93 *9%* *44%*	83 *9%* *39%*	86 *9%* *40%*
4	**85** ***4%***	8 *4%* *10%*	7 *6%* *9%* R	3 *6%* *4%*	66 *3%* *78%*	82 *4%* *97%*	3 *3%* *3%*	6 *2%* *7%*	76 *4%* *90%*	79 *4%* *93%*	54 *5%* *63%* UYZ	25 *3%* *30%*	28 *3%* *33%*
3	**44** ***2%***	3 *2%* *8%*	2 *2%* *5%*	1 *2%* *2%*	37 *2%* *85%*	43 *2%* *98%*	1 *1%* *2%*	5 *1%* *12%*	38 *2%* *88%*	38 *2%* *88%*	19 *2%* *44%*	19 *2%* *44%*	20 *2%* *47%*
2	**42** ***2%***	4 *2%* *10%*	3 *2%* *7%*	1 *1%* *2%*	34 *2%* *81%*	39 *2%* *92%*	4 *4%* *8%*	8 *2%* *20%*	32 *2%* *76%*	34 *2%* *80%*	20 *2%* *48%*	13 *1%* *32%*	13 *1%* *32%*
1	**22** ***1%***	2 *1%* *10%*	1 *1%* *5%*	* * *1%*	18 *1%* *84%*	21 *1%* *96%*	1 *1%* *4%*	3 *1%* *15%*	19 *1%* *85%*	19 *1%* *85%*	8 *1%* *35%*	11 *1%* *50%*	11 *1%* *50%*
Don't know	**96** ***4%***	11 *6%* *11%* Q	5 *4%* *5%*	1 *2%* *1%*	80 *4%* *83%*	91 *4%* *95%*	5 *5%* *5%*	17 *5%* *18%*	79 *4%* *82%*	79 *4%* *82%*	38 *4%* *39%*	42 *5%* *43%*	44 *5%* *46%*
Net: 10/9/8/7	**1527** ***66%***	112 *60%* *7%*	76 *63%* *5%*	39 *68%* *3%*	1300 *66%* *85%* O	1469 *66%* *96%*	57 *65%* *4%*	254 *69%* *17%*	1258 *65%* *82%*	1272 *65%* *83%*	663 *64%* *43%*	605 *67%* *40%*	639 *67%* *42%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 243

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**480** ***21%***	31 *16%* *6%*	23 *19%* *5%*	12 *20%* *2%*	415 *21%* *86%*	463 *21%* *96%*	17 *20%* *4%*	89 *24%* *18%*	390 *20%* *81%*	392 *20%* *82%*	207 *20%* *43%*	184 *20%* *38%*	200 *21%* *42%*
Net: 6/5/4	**591** ***25%***	54 *29%* *9%*	33 *28%* *6%*	15 *27%* *3%*	489 *25%* *83%*	570 *26%* *96%*	21 *24%* *4%*	79 *21%* *13%*	504 *26%* *85%*	512 *26%* *87%*	295 *28%* *50%* U	216 *24%* *37%*	231 *24%* *39%*
Net: 3/2/1	**107** ***5%***	10 *5%* *9%*	6 *5%* *5%*	2 *3%* *2%*	89 *5%* *83%*	102 *5%* *95%*	5 *6%* *5%*	17 *5%* *16%*	89 *5%* *83%*	90 *5%* *84%*	47 *5%* *44%*	43 *5%* *40%*	45 *5%* *42%*
Mean	**7.10**	6.86	6.96	7.13	7.13 O	7.10	7.01	7.27	7.08	7.07	7.01	7.13	7.15
Standard Deviation	**1.87**	1.91	1.92	1.79	1.86	1.86	1.93	1.87	1.86	1.86	1.87	1.86	1.85

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 244

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**275** ***8%***	110 *7%* *40%*	165 *8%* *60%*	26 *7%* *9%*	37 *5%* *14%*	52 *8%* *19%*	56 *9%* *20%*	39 *7%* *14%*	64 *9%* *23%* D	27 *5%* *10%*	110 *6%* *40%*	138 *11%* *50%* IJ	81 *8%* *30%*	76 *9%* *28%*	73 *7%* *27%*
9	**388** ***11%***	169 *11%* *44%*	219 *11%* *56%*	51 *14%* *13%* E	76 *11%* *20%*	58 *9%* *15%*	67 *10%* *17%*	50 *9%* *13%*	86 *12%* *22%*	45 *8%* *11%*	204 *12%* *53%* I	139 *11%* *36%*	108 *11%* *28%*	78 *9%* *20%*	128 *12%* *33%*
8	**937** ***26%***	371 *24%* *40%*	565 *28%* *60%*	87 *24%* *9%*	182 *27%* *19%*	184 *29%* *20%*	167 *26%* *18%*	139 *26%* *15%*	177 *26%* *19%*	155 *28%* *17%*	461 *27%* *49%*	320 *25%* *34%*	251 *26%* *27%*	253 *29%* *27%*	271 *25%* *29%*
7	**769** ***22%***	342 *22%* *44%*	428 *21%* *56%*	63 *17%* *8%*	163 *24%* *21%*	137 *21%* *18%*	151 *24%* *20%*	106 *20%* *14%*	149 *21%* *19%*	139 *25%* *18%* K	392 *23%* *51%* K	238 *19%* *31%*	210 *22%* *27%*	201 *23%* *26%*	227 *21%* *29%*
6	**441** ***12%***	200 *13%* *45%*	241 *12%* *55%*	52 *14%* *12%*	83 *12%* *19%*	70 *11%* *16%*	81 *13%* *18%*	79 *15%* *18%*	75 *11%* *17%*	63 *11%* *14%*	216 *13%* *49%*	162 *13%* *37%*	113 *12%* *26%*	91 *10%* *21%*	145 *14%* *33%*
5	**313** ***9%***	132 *9%* *42%*	181 *9%* *58%*	23 *6%* *7%*	59 *9%* *19%*	71 *11%* *23%* H	57 *9%* *18%*	56 *11%* *18%* H	46 *7%* *15%*	53 *10%* *17%*	158 *9%* *50%*	102 *8%* *33%*	82 *8%* *26%*	78 *9%* *25%*	90 *8%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 244

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**127** ***4%***	69 *5%* *54%* B	58 *3%* *46%*	21 *6%* *16%* H	25 *4%* *20%*	27 *4%* *22%*	20 *3%* *15%*	17 *3%* *14%*	17 *3%* *14%*	24 *4%* *19%*	65 *4%* *51%*	38 *3%* *30%*	31 *3%* *25%*	33 *4%* *26%*	40 *4%* *31%*
3	**84** ***2%***	40 *3%* *48%*	44 *2%* *52%*	17 *5%* *20%* G	15 *2%* *18%*	14 *2%* *16%*	15 *2%* *18%*	8 *1%* *9%*	15 *2%* *18%*	13 *2%* *15%*	37 *2%* *44%*	34 *3%* *41%*	21 *2%* *25%*	25 *3%* *29%*	25 *2%* *30%*
2	**44** ***1%***	21 *1%* *49%*	23 *1%* *51%*	8 *2%* *19%*	10 *1%* *22%*	7 *1%* *17%*	5 *1%* *12%*	4 *1%* *9%*	9 *1%* *21%*	7 *1%* *15%*	20 *1%* *45%*	17 *1%* *40%*	15 *2%* *35%*	5 *1%* *10%*	17 *2%* *39%*
1	**44** ***1%***	24 *2%* *55%*	20 *1%* *45%*	4 *1%* *10%*	8 *1%* *18%*	7 *1%* *16%*	6 *1%* *13%*	8 *1%* *17%*	11 *2%* *25%*	7 *1%* *17%*	19 *1%* *43%*	18 *1%* *40%*	16 *2%* *36%*	12 *1%* *26%*	10 *1%* *22%*
Don't know	**128** ***4%***	40 *3%* *32%*	88 *4%* *68%* A	10 *3%* *8%*	21 *3%* *16%*	16 *2%* *12%*	14 *2%* *11%*	24 *4%* *19%*	43 *6%* *34%* DEF	20 *4%* *16%*	43 *3%* *34%*	65 *5%* *50%* J	32 *3%* *25%*	36 *4%* *28%*	39 *4%* *31%*
Net: 10/9/8/7	**2369** ***67%***	992 *65%* *42%*	1377 *68%* *58%*	227 *63%* *10%*	458 *67%* *19%*	431 *67%* *18%*	441 *69%* *19%*	334 *63%* *14%*	477 *69%* *20%*	366 *66%* *15%*	1167 *68%* *49%*	836 *66%* *35%*	651 *68%* *27%*	608 *69%* *26%*	699 *66%* *29%*
Net: 10/9	**663** ***19%***	279 *18%* *42%*	384 *19%* *58%*	77 *21%* *12%*	114 *17%* *17%*	110 *17%* *17%*	123 *19%* *19%*	89 *17%* *13%*	150 *22%* *23%*	72 *13%* *11%*	314 *18%* *47%* I	277 *22%* *42%* I	190 *20%* *29%*	154 *17%* *23%*	201 *19%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 244

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 6/5/4	**882** ***25%***	401 *26%* *45%*	481 *24%* *55%*	96 *26%* *11%*	167 *25%* *19%*	169 *26%* *19%* H	158 *25%* *18%*	153 *29%* *17%* H	139 *20%* *16%*	140 *25%* *16%*	440 *25%* *50%*	302 *24%* *34%*	225 *23%* *26%*	202 *23%* *23%*	275 *26%* *31%*
Net: 3/2/1	**172** ***5%***	86 *6%* *50%*	86 *4%* *50%*	30 *8%* *17%* FG	33 *5%* *19%*	28 *4%* *16%*	26 *4%* *15%*	19 *4%* *11%*	36 *5%* *21%*	27 *5%* *16%*	76 *4%* *44%*	70 *5%* *40%*	52 *5%* *30%*	41 *5%* *24%*	52 *5%* *30%*
Mean	**7.08**	6.97	7.16 A	6.92	7.02	7.04	7.15	7.03	7.23	6.91	7.07	7.17 I	7.09	7.12	7.06
Standard Deviation	**1.86**	1.92	1.81	2.06	1.80	1.85	1.78	1.81	1.90	1.79	1.80	1.96	1.92	1.83	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 244

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**275** ***8%***	22 *7%* *8%*	14 *7%* *5%*	9 *7%* *3%*	231 *8%* *84%*	260 *8%* *95%*	15 *8%* *5%*	38 *8%* *14%*	236 *8%* *86%*	236 *8%* *86%*	154 *8%* *56%*	82 *7%* *30%*	89 *7%* *32%*
9	**388** ***11%***	34 *11%* *9%*	24 *12%* *6%*	15 *13%* *4%*	314 *11%* *81%*	370 *11%* *95%*	18 *10%* *5%*	50 *10%* *13%*	337 *11%* *87%*	338 *11%* *87%*	212 *11%* *55%*	124 *11%* *32%*	132 *11%* *34%*
8	**937** ***26%***	79 *25%* *8%*	53 *25%* *6%*	30 *26%* *3%*	775 *27%* *83%*	895 *27%* *96%*	42 *24%* *4%*	135 *27%* *14%*	787 *26%* *84%*	800 *26%* *85%*	493 *26%* *53%*	307 *27%* *33%*	333 *27%* *36%*
7	**769** ***22%***	65 *21%* *8%*	40 *19%* *5%*	27 *23%* *3%*	638 *22%* *83%*	736 *22%* *96%*	33 *19%* *4%*	113 *23%* *15%*	641 *21%* *83%*	656 *22%* *85%*	392 *21%* *51%*	262 *23%* *34%*	277 *23%* *36%*
6	**441** ***12%***	46 *14%* *10%*	32 *15%* *7%* R	15 *13%* *3%*	349 *12%* *79%*	411 *12%* *93%*	30 *17%* *7%*	56 *11%* *13%*	379 *13%* *86%*	383 *13%* *87%*	240 *13%* *54%*	140 *12%* *32%*	144 *12%* *33%*
5	**313** ***9%***	32 *10%* *10%*	21 *10%* *7%*	10 *9%* *3%*	250 *9%* *80%*	299 *9%* *95%*	15 *8%* *5%*	44 *9%* *14%*	268 *9%* *86%*	270 *9%* *86%*	173 *9%* *55%*	97 *8%* *31%*	104 *9%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 244

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - ITV1 ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**127** ***4%***	14 *4%* *11%* Q	8 *4%* *6%* Q	2 *2%* *1%*	104 *4%* *81%* Q	121 *4%* *95%*	7 *4%* *5%*	22 *4%* *17%*	103 *3%* *81%*	106 *3%* *83%*	70 *4%* *55%*	36 *3%* *28%*	37 *3%* *29%*
3	**84** ***2%***	7 *2%* *8%*	6 *3%* *7%*	1 *1%* *2%*	70 *2%* *84%*	79 *2%* *95%*	4 *3%* *5%*	14 *3%* *17%*	69 *2%* *82%*	70 *2%* *83%*	48 *3%* *57%*	22 *2%* *26%*	23 *2%* *27%*
2	**44** ***1%***	2 *1%* *4%*	3 *1%* *7%*	2 *2%* *5%* O	37 *1%* *84%*	41 *1%* *93%*	3 *2%* *7%*	2 *** *4%*	42 *1%* *95%*	42 *1%* *96%*	26 *1%* *60%*	16 *1%* *36%*	16 *1%* *37%*
1	**44** ***1%***	5 *2%* *11%*	1 *** *2%*	1 *1%* *3%*	37 *1%* *85%*	41 *1%* *92%*	4 *2%* *8%*	7 *1%* *15%*	36 *1%* *81%*	37 *1%* *85%*	21 *1%* *47%*	17 *1%* *37%*	17 *1%* *37%*
Don't know	**128** ***4%***	11 *4%* *9%*	7 *3%* *5%*	3 *2%* *2%*	107 *4%* *84%*	123 *4%* *96%*	5 *3%* *4%*	19 *4%* *15%*	108 *4%* *84%*	109 *4%* *85%*	61 *3%* *48%*	48 *4%* *37%*	49 *4%* *39%*
Net: 10/9/8/7	**2369** ***67%***	200 *63%* *8%*	131 *63%* *6%*	81 *70%* *3%* OP	1957 *67%* *83%*	2261 *67%* *95%*	108 *61%* *5%*	336 *67%* *14%*	2002 *67%* *85%*	2031 *67%* *86%*	1251 *66%* *53%*	775 *67%* *33%*	831 *68%* *35%*
Net: 10/9	**663** ***19%***	56 *18%* *8%*	38 *18%* *6%*	24 *21%* *4%*	545 *19%* *82%*	630 *19%* *95%*	33 *19%* *5%*	88 *18%* *13%*	574 *19%* *87%*	575 *19%* *87%*	366 *19%* *55%*	206 *18%* *31%*	221 *18%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 244

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 6/5/4	**882** ***25%***	92 *29%* *10%* R	61 *29%* *7%* QR	27 *23%* *3%*	702 *24%* *80%*	830 *25%* *94%*	52 *29%* *6%*	121 *24%* *14%*	750 *25%* *85%*	758 *25%* *86%*	482 *26%* *55%*	273 *24%* *31%*	286 *23%* *32%*
Net: 3/2/1	**172** ***5%***	13 *4%* *8%*	9 *5%* *5%*	5 *4%* *3%*	145 *5%* *84%*	161 *5%* *94%*	11 *6%* *6%*	23 *5%* *13%*	146 *5%* *85%*	149 *5%* *87%*	95 *5%* *55%*	54 *5%* *32%*	56 *5%* *32%*
Mean	**7.08**	6.99	7.01	7.21	7.09	7.09	6.93	7.07	7.09	7.08	7.08	7.08	7.11
Standard Deviation	**1.86**	1.84	1.81	1.78	1.87	1.85	1.99	1.84	1.86	1.86	1.88	1.84	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 245

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**101** ***4%***	46 *4%* *46%*	55 *4%* *54%*	27 *7%* *26%* F	24 *4%* *24%*	14 *4%* *14%*	7 *2%* *7%*	13 *4%* *12%*	16 *4%* *16%*	7 *1%* *7%*	65 *5%* *65%* I	29 *4%* *29%* I	33 *6%* *33%*	20 *3%* *19%*	35 *4%* *35%*
9	**147** ***6%***	55 *5%* *38%*	92 *7%* *62%*	31 *8%* *21%*	42 *7%* *28%*	17 *5%* *12%*	15 *4%* *10%*	23 *7%* *15%*	19 *5%* *13%*	28 *6%* *19%*	73 *6%* *50%*	46 *6%* *31%*	33 *6%* *23%*	26 *4%* *18%*	62 *7%* *42%*
8	**419** ***17%***	174 *16%* *42%*	245 *18%* *58%*	71 *19%* *17%*	111 *18%* *27%*	70 *18%* *17%*	54 *15%* *13%*	48 *16%* *12%*	64 *17%* *15%*	83 *18%* *20%*	196 *16%* *47%*	140 *19%* *33%*	88 *16%* *21%*	118 *20%* *28%*	149 *17%* *36%*
7	**470** ***19%***	206 *19%* *44%*	264 *19%* *56%*	64 *17%* *14%*	142 *23%* *30%* H	71 *18%* *15%*	74 *20%* *16%*	62 *20%* *13%*	58 *16%* *12%*	102 *22%* *22%* K	253 *20%* *54%* K	115 *16%* *24%*	101 *18%* *21%*	109 *18%* *23%*	194 *22%* *41%*
6	**386** ***16%***	180 *17%* *47%*	206 *15%* *53%*	55 *14%* *14%*	113 *18%* *29%* H	61 *16%* *16%*	68 *19%* *18%* H	45 *15%* *12%*	44 *12%* *11%*	91 *20%* *24%* K	208 *17%* *54%* K	87 *12%* *23%*	89 *16%* *23%*	95 *16%* *25%*	139 *16%* *36%*
5	**334** ***14%***	152 *14%* *46%*	182 *13%* *54%*	47 *12%* *14%*	80 *13%* *24%*	66 *17%* *20%*	54 *15%* *16%*	42 *14%* *13%*	45 *12%* *14%*	65 *14%* *20%*	171 *14%* *51%*	97 *13%* *29%*	94 *17%* *28%* N	74 *12%* *22%*	95 *11%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 245

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**147** ***6%***	83 *8%* *57%* B	64 *5%* *43%*	25 *7%* *17%*	29 *5%* *19%*	30 *8%* *20%*	28 *8%* *19%*	19 *6%* *13%*	16 *4%* *11%*	28 *6%* *19%*	77 *6%* *52%*	42 *6%* *28%*	23 *4%* *16%*	46 *8%* *31%*	53 *6%* *36%*
3	**114** ***5%***	53 *5%* *47%*	61 *4%* *53%*	26 *7%* *23%* F	24 *4%* *21%*	15 *4%* *13%*	10 *3%* *8%*	13 *4%* *11%*	27 *7%* *23%* F	21 *4%* *18%*	54 *4%* *47%*	40 *5%* *35%*	26 *5%* *23%*	35 *6%* *31%*	40 *5%* *35%*
2	**48** ***2%***	26 *2%* *54%*	22 *2%* *46%*	14 *4%* *29%*	13 *2%* *28%*	5 *1%* *9%*	6 *2%* *13%*	4 *1%* *9%*	6 *2%* *12%*	7 *1%* *14%*	22 *2%* *45%*	20 *3%* *41%*	10 *2%* *21%*	4 *1%* *9%*	23 *3%* *48%* M
1	**45** ***2%***	31 *3%* *69%* B	14 *1%* *31%*	5 *1%* *12%*	11 *2%* *25%*	9 *2%* *19%*	4 *1%* *8%*	8 *3%* *18%*	8 *2%* *18%*	4 *1%* *9%*	23 *2%* *51%*	18 *3%* *41%*	4 *1%* *10%*	16 *3%* *35%*	14 *2%* *31%*
Don't know	**218** ***9%***	63 *6%* *29%*	155 *11%* *71%* A	15 *4%* *7%*	31 *5%* *14%*	29 *7%* *13%*	47 *13%* *21%* CD E	32 *10%* *15%* CD	64 *18%* *30%* CDEG	28 *6%* *13%*	93 *8%* *43%*	96 *13%* *44%* IJ	62 *11%* *29%* N	54 *9%* *25%*	61 *7%* *28%*
Net: 10/9/8/7	**1136** ***47%***	481 *45%* *42%*	655 *48%* *58%*	193 *51%* *17%* F	319 *51%* *28%* FH	172 *45%* *15%*	150 *41%* *13%*	146 *47%* *13%*	157 *43%* *14%*	220 *47%* *19%*	587 *48%* *52%*	329 *45%* *29%*	255 *45%* *22%*	273 *46%* *24%*	440 *51%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 245

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 10/9	**248** ***10%***	101 *9%* *41%*	146 *11%* *59%*	58 *15%* *23%* EF	66 *11%* *27%* F	31 *8%* *13%*	22 *6%* *9%*	35 *11%* *14%* F	35 *10%* *14%*	35 *7%* *14%*	138 *11%* *56%* I	75 *10%* *30%*	67 *12%* *27%*	46 *8%* *18%*	97 *11%* *39%*
Net: 6/5/4	**867** ***36%***	415 *39%* *48%* B	451 *33%* *52%*	127 *33%* *15%*	221 *36%* *26%*	157 *41%* *18%* H	151 *41%* *17%* H	106 *34%* *12%*	105 *29%* *12%*	185 *40%* *21%* K	456 *37%* *53%* K	226 *31%* *26%*	207 *37%* *24%*	216 *36%* *25%*	286 *33%* *33%*
Net: 3/2/1	**208** ***9%***	110 *10%* *53%* B	98 *7%* *47%*	45 *12%* *22%* F	49 *8%* *24%*	28 *7%* *13%*	20 *5%* *10%*	25 *8%* *12%*	41 *11%* *20%* F	31 *7%* *15%*	98 *8%* *47%*	78 *11%* *38%*	41 *7%* *20%*	56 *9%* *27%*	77 *9%* *37%*
Mean	**6.34**	6.16	6.49 A	6.41	6.45	6.24	6.22	6.36	6.28	6.34	6.38	6.28	6.45	6.24	6.42
Standard Deviation	**1.98**	2.06	1.90	2.18	1.91	1.92	1.75	2.02	2.13	1.74	1.98	2.14	1.93	1.99	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 245

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**101** ***4%***	7 *3%* *6%*	4 *4%* *4%*	3 *4%* *3%*	88 *4%* *87%*	95 *4%* *94%*	6 *4%* *6%*	15 *5%* *15%*	86 *4%* *85%*	86 *4%* *85%*	51 *4%* *50%*	34 *4%* *34%*	38 *4%* *38%*
9	**147** ***6%***	15 *6%* *10%*	4 *5%* *3%*	7 *8%* *4%*	121 *6%* *83%*	131 *6%* *89%*	15 *11%* *11%* S	25 *9%* *17%*	120 *6%* *81%*	122 *6%* *83%*	77 *6%* *53%*	43 *5%* *30%*	47 *5%* *32%*
8	**419** ***17%***	35 *15%* *8%*	14 *18%* *3%*	15 *18%* *4%*	355 *18%* *85%*	390 *17%* *93%*	29 *20%* *7%*	50 *17%* *12%*	361 *17%* *86%*	369 *17%* *88%*	217 *17%* *52%*	152 *17%* *36%*	158 *17%* *38%*
7	**470** ***19%***	36 *15%* *8%*	14 *17%* *3%*	16 *20%* *3%*	404 *20%* *86%*	439 *19%* *93%*	31 *22%* *7%*	45 *15%* *10%*	421 *20%* *90%*	425 *20%* *90%*	226 *18%* *48%*	196 *22%* *42%* UX	206 *22%* *44%* U
6	**386** ***16%***	37 *16%* *10%*	11 *14%* *3%*	15 *18%* *4%*	323 *16%* *84%*	364 *16%* *94%*	22 *15%* *6%*	55 *19%* *14%*	322 *15%* *84%*	330 *15%* *85%*	203 *16%* *53%*	125 *14%* *32%*	134 *14%* *35%*
5	**334** ***14%***	46 *19%* *14%* R	11 *14%* *3%*	13 *15%* *4%*	263 *13%* *79%*	321 *14%* *96%*	13 *9%* *4%*	34 *12%* *10%*	297 *14%* *89%*	300 *14%* *90%*	187 *15%* *56%*	113 *13%* *34%*	126 *14%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 245

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**147** ***6%***	14 *6%* *10%*	8 *9%* *5%* Q	3 *4%* *2%*	123 *6%* *83%*	142 *6%* *96%*	5 *4%* *4%*	16 *6%* *11%*	127 *6%* *86%*	131 *6%* *89%*	90 *7%* *61%*	41 *5%* *28%*	46 *5%* *31%*
3	**114** ***5%***	7 *3%* *6%*	3 *3%* *2%*	3 *4%* *3%*	101 *5%* *89%*	111 *5%* *97%*	4 *3%* *3%*	13 *5%* *12%*	101 *5%* *88%*	101 *5%* *88%*	46 *4%* *40%*	55 *6%* *48%* X	57 *6%* *50%* X
2	**48** ***2%***	8 *3%* *17%*	1 *1%* *1%*	2 *2%* *4%*	37 *2%* *78%*	40 *2%* *84%*	8 *5%* *16%* S	7 *2%* *14%*	40 *2%* *82%*	41 *2%* *86%*	31 *2%* *65%*	10 *1%* *21%*	10 *1%* *22%*
1	**45** ***2%***	9 *4%* *19%* QR	2 *2%* *4%*	1 *1%* *1%*	34 *2%* *76%*	43 *2%* *95%*	2 *2%* *5%*	4 *2%* *10%*	39 *2%* *87%*	41 *2%* *90%*	26 *2%* *56%*	14 *2%* *32%*	15 *2%* *32%*
Don't know	**218** ***9%***	24 *10%* *11%*	10 *12%* *5%* Q	5 *7%* *2%*	178 *9%* *82%*	209 *9%* *96%*	8 *6%* *4%*	29 *10%* *13%*	187 *9%* *86%*	189 *9%* *87%*	99 *8%* *46%*	89 *10%* *41%*	94 *10%* *43%*
Net: 10/9/8/7	**1136** ***47%***	93 *39%* *8%*	36 *44%* *3%*	41 *49%* *4%* O	967 *48%* *85%* O	1056 *46%* *93%*	81 *57%* *7%* S	136 *46%* *12%*	988 *47%* *87%*	1001 *47%* *88%*	571 *46%* *50%*	425 *49%* *37%*	450 *48%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 245

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 10/9	**248** ***10%***	22 *9%* *9%*	8 *9%* *3%*	9 *12%* *4%*	209 *10%* *84%*	226 *10%* *91%*	21 *15%* *9%*	40 *14%* *16%*	205 *10%* *83%*	207 *10%* *84%*	128 *10%* *52%*	78 *9%* *31%*	85 *9%* *34%*
Net: 6/5/4	**867** ***36%***	97 *41%* *11%* R	30 *37%* *3%*	31 *37%* *4%*	709 *35%* *82%*	826 *36%* *95%*	40 *28%* *5%*	106 *36%* *12%*	746 *36%* *86%*	760 *36%* *88%*	480 *38%* *55%* YZ	279 *32%* *32%*	306 *33%* *35%*
Net: 3/2/1	**208** ***9%***	24 *10%* *12%*	5 *6%* *2%*	6 *7%* *3%*	173 *9%* *83%*	194 *8%* *93%*	14 *10%* *7%*	25 *8%* *12%*	180 *9%* *86%*	183 *9%* *88%*	103 *8%* *50%*	79 *9%* *38%*	82 *9%* *39%*
Mean	**6.34**	6.03	6.31	6.50 O	6.38 O	6.33	6.60	6.47	6.33	6.33	6.29	6.38	6.37
Standard Deviation	**1.98**	2.09	2.00	1.86	1.97	1.97	2.07	2.03	1.97	1.97	2.00	1.93	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 246

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**3** ***8%***	1 *9%* *38%*	2 *7%* *62%*	- - -	- - -	* *5%* *13%*	* *5%* *13%*	1 *9%* *26%*	1 *19%* *48%*	- - -	1 *7%* *35%*	2 *15%* *65%*
9	**1** ***4%***	* *3%* *26%*	1 *4%* *74%*	- - -	- - -	* *5%* *25%*	1 *10%* *52%*	* *4%* *23%*	- - -	- - -	1 *9%* *100%*	- - -
8	**10** ***30%***	5 *42%* *47%*	5 *25%* *53%*	* *100%* *4%*	1 *17%* *8%*	1 *13%* *8%*	3 *38%* *26%*	2 *31%* *23%*	3 *45%* *30%*	3 *36%* *28%*	3 *20%* *28%*	4 *39%* *44%*
7	**4** ***13%***	1 *14%* *35%*	3 *13%* *65%*	- - -	* *9%* *9%*	1 *14%* *22%*	1 *14%* *21%*	* *4%* *6%*	2 *27%* *41%*	2 *24%* *42%*	2 *15%* *49%*	* *4%* *10%*
6	**5** ***17%***	2 *15%* *29%*	4 *18%* *71%*	- - -	1 *18%* *14%*	1 *23%* *27%*	1 *10%* *12%*	3 *35%* *47%*	- - -	1 *14%* *19%*	3 *19%* *48%*	2 *16%* *33%*
5	**3** ***9%***	1 *7%* *23%*	2 *11%* *77%*	- - -	1 *17%* *25%*	1 *10%* *20%*	1 *19%* *41%*	* *5%* *13%*	- - -	1 *17%* *43%*	1 *10%* *44%*	* *4%* *13%*
4	**1** ***4%***	* *3%* *20%*	1 *5%* *80%*	- - -	- - -	1 *17%* *80%*	- - -	* *4%* *20%*	- - -	- - -	1 *7%* *66%*	* *4%* *34%*

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**2** ***7%***	1 *5%* *25%*	2 *8%* *75%*	- - -	1 *31%* *64%*	1 *8%* *25%*	- - -	- - -	* *4%* *11%*	- - -	1 *8%* *46%*	1 *11%* *54%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**1** ***2%***	- - -	1 *3%* *100%*	- - -	- - -	- - -	- - -	1 *9%* *100%*	- - -	* *3%* *37%*	- - -	* *4%* *63%*
Don't know	**1** ***5%***	* *3%* *24%*	1 *5%* *76%*	- - -	* *8%* *25%*	* *5%* *22%*	* *5%* *24%*	- - -	* *6%* *29%*	* *5%* *25%*	1 *5%* *46%*	* *4%* *29%*
Net: 10/9/8/7	**18** ***56%***	7 *68%* *41%*	10 *49%* *59%*	* *100%* *2%*	1 *26%* *7%*	2 *37%* *13%*	4 *66%* *25%*	3 *47%* *20%*	6 *90%* *33%*	4 *60%* *25%*	7 *51%* *39%*	6 *57%* *36%*
Net: 10/9	**4** ***12%***	1 *12%* *34%*	2 *12%* *66%*	- - -	- - -	1 *10%* *17%*	1 *14%* *26%*	1 *13%* *25%*	1 *19%* *33%*	- - -	2 *16%* *56%*	2 *15%* *44%*
Net: 6/5/4	**10** ***31%***	3 *24%* *26%*	7 *35%* *74%*	- - -	2 *34%* *16%*	3 *50%* *33%*	2 *29%* *19%*	3 *44%* *33%*	- - -	2 *32%* *24%*	5 *36%* *49%*	3 *24%* *27%*
Net: 3/2/1	**3** ***9%***	1 *5%* *19%*	2 *11%* *81%*	- - -	1 *31%* *49%*	1 *8%* *19%*	- - -	1 *9%* *23%*	* *4%* *8%*	* *3%* *9%*	1 *8%* *36%*	2 *14%* *56%*
Mean	**6.71**	7.20	6.46	8.00	5.26	6.04	7.26	6.54	7.92	6.66	6.67	6.81

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 246

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**2.05**	1.78	2.18	-	2.17	2.08	1.57	2.45	1.56	1.67	1.99	2.51

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	* * *	3 *10%* *100%*	3 *10%* *100%*	2 *12%* *84%*	* *5%* *16%*	* *5%* *16%*
9	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* *5%* *25%*	1 *4%* *75%*	1 *4%* *75%*	1 *4%* *52%*	* *4%* *23%*	* *4%* *23%*
8	**10** ***30%***	10 *30%* *100%*	9 *30%* *96%*	* *100%* *4%*	2 *31%* *21%*	8 *30%* *79%*	8 *30%* *79%*	5 *26%* *49%*	3 *40%* *30%*	3 *39%* *30%*
7	**4** ***13%***	4 *13%* *100%*	4 *14%* *100%*	- - -	1 *20%* *32%*	3 *12%* *68%*	3 *12%* *68%*	2 *13%* *55%*	1 *8%* *14%*	1 *8%* *14%*
6	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	1 *17%* *21%*	4 *17%* *79%*	4 *17%* *79%*	4 *20%* *67%*	1 *9%* *12%*	1 *13%* *18%*
5	**3** ***9%***	3 *9%* *100%*	3 *10%* *100%*	- - -	1 *14%* *31%*	2 *8%* *69%*	2 *8%* *69%*	1 *8%* *47%*	1 *9%* *22%*	1 *9%* *22%*
4	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* *4%* *20%*	1 *4%* *80%*	1 *4%* *80%*	1 *4%* *57%*	* *4%* *23%*	* *4%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 246

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**2** ***7%*** 	2 *7%* *100%*	2 *7%* *100%*	- - -	* *4%* *11%*	2 *8%* *89%*	2 *8%* *89%*	1 *8%* *64%*	1 *7%* *25%*	1 *7%* *25%*
2	**-** **-** 	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**1** ***2%*** 	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *3%* *100%*	1 *3%* *100%*	* *2%* *63%*	* *3%* *37%*	* *3%* *37%*
Don't know	**1** ***5%*** 	1 *5%* *100%*	1 *5%* *100%*	- - -	* *5%* *25%*	1 *4%* *75%*	1 *4%* *75%*	* *2%* *29%*	1 *9%* *46%*	1 *9%* *46%*
Net: 10/9/8/7	**18** ***56%*** 	18 *56%* *100%*	17 *55%* *98%*	* *100%* *2%*	4 *56%* *21%*	14 *55%* *79%*	14 *55%* *79%*	10 *55%* *55%*	4 *57%* *24%*	4 *55%* *24%*
Net: 10/9	**4** ***12%*** 	4 *12%* *100%*	4 *12%* *100%*	- - -	* *5%* *8%*	3 *14%* *92%*	3 *14%* *92%*	3 *15%* *74%*	1 *9%* *18%*	1 *9%* *18%*
Net: 6/5/4	**10** ***31%*** 	10 *31%* *100%*	10 *31%* *100%*	- - -	2 *35%* *24%*	8 *30%* *76%*	8 *30%* *76%*	6 *33%* *59%*	2 *23%* *17%*	2 *26%* *20%*
Net: 3/2/1	**3** ***9%*** 	3 *9%* *100%*	3 *9%* *100%*	- - -	* *4%* *8%*	3 *10%* *92%*	3 *10%* *92%*	2 *10%* *64%*	1 *11%* *28%*	1 *10%* *28%*
Mean	**6.71**	6.71	6.70	8.00	6.66	6.73	6.73	6.73	6.70	6.67

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 246

Absolutes/col/row percents

9 Jul 2009

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

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**2.05**	2.05	2.06	-	1.61	2.18	2.18	2.19	2.34	2.29

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 247

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**53** ***4%***	21 *4%* *39%*	32 *4%* *61%*	10 *9%* *20%* F	8 *3%* *15%*	7 *4%* *13%*	5 *2%* *10%*	7 *4%* *14%*	16 *6%* *29%*	4 *2%* *7%*	23 *4%* *42%*	27 *6%* *51%*	12 *4%* *23%*	14 *5%* *25%*	20 *5%* *37%*
9	**47** ***4%***	20 *4%* *42%*	27 *4%* *58%*	4 *3%* *8%*	9 *4%* *19%*	8 *4%* *16%*	6 *3%* *12%*	11 *6%* *25%*	9 *4%* *20%*	4 *3%* *9%*	23 *4%* *50%*	19 *4%* *41%*	2 *1%* *5%*	14 *5%* *29%* L	21 *5%* *44%* L
8	**128** ***10%***	50 *10%* *39%*	78 *10%* *61%*	8 *7%* *6%*	21 *8%* *16%*	23 *11%* *18%*	22 *10%* *18%*	17 *9%* *14%*	37 *14%* *29%*	11 *6%* *8%*	65 *10%* *51%*	52 *12%* *41%*	30 *10%* *23%*	40 *13%* *31%* N	30 *7%* *24%*
7	**180** ***14%***	74 *15%* *41%*	106 *14%* *59%*	17 *14%* *9%*	37 *15%* *21%*	36 *18%* *20%*	35 *15%* *20%*	27 *14%* *15%*	27 *11%* *15%*	26 *15%* *14%*	100 *15%* *55%*	55 *13%* *30%*	48 *16%* *27%*	41 *14%* *23%*	61 *15%* *34%*
6	**198** ***16%***	89 *18%* *45%*	109 *15%* *55%*	14 *11%* *7%*	51 *20%* *26%*	34 *17%* *17%*	37 *16%* *19%*	27 *14%* *14%*	35 *14%* *18%*	41 *24%* *21%* K	111 *17%* *56%* K	46 *11%* *23%*	53 *17%* *27%*	52 *17%* *26%*	58 *14%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 247

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
5	**198** ***16%***	78 *16%* *40%*	120 *16%* *60%*	20 *17%* *10%*	44 *17%* *22%*	22 *11%* *11%*	41 *18%* *20%*	41 *21%* *20%* EH	31 *12%* *16%*	20 *12%* *10%*	112 *17%* *56%*	66 *15%* *33%*	40 *13%* *20%*	59 *20%* *30%*	62 *15%* *31%*
4	**125** ***10%***	46 *9%* *37%*	79 *11%* *63%*	19 *16%* *15%* H	24 *10%* *19%*	27 *13%* *21%* H	25 *11%* *20%*	14 *8%* *12%*	15 *6%* *12%*	21 *12%* *17%*	68 *11%* *54%*	36 *8%* *29%*	32 *10%* *26%*	27 *9%* *22%*	51 *12%* *41%*
3	**51** ***4%***	24 *5%* *48%*	27 *4%* *52%*	4 *3%* *8%*	8 *3%* *15%*	11 *6%* *22%*	10 *5%* *20%*	7 *4%* *14%*	10 *4%* *20%*	9 *5%* *17%*	27 *4%* *54%*	15 *3%* *29%*	18 *6%* *36%*	5 *2%* *11%*	14 *3%* *27%*
2	**43** ***3%***	25 *5%* *59%* B	18 *2%* *41%*	7 *6%* *16%*	10 *4%* *22%*	5 *3%* *12%*	7 *3%* *15%*	6 *3%* *14%*	8 *3%* *19%*	3 *2%* *8%*	26 *4%* *61%*	14 *3%* *31%*	8 *3%* *18%*	12 *4%* *27%*	16 *4%* *37%*
1	**41** ***3%***	23 *5%* *56%*	18 *2%* *44%*	7 *5%* *16%*	11 *4%* *27%*	4 *2%* *10%*	6 *3%* *14%*	9 *5%* *23%*	4 *2%* *10%*	6 *3%* *14%*	19 *3%* *46%*	16 *4%* *40%*	9 *3%* *22%*	8 *3%* *20%*	15 *4%* *38%*
Don't know	**183** ***15%***	48 *10%* *26%*	135 *18%* *74%* A	10 *8%* *5%*	31 *12%* *17%*	23 *11%* *12%*	34 *15%* *19%*	23 *12%* *13%*	62 *24%* *34%* CDEF G	26 *15%* *14%*	71 *11%* *39%*	85 *20%* *47%* J	57 *18%* *31%* M	27 *9%* *15%*	66 *16%* *36%* M
Net: 10/9/8/7	**408** ***33%***	164 *33%* *40%*	244 *33%* *60%*	39 *33%* *10%*	75 *30%* *18%*	73 *37%* *18%*	69 *30%* *17%*	64 *33%* *16%*	89 *35%* *22%*	44 *26%* *11%*	210 *33%* *52%*	153 *35%* *38%*	92 *30%* *23%*	108 *36%* *27%*	131 *32%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 247

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9	**100** ***8%***	41 *8%* *41%*	60 *8%* *59%*	14 *12%* *14%*	17 *7%* *17%*	15 *7%* *15%*	11 *5%* *11%*	19 *10%* *19%*	25 *10%* *25%*	8 *5%* *8%*	46 *7%* *46%*	46 *11%* *46%*	14 *5%* *14%*	27 *9%* *27%*	40 *10%* *40%* L
Net: 6/5/4	**522** ***42%***	214 *43%* *41%*	308 *41%* *59%*	53 *44%* *10%*	119 *47%* *23%* H	83 *42%* *16%*	103 *45%* *20%* H	82 *43%* *16%* H	82 *32%* *16%*	82 *48%* *16%* K	291 *45%* *56%* K	149 *34%* *29%*	125 *40%* *24%*	138 *46%* *26%*	171 *41%* *33%*
Net: 3/2/1	**135** ***11%***	72 *15%* *54%* B	63 *8%* *46%*	18 *15%* *13%*	28 *11%* *21%*	21 *10%* *15%*	23 *10%* *17%*	23 *12%* *17%*	23 *9%* *17%*	18 *10%* *13%*	72 *11%* *54%*	45 *10%* *33%*	35 *11%* *26%*	25 *8%* *19%*	45 *11%* *34%*
Mean	**5.82**	5.69	5.92	5.58	5.68	5.89	5.69	5.78	6.23 DF	5.61	5.76	6.02	5.71	6.00	5.76
Standard Deviation	**2.12**	2.21	2.06	2.43	2.06	2.03	1.94	2.19	2.18	1.91	2.05	2.31	2.04	2.06	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 247

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**53** ***4%***	3 *2%* *5%*	4 *5%* *7%*	1 *4%* *3%*	45 *4%* *85%*	46 *4%* *86%*	7 *8%* *14%*	5 *4%* *9%*	48 *4%* *91%*	48 *4%* *91%*	30 *5%* *57%*	18 *4%* *34%*	20 *4%* *37%*
9	**47** ***4%***	3 *2%* *6%*	5 *6%* *10%*	3 *8%* *6%* OR	37 *4%* *78%*	44 *4%* *93%*	3 *4%* *7%*	2 *2%* *4%*	45 *4%* *95%*	45 *4%* *96%*	28 *4%* *61%*	16 *3%* *35%*	18 *4%* *38%*
8	**128** ***10%***	16 *14%* *13%*	8 *11%* *7%*	4 *9%* *3%*	100 *10%* *78%*	119 *10%* *93%*	9 *10%* *7%*	13 *11%* *10%*	112 *10%* *88%*	115 *10%* *90%*	65 *10%* *51%*	50 *11%* *39%*	50 *10%* *39%*
7	**180** ***14%***	16 *14%* *9%*	9 *13%* *5%*	5 *13%* *3%*	150 *15%* *83%*	160 *14%* *89%*	20 *22%* *11%* S	22 *19%* *12%*	151 *14%* *84%*	155 *14%* *86%*	94 *14%* *52%*	60 *13%* *33%*	67 *13%* *37%*
6	**198** ***16%***	17 *15%* *9%*	11 *15%* *6%*	7 *18%* *3%*	163 *16%* *82%*	181 *16%* *91%*	17 *19%* *9%*	11 *10%* *6%*	187 *17%* *94%*	187 *17%* *94%*	103 *16%* *52%*	84 *18%* *42%*	89 *18%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 247

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
5	**198** ***16%***	20 *17%* *10%*	12 *16%* *6%*	5 *14%* *3%*	161 *16%* *81%*	187 *16%* *95%*	11 *12%* *5%*	22 *19%* *11%*	176 *16%* *89%*	176 *16%* *89%*	110 *17%* *55%*	65 *14%* *33%*	67 *13%* *34%*
4	**125** ***10%***	6 *5%* *5%*	5 *7%* *4%*	4 *10%* *3%*	110 *11%* *88%* O	113 *10%* *90%*	12 *14%* *10%*	10 *8%* *8%*	111 *10%* *89%*	115 *10%* *92%*	66 *10%* *53%*	49 *10%* *39%*	51 *10%* *40%*
3	**51** ***4%***	7 *6%* *14%*	4 *6%* *8%*	2 *5%* *4%*	38 *4%* *74%*	49 *4%* *97%*	2 *2%* *3%*	7 *6%* *13%*	44 *4%* *87%*	44 *4%* *87%*	27 *4%* *52%*	18 *4%* *35%*	18 *4%* *35%*
2	**43** ***3%***	4 *4%* *10%*	3 *4%* *6%*	1 *3%* *3%*	35 *3%* *82%*	41 *4%* *95%*	2 *3%* *5%*	6 *5%* *14%*	37 *3%* *86%*	37 *3%* *86%*	22 *3%* *51%*	15 *3%* *35%*	16 *3%* *36%*
1	**41** ***3%***	4 *3%* *10%*	3 *4%* *8%*	1 *2%* *2%*	33 *3%* *80%*	38 *3%* *94%*	2 *3%* *6%*	3 *2%* *6%*	38 *3%* *93%*	38 *3%* *94%*	28 *4%* *69%*	9 *2%* *22%*	9 *2%* *23%*
Don't know	**183** ***15%***	18 *16%* *10%*	9 *13%* *5%*	5 *14%* *3%*	150 *15%* *82%*	179 *15%* *98%* T	4 *4%* *2%*	16 *14%* *9%*	165 *15%* *90%*	166 *15%* *91%*	79 *12%* *43%*	87 *18%* *48%* X	93 *19%* *51%* X
Net: 10/9/8/7	**408** ***33%***	37 *32%* *9%*	26 *36%* *6%*	13 *34%* *3%*	332 *32%* *81%*	368 *32%* *90%*	40 *44%* *10%* S	42 *36%* *10%*	356 *32%* *87%*	364 *32%* *89%*	218 *33%* *53%*	144 *31%* *35%*	154 *31%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 247

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9	**100** ***8%***	5 *5%* *5%*	8 *11%* *8%* O	4 *12%* *4%* O	82 *8%* *82%*	90 *8%* *89%*	11 *12%* *11%*	7 *6%* *7%*	93 *8%* *93%*	93 *8%* *93%*	59 *9%* *59%*	34 *7%* *34%*	37 *8%* *37%*
Net: 6/5/4	**522** ***42%***	43 *38%* *8%*	28 *38%* *5%*	16 *42%* *3%*	434 *43%* *83%*	481 *42%* *92%*	40 *45%* *8%*	44 *37%* *8%*	473 *43%* *91%*	478 *42%* *92%*	279 *43%* *53%*	198 *42%* *38%*	206 *41%* *39%*
Net: 3/2/1	**135** ***11%***	15 *13%* *11%*	10 *14%* *7%*	4 *11%* *3%*	106 *10%* *78%*	129 *11%* *95%*	6 *7%* *5%*	16 *13%* *12%*	119 *11%* *88%*	119 *11%* *88%*	77 *12%* *57%*	42 *9%* *31%*	43 *9%* *32%*
Mean	**5.82**	5.76	5.91	5.96	5.82	5.79	6.18	5.73	5.83	5.83	5.79	5.90	5.93
Standard Deviation	**2.12**	2.09	2.31	2.15	2.12	2.12	2.09	2.13	2.13	2.13	2.19	2.03	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 248

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**33** ***6%***	16 *5%* *48%*	17 *6%* *52%*	13 *10%* *41%* D	2 *1%* *6%*	4 *4%* *12%*	6 *8%* *18%* D	3 *6%* *8%*	5 *9%* *15%* D	2 *2%* *5%*	13 *4%* *40%*	18 *9%* *55%*	17 *12%* *52%* MN	3 *2%* *11%*	7 *4%* *22%*
9	**25** ***4%***	12 *4%* *49%*	13 *4%* *51%*	4 *3%* *17%*	6 *4%* *24%*	5 *5%* *20%*	5 *7%* *20%*	4 *9%* *16%*	1 *1%* *3%*	1 *2%* *5%*	16 *5%* *62%*	8 *4%* *33%*	6 *4%* *23%*	7 *5%* *26%*	11 *6%* *43%*
8	**80** ***14%***	44 *16%* *55%*	36 *12%* *45%*	17 *13%* *21%*	25 *15%* *31%* F	20 *18%* *25%* F	3 *4%* *3%*	5 *11%* *6%*	12 *21%* *14%* F	6 *8%* *7%*	41 *13%* *51%*	33 *17%* *41%*	27 *19%* *33%*	18 *13%* *23%*	21 *11%* *26%*
7	**87** ***15%***	41 *14%* *47%*	46 *16%* *53%*	22 *16%* *25%*	24 *15%* *28%*	13 *12%* *15%*	12 *16%* *14%*	7 *16%* *8%*	8 *16%* *10%*	12 *16%* *14%*	45 *15%* *52%*	29 *15%* *34%*	20 *14%* *23%*	31 *22%* *36%* N	18 *10%* *21%*
6	**63** ***11%***	26 *9%* *41%*	37 *13%* *59%*	13 *10%* *21%*	26 *16%* *41%*	9 *8%* *14%*	7 *9%* *11%*	4 *9%* *6%*	4 *8%* *7%*	6 *8%* *10%*	42 *14%* *66%*	15 *8%* *24%*	9 *6%* *14%*	12 *9%* *20%*	28 *15%* *45%*
5	**69** ***12%***	35 *12%* *51%*	33 *12%* *49%*	14 *11%* *20%*	24 *15%* *35%*	11 *11%* *17%*	15 *19%* *22%* H	2 *4%* *3%*	2 *4%* *3%*	11 *14%* *16%*	46 *15%* *66%* K	12 *6%* *18%*	11 *8%* *16%*	15 *11%* *22%*	25 *13%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 248

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**50** ***9%***	32 *11%* *64%*	18 *6%* *36%*	12 *9%* *23%*	14 *8%* *27%*	11 *10%* *21%*	9 *12%* *19%*	* *1%* *1%*	4 *8%* *9%*	6 *8%* *12%*	29 *9%* *58%*	15 *8%* *31%*	13 *9%* *25%*	12 *9%* *24%*	20 *10%* *39%*
3	**28** ***5%***	16 *6%* *59%*	12 *4%* *41%*	10 *8%* *36%*	4 *2%* *13%*	6 *6%* *22%*	4 *6%* *16%*	3 *7%* *11%*	1 *1%* *2%*	5 *7%* *20%*	10 *3%* *36%*	12 *6%* *44%*	3 *2%* *9%*	8 *5%* *27%*	12 *7%* *45%*
2	**33** ***6%***	14 *5%* *41%*	19 *7%* *59%*	10 *8%* *30%*	8 *5%* *26%*	10 *9%* *29%*	1 *2%* *4%*	1 *2%* *3%*	2 *4%* *7%*	6 *9%* *20%*	21 *7%* *64%*	5 *3%* *16%*	8 *5%* *23%*	7 *5%* *20%*	13 *7%* *40%*
1	**33** ***6%***	25 *9%* *77%* B	7 *3%* *23%*	7 *6%* *23%*	10 *6%* *31%*	10 *9%* *30%*	2 *3%* *6%*	2 *5%* *7%*	1 *2%* *3%*	5 *7%* *15%*	20 *6%* *60%*	8 *4%* *25%*	9 *6%* *27%*	10 *7%* *31%*	9 *5%* *27%*
Don't know	**75** ***13%***	23 *8%* *31%*	52 *18%* *69%* A	10 *8%* *14%*	19 *12%* *25%*	10 *10%* *14%*	11 *14%* *15%*	11 *27%* *15%* CD E	13 *24%* *18%* CE	14 *19%* *19%* J	25 *8%* *33%*	36 *19%* *48%* J	22 *16%* *30%*	17 *12%* *23%*	23 *13%* *31%*
Net: 10/9/8/7	**225** ***39%***	113 *40%* *50%*	112 *39%* *50%*	56 *42%* *25%*	57 *35%* *25%*	42 *38%* *18%*	26 *34%* *12%*	18 *43%* *8%*	26 *48%* *11%*	21 *28%* *10%*	115 *37%* *51%*	89 *46%* *40%* I	69 *48%* *31%* N	59 *42%* *26%*	57 *30%* *25%*
Net: 10/9	**58** ***10%***	28 *10%* *48%*	30 *10%* *52%*	18 *13%* *30%*	8 *5%* *14%*	9 *8%* *15%*	11 *15%* *19%* D	7 *16%* *11%* D	6 *11%* *10%*	3 *4%* *5%*	29 *9%* *50%*	26 *14%* *45%*	23 *16%* *39%*	10 *7%* *17%*	18 *10%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 248

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**182** ***32%***	93 *33%* *51%*	88 *30%* *49%*	39 *30%* *22%*	63 *39%* *35%* GH	31 *28%* *17%*	31 *41%* *17%* GH	6 *15%* *3%*	11 *20%* *6%*	23 *31%* *13%*	116 *38%* *64%* K	42 *22%* *23%*	32 *23%* *18%*	40 *28%* *22%*	72 *39%* *40%* L
Net: 3/2/1	**94** ***16%***	55 *19%* *59%*	38 *13%* *41%*	27 *21%* *29%*	22 *14%* *24%*	26 *24%* *28%* H	8 *10%* *8%*	6 *15%* *7%*	4 *8%* *4%*	17 *23%* *18%*	51 *17%* *54%*	26 *13%* *28%*	19 *13%* *20%*	25 *18%* *26%*	34 *18%* *37%*
Mean	**5.81**	5.62	6.03	5.81	5.67	5.42	5.92	6.41	6.62 DE	5.10	5.68	6.32 I	6.33 N	5.68	5.53
Standard Deviation	**2.46**	2.56	2.33	2.62	2.22	2.65	2.27	2.59	2.33	2.37	2.40	2.51	2.69	2.40	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 248

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**33** ***6%***	3 *5%* *8%*	2 *5%* *5%*	1 *6%* *3%*	28 *6%* *84%*	31 *6%* *94%*	2 *5%* *6%*	33 *6%* *100%*	33 *6%* *100%*	21 *6%* *62%*	12 *5%* *38%*	14 *5%* *41%*
9	**25** ***4%***	1 *2%* *4%*	* *1%* *1%*	1 *5%* *3%*	23 *5%* *91%*	23 *4%* *89%*	3 *7%* *11%*	25 *4%* *100%*	25 *4%* *100%*	12 *3%* *47%*	13 *6%* *53%*	13 *5%* *53%*
8	**80** ***14%***	9 *16%* *12%*	3 *11%* *4%*	2 *12%* *2%*	66 *14%* *82%*	78 *15%* *97%*	2 *6%* *3%*	80 *14%* *100%*	80 *14%* *100%*	52 *15%* *65%*	28 *12%* *35%*	31 *13%* *39%*
7	**87** ***15%***	11 *18%* *12%*	4 *13%* *5%*	3 *18%* *3%*	69 *15%* *80%*	84 *16%* *96%*	3 *8%* *4%*	87 *15%* *100%*	87 *15%* *100%*	51 *15%* *58%*	36 *15%* *41%*	36 *14%* *41%*
6	**63** ***11%***	6 *11%* *10%*	4 *14%* *7%*	2 *15%* *4%*	49 *11%* *79%*	56 *10%* *90%*	7 *17%* *10%*	63 *11%* *100%*	63 *11%* *100%*	35 *10%* *56%*	28 *12%* *44%*	32 *13%* *50%*
5	**69** ***12%***	9 *15%* *13%*	7 *21%* *10%* R	3 *18%* *4%*	51 *11%* *73%*	64 *12%* *94%*	4 *12%* *6%*	69 *12%* *100%*	69 *12%* *100%*	48 *14%* *70%*	21 *9%* *30%*	21 *8%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 248

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**50** ***9%***	3 *4%* *5%*	3 *8%* *5%*	1 *4%* *1%*	44 *9%* *88%*	50 *9%* *100%*	- - -	50 *9%* *100%*	50 *9%* *100%*	28 *8%* *56%*	22 *9%* *44%*	23 *9%* *47%*
3	**28** ***5%***	4 *7%* *14%*	1 *4%* *4%*	* *2%* *1%*	23 *5%* *81%*	26 *5%* *93%*	2 *5%* *7%*	28 *5%* *100%*	28 *5%* *100%*	14 *4%* *51%*	14 *6%* *49%*	14 *6%* *49%*
2	**33** ***6%***	3 *5%* *8%*	2 *6%* *6%*	1 *5%* *3%*	27 *6%* *83%*	25 *5%* *76%*	8 *21%* *24%* S	33 *6%* *100%*	33 *6%* *100%*	20 *6%* *62%*	13 *5%* *38%*	13 *5%* *38%*
1	**33** ***6%***	4 *6%* *11%*	1 *2%* *2%*	1 *4%* *2%*	28 *6%* *85%*	30 *6%* *92%*	3 *7%* *8%*	33 *6%* *100%*	33 *6%* *100%*	17 *5%* *53%*	16 *7%* *47%*	17 *7%* *53%*
Don't know	**75** ***13%***	6 *11%* *8%*	4 *14%* *6%*	2 *11%* *2%*	63 *13%* *84%*	70 *13%* *94%*	5 *12%* *6%*	75 *13%* *100%*	75 *13%* *100%*	43 *13%* *58%*	31 *13%* *42%*	35 *14%* *47%*
Net: 10/9/8/7	**225** ***39%***	24 *41%* *11%*	10 *31%* *4%*	7 *41%* *3%*	185 *39%* *82%*	216 *40%* *96%*	10 *25%* *4%*	225 *39%* *100%*	225 *39%* *100%*	135 *40%* *60%*	90 *38%* *40%*	94 *38%* *42%*
Net: 10/9	**58** ***10%***	4 *7%* *6%*	2 *6%* *3%*	2 *11%* *3%*	51 *11%* *87%*	54 *10%* *92%*	4 *12%* *8%*	58 *10%* *100%*	58 *10%* *100%*	33 *10%* *56%*	26 *11%* *44%*	27 *11%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 248

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC3 ****

Base : Regular viewers of BBC3

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**182** ***32%***	18 *31%* *10%*	14 *43%* *7%* R	6 *37%* *3%*	144 *31%* *79%*	171 *32%* *94%*	11 *29%* *6%*	182 *32%* *100%*	182 *32%* *100%*	112 *33%* *61%*	70 *30%* *39%*	76 *30%* *42%*
Net: 3/2/1	**94** ***16%***	10 *18%* *11%*	4 *12%* *4%*	2 *11%* *2%*	78 *17%* *83%*	81 *15%* *87%*	13 *33%* *13%* S	94 *16%* *100%*	94 *16%* *100%*	52 *15%* *55%*	42 *18%* *45%*	44 *18%* *47%*
Mean	**5.81**	5.78	5.72	6.11	5.81	5.87	5.01	5.81	5.81	5.86	5.74	5.75
Standard Deviation	**2.46**	2.37	2.15	2.29	2.50	2.43	2.78	2.46	2.46	2.42	2.52	2.53

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 249

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**16** ***5%***	11 *7%* *67%*	5 *4%* *33%*	2 *6%* *11%*	3 *5%* *20%*	2 *4%* *10%*	4 *7%* *26%*	4 *9%* *26%*	1 *2%* *6%*	3 *5%* *20%*	9 *6%* *57%*	4 *4%* *23%*	5 *8%* *28%*	5 *7%* *28%*	6 *5%* *38%*
9	**20** ***7%***	9 *6%* *47%*	10 *7%* *53%*	2 *5%* *8%*	6 *10%* *30%*	3 *7%* *16%*	4 *8%* *22%*	2 *4%* *9%*	3 *5%* *15%*	7 *10%* *35%*	11 *8%* *55%*	2 *2%* *10%*	4 *8%* *21%*	3 *6%* *18%*	10 *8%* *52%*
8	**46** ***15%***	28 *17%* *60%*	18 *13%* *40%*	1 *4%* *2%*	8 *13%* *17%*	3 *7%* *7%*	10 *18%* *22%*	9 *19%* *19%*	15 *25%* *32%* E	7 *11%* *16%*	17 *12%* *38%*	21 *24%* *46%* J	9 *17%* *20%*	11 *18%* *24%*	17 *14%* *37%*
7	**41** ***14%***	17 *11%* *41%*	24 *17%* *59%*	5 *16%* *11%*	8 *14%* *20%*	7 *14%* *16%*	4 *8%* *11%*	6 *14%* *16%*	11 *18%* *26%*	9 *13%* *22%*	18 *12%* *44%*	14 *16%* *34%*	5 *10%* *13%*	6 *9%* *14%*	20 *16%* *48%*
6	**38** ***13%***	23 *14%* *60%*	15 *11%* *40%*	4 *13%* *10%*	5 *8%* *12%*	4 *9%* *11%*	15 *26%* *40%* DH	8 *16%* *20%*	2 *4%* *6%*	5 *8%* *14%*	22 *15%* *60%*	10 *11%* *26%*	12 *22%* *31%*	4 *6%* *10%*	15 *13%* *41%*
5	**34** ***11%***	16 *10%* *48%*	17 *12%* *52%*	4 *14%* *12%*	6 *9%* *17%*	8 *17%* *23%*	8 *14%* *24%*	4 *9%* *13%*	4 *7%* *12%*	8 *11%* *22%*	16 *11%* *47%*	10 *12%* *31%*	4 *8%* *13%*	5 *8%* *15%*	12 *10%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 249

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**15** ***5%***	8 *5%* *53%*	7 *5%* *47%*	6 *21%* *39%*	- - -	4 *9%* *26%*	2 *4%* *15%*	2 *4%* *11%*	1 *2%* *9%*	1 *2%* *8%*	9 *6%* *57%*	5 *6%* *35%*	1 *2%* *8%*	3 *5%* *19%*	8 *7%* *54%*
3	**12** ***4%***	10 *6%* *84%*	2 *1%* *16%*	3 *11%* *27%*	2 *3%* *14%*	- - -	3 *5%* *23%*	2 *5%* *18%*	2 *4%* *19%*	3 *4%* *23%*	6 *4%* *48%*	3 *4%* *29%*	5 *9%* *43%*	- - -	5 *4%* *43%*
2	**14** ***5%***	8 *5%* *58%*	6 *4%* *42%*	2 *6%* *12%*	5 *9%* *38%*	7 *14%* *48%* FGH	- - -	- - -	* * *2%*	4 *6%* *31%*	9 *6%* *61%*	1 *1%* *8%*	2 *3%* *12%*	4 *6%* *25%*	6 *5%* *43%*
1	**16** ***5%***	8 *5%* *51%*	8 *5%* *49%*	- - -	4 *7%* *27%*	1 *2%* *7%*	2 *3%* *10%*	4 *9%* *27%*	4 *8%* *29%*	7 *11%* *47%* J	4 *3%* *25%*	4 *5%* *28%*	1 *2%* *7%*	4 *7%* *27%*	8 *6%* *49%*
Don't know	**48** ***16%***	21 *13%* *43%*	28 *20%* *57%*	1 *4%* *2%*	14 *23%* *29%*	8 *17%* *17%*	5 *8%* *10%*	5 *11%* *11%*	15 *26%* *31%* F	13 *19%* *26%*	24 *17%* *50%*	11 *13%* *24%*	6 *11%* *13%*	18 *29%* *37%* N	13 *11%* *28%*
Net: 10/9/8/7	**123** ***41%***	65 *41%* *52%*	59 *41%* *48%*	9 *32%* *7%*	25 *42%* *21%*	15 *32%* *12%*	23 *40%* *19%*	21 *46%* *17%*	29 *49%* *24%*	26 *39%* *21%*	56 *38%* *45%*	41 *47%* *33%*	23 *42%* *19%*	25 *40%* *20%*	53 *44%* *43%*
Net: 10/9	**36** ***12%***	20 *13%* *56%*	16 *11%* *44%*	3 *12%* *9%*	9 *15%* *25%*	5 *11%* *14%*	9 *15%* *24%*	6 *13%* *17%*	4 *7%* *11%*	10 *15%* *28%*	20 *14%* *56%*	6 *6%* *16%*	9 *16%* *24%*	8 *13%* *22%*	17 *14%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 249

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**87** ***29%***	47 *30%* *54%*	40 *28%* *46%*	14 *47%* *16%*	10 *17%* *12%*	16 *34%* *19%* H	25 *44%* *29%* DH	13 *29%* *16%*	8 *13%* *9%*	14 *21%* *16%*	47 *32%* *54%*	26 *29%* *29%*	17 *32%* *20%*	12 *19%* *13%*	36 *30%* *41%*
Net: 3/2/1	**41** ***14%***	26 *16%* *63%*	15 *11%* *37%*	5 *17%* *12%*	11 *18%* *27%*	8 *17%* *19%*	4 *7%* *10%*	6 *14%* *15%*	7 *12%* *17%*	14 *21%* *35%*	18 *12%* *44%*	9 *10%* *22%*	8 *15%* *19%*	8 *12%* *19%*	19 *15%* *45%*
Mean	**6.09**	6.06	6.12	5.50	6.05	5.52	6.50	6.27	6.35	5.73	6.15	6.25	6.41	6.24	6.03
Standard Deviation	**2.43**	2.50	2.35	2.20	2.79	2.45	2.05	2.54	2.42	2.84	2.36	2.20	2.32	2.76	2.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 249

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**16** ***5%***	- - -	* *2%* *2%*	* *5%* *3%* O	15 *6%* *95%*	13 *5%* *82%*	3 *12%* *18%*	16 *5%* *100%*	16 *5%* *100%*	8 *5%* *48%*	8 *6%* *52%*	10 *7%* *63%*
9	**20** ***7%***	1 *2%* *4%*	* *2%* *2%*	* *5%* *2%*	18 *8%* *91%*	18 *6%* *90%*	2 *8%* *10%*	20 *7%* *100%*	20 *7%* *100%*	9 *6%* *48%*	10 *7%* *52%*	10 *7%* *52%*
8	**46** ***15%***	6 *16%* *13%*	2 *10%* *4%*	1 *14%* *3%*	37 *16%* *81%*	44 *16%* *96%*	2 *8%* *4%*	46 *15%* *100%*	46 *15%* *100%*	26 *17%* *56%*	20 *14%* *44%*	21 *14%* *46%*
7	**41** ***14%***	6 *18%* *15%*	3 *15%* *7%*	1 *16%* *3%*	31 *13%* *75%*	34 *12%* *83%*	7 *30%* *17%*	41 *14%* *100%*	41 *14%* *100%*	18 *12%* *45%*	23 *16%* *55%*	24 *16%* *59%*
6	**38** ***13%***	3 *9%* *8%*	3 *17%* *8%*	1 *9%* *2%*	31 *13%* *82%*	37 *13%* *99%*	* *2%* *1%*	38 *13%* *100%*	38 *13%* *100%*	24 *15%* *64%*	14 *10%* *36%*	19 *12%* *50%*
5	**34** ***11%***	7 *21%* *21%* R	3 *18%* *10%*	2 *20%* *5%* R	21 *9%* *63%*	31 *11%* *92%*	3 *12%* *8%*	34 *11%* *100%*	34 *11%* *100%*	13 *9%* *39%*	19 *13%* *57%*	20 *13%* *60%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 249

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**15** ***5%***	2 *4%* *10%*	1 *5%* *5%*	* *6%* *3%*	13 *5%* *81%*	13 *5%* *82%*	3 *12%* *18%*	15 *5%* *100%*	15 *5%* *100%*	9 *6%* *58%*	6 *5%* *42%*	7 *4%* *43%*
3	**12** ***4%***	* *1%* *4%*	1 *5%* *8%*	* *3%* *2%*	10 *4%* *86%*	12 *4%* *100%*	- - -	12 *4%* *100%*	12 *4%* *100%*	7 *4%* *58%*	5 *3%* *42%*	5 *3%* *42%*
2	**14** ***5%***	2 *7%* *17%*	* *1%* *2%*	- - -	11 *5%* *81%*	12 *4%* *85%*	2 *9%* *15%*	14 *5%* *100%*	14 *5%* *100%*	6 *4%* *42%*	8 *6%* *58%*	9 *6%* *62%*
1	**16** ***5%***	2 *5%* *11%*	1 *3%* *4%*	* *4%* *2%*	13 *5%* *83%*	16 *6%* *100%*	- - -	16 *5%* *100%*	16 *5%* *100%*	7 *4%* *44%*	9 *6%* *56%*	9 *6%* *56%*
Don't know	**48** ***16%***	6 *16%* *11%*	4 *20%* *8%*	2 *19%* *4%*	37 *16%* *77%*	47 *17%* *97%*	1 *6%* *3%*	48 *16%* *100%*	48 *16%* *100%*	28 *18%* *58%*	21 *14%* *42%*	21 *13%* *42%*
Net: 10/9/8/7	**123** ***41%***	13 *37%* *10%*	5 *30%* *4%*	4 *40%* *3%*	101 *43%* *82%*	109 *40%* *89%*	14 *59%* *11%*	123 *41%* *100%*	123 *41%* *100%*	61 *40%* *50%*	61 *43%* *50%*	66 *43%* *54%*
Net: 10/9	**36** ***12%***	1 *2%* *2%*	1 *5%* *2%*	1 *10%* *3%*	33 *14%* *93%* O	31 *11%* *87%*	5 *21%* *13%*	36 *12%* *100%*	36 *12%* *100%*	17 *11%* *48%*	19 *13%* *52%*	21 *13%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 249

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**87** ***29%***	12 *34%* *14%*	7 *40%* *8%*	3 *35%* *4%*	65 *27%* *75%*	81 *29%* *93%*	6 *25%* *7%*	87 *29%* *100%*	87 *29%* *100%*	46 *30%* *53%*	39 *28%* *45%*	45 *29%* *52%*
Net: 3/2/1	**41** ***14%***	5 *13%* *11%*	2 *10%* *4%*	1 *6%* *1%*	34 *14%* *83%*	39 *14%* *95%*	2 *9%* *5%*	41 *14%* *100%*	41 *14%* *100%*	20 *13%* *47%*	22 *15%* *53%*	22 *14%* *54%*
Mean	**6.09**	5.66	5.82	6.29	6.17	6.05	6.51	6.09	6.09	6.15	6.04	6.09
Standard Deviation	**2.43**	2.18	2.01	2.25	2.50	2.43	2.41	2.43	2.43	2.37	2.51	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 250

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**227** ***16%***	126 *15%* *55%*	101 *16%* *45%*	14 *15%* *6%*	44 *16%* *19%*	39 *16%* *17%*	33 *11%* *14%*	37 *15%* *16%*	60 *20%* *26%* F	38 *13%* *17%*	108 *15%* *48%*	81 *19%* *36%*	53 *14%* *23%*	53 *16%* *23%*	85 *17%* *37%*
9	**276** ***19%***	150 *18%* *54%*	126 *20%* *46%*	24 *25%* *9%*	58 *21%* *21%*	50 *20%* *18%*	52 *18%* *19%*	42 *17%* *15%*	49 *16%* *18%*	39 *14%* *14%*	150 *20%* *54%* I	87 *20%* *31%*	89 *24%* *32%*	60 *19%* *22%*	87 *18%* *31%*
8	**351** ***24%***	197 *24%* *56%*	154 *24%* *44%*	8 *9%* *2%*	73 *26%* *21%* C	61 *25%* *18%* C	73 *25%* *21%* C	70 *29%* *20%* C	65 *22%* *19%* C	72 *26%* *21%*	185 *25%* *53%*	94 *22%* *27%*	92 *24%* *26%*	72 *22%* *20%*	124 *25%* *35%*
7	**209** ***14%***	113 *14%* *54%*	96 *15%* *46%*	11 *11%* *5%*	45 *16%* *21%*	37 *15%* *18%*	45 *15%* *21%*	31 *13%* *15%*	42 *14%* *20%*	54 *19%* *26%* K	109 *15%* *52%*	46 *11%* *22%*	45 *12%* *21%*	52 *16%* *25%*	69 *14%* *33%*
6	**132** ***9%***	80 *10%* *61%*	52 *8%* *39%*	7 *8%* *6%*	15 *5%* *12%*	13 *5%* *10%*	46 *16%* *35%* DE GH	22 *9%* *17%*	28 *9%* *21%*	29 *10%* *22%*	65 *9%* *49%*	38 *9%* *29%*	32 *9%* *24%*	28 *9%* *21%*	41 *8%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 250

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
5	**101** ***7%***	72 *9%* *71%* B	30 *5%* *29%*	10 *11%* *10%*	23 *8%* *23%*	19 *8%* *19%*	14 *5%* *14%*	16 *7%* *16%*	19 *6%* *19%*	20 *7%* *20%*	49 *7%* *48%*	33 *7%* *32%*	36 *10%* *36%*	21 *7%* *21%*	31 *6%* *31%*
4	**42** ***3%***	28 *3%* *67%*	14 *2%* *33%*	5 *5%* *12%*	6 *2%* *14%*	6 *3%* *15%*	13 *4%* *30%*	5 *2%* *11%*	7 *2%* *17%*	6 *2%* *14%*	27 *4%* *64%*	9 *2%* *23%*	9 *2%* *22%*	9 *3%* *22%*	14 *3%* *34%*
3	**19** ***1%***	9 *1%* *46%*	10 *2%* *54%*	4 *5%* *22%* D	- - -	4 *2%* *22%*	4 *1%* *19%*	3 *1%* *15%*	4 *1%* *22%*	1 *1%* *7%*	8 *1%* *39%*	11 *2%* *54%*	8 *2%* *43%* M	- - -	5 *1%* *28%*
2	**24** ***2%***	13 *2%* *55%*	11 *2%* *45%*	3 *4%* *14%*	4 *2%* *17%*	7 *3%* *28%*	5 *2%* *22%*	2 *1%* *9%*	2 *1%* *10%*	8 *3%* *32%*	8 *1%* *34%*	8 *2%* *33%*	4 *1%* *18%*	9 *3%* *38%*	6 *1%* *26%*
1	**15** ***1%***	8 *1%* *51%*	7 *1%* *49%*	3 *4%* *23%*	2 *1%* *16%*	3 *1%* *22%*	2 *1%* *11%*	2 *1%* *16%*	2 *1%* *11%*	1 *** *4%*	11 *1%* *70%*	4 *1%* *26%*	2 *1%* *16%*	1 *** *9%*	9 *2%* *63%*
Don't know	**55** ***4%***	24 *3%* *45%*	30 *5%* *55%*	3 *3%* *6%*	7 *2%* *12%*	7 *3%* *12%*	5 *2%* *10%*	13 *5%* *24%* F	20 *7%* *36%* DF	13 *4%* *23%*	18 *2%* *33%*	24 *6%* *44%* J	7 *2%* *14%*	16 *5%* *30%*	21 *4%* *38%*
Net: 10/9/8/7	**1063** ***73%***	586 *71%* *55%*	477 *75%* *45%*	57 *61%* *5%*	220 *79%* *21%* CF	188 *76%* *18%* C	202 *69%* *19%*	180 *74%* *17%*	216 *72%* *20%*	203 *73%* *19%*	552 *75%* *52%*	309 *71%* *29%*	278 *74%* *26%*	237 *73%* *22%*	366 *74%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 250

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 10/9	**503** ***35%***	276 *34%* *55%*	227 *36%* *45%*	38 *41%* *8%*	102 *37%* *20%*	90 *36%* *18%*	85 *29%* *17%*	79 *33%* *16%*	109 *36%* *22%*	77 *27%* *15%*	258 *35%* *51%* I	168 *39%* *33%* I	142 *38%* *28%*	113 *35%* *22%*	172 *35%* *34%*
Net: 6/5/4	**275** ***19%***	179 *22%* *65%* B	96 *15%* *35%*	22 *24%* *8%*	45 *16%* *16%*	38 *15%* *14%*	73 *25%* *26%* DE	42 *17%* *15%*	55 *18%* *20%*	54 *19%* *20%*	140 *19%* *51%*	80 *18%* *29%*	78 *21%* *28%*	59 *18%* *21%*	86 *17%* *31%*
Net: 3/2/1	**59** ***4%***	30 *4%* *51%*	29 *5%* *49%*	11 *12%* *19%* DF GH	7 *2%* *11%*	14 *6%* *25%*	11 *4%* *18%*	7 *3%* *13%*	8 *3%* *14%*	10 *4%* *17%*	26 *4%* *45%*	23 *5%* *38%*	15 *4%* *26%*	11 *3%* *18%*	21 *4%* *36%*
Mean	**7.60**	7.53	7.69	7.01	7.76 C	7.58	7.39	7.70 C	7.77 CF	7.48	7.60	7.67	7.61	7.64	7.63
Standard Deviation	**1.96**	1.97	1.95	2.60	1.83	2.08	1.88	1.83	1.89	1.84	1.94	2.07	1.93	1.94	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 250

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**227** ***16%***	17 *12%* *8%*	12 *15%* *5%*	7 *18%* *3%*	191 *16%* *84%*	205 *16%* *90%*	22 *15%* *10%*	227 *16%* *100%*	227 *16%* *100%*	147 *16%* *65%*	80 *15%* *35%*	81 *15%* *36%*
9	**276** ***19%***	19 *14%* *7%*	14 *17%* *5%*	7 *20%* *3%*	236 *20%* *85%* O	258 *20%* *94%* T	17 *11%* *6%*	276 *19%* *100%*	276 *19%* *100%*	182 *20%* *66%*	90 *17%* *33%*	94 *17%* *34%*
8	**351** ***24%***	35 *26%* *10%*	20 *25%* *6%*	8 *23%* *2%*	287 *24%* *82%*	317 *24%* *90%*	34 *22%* *10%*	351 *24%* *100%*	351 *24%* *100%*	220 *24%* *63%*	132 *25%* *37%*	138 *25%* *39%*
7	**209** ***14%***	25 *18%* *12%*	12 *15%* *6%*	6 *16%* *3%*	166 *14%* *80%*	179 *14%* *86%*	30 *20%* *14%*	209 *14%* *100%*	209 *14%* *100%*	117 *13%* *56%*	91 *17%* *43%*	93 *17%* *45%*
6	**132** ***9%***	18 *13%* *14%* R	9 *11%* *7%*	4 *10%* *3%*	101 *8%* *77%*	121 *9%* *92%*	11 *7%* *8%*	132 *9%* *100%*	132 *9%* *100%*	88 *10%* *67%*	44 *8%* *33%*	49 *9%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 250

Absolutes/col/row percents

9 Jul 2009

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
5	**101** ***7%***	6 *4%* *6%*	5 *6%* *5%*	2 *6%* *2%*	89 *7%* *87%*	87 *7%* *85%*	15 *10%* *15%*	101 *7%* *100%*	101 *7%* *100%*	68 *7%* *67%*	33 *6%* *33%*	35 *6%* *34%*
4	**42** ***3%***	5 *4%* *12%*	3 *4%* *8%*	1 *2%* *2%*	33 *3%* *79%*	35 *3%* *84%*	7 *4%* *16%*	42 *3%* *100%*	42 *3%* *100%*	32 *4%* *76%*	10 *2%* *24%*	11 *2%* *25%*
3	**19** ***1%***	4 *3%* *23%* R	1 *1%* *5%*	* * *1%*	14 *1%* *71%*	18 *1%* *92%*	2 *1%* *8%*	19 *1%* *100%*	19 *1%* *100%*	14 *2%* *71%*	5 *1%* *26%*	5 *1%* *26%*
2	**24** ***2%***	3 *2%* *11%*	1 *1%* *4%*	* *1%* *2%*	20 *2%* *82%*	21 *2%* *87%*	3 *2%* *13%*	24 *2%* *100%*	24 *2%* *100%*	13 *1%* *55%*	11 *2%* *45%*	11 *2%* *45%*
1	**15** ***1%***	1 *1%* *8%*	- - -	* *1%* *3%*	13 *1%* *89%*	13 *1%* *87%*	2 *1%* *13%*	15 *1%* *100%*	15 *1%* *100%*	7 *1%* *48%*	8 *1%* *52%*	8 *1%* *52%*
Don't know	**55** ***4%***	5 *4%* *9%*	4 *5%* *7%*	1 *4%* *2%*	45 *4%* *81%*	45 *3%* *82%*	10 *7%* *18%*	55 *4%* *100%*	55 *4%* *100%*	25 *3%* *45%*	30 *6%* *55%* X	31 *6%* *57%* X
Net: 10/9/8/7	**1063** ***73%***	96 *70%* *9%*	58 *71%* *5%*	28 *76%* *3%*	881 *74%* *83%*	959 *74%* *90%*	104 *68%* *10%*	1063 *73%* *100%*	1063 *73%* *100%*	666 *73%* *63%*	392 *74%* *37%*	407 *73%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 250

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 10/9	**503** ***35%***	36 *26%* *7%*	26 *32%* *5%*	14 *38%* *3%* O	427 *36%* *85%* O	463 *36%* *92%* T	40 *26%* *8%*	503 *35%* *100%*	503 *35%* *100%*	329 *36%* *65%*	170 *32%* *34%*	176 *32%* *35%*
Net: 6/5/4	**275** ***19%***	28 *21%* *10%*	18 *21%* *6%*	6 *17%* *2%*	223 *19%* *81%*	243 *19%* *88%*	32 *21%* *12%*	275 *19%* *100%*	275 *19%* *100%*	188 *21%* *68%*	87 *16%* *32%*	94 *17%* *34%*
Net: 3/2/1	**59** ***4%***	8 *6%* *14%*	2 *3%* *3%*	1 *3%* *2%*	47 *4%* *80%*	52 *4%* *89%*	7 *4%* *11%*	59 *4%* *100%*	59 *4%* *100%*	34 *4%* *58%*	24 *4%* *41%*	24 *4%* *41%*
Mean	**7.60**	7.31	7.59	7.76 O	7.63 O	7.63	7.30	7.60	7.60	7.61	7.57	7.57
Standard Deviation	**1.96**	1.99	1.83	1.88	1.97	1.95	2.05	1.96	1.96	1.96	1.97	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 251

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**490** ***7%***	187 *6%* *38%*	303 *9%* *62%* A	70 *10%* *14%* DF	82 *6%* *17%*	80 *7%* *16%*	71 *6%* *15%*	72 *7%* *15%*	116 *9%* *24%* DF	47 *4%* *10%*	227 *7%* *46%* I	217 *10%* *44%* IJ	131 *8%* *27%*	134 *8%* *27%*	147 *6%* *30%*
9	**706** ***10%***	315 *10%* *45%*	391 *11%* *55%*	81 *11%* *11%*	144 *10%* *20%*	114 *10%* *16%*	110 *9%* *16%*	118 *12%* *17%*	138 *11%* *20%*	115 *9%* *16%*	337 *10%* *48%*	254 *12%* *36%*	171 *10%* *24%*	149 *9%* *21%*	270 *12%* *38%* M
8	**1794** ***26%***	816 *25%* *45%*	979 *28%* *55%*	201 *28%* *11%*	337 *24%* *19%*	324 *28%* *18%*	313 *26%* *17%*	277 *27%* *15%*	343 *26%* *19%*	278 *23%* *16%*	964 *28%* *54%* I	552 *25%* *31%*	445 *27%* *25%*	484 *28%* *27%* N	557 *24%* *31%*
7	**1583** ***23%***	787 *24%* *50%*	796 *22%* *50%*	149 *21%* *9%*	344 *25%* *22%*	268 *23%* *17%*	301 *25%* *19%*	235 *23%* *15%*	285 *22%* *18%*	345 *28%* *22%* JK	790 *23%* *50%*	449 *21%* *28%*	381 *23%* *24%*	361 *21%* *23%*	576 *25%* *36%* M
6	**933** ***14%***	491 *15%* *53%* B	442 *12%* *47%*	88 *12%* *9%*	212 *15%* *23%* GH	174 *15%* *19%*	182 *15%* *20%*	122 *12%* *13%*	155 *12%* *17%*	200 *16%* *21%* K	472 *14%* *51%*	261 *12%* *28%*	210 *13%* *23%*	243 *14%* *26%*	319 *14%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 251

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**584** ***9%***	298 *9%* *51%*	286 *8%* *49%*	56 *8%* *10%*	139 *10%* *24%* H	92 *8%* *16%*	123 *10%* *21%* H	88 *9%* *15%*	86 *7%* *15%*	117 *10%* *20%*	296 *9%* *51%*	171 *8%* *29%*	138 *8%* *24%*	143 *8%* *24%*	190 *8%* *33%*
4	**214** ***3%***	124 *4%* *58%* B	89 *3%* *42%*	14 *2%* *7%*	53 *4%* *25%*	37 *3%* *17%*	36 *3%* *17%*	29 *3%* *14%*	45 *3%* *21%*	38 *3%* *18%*	94 *3%* *44%*	81 *4%* *38%*	48 *3%* *23%*	48 *3%* *23%*	81 *4%* *38%*
3	**96** ***1%***	61 *2%* *63%* B	35 *1%* *37%*	17 *2%* *18%*	17 *1%* *18%*	17 *1%* *18%*	15 *1%* *15%*	10 *1%* *10%*	20 *2%* *21%*	16 *1%* *16%*	53 *2%* *55%*	27 *1%* *29%*	17 *1%* *18%*	21 *1%* *22%*	39 *2%* *41%*
2	**59** ***1%***	35 *1%* *58%*	25 *1%* *42%*	10 *1%* *17%*	7 *** *12%*	12 *1%* *20%*	14 *1%* *23%*	6 *1%* *11%*	10 *1%* *17%*	16 *1%* *27%*	25 *1%* *42%*	19 *1%* *31%*	14 *1%* *23%*	13 *1%* *21%*	22 *1%* *38%*
1	**65** ***1%***	45 *1%* *69%* B	20 *1%* *31%*	6 *1%* *9%*	10 *1%* *15%*	14 *1%* *21%*	9 *1%* *14%*	11 *1%* *17%*	15 *1%* *23%*	8 *1%* *12%*	29 *1%* *45%*	28 *1%* *43%*	18 *1%* *27%*	19 *1%* *30%*	14 *1%* *21%*
Don't know	**274** ***4%***	97 *3%* *35%*	178 *5%* *65%* A	18 *3%* *7%*	38 *3%* *14%*	39 *3%* *14%*	42 *3%* *15%*	53 *5%* *19%* CD	84 *6%* *31%* CDEF	43 *4%* *16%*	111 *3%* *41%*	120 *5%* *44%* IJ	63 *4%* *23%*	84 *5%* *30%*	90 *4%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 251

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**4573** ***67%***	2104 *65%* *46%*	2469 *70%* *54%* A	500 *71%* *11%*	906 *66%* *20%*	786 *67%* *17%*	795 *65%* *17%*	702 *69%* *15%*	882 *68%* *19%*	785 *64%* *17%*	2317 *68%* *51%* I	1471 *68%* *32%*	1128 *69%* *25%*	1128 *66%* *25%*	1550 *67%* *34%*
Net: 10/9	**1196** ***18%***	502 *15%* *42%*	694 *20%* *58%* A	150 *21%* *13%* DE F	226 *16%* *19%*	194 *17%* *16%*	182 *15%* *15%*	190 *19%* *16%* F	254 *20%* *21%* F	162 *13%* *14%*	564 *17%* *47%* I	470 *22%* *39%* IJ	302 *18%* *25%*	283 *17%* *24%*	417 *18%* *35%*
Net: 6/5/4	**1731** ***25%***	913 *28%* *53%* B	818 *23%* *47%*	158 *22%* *9%*	404 *29%* *23%* CG H	303 *26%* *18%*	341 *28%* *20%* CG H	238 *23%* *14%*	286 *22%* *17%*	356 *29%* *21%* JK	861 *25%* *50%*	514 *24%* *30%*	396 *24%* *23%*	434 *26%* *25%*	590 *26%* *34%*
Net: 3/2/1	**220** ***3%***	140 *4%* *64%* B	80 *2%* *36%*	33 *5%* *15%* D	33 *2%* *15%*	43 *4%* *20%*	38 *3%* *17%*	27 *3%* *12%*	45 *4%* *21%*	39 *3%* *18%*	107 *3%* *49%*	74 *3%* *34%*	48 *3%* *22%*	53 *3%* *24%*	75 *3%* *34%*
Mean	**7.13**	6.96	7.30 A	7.25 D F	7.05	7.10	7.02	7.21 D F	7.23 DF	6.92	7.14 I	7.24 I	7.20	7.15	7.11
Standard Deviation	**1.73**	1.78	1.66	1.82	1.65	1.74	1.68	1.70	1.79	1.62	1.68	1.84	1.73	1.73	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 251

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**490** ***7%***	38 *6%* *8%*	26 *8%* *5%*	13 *7%* *3%*	412 *7%* *84%*	455 *7%* *93%*	35 *8%* *7%*	85 *8%* *17%*	400 *7%* *82%*	404 *7%* *82%*	277 *8%* *57%* YZ	125 *6%* *25%*	135 *6%* *28%*
9	**706** ***10%***	54 *9%* *8%*	39 *11%* *5%*	23 *11%* *3%*	590 *10%* *84%*	654 *10%* *93%*	51 *11%* *7%*	109 *10%* *15%*	588 *10%* *83%* YZ	595 *10%* *84%* YZ	412 *11%* *58%* YZ	182 *9%* *26%*	194 *9%* *27%*
8	**1794** ***26%***	158 *26%* *9%*	98 *29%* *5%*	52 *26%* *3%*	1486 *26%* *83%*	1700 *27%* *95%* T	94 *20%* *5%*	270 *26%* *15%*	1493 *26%* *83%*	1518 *27%* *85%*	947 *26%* *53%*	564 *27%* *31%*	598 *26%* *33%*
7	**1583** ***23%***	142 *23%* *9%*	69 *20%* *4%*	53 *26%* *3%* P	1319 *23%* *83%*	1473 *23%* *93%*	110 *24%* *7%*	222 *21%* *14%*	1344 *24%* *85%*	1356 *24%* *86%*	791 *22%* *50%*	562 *26%* *36%* UVWX	599 *27%* *38%* UVWX
6	**933** ***14%***	93 *15%* *10%*	42 *12%* *5%*	26 *13%* *3%*	772 *14%* *83%*	868 *14%* *93%*	65 *14%* *7%*	132 *13%* *14%*	791 *14%* *85%*	801 *14%* *86%*	486 *14%* *52%*	313 *15%* *34%*	331 *15%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 251

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**584** ***9%***	60 *10%* *10%*	34 *10%* *6%*	18 *9%* *3%*	471 *8%* *81%*	544 *9%* *93%*	40 *9%* *7%*	90 *9%* *15%*	487 *9%* *83%*	494 *9%* *85%*	337 *9%* *58%* YZ	157 *7%* *27%*	170 *8%* *29%*
4	**214** ***3%***	19 *3%* *9%*	12 *4%* *6%*	4 *2%* *2%*	178 *3%* *83%*	193 *3%* *90%*	21 *4%* *10%*	42 *4%* *19%*	170 *3%* *79%*	172 *3%* *81%*	119 *3%* *56%*	53 *3%* *25%*	56 *2%* *26%*
3	**96** ***1%***	11 *2%* *12%*	4 *1%* *5%*	3 *1%* *3%*	77 *1%* *80%*	86 *1%* *90%*	9 *2%* *10%*	18 *2%* *19%*	75 *1%* *78%*	76 *1%* *80%*	40 *1%* *42%*	35 *2%* *37%*	37 *2%* *39%*
2	**59** ***1%***	6 *1%* *10%*	2 *1%* *4%*	2 *1%* *4%*	49 *1%* *83%*	47 *1%* *79%*	13 *3%* *21%* S	12 *1%* *20%*	48 *1%* *80%*	48 *1%* *80%*	29 *1%* *48%*	19 *1%* *32%*	19 *1%* *32%*
1	**65** ***1%***	10 *2%* *15%*	3 *1%* *5%*	2 *1%* *3%*	51 *1%* *78%*	60 *1%* *91%*	6 *1%* *8%*	13 *1%* *20%*	52 *1%* *79%*	52 *1%* *80%*	24 *1%* *37%*	28 *1%* *42%* X	28 *1%* *43%*
Don't know	**274** ***4%***	21 *3%* *8%*	10 *3%* *4%*	6 *3%* *2%*	237 *4%* *86%*	257 *4%* *94%*	18 *4%* *6%*	61 *6%* *22%* VWX	207 *4%* *76%*	210 *4%* *77%*	121 *3%* *44%*	88 *4%* *32%*	93 *4%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 251

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**4573** ***67%***	393 *64%* *9%*	232 *68%* *5%*	141 *69%* *3%* O	3807 *67%* *83%*	4282 *68%* *94%*	291 *63%* *6%*	686 *65%* *15%*	3826 *68%* *84%*	3873 *68%* *85%*	2427 *68%* *53%*	1433 *67%* *31%*	1526 *67%* *33%*
Net: 10/9	**1196** ***18%***	92 *15%* *8%*	65 *19%* *5%* O	36 *18%* *3%*	1002 *18%* *84%*	1109 *18%* *93%*	86 *19%* *7%*	194 *18%* *16%* YZ	988 *17%* *83%* YZ	998 *17%* *83%* YZ	689 *19%* *58%* YZ	307 *14%* *26%*	329 *15%* *28%*
Net: 6/5/4	**1731** ***25%***	172 *28%* *10%* Q	89 *26%* *5%*	49 *24%* *3%*	1421 *25%* *82%*	1605 *25%* *93%*	125 *27%* *7%*	264 *25%* *15%*	1448 *26%* *84%*	1467 *26%* *85%*	942 *26%* *54%*	523 *25%* *30%*	557 *25%* *32%*
Net: 3/2/1	**220** ***3%***	27 *4%* *12%*	10 *3%* *4%*	7 *4%* *3%*	177 *3%* *80%*	193 *3%* *88%*	27 *6%* *12%* S	43 *4%* *20%* X	174 *3%* *79%*	176 *3%* *80%*	93 *3%* *42%*	82 *4%* *37%* X	84 *4%* *38%* X
Mean	**7.13**	6.96	7.18 O	7.14 O	7.15 O	7.15 T	6.91	7.10	7.14	7.14	7.18 YZ	7.06	7.06
Standard Deviation	**1.73**	1.79	1.74	1.71	1.72	1.71	1.95	1.85	1.71	1.70	1.71	1.70	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 252

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**673** ***20%***	309 *19%* *46%*	364 *20%* *54%*	85 *23%* *13%*	113 *17%* *17%*	115 *20%* *17%*	118 *20%* *17%*	87 *17%* *13%*	155 *22%* *23%* D	109 *18%* *16%*	321 *19%* *48%*	243 *22%* *36%*	165 *20%* *25%*	170 *19%* *25%*	231 *20%* *34%*
9	**616** ***18%***	306 *19%* *50%*	309 *17%* *50%*	61 *17%* *10%*	121 *18%* *20%*	110 *19%* *18%*	95 *16%* *15%*	93 *18%* *15%*	136 *20%* *22%*	83 *14%* *13%*	313 *18%* *51%* I	220 *20%* *36%* I	126 *15%* *20%*	183 *21%* *30%* L	207 *18%* *34%*
8	**846** ***25%***	389 *24%* *46%*	457 *26%* *54%*	80 *22%* *9%*	171 *25%* *20%*	144 *25%* *17%*	166 *28%* *20%*	128 *25%* *15%*	157 *23%* *19%*	181 *30%* *21%* JK	435 *26%* *51%* K	230 *21%* *27%*	222 *27%* *26%*	208 *24%* *25%*	270 *23%* *32%*
7	**519** ***15%***	259 *16%* *50%*	260 *15%* *50%*	50 *14%* *10%*	108 *16%* *21%*	98 *17%* *19%*	86 *14%* *17%*	78 *15%* *15%*	100 *14%* *19%*	104 *18%* *20%*	250 *15%* *48%*	165 *15%* *32%*	123 *15%* *24%*	126 *14%* *24%*	188 *16%* *36%*
6	**255** ***7%***	133 *8%* *52%*	121 *7%* *48%*	28 *8%* *11%*	60 *9%* *24%*	43 *7%* *17%*	42 *7%* *17%*	29 *6%* *11%*	52 *8%* *21%*	45 *8%* *18%*	136 *8%* *54%*	74 *7%* *29%*	55 *7%* *22%*	72 *8%* *28%*	82 *7%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 252

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**245** ***7%***	107 *7%* *44%*	138 *8%* *56%*	30 *8%* *12%*	58 *9%* *24%*	31 *5%* *12%*	42 *7%* *17%*	47 *9%* *19%* EH	38 *6%* *16%*	39 *6%* *16%*	129 *8%* *53%*	77 *7%* *32%*	62 *8%* *25%*	65 *7%* *27%*	78 *7%* *32%*
4	**66** ***2%***	35 *2%* *53%*	31 *2%* *47%*	8 *2%* *11%*	15 *2%* *23%*	12 *2%* *17%*	7 *1%* *11%*	8 *2%* *12%*	17 *2%* *25%*	14 *2%* *21%*	27 *2%* *41%*	25 *2%* *38%*	16 *2%* *24%*	20 *2%* *30%*	19 *2%* *28%*
3	**42** ***1%***	20 *1%* *47%*	22 *1%* *53%*	9 *2%* *20%* E	9 *1%* *21%*	2 *** *5%*	11 *2%* *27%* E	4 *1%* *9%*	8 *1%* *18%*	2 *** *5%*	22 *1%* *52%*	18 *2%* *43%*	9 *1%* *22%*	7 *1%* *16%*	20 *2%* *47%*
2	**37** ***1%***	17 *1%* *45%*	20 *1%* *55%*	4 *1%* *11%*	6 *1%* *16%*	5 *1%* *14%*	5 *1%* *13%*	6 *1%* *17%*	11 *2%* *29%*	2 *** *5%*	17 *1%* *46%*	18 *2%* *48%* I	7 *1%* *20%*	7 *1%* *18%*	16 *1%* *44%*
1	**58** ***2%***	28 *2%* *49%*	30 *2%* *51%*	11 *3%* *18%*	6 *1%* *10%*	11 *2%* *20%*	11 *2%* *18%*	12 *2%* *20%*	8 *1%* *14%*	14 *2%* *24%*	24 *1%* *41%*	20 *2%* *35%*	10 *1%* *18%*	15 *2%* *25%*	22 *2%* *38%*
Don't know	**61** ***2%***	22 *1%* *37%*	38 *2%* *63%*	3 *1%* *5%*	10 *1%* *16%*	12 *2%* *19%*	11 *2%* *18%*	13 *3%* *22%*	12 *2%* *20%*	3 *1%* *6%*	27 *2%* *45%*	30 *3%* *49%* I	19 *2%* *31%*	11 *1%* *19%*	17 *1%* *28%*
Net: 10/9/8/7	**2654** ***78%***	1264 *78%* *48%*	1390 *78%* *52%*	276 *75%* *10%*	513 *76%* *19%*	466 *80%* *18%*	464 *78%* *17%*	386 *77%* *15%*	547 *79%* *21%*	477 *80%* *18%*	1320 *77%* *50%*	857 *77%* *32%*	636 *78%* *24%*	686 *78%* *26%*	896 *78%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 252

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**1288** ***38%***	616 *38%* *48%*	673 *38%* *52%*	146 *40%* *11%*	234 *35%* *18%*	225 *39%* *17%*	212 *36%* *16%*	180 *36%* *14%*	291 *42%* *23%* D	192 *32%* *15%*	634 *37%* *49%* I	462 *41%* *36%* I	291 *36%* *23%*	352 *40%* *27%*	438 *38%* *34%*
Net: 6/5/4	**566** ***17%***	276 *17%* *49%*	291 *16%* *51%*	66 *18%* *12%*	134 *20%* *24%*	85 *15%* *15%*	91 *15%* *16%*	84 *17%* *15%*	107 *15%* *19%*	97 *16%* *17%*	293 *17%* *52%*	176 *16%* *31%*	132 *16%* *23%*	158 *18%* *28%*	178 *16%* *31%*
Net: 3/2/1	**138** ***4%***	65 *4%* *47%*	72 *4%* *53%*	23 *6%* *17%*	21 *3%* *15%*	19 *3%* *14%*	27 *5%* *20%*	22 *4%* *16%*	26 *4%* *19%*	18 *3%* *13%*	63 *4%* *46%*	57 *5%* *41%*	27 *3%* *20%*	28 *3%* *20%*	58 *5%* *42%*
Mean	**7.73**	7.71	7.74	7.63	7.64	7.82	7.73	7.63	7.85	7.69	7.73	7.74	7.76	7.77	7.70
Standard Deviation	**1.98**	1.97	1.98	2.21	1.87	1.91	1.97	2.03	1.97	1.90	1.93	2.10	1.91	1.94	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 252

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**673** ***20%***	53 *17%* *8%*	35 *21%* *5%*	20 *20%* *3%*	566 *20%* *84%*	620 *19%* *92%*	53 *23%* *8%*	108 *19%* *16%*	560 *20%* *83%*	563 *20%* *84%*	377 *21%* *56%* YZ	186 *18%* *28%*	199 *18%* *30%*
9	**616** ***18%***	51 *17%* *8%*	30 *18%* *5%*	19 *19%* *3%*	515 *18%* *84%*	575 *18%* *93%*	41 *18%* *7%*	109 *19%* *18%*	500 *18%* *81%*	507 *18%* *82%*	331 *19%* *54%*	176 *17%* *29%*	183 *16%* *30%*
8	**846** ***25%***	76 *25%* *9%*	46 *27%* *5%*	25 *25%* *3%*	699 *25%* *83%*	797 *25%* *94%*	49 *22%* *6%*	153 *26%* *18%*	678 *24%* *80%*	686 *24%* *81%*	435 *25%* *51%*	251 *24%* *30%*	266 *24%* *31%*
7	**519** ***15%***	45 *15%* *9%*	20 *12%* *4%*	17 *17%* *3%* P	437 *15%* *84%*	490 *15%* *94%*	29 *13%* *6%*	89 *15%* *17%*	425 *15%* *82%*	430 *15%* *83%*	242 *14%* *47%*	186 *18%* *36%* X	200 *18%* *39%* X
6	**255** ***7%***	27 *9%* *11%*	11 *7%* *4%*	8 *8%* *3%*	209 *7%* *82%*	239 *7%* *94%*	15 *7%* *6%*	29 *5%* *12%*	218 *8%* *86%*	220 *8%* *86%*	127 *7%* *50%*	92 *9%* *36%* U	97 *9%* *38%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 252

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**245** ***7%***	23 *8%* *10%*	11 *6%* *4%*	6 *6%* *3%*	205 *7%* *83%*	227 *7%* *93%*	18 *8%* *7%*	36 *6%* *15%*	203 *7%* *83%*	205 *7%* *83%*	121 *7%* *49%*	83 *8%* *34%*	86 *8%* *35%*
4	**66** ***2%***	6 *2%* *10%*	5 *3%* *7%* Q	1 *1%* *1%*	55 *2%* *82%*	61 *2%* *92%*	5 *2%* *8%*	15 *3%* *22%*	52 *2%* *78%*	52 *2%* *78%*	34 *2%* *51%*	18 *2%* *27%*	19 *2%* *29%*
3	**42** ***1%***	3 *1%* *6%*	2 *1%* *6%*	1 *1%* *3%*	36 *1%* *85%*	40 *1%* *95%*	2 *1%* *5%*	7 *1%* *16%*	35 *1%* *83%*	35 *1%* *83%*	26 *1%* *62%*	9 *1%* *22%*	10 *1%* *25%*
2	**37** ***1%***	4 *1%* *10%*	2 *1%* *4%*	1 *1%* *4%*	30 *1%* *82%*	36 *1%* *96%*	2 *1%* *4%*	8 *1%* *21%*	30 *1%* *79%*	30 *1%* *79%*	16 *1%* *44%*	12 *1%* *32%*	12 *1%* *33%*
1	**58** ***2%***	6 *2%* *10%*	4 *2%* *7%*	2 *2%* *3%*	47 *2%* *80%*	53 *2%* *90%*	6 *2%* *9%*	10 *2%* *18%*	42 *1%* *72%*	42 *2%* *73%*	23 *1%* *40%*	19 *2%* *33%*	20 *2%* *34%*
Don't know	**61** ***2%***	9 *3%* *14%*	3 *2%* *6%*	1 *1%* *2%*	47 *2%* *78%*	55 *2%* *91%*	5 *2%* *9%*	16 *3%* *27%* X	40 *1%* *66%*	43 *2%* *71%*	22 *1%* *37%*	20 *2%* *34%*	20 *2%* *34%*
Net: 10/9/8/7	**2654** ***78%***	226 *74%* *9%*	130 *77%* *5%*	80 *80%* *3%*	2217 *78%* *84%*	2481 *78%* *94%*	172 *76%* *6%*	459 *79%* *17%*	2163 *78%* *82%*	2186 *78%* *82%*	1385 *79%* *52%*	799 *76%* *30%*	848 *76%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 252

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**1288** ***38%***	104 *34%* *8%*	65 *39%* *5%*	39 *38%* *3%*	1081 *38%* *84%*	1195 *37%* *93%*	94 *42%* *7%*	217 *37%* *17%*	1060 *38%* *82%*	1069 *38%* *83%*	708 *40%* *55%* YZ	362 *34%* *28%*	382 *34%* *30%*
Net: 6/5/4	**566** ***17%***	57 *19%* *10%*	26 *16%* *5%*	15 *15%* *3%*	468 *16%* *83%*	528 *17%* *93%*	39 *17%* *7%*	81 *14%* *14%*	472 *17%* *83%*	476 *17%* *84%*	282 *16%* *50%*	193 *18%* *34%*	202 *18%* *36%*
Net: 3/2/1	**138** ***4%***	12 *4%* *9%*	8 *5%* *6%*	4 *4%* *3%*	113 *4%* *82%*	129 *4%* *93%*	9 *4%* *7%*	25 *4%* *18%*	107 *4%* *77%*	107 *4%* *78%*	66 *4%* *48%*	41 *4%* *29%*	43 *4%* *31%*
Mean	**7.73**	7.61	7.73	7.78	7.74	7.72	7.79	7.75	7.74	7.74	7.83 YZ	7.61	7.62
Standard Deviation	**1.98**	2.00	2.09	1.93	1.97	1.97	2.09	1.99	1.96	1.95	1.94	1.96	1.95

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 253

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**503** ***15%***	277 *17%* *55%* B	226 *13%* *45%*	51 *15%* *10%*	100 *14%* *20%*	69 *11%* *14%*	89 *14%* *18%*	85 *16%* *17%* E	110 *18%* *22%* E	75 *12%* *15%*	220 *13%* *44%*	208 *19%* *41%* IJ	130 *16%* *26%*	124 *15%* *25%*	162 *14%* *32%*
9	**541** ***16%***	272 *16%* *50%*	269 *15%* *50%*	73 *21%* *13%* DE F	105 *14%* *19%*	87 *14%* *16%*	78 *12%* *14%*	98 *19%* *18%* F	101 *17%* *19%*	112 *18%* *21%*	268 *16%* *50%*	161 *15%* *30%*	136 *16%* *25%*	126 *15%* *23%*	201 *17%* *37%*
8	**845** ***25%***	412 *25%* *49%*	433 *24%* *51%*	64 *18%* *8%*	192 *27%* *23%* C	145 *24%* *17%*	167 *27%* *20%* C	124 *24%* *15%*	151 *25%* *18%*	157 *25%* *19%*	455 *26%* *54%* K	232 *22%* *27%*	210 *25%* *25%*	224 *27%* *27%* N	254 *22%* *30%*
7	**544** ***16%***	265 *16%* *49%*	278 *16%* *51%*	49 *14%* *9%*	116 *16%* *21%*	94 *16%* *17%*	113 *18%* *21%*	81 *16%* *15%*	91 *15%* *17%*	121 *19%* *22%* K	292 *17%* *54%* K	130 *12%* *24%*	121 *15%* *22%*	116 *14%* *21%*	207 *18%* *38%*
6	**305** ***9%***	138 *8%* *45%*	167 *9%* *55%*	43 *12%* *14%* GH	60 *8%* *20%*	56 *9%* *19%* G	75 *12%* *25%* GH	28 *5%* *9%*	42 *7%* *14%*	51 *8%* *17%*	167 *10%* *55%*	87 *8%* *28%*	80 *10%* *26%*	64 *8%* *21%*	110 *9%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 253

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**307** ***9%***	115 *7%* *37%*	193 *11%* *63%* A	38 *11%* *12%*	67 *9%* *22%*	62 *10%* *20%* H	58 *9%* *19%*	43 *8%* *14%*	40 *7%* *13%*	52 *8%* *17%*	153 *9%* *50%*	103 *10%* *33%*	71 *9%* *23%*	77 *9%* *25%*	106 *9%* *34%*
4	**111** ***3%***	58 *4%* *53%*	53 *3%* *47%*	9 *3%* *8%*	24 *3%* *22%*	29 *5%* *26%* F	13 *2%* *12%*	17 *3%* *16%*	18 *3%* *16%*	25 *4%* *23%*	53 *3%* *48%*	33 *3%* *30%*	20 *2%* *18%*	19 *2%* *17%*	49 *4%* *44%*
3	**62** ***2%***	26 *2%* *41%*	37 *2%* *59%*	3 *1%* *6%*	20 *3%* *32%*	12 *2%* *20%*	13 *2%* *20%*	7 *1%* *11%*	7 *1%* *12%*	13 *2%* *21%*	22 *1%* *36%*	27 *3%* *43%*	16 *2%* *25%*	19 *2%* *30%*	17 *1%* *28%*
2	**67** ***2%***	25 *1%* *37%*	42 *2%* *63%*	7 *2%* *11%*	22 *3%* *33%* H	11 *2%* *17%*	9 *1%* *14%*	11 *2%* *17%*	5 *1%* *8%*	14 *2%* *21%*	32 *2%* *48%*	20 *2%* *30%*	9 *1%* *14%*	25 *3%* *38%* L	20 *2%* *31%*
1	**102** ***3%***	57 *3%* *56%*	45 *3%* *44%*	11 *3%* *10%*	13 *2%* *13%*	28 *5%* *27%* DF	11 *2%* *11%*	14 *3%* *13%*	26 *4%* *26%* DF	13 *2%* *13%*	41 *2%* *41%*	47 *4%* *46%* IJ	23 *3%* *23%*	24 *3%* *24%*	40 *3%* *39%*
Don't know	**41** ***1%***	14 *1%* *34%*	27 *2%* *66%*	- - -	4 *1%* *11%*	6 *1%* *14%*	2 *** *4%*	14 *3%* *33%* CD F	15 *3%* *38%* CDF	2 *** *5%*	16 *1%* *39%*	23 *2%* *57%* IJ	13 *2%* *31%*	11 *1%* *26%*	12 *1%* *28%*
Net: 10/9/8/7	**2432** ***71%***	1226 *74%* *50%* B	1206 *68%* *50%*	236 *68%* *10%*	512 *71%* *21%*	394 *66%* *16%*	446 *71%* *18%*	388 *74%* *16%* E	453 *75%* *19%* E	466 *73%* *19%*	1236 *72%* *51%*	731 *68%* *30%*	598 *72%* *25%*	590 *71%* *24%*	823 *70%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 253

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1044** ***30%***	549 *33%* *53%* B	495 *28%* *47%*	124 *36%* *12%* EF	204 *28%* *20%*	155 *26%* *15%*	167 *27%* *16%*	183 *35%* *18%* DE F	211 *35%* *20%* DEF	187 *29%* *18%*	488 *28%* *47%*	369 *34%* *35%* J	266 *32%* *25%*	251 *30%* *24%*	363 *31%* *35%*
Net: 6/5/4	**723** ***21%***	311 *19%* *43%*	412 *23%* *57%* A	90 *26%* *12%* GH	152 *21%* *21%*	147 *25%* *20%* GH	146 *23%* *20%* GH	88 *17%* *12%*	100 *17%* *14%*	128 *20%* *18%*	373 *22%* *52%*	222 *21%* *31%*	171 *21%* *24%*	160 *19%* *22%*	265 *23%* *37%*
Net: 3/2/1	**231** ***7%***	108 *6%* *47%*	123 *7%* *53%*	21 *6%* *9%*	55 *8%* *24%*	51 *9%* *22%* F	33 *5%* *14%*	31 *6%* *14%*	39 *6%* *17%*	41 *6%* *18%*	95 *6%* *41%*	94 *9%* *41%* J	48 *6%* *21%*	68 *8%* *29%*	78 *7%* *34%*
Mean	**7.29**	7.41 B	7.18	7.29	7.23	6.98	7.32 E	7.48 E	7.50 E	7.27	7.31	7.28	7.42	7.28	7.22
Standard Deviation	**2.18**	2.20	2.16	2.20	2.16	2.31	1.99	2.17	2.24	2.09	2.06	2.41	2.11	2.25	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 253

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**503** ***15%***	43 *14%* *9%*	27 *16%* *5%*	16 *16%* *3%*	416 *15%* *83%*	455 *14%* *90%*	48 *19%* *10%*	63 *13%* *13%*	434 *15%* *86%*	440 *15%* *87%*	285 *15%* *57%*	151 *14%* *30%*	161 *14%* *32%*
9	**541** ***16%***	35 *11%* *6%*	26 *15%* *5%*	16 *16%* *3%* O	464 *16%* *86%* O	518 *16%* *96%* T	23 *9%* *4%*	67 *14%* *12%*	468 *16%* *87%*	473 *16%* *88%*	298 *16%* *55%*	173 *16%* *32%*	183 *16%* *34%*
8	**845** ***25%***	88 *28%* *10%* Q	46 *26%* *5%*	23 *22%* *3%*	688 *24%* *81%*	788 *25%* *93%*	57 *23%* *7%*	115 *24%* *14%*	719 *25%* *85%*	728 *25%* *86%*	469 *25%* *55%*	259 *24%* *31%*	273 *24%* *32%*
7	**544** ***16%***	57 *18%* *10%*	26 *15%* *5%*	17 *17%* *3%*	443 *16%* *82%*	514 *16%* *94%*	30 *12%* *6%*	77 *16%* *14%*	461 *16%* *85%*	467 *16%* *86%*	262 *14%* *48%*	201 *19%* *37%* X	214 *19%* *39%* X
6	**305** ***9%***	24 *8%* *8%*	16 *9%* *5%*	10 *9%* *3%*	255 *9%* *84%*	284 *9%* *93%*	21 *9%* *7%*	52 *11%* *17%*	248 *9%* *81%*	251 *9%* *82%*	163 *9%* *53%*	88 *8%* *29%*	97 *8%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 253

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**307** ***9%***	29 *9%* *9%*	14 *8%* *5%*	11 *11%* *4%*	253 *9%* *82%*	272 *9%* *89%*	35 *14%* *11%* S	43 *9%* *14%*	255 *9%* *83%*	262 *9%* *85%*	173 *9%* *56%*	89 *8%* *29%*	100 *9%* *32%*
4	**111** ***3%***	15 *5%* *13%*	5 *3%* *4%*	3 *3%* *3%*	88 *3%* *80%*	101 *3%* *91%*	10 *4%* *9%*	21 *4%* *19%*	86 *3%* *77%*	89 *3%* *80%*	54 *3%* *48%*	35 *3%* *32%*	37 *3%* *33%*
3	**62** ***2%***	8 *2%* *12%*	2 *1%* *3%*	1 *1%* *1%*	51 *2%* *83%*	55 *2%* *88%*	7 *3%* *12%*	9 *2%* *15%*	52 *2%* *84%*	53 *2%* *85%*	36 *2%* *57%*	17 *2%* *28%*	18 *2%* *29%*
2	**67** ***2%***	5 *2%* *8%*	4 *2%* *5%*	3 *3%* *4%*	55 *2%* *82%*	61 *2%* *92%*	5 *2%* *8%*	7 *1%* *11%*	59 *2%* *89%*	59 *2%* *89%*	36 *2%* *55%*	23 *2%* *34%*	26 *2%* *40%*
1	**102** ***3%***	6 *2%* *6%*	6 *3%* *6%*	3 *3%* *3%*	87 *3%* *85%*	94 *3%* *93%*	7 *3%* *7%*	23 *5%* *23%* VWX	77 *3%* *76%*	78 *3%* *77%*	48 *3%* *47%*	29 *3%* *29%*	30 *3%* *30%*
Don't know	**41** ***1%***	3 *1%* *8%*	2 *1%* *4%*	1 *1%* *2%*	35 *1%* *86%*	38 *1%* *93%*	3 *1%* *7%*	10 *2%* *24%*	31 *1%* *76%*	31 *1%* *76%*	19 *1%* *47%*	12 *1%* *30%*	14 *1%* *35%*
Net: 10/9/8/7	**2432** ***71%***	223 *71%* *9%*	126 *72%* *5%*	73 *70%* *3%*	2011 *71%* *83%*	2274 *72%* *93%* T	158 *64%* *7%*	322 *66%* *13%*	2082 *72%* *86%* U	2108 *72%* *87%* U	1313 *71%* *54%*	784 *73%* *32%* U	831 *72%* *34%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 253

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1044** ***30%***	78 *25%* *7%*	53 *31%* *5%*	33 *31%* *3%* O	880 *31%* *84%* O	973 *31%* *93%*	71 *29%* *7%*	131 *27%* *13%*	902 *31%* *86%*	913 *31%* *87%*	583 *32%* *56%*	324 *30%* *31%*	344 *30%* *33%*
Net: 6/5/4	**723** ***21%***	67 *22%* *9%*	35 *20%* *5%*	24 *23%* *3%*	596 *21%* *82%*	657 *21%* *91%*	66 *27%* *9%*	116 *24%* *16%*	589 *20%* *81%*	602 *21%* *83%*	390 *21%* *54%*	212 *20%* *29%*	233 *20%* *32%*
Net: 3/2/1	**231** ***7%***	19 *6%* *8%*	12 *7%* *5%*	6 *6%* *3%*	193 *7%* *84%*	211 *7%* *91%*	20 *8%* *9%*	40 *8%* *17%*	189 *7%* *82%*	191 *7%* *83%*	120 *7%* *52%*	69 *6%* *30%*	75 *6%* *32%*
Mean	**7.29**	7.22	7.34	7.28	7.30	7.31	7.11	7.05	7.34 U	7.34 U	7.35 U	7.31	7.29
Standard Deviation	**2.18**	2.10	2.20	2.19	2.19	2.17	2.35	2.31	2.16	2.16	2.16	2.14	2.14

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 254

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**587** ***17%***	285 *17%* *49%*	302 *17%* *51%*	56 *16%* *10%*	118 *16%* *20%*	96 *16%* *16%*	105 *17%* *18%*	84 *16%* *14%*	128 *21%* *22%*	98 *15%* *17%*	275 *16%* *47%*	214 *20%* *36%* J	146 *18%* *25%*	145 *17%* *25%*	190 *16%* *32%*
9	**583** ***17%***	287 *17%* *49%*	297 *17%* *51%*	82 *23%* *14%* DF H	118 *16%* *20%*	103 *17%* *18%*	95 *15%* *16%*	96 *18%* *16%*	90 *15%* *15%*	107 *17%* *18%*	289 *17%* *50%*	187 *17%* *32%*	143 *17%* *24%*	132 *16%* *23%*	225 *19%* *39%*
8	**915** ***27%***	420 *25%* *46%*	495 *28%* *54%*	80 *23%* *9%*	216 *30%* *24%*	149 *25%* *16%*	176 *28%* *19%*	135 *26%* *15%*	158 *26%* *17%*	177 *28%* *19%*	491 *29%* *54%* K	247 *23%* *27%*	239 *29%* *26%*	220 *27%* *24%*	289 *25%* *32%*
7	**583** ***17%***	289 *17%* *50%*	294 *17%* *50%*	53 *15%* *9%*	116 *16%* *20%*	116 *19%* *20%*	118 *19%* *20%*	93 *18%* *16%*	88 *15%* *15%*	119 *19%* *20%*	307 *18%* *53%*	158 *15%* *27%*	131 *16%* *22%*	131 *16%* *23%*	214 *18%* *37%*
6	**270** ***8%***	137 *8%* *51%*	133 *8%* *49%*	42 *12%* *16%* DG H	43 *6%* *16%*	54 *9%* *20%*	59 *9%* *22%*	32 *6%* *12%*	39 *6%* *15%*	40 *6%* *15%*	143 *8%* *53%*	87 *8%* *32%*	57 *7%* *21%*	64 *8%* *24%*	108 *9%* *40%*
5	**241** ***7%***	110 *7%* *46%*	131 *7%* *54%*	24 *7%* *10%*	61 *8%* *25%* H	40 *7%* *17%*	45 *7%* *19%*	39 *8%* *16%*	30 *5%* *13%*	50 *8%* *21%*	113 *7%* *47%*	77 *7%* *32%*	54 *6%* *22%*	54 *7%* *23%*	86 *7%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 254

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**58** ***2%***	34 *2%* *58%*	24 *1%* *42%*	5 *2%* *9%*	8 *1%* *13%*	11 *2%* *19%*	9 *1%* *16%*	6 *1%* *11%*	18 *3%* *31%* D	13 *2%* *22%*	24 *1%* *41%*	22 *2%* *37%*	14 *2%* *25%*	10 *1%* *18%*	20 *2%* *34%*
3	**26** ***1%***	16 *1%* *61%*	10 *1%* *39%*	2 *1%* *8%*	7 *1%* *25%*	3 *1%* *13%*	6 *1%* *21%*	3 *1%* *11%*	6 *1%* *22%*	7 *1%* *26%*	10 *1%* *38%*	9 *1%* *36%*	5 *1%* *20%*	10 *1%* *37%*	8 *1%* *30%*
2	**19** ***1%***	11 *1%* *58%*	8 *** *42%*	- - -	9 *1%* *44%*	3 *1%* *18%*	1 *** *6%*	4 *1%* *19%*	3 *** *14%*	4 *1%* *18%*	11 *1%* *55%*	5 *** *27%*	4 *1%* *23%*	7 *1%* *38%*	4 *** *19%*
1	**31** ***1%***	23 *1%* *73%* B	8 *** *27%*	2 *** *5%*	8 *1%* *27%*	8 *1%* *24%*	2 *** *8%*	6 *1%* *19%*	5 *1%* *17%*	8 *1%* *24%*	14 *1%* *45%*	9 *1%* *30%*	9 *1%* *29%*	9 *1%* *29%*	6 *1%* *19%*
Don't know	**113** ***3%***	47 *3%* *41%*	66 *4%* *59%*	2 *1%* *2%*	20 *3%* *18%*	14 *2%* *12%*	11 *2%* *10%*	23 *4%* *20%* CF	43 *7%* *38%* CDEF	15 *2%* *14%*	43 *2%* *38%*	55 *5%* *48%* IJ	26 *3%* *23%*	45 *5%* *40%* N	27 *2%* *24%*
Net: 10/9/8/7	**2668** ***78%***	1281 *77%* *48%*	1387 *78%* *52%*	270 *78%* *10%*	567 *78%* *21%*	464 *78%* *17%*	494 *79%* *18%*	408 *78%* *15%*	464 *76%* *17%*	500 *79%* *19%*	1362 *79%* *51%*	806 *75%* *30%*	659 *80%* *25%*	628 *76%* *24%*	919 *78%* *34%*
Net: 10/9	**1170** ***34%***	572 *34%* *49%*	598 *34%* *51%*	138 *40%* *12%*	236 *33%* *20%*	199 *33%* *17%*	200 *32%* *17%*	180 *35%* *15%*	218 *36%* *19%*	205 *32%* *18%*	564 *33%* *48%*	401 *37%* *34%* J	289 *35%* *25%*	277 *33%* *24%*	416 *35%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 254

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 6/5/4	**569** ***17%***	280 *17%* *49%*	288 *16%* *51%*	72 *21%* *13%*	112 *16%* *20%*	106 *18%* *19%*	113 *18%* *20%*	78 *15%* *14%*	88 *14%* *15%*	103 *16%* *18%*	280 *16%* *49%*	186 *17%* *33%*	125 *15%* *22%*	129 *16%* *23%*	214 *18%* *38%*
Net: 3/2/1	**77** ***2%***	50 *3%* *65%* B	27 *2%* *35%*	4 *1%* *5%*	24 *3%* *31%*	14 *2%* *19%*	9 *1%* *12%*	12 *2%* *16%*	14 *2%* *18%*	18 *3%* *24%*	35 *2%* *45%*	24 *2%* *31%*	19 *2%* *24%*	26 *3%* *34%*	18 *1%* *23%*
Mean	**7.76**	7.70	7.82	7.83	7.71	7.68	7.75	7.77	7.88	7.67	7.76	7.82	7.82	7.75	7.77
Standard Deviation	**1.77**	1.86	1.68	1.66	1.84	1.80	1.65	1.78	1.84	1.81	1.71	1.84	1.77	1.84	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 254

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**587** ***17%***	58 *19%* *10%*	32 *18%* *5%*	15 *15%* *3%*	481 *17%* *82%*	538 *17%* *92%*	49 *20%* *8%*	71 *15%* *12%*	505 *17%* *86%*	514 *18%* *88%*	336 *18%* *57%*	173 *16%* *29%*	186 *16%* *32%*
9	**583** ***17%***	37 *12%* *6%*	29 *16%* *5%* O	17 *17%* *3%* O	500 *18%* *86%* O	546 *17%* *94%*	38 *15%* *6%*	92 *19%* *16%*	487 *17%* *83%*	491 *17%* *84%*	310 *17%* *53%*	180 *17%* *31%*	191 *17%* *33%*
8	**915** ***27%***	93 *30%* *10%*	46 *26%* *5%*	27 *26%* *3%*	749 *26%* *82%*	852 *27%* *93%*	63 *25%* *7%*	111 *23%* *12%*	788 *27%* *86%*	801 *27%* *88%*	509 *28%* *56%*	289 *27%* *32%*	307 *27%* *34%*
7	**583** ***17%***	57 *18%* *10%*	31 *18%* *5%*	19 *18%* *3%*	477 *17%* *82%*	542 *17%* *93%*	41 *17%* *7%*	83 *17%* *14%*	494 *17%* *85%*	498 *17%* *85%*	298 *16%* *51%*	198 *18%* *34%*	216 *19%* *37%*
6	**270** ***8%***	20 *7%* *8%*	13 *7%* *5%*	7 *7%* *3%*	230 *8%* *85%*	256 *8%* *95%*	15 *6%* *5%*	37 *8%* *14%*	231 *8%* *85%*	233 *8%* *86%*	140 *8%* *52%*	93 *9%* *34%*	99 *9%* *37%*
5	**241** ***7%***	23 *7%* *10%*	13 *7%* *5%*	10 *10%* *4%* R	194 *7%* *81%*	220 *7%* *91%*	21 *8%* *9%*	43 *9%* *18%*	190 *7%* *79%*	197 *7%* *82%*	132 *7%* *55%*	66 *6%* *27%*	71 *6%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 254

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**58** ***2%***	9 *3%* *15%*	2 *1%* *4%*	2 *2%* *4%*	44 *2%* *77%*	53 *2%* *92%*	5 *2%* *8%*	9 *2%* *16%*	48 *2%* *82%*	48 *2%* *82%*	27 *1%* *47%*	20 *2%* *34%*	20 *2%* *34%*
3	**26** ***1%***	2 *1%* *6%*	2 *1%* *6%*	* * *1%*	23 *1%* *86%*	26 *1%* *100%*	- - -	4 *1%* *15%*	22 *1%* *85%*	22 *1%* *85%*	14 *1%* *53%*	9 *1%* *32%*	9 *1%* *32%*
2	**19** ***1%***	2 *1%* *12%*	1 *1%* *6%*	* * *3%*	15 *1%* *80%*	15 * *75%*	5 *2%* *25%* S	7 *1%* *34%* VWX	13 * *66%*	13 * *66%*	6 * *34%*	6 *1%* *32%*	6 *1%* *32%*
1	**31** ***1%***	4 *1%* *11%*	2 *1%* *7%*	1 *1%* *4%*	24 *1%* *78%*	28 *1%* *91%*	3 *1%* *9%*	9 *2%* *27%*	22 *1%* *72%*	22 *1%* *72%*	13 *1%* *43%*	9 *1%* *28%*	9 *1%* *28%*
Don't know	**113** ***3%***	8 *2%* *7%*	4 *2%* *3%*	3 *3%* *3%*	98 *3%* *87%*	104 *3%* *92%*	9 *4%* *8%*	21 *4%* *19%*	92 *3%* *81%*	92 *3%* *81%*	56 *3%* *50%*	36 *3%* *32%*	41 *4%* *36%*
Net: 10/9/8/7	**2668** ***78%***	245 *78%* *9%*	137 *79%* *5%*	79 *76%* *3%*	2206 *78%* *83%*	2478 *78%* *93%*	190 *77%* *7%*	358 *73%* *13%*	2274 *79%* *85%* U	2305 *79%* *86%* U	1453 *79%* *54%* U	840 *78%* *31%*	899 *78%* *34%*
Net: 10/9	**1170** ***34%***	95 *31%* *8%*	60 *35%* *5%*	33 *31%* *3%*	981 *35%* *84%*	1083 *34%* *93%*	87 *35%* *7%*	163 *34%* *14%*	992 *34%* *85%*	1005 *34%* *86%*	646 *35%* *55%*	353 *33%* *30%*	377 *33%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 254

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 6/5/4	**569** ***17%***	52 *17%* *9%*	28 *16%* *5%*	20 *19%* *4%*	468 *17%* *82%*	529 *17%* *93%*	40 *16%* *7%*	90 *18%* *16%*	468 *16%* *82%*	478 *16%* *84%*	299 *16%* *53%*	178 *17%* *31%*	190 *16%* *33%*
Net: 3/2/1	**77** ***2%***	8 *2%* *10%*	5 *3%* *6%*	2 *2%* *3%*	62 *2%* *81%*	69 *2%* *90%*	8 *3%* *10%*	19 *4%* *25%* VWX	57 *2%* *75%*	57 *2%* *75%*	34 *2%* *44%*	24 *2%* *31%*	24 *2%* *31%*
Mean	**7.76**	7.69	7.76	7.60	7.78	7.77	7.73	7.55	7.80 U	7.80 U	7.83 U	7.73	7.74
Standard Deviation	**1.77**	1.84	1.83	1.83	1.76	1.76	1.94	1.97	1.73	1.73	1.73	1.74	1.72

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 255

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
10	561 *12%*	164 *7%*	275 *8%*	101 *4%*	3 *8%*	53 *4%*	33 *6%*	16 *5%*	227 *16%*	490 *7%*	673 *20%*	503 *15%*	587 *17%*
9	974 *20%*	316 *14%*	388 *11%*	147 *6%*	1 *4%*	47 *4%*	25 *4%*	20 *7%*	276 *19%*	706 *10%*	616 *18%*	541 *16%*	583 *17%*
8	1559 *32%*	587 *25%*	937 *26%*	419 *17%*	10 *30%*	128 *10%*	80 *14%*	46 *15%*	351 *24%*	1794 *26%*	846 *25%*	845 *25%*	915 *27%*
7	762 *16%*	459 *20%*	769 *22%*	470 *19%*	4 *13%*	180 *14%*	87 *15%*	41 *14%*	209 *14%*	1583 *23%*	519 *15%*	544 *16%*	583 *17%*
6	372 *8%*	293 *13%*	441 *12%*	386 *16%*	5 *17%*	198 *16%*	63 *11%*	38 *13%*	132 *9%*	933 *14%*	255 *7%*	305 *9%*	270 *8%*
5	244 *5%*	213 *9%*	313 *9%*	334 *14%*	3 *9%*	198 *16%*	69 *12%*	34 *11%*	101 *7%*	584 *9%*	245 *7%*	307 *9%*	241 *7%*
4	120 *2%*	85 *4%*	127 *4%*	147 *6%*	1 *4%*	125 *10%*	50 *9%*	15 *5%*	42 *3%*	214 *3%*	66 *2%*	111 *3%*	58 *2%*
3	62 *1%*	44 *2%*	84 *2%*	114 *5%*	2 *7%*	51 *4%*	28 *5%*	12 *4%*	19 *1%*	96 *1%*	42 *1%*	62 *2%*	26 *1%*
2	44 *1%*	42 *2%*	44 *1%*	48 *2%*	- -	43 *3%*	33 *6%*	14 *5%*	24 *2%*	59 *1%*	37 *1%*	67 *2%*	19 *1%*
1	37 *1%*	22 *1%*	44 *1%*	45 *2%*	1 *2%*	41 *3%*	33 *6%*	16 *5%*	15 *1%*	65 *1%*	58 *2%*	102 *3%*	31 *1%*
Don't know	105 *2%*	96 *4%*	128 *4%*	218 *9%*	1 *5%*	183 *15%*	75 *13%*	48 *16%*	55 *4%*	274 *4%*	61 *2%*	41 *1%*	113 *3%*
Net: 10/9/8/7	3857 *80%*	1527 *66%*	2369 *67%*	1136 *47%*	18 *56%*	408 *33%*	225 *39%*	123 *41%*	1063 *73%*	4573 *67%*	2654 *78%*	2432 *71%*	2668 *78%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 255

Absolutes/col/row percents

9 Jul 2009

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

Base : Regular viewers of each channel

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
Net: 10/9	1535 *32%*	480 *21%*	663 *19%*	248 *10%*	4 *12%*	100 *8%*	58 *10%*	36 *12%*	503 *35%*	1196 *18%*	1288 *38%*	1044 *30%*	1170 *34%*
Net: 6/5/4	736 *15%*	591 *25%*	882 *25%*	867 *36%*	10 *31%*	522 *42%*	182 *32%*	87 *29%*	275 *19%*	1731 *25%*	566 *17%*	723 *21%*	569 *17%*
Net: 3/2/1	143 *3%*	107 *5%*	172 *5%*	208 *9%*	3 *9%*	135 *11%*	94 *16%*	41 *14%*	59 *4%*	220 *3%*	138 *4%*	231 *7%*	77 *2%*
Mean	7.69	7.10	7.08	6.34	6.71	5.82	5.81	6.09	7.60	7.13	7.73	7.29	7.76
Standard Deviation	1.73	1.87	1.86	1.98	2.05	2.12	2.46	2.43	1.96	1.73	1.98	2.18	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**244** ***5%***	100 *4%* *41%*	144 *6%* *59%*	32 *8%* *13%* EF G	42 *4%* *17%*	32 *4%* *13%*	36 *4%* *15%*	31 *4%* *13%*	72 *7%* *29%* DEFG	32 *3%* *13%*	107 *5%* *44%*	105 *7%* *43%* IJ	56 *5%* *23%*	69 *6%* *28%*	83 *5%* *34%*
9	**350** ***7%***	159 *7%* *45%*	191 *7%* *55%*	37 *9%* *11%*	67 *7%* *19%*	54 *7%* *15%*	52 *6%* *15%*	54 *7%* *15%*	86 *9%* *25%*	38 *4%* *11%*	165 *7%* *47%* I	147 *10%* *42%* IJ	66 *6%* *19%*	107 *9%* *31%* L	117 *7%* *33%*
8	**1223** ***25%***	549 *24%* *45%*	674 *26%* *55%*	108 *25%* *9%*	253 *26%* *21%*	195 *24%* *16%*	218 *25%* *18%*	190 *25%* *16%*	259 *26%* *21%*	236 *25%* *19%*	603 *26%* *49%*	384 *25%* *31%*	338 *29%* *28%* N	303 *25%* *25%*	383 *23%* *31%*
7	**1103** ***23%***	535 *24%* *48%*	568 *22%* *52%*	84 *20%* *8%*	239 *25%* *22%* H	212 *26%* *19%* H	207 *24%* *19%* H	176 *23%* *16%* H	185 *18%* *17%*	253 *27%* *23%* K	567 *24%* *51%* K	282 *18%* *26%*	266 *23%* *24%*	262 *22%* *24%*	385 *24%* *35%*
6	**773** ***16%***	400 *18%* *52%* B	374 *14%* *48%*	70 *17%* *9%*	157 *16%* *20%*	143 *17%* *19%*	137 *16%* *18%*	120 *16%* *15%*	147 *15%* *19%*	171 *18%* *22%*	370 *16%* *48%*	233 *15%* *30%*	172 *15%* *22%*	202 *17%* *26%*	258 *16%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**450** ***9%***	209 *9%* *47%*	240 *9%* *53%*	36 *8%* *8%*	88 *9%* *19%*	77 *9%* *17%*	92 *11%* *20%*	67 *9%* *15%*	91 *9%* *20%*	79 *8%* *18%*	208 *9%* *46%*	164 *11%* *36%*	109 *9%* *24%*	104 *9%* *23%*	156 *10%* *35%*
4	**163** ***3%***	80 *4%* *49%*	83 *3%* *51%*	14 *3%* *9%*	35 *4%* *22%*	30 *4%* *18%*	20 *2%* *12%*	28 *4%* *17%*	36 *4%* *22%*	33 *3%* *20%*	86 *4%* *53%*	45 *3%* *27%*	32 *3%* *20%*	41 *3%* *25%*	64 *4%* *39%*
3	**101** ***2%***	57 *3%* *57%*	44 *2%* *43%*	20 *5%* *20%* DE FH	15 *2%* *15%*	13 *2%* *13%*	15 *2%* *14%*	21 *3%* *21%*	18 *2%* *18%*	26 *3%* *26%* J	37 *2%* *37%*	37 *2%* *37%*	31 *3%* *31%*	19 *2%* *19%*	36 *2%* *36%*
2	**67** ***1%***	40 *2%* *60%*	26 *1%* *40%*	7 *2%* *11%*	10 *1%* *15%*	10 *1%* *16%*	11 *1%* *16%*	11 *1%* *16%*	18 *2%* *27%*	10 *1%* *15%*	33 *1%* *49%*	24 *2%* *36%*	17 *1%* *26%*	19 *2%* *29%*	20 *1%* *30%*
1	**33** ***1%***	17 *1%* *52%*	16 *1%* *48%*	5 *1%* *14%*	2 *** *6%*	4 *1%* *13%*	7 *1%* *22%*	7 *1%* *20%*	8 *1%* *25%*	3 *** *9%*	15 *1%* *45%*	15 *1%* *46%*	7 *1%* *21%*	12 *1%* *37%*	7 *** *22%*
Don't know	**335** ***7%***	111 *5%* *33%*	224 *9%* *67%* A	11 *3%* *3%*	62 *6%* *18%* C	49 *6%* *15%* C	63 *7%* *19%* C	62 *8%* *19%* C	88 *9%* *26%* C	73 *8%* *22%*	158 *7%* *47%*	104 *7%* *31%*	84 *7%* *25%*	79 *7%* *24%*	123 *8%* *37%*
Net: 10/9/8/7	**2919** ***60%***	1342 *59%* *46%*	1577 *61%* *54%*	261 *62%* *9%*	601 *62%* *21%*	493 *60%* *17%*	512 *60%* *18%*	450 *59%* *15%*	601 *60%* *21%*	559 *59%* *19%*	1442 *61%* *49%*	919 *60%* *31%*	726 *62%* *25%*	742 *61%* *25%*	968 *59%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**594** ***12%***	259 *11%* *44%*	335 *13%* *56%*	70 *16%* *12%* DE FG	109 *11%* *18%*	86 *10%* *14%*	87 *10%* *15%*	84 *11%* *14%*	158 *16%* *27%* DEFG	70 *7%* *12%*	271 *12%* *46%* I	253 *16%* *43%* IJ	123 *10%* *21%*	176 *14%* *30%* L	200 *12%* *34%*
Net: 6/5/4	**1387** ***29%***	689 *31%* *50%* B	698 *27%* *50%*	120 *28%* *9%*	280 *29%* *20%*	250 *31%* *18%*	248 *29%* *18%*	214 *28%* *15%*	273 *27%* *20%*	282 *30%* *20%*	664 *28%* *48%*	441 *29%* *32%*	313 *27%* *23%*	347 *28%* *25%*	478 *29%* *34%*
Net: 3/2/1	**200** ***4%***	114 *5%* *57%* B	86 *3%* *43%*	32 *7%* *16%* DE F	27 *3%* *13%*	28 *3%* *14%*	32 *4%* *16%*	38 *5%* *19%* D	44 *4%* *22%*	39 *4%* *20%*	85 *4%* *42%*	76 *5%* *38%*	55 *5%* *28%*	50 *4%* *25%*	63 *4%* *32%*
Mean	**6.90**	6.80	6.99 A	6.89	6.95	6.85	6.87	6.82	7.00	6.78	6.91	6.96	6.91	6.95	6.88
Standard Deviation	**1.72**	1.74	1.69	1.94	1.59	1.62	1.66	1.74	1.84	1.58	1.67	1.86	1.70	1.77	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**244** ***5%***	18 *4%* *7%*	10 *4%* *4%*	7 *5%* *3%*	209 *5%* *86%*	226 *5%* *93%*	18 *7%* *7%*	35 *5%* *14%*	207 *5%* *85%*	209 *5%* *86%*	129 *5%* *53%*	80 *5%* *33%*	87 *5%* *36%*
9	**350** ***7%***	32 *8%* *9%*	17 *7%* *5%*	11 *8%* *3%*	290 *7%* *83%*	333 *7%* *95%*	16 *6%* *5%*	60 *8%* *17%*	286 *7%* *82%*	290 *7%* *83%*	179 *7%* *51%*	109 *7%* *31%*	126 *7%* *36%*
8	**1223** ***25%***	94 *23%* *8%*	67 *26%* *5%*	37 *27%* *3%*	1024 *25%* *84%*	1169 *26%* *96%*	54 *20%* *4%*	164 *23%* *13%*	1047 *26%* *86%*	1059 *26%* *87%*	650 *26%* *53%*	408 *26%* *33%*	422 *25%* *35%*
7	**1103** ***23%***	101 *24%* *9%*	59 *23%* *5%*	29 *21%* *3%*	913 *23%* *83%*	1047 *23%* *95%*	55 *21%* *5%*	160 *23%* *15%*	932 *23%* *85%*	939 *23%* *85%*	573 *23%* *52%*	365 *23%* *33%*	388 *23%* *35%*
6	**773** ***16%***	75 *18%* *10%*	44 *17%* *6%*	23 *17%* *3%*	631 *16%* *82%*	725 *16%* *94%*	48 *18%* *6%*	116 *16%* *15%*	646 *16%* *83%*	657 *16%* *85%*	373 *15%* *48%*	282 *18%* *36%* X	294 *17%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**450** ***9%***	43 *10%* *10%*	23 *9%* *5%*	14 *10%* *3%*	369 *9%* *82%*	413 *9%* *92%*	37 *14%* *8%* S	66 *9%* *15%*	378 *9%* *84%*	381 *9%* *85%*	243 *10%* *54%*	138 *9%* *31%*	147 *9%* *33%*
4	**163** ***3%***	10 *2%* *6%*	12 *5%* *7%* O	5 *4%* *3%*	137 *3%* *84%*	151 *3%* *92%*	13 *5%* *8%*	27 *4%* *16%*	134 *3%* *82%*	137 *3%* *84%*	90 *4%* *55%*	45 *3%* *27%*	45 *3%* *28%*
3	**101** ***2%***	7 *2%* *7%*	5 *2%* *5%*	1 *1%* *1%*	87 *2%* *86%*	93 *2%* *92%*	8 *3%* *8%*	19 *3%* *19%*	82 *2%* *81%*	82 *2%* *81%*	52 *2%* *52%*	30 *2%* *30%*	33 *2%* *33%*
2	**67** ***1%***	6 *1%* *9%*	4 *1%* *5%*	1 *1%* *2%*	56 *1%* *84%*	62 *1%* *92%*	5 *2%* *8%*	10 *1%* *16%*	56 *1%* *84%*	56 *1%* *84%*	38 *2%* *57%*	18 *1%* *27%*	18 *1%* *27%*
1	**33** ***1%***	4 *1%* *13%*	2 *1%* *5%*	1 *1%* *3%*	26 *1%* *80%*	29 *1%* *90%*	3 *1%* *10%*	9 *1%* *29%*	23 *1%* *71%*	23 *1%* *71%*	15 *1%* *45%*	9 *1%* *27%*	9 *1%* *27%*
Don't know	**335** ***7%***	26 *6%* *8%*	14 *6%* *4%*	8 *6%* *2%*	286 *7%* *86%*	326 *7%* *97%* T	9 *3%* *3%*	45 *6%* *13%*	286 *7%* *85%*	290 *7%* *87%*	175 *7%* *52%*	112 *7%* *33%*	120 *7%* *36%*
Net: 10/9/8/7	**2919** ***60%***	245 *59%* *8%*	153 *60%* *5%*	85 *61%* *3%*	2436 *60%* *83%*	2776 *61%* *95%* T	143 *54%* *5%*	419 *59%* *14%*	2473 *61%* *85%*	2497 *61%* *86%*	1530 *61%* *52%*	963 *60%* *33%*	1023 *61%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**594** ***12%***	50 *12%* *8%*	27 *11%* *5%*	18 *13%* *3%*	499 *12%* *84%*	560 *12%* *94%*	34 *13%* *6%*	95 *13%* *16%*	494 *12%* *83%*	499 *12%* *84%*	308 *12%* *52%*	189 *12%* *32%*	213 *13%* *36%*
Net: 6/5/4	**1387** ***29%***	128 *31%* *9%*	79 *31%* *6%*	42 *30%* *3%*	1137 *28%* *82%*	1288 *28%* *93%*	98 *37%* *7%* S	209 *29%* *15%*	1158 *28%* *84%*	1175 *28%* *85%*	706 *28%* *51%*	464 *29%* *33%*	486 *29%* *35%*
Net: 3/2/1	**200** ***4%***	17 *4%* *9%*	10 *4%* *5%*	4 *3%* *2%*	169 *4%* *84%*	184 *4%* *92%*	16 *6%* *8%*	39 *5%* *19%*	161 *4%* *81%*	161 *4%* *81%*	105 *4%* *52%*	57 *4%* *28%*	60 *4%* *30%*
Mean	**6.90**	6.84	6.82	6.98	6.91	6.92 T	6.62	6.81	6.92	6.92	6.90	6.94	6.96
Standard Deviation	**1.72**	1.70	1.69	1.66	1.72	1.70	1.91	1.83	1.70	1.70	1.73	1.65	1.65

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Total (Wtd)	**4841**	240 *5%*	535 *11%*	403 *8%*	138 *3%*	417 *9%*	254 *5%*	429 *9%*	535 *11%*	257 *5%*	471 *10%*	773 *16%*	388 *8%*	4029 *83%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
10	**244** ***5%***	15 *6%* *6%*	23 *4%* *9%*	19 *5%* *8%*	7 *5%* *3%* K	18 *4%* *7%*	13 *5%* *6%*	26 *6%* *11%*	30 *6%* *12%*	10 *4%* *4%*	35 *7%* *14%* IK	24 *3%* *10%*	25 *6%* *10%* K	209 *5%* *86%* K
9	**350** ***7%***	12 *5%* *3%*	32 *6%* *9%*	23 *6%* *7%*	11 *8%* *3%*	32 *8%* *9%*	18 *7%* *5%*	44 *10%* *12%*	46 *9%* *13%*	17 *7%* *5%*	32 *7%* *9%*	63 *8%* *18%*	21 *6%* *6%*	290 *7%* *83%*
8	**1223** ***25%***	76 *32%* *6%* EJ	143 *27%* *12%*	118 *29%* *10%* EJ	37 *27%* *3%* J	94 *23%* *8%*	71 *28%* *6%*	101 *23%* *8%*	131 *24%* *11%*	67 *26%* *5%*	99 *21%* *8%*	187 *24%* *15%*	97 *25%* *8%*	1024 *25%* *84%*
7	**1103** ***23%***	42 *18%* *4%*	123 *23%* *11%*	100 *25%* *9%*	29 *21%* *3%*	101 *24%* *9%* G	55 *22%* *5%*	75 *17%* *7%*	132 *25%* *12%*	59 *23%* *5%*	98 *21%* *9%*	199 *26%* *18%* AG	88 *23%* *8%*	913 *23%* *83%*
6	**773** ***16%***	32 *13%* *4%*	90 *17%* *12%*	49 *12%* *6%*	23 *17%* *3%*	75 *18%* *10%* C	38 *15%* *5%*	84 *20%* *11%* C	80 *15%* *10%*	44 *17%* *6%*	76 *16%* *10%*	122 *16%* *16%*	60 *15%* *8%*	631 *16%* *82%*
5	**450** ***9%***	30 *12%* *7%*	42 *8%* *9%*	37 *9%* *8%*	14 *10%* *3%*	43 *10%* *10%*	24 *10%* *5%*	34 *8%* *8%*	45 *8%* *10%*	23 *9%* *5%*	46 *10%* *10%*	76 *10%* *17%*	34 *9%* *8%*	369 *9%* *82%*
4	**163** ***3%***	5 *2%* *3%*	23 *4%* *14%* C	4 *1%* *3%*	5 *4%* *3%* C	10 *2%* *6%*	5 *2%* *3%*	17 *4%* *10%*	20 *4%* *12%*	12 *5%* *7%* CE	20 *4%* *12%* C	27 *3%* *17%* C	16 *4%* *10%* C	137 *3%* *84%* C

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
3	**101** ***2%***	7 *3%* *7%*	16 *3%* *16%*	8 *2%* *8%*	1 *1%* *1%*	7 *2%* *7%*	2 *1%* *2%*	6 *1%* *6%*	11 *2%* *11%*	5 *2%* *5%*	8 *2%* *8%*	18 *2%* *18%*	10 *3%* *10%*	87 *2%* *86%*
2	**67** ***1%***	6 *2%* *8%*	9 *2%* *13%*	3 *1%* *4%*	1 *1%* *2%*	6 *1%* *9%*	2 *1%* *2%*	6 *1%* *10%*	11 *2%* *17%*	4 *1%* *5%*	10 *2%* *14%*	6 *1%* *10%*	4 *1%* *6%*	56 *1%* *84%*
1	**33** ***1%***	2 *1%* *6%*	2 *** *6%*	3 *1%* *10%* K	1 *1%* *3%* K	4 *1%* *13%* K	5 *2%* *14%* K	4 *1%* *12%*	4 *1%* *11%*	2 *1%* *5%* K	5 *1%* *14%* K	- - -	3 *1%* *8%*	26 *1%* *80%*
Don't know	**335** ***7%***	14 *6%* *4%*	31 *6%* *9%*	39 *10%* *12%* HI	8 *6%* *2%*	26 *6%* *8%*	21 *8%* *6%*	32 *8%* *10%*	26 *5%* *8%*	14 *6%* *4%*	42 *9%* *13%* H	51 *7%* *15%*	30 *8%* *9%*	286 *7%* *86%*
Net: 10/9/8/7	**2919** ***60%***	145 *60%* *5%*	322 *60%* *11%*	259 *64%* *9%* J	85 *61%* *3%*	245 *59%* *8%*	158 *62%* *5%*	245 *57%* *8%*	338 *63%* *12%*	153 *60%* *5%*	264 *56%* *9%*	473 *61%* *16%*	231 *60%* *8%*	2436 *60%* *83%*
Net: 10/9	**594** ***12%***	26 *11%* *4%*	55 *10%* *9%*	41 *10%* *7%*	18 *13%* *3%*	50 *12%* *8%*	31 *12%* *5%*	70 *16%* *12%* BI	76 *14%* *13%*	27 *11%* *5%*	67 *14%* *11%*	87 *11%* *15%*	46 *12%* *8%*	499 *12%* *84%*
Net: 6/5/4	**1387** ***29%***	67 *28%* *5%*	156 *29%* *11%*	90 *22%* *7%*	42 *30%* *3%* C	128 *31%* *9%* C	67 *26%* *5%*	135 *31%* *10%* C	145 *27%* *10%*	79 *31%* *6%* C	142 *30%* *10%* C	225 *29%* *16%* C	110 *28%* *8%*	1137 *28%* *82%*
Net: 3/2/1	**200** ***4%***	14 *6%* *7%*	27 *5%* *13%*	14 *3%* *7%*	4 *3%* *2%*	17 *4%* *9%*	8 *3%* *4%*	17 *4%* *8%*	26 *5%* *13%*	10 *4%* *5%*	22 *5%* *11%*	25 *3%* *12%*	17 *4%* *8%*	169 *4%* *84%*
Mean	**6.90**	6.87	6.83	7.05	6.98	6.84	7.02	6.96	6.92	6.82	6.84	6.90	6.89	6.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 256

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
Standard Deviation	**1.72**	1.84	1.71	1.59	1.66	1.70	1.70	1.80	1.78	1.69	1.87	1.56	1.75	1.72

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**104** ***4%***	47 *4%* *45%*	57 *5%* *55%*	8 *5%* *8%*	14 *4%* *14%*	11 *3%* *10%*	17 *4%* *17%*	17 *4%* *16%*	37 *6%* *35%*	13 *3%* *13%*	36 *3%* *34%*	55 *7%* *53%* IJ	25 *5%* *24%*	35 *6%* *33%*	30 *4%* *29%*
9	**170** ***7%***	90 *8%* *53%*	80 *7%* *47%*	12 *7%* *7%*	27 *8%* *16%*	28 *8%* *16%*	29 *7%* *17%*	25 *6%* *15%*	50 *8%* *29%*	27 *5%* *16%*	88 *8%* *52%*	55 *7%* *32%*	37 *7%* *21%*	51 *9%* *30%*	62 *7%* *36%*
8	**535** ***23%***	263 *22%* *49%*	272 *24%* *51%*	34 *20%* *6%*	79 *24%* *15%*	70 *21%* *13%*	100 *23%* *19%*	116 *27%* *22%*	136 *22%* *25%*	120 *24%* *22%*	254 *24%* *48%*	161 *22%* *30%*	130 *25%* *24%*	131 *22%* *24%*	191 *23%* *36%*
7	**496** ***21%***	248 *21%* *50%*	248 *22%* *50%*	50 *29%* *10%* GH	79 *23%* *16%*	69 *21%* *14%*	103 *24%* *21%*	82 *19%* *17%*	113 *18%* *23%*	114 *23%* *23%*	243 *23%* *49%*	140 *19%* *28%*	95 *18%* *19%*	119 *20%* *24%*	197 *23%* *40%*
6	**390** ***17%***	217 *18%* *56%*	172 *15%* *44%*	22 *13%* *6%*	74 *22%* *19%* G	56 *17%* *14%*	77 *18%* *20%*	60 *14%* *15%*	100 *16%* *26%*	81 *16%* *21%*	189 *18%* *49%*	119 *16%* *31%*	85 *16%* *22%*	87 *15%* *22%*	151 *18%* *39%*
5	**228** ***10%***	126 *11%* *55%*	101 *9%* *45%*	19 *11%* *8%*	31 *9%* *14%*	33 *10%* *15%*	37 *8%* *16%*	47 *11%* *20%*	62 *10%* *27%*	51 *10%* *22%*	119 *11%* *52%*	59 *8%* *26%*	52 *10%* *23%*	63 *11%* *28%*	71 *8%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
4	**97** ***4%***	54 *5%* *56%*	43 *4%* *44%*	14 *8%* *14%* H	12 *3%* *12%*	16 *5%* *16%*	17 *4%* *17%*	18 *4%* *19%*	21 *3%* *21%*	25 *5%* *25%*	36 *3%* *37%*	36 *5%* *37%*	28 *5%* *29%*	23 *4%* *24%*	32 *4%* *33%*
3	**64** ***3%***	31 *3%* *49%*	32 *3%* *51%*	11 *6%* *17%* DH	6 *2%* *10%*	11 *3%* *17%*	12 *3%* *18%*	10 *2%* *16%*	14 *2%* *21%*	9 *2%* *14%*	26 *2%* *41%*	28 *4%* *44%*	19 *4%* *29%*	11 *2%* *17%*	25 *3%* *40%*
2	**26** ***1%***	17 *1%* *65%*	9 *1%* *35%*	1 *** *3%*	3 *1%* *12%*	8 *2%* *31%* F	* *** *1%*	9 *2%* *33%* F	5 *1%* *20%*	5 *1%* *19%*	8 *1%* *31%*	13 *2%* *50%*	2 *** *6%*	9 *2%* *36%*	12 *1%* *47%*
1	**24** ***1%***	13 *1%* *54%*	11 *1%* *46%*	2 *1%* *10%*	- - -	6 *2%* *26%* D	5 *1%* *22%*	1 *** *5%*	9 *1%* *37%*	2 *** *10%*	10 *1%* *40%*	12 *2%* *50%*	7 *1%* *31%*	8 *1%* *34%*	5 *1%* *23%*
Don't know	**186** ***8%***	67 *6%* *36%*	119 *10%* *64%* A	- - -	11 *3%* *6%*	23 *7%* *13%* C	39 *9%* *21%* CD	43 *10%* *23%* CD	71 *12%* *38%* CD	47 *10%* *25%* J	69 *6%* *37%*	70 *9%* *38%*	47 *9%* *25%*	51 *9%* *28%*	66 *8%* *36%*
Net: 10/9/8/7	**1306** ***56%***	648 *55%* *50%*	658 *57%* *50%*	104 *60%* *8%*	199 *59%* *15%*	177 *53%* *14%*	250 *57%* *19%*	241 *56%* *18%*	336 *54%* *26%*	273 *55%* *21%*	621 *58%* *48%*	412 *55%* *32%*	286 *54%* *22%*	336 *57%* *26%*	480 *57%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**274** ***12%***	137 *12%* *50%*	137 *12%* *50%*	20 *11%* *7%*	41 *12%* *15%*	39 *12%* *14%*	47 *11%* *17%*	43 *10%* *15%*	86 *14%* *32%*	40 *8%* *15%*	124 *11%* *45%*	111 *15%* *40%* I	61 *12%* *22%*	86 *15%* *31%*	92 *11%* *33%*
Net: 6/5/4	**715** ***31%***	398 *34%* *56%* B	317 *28%* *44%*	55 *32%* *8%*	117 *35%* *16%*	106 *32%* *15%*	131 *30%* *18%*	125 *29%* *17%*	182 *30%* *25%*	156 *32%* *22%*	344 *32%* *48%*	214 *29%* *30%*	166 *31%* *23%*	173 *29%* *24%*	253 *30%* *35%*
Net: 3/2/1	**114** ***5%***	62 *5%* *54%*	53 *5%* *46%*	14 *8%* *12%* D	9 *3%* *8%*	25 *8%* *22%* D	17 *4%* *15%*	20 *5%* *18%*	28 *5%* *24%*	17 *3%* *15%*	44 *4%* *39%*	53 *7%* *47%* IJ	28 *5%* *24%*	28 *5%* *25%*	43 *5%* *38%*
Mean	**6.78**	6.70	6.86	6.52	6.89	6.56	6.83	6.79	6.86	6.73	6.80	6.77	6.74	6.85	6.77
Standard Deviation	**1.78**	1.79	1.76	1.89	1.56	1.94	1.68	1.76	1.85	1.63	1.68	2.01	1.84	1.88	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**104** ***4%***	7 *4%* *7%*	5 *4%* *5%*	2 *4%* *2%*	89 *5%* *86%*	98 *4%* *94%*	6 *7%* *6%*	19 *5%* *18%*	85 *4%* *82%*	85 *4%* *82%*	48 *5%* *46%*	37 *4%* *36%*	40 *4%* *39%*
9	**170** ***7%***	9 *5%* *5%*	7 *5%* *4%*	5 *9%* *3%* O	150 *8%* *88%*	165 *7%* *97%*	5 *6%* *3%*	21 *6%* *13%*	147 *8%* *86%*	149 *8%* *87%*	78 *7%* *46%*	70 *8%* *41%*	80 *8%* *47%*
8	**535** ***23%***	41 *22%* *8%*	27 *23%* *5%*	15 *27%* *3%*	452 *23%* *84%*	510 *23%* *95%*	25 *28%* *5%*	84 *23%* *16%*	448 *23%* *84%*	451 *23%* *84%*	254 *24%* *48%*	196 *22%* *37%*	206 *21%* *38%*
7	**496** ***21%***	42 *22%* *8%*	31 *26%* *6%* R	12 *22%* *2%*	411 *21%* *83%*	480 *21%* *97%*	17 *19%* *3%*	75 *20%* *15%*	416 *22%* *84%*	421 *22%* *85%*	216 *21%* *44%*	205 *23%* *41%*	216 *23%* *43%*
6	**390** ***17%***	40 *22%* *10%* PQR	18 *15%* *5%*	8 *14%* *2%*	323 *17%* *83%*	376 *17%* *96%*	14 *16%* *4%*	53 *14%* *14%*	328 *17%* *84%*	337 *17%* *86%*	167 *16%* *43%*	167 *18%* *43%*	169 *18%* *43%*
5	**228** ***10%***	23 *12%* *10%*	14 *12%* *6%*	5 *9%* *2%*	186 *9%* *81%*	220 *10%* *97%*	8 *9%* *3%*	40 *11%* *18%*	186 *10%* *81%*	187 *10%* *82%*	123 *12%* *54%* YZ	65 *7%* *28%*	74 *8%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
4	**97** ***4%***	6 *3%* *6%*	5 *4%* *5%*	3 *5%* *3%*	83 *4%* *86%*	91 *4%* *94%*	6 *7%* *6%*	14 *4%* *15%*	81 *4%* *83%*	83 *4%* *85%*	40 *4%* *41%*	43 *5%* *44%*	45 *5%* *46%*
3	**64** ***3%***	3 *2%* *5%*	4 *3%* *6%*	2 *3%* *3%*	55 *3%* *86%*	62 *3%* *97%*	2 *2%* *3%*	12 *3%* *19%*	52 *3%* *81%*	52 *3%* *81%*	30 *3%* *46%*	22 *2%* *35%*	24 *3%* *38%*
2	**26** ***1%***	1 *1%* *4%*	1 *1%* *3%*	1 *1%* *3%*	24 *1%* *89%*	25 *1%* *96%*	1 *1%* *4%*	10 *3%* *37%* VWXY Z	17 *1%* *63%*	17 *1%* *63%*	10 *1%* *37%*	7 *1%* *26%*	7 *1%* *26%*
1	**24** ***1%***	2 *1%* *10%*	* * *1%*	* * *1%*	21 *1%* *88%*	23 *1%* *96%*	1 *1%* *4%*	5 *1%* *21%*	19 *1%* *79%*	19 *1%* *79%*	11 *1%* *47%*	8 *1%* *32%*	8 *1%* *32%*
Don't know	**186** ***8%***	12 *6%* *6%*	7 *6%* *4%*	3 *5%* *2%*	164 *8%* *88%*	182 *8%* *98%*	4 *5%* *2%*	33 *9%* *18%*	151 *8%* *81%*	153 *8%* *82%*	65 *6%* *35%*	87 *10%* *47%* X	89 *9%* *48%* X
Net: 10/9/8/7	**1306** ***56%***	99 *53%* *8%*	70 *59%* *5%*	35 *62%* *3%* O	1102 *56%* *84%*	1253 *56%* *96%*	53 *60%* *4%*	199 *54%* *15%*	1097 *57%* *84%*	1107 *57%* *85%*	597 *57%* *46%*	508 *56%* *39%*	542 *57%* *41%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**274** ***12%***	16 *8%* *6%*	12 *10%* *4%*	8 *14%* *3%* O	239 *12%* *87%*	263 *12%* *96%*	11 *13%* *4%*	40 *11%* *15%*	232 *12%* *85%*	234 *12%* *85%*	126 *12%* *46%*	107 *12%* *39%*	120 *13%* *44%*
Net: 6/5/4	**715** ***31%***	70 *37%* *10%* QR	37 *31%* *5%*	16 *28%* *2%*	592 *30%* *83%*	687 *31%* *96%*	27 *31%* *4%*	108 *29%* *15%*	594 *31%* *83%*	607 *31%* *85%*	330 *32%* *46%*	274 *30%* *38%*	289 *30%* *40%*
Net: 3/2/1	**114** ***5%***	7 *4%* *6%*	5 *4%* *5%*	3 *5%* *2%*	99 *5%* *87%*	110 *5%* *97%*	4 *4%* *3%*	27 *7%* *23%* YZ	87 *5%* *77%*	87 *4%* *77%*	51 *5%* *44%*	37 *4%* *32%*	39 *4%* *34%*
Mean	**6.78**	6.67	6.75	6.90	6.78	6.77	6.87	6.64	6.80	6.80	6.78	6.82	6.83
Standard Deviation	**1.78**	1.65	1.67	1.78	1.80	1.78	1.84	1.94	1.75	1.75	1.78	1.71	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Total (Wtd)	**2321**	110* *5%* *	233 *10%*	184 *8%*	57 *2%*	187 *8%*	130* *6%* *	197* *8%* *	261 *11%*	120 *5%*	228 *10%*	396 *17%*	219 *9%*	1958 *84%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
10	**104** ***4%***	6 *5%* *5%*	12 *5%* *12%*	7 *4%* *7%*	2 *4%* *2%*	7 *4%* *7%*	10 *8%* *10%* K	14 *7%* *13%* K	11 *4%* *10%*	5 *4%* *5%*	11 *5%* *11%*	9 *2%* *9%*	9 *4%* *9%*	89 *5%* *86%*
9	**170** ***7%***	6 *5%* *3%*	21 *9%* *13%* L	10 *5%* *6%*	5 *9%* *3%* EL	9 *5%* *5%*	5 *4%* *3%*	18 *9%* *11%*	28 *11%* *16%* EL	7 *5%* *4%*	22 *10%* *13%* EL	32 *8%* *19%*	8 *4%* *5%*	150 *8%* *88%*
8	**535** ***23%***	30 *28%* *6%*	44 *19%* *8%*	56 *30%* *10%* BH	15 *27%* *3%* H	41 *22%* *8%*	38 *29%* *7%* H	49 *25%* *9%*	43 *17%* *8%*	27 *23%* *5%*	53 *23%* *10%*	93 *23%* *17%*	46 *21%* *9%*	452 *23%* *84%*
7	**496** ***21%***	20 *18%* *4%*	44 *19%* *9%*	31 *17%* *6%*	12 *22%* *2%*	42 *22%* *8%*	22 *17%* *4%*	32 *16%* *6%*	65 *25%* *13%*	31 *26%* *6%* CGM	50 *22%* *10%*	84 *21%* *17%*	63 *29%* *13%* CGM	411 *21%* *83%*
6	**390** ***17%***	16 *15%* *4%*	36 *16%* *9%*	32 *18%* *8%*	8 *14%* *2%*	40 *22%* *10%* DIM	19 *15%* *5%*	26 *13%* *7%*	42 *16%* *11%*	18 *15%* *5%*	34 *15%* *9%*	84 *21%* *21%* D	33 *15%* *9%*	323 *17%* *83%*
5	**228** ***10%***	17 *16%* *8%* K	20 *9%* *9%*	15 *8%* *7%*	5 *9%* *2%*	23 *12%* *10%* K	12 *9%* *5%*	16 *8%* *7%*	35 *13%* *15%* K	14 *12%* *6%* K	19 *8%* *8%*	28 *7%* *12%*	24 *11%* *10%*	186 *9%* *81%*
4	**97** ***4%***	4 *3%* *4%*	17 *7%* *18%* H	7 *4%* *8%*	3 *5%* *3%*	6 *3%* *6%*	1 *1%* *2%*	17 *8%* *17%* FH	5 *2%* *5%*	5 *4%* *5%*	8 *4%* *8%*	15 *4%* *16%*	8 *4%* *9%*	83 *4%* *86%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
3	**64** ***3%***	5 *4%* *7%*	12 *5%* *19%*	2 *1%* *3%*	2 *3%* *3%* F	3 *2%* *5%*	- - -	5 *3%* *8%*	5 *2%* *8%*	4 *3%* *6%* F	4 *2%* *7%*	11 *3%* *17%*	10 *5%* *16%*	55 *3%* *86%*
2	**26** ***1%***	2 *2%* *6%*	- - -	- - -	1 *1%* *3%* BCG	1 *1%* *4%*	2 *1%* *6%*	- - -	8 *3%* *30%* B	1 *1%* *3%*	5 *2%* *21%*	5 *1%* *19%*	2 *1%* *7%*	24 *1%* *89%*
1	**24** ***1%***	2 *1%* *6%*	2 *1%* *9%*	4 *2%* *15%*	* * *1%*	2 *1%* *10%*	5 *4%* *19%* K	- - -	4 *1%* *15%*	* * *1%*	3 *1%* *14%*	1 * *4%*	1 *1%* *5%*	21 *1%* *88%*
Don't know	**186** ***8%***	3 *3%* *2%*	23 *10%* *12%*	20 *11%* *11%* A	3 *5%* *2%*	12 *6%* *6%*	15 *11%* *8%* A	21 *10%* *11%*	16 *6%* *9%*	7 *6%* *4%*	19 *8%* *10%*	33 *8%* *18%*	14 *7%* *8%*	164 *8%* *88%*
Net: 10/9/8/7	**1306** ***56%***	62 *56%* *5%*	121 *52%* *9%*	103 *56%* *8%*	35 *62%* *3%* E	99 *53%* *8%*	76 *58%* *6%*	113 *57%* *9%*	147 *56%* *11%*	70 *59%* *5%*	136 *59%* *10%*	219 *55%* *17%*	126 *57%* *10%*	1102 *56%* *84%*
Net: 10/9	**274** ***12%***	11 *10%* *4%*	34 *14%* *12%*	17 *9%* *6%*	8 *14%* *3%* EL	16 *8%* *6%*	16 *12%* *6%*	32 *16%* *12%* EL	39 *15%* *14%*	12 *10%* *4%*	33 *14%* *12%*	42 *11%* *15%*	17 *8%* *6%*	239 *12%* *87%*
Net: 6/5/4	**715** ***31%***	38 *34%* *5%*	74 *32%* *10%*	55 *30%* *8%*	16 *28%* *2%*	70 *37%* *10%* DJM	33 *25%* *5%*	58 *30%* *8%*	81 *31%* *11%*	37 *31%* *5%*	61 *27%* *9%*	127 *32%* *18%*	66 *30%* *9%*	592 *30%* *83%*
Net: 3/2/1	**114** ***5%***	8 *7%* *7%*	14 *6%* *12%*	6 *3%* *5%*	3 *5%* *2%*	7 *4%* *6%*	6 *5%* *5%*	5 *3%* *5%*	17 *6%* *15%*	5 *4%* *5%*	13 *6%* *12%*	17 *4%* *15%*	13 *6%* *12%*	99 *5%* *87%*
Mean	**6.78**	6.63	6.68	6.89	6.90	6.67	6.97	6.99	6.69	6.75	6.86	6.80	6.63	6.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 257

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
Standard Deviation	**1.78**	1.89	1.91	1.71	1.78	1.65	1.96	1.80	1.88	1.67	1.89	1.63	1.71	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**157** ***4%***	58 *4%* *37%*	99 *5%* *63%*	21 *6%* *14%*	22 *3%* *14%*	19 *3%* *12%*	31 *5%* *20%*	24 *4%* *15%*	41 *6%* *26%* E	13 *2%* *9%*	59 *3%* *38%*	85 *7%* *54%* IJ	44 *5%* *28%*	39 *4%* *25%*	48 *5%* *31%*
9	**216** ***6%***	89 *6%* *41%*	127 *6%* *59%*	24 *7%* *11%*	38 *6%* *17%*	38 *6%* *18%*	38 *6%* *18%*	28 *5%* *13%*	50 *7%* *23%*	19 *3%* *9%*	98 *6%* *46%*	99 *8%* *46%* I	53 *6%* *24%*	67 *8%* *31%*	55 *5%* *26%*
8	**690** ***19%***	280 *18%* *41%*	410 *20%* *59%*	72 *20%* *10%*	134 *20%* *19%*	119 *18%* *17%*	126 *20%* *18%*	107 *20%* *15%*	132 *19%* *19%*	121 *22%* *17%*	334 *19%* *48%*	235 *19%* *34%*	188 *20%* *27%*	183 *21%* *27%*	203 *19%* *29%*
7	**826** ***23%***	356 *23%* *43%*	470 *23%* *57%*	77 *21%* *9%*	166 *24%* *20%*	153 *24%* *19%*	150 *23%* *18%*	126 *24%* *15%*	153 *22%* *19%*	121 *22%* *15%*	444 *26%* *54%* K	261 *20%* *32%*	229 *24%* *28%*	190 *21%* *23%*	257 *24%* *31%*
6	**612** ***17%***	285 *19%* *47%*	327 *16%* *53%*	55 *15%* *9%*	120 *18%* *20%*	119 *18%* *19%*	126 *20%* *21%*	80 *15%* *13%*	111 *16%* *18%*	95 *17%* *16%*	306 *18%* *50%*	211 *17%* *34%*	173 *18%* *28%*	150 *17%* *25%*	172 *16%* *28%*
5	**427** ***12%***	195 *13%* *46%*	232 *11%* *54%*	43 *12%* *10%*	91 *13%* *21%* H	87 *13%* *20%* H	82 *13%* *19%* H	65 *12%* *15%*	59 *9%* *14%*	66 *12%* *16%*	205 *12%* *48%*	156 *12%* *37%*	102 *11%* *24%*	110 *12%* *26%*	131 *12%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**186** ***5%***	90 *6%* *48%*	96 *5%* *52%*	31 *8%* *16%* F	35 *5%* *19%*	35 *5%* *19%*	19 *3%* *10%*	28 *5%* *15%*	38 *5%* *20%*	24 *4%* *13%*	98 *6%* *53%*	64 *5%* *35%*	47 *5%* *25%*	42 *5%* *23%*	58 *5%* *31%*
3	**72** ***2%***	43 *3%* *59%* B	29 *1%* *41%*	14 *4%* *20%* DF	7 *1%* *10%*	20 *3%* *28%* D	9 *1%* *12%*	10 *2%* *14%*	11 *2%* *16%*	17 *3%* *23%*	31 *2%* *43%*	24 *2%* *33%*	19 *2%* *26%*	19 *2%* *26%*	22 *2%* *31%*
2	**40** ***1%***	21 *1%* *53%*	19 *1%* *47%*	9 *2%* *22%*	5 *1%* *11%*	10 *2%* *25%*	6 *1%* *16%*	4 *1%* *10%*	6 *1%* *16%*	6 *1%* *16%*	20 *1%* *49%*	14 *1%* *35%*	5 *1%* *12%*	11 *1%* *28%*	16 *1%* *40%*
1	**43** ***1%***	20 *1%* *48%*	22 *1%* *52%*	8 *2%* *18%*	6 *1%* *13%*	6 *1%* *13%*	8 *1%* *18%*	10 *2%* *23%*	6 *1%* *14%*	1 *** *3%*	19 *1%* *45%*	22 *2%* *52%* I	12 *1%* *28%*	17 *2%* *39%*	6 *1%* *15%*
Don't know	**282** ***8%***	83 *5%* *29%*	199 *10%* *71%* A	8 *2%* *3%*	55 *8%* *20%* C	39 *6%* *14%* C	44 *7%* *16%* C	48 *9%* *17%* C	88 *13%* *31%* CDEF	70 *13%* *25%* JK	112 *6%* *40%*	100 *8%* *36%*	89 *9%* *31%*	59 *7%* *21%*	96 *9%* *34%*
Net: 10/9/8/7	**1889** ***53%***	783 *51%* *41%*	1106 *54%* *59%*	196 *54%* *10%*	360 *53%* *19%*	329 *51%* *17%*	345 *54%* *18%*	284 *54%* *15%*	375 *54%* *20%*	274 *49%* *14%*	936 *54%* *50%*	680 *53%* *36%*	514 *54%* *27%*	479 *54%* *25%*	563 *53%* *30%*
Net: 10/9	**373** ***11%***	147 *10%* *39%*	226 *11%* *61%*	46 *13%* *12%*	60 *9%* *16%*	57 *9%* *15%*	69 *11%* *18%*	52 *10%* *14%*	90 *13%* *24%* DE	32 *6%* *9%*	157 *9%* *42%* I	184 *14%* *49%* IJ	97 *10%* *26%*	106 *12%* *28%*	104 *10%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 6/5/4	**1225** ***34%***	570 *37%* *47%* B	655 *32%* *53%*	128 *35%* *10%*	247 *36%* *20%* H	241 *37%* *20%* H	227 *36%* *19%*	174 *33%* *14%*	208 *30%* *17%*	185 *33%* *15%*	609 *35%* *50%*	431 *34%* *35%*	322 *34%* *26%*	302 *34%* *25%*	361 *34%* *29%*
Net: 3/2/1	**155** ***4%***	84 *6%* *54%* B	70 *3%* *46%*	31 *9%* *20%* DF H	17 *3%* *11%*	36 *6%* *23%* D	23 *4%* *15%*	24 *5%* *16%*	24 *3%* *15%*	24 *4%* *16%*	70 *4%* *45%*	60 *5%* *39%*	36 *4%* *23%*	47 *5%* *30%*	45 *4%* *29%*
Mean	**6.64**	6.51	6.75 A	6.45	6.65	6.49	6.72 E	6.62	6.83 CE	6.57	6.60	6.72	6.70	6.64	6.63
Standard Deviation	**1.77**	1.79	1.74	2.05	1.62	1.74	1.70	1.81	1.78	1.63	1.71	1.91	1.72	1.85	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**157** ***4%***	10 *3%* *6%*	11 *5%* *7%*	5 *5%* *3%*	131 *4%* *83%*	142 *4%* *90%*	15 *9%* *10%* S	27 *5%* *17%*	129 *4%* *82%*	130 *4%* *83%*	80 *4%* *51%*	50 *4%* *32%*	52 *4%* *33%*
9	**216** ***6%***	23 *7%* *11%*	11 *5%* *5%*	6 *6%* *3%*	175 *6%* *81%*	205 *6%* *95%*	11 *6%* *5%*	32 *6%* *15%*	182 *6%* *84%*	184 *6%* *85%*	114 *6%* *53%*	69 *6%* *32%*	78 *6%* *36%*
8	**690** ***19%***	53 *17%* *8%*	41 *19%* *6%*	23 *20%* *3%*	574 *20%* *83%*	660 *20%* *96%*	30 *17%* *4%*	93 *19%* *13%*	591 *20%* *86%*	597 *20%* *87%*	384 *20%* *56%*	210 *18%* *30%*	215 *18%* *31%*
7	**826** ***23%***	69 *22%* *8%*	48 *23%* *6%*	32 *28%* *4%* OR	676 *23%* *82%*	789 *23%* *96%*	37 *21%* *4%*	120 *24%* *15%*	693 *23%* *84%*	706 *23%* *85%*	421 *22%* *51%*	283 *25%* *34%*	304 *25%* *37%*
6	**612** ***17%***	64 *20%* *10%*	35 *17%* *6%*	18 *16%* *3%*	495 *17%* *81%*	587 *17%* *96%*	25 *14%* *4%*	75 *15%* *12%*	530 *18%* *87%*	537 *18%* *88%*	342 *18%* *56%*	193 *17%* *32%*	207 *17%* *34%*
5	**427** ***12%***	43 *14%* *10%*	27 *13%* *6%*	15 *13%* *3%*	343 *12%* *80%*	407 *12%* *95%*	20 *11%* *5%*	69 *14%* *16%*	351 *12%* *82%*	356 *12%* *83%*	215 *11%* *50%*	141 *12%* *33%*	150 *12%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**186** ***5%***	18 *6%* *10%*	15 *7%* *8%* R	5 *5%* *3%*	147 *5%* *79%*	170 *5%* *91%*	16 *9%* *9%* S	27 *5%* *15%*	157 *5%* *84%*	159 *5%* *85%*	103 *5%* *55%*	56 *5%* *30%*	58 *5%* *31%*
3	**72** ***2%***	6 *2%* *8%*	3 *2%* *5%*	3 *2%* *4%*	60 *2%* *84%*	66 *2%* *92%*	6 *3%* *8%*	15 *3%* *21%*	57 *2%* *79%*	57 *2%* *79%*	40 *2%* *55%*	17 *2%* *24%*	20 *2%* *28%*
2	**40** ***1%***	5 *2%* *13%*	2 *1%* *5%*	1 *1%* *2%*	32 *1%* *80%*	37 *1%* *93%*	3 *2%* *7%*	3 *1%* *7%*	37 *1%* *93%*	37 *1%* *93%*	24 *1%* *59%*	13 *1%* *34%*	13 *1%* *34%*
1	**43** ***1%***	5 *2%* *13%*	2 *1%* *4%*	1 *1%* *2%*	35 *1%* *82%*	38 *1%* *89%*	5 *3%* *11%*	9 *2%* *21%*	34 *1%* *79%*	34 *1%* *79%*	20 *1%* *48%*	13 *1%* *31%*	13 *1%* *31%*
Don't know	**282** ***8%***	19 *6%* *7%*	14 *7%* *5%*	6 *5%* *2%*	243 *8%* *86%* Q	274 *8%* *97%*	9 *5%* *3%*	29 *6%* *10%*	245 *8%* *87%*	251 *8%* *89%*	146 *8%* *52%*	104 *9%* *37%*	111 *9%* *39%*
Net: 10/9/8/7	**1889** ***53%***	156 *49%* *8%*	110 *53%* *6%*	67 *58%* *4%* O	1556 *53%* *82%*	1796 *53%* *95%*	93 *53%* *5%*	272 *55%* *14%*	1595 *53%* *84%*	1617 *53%* *86%*	1000 *53%* *53%*	612 *53%* *32%*	648 *53%* *34%*
Net: 10/9	**373** ***11%***	34 *11%* *9%*	22 *10%* *6%*	12 *10%* *3%*	306 *11%* *82%*	348 *10%* *93%*	26 *15%* *7%*	59 *12%* *16%*	311 *10%* *83%*	314 *10%* *84%*	194 *10%* *52%*	119 *10%* *32%*	130 *11%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 6/5/4	**1225** ***34%***	125 *39%* *10%* QR	77 *37%* *6%*	38 *33%* *3%*	985 *34%* *80%*	1164 *34%* *95%*	61 *35%* *5%*	171 *34%* *14%*	1038 *35%* *85%*	1051 *35%* *86%*	660 *35%* *54%*	390 *34%* *32%*	416 *34%* *34%*
Net: 3/2/1	**155** ***4%***	16 *5%* *11%*	7 *3%* *4%*	4 *4%* *3%*	127 *4%* *82%*	141 *4%* *91%*	13 *8%* *9%* S	27 *5%* *17%*	128 *4%* *83%*	128 *4%* *83%*	84 *4%* *54%*	44 *4%* *28%*	47 *4%* *30%*
Mean	**6.64**	6.48	6.63	6.70	6.66	6.65	6.50	6.61	6.65	6.65	6.64	6.66	6.66
Standard Deviation	**1.77**	1.81	1.75	1.68	1.77	1.75	2.13	1.86	1.76	1.75	1.76	1.74	1.73

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Total (Wtd)	**3551**	209 *6%*	430 *12%*	321 *9%*	115 *3%*	316 *9%*	161* *5%* *	336 *9%*	389 *11%*	208 *6%*	292 *8%*	505 *14%*	267 *8%*	2912 *82%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
10	**157** ***4%***	8 *4%* *5%*	25 *6%* *16%* K	12 *4%* *8%*	5 *5%* *3%*	10 *3%* *6%*	2 *1%* *1%*	19 *6%* *12%*	18 *5%* *11%*	11 *5%* *7%* K	20 *7%* *13%* EFK	13 *3%* *8%*	15 *6%* *10%*	131 *4%* *83%*
9	**216** ***6%***	12 *6%* *6%*	22 *5%* *10%*	19 *6%* *9%*	6 *6%* *3%*	23 *7%* *11%*	10 *6%* *5%*	32 *9%* *15%*	25 *7%* *12%*	11 *5%* *5%*	12 *4%* *6%*	31 *6%* *14%*	12 *4%* *6%*	175 *6%* *81%*
8	**690** ***19%***	43 *21%* *6%*	73 *17%* *11%*	72 *22%* *10%*	23 *20%* *3%*	53 *17%* *8%*	39 *25%* *6%*	74 *22%* *11%*	70 *18%* *10%*	41 *19%* *6%*	55 *19%* *8%*	96 *19%* *14%*	52 *19%* *8%*	574 *20%* *83%*
7	**826** ***23%***	58 *28%* *7%*	108 *25%* *13%*	63 *20%* *8%*	32 *28%* *4%* CEGM	69 *22%* *8%*	39 *24%* *5%*	63 *19%* *8%*	88 *23%* *11%*	48 *23%* *6%*	64 *22%* *8%*	129 *26%* *16%*	64 *24%* *8%*	676 *23%* *82%*
6	**612** ***17%***	38 *18%* *6%*	78 *18%* *13%*	57 *18%* *9%*	18 *16%* *3%*	64 *20%* *10%* G	41 *25%* *7%* GL	40 *12%* *7%*	69 *18%* *11%*	35 *17%* *6%*	45 *15%* *7%*	90 *18%* *15%*	37 *14%* *6%*	495 *17%* *81%*
5	**427** ***12%***	20 *9%* *5%*	52 *12%* *12%*	30 *9%* *7%*	15 *13%* *3%* F	43 *14%* *10%* F	9 *6%* *2%*	43 *13%* *10%*	57 *15%* *13%* F	27 *13%* *6%* F	32 *11%* *8%*	69 *14%* *16%*	30 *11%* *7%*	343 *12%* *80%*
4	**186** ***5%***	12 *6%* *7%* F	26 *6%* *14%* F	9 *3%* *5%*	5 *5%* *3%* F	18 *6%* *10%* F	- - -	26 *8%* *14%* CF	16 *4%* *9%*	15 *7%* *8%* CFM	20 *7%* *11%* F	22 *4%* *12%* F	15 *6%* *8%* F	147 *5%* *79%* F

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
3	**72** ***2%***	3 *1%* *4%*	11 *2%* *15%*	5 *2%* *7%*	3 *2%* *4%*	6 *2%* *8%*	2 *1%* *2%*	2 *1%* *3%*	15 *4%* *21%*	3 *2%* *5%*	7 *2%* *9%*	9 *2%* *12%*	7 *2%* *9%*	60 *2%* *84%*
2	**40** ***1%***	2 *1%* *4%*	2 *** *4%*	2 *** *4%*	1 *1%* *2%*	5 *2%* *13%*	2 *1%* *4%*	6 *2%* *14%*	4 *1%* *10%*	2 *1%* *5%*	6 *2%* *16%*	4 *1%* *10%*	6 *2%* *14%*	32 *1%* *80%*
1	**43** ***1%***	3 *2%* *8%*	2 *** *4%*	7 *2%* *15%*	1 *1%* *2%*	5 *2%* *13%* K	3 *2%* *7%*	4 *1%* *9%*	10 *3%* *23%* K	2 *1%* *4%*	3 *1%* *8%*	2 *** *4%*	1 *** *3%*	35 *1%* *82%*
Don't know	**282** ***8%***	11 *5%* *4%*	32 *8%* *11%*	45 *14%* *16%* ABDEHIKM	6 *5%* *2%*	19 *6%* *7%*	15 *9%* *5%*	27 *8%* *10%*	17 *4%* *6%*	14 *7%* *5%*	26 *9%* *9%*	40 *8%* *14%*	29 *11%* *10%* DH	243 *8%* *86%* D
Net: 10/9/8/7	**1889** ***53%***	121 *58%* *6%*	227 *53%* *12%*	166 *52%* *9%*	67 *58%* *4%* E	156 *49%* *8%*	90 *56%* *5%*	188 *56%* *10%*	201 *52%* *11%*	110 *53%* *6%*	152 *52%* *8%*	269 *53%* *14%*	143 *53%* *8%*	1556 *53%* *82%*
Net: 10/9	**373** ***11%***	20 *9%* *5%*	46 *11%* *12%*	31 *10%* *8%*	12 *10%* *3%*	34 *11%* *9%*	12 *7%* *3%*	51 *15%* *14%* K	43 *11%* *12%*	22 *10%* *6%*	33 *11%* *9%*	44 *9%* *12%*	27 *10%* *7%*	306 *11%* *82%*
Net: 6/5/4	**1225** ***34%***	70 *33%* *6%*	156 *36%* *13%*	96 *30%* *8%*	38 *33%* *3%*	125 *39%* *10%* CDLM	50 *31%* *4%*	109 *33%* *9%*	143 *37%* *12%*	77 *37%* *6%*	98 *33%* *8%*	181 *36%* *15%*	82 *31%* *7%*	985 *34%* *80%*
Net: 3/2/1	**155** ***4%***	8 *4%* *5%*	14 *3%* *9%*	13 *4%* *9%*	4 *4%* *3%*	16 *5%* *11%*	6 *4%* *4%*	12 *4%* *8%*	29 *7%* *19%* IK	7 *3%* *4%*	17 *6%* *11%*	15 *3%* *9%*	13 *5%* *9%*	127 *4%* *82%*
Mean	**6.64**	6.68	6.67	6.76	6.70	6.48	6.82	6.77	6.47	6.63	6.59	6.65	6.65	6.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 258

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
Standard Deviation	**1.77**	1.70	1.69	1.77	1.68	1.81	1.52	1.90	1.92	1.75	1.93	1.57	1.82	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**117** ***5%***	54 *5%* *46%*	63 *5%* *54%*	29 *8%* *25%*	29 *5%* *25%*	15 *4%* *13%*	13 *4%* *11%*	17 *5%* *14%*	14 *4%* *12%*	14 *3%* *12%*	61 *5%* *52%*	42 *6%* *36%*	32 *6%* *27%*	25 *4%* *22%*	41 *5%* *35%*
9	**190** ***8%***	52 *5%* *27%*	138 *10%* *73%* A	52 *14%* *28%* EF GH	64 *10%* *34%* FG	27 *7%* *14%*	13 *3%* *7%*	11 *4%* *6%*	22 *6%* *12%*	32 *7%* *17%*	91 *7%* *48%*	68 *9%* *36%*	44 *8%* *23%*	48 *8%* *25%*	65 *8%* *34%*
8	**481** ***20%***	214 *20%* *45%*	267 *20%* *55%*	70 *18%* *15%*	166 *27%* *35%* CE FGH	67 *17%* *14%*	64 *17%* *13%*	46 *15%* *9%*	68 *18%* *14%*	92 *20%* *19%*	260 *21%* *54%*	129 *18%* *27%*	95 *17%* *20%*	131 *22%* *27%*	175 *20%* *36%*
7	**535** ***22%***	248 *23%* *46%*	287 *21%* *54%*	78 *21%* *15%*	134 *22%* *25%*	89 *23%* *17%*	98 *27%* *18%* H	68 *22%* *13%*	67 *18%* *12%*	109 *23%* *20%*	277 *22%* *52%*	149 *20%* *28%*	127 *22%* *24%*	128 *21%* *24%*	199 *23%* *37%*
6	**351** ***14%***	169 *16%* *48%*	182 *13%* *52%*	57 *15%* *16%*	81 *13%* *23%*	62 *16%* *18%*	61 *17%* *17%*	51 *17%* *15%*	39 *11%* *11%*	75 *16%* *21%*	194 *16%* *55%* K	83 *11%* *23%*	84 *15%* *24%*	79 *13%* *22%*	135 *16%* *38%*
5	**269** ***11%***	131 *12%* *49%*	137 *10%* *51%*	41 *11%* *15%*	57 *9%* *21%*	45 *12%* *17%*	51 *14%* *19%*	38 *12%* *14%*	37 *10%* *14%*	44 *9%* *16%*	145 *12%* *54%*	80 *11%* *30%*	59 *10%* *22%*	67 *11%* *25%*	84 *10%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**104** ***4%***	49 *5%* *47%*	55 *4%* *53%*	23 *6%* *22%* D	15 *2%* *14%*	15 *4%* *14%*	15 *4%* *14%*	14 *4%* *13%*	23 *6%* *22%* D	13 *3%* *13%*	46 *4%* *44%*	45 *6%* *43%* I	33 *6%* *32%*	20 *3%* *19%*	31 *4%* *30%*
3	**66** ***3%***	31 *3%* *46%*	36 *3%* *54%*	10 *3%* *16%*	9 *1%* *13%*	16 *4%* *24%* DF	5 *1%* *7%*	11 *4%* *17%*	15 *4%* *23%* DF	15 *3%* *23%*	27 *2%* *41%*	24 *3%* *36%*	16 *3%* *25%*	17 *3%* *25%*	23 *3%* *34%*
2	**30** ***1%***	18 *2%* *59%*	12 *1%* *41%*	3 *1%* *11%*	7 *1%* *24%*	5 *1%* *15%*	* * *1%*	6 *2%* *20%* F	9 *2%* *29%* F	6 *1%* *19%*	15 *1%* *51%*	9 *1%* *31%*	7 *1%* *22%*	8 *1%* *27%*	10 *1%* *34%*
1	**15** ***1%***	11 *1%* *70%*	5 * *30%*	2 *1%* *16%*	1 * *8%*	2 * *10%*	3 *1%* *18%*	1 * *8%*	6 *2%* *39%* D	1 * *5%*	6 * *36%*	9 *1%* *59%*	3 *1%* *21%*	4 *1%* *23%*	5 *1%* *34%*
Don't know	**271** ***11%***	93 *9%* *34%*	178 *13%* *66%* A	14 *4%* *5%*	57 *9%* *21%* C	42 *11%* *15%* C	45 *12%* *17%* C	46 *15%* *17%* CD	68 *18%* *25%* CDEF	64 *14%* *24%* J	115 *9%* *43%*	92 *13%* *34%*	66 *12%* *24%*	72 *12%* *27%*	96 *11%* *35%*
Net: 10/9/8/7	**1322** ***54%***	568 *53%* *43%*	754 *55%* *57%*	229 *60%* *17%* FG H	393 *63%* *30%* EF GH	199 *52%* *15%*	188 *51%* *14%*	142 *46%* *11%*	170 *46%* *13%*	246 *53%* *19%*	688 *56%* *52%*	389 *53%* *29%*	297 *53%* *22%*	333 *56%* *25%*	480 *56%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 10/9	**307** ***13%***	106 *10%* *35%*	201 *15%* *65%* A	81 *21%* *26%* DE FGH	93 *15%* *30%* FG	43 *11%* *14%*	26 *7%* *9%*	28 *9%* *9%*	36 *10%* *12%*	46 *10%* *15%*	151 *12%* *49%*	110 *15%* *36%* I	76 *13%* *25%*	74 *12%* *24%*	106 *12%* *35%*
Net: 6/5/4	**724** ***30%***	349 *33%* *48%* B	374 *28%* *52%*	120 *32%* *17%*	153 *25%* *21%*	122 *32%* *17%* D	127 *35%* *18%* D	103 *33%* *14%* D	99 *27%* *14%*	133 *29%* *18%*	384 *31%* *53%*	207 *28%* *29%*	176 *31%* *24%*	165 *28%* *23%*	249 *29%* *34%*
Net: 3/2/1	**112** ***5%***	59 *6%* *53%*	52 *4%* *47%*	16 *4%* *15%*	17 *3%* *15%*	22 *6%* *20%* F	8 *2%* *7%*	19 *6%* *17%* DF	30 *8%* *27%* DF	21 *5%* *19%*	48 *4%* *43%*	42 *6%* *38%*	26 *5%* *24%*	28 *5%* *25%*	38 *4%* *34%*
Mean	**6.77**	6.62	6.90 A	6.95 G H	7.11 E FGH	6.64	6.64	6.50	6.44	6.75	6.81	6.72	6.72	6.82	6.82
Standard Deviation	**1.79**	1.82	1.76	1.89	1.62	1.77	1.55	1.83	2.05	1.66	1.72	1.97	1.84	1.77	1.75

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**117** ***5%***	9 *4%* *8%*	4 *5%* *4%*	5 *6%* *4%*	98 *5%* *84%*	111 *5%* *95%*	6 *4%* *5%*	14 *5%* *12%*	101 *5%* *86%*	103 *5%* *88%*	71 *6%* *61%*	32 *4%* *27%*	37 *4%* *32%*
9	**190** ***8%***	16 *7%* *8%*	7 *8%* *4%*	10 *12%* *5%* OR	157 *8%* *83%*	173 *8%* *91%*	17 *12%* *9%*	29 *10%* *16%*	157 *7%* *83%*	160 *8%* *84%*	101 *8%* *53%*	58 *7%* *30%*	63 *7%* *33%*
8	**481** ***20%***	48 *20%* *10%*	15 *19%* *3%*	17 *20%* *3%*	401 *20%* *83%*	445 *19%* *93%*	36 *25%* *7%*	69 *23%* *14%*	407 *19%* *85%*	412 *19%* *86%*	246 *20%* *51%*	163 *19%* *34%*	168 *18%* *35%*
7	**535** ***22%***	44 *19%* *8%*	19 *23%* *4%*	18 *21%* *3%*	454 *22%* *85%*	513 *22%* *96%*	21 *15%* *4%*	59 *20%* *11%*	466 *22%* *87%*	475 *22%* *89%*	266 *21%* *50%*	210 *24%* *39%*	228 *24%* *43%*
6	**351** ***14%***	29 *12%* *8%*	12 *15%* *3%*	13 *16%* *4%*	297 *15%* *85%*	329 *14%* *94%*	22 *15%* *6%*	33 *11%* *9%*	313 *15%* *89%*	318 *15%* *91%*	185 *15%* *53%*	133 *15%* *38%*	141 *15%* *40%*
5	**269** ***11%***	39 *16%* *14%* QR	12 *15%* *4%*	9 *10%* *3%*	210 *10%* *78%*	245 *11%* *91%*	24 *17%* *9%* S	29 *10%* *11%*	239 *11%* *89%*	240 *11%* *89%*	140 *11%* *52%*	100 *11%* *37%*	110 *12%* *41%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**104** ***4%***	14 *6%* *13%*	4 *5%* *4%*	3 *4%* *3%*	83 *4%* *80%*	100 *4%* *96%*	4 *3%* *4%*	16 *5%* *15%*	86 *4%* *83%*	88 *4%* *85%*	56 *4%* *54%*	32 *4%* *31%*	34 *4%* *32%*
3	**66** ***3%***	7 *3%* *10%*	2 *3%* *3%*	2 *2%* *3%*	56 *3%* *84%*	66 *3%* *99%*	* * *1%*	7 *2%* *11%*	59 *3%* *89%*	59 *3%* *89%*	29 *2%* *44%*	30 *3%* *46%*	30 *3%* *46%*
2	**30** ***1%***	4 *2%* *13%*	1 *1%* *2%*	* * *1%*	25 *1%* *83%*	27 *1%* *91%*	3 *2%* *9%*	8 *3%* *28%* VWX	22 *1%* *72%*	22 *1%* *72%*	13 *1%* *42%*	9 *1%* *31%*	9 *1%* *31%*
1	**15** ***1%***	2 *1%* *14%*	1 *1%* *4%*	1 *1%* *4%*	12 *1%* *78%*	15 *1%* *100%*	- - -	4 *1%* *24%*	12 *1%* *76%*	12 *1%* *76%*	7 *1%* *49%*	4 * *28%*	5 *1%* *31%*
Don't know	**271** ***11%***	27 *11%* *10%* Q	5 *7%* *2%*	5 *6%* *2%*	234 *12%* *86%* PQ	261 *11%* *96%*	10 *7%* *4%*	27 *9%* *10%*	240 *11%* *89%*	244 *11%* *90%*	140 *11%* *52%*	102 *12%* *38%*	107 *11%* *40%*
Net: 10/9/8/7	**1322** ***54%***	118 *49%* *9%*	45 *56%* *3%*	49 *60%* *4%* O	1110 *55%* *84%*	1243 *54%* *94%*	80 *56%* *6%*	171 *58%* *13%*	1131 *54%* *85%*	1150 *54%* *87%*	683 *55%* *52%*	462 *53%* *35%*	496 *53%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 10/9	**307** ***13%***	25 *11%* *8%*	11 *14%* *4%*	15 *18%* *5%* OR	255 *13%* *83%*	284 *12%* *93%*	23 *16%* *7%*	44 *15%* *14%*	258 *12%* *84%*	263 *12%* *86%*	172 *14%* *56%*	90 *10%* *29%*	100 *11%* *33%*
Net: 6/5/4	**724** ***30%***	81 *34%* *11%*	27 *34%* *4%*	25 *30%* *3%*	590 *29%* *82%*	674 *29%* *93%*	50 *35%* *7%*	78 *26%* *11%*	637 *30%* *88%*	646 *30%* *89%*	380 *30%* *53%*	265 *30%* *37%*	284 *30%* *39%*
Net: 3/2/1	**112** ***5%***	13 *5%* *11%*	3 *4%* *3%*	3 *3%* *2%*	93 *5%* *83%*	109 *5%* *97%*	3 *2%* *3%*	19 *6%* *17%*	93 *4%* *83%*	93 *4%* *83%*	49 *4%* *44%*	44 *5%* *39%*	45 *5%* *40%*
Mean	**6.77**	6.54	6.73	6.99 O	6.79 O	6.76	6.92	6.78	6.76	6.77	6.82	6.68	6.69
Standard Deviation	**1.79**	1.87	1.79	1.77	1.78	1.79	1.70	1.98	1.77	1.76	1.79	1.73	1.73

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2339**	68 *3%*	173 *7%*	133 *6%*	382 *16%*	382 *16%*	57 *2%*	116 *5%*	137 *6%*	222 *9%*	236 *10%*	286 *12%*	147 *6%*	1353 *58%*
Total (Wtd)	**2429**	104* *4%* *	260 *11%*	201 *8%*	82 *3%*	239 *10%*	101* *4%* *	237 *10%*	261 *11%*	81 *3%*	280 *12%*	389 *16%*	195 *8%*	2027 *83%*
Effective Total	**1619**	65	158	123	352	357	51	109	122	202	206	261	137	1197
10	**117** ***5%***	11 *11%* *10%* CEHJM	15 *6%* *13%*	6 *3%* *5%*	5 *6%* *4%*	9 *4%* *8%*	6 *6%* *5%*	10 *4%* *8%*	9 *4%* *8%*	4 *5%* *4%*	11 *4%* *9%*	23 *6%* *20%*	7 *4%* *6%*	98 *5%* *84%*
9	**190** ***8%***	7 *7%* *4%*	23 *9%* *12%*	14 *7%* *7%*	10 *12%* *5%* EFHKLM	16 *7%* *8%*	2 *2%* *1%*	32 *13%* *17%* EFHKLM	14 *6%* *8%*	7 *8%* *4%*	29 *10%* *15%*	25 *6%* *13%*	11 *6%* *6%*	157 *8%* *83%*
8	**481** ***20%***	20 *19%* *4%*	47 *18%* *10%*	27 *14%* *6%*	17 *20%* *3%*	48 *20%* *10%*	28 *28%* *6%* C	42 *18%* *9%*	61 *23%* *13%*	15 *19%* *3%*	61 *22%* *13%*	81 *21%* *17%*	33 *17%* *7%*	401 *20%* *83%*
7	**535** ***22%***	24 *23%* *4%*	48 *18%* *9%*	55 *28%* *10%* E	18 *21%* *3%*	44 *19%* *8%*	17 *17%* *3%*	58 *24%* *11%*	53 *20%* *10%*	19 *23%* *4%*	54 *19%* *10%*	93 *24%* *17%*	52 *27%* *10%*	454 *22%* *85%*
6	**351** ***14%***	12 *11%* *3%*	34 *13%* *10%*	38 *19%* *11%*	13 *16%* *4%*	29 *12%* *8%*	22 *22%* *6%* G	23 *10%* *7%*	34 *13%* *10%*	12 *15%* *3%*	52 *19%* *15%* EG	49 *13%* *14%*	33 *17%* *10%*	297 *15%* *85%*
5	**269** ***11%***	11 *11%* *4%*	34 *13%* *12%*	15 *7%* *5%*	9 *10%* *3%*	39 *16%* *14%* CDJKLM	9 *9%* *3%*	26 *11%* *10%*	32 *12%* *12%*	12 *15%* *4%* C	29 *10%* *11%*	38 *10%* *14%*	18 *9%* *7%*	210 *10%* *78%*
4	**104** ***4%***	6 *6%* *6%*	15 *6%* *14%*	12 *6%* *12%*	3 *4%* *3%*	14 *6%* *13%* K	3 *3%* *3%*	7 *3%* *7%*	10 *4%* *9%*	4 *5%* *4%*	13 *5%* *13%*	10 *2%* *9%*	8 *4%* *8%*	83 *4%* *80%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

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**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

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	TOTAL	Region/Nation												
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Total (Unwtd)	**2339**	68 *3%*	173 *7%*	133 *6%*	382 *16%*	382 *16%*	57 *2%*	116 *5%*	137 *6%*	222 *9%*	236 *10%*	286 *12%*	147 *6%*	1353 *58%*
Effective Total	**1619**	65	158	123	352	357	51	109	122	202	206	261	137	1197
3	**66** ***3%***	6 *5%* *9%*	8 *3%* *12%*	3 *1%* *4%*	2 *2%* *3%*	7 *3%* *10%*	- - -	4 *2%* *7%*	12 *5%* *18%*	2 *3%* *3%*	4 *1%* *6%*	10 *3%* *15%*	9 *5%* *14%*	56 *3%* *84%*
2	**30** ***1%***	2 *2%* *6%*	4 *1%* *12%*	2 *1%* *5%*	* * *1%*	4 *2%* *13%*	4 *4%* *12%* G	- - -	4 *2%* *14%*	1 *1%* *2%*	3 *1%* *10%*	4 *1%* *14%*	3 *2%* *10%*	25 *1%* *83%*
1	**15** ***1%***	- - -	- - -	3 *2%* *21%*	1 *1%* *4%* J	2 *1%* *14%*	- - -	- - -	4 *1%* *23%*	1 *1%* *4%*	- - -	4 *1%* *27%*	1 *1%* *8%*	12 *1%* *78%*
Don't know	**271** ***11%***	6 *6%* *2%*	33 *13%* *12%* D	27 *13%* *10%* D	5 *6%* *2%*	27 *11%* *10%* D	10 *10%* *4%*	35 *15%* *13%* DI	27 *11%* *10%*	5 *7%* *2%*	25 *9%* *9%*	52 *13%* *19%* DI	19 *10%* *7%*	234 *12%* *86%* DI
Net: 10/9/8/7	**1322** ***54%***	62 *59%* *5%*	133 *51%* *10%*	103 *51%* *8%*	49 *60%* *4%* E	118 *49%* *9%*	53 *53%* *4%*	142 *60%* *11%*	138 *53%* *10%*	45 *56%* *3%*	154 *55%* *12%*	222 *57%* *17%*	104 *53%* *8%*	1110 *55%* *84%*
Net: 10/9	**307** ***13%***	18 *18%* *6%*	37 *14%* *12%*	20 *10%* *6%*	15 *18%* *5%* CEFHKLM	25 *11%* *8%*	8 *8%* *3%*	42 *18%* *14%*	24 *9%* *8%*	11 *14%* *4%*	40 *14%* *13%*	48 *12%* *16%*	18 *9%* *6%*	255 *13%* *83%*
Net: 6/5/4	**724** ***30%***	29 *28%* *4%*	82 *32%* *11%*	65 *32%* *9%*	25 *30%* *3%*	81 *34%* *11%* GK	34 *33%* *5%*	56 *24%* *8%*	75 *29%* *10%*	27 *34%* *4%* K	94 *34%* *13%* K	97 *25%* *13%*	59 *30%* *8%*	590 *29%* *82%*
Net: 3/2/1	**112** ***5%***	7 *7%* *7%*	12 *4%* *10%*	8 *4%* *7%*	3 *3%* *2%*	13 *5%* *11%*	4 *4%* *3%*	4 *2%* *4%*	20 *8%* *18%* GJ	3 *4%* *3%*	7 *2%* *6%*	18 *5%* *16%*	13 *7%* *12%*	93 *5%* *83%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 259

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2339**	68 *3%*	173 *7%*	133 *6%*	382 *16%*	382 *16%*	57 *2%*	116 *5%*	137 *6%*	222 *9%*	236 *10%*	286 *12%*	147 *6%*	1353 *58%*
Effective Total	**1619**	65	158	123	352	357	51	109	122	202	206	261	137	1197
Mean	**6.77**	6.84	6.74	6.61	6.99 CEHL	6.54	6.81	7.11 CEHL	6.57	6.73	6.89 E	6.89 E	6.58	6.79 E
Standard Deviation	**1.79**	2.01	1.85	1.73	1.77	1.87	1.72	1.60	1.90	1.79	1.65	1.79	1.77	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***3%***	1 *6%* *61%*	* *2%* *39%*	- - -	- - -	- - -	- - -	1 *9%* *61%*	* *6%* *39%*	- - -	* *2%* *22%*	1 *7%* *78%*
9	**2** ***6%***	1 *7%* *41%*	1 *5%* *59%*	* *1%* *	- - -	* *5%* *17%*	* *5%* *18%*	- - -	1 *17%* *65%*	- - -	1 *7%* *52%*	1 *8%* *48%*
8	**6** ***19%***	1 *12%* *22%*	5 *23%* *78%*	* *99%* *6%*	- - -	1 *17%* *18%*	2 *24%* *25%*	1 *17%* *20%*	2 *29%* *31%*	1 *18%* *21%*	1 *11%* *24%*	3 *31%* *55%*
7	**5** ***16%***	2 *17%* *35%*	3 *15%* *65%*	- - -	* *8%* *7%*	1 *12%* *16%*	2 *24%* *32%*	2 *24%* *35%*	1 *8%* *10%*	2 *21%* *31%*	3 *19%* *51%*	1 *8%* *18%*
6	**6** ***17%***	3 *25%* *48%*	3 *14%* *52%*	- - -	* *9%* *7%*	2 *28%* *32%*	2 *24%* *29%*	1 *7%* *9%*	1 *19%* *22%*	2 *26%* *34%*	2 *17%* *41%*	1 *13%* *25%*
5	**3** ***11%***	2 *14%* *44%*	2 *9%* *56%*	- - -	1 *26%* *34%*	1 *10%* *19%*	1 *14%* *28%*	1 *9%* *19%*	- - -	1 *12%* *26%*	2 *16%* *62%*	* *4%* *12%*
4	**3** ***10%***	2 *17%* *57%*	1 *7%* *43%*	- - -	* *9%* *12%*	1 *18%* *37%*	* *5%* *10%*	1 *15%* *33%*	* *4%* *7%*	1 *12%* *28%*	2 *13%* *55%*	1 *5%* *17%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***4%***	- - -	1 *6%* *100%*	- - -	1 *18%* *67%*	- - -	- - -	* *5%* *33%*	- - -	- - -	1 *6%* *67%*	* *4%* *33%*
2	**1** ***4%***	- - -	1 *6%* *100%*	- - -	1 *23%* *76%*	* *5%* *24%*	- - -	- - -	- - -	- - -	1 *5%* *52%*	1 *6%* *48%*
1	**1** ***2%***	- - -	1 *3%* *100%*	- - -	- - -	- - -	- - -	1 *9%* *100%*	- - -	* *3%* *37%*	- - -	* *4%* *63%*
Don't know	**3** ***8%***	* *3%* *11%*	2 *11%* *89%*	- - -	* *8%* *15%*	* *5%* *13%*	* *5%* *13%*	* *6%* *16%*	1 *17%* *44%*	1 *9%* *25%*	1 *5%* *25%*	1 *11%* *49%*
Net: 10/9/8/7	**14** ***44%***	4 *42%* *32%*	10 *45%* *68%*	* *100%* *3%*	* *8%* *3%*	2 *34%* *16%*	4 *52%* *25%*	4 *49%* *26%*	4 *61%* *28%*	3 *39%* *21%*	5 *39%* *37%*	6 *54%* *42%*
Net: 10/9	**3** ***9%***	1 *13%* *49%*	1 *7%* *51%*	* *1%* *	- - -	* *5%* *11%*	* *5%* *11%*	1 *9%* *23%*	2 *24%* *55%*	- - -	1 *8%* *41%*	2 *15%* *59%*
Net: 6/5/4	**12** ***38%***	6 *56%* *49%*	6 *29%* *51%*	- - -	2 *43%* *16%*	4 *56%* *30%*	3 *43%* *24%*	2 *31%* *18%*	1 *23%* *12%*	4 *49%* *30%*	6 *46%* *51%*	2 *21%* *19%*
Net: 3/2/1	**3** ***10%***	- - -	3 *15%* *100%*	- - -	2 *40%* *57%*	* *5%* *10%*	- - -	1 *14%* *33%*	- - -	* *3%* *8%*	1 *11%* *47%*	1 *13%* *45%*
Mean	**6.17**	6.39	6.05	8.01	4.06	5.95	6.64	5.93	7.63	6.05	5.88	6.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**2.11**	1.82	2.29	-	1.87	1.89	1.39	2.66	1.60	1.73	2.01	2.57

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 100%	94 97%	1 1%	21 22%	76 78%	76 78%	52 54%	24 25%	25 26%
Total (Wtd)	**32**	32* 100% *	31* 99% *	*** 1% **	7** 21% **	25* 79% *	25* 79% *	18* 56% *	7** 23% **	8** 24% **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** **3%**	1 3% 100%	1 3% 100%	- - -	- - -	1 4% 100%	1 4% 100%	1 6% 100%	- - -	- - -
9	**2** **6%**	2 6% 100%	2 6% 100%	- - -	* 5% 17%	1 6% 83%	1 6% 83%	1 6% 58%	* 6% 25%	* 6% 25%
8	**6** **19%**	6 19% 100%	6 20% 100%	- - -	* 7% 8%	6 23% 92%	6 23% 92%	3 17% 51%	3 35% 41%	3 38% 46%
7	**5** **16%**	5 16% 100%	5 16% 100%	- - -	1 15% 20%	4 16% 80%	4 16% 80%	3 16% 56%	1 17% 25%	1 16% 25%
6	**6** **17%**	6 17% 100%	5 16% 93%	* 100% 7%	2 28% 34%	4 15% 66%	4 15% 66%	2 13% 41%	1 19% 25%	1 18% 25%
5	**3** **11%**	3 11% 100%	3 11% 100%	- - -	2 26% 50%	2 7% 50%	2 7% 50%	1 8% 42%	* 3% 7%	* 3% 7%
4	**3** **10%**	3 10% 100%	3 10% 100%	- - -	1 8% 16%	3 11% 84%	3 11% 84%	2 12% 67%	1 7% 17%	1 7% 17%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
2	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
1	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *3%* *100%*	1 *3%* *100%*	* *2%* *63%*	* *3%* *37%*	* *3%* *37%*
Don't know	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	1 *12%* *31%*	2 *7%* *69%*	2 *7%* *69%*	1 *6%* *45%*	1 *8%* *23%*	1 *8%* *23%*
Net: 10/9/8/7	**14** ***44%***	14 *44%* *100%*	14 *45%* *100%*	- - -	2 *27%* *13%*	12 *49%* *87%*	12 *49%* *87%*	8 *45%* *57%*	4 *59%* *30%*	5 *60%* *33%*
Net: 10/9	**3** ***9%***	3 *9%* *100%*	3 *9%* *100%*	- - -	* *5%* *11%*	3 *10%* *89%*	3 *10%* *89%*	2 *12%* *73%*	* *6%* *16%*	* *6%* *16%*
Net: 6/5/4	**12** ***38%***	12 *38%* *100%*	12 *37%* *97%*	* *100%* *3%*	4 *61%* *34%*	8 *32%* *66%*	8 *32%* *66%*	6 *33%* *48%*	2 *30%* *18%*	2 *29%* *18%*
Net: 3/2/1	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	- - -	3 *13%* *100%*	3 *13%* *100%*	3 *16%* *92%*	* *3%* *8%*	* *3%* *8%*
Mean	**6.17**	6.17	6.17	6.00	6.02	6.21	6.21	5.98	6.77	6.82

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**2.11**	2.11	2.12	-	1.39	2.28	2.28	2.43	1.88	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**97**	-	-	-	-	-	-	-	-	97	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Total (Wtd)	**32**	-**	-**	-**	-**	-**	-**	-**	-**	32*	-**	-**	-**	-**
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
		**	**	**	**	**	**	**	**	*	**	**	**	**
Effective Total	**89**	-	-	-	-	-	-	-	-	89	-	-	-	-
10	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	-	-	*3%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
9	**2**	-	-	-	-	-	-	-	-	2	-	-	-	-
	6%	-	-	-	-	-	-	-	-	*6%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
8	**6**	-	-	-	-	-	-	-	-	6	-	-	-	-
	19%	-	-	-	-	-	-	-	-	*19%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
7	**5**	-	-	-	-	-	-	-	-	5	-	-	-	-
	16%	-	-	-	-	-	-	-	-	*16%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
6	**6**	-	-	-	-	-	-	-	-	6	-	-	-	-
	17%	-	-	-	-	-	-	-	-	*17%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
5	**3**	-	-	-	-	-	-	-	-	3	-	-	-	-
	11%	-	-	-	-	-	-	-	-	*11%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
4	**3**	-	-	-	-	-	-	-	-	3	-	-	-	-
	10%	-	-	-	-	-	-	-	-	*10%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**97**	-	-	-	-	-	-	-	-	97	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Effective Total	**89**	-	-	-	-	-	-	-	-	89	-	-	-	-
3	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	4%	-	-	-	-	-	-	-	-	*4%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
2	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	4%	-	-	-	-	-	-	-	-	*4%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
1	**1**	-	-	-	-	-	-	-	-	1	-	-	-	-
	2%	-	-	-	-	-	-	-	-	*2%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Don't know	**3**	-	-	-	-	-	-	-	-	3	-	-	-	-
	8%	-	-	-	-	-	-	-	-	*8%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 10/9/8/7	**14**	-	-	-	-	-	-	-	-	14	-	-	-	-
	44%	-	-	-	-	-	-	-	-	*44%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 10/9	**3**	-	-	-	-	-	-	-	-	3	-	-	-	-
	9%	-	-	-	-	-	-	-	-	*9%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 6/5/4	**12**	-	-	-	-	-	-	-	-	12	-	-	-	-
	38%	-	-	-	-	-	-	-	-	*38%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Net: 3/2/1	**3**	-	-	-	-	-	-	-	-	3	-	-	-	-
	10%	-	-	-	-	-	-	-	-	*10%*	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Mean	**6.17**	-	-	-	-	-	-	-	-	6.17	-	-	-	-

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 260

Absolutes/col/row percents

9 Jul 2009

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	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**97**	-	-	-	-	-	-	-	-	97	-	-	-	-
		-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Effective Total	**89**	-	-	-	-	-	-	-	-	89	-	-	-	-
Standard Deviation	**2.11**	-	-	-	-	-	-	-	-	2.11	-	-	-	-

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**39** ***3%***	15 *3%* *40%*	23 *3%* *60%*	6 *5%* *15%* F	8 *3%* *21%* F	3 *2%* *8%*	1 *** *1%*	4 *2%* *12%*	16 *6%* *43%* EF	7 *4%* *18%*	11 *2%* *28%*	21 *5%* *54%* J	4 *1%* *9%*	14 *5%* *37%* L	15 *4%* *40%*
9	**40** ***3%***	18 *4%* *44%*	23 *3%* *56%*	3 *3%* *8%*	5 *2%* *13%*	11 *6%* *27%*	12 *5%* *28%*	5 *2%* *12%*	5 *2%* *12%*	4 *2%* *9%*	22 *3%* *54%*	15 *3%* *37%*	3 *1%* *8%*	14 *5%* *33%* L	14 *3%* *34%*
8	**132** ***11%***	54 *11%* *41%*	78 *10%* *59%*	7 *6%* *6%*	31 *12%* *24%*	21 *11%* *16%*	24 *10%* *18%*	18 *9%* *14%*	30 *12%* *23%*	20 *11%* *15%*	70 *11%* *53%*	42 *10%* *32%*	25 *8%* *19%*	35 *12%* *27%*	44 *11%* *33%*
7	**225** ***18%***	83 *17%* *37%*	142 *19%* *63%*	27 *23%* *12%*	53 *21%* *24%*	37 *19%* *17%*	38 *17%* *17%*	31 *16%* *14%*	39 *15%* *17%*	18 *10%* *8%*	125 *19%* *55%* I	83 *19%* *37%* I	72 *23%* *32%* N	56 *19%* *25%*	56 *13%* *25%*
6	**199** ***16%***	78 *16%* *39%*	121 *16%* *61%*	17 *14%* *8%*	45 *18%* *22%*	30 *15%* *15%*	48 *21%* *24%* H	32 *17%* *16%*	28 *11%* *14%*	32 *19%* *16%*	110 *17%* *55%*	57 *13%* *29%*	54 *17%* *27%*	47 *16%* *24%*	62 *15%* *31%*
5	**209** ***17%***	81 *16%* *39%*	128 *17%* *61%*	19 *16%* *9%*	34 *14%* *16%*	38 *19%* *18%*	38 *17%* *18%*	34 *18%* *16%*	47 *18%* *22%*	21 *12%* *10%*	120 *19%* *57%*	68 *16%* *33%*	50 *16%* *24%*	50 *17%* *24%*	78 *19%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**118** ***9%***	71 *14%* *60%* B	47 *6%* *40%*	22 *19%* *19%* DF H	21 *8%* *18%*	22 *11%* *19%* H	20 *9%* *17%*	21 *11%* *18%* H	12 *5%* *10%*	18 *10%* *15%*	57 *9%* *49%*	43 *10%* *36%*	20 *6%* *17%*	40 *13%* *34%* L	35 *9%* *30%*
3	**54** ***4%***	26 *5%* *49%*	28 *4%* *51%*	4 *3%* *7%*	13 *5%* *24%*	6 *3%* *11%*	14 *6%* *26%*	6 *3%* *11%*	11 *4%* *21%*	6 *4%* *12%*	31 *5%* *57%*	17 *4%* *31%*	16 *5%* *30%*	6 *2%* *12%*	22 *5%* *42%*
2	**20** ***2%***	10 *2%* *52%*	10 *1%* *48%*	* * *1%*	4 *2%* *20%*	8 *4%* *38%* F	- - -	4 *2%* *18%*	4 *2%* *22%*	7 *4%* *34%* K	10 *1%* *48%*	4 *1%* *18%*	7 *2%* *34%*	7 *2%* *35%*	2 *1%* *11%*
1	**25** ***2%***	7 *1%* *26%*	19 *2%* *74%*	4 *3%* *14%*	4 *2%* *15%*	3 *2%* *12%*	5 *2%* *19%*	8 *4%* *31%* H	2 *1%* *8%*	2 *1%* *9%*	5 *1%* *20%*	18 *4%* *71%* J	5 *2%* *19%*	9 *3%* *35%*	7 *2%* *29%*
Don't know	**185** ***15%***	53 *11%* *29%*	132 *18%* *71%* A	11 *9%* *6%*	34 *14%* *19%*	21 *11%* *11%*	30 *13%* *16%*	30 *16%* *16%*	59 *23%* *32%* CDEF	36 *21%* *20%* J	84 *13%* *45%*	65 *15%* *35%*	55 *18%* *30%* M	20 *7%* *11%*	78 *19%* *42%* M
Net: 10/9/8/7	**436** ***35%***	171 *34%* *39%*	266 *35%* *61%*	43 *36%* *10%*	97 *39%* *22%*	73 *36%* *17%*	74 *32%* *17%*	58 *30%* *13%*	91 *36%* *21%*	48 *28%* *11%*	228 *35%* *52%*	161 *37%* *37%*	104 *33%* *24%*	119 *40%* *27%*	128 *31%* *29%*
Net: 10/9	**79** ***6%***	33 *7%* *42%*	46 *6%* *58%*	9 *8%* *12%*	13 *5%* *17%*	14 *7%* *18%*	12 *5%* *15%*	9 *5%* *12%*	21 *8%* *27%*	10 *6%* *13%*	33 *5%* *41%*	36 *8%* *46%*	7 *2%* *8%*	28 *9%* *35%* L	29 *7%* *37%* L

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**526** ***42%***	231 *46%* *44%* B	295 *39%* *56%*	58 *48%* *11%* H	99 *39%* *19%*	89 *45%* *17%*	106 *46%* *20%* H	87 *45%* *17%* H	87 *34%* *17%*	71 *42%* *14%*	287 *45%* *55%*	168 *39%* *32%*	123 *40%* *23%*	137 *46%* *26%*	175 *42%* *33%*
Net: 3/2/1	**99** ***8%***	43 *9%* *44%*	56 *7%* *56%*	7 *6%* *7%*	21 *8%* *21%*	17 *8%* *17%*	19 *8%* *19%*	17 *9%* *17%*	18 *7%* *18%*	16 *9%* *16%*	45 *7%* *46%*	38 *9%* *39%*	28 *9%* *28%*	22 *7%* *22%*	32 *8%* *32%*
Mean	**5.95**	5.84	6.04	5.84	6.06	5.89	5.89	5.70	6.24 G	5.85	5.97	5.97	5.83	6.01	5.95
Standard Deviation	**1.90**	1.92	1.89	1.95	1.86	1.91	1.75	1.97	2.00	2.03	1.73	2.10	1.72	2.03	1.92

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**39** ***3%***	2 *2%* *6%*	2 *3%* *6%*	1 *2%* *2%*	33 *3%* *86%*	29 *3%* *76%*	9 *10%* *24%* S	6 *5%* *16%*	31 *3%* *80%*	33 *3%* *84%*	21 *3%* *55%*	12 *2%* *30%*	13 *3%* *35%*
9	**40** ***3%***	5 *4%* *12%*	3 *4%* *8%*	2 *6%* *5%*	30 *3%* *75%*	39 *3%* *96%*	2 *2%* *4%*	1 *1%* *1%*	40 *4%* *99%*	40 *4%* *99%*	17 *3%* *43%*	23 *5%* *56%*	25 *5%* *62%*
8	**132** ***11%***	15 *13%* *11%*	7 *9%* *5%*	6 *15%* *4%*	104 *10%* *79%*	123 *11%* *93%*	9 *10%* *7%*	12 *10%* *9%*	120 *11%* *91%*	120 *11%* *91%*	58 *9%* *44%*	61 *13%* *46%*	64 *13%* *49%*
7	**225** ***18%***	20 *18%* *9%*	16 *22%* *7%*	5 *14%* *2%*	184 *18%* *82%*	210 *18%* *93%*	15 *17%* *7%*	26 *22%* *12%*	196 *18%* *87%*	199 *18%* *88%*	113 *17%* *50%*	86 *18%* *38%*	93 *19%* *41%*
6	**199** ***16%***	18 *16%* *9%*	12 *16%* *6%*	7 *18%* *4%*	163 *16%* *82%*	186 *16%* *93%*	14 *15%* *7%*	16 *14%* *8%*	178 *16%* *89%*	183 *16%* *92%*	111 *17%* *55%*	72 *15%* *36%*	76 *15%* *38%*
5	**209** ***17%***	14 *13%* *7%*	12 *17%* *6%*	5 *13%* *2%*	178 *17%* *85%*	194 *17%* *93%*	16 *17%* *7%*	19 *16%* *9%*	187 *17%* *89%*	188 *17%* *90%*	117 *18%* *56%*	69 *15%* *33%*	71 *14%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**118** ***9%***	13 *11%* *11%*	6 *9%* *5%*	3 *8%* *3%*	95 *9%* *81%*	107 *9%* *91%*	10 *12%* *9%*	14 *12%* *12%*	102 *9%* *87%*	103 *9%* *88%*	61 *9%* *52%*	43 *9%* *36%*	43 *9%* *37%*
3	**54** ***4%***	5 *4%* *9%*	3 *4%* *5%*	1 *4%* *3%*	45 *4%* *84%*	46 *4%* *86%*	8 *9%* *14%*	7 *6%* *12%*	47 *4%* *88%*	47 *4%* *88%*	23 *4%* *42%*	25 *5%* *45%*	25 *5%* *46%*
2	**20** ***2%***	3 *3%* *15%*	* *1%* *2%*	1 *2%* *4%*	16 *2%* *79%*	20 *2%* *98%*	* * *2%*	* * *1%*	20 *2%* *99%*	20 *2%* *99%*	14 *2%* *69%*	6 *1%* *30%*	6 *1%* *31%*
1	**25** ***2%***	1 *1%* *6%*	2 *3%* *9%*	1 *1%* *2%*	21 *2%* *83%*	24 *2%* *95%*	1 *1%* *5%*	2 *2%* *10%*	23 *2%* *89%*	23 *2%* *90%*	19 *3%* *74%* Z	4 *1%* *17%*	4 *1%* *17%*
Don't know	**185** ***15%***	17 *15%* *9%*	10 *13%* *5%*	6 *17%* *3%*	152 *15%* *82%*	179 *15%* *97%* T	6 *7%* *3%*	14 *12%* *8%*	170 *15%* *92%*	171 *15%* *92%*	100 *15%* *54%*	71 *15%* *39%*	74 *15%* *40%*
Net: 10/9/8/7	**436** ***35%***	43 *37%* *10%*	28 *38%* *6%*	14 *37%* *3%*	352 *34%* *81%*	402 *35%* *92%*	35 *38%* *8%*	44 *38%* *10%*	387 *35%* *89%*	392 *35%* *90%*	209 *32%* *48%*	181 *38%* *42%*	195 *39%* *45%* X
Net: 10/9	**79** ***6%***	7 *6%* *9%*	6 *8%* *7%*	3 *8%* *4%*	63 *6%* *80%*	68 *6%* *86%*	11 *12%* *13%* S	7 *6%* *8%*	71 *6%* *89%*	72 *6%* *92%*	38 *6%* *48%*	34 *7%* *43%*	38 *8%* *49%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**526** ***42%***	45 *40%* *9%*	30 *41%* *6%*	15 *39%* *3%*	436 *43%* *83%*	486 *42%* *92%*	40 *44%* *8%*	50 *42%* *9%*	467 *42%* *89%*	474 *42%* *90%*	288 *44%* *55%*	184 *39%* *35%*	191 *39%* *36%*
Net: 3/2/1	**99** ***8%***	9 *8%* *9%*	6 *8%* *6%*	3 *7%* *3%*	82 *8%* *83%*	90 *8%* *90%*	9 *10%* *10%*	9 *8%* *9%*	90 *8%* *90%*	90 *8%* *91%*	55 *8%* *56%*	35 *7%* *35%*	35 *7%* *35%*
Mean	**5.95**	6.00	6.03	6.19	5.94	5.94	6.07	5.95	5.95	5.96	5.84	6.12	6.17 X
Standard Deviation	**1.90**	1.92	1.93	1.93	1.90	1.88	2.13	1.91	1.91	1.91	1.94	1.86	1.86

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1262**	50 *4%*	83 *7%*	80 *6%*	176 *14%*	187 *15%*	29 *2%*	59 *5%*	76 *6%*	201 *16%*	115 *9%*	145 *11%*	61 *5%*	698 *55%*
Total (Wtd)	**1247**	76* *6%* *	119* *10%* *	114* *9%* *	38 *3%*	114 *9%*	49** *4%* **	110* *9%* *	140* *11%* *	73 *6%*	139 *11%*	193 *15%*	81* *7%* *	1022 *82%*
Effective Total	**866**	48	76	75	161	173	26	53	69	184	101	130	57	620
10	**39** ***3%***	- - -	2 *2%* *5%*	2 *1%* *4%*	1 *2%* *2%*	2 *2%* *6%*	- - -	7 *6%* *17%*	7 *5%* *19%*	2 *3%* *6%*	7 *5%* *17%*	6 *3%* *15%*	3 *4%* *8%*	33 *3%* *86%*
9	**40** ***3%***	- - -	- - -	3 *3%* *8%*	2 *6%* *5%* AB	5 *4%* *12%* B	2 *4%* *4%*	3 *3%* *9%*	8 *6%* *20%* B	3 *4%* *8%* B	5 *3%* *12%*	7 *3%* *16%*	2 *3%* *5%*	30 *3%* *75%*
8	**132** ***11%***	8 *11%* *6%*	8 *6%* *6%*	10 *8%* *7%*	6 *15%* *4%* B	15 *13%* *11%*	9 *19%* *7%*	14 *13%* *11%*	11 *8%* *9%*	7 *9%* *5%*	16 *11%* *12%*	17 *9%* *13%*	11 *14%* *9%*	104 *10%* *79%*
7	**225** ***18%***	16 *21%* *7%*	20 *17%* *9%*	36 *31%* *16%* BDEHJKLM	5 *14%* *2%*	20 *18%* *9%*	9 *18%* *4%*	27 *24%* *12%*	21 *15%* *9%*	16 *22%* *7%* L	21 *15%* *9%*	26 *14%* *12%*	8 *10%* *4%*	184 *18%* *82%*
6	**199** ***16%***	12 *15%* *6%*	26 *22%* *13%* G	16 *14%* *8%*	7 *18%* *4%*	18 *16%* *9%*	9 *18%* *4%*	10 *9%* *5%*	29 *21%* *14%*	12 *16%* *6%*	23 *17%* *12%*	30 *16%* *15%*	8 *10%* *4%*	163 *16%* *82%*
5	**209** ***17%***	16 *21%* *8%*	19 *16%* *9%*	15 *13%* *7%*	5 *13%* *2%*	14 *13%* *7%*	7 *14%* *3%*	21 *19%* *10%*	22 *15%* *10%*	12 *17%* *6%*	28 *20%* *13%*	30 *15%* *14%*	21 *26%* *10%* DE	178 *17%* *85%*
4	**118** ***9%***	5 *6%* *4%*	10 *9%* *9%*	5 *4%* *4%*	3 *8%* *3%*	13 *11%* *11%*	4 *8%* *3%*	16 *15%* *14%* C	20 *14%* *17%* C	6 *9%* *5%*	12 *8%* *10%*	14 *7%* *12%*	9 *12%* *8%*	95 *9%* *81%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1262**	50 *4%*	83 *7%*	80 *6%*	176 *14%*	187 *15%*	29 *2%*	59 *5%*	76 *6%*	201 *16%*	115 *9%*	145 *11%*	61 *5%*	698 *55%*
Effective Total	**866**	48	76	75	161	173	26	53	69	184	101	130	57	620
3	**54** ***4%***	6 *8%* *12%*	6 *5%* *10%*	4 *4%* *8%*	1 *4%* *3%*	5 *4%* *9%*	- - -	2 *2%* *3%*	4 *3%* *8%*	3 *4%* *5%*	8 *6%* *15%*	14 *7%* *25%*	1 *1%* *2%*	45 *4%* *84%*
2	**20** ***2%***	1 *2%* *6%*	3 *2%* *14%*	3 *2%* *14%*	1 *2%* *4%* J	3 *3%* *15%*	5 *10%* *24%*	- - -	2 *2%* *11%*	* *1%* *2%*	- - -	1 *1%* *6%*	1 *1%* *5%*	16 *2%* *79%*
1	**25** ***2%***	2 *2%* *7%*	1 *1%* *6%*	2 *1%* *7%*	1 *1%* *2%*	1 *1%* *6%*	3 *6%* *11%*	4 *4%* *16%*	2 *2%* *9%*	2 *3%* *9%*	3 *2%* *10%*	2 *1%* *10%*	2 *3%* *9%*	21 *2%* *83%*
Don't know	**185** ***15%***	10 *13%* *5%*	24 *21%* *13%* G	20 *18%* *11%* G	6 *17%* *3%* G	17 *15%* *9%* G	2 *3%* *1%*	5 *5%* *3%*	13 *9%* *7%*	10 *13%* *5%* G	18 *13%* *10%*	46 *24%* *25%* GHIJM	14 *17%* *7%* G	152 *15%* *82%* G
Net: 10/9/8/7	**436** ***35%***	25 *32%* *6%*	29 *25%* *7%*	50 *44%* *11%* BK	14 *37%* *3%* B	43 *37%* *10%* B	20 *41%* *5%*	52 *47%* *12%* BK	48 *34%* *11%*	28 *38%* *6%* B	48 *35%* *11%*	55 *29%* *13%*	25 *30%* *6%*	352 *34%* *81%*
Net: 10/9	**79** ***6%***	- - -	2 *2%* *2%*	5 *4%* *6%*	3 *8%* *4%* AB	7 *6%* *9%* A	2 *4%* *2%*	10 *9%* *13%* A	16 *11%* *20%* AB	6 *8%* *7%* AB	11 *8%* *14%* A	12 *6%* *16%*	5 *7%* *7%*	63 *6%* *80%*
Net: 6/5/4	**526** ***42%***	32 *42%* *6%*	56 *47%* *11%*	35 *31%* *7%*	15 *39%* *3%*	45 *40%* *9%*	19 *40%* *4%*	48 *43%* *9%*	70 *50%* *13%* C	30 *41%* *6%*	63 *45%* *12%*	74 *38%* *14%*	38 *47%* *7%*	436 *43%* *83%*
Net: 3/2/1	**99** ***8%***	9 *12%* *9%*	10 *8%* *10%*	9 *8%* *9%*	3 *7%* *3%*	9 *8%* *9%*	8 *16%* *8%*	6 *5%* *6%*	9 *6%* *9%*	6 *8%* *6%*	11 *8%* *11%*	17 *9%* *17%*	4 *5%* *4%*	82 *8%* *83%*
Mean	**5.95**	5.62	5.66	6.14	6.19	6.00	5.69	6.13	6.03	6.03	6.05	5.91	5.88	5.94

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 261

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1262**	50 *4%*	83 *7%*	80 *6%*	176 *14%*	187 *15%*	29 *2%*	59 *5%*	76 *6%*	201 *16%*	115 *9%*	145 *11%*	61 *5%*	698 *55%*
Effective Total	**866**	48	76	75	161	173	26	53	69	184	101	130	57	620
Standard Deviation	**1.90**	1.73	1.67	1.75	1.93	1.92	2.22	2.02	1.98	1.93	1.92	1.91	1.98	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**38** ***7%***	19 *7%* *50%*	19 *7%* *50%*	16 *12%* *42%*	8 *5%* *22%*	5 *5%* *13%*	5 *6%* *12%*	2 *4%* *5%*	2 *4%* *6%*	2 *3%* *5%*	14 *5%* *37%*	22 *11%* *58%* J	11 *8%* *30%*	9 *6%* *22%*	12 *6%* *31%*
9	**44** ***8%***	20 *7%* *46%*	23 *8%* *54%*	5 *4%* *12%*	18 *11%* *41%*	11 *10%* *24%*	5 *7%* *11%*	1 *3%* *3%*	3 *6%* *8%*	3 *4%* *6%*	17 *6%* *39%*	24 *12%* *54%* J	14 *10%* *32%*	8 *6%* *18%*	17 *9%* *39%*
8	**88** ***15%***	38 *13%* *43%*	50 *17%* *57%*	15 *11%* *17%*	28 *17%* *32%*	17 *16%* *20%*	9 *12%* *10%*	6 *15%* *7%*	13 *24%* *14%*	14 *19%* *16%*	52 *17%* *59%*	22 *11%* *25%*	25 *17%* *28%*	23 *16%* *26%*	25 *13%* *28%*
7	**94** ***16%***	58 *20%* *61%*	37 *13%* *39%*	25 *19%* *26%*	24 *15%* *26%*	20 *18%* *21%*	9 *12%* *10%*	6 *14%* *6%*	10 *19%* *11%*	12 *16%* *13%*	47 *15%* *49%*	36 *18%* *38%*	17 *12%* *19%*	18 *13%* *19%*	36 *19%* *38%*
6	**87** ***15%***	42 *15%* *49%*	44 *15%* *51%*	19 *14%* *21%*	28 *17%* *32%*	16 *14%* *18%*	11 *14%* *13%*	7 *17%* *8%*	6 *12%* *7%*	9 *12%* *11%*	56 *18%* *65%*	21 *11%* *24%*	15 *11%* *18%*	28 *20%* *33%*	27 *14%* *31%*
5	**71** ***12%***	43 *15%* *60%*	28 *10%* *40%*	23 *18%* *33%*	15 *9%* *21%*	11 *10%* *16%*	16 *20%* *22%*	2 *6%* *3%*	3 *6%* *4%*	4 *6%* *6%*	47 *15%* *66%*	20 *10%* *28%*	14 *10%* *20%*	23 *16%* *32%*	18 *9%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**43** ***7%***	13 *5%* *31%*	30 *10%* *69%* A	7 *5%* *15%*	17 *11%* *40%*	8 *7%* *19%*	7 *10%* *17%*	2 *6%* *6%*	1 *2%* *3%*	8 *11%* *19%*	21 *7%* *50%*	13 *7%* *31%*	14 *10%* *33%*	9 *6%* *20%*	13 *7%* *31%*
3	**20** ***4%***	10 *3%* *49%*	10 *4%* *51%*	6 *4%* *28%*	4 *3%* *20%*	3 *3%* *14%*	3 *4%* *14%*	1 *3%* *5%*	4 *7%* *19%*	2 *3%* *11%*	10 *3%* *50%*	8 *4%* *39%*	9 *7%* *46%*	4 *3%* *19%*	5 *3%* *25%*
2	**22** ***4%***	14 *5%* *62%*	8 *3%* *38%*	8 *6%* *36%*	7 *4%* *31%*	3 *3%* *13%*	2 *2%* *8%*	2 *6%* *11%*	* *1%* *2%*	6 *8%* *28%*	11 *4%* *49%*	5 *3%* *23%*	3 *2%* *15%*	9 *6%* *40%*	7 *4%* *34%*
1	**10** ***2%***	6 *2%* *66%*	3 *1%* *34%*	3 *2%* *30%*	- - -	4 *4%* *45%* D	* * *3%*	1 *3%* *11%*	1 *2%* *11%*	2 *2%* *16%*	5 *2%* *56%*	3 *1%* *28%*	3 *2%* *28%*	2 *1%* *17%*	5 *2%* *48%*
Don't know	**59** ***10%***	22 *8%* *38%*	37 *13%* *62%*	6 *5%* *10%*	12 *8%* *21%*	11 *10%* *18%*	10 *13%* *17%*	10 *25%* *18%* CD E	10 *18%* *16%* C	13 *17%* *22%*	26 *8%* *44%*	20 *11%* *35%*	17 *12%* *28%*	9 *6%* *14%*	22 *12%* *38%*
Net: 10/9/8/7	**265** ***46%***	135 *47%* *51%*	130 *45%* *49%*	62 *46%* *23%*	79 *49%* *30%*	53 *49%* *20%*	28 *36%* *10%*	16 *37%* *6%*	28 *53%* *11%*	31 *41%* *12%*	130 *42%* *49%*	104 *54%* *39%*	67 *47%* *26%*	58 *41%* *22%*	90 *48%* *34%*
Net: 10/9	**82** ***14%***	39 *14%* *48%*	43 *15%* *52%*	22 *16%* *26%*	26 *16%* *32%*	16 *15%* *19%*	10 *13%* *12%*	3 *8%* *4%*	6 *10%* *7%*	5 *6%* *6%*	31 *10%* *38%*	46 *24%* *56%* IJ	25 *18%* *31%*	16 *12%* *20%*	29 *16%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**200** ***35%***	98 *34%* *49%*	102 *35%* *51%*	49 *37%* *24%*	60 *37%* *30%*	35 *32%* *18%*	34 *44%* *17%* H	12 *28%* *6%*	11 *20%* *5%*	22 *29%* *11%*	125 *41%* *62%* K	54 *28%* *27%*	43 *30%* *22%*	60 *43%* *30%*	58 *31%* *29%*
Net: 3/2/1	**52** ***9%***	30 *11%* *58%*	22 *8%* *42%*	17 *12%* *32%*	11 *7%* *21%*	10 *9%* *19%*	5 *6%* *9%*	5 *11%* *9%*	5 *10%* *10%*	10 *13%* *19%*	26 *9%* *51%*	16 *8%* *30%*	15 *11%* *29%*	14 *10%* *28%*	17 *9%* *33%*
Mean	**6.39**	6.32	6.46	6.28	6.53	6.38	6.20	6.15	6.69	5.95	6.24	6.78 I	6.46	6.20	6.44
Standard Deviation	**2.15**	2.17	2.14	2.33	2.04	2.21	2.02	2.27	2.04	2.27	2.03	2.26	2.32	2.12	2.21

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**38** ***7%***	3 *5%* *8%*	2 *8%* *6%*	1 *6%* *2%*	32 *7%* *83%*	36 *7%* *93%*	3 *7%* *7%*	38 *7%* *100%*	38 *7%* *100%*	26 *7%* *67%*	13 *5%* *33%*	14 *6%* *36%*
9	**44** ***8%***	3 *5%* *6%*	1 *4%* *3%*	* *2%* *1%*	39 *8%* *90%*	41 *8%* *93%*	3 *8%* *7%*	44 *8%* *100%*	44 *8%* *100%*	27 *8%* *62%*	17 *7%* *38%*	17 *7%* *39%*
8	**88** ***15%***	8 *14%* *9%*	5 *15%* *5%*	3 *20%* *4%*	72 *15%* *82%*	86 *16%* *98%*	2 *6%* *2%*	88 *15%* *100%*	88 *15%* *100%*	48 *14%* *55%*	40 *17%* *45%*	42 *17%* *48%*
7	**94** ***16%***	12 *21%* *13%*	7 *23%* *8%*	3 *19%* *3%*	72 *15%* *76%*	90 *17%* *96%*	4 *10%* *4%*	94 *16%* *100%*	94 *16%* *100%*	60 *18%* *64%*	34 *15%* *36%*	38 *15%* *41%*
6	**87** ***15%***	9 *15%* *10%*	4 *14%* *5%*	3 *18%* *3%*	71 *15%* *82%*	78 *14%* *90%*	9 *23%* *10%*	87 *15%* *100%*	87 *15%* *100%*	44 *13%* *51%*	42 *18%* *49%*	42 *17%* *49%*
5	**71** ***12%***	10 *18%* *15%*	4 *13%* *6%*	2 *13%* *3%*	54 *12%* *77%*	68 *13%* *97%*	2 *6%* *3%*	71 *12%* *100%*	71 *12%* *100%*	44 *13%* *62%*	27 *11%* *38%*	29 *12%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**43** ***7%***	3 *5%* *7%*	3 *9%* *7%*	1 *5%* *2%*	36 *8%* *84%*	39 *7%* *92%*	4 *9%* *8%*	43 *7%* *100%*	43 *7%* *100%*	27 *8%* *63%*	15 *7%* *36%*	17 *7%* *40%*
3	**20** ***4%***	1 *1%* *3%*	1 *2%* *3%*	1 *4%* *3%*	18 *4%* *90%*	20 *4%* *100%*	- - -	20 *4%* *100%*	20 *4%* *100%*	10 *3%* *47%*	11 *5%* *53%*	11 *4%* *53%*
2	**22** ***4%***	2 *3%* *7%*	1 *2%* *3%*	* *1%* *1%*	20 *4%* *89%*	18 *3%* *83%*	4 *10%* *17%*	22 *4%* *100%*	22 *4%* *100%*	16 *5%* *72%*	6 *3%* *28%*	6 *2%* *28%*
1	**10** ***2%***	- - -	* *1%* *3%*	* *3%* *4%* O	9 *2%* *93%*	10 *2%* *100%*	- - -	10 *2%* *100%*	10 *2%* *100%*	6 *2%* *57%*	4 *2%* *43%*	4 *2%* *45%*
Don't know	**59** ***10%***	7 *12%* *12%*	3 *9%* *5%*	2 *10%* *3%*	47 *10%* *80%*	51 *9%* *86%*	8 *21%* *14%* S	59 *10%* *100%*	59 *10%* *100%*	35 *10%* *60%*	24 *10%* *40%*	28 *11%* *47%*
Net: 10/9/8/7	**265** ***46%***	26 *46%* *10%*	16 *49%* *6%*	8 *47%* *3%*	215 *46%* *81%*	253 *47%* *96%*	12 *30%* *4%*	265 *46%* *100%*	265 *46%* *100%*	161 *47%* *61%*	104 *44%* *39%*	111 *45%* *42%*
Net: 10/9	**82** ***14%***	6 *10%* *7%*	4 *12%* *5%*	1 *8%* *2%*	71 *15%* *87%*	76 *14%* *93%*	6 *15%* *7%*	82 *14%* *100%*	82 *14%* *100%*	53 *15%* *64%*	29 *13%* *36%*	31 *12%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**200** ***35%***	22 *38%* *11%*	11 *36%* *6%*	6 *35%* *3%*	161 *34%* *80%*	185 *34%* *93%*	15 *39%* *7%*	200 *35%* *100%*	200 *35%* *100%*	115 *34%* *58%*	84 *36%* *42%*	89 *36%* *44%*
Net: 3/2/1	**52** ***9%***	2 *4%* *4%*	2 *5%* *3%*	1 *7%* *2%*	47 *10%* *90%*	48 *9%* *93%*	4 *10%* *7%*	52 *9%* *100%*	52 *9%* *100%*	31 *9%* *59%*	21 *9%* *41%*	21 *9%* *41%*
Mean	**6.39**	6.49	6.48	6.43	6.37	6.41	6.10	6.39	6.39	6.40	6.38	6.39
Standard Deviation	**2.15**	1.79	2.00	2.02	2.21	2.15	2.32	2.15	2.15	2.20	2.09	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**541**	14 *3%*	42 *8%*	34 *6%*	72 *13%*	87 *16%*	12 *2%*	29 *5%*	28 *5%*	84 *16%*	47 *9%*	61 *11%*	31 *6%*	298 *55%*
Total (Wtd)	**576**	26** *5%* **	62* *11%* *	54* *9%* *	16* *3%* *	58* *10%* *	21** *4%* **	61** *11%* **	58** *10%* **	31* *5%* *	60* *10%* *	86* *15%* *	41** *7%* **	471 *82%*
Effective Total	**365**	13	37	32	68	80	11	26	26	75	42	56	26	261
10	**38** ***7%***	4 *17%* *12%*	5 *9%* *14%*	2 *3%* *4%*	1 *6%* *2%*	3 *5%* *8%*	- - -	3 *6%* *9%*	5 *9%* *14%*	2 *8%* *6%*	3 *4%* *7%*	8 *9%* *20%*	2 *4%* *5%*	32 *7%* *83%*
9	**44** ***8%***	- - -	6 *9%* *13%*	8 *15%* *19%*	* *2%* *1%*	3 *5%* *6%*	- - -	4 *6%* *8%*	4 *7%* *10%*	1 *4%* *3%*	5 *8%* *11%*	11 *12%* *24%*	2 *4%* *4%*	39 *8%* *90%*
8	**88** ***15%***	7 *28%* *8%*	10 *16%* *11%*	8 *14%* *9%*	3 *20%* *4%* J	8 *14%* *9%*	6 *28%* *7%*	13 *21%* *14%*	4 *7%* *5%*	5 *15%* *5%*	4 *6%* *4%*	18 *21%* *21%* J	3 *7%* *3%*	72 *15%* *82%*
7	**94** ***16%***	2 *6%* *2%*	7 *11%* *7%*	9 *17%* *10%*	3 *19%* *3%*	12 *21%* *13%*	2 *9%* *2%*	9 *15%* *9%*	7 *13%* *8%*	7 *23%* *8%*	9 *16%* *10%*	18 *21%* *19%*	8 *20%* *9%*	72 *15%* *76%*
6	**87** ***15%***	4 *13%* *4%*	4 *7%* *5%*	8 *14%* *9%*	3 *18%* *3%* K	9 *15%* *10%* K	2 *9%* *2%*	7 *12%* *8%*	19 *33%* *22%*	4 *14%* *5%* K	16 *27%* *19%* BK	2 *3%* *3%*	8 *20%* *10%*	71 *15%* *82%* K
5	**71** ***12%***	3 *11%* *4%*	5 *9%* *7%*	6 *11%* *8%*	2 *13%* *3%*	10 *18%* *15%*	6 *29%* *9%*	8 *13%* *11%*	9 *16%* *13%*	4 *13%* *6%*	6 *10%* *9%*	6 *7%* *9%*	5 *12%* *7%*	54 *12%* *77%*
4	**43** ***7%***	1 *5%* *3%*	10 *17%* *24%*	2 *5%* *6%*	1 *5%* *2%*	3 *5%* *7%*	2 *10%* *5%*	7 *11%* *16%*	- - -	3 *9%* *7%*	2 *3%* *4%*	7 *8%* *16%*	5 *12%* *11%*	36 *8%* *84%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**541**	14 *3%*	42 *8%*	34 *6%*	72 *13%*	87 *16%*	12 *2%*	29 *5%*	28 *5%*	84 *16%*	47 *9%*	61 *11%*	31 *6%*	298 *55%*
Effective Total	**365**	13	37	32	68	80	11	26	26	75	42	56	26	261
3	**20** ***4%***	3 *10%* *13%*	7 *11%* *32%*	- - -	1 *4%* *3%*	1 *1%* *3%*	1 *7%* *7%*	- - -	3 *4%* *12%*	1 *2%* *3%*	1 *2%* *7%*	2 *2%* *8%*	2 *5%* *10%*	18 *4%* *90%*
2	**22** ***4%***	- - -	2 *3%* *8%*	2 *3%* *7%*	* *1%* *1%*	2 *3%* *7%*	- - -	6 *9%* *26%*	3 *5%* *14%*	1 *2%* *3%*	2 *4%* *10%*	5 *6%* *24%*	- - -	20 *4%* *89%*
1	**10** ***2%***	3 *10%* *28%*	- - -	- - -	* *3%* *4%* EK	- - -	2 *8%* *17%*	- - -	- - -	* *1%* *3%*	4 *6%* *37%*	- - -	1 *3%* *11%*	9 *2%* *93%*
Don't know	**59** ***10%***	- - -	6 *10%* *10%*	11 *19%* *18%*	2 *10%* *3%*	7 *12%* *12%*	- - -	5 *9%* *9%*	3 *5%* *5%*	3 *9%* *5%*	8 *13%* *13%*	9 *10%* *15%*	5 *13%* *9%*	47 *10%* *80%*
Net: 10/9/8/7	**265** ***46%***	13 *50%* *5%*	28 *45%* *10%*	27 *49%* *10%*	8 *47%* *3%*	26 *46%* *10%*	8 *38%* *3%*	29 *46%* *11%*	21 *36%* *8%*	16 *49%* *6%*	20 *34%* *8%*	55 *64%* *21%* EJM	15 *36%* *6%*	215 *46%* *81%*
Net: 10/9	**82** ***14%***	4 *17%* *5%*	11 *18%* *13%*	10 *18%* *12%*	1 *8%* *2%*	6 *10%* *7%*	- - -	7 *11%* *8%*	10 *16%* *12%*	4 *12%* *5%*	8 *13%* *9%*	18 *21%* *22%*	3 *8%* *4%*	71 *15%* *87%*
Net: 6/5/4	**200** ***35%***	8 *29%* *4%*	20 *32%* *10%*	16 *29%* *8%*	6 *35%* *3%* K	22 *38%* *11%* K	10 *48%* *5%*	22 *35%* *11%*	28 *49%* *14%*	11 *36%* *6%* K	24 *40%* *12%* K	16 *18%* *8%*	18 *44%* *9%*	161 *34%* *80%* K
Net: 3/2/1	**52** ***9%***	5 *21%* *10%*	8 *13%* *16%*	2 *3%* *3%*	1 *7%* *2%*	2 *4%* *4%*	3 *14%* *6%*	6 *9%* *11%*	6 *10%* *11%*	2 *5%* *3%*	7 *12%* *14%*	7 *8%* *13%*	3 *8%* *6%*	47 *10%* *90%*
Mean	**6.39**	6.26	6.21	6.88	6.43	6.49	5.59	6.25	6.38	6.48	6.02	6.92	6.00	6.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 262

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**541**	14 *3%*	42 *8%*	34 *6%*	72 *13%*	87 *16%*	12 *2%*	29 *5%*	28 *5%*	84 *16%*	47 *9%*	61 *11%*	31 *6%*	298 *55%*
Effective Total	**365**	13	37	32	68	80	11	26	26	75	42	56	26	261
Standard Deviation	**2.15**	2.81	2.39	1.84	2.02	1.79	2.12	2.22	2.01	2.00	2.27	2.22	1.95	2.21

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**16** ***5%***	11 *7%* *68%*	5 *4%* *32%*	2 *8%* *15%*	4 *6%* *22%*	3 *6%* *18%*	4 *6%* *22%*	2 *5%* *13%*	2 *3%* *10%*	4 *5%* *22%*	6 *4%* *37%*	7 *8%* *41%*	5 *10%* *33%*	3 *5%* *18%*	5 *4%* *33%*
9	**22** ***7%***	14 *9%* *63%*	8 *6%* *37%*	* *1%* *2%*	3 *4%* *12%*	4 *9%* *20%*	6 *10%* *27%*	5 *11%* *23%*	4 *6%* *17%*	4 *5%* *16%*	12 *8%* *56%*	6 *7%* *28%*	5 *10%* *24%*	5 *8%* *21%*	8 *7%* *38%*
8	**39** ***13%***	17 *11%* *42%*	23 *16%* *58%*	1 *5%* *3%*	7 *12%* *19%*	6 *14%* *16%*	7 *12%* *17%*	8 *17%* *20%*	10 *16%* *25%*	10 *15%* *25%*	18 *13%* *47%*	11 *13%* *28%*	7 *12%* *17%*	11 *18%* *29%*	12 *10%* *31%*
7	**66** ***22%***	30 *19%* *46%*	36 *25%* *54%*	9 *32%* *14%*	14 *24%* *22%*	8 *18%* *13%*	18 *31%* *27%* H	10 *21%* *15%*	6 *11%* *10%*	9 *14%* *14%*	37 *25%* *56%*	20 *23%* *30%*	9 *16%* *13%*	12 *19%* *18%*	32 *26%* *48%*
6	**51** ***17%***	30 *19%* *58%*	21 *15%* *42%*	7 *24%* *14%*	11 *18%* *21%*	8 *17%* *16%*	9 *16%* *18%*	4 *9%* *8%*	11 *19%* *22%*	12 *17%* *23%*	27 *18%* *53%*	12 *14%* *24%*	9 *17%* *18%*	7 *12%* *15%*	20 *17%* *40%*
5	**23** ***8%***	11 *7%* *48%*	12 *8%* *52%*	2 *6%* *7%*	4 *7%* *19%*	5 *10%* *22%*	3 *5%* *12%*	4 *10%* *20%*	5 *8%* *20%*	6 *9%* *26%*	13 *9%* *58%*	4 *4%* *16%*	5 *10%* *24%*	3 *4%* *12%*	9 *7%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**13** ***4%***	3 *2%* *26%*	10 *7%* *74%*	- - -	4 *6%* *30%*	4 *8%* *28%*	1 *2%* *10%*	3 *6%* *22%*	1 *2%* *10%*	6 *8%* *44%* K	7 *5%* *53%*	* * *3%*	4 *8%* *31%*	4 *6%* *28%*	4 *3%* *27%*
3	**11** ***4%***	8 *5%* *68%*	4 *3%* *32%*	3 *9%* *23%*	* *1%* *4%*	- - -	2 *3%* *13%*	2 *4%* *18%*	5 *8%* *42%*	* *1%* *4%*	2 *1%* *17%*	9 *10%* *79%* IJ	3 *5%* *23%*	3 *4%* *22%*	4 *4%* *38%*
2	**9** ***3%***	6 *4%* *67%*	3 *2%* *33%*	- - -	3 *6%* *38%*	3 *5%* *29%*	- - -	3 *6%* *33%*	- - -	4 *5%* *40%*	3 *2%* *33%*	2 *3%* *28%*	- - -	5 *7%* *51%*	4 *3%* *41%*
1	**7** ***2%***	4 *3%* *60%*	3 *2%* *40%*	4 *12%* *48%*	* *1%* *5%*	- - -	1 *1%* *8%*	- - -	3 *5%* *40%*	1 *2%* *14%*	2 *2%* *31%*	4 *5%* *55%*	- - -	- - -	6 *5%* *83%*
Don't know	**43** ***14%***	25 *16%* *58%*	18 *13%* *42%*	1 *2%* *2%*	10 *16%* *23%*	6 *12%* *13%*	9 *15%* *20%*	5 *10%* *11%*	13 *22%* *31%*	12 *18%* *29%*	18 *12%* *42%*	12 *14%* *29%*	7 *13%* *17%*	11 *17%* *25%*	17 *14%* *40%*
Net: 10/9/8/7	**143** ***48%***	72 *45%* *50%*	71 *51%* *50%*	13 *46%* *9%*	28 *46%* *19%*	22 *47%* *15%*	34 *59%* *24%* H	25 *54%* *17%*	21 *36%* *15%*	27 *39%* *19%*	73 *51%* *51%*	43 *50%* *30%*	26 *48%* *18%*	31 *49%* *21%*	58 *48%* *40%*
Net: 10/9	**38** ***13%***	25 *16%* *66%*	13 *9%* *34%*	3 *10%* *7%*	6 *10%* *16%*	7 *16%* *19%*	9 *16%* *25%*	7 *15%* *19%*	5 *9%* *14%*	7 *11%* *19%*	18 *13%* *48%*	13 *15%* *33%*	11 *20%* *28%*	8 *12%* *20%*	14 *11%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**86** ***29%***	44 *28%* *51%*	42 *30%* *49%*	9 *30%* *10%*	19 *31%* *22%*	17 *36%* *19%*	13 *23%* *15%*	12 *25%* *14%*	17 *29%* *20%*	23 *35%* *27%*	47 *32%* *54%*	16 *18%* *19%*	19 *34%* *22%*	14 *22%* *16%*	32 *27%* *38%*
Net: 3/2/1	**28** ***9%***	18 *11%* *66%*	9 *7%* *34%*	6 *21%* *22%*	4 *7%* *15%*	3 *5%* *9%*	2 *4%* *8%*	5 *11%* *18%*	8 *13%* *28%*	5 *7%* *18%*	7 *5%* *26%*	15 *18%* *56%* J	3 *5%* *9%*	7 *11%* *26%*	14 *12%* *51%*
Mean	**6.47**	6.47	6.46	5.85	6.44	6.57	7.03	6.50	6.16	6.30	6.62	6.33	6.81	6.48	6.27
Standard Deviation	**2.10**	2.25	1.94	2.50	2.01	2.03	1.70	2.18	2.25	2.15	1.85	2.45	1.99	2.21	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**16** ***5%***	1 *2%* *4%*	1 *6%* *7%*	1 *8%* *5%*	14 *6%* *85%*	13 *5%* *78%*	3 *15%* *22%*	16 *5%* *100%*	16 *5%* *100%*	9 *6%* *57%*	7 *5%* *43%*	9 *6%* *54%*
9	**22** ***7%***	1 *4%* *7%*	1 *7%* *6%*	1 *9%* *4%*	18 *8%* *84%*	21 *8%* *95%*	1 *4%* *5%*	22 *7%* *100%*	22 *7%* *100%*	11 *7%* *51%*	11 *8%* *49%*	15 *9%* *67%*
8	**39** ***13%***	6 *17%* *15%*	3 *14%* *6%*	1 *9%* *2%*	30 *13%* *77%*	38 *14%* *95%*	2 *8%* *5%*	39 *13%* *100%*	39 *13%* *100%*	20 *13%* *51%*	19 *14%* *49%*	21 *13%* *53%*
7	**66** ***22%***	9 *27%* *14%*	3 *19%* *5%*	1 *12%* *2%*	52 *22%* *79%*	60 *22%* *91%*	6 *26%* *9%*	66 *22%* *100%*	66 *22%* *100%*	27 *17%* *41%*	39 *27%* *59%*	42 *27%* *63%*
6	**51** ***17%***	9 *26%* *18%*	3 *16%* *6%*	2 *18%* *3%*	37 *15%* *73%*	48 *17%* *94%*	3 *12%* *6%*	51 *17%* *100%*	51 *17%* *100%*	23 *15%* *45%*	28 *19%* *55%*	28 *18%* *55%*
5	**23** ***8%***	3 *8%* *13%*	2 *9%* *7%*	1 *16%* *6%*	17 *7%* *74%*	20 *7%* *90%*	2 *10%* *10%*	23 *8%* *100%*	23 *8%* *100%*	19 *12%* *85%* YZ	3 *2%* *15%*	4 *3%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**13** ***4%***	- - -	1 *5%* *7%*	1 *8%* *6%* O	11 *5%* *87%*	13 *5%* *100%*	- - -	13 *4%* *100%*	13 *4%* *100%*	4 *3%* *30%*	9 *6%* *68%*	9 *6%* *68%*
3	**11** ***4%***	1 *2%* *7%*	1 *5%* *9%*	* *2%* *1%*	9 *4%* *83%*	11 *4%* *100%*	- - -	11 *4%* *100%*	11 *4%* *100%*	7 *5%* *62%*	4 *3%* *38%*	4 *3%* *38%*
2	**9** ***3%***	* *1%* *6%*	- - -	* *3%* *3%*	8 *3%* *92%*	8 *3%* *88%*	1 *5%* *12%*	9 *3%* *100%*	9 *3%* *100%*	6 *4%* *63%*	3 *2%* *37%*	3 *2%* *37%*
1	**7** ***2%***	1 *2%* *8%*	1 *4%* *9%*	- - -	6 *3%* *83%*	6 *2%* *86%*	1 *5%* *14%*	7 *2%* *100%*	7 *2%* *100%*	4 *3%* *56%*	3 *2%* *44%*	3 *2%* *44%*
Don't know	**43** ***14%***	4 *10%* *9%*	3 *15%* *6%*	1 *15%* *3%*	35 *15%* *82%*	39 *14%* *92%*	4 *16%* *8%*	43 *14%* *100%*	43 *14%* *100%*	25 *16%* *59%*	16 *11%* *38%*	17 *11%* *40%*
Net: 10/9/8/7	**143** ***48%***	17 *50%* *12%*	8 *46%* *6%*	3 *38%* *2%*	114 *48%* *80%*	131 *47%* *91%*	12 *53%* *9%*	143 *48%* *100%*	143 *48%* *100%*	67 *43%* *47%*	76 *53%* *53%*	86 *56%* *60%*
Net: 10/9	**38** ***13%***	2 *6%* *5%*	2 *14%* *6%*	2 *17%* *4%*	32 *13%* *84%*	34 *12%* *88%*	5 *20%* *12%*	38 *13%* *100%*	38 *13%* *100%*	20 *13%* *53%*	18 *12%* *47%*	23 *15%* *62%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**86** ***29%***	12 *35%* *14%*	5 *30%* *6%*	4 *42%* *4%*	65 *27%* *75%*	81 *29%* *94%*	5 *22%* *6%*	86 *29%* *100%*	86 *29%* *100%*	46 *30%* *53%*	40 *28%* *46%*	41 *26%* *47%*
Net: 3/2/1	**28** ***9%***	2 *5%* *7%*	2 *9%* *6%*	* *5%* *1%*	24 *10%* *86%*	25 *9%* *92%*	2 *9%* *8%*	28 *9%* *100%*	28 *9%* *100%*	17 *11%* *61%*	11 *8%* *39%*	11 *7%* *39%*
Mean	**6.47**	6.57	6.47	6.49	6.45	6.44	6.75	6.47	6.47	6.35	6.59	6.72
Standard Deviation	**2.10**	1.60	2.22	2.17	2.17	2.07	2.47	2.10	2.10	2.21	1.98	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**317**	4 *1%*	21 *7%*	14 *4%*	39 *12%*	54 *17%*	5 *2%*	11 *3%*	21 *7%*	53 *17%*	38 *12%*	38 *12%*	19 *6%*	171 *54%*
Total (Wtd)	**300**	6** *2%* **	31** *10%* **	17** *6%* **	9* *3%* *	35* *12%* *	10** *3%* **	18** *6%* **	34** *11%* **	18* *6%* *	48* *16%* *	49* *16%* *	24** *8%* **	238 *79%*
Effective Total	**221**	4	20	12	37	49	5	9	18	47	35	35	17	152
10	**16** ***5%***	2 *36%* *14%*	2 *6%* *11%*	1 *7%* *8%*	1 *8%* *5%*	1 *2%* *4%*	- - -	- - -	3 *9%* *18%*	1 *6%* *7%*	3 *5%* *16%*	2 *3%* *10%*	1 *5%* *7%*	14 *6%* *85%*
9	**22** ***7%***	- - -	3 *10%* *14%*	2 *13%* *10%*	1 *9%* *4%*	1 *4%* *7%*	- - -	2 *9%* *7%*	3 *9%* *14%*	1 *7%* *6%*	5 *11%* *24%*	2 *4%* *9%*	1 *5%* *5%*	18 *8%* *84%*
8	**39** ***13%***	- - -	3 *11%* *9%*	3 *19%* *8%*	1 *9%* *2%*	6 *17%* *15%*	4 *37%* *10%*	3 *14%* *6%*	5 *15%* *13%*	3 *14%* *6%*	4 *9%* *11%*	6 *12%* *15%*	2 *7%* *4%*	30 *13%* *77%*
7	**66** ***22%***	2 *28%* *3%*	3 *9%* *4%*	4 *24%* *6%*	1 *12%* *2%*	9 *27%* *14%*	6 *63%* *10%*	1 *7%* *2%*	4 *12%* *6%*	3 *19%* *5%*	10 *21%* *15%*	12 *23%* *17%*	10 *43%* *15%*	52 *22%* *79%*
6	**51** ***17%***	1 *17%* *2%*	6 *19%* *11%*	2 *14%* *5%*	2 *18%* *3%*	9 *26%* *18%*	- - -	3 *16%* *6%*	4 *13%* *9%*	3 *16%* *6%*	9 *19%* *18%*	5 *10%* *10%*	6 *26%* *12%*	37 *15%* *73%*
5	**23** ***8%***	1 *20%* *6%*	3 *9%* *12%*	1 *8%* *6%*	1 *16%* *6%*	3 *8%* *13%*	- - -	1 *8%* *6%*	1 *4%* *6%*	2 *9%* *7%*	3 *7%* *15%*	5 *11%* *23%*	* * *	17 *7%* *74%*
4	**13** ***4%***	- - -	4 *13%* *31%*	- - -	1 *8%* *6%* EK	- - -	- - -	- - -	4 *11%* *28%*	1 *5%* *7%* K	2 *5%* *19%*	- - -	1 *5%* *9%*	11 *5%* *87%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**317**	4 *1%*	21 *7%*	14 *4%*	39 *12%*	54 *17%*	5 *2%*	11 *3%*	21 *7%*	53 *17%*	38 *12%*	38 *12%*	19 *6%*	171 *54%*
Effective Total	**221**	4	20	12	37	49	5	9	18	47	35	35	17	152
3	**11** ***4%***	- - -	3 *8%* *23%*	- - -	* *2%* *1%*	1 *2%* *7%*	- - -	- - -	3 *7%* *22%*	1 *5%* *9%*	2 *3%* *14%*	1 *2%* *10%*	1 *6%* *13%*	9 *4%* *83%*
2	**9** ***3%***	- - -	- - -	- - -	* *3%* *3%*	* *1%* *6%*	- - -	2 *13%* *26%*	2 *7%* *25%*	- - -	4 *7%* *41%*	- - -	- - -	8 *3%* *92%*
1	**7** ***2%***	- - -	- - -	- - -	- - -	1 *2%* *8%*	- - -	- - -	- - -	1 *4%* *9%*	1 *2%* *14%*	5 *10%* *69%* M	- - -	6 *3%* *83%*
Don't know	**43** ***14%***	- - -	4 *15%* *10%*	3 *15%* *6%*	1 *15%* *3%*	4 *10%* *9%*	- - -	6 *34%* *14%*	5 *14%* *11%*	3 *15%* *6%*	5 *10%* *11%*	12 *23%* *27%*	1 *4%* *2%*	35 *15%* *82%*
Net: 10/9/8/7	**143** ***48%***	4 *63%* *3%*	11 *36%* *8%*	11 *64%* *8%*	3 *38%* *2%*	17 *50%* *12%*	10 *100%* *7%*	5 *30%* *4%*	15 *45%* *11%*	8 *46%* *6%*	22 *46%* *16%*	21 *43%* *15%*	14 *59%* *10%*	114 *48%* *80%*
Net: 10/9	**38** ***13%***	2 *36%* *6%*	5 *16%* *13%*	4 *20%* *9%*	2 *17%* *4%*	2 *6%* *5%*	- - -	2 *9%* *4%*	6 *18%* *16%*	2 *14%* *6%*	8 *16%* *20%*	4 *7%* *10%*	2 *10%* *6%*	32 *13%* *84%*
Net: 6/5/4	**86** ***29%***	2 *37%* *3%*	13 *41%* *15%*	4 *21%* *4%*	4 *42%* *4%* K	12 *35%* *14%*	- - -	4 *24%* *5%*	9 *28%* *11%*	5 *30%* *6%*	15 *31%* *17%*	10 *21%* *12%*	7 *30%* *8%*	65 *27%* *75%*
Net: 3/2/1	**28** ***9%***	- - -	3 *8%* *9%*	- - -	* *5%* *1%*	2 *5%* *7%*	- - -	2 *13%* *8%*	5 *14%* *17%*	2 *9%* *6%*	6 *13%* *23%*	6 *13%* *23%*	1 *6%* *5%*	24 *10%* *86%*
Mean	**6.47**	7.50	6.29	7.45	6.49	6.57	7.37	6.04	6.34	6.47	6.27	6.04	6.66	6.45

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 263

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**317**	4 *1%*	21 *7%*	14 *4%*	39 *12%*	54 *17%*	5 *2%*	11 *3%*	21 *7%*	53 *17%*	38 *12%*	38 *12%*	19 *6%*	171 *54%*
Effective Total	**221**	4	20	12	37	49	5	9	18	47	35	35	17	152
Standard Deviation	**2.10**	2.15	2.12	1.44	2.17	1.60	0.51	2.42	2.45	2.22	2.29	2.47	1.57	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**303** ***4%***	113 *3%* *37%*	190 *5%* *63%* A	47 *7%* *16%* DE FG	51 *4%* *17%*	47 *4%* *16%*	44 *4%* *14%*	35 *3%* *12%*	80 *6%* *26%* DEFG	26 *2%* *9%*	129 *4%* *42%* I	149 *7%* *49%* IJ	84 *5%* *28%*	86 *5%* *28%*	90 *4%* *30%*
9	**411** ***6%***	169 *5%* *41%*	242 *7%* *59%* A	65 *9%* *16%* DE FGH	81 *6%* *20%*	67 *6%* *16%*	67 *5%* *16%*	58 *6%* *14%*	74 *6%* *18%*	53 *4%* *13%*	167 *5%* *41%*	192 *9%* *47%* IJ	76 *5%* *18%*	124 *7%* *30%* L	143 *6%* *35%*
8	**1347** ***20%***	595 *18%* *44%*	752 *21%* *56%* A	146 *21%* *11%*	286 *21%* *21%*	230 *20%* *17%*	222 *18%* *17%*	193 *19%* *14%*	268 *21%* *20%*	213 *17%* *16%*	714 *21%* *53%* I	420 *19%* *31%*	341 *21%* *25%*	341 *20%* *25%*	434 *19%* *32%*
7	**1639** ***24%***	792 *24%* *48%*	847 *24%* *52%*	191 *27%* *12%* H	354 *26%* *22%* H	296 *25%* *18%* H	294 *24%* *18%*	235 *23%* *14%*	271 *21%* *17%*	306 *25%* *19%* K	870 *26%* *53%* K	463 *21%* *28%*	416 *25%* *25%* M	366 *22%* *22%*	571 *25%* *35%*
6	**1165** ***17%***	616 *19%* *53%* B	549 *15%* *47%*	105 *15%* *9%*	246 *18%* *21%*	206 *18%* *18%*	212 *17%* *18%*	181 *18%* *16%*	215 *17%* *18%*	225 *18%* *19%*	602 *18%* *52%*	337 *15%* *29%*	261 *16%* *22%*	300 *18%* *26%*	399 *17%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**850** ***13%***	469 *14%* *55%* B	382 *11%* *45%*	66 *9%* *8%*	196 *14%* *23%* CH	146 *12%* *17%*	179 *15%* *21%* CH	129 *13%* *15%*	134 *10%* *16%*	170 *14%* *20%*	437 *13%* *51%*	243 *11%* *29%*	210 *13%* *25%*	205 *12%* *24%*	279 *12%* *33%*
4	**268** ***4%***	139 *4%* *52%*	128 *4%* *48%*	27 *4%* *10%*	55 *4%* *21%*	34 *3%* *13%*	46 *4%* *17%*	44 *4%* *16%*	61 *5%* *23%* E	59 *5%* *22%*	124 *4%* *46%*	85 *4%* *32%*	57 *3%* *21%*	70 *4%* *26%*	89 *4%* *33%*
3	**135** ***2%***	79 *2%* *59%* B	56 *2%* *41%*	20 *3%* *15%* D	15 *1%* *11%*	33 *3%* *24%* D	26 *2%* *19%*	20 *2%* *15%*	21 *2%* *15%*	32 *3%* *24%*	64 *2%* *47%*	38 *2%* *28%*	22 *1%* *17%*	44 *3%* *32%*	46 *2%* *35%*
2	**84** ***1%***	55 *2%* *65%* B	30 *1%* *35%*	13 *2%* *15%*	11 *1%* *13%*	16 *1%* *19%*	13 *1%* *16%*	16 *2%* *19%*	16 *1%* *18%*	12 *1%* *15%*	41 *1%* *48%*	31 *1%* *37%*	21 *1%* *25%*	21 *1%* *25%*	32 *1%* *38%*
1	**65** ***1%***	36 *1%* *55%*	30 *1%* *45%*	5 *1%* *8%*	7 *1%* *11%*	14 *1%* *21%*	16 *1%* *25%*	11 *1%* *16%*	13 *1%* *19%*	9 *1%* *13%*	24 *1%* *36%*	33 *2%* *50%* J	13 *1%* *20%*	18 *1%* *28%*	23 *1%* *35%*
Don't know	**530** ***8%***	190 *6%* *36%*	341 *10%* *64%* A	24 *3%* *4%*	79 *6%* *15%*	84 *7%* *16%* C	97 *8%* *18%* C	100 *10%* *19%* CD	147 *11%* *28%* CDEF	118 *10%* *22%* J	227 *7%* *43%*	186 *9%* *35%* J	134 *8%* *25%*	124 *7%* *23%*	199 *9%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3701** ***54%***	1670 *51%* *45%*	2030 *57%* *55%* A	449 *63%* *12%* DE FGH	772 *56%* *21%* G	639 *55%* *17%*	626 *52%* *17%*	521 *51%* *14%*	692 *53%* *19%*	597 *49%* *16%*	1880 *55%* *51%* I	1224 *56%* *33%* I	917 *56%* *25%*	917 *54%* *25%*	1238 *54%* *33%*
Net: 10/9	**715** ***11%***	283 *9%* *40%*	432 *12%* *60%* A	112 *16%* *16%* DE FGH	132 *10%* *19%*	114 *10%* *16%*	110 *9%* *15%*	93 *9%* *13%*	153 *12%* *21%*	79 *6%* *11%*	295 *9%* *41%* I	341 *16%* *48%* IJ	160 *10%* *22%*	210 *12%* *29%*	233 *10%* *33%*
Net: 6/5/4	**2283** ***34%***	1225 *38%* *54%* B	1059 *30%* *46%*	198 *28%* *9%*	497 *36%* *22%* C	386 *33%* *17%*	437 *36%* *19%* C	354 *35%* *16%* C	411 *32%* *18%*	455 *37%* *20%* K	1162 *34%* *51%* K	665 *31%* *29%*	528 *32%* *23%*	575 *34%* *25%*	767 *33%* *34%*
Net: 3/2/1	**284** ***4%***	169 *5%* *60%* B	115 *3%* *40%*	38 *5%* *13%* D	33 *2%* *12%*	62 *5%* *22%* D	55 *5%* *20%* D	47 *5%* *16%* D	49 *4%* *17%*	53 *4%* *19%*	128 *4%* *45%*	102 *5%* *36%*	56 *3%* *20%*	82 *5%* *29%*	101 *4%* *36%*
Mean	**6.69**	6.51	6.86 A	6.89 E FG	6.72	6.64	6.56	6.59	6.78 FG	6.47	6.68 I	6.83 IJ	6.75	6.71	6.66
Standard Deviation	**1.73**	1.73	1.70	1.82	1.58	1.74	1.73	1.74	1.79	1.63	1.64	1.89	1.69	1.80	1.72

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

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Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**303** ***4%***	21 *4%* *7%*	12 *4%* *4%*	9 *5%* *3%*	260 *5%* *86%*	275 *4%* *91%*	29 *6%* *9%*	47 *4%* *16%*	252 *4%* *83%*	255 *4%* *84%*	171 *5%* *56%*	84 *4%* *28%*	95 *4%* *31%*
9	**411** ***6%***	33 *5%* *8%*	24 *7%* *6%*	12 *6%* *3%*	343 *6%* *83%*	385 *6%* *93%*	27 *6%* *6%*	66 *6%* *16%*	341 *6%* *83%*	345 *6%* *84%*	231 *6%* *56%*	113 *5%* *28%*	125 *6%* *30%*
8	**1347** ***20%***	110 *18%* *8%*	78 *23%* *6%* OR	42 *21%* *3%*	1116 *20%* *83%*	1257 *20%* *93%*	90 *19%* *7%*	203 *19%* *15%*	1125 *20%* *83%*	1141 *20%* *85%*	731 *20%* *54%*	408 *19%* *30%*	436 *19%* *32%*
7	**1639** ***24%***	152 *25%* *9%*	83 *24%* *5%*	51 *25%* *3%*	1353 *24%* *83%*	1534 *24%* *94%*	105 *23%* *6%*	238 *23%* *15%*	1382 *24%* *84%*	1398 *24%* *85%*	877 *24%* *54%*	519 *24%* *32%*	548 *24%* *33%*
6	**1165** ***17%***	114 *19%* *10%*	53 *15%* *5%*	38 *19%* *3%*	960 *17%* *82%*	1077 *17%* *92%*	88 *19%* *8%*	163 *15%* *14%*	984 *17%* *84%*	999 *17%* *86%*	590 *16%* *51%*	408 *19%* *35%* UX	426 *19%* *37%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**850** ***13%***	88 *14%* *10%* Q	46 *13%* *5%*	22 *11%* *3%*	694 *12%* *82%*	797 *13%* *94%*	53 *11%* *6%*	138 *13%* *16%*	704 *12%* *83%*	711 *12%* *84%*	464 *13%* *55%*	243 *11%* *29%*	258 *11%* *30%*
4	**268** ***4%***	30 *5%* *11%*	14 *4%* *5%*	7 *4%* *3%*	216 *4%* *81%*	244 *4%* *91%*	24 *5%* *9%*	61 *6%* *23%* VWXY Z	205 *4%* *76%*	207 *4%* *77%*	130 *4%* *49%*	74 *4%* *28%*	85 *4%* *32%*
3	**135** ***2%***	11 *2%* *9%*	6 *2%* *4%*	5 *2%* *4%*	112 *2%* *83%*	123 *2%* *92%*	11 *2%* *8%*	23 *2%* *17%*	111 *2%* *83%*	111 *2%* *83%*	64 *2%* *48%*	47 *2%* *35%*	49 *2%* *36%*
2	**84** ***1%***	5 *1%* *6%*	3 *1%* *4%*	2 *1%* *2%*	74 *1%* *88%*	76 *1%* *90%*	9 *2%* *10%*	20 *2%* *23%*	65 *1%* *77%*	65 *1%* *77%*	36 *1%* *42%*	29 *1%* *34%*	29 *1%* *35%*
1	**65** ***1%***	6 *1%* *9%*	3 *1%* *5%*	2 *1%* *3%*	54 *1%* *82%*	63 *1%* *97%*	2 *** *3%*	12 *1%* *19%*	51 *1%* *78%*	51 *1%* *79%*	34 *1%* *52%*	18 *1%* *27%*	18 *1%* *27%*
Don't know	**530** ***8%***	42 *7%* *8%*	18 *5%* *3%*	13 *6%* *2%*	458 *8%* *86%* P	505 *8%* *95%*	25 *5%* *5%*	84 *8%* *16%*	436 *8%* *82%*	442 *8%* *83%*	256 *7%* *48%*	183 *9%* *34%*	192 *9%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3701** ***54%***	316 *52%* *9%*	198 *58%* *5%* O	115 *56%* *3%* O	3072 *54%* *83%*	3451 *54%* *93%*	250 *54%* *7%*	554 *53%* *15%*	3099 *55%* *84%*	3139 *55%* *85%*	2009 *56%* *54%*	1125 *53%* *30%*	1204 *53%* *33%*
Net: 10/9	**715** ***11%***	54 *9%* *8%*	36 *11%* *5%*	21 *10%* *3%*	603 *11%* *84%*	659 *10%* *92%*	55 *12%* *8%*	113 *11%* *16%*	592 *10%* *83%*	600 *10%* *84%*	401 *11%* *56%*	197 *9%* *28%*	221 *10%* *31%*
Net: 6/5/4	**2283** ***34%***	232 *38%* *10%* PQR	112 *33%* *5%*	68 *33%* *3%*	1870 *33%* *82%*	2119 *33%* *93%*	164 *36%* *7%*	361 *34%* *16%*	1892 *33%* *83%*	1917 *33%* *84%*	1184 *33%* *52%*	725 *34%* *32%*	768 *34%* *34%*
Net: 3/2/1	**284** ***4%***	23 *4%* *8%*	12 *4%* *4%*	9 *4%* *3%*	240 *4%* *85%*	262 *4%* *92%*	22 *5%* *8%*	55 *5%* *19%*	227 *4%* *80%*	227 *4%* *80%*	134 *4%* *47%*	94 *4%* *33%*	96 *4%* *34%*
Mean	**6.69**	6.56	6.75 O	6.73 O	6.70 O	6.69	6.69	6.58	6.71	6.71	6.75 U	6.66	6.68
Standard Deviation	**1.73**	1.67	1.69	1.70	1.74	1.72	1.79	1.84	1.71	1.70	1.71	1.69	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Total (Wtd)	**6799**	352 *5%*	733 *11%*	550 *8%*	204 *3%*	613 *9%*	352 *5%*	599 *9%*	747 *11%*	341 *5%*	737 *11%*	1060 *16%*	509 *7%*	5641 *83%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
10	**303** ***4%***	16 *5%* *5%*	41 *6%* *14%* K	26 *5%* *9%*	9 *5%* *3%*	21 *4%* *7%*	10 *3%* *3%*	40 *7%* *13%* EIK	36 *5%* *12%*	12 *4%* *4%*	35 *5%* *12%*	34 *3%* *11%*	21 *4%* *7%*	260 *5%* *86%*
9	**411** ***6%***	16 *5%* *4%*	30 *4%* *7%*	29 *5%* *7%*	12 *6%* *3%*	33 *5%* *8%*	23 *7%* *6%*	47 *8%* *11%* B	54 *7%* *13%*	24 *7%* *6%* B	42 *6%* *10%*	72 *7%* *17%* B	29 *6%* *7%*	343 *6%* *83%*
8	**1347** ***20%***	86 *24%* *6%* E	144 *20%* *11%*	111 *20%* *8%*	42 *21%* *3%*	110 *18%* *8%*	79 *23%* *6%*	125 *21%* *9%*	137 *18%* *10%*	78 *23%* *6%* ELM	141 *19%* *10%*	203 *19%* *15%*	90 *18%* *7%*	1116 *20%* *83%*
7	**1639** ***24%***	76 *22%* *5%*	187 *26%* *11%*	154 *28%* *9%* FG	51 *25%* *3%*	152 *25%* *9%*	69 *20%* *4%*	118 *20%* *7%*	179 *24%* *11%*	83 *24%* *5%*	176 *24%* *11%*	279 *26%* *17%* G	116 *23%* *7%*	1353 *24%* *83%*
6	**1165** ***17%***	53 *15%* *5%*	129 *18%* *11%*	78 *14%* *7%*	38 *19%* *3%* C	114 *19%* *10%*	73 *21%* *6%*	91 *15%* *8%*	136 *18%* *12%*	53 *15%* *5%*	129 *18%* *11%*	168 *16%* *14%*	102 *20%* *9%* C	960 *17%* *82%*
5	**850** ***13%***	57 *16%* *7%* D	90 *12%* *11%*	63 *11%* *7%*	22 *11%* *3%*	88 *14%* *10%* D	37 *10%* *4%*	81 *14%* *10%*	87 *12%* *10%*	46 *13%* *5%*	80 *11%* *9%*	140 *13%* *16%*	59 *12%* *7%*	694 *12%* *82%*
4	**268** ***4%***	13 *4%* *5%*	36 *5%* *14%* CF	8 *1%* *3%*	7 *4%* *3%* CF	30 *5%* *11%* CF	5 *1%* *2%*	37 *6%* *14%* CFKM	29 *4%* *11%*	14 *4%* *5%* CF	35 *5%* *13%* CF	35 *3%* *13%*	19 *4%* *7%*	216 *4%* *81%* C

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
3	**135** ***2%***	4 *1%* *3%*	16 *2%* *12%* C	3 *** *2%*	5 *2%* *4%* C	11 *2%* *9%* C	10 *3%* *7%* C	12 *2%* *9%*	21 *3%* *16%* C	6 *2%* *4%* C	16 *2%* *12%* C	17 *2%* *12%*	14 *3%* *10%* C	112 *2%* *83%* C
2	**84** ***1%***	8 *2%* *10%* BG	2 *** *2%*	11 *2%* *14%* BG	2 *1%* *2%* BG	5 *1%* *6%*	5 *1%* *6%* G	- - -	16 *2%* *19%* BG	3 *1%* *4%* G	15 *2%* *18%* BG	11 *1%* *14%*	5 *1%* *6%*	74 *1%* *88%* BG
1	**65** ***1%***	2 *1%* *3%*	5 *1%* *8%*	6 *1%* *9%*	2 *1%* *3%*	6 *1%* *9%*	5 *1%* *7%*	6 *1%* *10%*	7 *1%* *11%*	3 *1%* *5%*	6 *1%* *9%*	13 *1%* *19%*	4 *1%* *7%*	54 *1%* *82%*
Don't know	**530** ***8%***	21 *6%* *4%*	52 *7%* *10%*	61 *11%* *11%* ADEHI	13 *6%* *2%*	42 *7%* *8%*	38 *11%* *7%* HI	42 *7%* *8%*	44 *6%* *8%*	18 *5%* *3%*	61 *8%* *12%* I	88 *8%* *17%* I	50 *10%* *9%* DHI	458 *8%* *86%* I
Net: 10/9/8/7	**3701** ***54%***	194 *55%* *5%*	402 *55%* *11%*	321 *58%* *9%* EL	115 *56%* *3%* E	316 *52%* *9%*	181 *51%* *5%*	330 *55%* *9%*	406 *54%* *11%*	198 *58%* *5%* EL	394 *53%* *11%*	588 *55%* *16%*	256 *50%* *7%*	3072 *54%* *83%*
Net: 10/9	**715** ***11%***	33 *9%* *5%*	71 *10%* *10%*	56 *10%* *8%*	21 *10%* *3%*	54 *9%* *8%*	33 *9%* *5%*	87 *15%* *12%* BEKM	90 *12%* *13%*	36 *11%* *5%*	77 *11%* *11%*	105 *10%* *15%*	50 *10%* *7%*	603 *11%* *84%*
Net: 6/5/4	**2283** ***34%***	123 *35%* *5%*	256 *35%* *11%* C	150 *27%* *7%*	68 *33%* *3%* C	232 *38%* *10%* CDIKM	114 *32%* *5%*	209 *35%* *9%* C	252 *34%* *11%*	112 *33%* *5%* C	244 *33%* *11%*	343 *32%* *15%*	180 *35%* *8%* C	1870 *33%* *82%* C
Net: 3/2/1	**284** ***4%***	14 *4%* *5%*	23 *3%* *8%*	20 *4%* *7%*	9 *4%* *3%*	23 *4%* *8%*	19 *5%* *7%*	19 *3%* *7%*	45 *6%* *16%* B	12 *4%* *4%*	37 *5%* *13%*	41 *4%* *14%*	23 *5%* *8%*	240 *4%* *85%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 264

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
Mean	**6.69**	6.69	6.72	6.83 E	6.73 E	6.56	6.70	6.80	6.64	6.75 E	6.65	6.69	6.62	6.70 E
Standard Deviation	**1.73**	1.73	1.66	1.69	1.70	1.67	1.72	1.81	1.82	1.69	1.79	1.68	1.72	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**390** ***11%***	146 *9%* *37%*	244 *14%* *63%* A	43 *12%* *11%*	61 *9%* *16%*	54 *9%* *14%*	73 *12%* *19%*	56 *11%* *14%*	102 *15%* *26%* DE	70 *12%* *18%*	168 *10%* *43%*	152 *14%* *39%* J	92 *11%* *24%*	85 *10%* *22%*	143 *12%* *37%*
9	**401** ***12%***	182 *11%* *45%*	219 *12%* *55%*	61 *17%* *15%* FG	83 *12%* *21%*	66 *11%* *17%*	48 *8%* *12%*	55 *11%* *14%*	88 *13%* *22%* F	51 *8%* *13%*	190 *11%* *47%*	161 *14%* *40%* IJ	81 *10%* *20%*	134 *15%* *33%* LN	129 *11%* *32%*
8	**826** ***24%***	381 *23%* *46%*	445 *25%* *54%*	81 *22%* *10%*	181 *27%* *22%*	123 *21%* *15%*	145 *24%* *18%*	131 *26%* *16%*	165 *24%* *20%*	140 *23%* *17%*	425 *25%* *51%*	261 *23%* *32%*	241 *30%* *29%* MN	194 *22%* *23%*	237 *21%* *29%*
7	**621** ***18%***	289 *18%* *47%*	332 *19%* *53%*	69 *19%* *11%*	120 *18%* *19%*	114 *20%* *18%*	107 *18%* *17%*	97 *19%* *16%*	115 *17%* *18%*	117 *20%* *19%*	322 *19%* *52%*	182 *16%* *29%*	143 *18%* *23%*	154 *17%* *25%*	219 *19%* *35%*
6	**386** ***11%***	214 *13%* *55%* B	172 *10%* *45%*	34 *9%* *9%*	78 *12%* *20%*	85 *15%* *22%* GH	78 *13%* *20%*	49 *10%* *13%*	63 *9%* *16%*	71 *12%* *18%*	201 *12%* *52%*	113 *10%* *29%*	84 *10%* *22%*	100 *11%* *26%*	127 *11%* *33%*
5	**343** ***10%***	166 *10%* *48%*	177 *10%* *52%*	38 *10%* *11%*	80 *12%* *23%*	50 *9%* *15%*	67 *11%* *20%*	44 *9%* *13%*	63 *9%* *18%*	60 *10%* *17%*	179 *10%* *52%*	105 *9%* *30%*	74 *9%* *22%*	88 *10%* *26%*	122 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**105** ***3%***	63 *4%* *60%* B	42 *2%* *40%*	7 *2%* *7%*	18 *3%* *17%*	20 *3%* *19%*	18 *3%* *17%*	25 *5%* *23%* H	17 *2%* *16%*	23 *4%* *22%*	50 *3%* *47%*	33 *3%* *31%*	20 *2%* *19%*	32 *4%* *30%*	39 *3%* *37%*
3	**77** ***2%***	49 *3%* *64%* B	28 *2%* *36%*	10 *3%* *13%*	10 *1%* *13%*	18 *3%* *23%*	12 *2%* *15%*	10 *2%* *12%*	18 *3%* *23%*	18 *3%* *24%*	41 *2%* *53%*	18 *2%* *23%*	18 *2%* *24%*	20 *2%* *26%*	30 *3%* *39%*
2	**53** ***2%***	41 *2%* *76%* B	13 *1%* *24%*	6 *2%* *11%*	11 *2%* *20%*	12 *2%* *22%*	5 *1%* *10%*	7 *1%* *14%*	12 *2%* *23%*	12 *2%* *22%*	29 *2%* *54%*	12 *1%* *23%*	7 *1%* *13%*	14 *2%* *26%*	26 *2%* *48%*
1	**83** ***2%***	48 *3%* *59%*	34 *2%* *41%*	9 *2%* *11%*	15 *2%* *19%*	19 *3%* *23%*	13 *2%* *16%*	16 *3%* *20%*	10 *1%* *13%*	13 *2%* *16%*	40 *2%* *48%*	29 *3%* *36%*	26 *3%* *32%*	17 *2%* *21%*	29 *3%* *36%*
Don't know	**133** ***4%***	48 *3%* *36%*	85 *5%* *64%* A	9 *2%* *7%*	19 *3%* *14%*	22 *4%* *17%*	27 *5%* *20%*	16 *3%* *12%*	40 *6%* *30%* CD	22 *4%* *16%*	58 *3%* *44%*	53 *5%* *40%*	27 *3%* *21%*	44 *5%* *33%*	48 *4%* *37%*
Net: 10/9/8/7	**2238** ***65%***	999 *61%* *45%*	1240 *69%* *55%* A	255 *69%* *11%* E	446 *66%* *20%*	357 *61%* *16%*	373 *63%* *17%*	338 *67%* *15%*	470 *68%* *21%* E	377 *63%* *17%*	1105 *65%* *49%*	756 *68%* *34%*	557 *68%* *25%*	568 *64%* *25%*	728 *63%* *33%*
Net: 10/9	**791** ***23%***	328 *20%* *41%*	463 *26%* *59%* A	104 *28%* *13%* DE F	144 *21%* *18%*	120 *21%* *15%*	121 *20%* *15%*	110 *22%* *14%*	190 *27%* *24%* DEF	120 *20%* *15%*	357 *21%* *45%*	313 *28%* *40%* IJ	173 *21%* *22%*	220 *25%* *28%*	271 *24%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 6/5/4	**834** ***24%***	443 *27%* *53%* B	391 *22%* *47%*	79 *21%* *9%*	177 *26%* *21%* H	155 *27%* *19%* H	164 *28%* *20%* H	117 *23%* *14%*	142 *21%* *17%*	154 *26%* *18%*	430 *25%* *52%*	251 *22%* *30%*	178 *22%* *21%*	220 *25%* *26%*	288 *25%* *35%*
Net: 3/2/1	**213** ***6%***	138 *8%* *65%* B	75 *4%* *35%*	25 *7%* *12%*	36 *5%* *17%*	48 *8%* *23%*	30 *5%* *14%*	33 *7%* *15%*	41 *6%* *19%*	43 *7%* *20%*	110 *6%* *52%*	60 *5%* *28%*	51 *6%* *24%*	51 *6%* *24%*	85 *7%* *40%*
Mean	**7.10**	6.85	7.34 A	7.21	7.08	6.87	7.08	7.05	7.32 E	6.96	7.03	7.29 IJ	7.16	7.11	7.01
Standard Deviation	**2.08**	2.16	1.97	2.11	1.99	2.15	2.01	2.13	2.07	2.11	2.05	2.09	2.06	2.05	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**390** ***11%***	39 *13%* *10%*	18 *11%* *5%*	12 *12%* *3%*	321 *11%* *82%*	354 *11%* *91%*	36 *16%* *9%*	67 *11%* *17%*	317 *11%* *81%*	320 *11%* *82%*	202 *12%* *52%*	118 *11%* *30%*	129 *12%* *33%*
9	**401** ***12%***	29 *10%* *7%*	16 *9%* *4%*	13 *12%* *3%*	344 *12%* *86%*	367 *12%* *92%*	34 *15%* *8%*	72 *12%* *18%*	326 *12%* *81%*	329 *12%* *82%*	199 *11%* *50%*	130 *12%* *32%*	134 *12%* *33%*
8	**826** ***24%***	81 *27%* *10%*	49 *29%* *6%* QR	23 *23%* *3%*	672 *24%* *81%*	772 *24%* *93%*	54 *24%* *7%*	137 *24%* *17%*	679 *24%* *82%*	687 *24%* *83%*	431 *25%* *52%*	256 *24%* *31%*	264 *24%* *32%*
7	**621** ***18%***	55 *18%* *9%*	30 *18%* *5%*	20 *20%* *3%*	516 *18%* *83%*	592 *19%* *95%*	30 *13%* *5%*	103 *18%* *17%*	512 *18%* *82%*	518 *18%* *83%*	323 *18%* *52%*	193 *18%* *31%*	201 *18%* *32%*
6	**386** ***11%***	40 *13%* *10%*	21 *13%* *5%*	14 *14%* *4%*	311 *11%* *81%*	364 *11%* *94%*	22 *10%* *6%*	66 *11%* *17%*	314 *11%* *81%*	316 *11%* *82%*	201 *11%* *52%*	115 *11%* *30%*	119 *11%* *31%*
5	**343** ***10%***	31 *10%* *9%*	17 *10%* *5%*	10 *10%* *3%*	285 *10%* *83%*	329 *10%* *96%*	14 *6%* *4%*	54 *9%* *16%*	283 *10%* *83%*	286 *10%* *83%*	182 *10%* *53%*	104 *10%* *30%*	111 *10%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**105** ***3%***	8 *3%* *7%*	5 *3%* *5%*	2 *2%* *2%*	90 *3%* *86%*	99 *3%* *94%*	6 *3%* *6%*	14 *2%* *13%*	90 *3%* *86%*	90 *3%* *86%*	52 *3%* *50%*	37 *4%* *35%*	43 *4%* *41%*
3	**77** ***2%***	5 *2%* *6%*	3 *2%* *4%*	1 *1%* *1%*	69 *2%* *89%*	70 *2%* *90%*	8 *3%* *10%*	18 *3%* *23%*	57 *2%* *74%*	58 *2%* *75%*	38 *2%* *50%*	19 *2%* *24%*	19 *2%* *24%*
2	**53** ***2%***	3 *1%* *5%*	2 *1%* *3%*	2 *2%* *5%* O	46 *2%* *87%*	48 *2%* *91%*	5 *2%* *9%*	18 *3%* *34%* VWXY Z	35 *1%* *66%*	35 *1%* *66%*	25 *1%* *47%*	10 *1%* *19%*	11 *1%* *20%*
1	**83** ***2%***	6 *2%* *7%*	2 *1%* *3%*	2 *2%* *2%*	73 *3%* *88%*	76 *2%* *92%*	6 *3%* *8%*	8 *1%* *10%*	66 *2%* *80%*	66 *2%* *80%*	40 *2%* *48%*	27 *3%* *32%*	27 *2%* *33%*
Don't know	**133** ***4%***	6 *2%* *5%*	5 *3%* *4%*	2 *2%* *2%*	119 *4%* *90%* O	123 *4%* *93%*	10 *4%* *7%*	24 *4%* *18%*	103 *4%* *78%*	106 *4%* *80%*	60 *3%* *45%*	46 *4%* *35%*	55 *5%* *42%*
Net: 10/9/8/7	**2238** ***65%***	205 *68%* *9%*	113 *67%* *5%*	68 *67%* *3%*	1853 *65%* *83%*	2084 *65%* *93%*	154 *68%* *7%*	379 *65%* *17%*	1834 *66%* *82%*	1854 *66%* *83%*	1155 *66%* *52%*	697 *66%* *31%*	729 *65%* *33%*
Net: 10/9	**791** ***23%***	68 *23%* *9%*	33 *20%* *4%*	25 *24%* *3%*	664 *23%* *84%*	721 *23%* *91%*	70 *31%* *9%* S	139 *24%* *18%*	643 *23%* *81%*	650 *23%* *82%*	401 *23%* *51%*	248 *24%* *31%*	263 *24%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 6/5/4	**834** ***24%***	79 *26%* *9%*	43 *26%* *5%*	26 *26%* *3%*	686 *24%* *82%*	792 *25%* *95%*	43 *19%* *5%*	135 *23%* *16%*	687 *25%* *82%*	692 *25%* *83%*	436 *25%* *52%*	255 *24%* *31%*	273 *25%* *33%*
Net: 3/2/1	**213** ***6%***	13 *4%* *6%*	7 *4%* *3%*	5 *5%* *2%*	188 *7%* *88%*	194 *6%* *91%*	19 *8%* *9%*	44 *8%* *21%*	158 *6%* *74%*	159 *6%* *75%*	103 *6%* *48%*	55 *5%* *26%*	57 *5%* *26%*
Mean	**7.10**	7.21	7.17	7.19	7.08	7.09	7.31	7.10	7.12	7.13	7.12	7.15	7.15
Standard Deviation	**2.08**	1.95	1.90	1.99	2.10	2.06	2.27	2.10	2.05	2.04	2.05	2.04	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Total (Wtd)	**3418**	171 *5%*	366 *11%*	277 *8%*	101 *3%*	303 *9%*	187* *5%* *	314 *9%*	381 *11%*	168 *5%*	363 *11%*	541 *16%*	246 *7%*	2846 *83%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
10	**390** ***11%***	24 *14%* *6%* H	39 *11%* *10%*	29 *10%* *7%*	12 *12%* *3%* H	39 *13%* *10%* H	28 *15%* *7%* H	30 *10%* *8%*	27 *7%* *7%*	18 *11%* *5%*	51 *14%* *13%* H	61 *11%* *16%*	31 *13%* *8%*	321 *11%* *82%*
9	**401** ***12%***	22 *13%* *5%*	32 *9%* *8%*	27 *10%* *7%*	13 *12%* *3%*	29 *10%* *7%*	15 *8%* *4%*	59 *19%* *15%* BCEFIJL M	61 *16%* *15%* BEIL	16 *9%* *4%*	39 *11%* *10%*	70 *13%* *17%*	19 *8%* *5%*	344 *12%* *86%*
8	**826** ***24%***	38 *22%* *5%*	115 *32%* *14%* DFGJKM	87 *31%* *11%* DGJKM	23 *23%* *3%*	81 *27%* *10%* GK	38 *20%* *5%*	56 *18%* *7%*	99 *26%* *12%* K	49 *29%* *6%* DGKM	83 *23%* *10%*	98 *18%* *12%*	57 *23%* *7%*	672 *24%* *81%* K
7	**621** ***18%***	35 *20%* *6%*	61 *17%* *10%*	47 *17%* *8%*	20 *20%* *3%*	55 *18%* *9%*	39 *21%* *6%*	52 *16%* *8%*	63 *17%* *10%*	30 *18%* *5%*	67 *18%* *11%*	103 *19%* *17%*	50 *20%* *8%*	516 *18%* *83%*
6	**386** ***11%***	23 *13%* *6%*	36 *10%* *9%*	25 *9%* *7%*	14 *14%* *4%*	40 *13%* *10%*	22 *12%* *6%*	42 *13%* *11%*	36 *10%* *9%*	21 *13%* *5%*	34 *9%* *9%*	68 *13%* *18%*	25 *10%* *6%*	311 *11%* *81%*
5	**343** ***10%***	14 *8%* *4%*	35 *10%* *10%*	25 *9%* *7%*	10 *10%* *3%*	31 *10%* *9%*	17 *9%* *5%*	26 *8%* *8%*	45 *12%* *13%*	17 *10%* *5%*	31 *8%* *9%*	64 *12%* *19%*	28 *11%* *8%*	285 *10%* *83%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
4	**105** ***3%***	5 *3%* *5%*	12 *3%* *12%*	2 *1%* *2%*	2 *2%* *2%*	8 *3%* *7%*	10 *5%* *9%* C	11 *3%* *10%*	11 *3%* *11%*	5 *3%* *5%*	13 *3%* *12%*	19 *3%* *18%*	8 *3%* *8%*	90 *3%* *86%*
3	**77** ***2%***	6 *3%* *7%*	6 *2%* *8%*	6 *2%* *8%*	1 *1%* *1%*	5 *2%* *6%*	1 *1%* *2%*	12 *4%* *16%*	6 *2%* *8%*	3 *2%* *4%*	9 *2%* *11%*	17 *3%* *22%*	5 *2%* *6%*	69 *2%* *89%*
2	**53** ***2%***	- - -	3 *1%* *6%*	4 *1%* *7%*	2 *2%* *5%* AE	3 *1%* *5%*	2 *1%* *3%*	4 *1%* *7%*	8 *2%* *16%*	2 *1%* *3%*	5 *1%* *9%*	11 *2%* *21%*	9 *4%* *17%* ABEM	46 *2%* *87%*
1	**83** ***2%***	- - -	13 *3%* *15%*	14 *5%* *16%* AIK	2 *2%* *2%*	6 *2%* *7%*	2 *1%* *2%*	5 *1%* *5%*	11 *3%* *13%*	2 *1%* *3%*	14 *4%* *17%* A	9 *2%* *11%*	6 *3%* *7%*	73 *3%* *88%*
Don't know	**133** ***4%***	5 *3%* *4%*	13 *3%* *10%*	10 *4%* *7%*	2 *2%* *2%*	6 *2%* *5%*	12 *7%* *9%* E	18 *6%* *14%* E	13 *3%* *10%*	5 *3%* *4%*	19 *5%* *14%* E	22 *4%* *17%*	8 *3%* *6%*	119 *4%* *90%* E
Net: 10/9/8/7	**2238** ***65%***	119 *70%* *5%*	247 *68%* *11%*	191 *69%* *9%*	68 *67%* *3%*	205 *68%* *9%*	121 *65%* *5%*	197 *63%* *9%*	250 *66%* *11%*	113 *67%* *5%*	239 *66%* *11%*	332 *61%* *15%*	157 *64%* *7%*	1853 *65%* *83%*
Net: 10/9	**791** ***23%***	46 *27%* *6%*	71 *19%* *9%*	56 *20%* *7%*	25 *24%* *3%*	68 *23%* *9%*	43 *23%* *5%*	89 *28%* *11%* I	87 *23%* *11%*	33 *20%* *4%*	90 *25%* *11%*	131 *24%* *17%*	50 *20%* *6%*	664 *23%* *84%*
Net: 6/5/4	**834** ***24%***	42 *24%* *5%*	83 *23%* *10%*	53 *19%* *6%*	26 *26%* *3%*	79 *26%* *9%*	49 *26%* *6%*	79 *25%* *9%*	93 *24%* *11%*	43 *26%* *5%*	77 *21%* *9%*	150 *28%* *18%* C	60 *25%* *7%*	686 *24%* *82%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 265

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
Net: 3/2/1	**213** ***6%***	6 *3%* *3%*	22 *6%* *10%*	24 *9%* *11%*	5 *5%* *2%*	13 *4%* *6%*	5 *3%* *2%*	21 *7%* *10%*	26 *7%* *12%*	7 *4%* *3%*	28 *8%* *13%*	37 *7%* *17%*	20 *8%* *10%*	188 *7%* *88%*
Mean	**7.10**	7.39	7.10	7.08	7.19	7.21	7.24	7.15	7.02	7.17	7.10	6.99	6.92	7.08
Standard Deviation	**2.08**	1.79	2.08	2.20	1.99	1.95	1.93	2.06	2.09	1.90	2.25	2.11	2.21	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**279** ***8%***	153 *9%* *55%*	126 *7%* *45%*	25 *7%* *9%*	47 *7%* *17%*	39 *7%* *14%*	40 *6%* *14%*	44 *8%* *16%*	83 *14%* *30%* CDEF G	35 *6%* *13%*	122 *7%* *44%*	122 *11%* *44%* IJ	80 *10%* *29%*	70 *8%* *25%*	81 *7%* *29%*
9	**285** ***8%***	121 *7%* *43%*	164 *9%* *57%*	30 *9%* *10%*	63 *9%* *22%*	42 *7%* *15%*	41 *7%* *14%*	57 *11%* *20%* EF	53 *9%* *19%*	42 *7%* *15%*	131 *8%* *46%*	112 *10%* *39%* IJ	57 *7%* *20%*	62 *8%* *22%*	120 *10%* *42%* L
8	**697** ***20%***	312 *19%* *45%*	385 *22%* *55%*	71 *20%* *10%*	121 *17%* *17%*	117 *20%* *17%*	140 *22%* *20%* D	103 *20%* *15%*	143 *24%* *21%* D	118 *19%* *17%*	351 *20%* *50%*	228 *21%* *33%*	163 *20%* *23%*	171 *21%* *24%*	229 *19%* *33%*
7	**662** ***19%***	308 *19%* *47%*	354 *20%* *53%*	62 *18%* *9%*	145 *20%* *22%*	121 *20%* *18%*	131 *21%* *20%*	104 *20%* *16%*	100 *16%* *15%*	139 *22%* *21%* K	352 *20%* *53%* K	171 *16%* *26%*	152 *18%* *23%*	179 *22%* *27%*	216 *18%* *33%*
6	**475** ***14%***	233 *14%* *49%*	242 *14%* *51%*	49 *14%* *10%*	104 *14%* *22%*	82 *14%* *17%*	104 *17%* *22%*	63 *12%* *13%*	74 *12%* *16%*	96 *15%* *20%*	253 *15%* *53%*	126 *12%* *26%*	126 *15%* *27%*	103 *12%* *22%*	163 *14%* *34%*
5	**451** ***13%***	231 *14%* *51%*	220 *12%* *49%*	51 *15%* *11%*	121 *17%* *27%* H	76 *13%* *17%*	82 *13%* *18%*	64 *12%* *14%*	58 *9%* *13%*	81 *13%* *18%*	248 *14%* *55%*	121 *11%* *27%*	98 *12%* *22%*	112 *13%* *25%*	161 *14%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**170** ***5%***	92 *6%* *54%*	78 *4%* *46%*	28 *8%* *16%* F	39 *5%* *23%*	31 *5%* *18%*	23 *4%* *13%*	24 *5%* *14%*	26 *4%* *15%*	37 *6%* *22%*	81 *5%* *47%*	52 *5%* *31%*	52 *6%* *31%*	31 *4%* *18%*	60 *5%* *35%*
3	**107** ***3%***	66 *4%* *62%* B	41 *2%* *38%*	10 *3%* *9%*	22 *3%* *20%*	21 *4%* *20%*	25 *4%* *23%*	10 *2%* *10%*	19 *3%* *18%*	27 *4%* *25%*	49 *3%* *46%*	31 *3%* *29%*	24 *3%* *22%*	25 *3%* *23%*	40 *3%* *38%*
2	**88** ***3%***	43 *3%* *49%*	45 *3%* *51%*	8 *2%* *9%*	31 *4%* *36%* FH	14 *2%* *15%*	12 *2%* *13%*	15 *3%* *17%*	9 *1%* *10%*	16 *3%* *18%*	46 *3%* *52%*	26 *2%* *30%*	16 *2%* *18%*	22 *3%* *25%*	35 *3%* *40%*
1	**122** ***4%***	68 *4%* *55%*	54 *3%* *45%*	11 *3%* *9%*	14 *2%* *12%*	38 *6%* *31%* DH	22 *4%* *18%*	23 *4%* *19%* D	14 *2%* *12%*	27 *4%* *22%*	47 *3%* *39%*	48 *4%* *39%*	33 *4%* *27%*	34 *4%* *28%*	41 *3%* *33%*
Don't know	**91** ***3%***	31 *2%* *34%*	60 *3%* *66%* A	3 *1%* *4%*	17 *2%* *19%*	18 *3%* *20%*	8 *1%* *9%*	16 *3%* *18%*	29 *5%* *32%* CDF	18 *3%* *20%*	40 *2%* *44%*	33 *3%* *37%*	28 *3%* *30%*	20 *2%* *22%*	32 *3%* *35%*
Net: 10/9/8/7	**1923** ***56%***	895 *54%* *47%*	1028 *58%* *53%* A	188 *54%* *10%*	376 *52%* *20%*	319 *53%* *17%*	352 *56%* *18%*	308 *59%* *16%* D	380 *62%* *20%* CDE	334 *52%* *17%*	956 *56%* *50%*	633 *59%* *33%* I	452 *55%* *24%*	483 *58%* *25%*	646 *55%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**563** ***16%***	274 *17%* *49%*	289 *16%* *51%*	55 *16%* *10%*	110 *15%* *20%*	81 *13%* *14%*	81 *13%* *14%*	101 *19%* *18%* EF	136 *22%* *24%* DEF	77 *12%* *14%*	253 *15%* *45%*	234 *22%* *42%* IJ	137 *17%* *24%*	132 *16%* *23%*	200 *17%* *36%*
Net: 6/5/4	**1095** ***32%***	556 *34%* *51%*	540 *31%* *49%*	128 *37%* *12%* GH	264 *36%* *24%* GH	189 *32%* *17%*	208 *33%* *19%* H	150 *29%* *14%*	157 *26%* *14%*	214 *34%* *20%* K	582 *34%* *53%* K	299 *28%* *27%*	276 *33%* *25%*	246 *30%* *22%*	383 *33%* *35%*
Net: 3/2/1	**317** ***9%***	177 *11%* *56%* B	141 *8%* *44%*	28 *8%* *9%*	67 *9%* *21%*	73 *12%* *23%* H	59 *9%* *19%*	48 *9%* *15%*	42 *7%* *13%*	71 *11%* *22%*	141 *8%* *45%*	105 *10%* *33%*	73 *9%* *23%*	81 *10%* *25%*	116 *10%* *37%*
Mean	**6.59**	6.48	6.68 A	6.50	6.43	6.33	6.54	6.68 E	7.05 CDE FG	6.33	6.57 I	6.76 I	6.58	6.60	6.53
Standard Deviation	**2.18**	2.26	2.10	2.14	2.11	2.31	2.07	2.25	2.15	2.16	2.08	2.34	2.21	2.20	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**279** ***8%***	26 *8%* *9%*	13 *8%* *5%*	8 *8%* *3%*	231 *8%* *83%*	249 *8%* *89%*	29 *12%* *11%*	48 *10%* *17%*	226 *8%* *81%*	231 *8%* *83%*	149 *8%* *54%*	80 *7%* *29%*	87 *8%* *31%*
9	**285** ***8%***	24 *8%* *8%*	14 *8%* *5%*	7 *7%* *2%*	239 *8%* *84%*	259 *8%* *91%*	25 *10%* *9%*	33 *7%* *12%*	247 *9%* *87%*	252 *9%* *88%*	138 *8%* *49%*	113 *10%* *40%* UX	118 *10%* *41%* X
8	**697** ***20%***	68 *22%* *10%*	42 *24%* *6%* R	24 *23%* *3%*	563 *20%* *81%*	657 *21%* *94%*	40 *16%* *6%*	107 *22%* *15%*	583 *20%* *84%*	589 *20%* *85%*	366 *20%* *53%*	222 *21%* *32%*	235 *20%* *34%*
7	**662** ***19%***	64 *20%* *10%*	31 *18%* *5%*	20 *19%* *3%*	548 *19%* *83%*	614 *19%* *93%*	48 *19%* *7%*	78 *16%* *12%*	572 *20%* *86%*	582 *20%* *88%*	377 *20%* *57%*	201 *19%* *30%*	219 *19%* *33%*
6	**475** ***14%***	42 *13%* *9%*	25 *15%* *5%*	15 *15%* *3%*	392 *14%* *83%*	445 *14%* *94%*	30 *12%* *6%*	70 *14%* *15%*	400 *14%* *84%*	404 *14%* *85%*	251 *14%* *53%*	154 *14%* *32%*	171 *15%* *36%*
5	**451** ***13%***	37 *12%* *8%*	29 *16%* *6%* O	15 *14%* *3%*	371 *13%* *82%*	419 *13%* *93%*	32 *13%* *7%*	55 *11%* *12%*	390 *13%* *86%*	396 *13%* *88%*	253 *14%* *56%*	141 *13%* *31%*	151 *13%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**170** ***5%***	17 *5%* *10%*	6 *3%* *4%*	4 *3%* *2%*	143 *5%* *84%*	160 *5%* *94%*	10 *4%* *6%*	42 *9%* *25%* VWXY Z	127 *4%* *75%*	127 *4%* *75%*	79 *4%* *47%*	48 *4%* *28%*	49 *4%* *29%*
3	**107** ***3%***	10 *3%* *9%*	5 *3%* *4%*	4 *4%* *4%*	88 *3%* *83%*	101 *3%* *94%*	6 *2%* *6%*	11 *2%* *10%*	94 *3%* *88%*	94 *3%* *88%*	62 *3%* *58%*	32 *3%* *30%*	33 *3%* *31%*
2	**88** ***3%***	9 *3%* *11%*	3 *2%* *4%*	2 *2%* *2%*	73 *3%* *83%*	80 *3%* *91%*	8 *3%* *9%*	8 *2%* *10%*	80 *3%* *90%*	80 *3%* *90%*	53 *3%* *60%*	27 *3%* *31%*	29 *3%* *33%*
1	**122** ***4%***	7 *2%* *6%*	4 *2%* *3%*	3 *3%* *2%*	108 *4%* *88%*	112 *4%* *92%*	10 *4%* *8%*	21 *4%* *18%*	96 *3%* *78%*	100 *3%* *81%*	58 *3%* *47%*	39 *4%* *32%*	39 *3%* *32%*
Don't know	**91** ***3%***	8 *3%* *9%*	2 *1%* *2%*	2 *2%* *2%*	80 *3%* *87%* P	83 *3%* *91%*	9 *3%* *9%*	14 *3%* *15%*	76 *3%* *83%*	77 *3%* *85%*	56 *3%* *61%*	21 *2%* *23%*	24 *2%* *27%*
Net: 10/9/8/7	**1923** ***56%***	183 *58%* *9%*	100 *58%* *5%*	60 *57%* *3%*	1581 *56%* *82%*	1780 *56%* *93%*	143 *58%* *7%*	266 *54%* *14%*	1629 *56%* *85%*	1654 *56%* *86%*	1031 *56%* *54%*	616 *57%* *32%*	659 *57%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**563** ***16%***	51 *16%* *9%*	28 *16%* *5%*	15 *15%* *3%*	470 *17%* *83%*	509 *16%* *90%*	55 *22%* *10%* S	81 *17%* *14%*	473 *16%* *84%*	483 *16%* *86%*	287 *16%* *51%*	193 *18%* *34%*	205 *18%* *36%*
Net: 6/5/4	**1095** ***32%***	96 *31%* *9%*	60 *35%* *5%*	34 *32%* *3%*	906 *32%* *83%*	1024 *32%* *93%*	71 *29%* *7%*	167 *34%* *15%*	916 *32%* *84%*	927 *32%* *85%*	582 *32%* *53%*	343 *32%* *31%*	370 *32%* *34%*
Net: 3/2/1	**317** ***9%***	26 *8%* *8%*	12 *7%* *4%*	9 *9%* *3%*	270 *10%* *85%*	293 *9%* *92%*	24 *10%* *8%*	41 *8%* *13%*	270 *9%* *85%*	274 *9%* *86%*	173 *9%* *54%*	98 *9%* *31%*	101 *9%* *32%*
Mean	**6.59**	6.67	6.71	6.64	6.57	6.58	6.71	6.57	6.59	6.59	6.57	6.63	6.65
Standard Deviation	**2.18**	2.12	2.03	2.09	2.20	2.17	2.33	2.26	2.16	2.17	2.16	2.17	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**279** ***8%***	14 *8%* *5%*	39 *10%* *14%* K	27 *10%* *10%* K	8 *8%* *3%* K	26 *8%* *9%* K	15 *9%* *5%*	25 *9%* *9%*	30 *8%* *11%*	13 *8%* *5%*	40 *10%* *14%* K	25 *5%* *9%*	16 *6%* *6%*	231 *8%* *83%* K
9	**285** ***8%***	13 *7%* *5%*	23 *6%* *8%*	21 *8%* *7%*	7 *7%* *2%*	24 *8%* *8%*	8 *5%* *3%*	35 *12%* *12%* BH	18 *5%* *6%*	14 *8%* *5%*	38 *10%* *13%*	59 *11%* *21%* BDH	22 *8%* *8%*	239 *8%* *84%*
8	**697** ***20%***	35 *19%* *5%*	69 *18%* *10%*	59 *22%* *8%*	24 *23%* *3%*	68 *22%* *10%*	46 *27%* *7%*	57 *20%* *8%*	67 *18%* *10%*	42 *24%* *6%* M	76 *20%* *11%*	102 *20%* *15%*	51 *19%* *7%*	563 *20%* *81%*
7	**662** ***19%***	31 *17%* *5%*	67 *18%* *10%*	53 *20%* *8%*	20 *19%* *3%*	64 *20%* *10%*	33 *19%* *5%*	52 *18%* *8%*	95 *26%* *14%* IJKM	31 *18%* *5%*	68 *17%* *10%*	93 *18%* *14%*	56 *21%* *8%*	548 *19%* *83%*
6	**475** ***14%***	27 *15%* *6%* F	60 *16%* *13%* F	39 *14%* *8%* F	15 *15%* *3%* F	42 *13%* *9%* F	9 *5%* *2%*	34 *12%* *7%*	60 *16%* *13%* F	25 *15%* *5%* F	47 *12%* *10%*	72 *14%* *15%* F	44 *17%* *9%* F	392 *14%* *83%* F
5	**451** ***13%***	27 *15%* *6%*	48 *13%* *11%*	23 *9%* *5%*	15 *14%* *3%* C	37 *12%* *8%*	23 *14%* *5%*	48 *16%* *11%* C	40 *11%* *9%*	29 *16%* *6%* CE	50 *13%* *11%*	83 *16%* *18%* C	29 *11%* *6%*	371 *13%* *82%*
4	**170** ***5%***	11 *6%* *6%*	23 *6%* *14%*	18 *7%* *11%* H	4 *3%* *2%*	17 *5%* *10%*	11 *7%* *7%*	11 *4%* *6%*	9 *2%* *5%*	6 *3%* *4%*	23 *6%* *14%*	22 *4%* *13%*	14 *5%* *8%*	143 *5%* *84%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
3	**107** ***3%***	6 *3%* *6%*	15 *4%* *14%*	3 *1%* *3%*	4 *4%* *4%* C	10 *3%* *9%*	6 *3%* *6%*	5 *2%* *5%*	13 *4%* *12%*	5 *3%* *4%*	8 *2%* *8%*	21 *4%* *19%*	12 *4%* *11%*	88 *3%* *83%*
2	**88** ***3%***	3 *2%* *3%*	9 *2%* *11%*	4 *1%* *4%*	2 *2%* *2%*	9 *3%* *11%*	4 *2%* *4%*	10 *3%* *11%*	9 *2%* *10%*	3 *2%* *4%*	9 *2%* *11%*	17 *3%* *20%*	9 *3%* *10%*	73 *3%* *83%*
1	**122** ***4%***	9 *5%* *7%* L	13 *4%* *11%*	11 *4%* *9%*	3 *3%* *2%*	7 *2%* *6%*	9 *5%* *7%* L	6 *2%* *5%*	19 *5%* *16%* L	4 *2%* *3%*	19 *5%* *16%* L	19 *4%* *15%*	3 *1%* *2%*	108 *4%* *88%* L
Don't know	**91** ***3%***	5 *3%* *6%*	8 *2%* *9%*	15 *5%* *16%* IK	2 *2%* *2%*	8 *3%* *9%*	6 *3%* *6%*	8 *3%* *8%*	6 *2%* *7%*	2 *1%* *2%*	10 *3%* *11%*	11 *2%* *12%*	11 *4%* *12%* I	80 *3%* *87%* I
Net: 10/9/8/7	**1923** ***56%***	93 *51%* *5%*	198 *53%* *10%*	161 *59%* *8%*	60 *57%* *3%*	183 *58%* *9%*	103 *60%* *5%*	169 *58%* *9%*	210 *57%* *11%*	100 *58%* *5%*	221 *57%* *11%*	279 *53%* *15%*	145 *54%* *8%*	1581 *56%* *82%*
Net: 10/9	**563** ***16%***	27 *15%* *5%*	62 *17%* *11%*	48 *18%* *9%*	15 *15%* *3%*	51 *16%* *9%*	23 *14%* *4%*	60 *21%* *11%*	48 *13%* *9%*	28 *16%* *5%*	78 *20%* *14%*	84 *16%* *15%*	39 *15%* *7%*	470 *17%* *83%*
Net: 6/5/4	**1095** ***32%***	65 *36%* *6%*	131 *35%* *12%*	81 *30%* *7%*	34 *32%* *3%*	96 *31%* *9%*	44 *26%* *4%*	93 *32%* *8%*	109 *30%* *10%*	60 *35%* *5%*	120 *31%* *11%*	176 *34%* *16%*	87 *33%* *8%*	906 *32%* *83%*
Net: 3/2/1	**317** ***9%***	18 *10%* *6%*	37 *10%* *12%*	17 *6%* *5%*	9 *9%* *3%*	26 *8%* *8%*	18 *11%* *6%*	21 *7%* *7%*	42 *11%* *13%*	12 *7%* *4%*	37 *9%* *12%*	57 *11%* *18%*	23 *9%* *7%*	270 *10%* *85%*
Mean	**6.59**	6.41	6.51	6.80	6.64	6.67	6.54	6.77	6.48	6.71	6.63	6.44	6.59	6.57

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 266

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Standard Deviation	**2.18**	2.24	2.24	2.16	2.09	2.12	2.32	2.12	2.20	2.03	2.33	2.18	2.01	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**385** ***11%***	185 *11%* *48%*	201 *11%* *52%*	40 *11%* *10%*	80 *11%* *21%*	63 *10%* *16%*	58 *9%* *15%*	55 *10%* *14%*	90 *15%* *23%* F	46 *7%* *12%*	186 *11%* *48%* I	153 *14%* *40%* IJ	96 *12%* *25%*	86 *10%* *22%*	135 *11%* *35%*
9	**396** ***12%***	170 *10%* *43%*	226 *13%* *57%*	57 *17%* *14%* EH	85 *12%* *21%*	65 *11%* *16%*	70 *11%* *18%*	63 *12%* *16%*	57 *9%* *14%*	66 *10%* *17%*	173 *10%* *44%*	158 *15%* *40%* IJ	78 *9%* *20%*	108 *13%* *27%*	152 *13%* *38%* L
8	**802** ***23%***	373 *22%* *47%*	429 *24%* *53%*	73 *21%* *9%*	168 *23%* *21%*	148 *25%* *18%*	143 *23%* *18%*	123 *24%* *15%*	145 *24%* *18%*	150 *24%* *19%*	415 *24%* *52%*	236 *22%* *29%*	205 *25%* *26%*	192 *23%* *24%*	253 *21%* *32%*
7	**647** ***19%***	313 *19%* *48%*	333 *19%* *52%*	59 *17%* *9%*	150 *21%* *23%*	107 *18%* *17%*	127 *20%* *20%*	106 *20%* *16%*	98 *16%* *15%*	132 *21%* *20%* K	359 *21%* *56%* K	156 *15%* *24%*	151 *18%* *23%*	155 *19%* *24%*	228 *19%* *35%*
6	**420** ***12%***	227 *14%* *54%* B	193 *11%* *46%*	55 *16%* *13%* DG	75 *10%* *18%*	84 *14%* *20%*	83 *13%* *20%*	52 *10%* *12%*	71 *12%* *17%*	84 *13%* *20%*	212 *12%* *50%*	125 *12%* *30%*	103 *12%* *25%*	104 *13%* *25%*	143 *12%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**365** ***11%***	189 *11%* *52%*	176 *10%* *48%*	32 *9%* *9%*	89 *12%* *25%* H	60 *10%* *17%*	82 *13%* *23%* H	55 *10%* *15%*	46 *8%* *13%*	74 *12%* *20%*	188 *11%* *52%*	103 *10%* *28%*	87 *10%* *24%*	75 *9%* *21%*	131 *11%* *36%*
4	**107** ***3%***	63 *4%* *59%*	45 *3%* *41%*	17 *5%* *15%*	16 *2%* *15%*	12 *2%* *12%*	24 *4%* *22%*	21 *4%* *20%*	18 *3%* *16%*	19 *3%* *18%*	54 *3%* *51%*	34 *3%* *32%*	32 *4%* *30%*	19 *2%* *18%*	40 *3%* *37%*
3	**47** ***1%***	28 *2%* *58%*	20 *1%* *42%*	1 *** *2%*	13 *2%* *28%*	10 *2%* *21%*	11 *2%* *23%*	3 *1%* *7%*	9 *1%* *19%*	12 *2%* *25%*	20 *1%* *42%*	16 *1%* *33%*	10 *1%* *22%*	10 *1%* *22%*	16 *1%* *35%*
2	**39** ***1%***	24 *1%* *62%*	15 *1%* *38%*	4 *1%* *9%*	14 *2%* *36%* F	8 *1%* *21%*	2 *** *6%*	5 *1%* *12%*	6 *1%* *16%*	14 *2%* *35%* K	20 *1%* *52%*	5 *** *12%*	10 *1%* *26%*	12 *1%* *30%*	14 *1%* *36%*
1	**58** ***2%***	31 *2%* *53%*	28 *2%* *47%*	5 *1%* *9%*	3 *** *5%*	18 *3%* *31%* D	10 *2%* *16%*	14 *3%* *24%* D	9 *1%* *15%*	11 *2%* *19%*	25 *1%* *43%*	22 *2%* *38%*	19 *2%* *32%*	16 *2%* *28%*	15 *1%* *26%*
Don't know	**158** ***5%***	56 *3%* *35%*	103 *6%* *65%* A	4 *1%* *3%*	28 *4%* *18%*	23 *4%* *14%*	17 *3%* *11%*	26 *5%* *16%* C	60 *10%* *38%* CDEF G	30 *5%* *19%*	65 *4%* *41%*	63 *6%* *40%* J	38 *5%* *24%*	51 *6%* *32%*	49 *4%* *31%*
Net: 10/9/8/7	**2230** ***65%***	1041 *63%* *47%*	1189 *67%* *53%* A	229 *66%* *10%*	483 *67%* *22%*	383 *64%* *17%*	398 *64%* *18%*	346 *66%* *16%*	390 *64%* *17%*	394 *62%* *18%*	1134 *66%* *51%*	703 *66%* *32%*	529 *64%* *24%*	540 *65%* *24%*	768 *65%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**782** ***23%***	355 *21%* *45%*	427 *24%* *55%*	97 *28%* *12%* F	166 *23%* *21%*	127 *21%* *16%*	128 *20%* *16%*	117 *22%* *15%*	146 *24%* *19%*	112 *18%* *14%*	359 *21%* *46%*	311 *29%* *40%* IJ	174 *21%* *22%*	193 *23%* *25%*	287 *24%* *37%*
Net: 6/5/4	**893** ***26%***	479 *29%* *54%* B	414 *23%* *46%*	104 *30%* *12%* H	181 *25%* *20%*	157 *26%* *18%*	188 *30%* *21%* H	128 *25%* *14%*	134 *22%* *15%*	176 *28%* *20%*	455 *26%* *51%*	262 *24%* *29%*	222 *27%* *25%*	199 *24%* *22%*	314 *27%* *35%*
Net: 3/2/1	**145** ***4%***	82 *5%* *57%*	62 *4%* *43%*	9 *3%* *6%*	31 *4%* *21%*	36 *6%* *25%*	23 *4%* *16%*	22 *4%* *15%*	24 *4%* *16%*	37 *6%* *25%*	66 *4%* *45%*	43 *4%* *29%*	39 *5%* *27%*	38 *5%* *27%*	46 *4%* *31%*
Mean	**7.17**	7.04	7.29 A	7.25	7.19	7.06	7.04	7.13	7.35 EF	6.92	7.14 I	7.36 IJ	7.09	7.20	7.19
Standard Deviation	**1.95**	2.00	1.90	1.92	1.88	2.05	1.88	2.00	1.97	1.95	1.90	2.03	2.02	1.96	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**385** ***11%***	38 *12%* *10%*	19 *11%* *5%*	11 *10%* *3%*	317 *11%* *82%*	343 *11%* *89%*	42 *17%* *11%* S	59 *12%* *15%*	321 *11%* *83%*	327 *11%* *85%*	211 *11%* *55%*	114 *11%* *30%*	121 *10%* *31%*
9	**396** ***12%***	31 *10%* *8%*	19 *11%* *5%*	8 *8%* *2%*	338 *12%* *85%* Q	368 *12%* *93%*	28 *11%* *7%*	49 *10%* *12%*	340 *12%* *86%*	346 *12%* *87%*	219 *12%* *55%*	126 *12%* *32%*	137 *12%* *35%*
8	**802** ***23%***	73 *23%* *9%*	49 *28%* *6%* R	30 *29%* *4%* OR	650 *23%* *81%*	754 *24%* *94%*	47 *19%* *6%*	119 *24%* *15%*	678 *23%* *84%*	682 *23%* *85%*	413 *22%* *52%*	268 *25%* *33%*	285 *25%* *36%*
7	**647** ***19%***	62 *20%* *10%*	30 *17%* *5%*	21 *20%* *3%*	533 *19%* *82%*	604 *19%* *93%*	43 *17%* *7%*	97 *20%* *15%*	540 *19%* *84%*	549 *19%* *85%*	350 *19%* *54%*	195 *18%* *30%*	208 *18%* *32%*
6	**420** ***12%***	37 *12%* *9%*	22 *13%* *5%*	10 *10%* *2%*	351 *12%* *83%*	394 *12%* *94%*	27 *11%* *6%*	49 *10%* *12%*	365 *13%* *87%*	370 *13%* *88%*	226 *12%* *54%*	143 *13%* *34%*	158 *14%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**365** ***11%***	36 *12%* *10%*	21 *12%* *6%*	14 *13%* *4%*	293 *10%* *80%*	333 *10%* *91%*	32 *13%* *9%*	45 *9%* *12%*	315 *11%* *86%*	320 *11%* *88%*	199 *11%* *54%*	121 *11%* *33%*	125 *11%* *34%*
4	**107** ***3%***	9 *3%* *8%*	5 *3%* *4%*	3 *2%* *2%*	92 *3%* *85%*	103 *3%* *95%*	5 *2%* *5%*	21 *4%* *20%*	83 *3%* *78%*	85 *3%* *79%*	58 *3%* *54%*	27 *2%* *25%*	29 *3%* *27%*
3	**47** ***1%***	7 *2%* *16%*	2 *1%* *4%*	1 *1%* *2%*	37 *1%* *78%*	41 *1%* *87%*	6 *3%* *13%*	10 *2%* *20%*	38 *1%* *80%*	38 *1%* *80%*	27 *1%* *57%*	11 *1%* *23%*	12 *1%* *25%*
2	**39** ***1%***	2 *1%* *5%*	1 *** *1%*	1 *1%* *2%*	36 *1%* *91%*	35 *1%* *90%*	4 *2%* *10%*	5 *1%* *12%*	34 *1%* *88%*	34 *1%* *88%*	21 *1%* *53%*	14 *1%* *35%*	14 *1%* *35%*
1	**58** ***2%***	4 *1%* *7%*	2 *1%* *4%*	1 *1%* *2%*	51 *2%* *87%*	56 *2%* *95%*	3 *1%* *5%*	13 *3%* *22%*	43 *1%* *73%*	44 *2%* *76%*	29 *2%* *50%*	15 *1%* *25%*	15 *1%* *25%*
Don't know	**158** ***5%***	13 *4%* *8%*	3 *2%* *2%*	4 *4%* *3%* P	138 *5%* *87%* P	149 *5%* *94%*	10 *4%* *6%*	23 *5%* *14%*	134 *5%* *85%*	136 *5%* *86%*	89 *5%* *56%*	45 *4%* *29%*	50 *4%* *31%*
Net: 10/9/8/7	**2230** ***65%***	204 *65%* *9%*	118 *68%* *5%*	71 *68%* *3%*	1838 *65%* *82%*	2070 *65%* *93%*	161 *65%* *7%*	323 *66%* *14%*	1878 *65%* *84%*	1903 *65%* *85%*	1193 *65%* *54%*	702 *65%* *31%*	750 *65%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**782** ***23%***	69 *22%* *9%*	39 *22%* *5%*	19 *18%* *2%*	655 *23%* *84%* Q	712 *22%* *91%*	70 *28%* *9%*	108 *22%* *14%*	661 *23%* *85%*	673 *23%* *86%*	430 *23%* *55%*	240 *22%* *31%*	258 *22%* *33%*
Net: 6/5/4	**893** ***26%***	83 *26%* *9%*	48 *28%* *5%*	26 *25%* *3%*	736 *26%* *82%*	829 *26%* *93%*	64 *26%* *7%*	115 *24%* *13%*	763 *26%* *85%*	776 *26%* *87%*	483 *26%* *54%*	290 *27%* *33%*	313 *27%* *35%*
Net: 3/2/1	**145** ***4%***	13 *4%* *9%*	5 *3%* *3%*	3 *3%* *2%*	123 *4%* *85%*	132 *4%* *91%*	13 *5%* *9%*	27 *6%* *19%*	115 *4%* *79%*	116 *4%* *80%*	77 *4%* *53%*	39 *4%* *27%*	40 *3%* *28%*
Mean	**7.17**	7.17	7.24	7.18	7.16	7.16	7.26	7.11	7.18	7.18	7.17	7.19	7.20
Standard Deviation	**1.95**	1.92	1.83	1.84	1.97	1.94	2.08	2.07	1.92	1.93	1.95	1.89	1.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**385** ***11%***	14 *8%* *4%*	48 *13%* *12%*	34 *13%* *9%*	11 *10%* *3%*	38 *12%* *10%*	17 *10%* *4%*	27 *9%* *7%*	42 *12%* *11%*	19 *11%* *5%*	65 *17%* *17%* ADGIKLM	46 *9%* *12%*	25 *9%* *6%*	317 *11%* *82%*
9	**396** ***12%***	21 *12%* *5%*	31 *8%* *8%*	26 *10%* *7%*	8 *8%* *2%*	31 *10%* *8%*	16 *10%* *4%*	48 *17%* *12%* BDE	43 *12%* *11%*	19 *11%* *5%*	45 *12%* *11%*	73 *14%* *18%* BD	34 *13%* *8%*	338 *12%* *85%* D
8	**802** ***23%***	43 *24%* *5%*	98 *26%* *12%*	63 *23%* *8%*	30 *29%* *4%* EJKLM	73 *23%* *9%*	48 *28%* *6%*	64 *22%* *8%*	80 *22%* *10%*	49 *28%* *6%* JM	78 *20%* *10%*	117 *22%* *15%*	58 *22%* *7%*	650 *23%* *81%*
7	**647** ***19%***	36 *20%* *6%*	68 *18%* *11%*	47 *17%* *7%*	21 *20%* *3%*	62 *20%* *10%*	35 *20%* *5%*	45 *16%* *7%*	75 *20%* *12%*	30 *17%* *5%*	75 *19%* *12%*	101 *19%* *16%*	52 *20%* *8%*	533 *19%* *82%*
6	**420** ***12%***	22 *12%* *5%*	46 *12%* *11%*	36 *13%* *8%*	10 *10%* *2%*	37 *12%* *9%*	17 *10%* *4%*	31 *11%* *7%*	56 *15%* *13%*	22 *13%* *5%*	43 *11%* *10%*	67 *13%* *16%*	34 *13%* *8%*	351 *12%* *83%*
5	**365** ***11%***	21 *12%* *6%*	43 *11%* *12%* F	23 *8%* *6%*	14 *13%* *4%* F	36 *12%* *10%* F	7 *4%* *2%*	33 *11%* *9%*	36 *10%* *10%*	21 *12%* *6%* F	40 *10%* *11%*	64 *12%* *17%* F	28 *10%* *8%*	293 *10%* *80%*
4	**107** ***3%***	9 *5%* *9%*	9 *2%* *8%*	14 *5%* *13%*	3 *2%* *2%*	9 *3%* *8%*	5 *3%* *5%*	7 *2%* *6%*	8 *2%* *7%*	5 *3%* *4%*	16 *4%* *15%*	11 *2%* *11%*	13 *5%* *12%*	92 *3%* *85%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
3	**47** ***1%***	2 *1%* *4%*	6 *2%* *13%*	2 *1%* *4%*	1 *1%* *2%*	7 *2%* *16%*	4 *2%* *8%*	5 *2%* *11%*	2 *** *3%*	2 *1%* *4%*	6 *1%* *12%*	7 *1%* *15%*	4 *1%* *7%*	37 *1%* *78%*
2	**39** ***1%***	1 *1%* *3%*	8 *2%* *20%*	1 *** *3%*	1 *1%* *2%*	2 *1%* *5%*	2 *1%* *4%*	6 *2%* *16%*	4 *1%* *9%*	1 *** *1%*	3 *1%* *7%*	8 *1%* *20%*	3 *1%* *9%*	36 *1%* *91%*
1	**58** ***2%***	8 *4%* *13%* L	4 *1%* *7%*	7 *3%* *12%*	1 *1%* *2%*	4 *1%* *7%*	5 *3%* *9%*	6 *2%* *10%*	5 *1%* *9%*	2 *1%* *4%*	6 *2%* *10%*	8 *1%* *13%*	1 *1%* *2%*	51 *2%* *87%*
Don't know	**158** ***5%***	4 *2%* *3%*	14 *4%* *9%*	20 *7%* *12%* I	4 *4%* *3%* I	13 *4%* *8%*	16 *9%* *10%* AIJ	19 *7%* *12%* I	17 *5%* *11%*	3 *2%* *2%*	12 *3%* *8%*	21 *4%* *13%*	15 *6%* *10%* I	138 *5%* *87%* I
Net: 10/9/8/7	**2230** ***65%***	114 *63%* *5%*	245 *65%* *11%*	171 *63%* *8%*	71 *68%* *3%*	204 *65%* *9%*	116 *68%* *5%*	184 *63%* *8%*	240 *65%* *11%*	118 *68%* *5%*	263 *68%* *12%*	337 *64%* *15%*	169 *63%* *8%*	1838 *65%* *82%*
Net: 10/9	**782** ***23%***	35 *19%* *4%*	79 *21%* *10%*	61 *22%* *8%*	19 *18%* *2%*	69 *22%* *9%*	33 *19%* *4%*	75 *26%* *10%*	85 *23%* *11%*	39 *22%* *5%*	110 *28%* *14%* D	119 *23%* *15%*	58 *22%* *7%*	655 *23%* *84%* D
Net: 6/5/4	**893** ***26%***	52 *29%* *6%*	98 *26%* *11%*	73 *27%* *8%*	26 *25%* *3%*	83 *26%* *9%*	29 *17%* *3%*	70 *24%* *8%*	100 *27%* *11%*	48 *28%* *5%* F	98 *25%* *11%*	142 *27%* *16%* F	75 *28%* *8%* F	736 *26%* *82%*
Net: 3/2/1	**145** ***4%***	11 *6%* *8%*	18 *5%* *13%*	10 *4%* *7%*	3 *3%* *2%*	13 *4%* *9%*	11 *6%* *7%*	17 *6%* *12%*	11 *3%* *7%*	5 *3%* *3%*	14 *4%* *10%*	23 *4%* *16%*	8 *3%* *6%*	123 *4%* *85%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 267

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Mean	**7.17**	6.85	7.16	7.16	7.18	7.17	7.20	7.14	7.24	7.24	7.32 A	7.11	7.12	7.16
Standard Deviation	**1.95**	2.10	1.96	2.02	1.84	1.92	2.02	2.07	1.85	1.83	2.02	1.91	1.86	1.97

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 268

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	4667	2333	2365	2365
10	244 *5%*	104 *4%*	157 *4%*	117 *5%*	1 *3%*	39 *3%*	38 *7%*	16 *5%*	303 *4%*	390 *11%*	279 *8%*	385 *11%*
9	350 *7%*	170 *7%*	216 *6%*	190 *8%*	2 *6%*	40 *3%*	44 *8%*	22 *7%*	411 *6%*	401 *12%*	285 *8%*	396 *12%*
8	1223 *25%*	535 *23%*	690 *19%*	481 *20%*	6 *19%*	132 *11%*	88 *15%*	39 *13%*	1347 *20%*	826 *24%*	697 *20%*	802 *23%*
7	1103 *23%*	496 *21%*	826 *23%*	535 *22%*	5 *16%*	225 *18%*	94 *16%*	66 *22%*	1639 *24%*	621 *18%*	662 *19%*	647 *19%*
6	773 *16%*	390 *17%*	612 *17%*	351 *14%*	6 *17%*	199 *16%*	87 *15%*	51 *17%*	1165 *17%*	386 *11%*	475 *14%*	420 *12%*
5	450 *9%*	228 *10%*	427 *12%*	269 *11%*	3 *11%*	209 *17%*	71 *12%*	23 *8%*	850 *13%*	343 *10%*	451 *13%*	365 *11%*
4	163 *3%*	97 *4%*	186 *5%*	104 *4%*	3 *10%*	118 *9%*	43 *7%*	13 *4%*	268 *4%*	105 *3%*	170 *5%*	107 *3%*
3	101 *2%*	64 *3%*	72 *2%*	66 *3%*	1 *4%*	54 *4%*	20 *4%*	11 *4%*	135 *2%*	77 *2%*	107 *3%*	47 *1%*
2	67 *1%*	26 *1%*	40 *1%*	30 *1%*	1 *4%*	20 *2%*	22 *4%*	9 *3%*	84 *1%*	53 *2%*	88 *3%*	39 *1%*
1	33 *1%*	24 *1%*	43 *1%*	15 *1%*	1 *2%*	25 *2%*	10 *2%*	7 *2%*	65 *1%*	83 *2%*	122 *4%*	58 *2%*
Don't know	335 *7%*	186 *8%*	282 *8%*	271 *11%*	3 *8%*	185 *15%*	59 *10%*	43 *14%*	530 *8%*	133 *4%*	91 *3%*	158 *5%*
Net: 10/9/8/7	2919 *60%*	1306 *56%*	1889 *53%*	1322 *54%*	14 *44%*	436 *35%*	265 *46%*	143 *48%*	3701 *54%*	2238 *65%*	1923 *56%*	2230 *65%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 268

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	4667	2333	2365	2365
Net: 10/9	594	274	373	307	3	79	82	38	715	791	563	782
	12%	*12%*	*11%*	*13%*	*9%*	*6%*	*14%*	*13%*	*11%*	*23%*	*16%*	*23%*
Net: 6/5/4	1387	715	1225	724	12	526	200	86	2283	834	1095	893
	29%	*31%*	*34%*	*30%*	*38%*	*42%*	*35%*	*29%*	*34%*	*24%*	*32%*	*26%*
Net: 3/2/1	200	114	155	112	3	99	52	28	284	213	317	145
	4%	*5%*	*4%*	*5%*	*10%*	*8%*	*9%*	*9%*	*4%*	*6%*	*9%*	*4%*
Mean	6.90	6.78	6.64	6.77	6.17	5.95	6.39	6.47	6.69	7.10	6.59	7.17
Standard Deviation	1.72	1.78	1.77	1.79	2.11	1.90	2.15	2.10	1.73	2.08	2.18	1.95

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 269

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Total (Wtd)	**4029**	1898 *47%*	2131 *53%*	352 *9%*	822 *20%*	680 *17%*	697 *17%*	622 *15%*	853 *21%*	805 *20%*	1948 *48%*	1276 *32%*	1178 *29%*	1218 *30%*	1632 *41%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
10	**209** ***5%***	84 *4%* *40%*	125 *6%* *60%*	28 *8%* *13%* G	37 *4%* *18%*	28 *4%* *13%*	29 *4%* *14%*	23 *4%* *11%*	65 *8%* *31%* DEFG	29 *4%* *14%*	89 *5%* *42%*	91 *7%* *44%* IJ	56 *5%* *27%*	69 *6%* *33%*	83 *5%* *40%*
9	**290** ***7%***	132 *7%* *46%*	158 *7%* *54%*	32 *9%* *11%*	52 *6%* *18%*	43 *6%* *15%*	41 *6%* *14%*	45 *7%* *16%*	76 *9%* *26%*	28 *3%* *10%*	135 *7%* *47%* I	127 *10%* *44%* IJ	66 *6%* *23%*	107 *9%* *37%* L	117 *7%* *40%*
8	**1024** ***25%***	469 *25%* *46%*	556 *26%* *54%*	87 *25%* *8%*	216 *26%* *21%*	169 *25%* *17%*	178 *26%* *17%*	152 *24%* *15%*	222 *26%* *22%*	202 *25%* *20%*	507 *26%* *49%*	316 *25%* *31%*	338 *29%* *33%* N	303 *25%* *30%*	383 *23%* *37%*
7	**913** ***23%***	445 *23%* *49%*	468 *22%* *51%*	67 *19%* *7%*	202 *25%* *22%* H	173 *25%* *19%* H	172 *25%* *19%* H	143 *23%* *16%*	155 *18%* *17%*	218 *27%* *24%* K	468 *24%* *51%* K	227 *18%* *25%*	266 *23%* *29%*	262 *22%* *29%*	385 *24%* *42%*
6	**631** ***16%***	337 *18%* *53%* B	295 *14%* *47%*	57 *16%* *9%*	135 *16%* *21%*	115 *17%* *18%*	108 *15%* *17%*	94 *15%* *15%*	123 *14%* *20%*	141 *18%* *22%*	303 *16%* *48%*	187 *15%* *30%*	172 *15%* *27%*	202 *17%* *32%*	258 *16%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 269

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
5	**369** ***9%***	169 *9%* *46%*	200 *9%* *54%*	31 *9%* *9%*	72 *9%* *19%*	62 *9%* *17%*	73 *10%* *20%*	57 *9%* *15%*	74 *9%* *20%*	63 *8%* *17%*	167 *9%* *45%*	140 *11%* *38%*	109 *9%* *29%*	104 *9%* *28%*	156 *10%* *42%*
4	**137** ***3%***	68 *4%* *50%*	69 *3%* *50%*	12 *3%* *9%*	29 *4%* *22%*	25 *4%* *18%*	17 *2%* *13%*	23 *4%* *17%*	30 *4%* *22%*	26 *3%* *19%*	74 *4%* *54%*	36 *3%* *26%*	32 *3%* *23%*	41 *3%* *30%*	64 *4%* *47%*
3	**87** ***2%***	52 *3%* *60%*	34 *2%* *40%*	19 *5%* *22%* DE FH	13 *2%* *15%*	10 *1%* *12%*	12 *2%* *14%*	19 *3%* *21%*	14 *2%* *16%*	24 *3%* *27%*	31 *2%* *36%*	32 *2%* *37%*	31 *3%* *36%*	19 *2%* *22%*	36 *2%* *42%*
2	**56** ***1%***	34 *2%* *60%*	22 *1%* *40%*	7 *2%* *12%*	10 *1%* *18%*	9 *1%* *16%*	8 *1%* *15%*	8 *1%* *14%*	14 *2%* *25%*	10 *1%* *17%*	28 *1%* *49%*	19 *2%* *34%*	17 *1%* *31%*	19 *2%* *34%*	20 *1%* *35%*
1	**26** ***1%***	12 *1%* *46%*	14 *1%* *54%*	3 *1%* *13%*	1 *** *5%*	4 *1%* *15%*	6 *1%* *23%*	5 *1%* *21%*	6 *1%* *23%*	1 *** *5%*	12 *1%* *46%*	13 *1%* *49%*	7 *1%* *26%*	12 *1%* *46%*	7 *** *28%*
Don't know	**286** ***7%***	97 *5%* *34%*	190 *9%* *66%* A	10 *3%* *3%*	54 *7%* *19%*	43 *6%* *15%*	53 *8%* *18%* C	54 *9%* *19%* C	74 *9%* *26%* C	64 *8%* *22%*	136 *7%* *47%*	87 *7%* *30%*	84 *7%* *29%*	79 *7%* *28%*	123 *8%* *43%*
Net: 10/9/8/7	**2436** ***60%***	1130 *60%* *46%*	1306 *61%* *54%*	213 *61%* *9%*	507 *62%* *21%*	414 *61%* *17%*	420 *60%* *17%*	362 *58%* *15%*	518 *61%* *21%*	476 *59%* *20%*	1198 *62%* *49%*	762 *60%* *31%*	726 *62%* *30%*	742 *61%* *30%*	968 *59%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 269

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
Net: 10/9	**499** ***12%***	217 *11%* *43%*	282 *13%* *57%*	60 *17%* *12%* DE FG	89 *11%* *18%*	71 *10%* *14%*	70 *10%* *14%*	68 *11%* *14%*	141 *17%* *28%* DEFG	57 *7%* *11%*	224 *11%* *45%* I	219 *17%* *44%* IJ	123 *10%* *25%*	176 *14%* *35%* L	200 *12%* *40%*
Net: 6/5/4	**1137** ***28%***	574 *30%* *50%* B	564 *26%* *50%*	100 *28%* *9%*	236 *29%* *21%*	201 *30%* *18%*	198 *28%* *17%*	174 *28%* *15%*	228 *27%* *20%*	231 *29%* *20%*	543 *28%* *48%*	363 *28%* *32%*	313 *27%* *27%*	347 *28%* *31%*	478 *29%* *42%*
Net: 3/2/1	**169** ***4%***	98 *5%* *58%* B	71 *3%* *42%*	29 *8%* *17%* DE FH	25 *3%* *15%*	23 *3%* *14%*	26 *4%* *16%*	32 *5%* *19%*	34 *4%* *20%*	34 *4%* *20%*	71 *4%* *42%*	64 *5%* *38%*	55 *5%* *33%*	50 *4%* *30%*	63 *4%* *37%*
Mean	**6.91**	6.81	7.01 A	6.85	6.94	6.87	6.87	6.80	7.06 G	6.79	6.92	6.97	6.91	6.95	6.88
Standard Deviation	**1.72**	1.74	1.70	1.98	1.59	1.63	1.66	1.75	1.82	1.57	1.68	1.87	1.70	1.77	1.70

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 269

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Total (Wtd)	**4029**	4029 *100%*	3772 *94%*	256 *6%*	589 *15%*	3394 *84%*	3434 *85%*	2061 *51%*	1362 *34%*	1434 *36%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
10	**209** ***5%***	209 *5%* *100%*	192 *5%* *92%*	17 *7%* *8%*	32 *5%* *15%*	175 *5%* *84%*	177 *5%* *85%*	107 *5%* *51%*	70 *5%* *34%*	75 *5%* *36%*
9	**290** ***7%***	290 *7%* *100%*	275 *7%* *95%*	15 *6%* *5%*	53 *9%* *18%*	234 *7%* *81%*	237 *7%* *82%*	140 *7%* *48%*	94 *7%* *32%*	109 *8%* *38%*
8	**1024** ***25%***	1024 *25%* *100%*	973 *26%* *95%*	51 *20%* *5%*	133 *23%* *13%*	881 *26%* *86%*	891 *26%* *87%*	535 *26%* *52%*	356 *26%* *35%*	367 *26%* *36%*
7	**913** ***23%***	913 *23%* *100%*	860 *23%* *94%*	53 *21%* *6%*	128 *22%* *14%*	776 *23%* *85%*	782 *23%* *86%*	474 *23%* *52%*	308 *23%* *34%*	326 *23%* *36%*
6	**631** ***16%***	631 *16%* *100%*	584 *15%* *92%*	48 *19%* *8%*	95 *16%* *15%*	527 *16%* *83%*	537 *16%* *85%*	295 *14%* *47%*	239 *18%* *38%* X	247 *17%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
5	**369** ***9%***	369 *9%* *100%*	335 *9%* *91%*	35 *14%* *9%* S	57 *10%* *15%*	308 *9%* *83%*	310 *9%* *84%*	198 *10%* *53%*	112 *8%* *30%*	117 *8%* *32%*
4	**137** ***3%***	137 *3%* *100%*	124 *3%* *91%*	13 *5%* *9%*	23 *4%* *17%*	112 *3%* *82%*	114 *3%* *83%*	75 *4%* *55%*	38 *3%* *27%*	38 *3%* *27%*
3	**87** ***2%***	87 *2%* *100%*	79 *2%* *91%*	8 *3%* *9%*	16 *3%* *19%*	70 *2%* *81%*	70 *2%* *81%*	43 *2%* *49%*	28 *2%* *32%*	30 *2%* *35%*
2	**56** ***1%***	56 *1%* *100%*	51 *1%* *91%*	5 *2%* *9%*	7 *1%* *13%*	49 *1%* *87%*	49 *1%* *87%*	35 *2%* *62%*	14 *1%* *25%*	14 *1%* *25%*
1	**26** ***1%***	26 *1%* *100%*	23 *1%* *87%*	3 *1%* *13%*	8 *1%* *31%*	18 *1%* *69%*	18 *1%* *69%*	11 *1%* *44%*	7 *** *25%*	7 *** *25%*
Don't know	**286** ***7%***	286 *7%* *100%*	278 *7%* *97%* T	9 *3%* *3%*	37 *6%* *13%*	245 *7%* *86%*	250 *7%* *87%*	149 *7%* *52%*	97 *7%* *34%*	105 *7%* *37%*
Net: 10/9/8/7	**2436** ***60%***	2436 *60%* *100%*	2300 *61%* *94%* T	136 *53%* *6%*	346 *59%* *14%*	2066 *61%* *85%*	2087 *61%* *86%*	1255 *61%* *52%*	828 *61%* *34%*	877 *61%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 269

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
Net: 10/9	**499** ***12%***	499 *12%* *100%*	467 *12%* *94%*	32 *13%* *6%*	85 *14%* *17%*	409 *12%* *82%*	414 *12%* *83%*	247 *12%* *50%*	164 *12%* *33%*	184 *13%* *37%*
Net: 6/5/4	**1137** ***28%***	1137 *28%* *100%*	1042 *28%* *92%*	95 *37%* *8%* S	174 *30%* *15%*	946 *28%* *83%*	961 *28%* *84%*	567 *28%* *50%*	388 *29%* *34%*	402 *28%* *35%*
Net: 3/2/1	**169** ***4%***	169 *4%* *100%*	152 *4%* *90%*	16 *6%* *10%*	32 *5%* *19%*	137 *4%* *81%*	137 *4%* *81%*	89 *4%* *53%*	48 *4%* *28%*	51 *4%* *30%*
Mean	**6.91**	6.91	6.93 T	6.60	6.83	6.93	6.93	6.90	6.97	6.99
Standard Deviation	**1.72**	1.72	1.71	1.91	1.85	1.70	1.70	1.74	1.64	1.65

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 270

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Total (Wtd)	**1958**	986 *50%*	972 *50%*	153* *8%* *	291 *15%*	282 *14%*	357 *18%*	353 *18%*	521 *27%*	415 *21%*	908 *46%*	635 *32%*	526 *27%*	588 *30%*	843 *43%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
10	**89** ***5%***	40 *4%* *45%*	50 *5%* *55%*	6 *4%* *7%*	13 *5%* *15%*	9 *3%* *10%*	14 *4%* *15%*	15 *4%* *17%*	32 *6%* *36%*	12 *3%* *13%*	27 *3%* *31%*	50 *8%* *56%* IJ	25 *5%* *28%*	35 *6%* *39%*	30 *4%* *34%*
9	**150** ***8%***	79 *8%* *53%*	71 *7%* *47%*	11 *7%* *7%*	24 *8%* *16%*	25 *9%* *17%*	23 *6%* *15%*	23 *6%* *15%*	45 *9%* *30%*	24 *6%* *16%*	77 *8%* *51%*	49 *8%* *33%*	37 *7%* *24%*	51 *9%* *34%*	62 *7%* *41%*
8	**452** ***23%***	223 *23%* *49%*	229 *24%* *51%*	31 *20%* *7%*	68 *23%* *15%*	63 *22%* *14%*	80 *22%* *18%*	94 *27%* *21%*	115 *22%* *26%*	103 *25%* *23%*	217 *24%* *48%*	131 *21%* *29%*	130 *25%* *29%*	131 *22%* *29%*	191 *23%* *42%*
7	**411** ***21%***	204 *21%* *50%*	207 *21%* *50%*	44 *29%* *11%* EH	68 *23%* *17%*	51 *18%* *12%*	86 *24%* *21%*	66 *19%* *16%*	97 *19%* *23%*	94 *23%* *23%*	202 *22%* *49%*	115 *18%* *28%*	95 *18%* *23%*	119 *20%* *29%*	197 *23%* *48%*
6	**323** ***17%***	182 *18%* *56%*	141 *15%* *44%*	18 *12%* *6%*	68 *23%* *21%* CG H	45 *16%* *14%*	63 *18%* *20%*	48 *14%* *15%*	81 *15%* *25%*	66 *16%* *20%*	159 *18%* *49%*	98 *15%* *30%*	85 *16%* *26%*	87 *15%* *27%*	151 *18%* *47%*
5	**186** ***9%***	101 *10%* *54%*	85 *9%* *46%*	17 *11%* *9%*	23 *8%* *12%*	28 *10%* *15%*	29 *8%* *15%*	36 *10%* *20%*	53 *10%* *29%*	41 *10%* *22%*	97 *11%* *52%*	48 *8%* *26%*	52 *10%* *28%*	63 *11%* *34%*	71 *8%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 270

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
4	**83** ***4%***	47 *5%* *57%*	36 *4%* *43%*	13 *8%* *15%* H	11 *4%* *13%*	14 *5%* *17%*	16 *4%* *19%*	15 *4%* *18%*	15 *3%* *18%*	20 *5%* *24%*	31 *3%* *37%*	32 *5%* *39%*	28 *5%* *34%*	23 *4%* *28%*	32 *4%* *38%*
3	**55** ***3%***	26 *3%* *48%*	28 *3%* *52%*	10 *7%* *19%* DH	5 *2%* *9%*	10 *3%* *18%*	9 *3%* *17%*	10 *3%* *18%*	10 *2%* *19%*	7 *2%* *13%*	22 *2%* *41%*	25 *4%* *46%*	19 *4%* *34%*	11 *2%* *19%*	25 *3%* *47%*
2	**24** ***1%***	16 *2%* *68%*	8 *1%* *32%*	- - -	3 *1%* *12%*	8 *3%* *34%* F	- - -	8 *2%* *33%* F	5 *1%* *21%*	5 *1%* *21%*	7 *1%* *28%*	12 *2%* *51%*	2 *** *7%*	9 *2%* *40%*	12 *1%* *53%*
1	**21** ***1%***	10 *1%* *49%*	11 *1%* *51%*	2 *2%* *11%*	- - -	6 *2%* *30%* D	4 *1%* *20%*	1 *** *6%*	7 *1%* *33%*	2 *1%* *10%*	8 *1%* *38%*	11 *2%* *52%*	7 *1%* *35%*	8 *1%* *38%*	5 *1%* *26%*
Don't know	**164** ***8%***	58 *6%* *35%*	106 *11%* *65%* A	- - -	9 *3%* *5%*	23 *8%* *14%* CD	34 *9%* *20%* CD	38 *11%* *23%* CD	62 *12%* *38%* CD	41 *10%* *25%*	61 *7%* *37%*	62 *10%* *38%*	47 *9%* *28%*	51 *9%* *31%*	66 *8%* *40%*
Net: 10/9/8/7	**1102** ***56%***	545 *55%* *49%*	557 *57%* *51%*	92 *61%* *8%*	173 *59%* *16%*	148 *53%* *13%*	202 *57%* *18%*	198 *56%* *18%*	288 *55%* *26%*	233 *56%* *21%*	523 *58%* *47%*	346 *54%* *31%*	286 *54%* *26%*	336 *57%* *30%*	480 *57%* *44%*
Net: 10/9	**239** ***12%***	119 *12%* *50%*	121 *12%* *50%*	17 *11%* *7%*	37 *13%* *15%*	34 *12%* *14%*	37 *10%* *15%*	38 *11%* *16%*	76 *15%* *32%*	36 *9%* *15%*	104 *11%* *44%*	99 *16%* *42%* I	61 *12%* *26%*	86 *15%* *36%*	92 *11%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 270

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
Net: 6/5/4	**592** ***30%***	330 *33%* *56%* B	262 *27%* *44%*	48 *31%* *8%*	101 *35%* *17%*	87 *31%* *15%*	108 *30%* *18%*	100 *28%* *17%*	149 *29%* *25%*	127 *31%* *21%*	287 *32%* *48%*	179 *28%* *30%*	166 *31%* *28%*	173 *29%* *29%*	253 *30%* *43%*
Net: 3/2/1	**99** ***5%***	52 *5%* *53%*	47 *5%* *47%*	13 *8%* *13%*	8 *3%* *8%*	24 *9%* *24%* DF H	14 *4%* *14%*	19 *5%* *19%*	22 *4%* *22%*	14 *3%* *14%*	37 *4%* *37%*	48 *8%* *48%* IJ	28 *5%* *28%*	28 *5%* *28%*	43 *5%* *44%*
Mean	**6.78**	6.71	6.87	6.51	6.92	6.55	6.80	6.79	6.91 E	6.77	6.81	6.76	6.74	6.85	6.77
Standard Deviation	**1.80**	1.81	1.79	1.90	1.56	2.02	1.68	1.81	1.83	1.64	1.68	2.06	1.84	1.88	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 270

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Total (Wtd)	**1958**	1958 *100%*	1872 *96%*	85* *4%* *	308 *16%*	1628 *83%*	1650 *84%*	855 *44%*	789 *40%*	831 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
10	**89** ***5%***	89 *5%* *100%*	84 *4%* *94%*	6 *7%* *6%*	17 *5%* *19%*	73 *4%* *81%*	73 *4%* *81%*	41 *5%* *46%*	32 *4%* *36%*	35 *4%* *39%*
9	**150** ***8%***	150 *8%* *100%*	145 *8%* *97%*	5 *5%* *3%*	18 *6%* *12%*	130 *8%* *87%*	132 *8%* *88%*	66 *8%* *44%*	64 *8%* *43%*	74 *9%* *49%*
8	**452** ***23%***	452 *23%* *100%*	427 *23%* *95%*	25 *29%* *5%*	68 *22%* *15%*	380 *23%* *84%*	384 *23%* *85%*	212 *25%* *47%*	170 *22%* *38%*	179 *22%* *40%*
7	**411** ***21%***	411 *21%* *100%*	394 *21%* *96%*	17 *20%* *4%*	62 *20%* *15%*	344 *21%* *84%*	348 *21%* *85%*	173 *20%* *42%*	176 *22%* *43%*	183 *22%* *45%*
6	**323** ***17%***	323 *17%* *100%*	310 *17%* *96%*	13 *15%* *4%*	45 *15%* *14%*	270 *17%* *84%*	278 *17%* *86%*	135 *16%* *42%*	140 *18%* *43%*	141 *17%* *44%*
5	**186** ***9%***	186 *9%* *100%*	178 *10%* *96%*	8 *9%* *4%*	34 *11%* *18%*	151 *9%* *81%*	152 *9%* *82%*	96 *11%* *52%* YZ	56 *7%* *30%*	64 *8%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 270

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
4	**83** ***4%***	83 *4%* *100%*	78 *4%* *94%*	5 *6%* *6%*	12 *4%* *15%*	69 *4%* *83%*	71 *4%* *85%*	33 *4%* *40%*	38 *5%* *45%*	39 *5%* *47%*
3	**55** ***3%***	55 *3%* *100%*	53 *3%* *97%*	2 *2%* *3%*	10 *3%* *18%*	45 *3%* *82%*	45 *3%* *82%*	24 *3%* *44%*	21 *3%* *38%*	22 *3%* *39%*
2	**24** ***1%***	24 *1%* *100%*	22 *1%* *95%*	1 *1%* *5%*	9 *3%* *40%* VWYZ	14 *1%* *60%*	14 *1%* *60%*	9 *1%* *38%*	5 *1%* *22%*	5 *1%* *22%*
1	**21** ***1%***	21 *1%* *100%*	20 *1%* *96%*	1 *1%* *4%*	4 *1%* *19%*	17 *1%* *81%*	17 *1%* *81%*	11 *1%* *54%*	6 *1%* *28%*	6 *1%* *28%*
Don't know	**164** ***8%***	164 *8%* *100%*	160 *9%* *97%*	4 *5%* *3%*	28 *9%* *17%*	135 *8%* *82%*	137 *8%* *83%*	54 *6%* *33%*	82 *10%* *50%* X	83 *10%* *51%* X
Net: 10/9/8/7	**1102** ***56%***	1102 *56%* *100%*	1050 *56%* *95%*	51 *60%* *5%*	166 *54%* *15%*	927 *57%* *84%*	936 *57%* *85%*	492 *58%* *45%*	442 *56%* *40%*	471 *57%* *43%*
Net: 10/9	**239** ***12%***	239 *12%* *100%*	229 *12%* *96%*	10 *12%* *4%*	35 *11%* *15%*	203 *12%* *85%*	204 *12%* *85%*	107 *13%* *45%*	96 *12%* *40%*	109 *13%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 270

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
Net: 6/5/4	**592** ***30%***	592 *30%* *100%*	566 *30%* *96%*	26 *30%* *4%*	91 *30%* *15%*	490 *30%* *83%*	501 *30%* *85%*	265 *31%* *45%*	234 *30%* *39%*	244 *29%* *41%*
Net: 3/2/1	**99** ***5%***	99 *5%* *100%*	95 *5%* *96%*	4 *4%* *4%*	23 *8%* *23%* Z	76 *5%* *77%*	76 *5%* *77%*	44 *5%* *45%*	32 *4%* *32%*	33 *4%* *33%*
Mean	**6.78**	6.78	6.78	6.87	6.63	6.82	6.81	6.79	6.84	6.86
Standard Deviation	**1.80**	1.80	1.80	1.83	1.97	1.77	1.77	1.82	1.71	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 271

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Total (Wtd)	**2912**	1252 *43%*	1660 *57%*	303 *10%*	564 *19%*	528 *18%*	505 *17%*	427 *15%*	585 *20%*	463 *16%*	1404 *48%*	1045 *36%*	960 *33%*	887 *30%*	1065 *37%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
10	**131** ***4%***	51 *4%* *39%*	80 *5%* *61%*	21 *7%* *16%* DE	16 *3%* *12%*	14 *3%* *11%*	26 *5%* *20%*	18 *4%* *14%*	35 *6%* *27%* DE	11 *2%* *9%*	48 *3%* *36%*	72 *7%* *55%* IJ	44 *5%* *34%*	39 *4%* *29%*	48 *5%* *37%*
9	**175** ***6%***	72 *6%* *41%*	103 *6%* *59%*	20 *6%* *11%*	29 *5%* *17%*	30 *6%* *17%*	32 *6%* *18%*	23 *5%* *13%*	42 *7%* *24%*	15 *3%* *8%*	78 *6%* *45%*	82 *8%* *47%* I	53 *6%* *30%*	67 *8%* *38%*	55 *5%* *32%*
8	**574** ***20%***	231 *18%* *40%*	343 *21%* *60%*	61 *20%* *11%*	114 *20%* *20%*	100 *19%* *17%*	101 *20%* *18%*	86 *20%* *15%*	112 *19%* *19%*	104 *23%* *18%*	273 *19%* *47%*	197 *19%* *34%*	188 *20%* *33%*	183 *21%* *32%*	203 *19%* *35%*
7	**676** ***23%***	288 *23%* *43%*	388 *23%* *57%*	62 *20%* *9%*	142 *25%* *21%*	127 *24%* *19%*	115 *23%* *17%*	101 *24%* *15%*	129 *22%* *19%*	103 *22%* *15%*	362 *26%* *54%* K	210 *20%* *31%*	229 *24%* *34%*	190 *21%* *28%*	257 *24%* *38%*
6	**495** ***17%***	237 *19%* *48%*	258 *16%* *52%*	42 *14%* *9%*	98 *17%* *20%*	97 *18%* *20%*	102 *20%* *21%*	65 *15%* *13%*	91 *16%* *18%*	78 *17%* *16%*	245 *17%* *50%*	172 *16%* *35%*	173 *18%* *35%*	150 *17%* *30%*	172 *16%* *35%*
5	**343** ***12%***	157 *13%* *46%*	185 *11%* *54%*	35 *11%* *10%*	75 *13%* *22%* H	71 *13%* *21%* H	63 *12%* *18%*	52 *12%* *15%*	48 *8%* *14%*	51 *11%* *15%*	164 *12%* *48%*	127 *12%* *37%*	102 *11%* *30%*	110 *12%* *32%*	131 *12%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 271

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
4	**147** ***5%***	73 *6%* *50%*	74 *4%* *50%*	28 *9%* *19%* F	28 *5%* *19%*	28 *5%* *19%*	13 *3%* *9%*	21 *5%* *14%*	30 *5%* *20%*	18 *4%* *12%*	83 *6%* *57%*	46 *4%* *31%*	47 *5%* *32%*	42 *5%* *28%*	58 *5%* *40%*
3	**60** ***2%***	37 *3%* *62%* B	23 *1%* *38%*	13 *4%* *22%* DF	6 *1%* *10%*	17 *3%* *28%*	6 *1%* *9%*	8 *2%* *14%*	11 *2%* *18%*	14 *3%* *24%*	23 *2%* *39%*	22 *2%* *37%*	19 *2%* *31%*	19 *2%* *31%*	22 *2%* *37%*
2	**32** ***1%***	17 *1%* *54%*	15 *1%* *46%*	8 *3%* *25%*	4 *1%* *13%*	7 *1%* *21%*	6 *1%* *18%*	3 *1%* *9%*	5 *1%* *14%*	6 *1%* *19%*	14 *1%* *43%*	12 *1%* *38%*	5 *1%* *15%*	11 *1%* *35%*	16 *1%* *50%*
1	**35** ***1%***	16 *1%* *46%*	19 *1%* *54%*	7 *2%* *19%*	4 *1%* *11%*	4 *1%* *11%*	7 *1%* *20%*	8 *2%* *22%*	6 *1%* *17%*	- - -	16 *1%* *46%*	19 *2%* *54%* I	12 *1%* *34%*	17 *2%* *48%*	6 *1%* *18%*
Don't know	**243** ***8%***	71 *6%* *29%*	172 *10%* *71%* A	6 *2%* *3%*	48 *8%* *20%* C	34 *6%* *14%* C	36 *7%* *15%* C	42 *10%* *17%* C	77 *13%* *32%* CEF	62 *13%* *26%* JK	97 *7%* *40%*	84 *8%* *35%*	89 *9%* *36%*	59 *7%* *24%*	96 *9%* *39%*
Net: 10/9/8/7	**1556** ***53%***	643 *51%* *41%*	914 *55%* *59%*	164 *54%* *11%*	301 *53%* *19%*	271 *51%* *17%*	273 *54%* *18%*	229 *54%* *15%*	318 *54%* *20%*	234 *50%* *15%*	761 *54%* *49%*	562 *54%* *36%*	514 *54%* *33%*	479 *54%* *31%*	563 *53%* *36%*
Net: 10/9	**306** ***11%***	123 *10%* *40%*	183 *11%* *60%*	41 *13%* *13%*	45 *8%* *15%*	44 *8%* *14%*	58 *12%* *19%*	41 *10%* *14%*	77 *13%* *25%* DE	26 *6%* *9%*	126 *9%* *41%*	154 *15%* *50%* IJ	97 *10%* *32%*	106 *12%* *35%*	104 *10%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 271

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
Net: 6/5/4	**985** ***34%***	467 *37%* *47%* B	518 *31%* *53%*	105 *35%* *11%*	201 *36%* *20%*	196 *37%* *20%* H	177 *35%* *18%*	138 *32%* *14%*	169 *29%* *17%*	147 *32%* *15%*	493 *35%* *50%*	346 *33%* *35%*	322 *34%* *33%*	302 *34%* *31%*	361 *34%* *37%*
Net: 3/2/1	**127** ***4%***	71 *6%* *56%* B	56 *3%* *44%*	28 *9%* *22%* DF H	14 *2%* *11%*	27 *5%* *21%*	18 *4%* *14%*	19 *4%* *15%*	21 *4%* *17%*	20 *4%* *16%*	53 *4%* *42%*	53 *5%* *42%*	36 *4%* *28%*	47 *5%* *37%*	45 *4%* *35%*
Mean	**6.66**	6.51	6.77 A	6.45	6.65	6.51	6.76	6.64	6.85 CE	6.62	6.61	6.74	6.70	6.64	6.63
Standard Deviation	**1.77**	1.80	1.73	2.11	1.58	1.71	1.72	1.79	1.80	1.61	1.70	1.92	1.72	1.85	1.74

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 271

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Total (Wtd)	**2912**	2912 *100%*	2743 *94%*	169 *6%*	399 *14%*	2471 *85%*	2508 *86%*	1529 *53%*	972 *33%*	1027 *35%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
10	**131** ***4%***	131 *4%* *100%*	116 *4%* *89%*	15 *9%* *11%* S	24 *6%* *19%*	105 *4%* *80%*	107 *4%* *81%*	65 *4%* *49%*	42 *4%* *32%*	44 *4%* *33%*
9	**175** ***6%***	175 *6%* *100%*	165 *6%* *94%*	11 *6%* *6%*	26 *7%* *15%*	147 *6%* *84%*	149 *6%* *85%*	87 *6%* *50%*	61 *6%* *35%*	68 *7%* *39%*
8	**574** ***20%***	574 *20%* *100%*	546 *20%* *95%*	29 *17%* *5%*	77 *19%* *13%*	492 *20%* *86%*	497 *20%* *87%*	315 *21%* *55%*	180 *18%* *31%*	182 *18%* *32%*
7	**676** ***23%***	676 *23%* *100%*	640 *23%* *95%*	36 *21%* *5%*	92 *23%* *14%*	572 *23%* *85%*	583 *23%* *86%*	339 *22%* *50%*	243 *25%* *36%*	260 *25%* *39%*
6	**495** ***17%***	495 *17%* *100%*	473 *17%* *96%*	22 *13%* *4%*	55 *14%* *11%*	434 *18%* *88%*	440 *18%* *89%*	278 *18%* *56%*	161 *17%* *33%*	173 *17%* *35%*
5	**343** ***12%***	343 *12%* *100%*	322 *12%* *94%*	20 *12%* *6%*	53 *13%* *16%*	284 *11%* *83%*	287 *11%* *84%*	169 *11%* *49%*	117 *12%* *34%*	123 *12%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 271

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
4	**147** ***5%***	147 *5%* *100%*	132 *5%* *90%*	15 *9%* *10%* S	22 *6%* *15%*	123 *5%* *84%*	125 *5%* *85%*	84 *5%* *57%*	41 *4%* *28%*	42 *4%* *29%*
3	**60** ***2%***	60 *2%* *100%*	55 *2%* *91%*	5 *3%* *9%*	13 *3%* *21%*	47 *2%* *79%*	47 *2%* *79%*	34 *2%* *56%*	14 *1%* *23%*	16 *2%* *27%*
2	**32** ***1%***	32 *1%* *100%*	29 *1%* *91%*	3 *2%* *9%*	2 *1%* *6%*	30 *1%* *94%*	30 *1%* *94%*	20 *1%* *62%*	10 *1%* *32%*	10 *1%* *32%*
1	**35** ***1%***	35 *1%* *100%*	30 *1%* *86%*	5 *3%* *14%*	8 *2%* *23%*	27 *1%* *77%*	27 *1%* *77%*	17 *1%* *49%*	10 *1%* *29%*	10 *1%* *29%*
Don't know	**243** ***8%***	243 *8%* *100%*	235 *9%* *97%*	8 *5%* *3%*	26 *6%* *11%*	209 *8%* *86%*	216 *9%* *89%*	122 *8%* *50%*	92 *9%* *38%*	98 *10%* *40%*
Net: 10/9/8/7	**1556** ***53%***	1556 *53%* *100%*	1466 *53%* *94%*	90 *53%* *6%*	221 *55%* *14%*	1316 *53%* *85%*	1336 *53%* *86%*	806 *53%* *52%*	525 *54%* *34%*	554 *54%* *36%*
Net: 10/9	**306** ***11%***	306 *11%* *100%*	281 *10%* *92%*	25 *15%* *8%*	51 *13%* *17%*	252 *10%* *82%*	256 *10%* *83%*	152 *10%* *50%*	103 *11%* *34%*	112 *11%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 271

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
Net: 6/5/4	**985** ***34%***	985 *34%* *100%*	927 *34%* *94%*	58 *34%* *6%*	130 *33%* *13%*	841 *34%* *85%*	852 *34%* *87%*	531 *35%* *54%*	320 *33%* *33%*	339 *33%* *34%*
Net: 3/2/1	**127** ***4%***	127 *4%* *100%*	114 *4%* *90%*	13 *8%* *10%*	23 *6%* *18%*	104 *4%* *82%*	104 *4%* *82%*	70 *5%* *55%*	34 *3%* *27%*	37 *4%* *29%*
Mean	**6.66**	6.66	6.67	6.51	6.64	6.66	6.66	6.63	6.71	6.71
Standard Deviation	**1.77**	1.77	1.74	2.15	1.91	1.75	1.75	1.77	1.71	1.70

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 272

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1353**	598 *44%*	755 *56%*	181 *13%*	318 *24%*	234 *17%*	201 *15%*	190 *14%*	225 *17%*	283 *21%*	743 *55%*	302 *22%*	374 *28%*	310 *23%*	669 *49%*
Total (Wtd)	**2027**	898 *44%*	1129 *56%*	314 *15%*	530 *26%*	318 *16%*	296 *15%*	257 *13%*	313 *15%*	391 *19%*	1025 *51%*	611 *30%*	565 *28%*	598 *30%*	864 *43%*
Effective Total	**1197**	523	674	161	287	214	177	168	202	267	692	278	346	282	602
10	**98** ***5%***	48 *5%* *49%*	50 *4%* *51%*	22 *7%* *23%*	26 *5%* *26%*	13 *4%* *13%*	11 *4%* *12%*	14 *5%* *14%*	12 *4%* *12%*	11 *3%* *12%*	51 *5%* *52%*	35 *6%* *36%*	32 *6%* *33%*	25 *4%* *26%*	41 *5%* *41%*
9	**157** ***8%***	42 *5%* *27%*	115 *10%* *73%* A	45 *14%* *28%* EF GH	52 *10%* *33%* FG	24 *8%* *15%* G	9 *3%* *6%*	7 *3%* *5%*	20 *6%* *13%*	27 *7%* *17%*	72 *7%* *46%*	58 *10%* *37%*	44 *8%* *28%*	48 *8%* *31%*	65 *8%* *42%*
8	**401** ***20%***	175 *19%* *44%*	226 *20%* *56%*	55 *18%* *14%*	147 *28%* *37%* CE FGH	54 *17%* *13%*	47 *16%* *12%*	37 *15%* *9%*	61 *20%* *15%*	76 *20%* *19%*	220 *21%* *55%*	104 *17%* *26%*	95 *17%* *24%*	131 *22%* *33%*	175 *20%* *44%*
7	**454** ***22%***	215 *24%* *47%*	239 *21%* *53%*	62 *20%* *14%*	117 *22%* *26%*	74 *23%* *16%*	83 *28%* *18%* H	60 *23%* *13%*	58 *19%* *13%*	94 *24%* *21%*	231 *23%* *51%*	129 *21%* *28%*	127 *22%* *28%*	128 *21%* *28%*	199 *23%* *44%*
6	**297** ***15%***	143 *16%* *48%*	154 *14%* *52%*	48 *15%* *16%*	73 *14%* *24%*	53 *17%* *18%*	50 *17%* *17%*	41 *16%* *14%*	32 *10%* *11%*	63 *16%* *21%*	165 *16%* *56%* K	68 *11%* *23%*	84 *15%* *28%*	79 *13%* *26%*	135 *16%* *45%*
5	**210** ***10%***	106 *12%* *51%*	104 *9%* *49%*	36 *11%* *17%*	41 *8%* *20%*	32 *10%* *15%*	40 *14%* *19%* D	31 *12%* *15%*	30 *10%* *15%*	32 *8%* *15%*	116 *11%* *55%*	63 *10%* *30%*	59 *10%* *28%*	67 *11%* *32%*	84 *10%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 272

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1353**	598 *44%*	755 *56%*	181 *13%*	318 *24%*	234 *17%*	201 *15%*	190 *14%*	225 *17%*	283 *21%*	743 *55%*	302 *22%*	374 *28%*	310 *23%*	669 *49%*
Effective Total	**1197**	523	674	161	287	214	177	168	202	267	692	278	346	282	602
4	**83** ***4%***	41 *5%* *49%*	43 *4%* *51%*	21 *7%* *25%* D	10 *2%* *12%*	13 *4%* *16%*	11 *4%* *13%*	10 *4%* *12%*	18 *6%* *22%* D	11 *3%* *14%*	36 *3%* *43%*	36 *6%* *43%*	33 *6%* *40%*	20 *3%* *23%*	31 *4%* *37%*
3	**56** ***3%***	26 *3%* *47%*	29 *3%* *53%*	8 *3%* *15%*	8 *1%* *14%*	14 *4%* *25%* DF	3 *1%* *5%*	10 *4%* *17%*	14 *4%* *24%* DF	13 *3%* *23%*	21 *2%* *37%*	22 *4%* *39%*	16 *3%* *29%*	17 *3%* *30%*	23 *3%* *41%*
2	**25** ***1%***	15 *2%* *58%*	11 *1%* *42%*	3 *1%* *11%*	6 *1%* *24%*	3 *1%* *11%*	- - -	5 *2%* *20%*	9 *3%* *34%* F	6 *1%* *22%*	10 *1%* *41%*	9 *2%* *37%*	7 *1%* *27%*	8 *1%* *32%*	10 *1%* *41%*
1	**12** ***1%***	9 *1%* *76%*	3 *** *24%*	2 *1%* *20%*	- - -	1 *** *10%*	1 *** *12%*	1 *** *10%*	6 *2%* *47%* D	- - -	4 *** *32%*	8 *1%* *68%*	3 *1%* *27%*	4 *1%* *29%*	5 *1%* *44%*
Don't know	**234** ***12%***	78 *9%* *33%*	156 *14%* *67%* A	12 *4%* *5%*	51 *10%* *22%* C	38 *12%* *16%* C	39 *13%* *17%* C	40 *16%* *17%* C	53 *17%* *23%* CD	57 *15%* *24%* J	99 *10%* *42%*	78 *13%* *33%*	66 *12%* *28%*	72 *12%* *31%*	96 *11%* *41%*
Net: 10/9/8/7	**1110** ***55%***	480 *53%* *43%*	630 *56%* *57%*	184 *59%* *17%* G	341 *64%* *31%* EF GH	165 *52%* *15%*	151 *51%* *14%*	118 *46%* *11%*	151 *48%* *14%*	208 *53%* *19%*	575 *56%* *52%*	327 *54%* *29%*	297 *53%* *27%*	333 *56%* *30%*	480 *56%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 272

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1353**	598 *44%*	755 *56%*	181 *13%*	318 *24%*	234 *17%*	201 *15%*	190 *14%*	225 *17%*	283 *21%*	743 *55%*	302 *22%*	374 *28%*	310 *23%*	669 *49%*
Effective Total	**1197**	523	674	161	287	214	177	168	202	267	692	278	346	282	602
Net: 10/9	**255** ***13%***	90 *10%* *35%*	165 *15%* *65%* A	67 *21%* *26%* EF GH	78 *15%* *30%* FG	37 *12%* *15%*	21 *7%* *8%*	21 *8%* *8%*	32 *10%* *13%*	38 *10%* *15%*	123 *12%* *48%*	94 *15%* *37%*	76 *13%* *30%*	74 *12%* *29%*	106 *12%* *42%*
Net: 6/5/4	**590** ***29%***	290 *32%* *49%* B	300 *27%* *51%*	104 *33%* *18%* D	124 *23%* *21%*	97 *31%* *17%*	101 *34%* *17%* D	82 *32%* *14%* D	81 *26%* *14%*	107 *27%* *18%*	316 *31%* *54%*	167 *27%* *28%*	176 *31%* *30%*	165 *28%* *28%*	249 *29%* *42%*
Net: 3/2/1	**93** ***5%***	50 *6%* *54%*	43 *4%* *46%*	13 *4%* *14%*	14 *3%* *15%*	18 *6%* *19%* F	4 *1%* *5%*	16 *6%* *17%* DF	28 *9%* *30%* DF	19 *5%* *20%*	35 *3%* *38%*	39 *6%* *42%* J	26 *5%* *28%*	28 *5%* *30%*	38 *4%* *41%*
Mean	**6.79**	6.63	6.93 A	6.89 H	7.17 E FGH	6.68	6.67	6.48	6.45	6.77	6.85	6.70	6.72	6.82	6.82
Standard Deviation	**1.78**	1.82	1.73	1.91	1.57	1.76	1.49	1.82	2.08	1.66	1.69	2.00	1.84	1.77	1.75

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 272

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1353**	1353 *100%*	1208 *89%*	125 *9%*	169 *12%*	1164 *86%*	1184 *88%*	688 *51%*	490 *36%*	520 *38%*
Total (Wtd)	**2027**	2027 *100%*	1889 *93%*	138 *7%*	246 *12%*	1751 *86%*	1781 *88%*	1026 *51%*	749 *37%*	795 *39%*
Effective Total	**1197**	1197	1094	112	152	1027	1045	606	434	460
10	**98** ***5%***	98 *5%* *100%*	94 *5%* *95%*	5 *3%* *5%*	12 *5%* *12%*	85 *5%* *86%*	87 *5%* *88%*	60 *6%* *61%*	27 *4%* *27%*	32 *4%* *32%*
9	**157** ***8%***	157 *8%* *100%*	141 *7%* *90%*	16 *12%* *10%*	27 *11%* *17%*	126 *7%* *80%*	130 *7%* *83%*	80 *8%* *51%*	49 *6%* *31%*	53 *7%* *34%*
8	**401** ***20%***	401 *20%* *100%*	366 *19%* *91%*	35 *25%* *9%*	60 *24%* *15%*	336 *19%* *84%*	341 *19%* *85%*	201 *20%* *50%*	137 *18%* *34%*	141 *18%* *35%*
7	**454** ***22%***	454 *22%* *100%*	433 *23%* *95%*	21 *15%* *5%*	48 *20%* *11%*	398 *23%* *88%*	406 *23%* *89%*	222 *22%* *49%*	184 *25%* *40%*	200 *25%* *44%*
6	**297** ***15%***	297 *15%* *100%*	276 *15%* *93%*	21 *15%* *7%*	28 *11%* *10%*	263 *15%* *89%*	269 *15%* *90%*	153 *15%* *51%*	116 *16%* *39%*	121 *15%* *41%*
5	**210** ***10%***	210 *10%* *100%*	186 *10%* *89%*	24 *18%* *11%* S	20 *8%* *10%*	188 *11%* *90%*	190 *11%* *90%*	104 *10%* *50%*	84 *11%* *40%*	92 *12%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 272

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1353**	1353 *100%*	1208 *89%*	125 *9%*	169 *12%*	1164 *86%*	1184 *88%*	688 *51%*	490 *36%*	520 *38%*
Effective Total	**1197**	1197	1094	112	152	1027	1045	606	434	460
4	**83** ***4%***	83 *4%* *100%*	80 *4%* *96%*	4 *3%* *4%*	10 *4%* *12%*	71 *4%* *86%*	74 *4%* *88%*	49 *5%* *59%*	24 *3%* *29%*	24 *3%* *29%*
3	**56** ***3%***	56 *3%* *100%*	56 *3%* *100%*	- - -	6 *3%* *11%*	50 *3%* *89%*	50 *3%* *89%*	25 *2%* *45%*	24 *3%* *44%*	24 *3%* *44%*
2	**25** ***1%***	25 *1%* *100%*	22 *1%* *89%*	3 *2%* *11%*	8 *3%* *30%* VWX	18 *1%* *70%*	18 *1%* *70%*	10 *1%* *39%*	8 *1%* *31%*	8 *1%* *31%*
1	**12** ***1%***	12 *1%* *100%*	12 *1%* *100%*	- - -	3 *1%* *26%*	9 *1%* *74%*	9 *1%* *74%*	5 *** *39%*	4 *1%* *35%*	4 *1%* *35%*
Don't know	**234** ***12%***	234 *12%* *100%*	224 *12%* *96%*	9 *7%* *4%*	24 *10%* *10%*	207 *12%* *88%*	210 *12%* *90%*	117 *11%* *50%*	91 *12%* *39%*	96 *12%* *41%*
Net: 10/9/8/7	**1110** ***55%***	1110 *55%* *100%*	1033 *55%* *93%*	77 *56%* *7%*	147 *60%* *13%*	945 *54%* *85%*	963 *54%* *87%*	563 *55%* *51%*	396 *53%* *36%*	426 *54%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 272

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1353**	1353 *100%*	1208 *89%*	125 *9%*	169 *12%*	1164 *86%*	1184 *88%*	688 *51%*	490 *36%*	520 *38%*
Effective Total	**1197**	1197	1094	112	152	1027	1045	606	434	460
Net: 10/9	**255** ***13%***	255 *13%* *100%*	234 *12%* *92%*	21 *15%* *8%*	39 *16%* *15%*	211 *12%* *83%*	217 *12%* *85%*	140 *14%* *55%*	75 *10%* *30%*	85 *11%* *33%*
Net: 6/5/4	**590** ***29%***	590 *29%* *100%*	542 *29%* *92%*	48 *35%* *8%*	58 *24%* *10%*	523 *30%* *89%*	532 *30%* *90%*	306 *30%* *52%*	225 *30%* *38%*	237 *30%* *40%*
Net: 3/2/1	**93** ***5%***	93 *5%* *100%*	90 *5%* *97%*	3 *2%* *3%*	17 *7%* *18%*	76 *4%* *82%*	76 *4%* *82%*	40 *4%* *43%*	36 *5%* *39%*	36 *5%* *39%*
Mean	**6.79**	6.79	6.78	6.90	6.86	6.77	6.78	6.84	6.69	6.72
Standard Deviation	**1.78**	1.78	1.79	1.68	1.98	1.75	1.75	1.78	1.71	1.70

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 274

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**698**	277 *40%*	421 *60%*	62 *9%*	130 *19%*	114 *16%*	128 *18%*	111 *16%*	150 *21%*	103 *15%*	401 *57%*	181 *26%*	213 *31%*	164 *23%*	321 *46%*
Total (Wtd)	**1022**	411 *40%*	611 *60%*	102* *10%* *	204 *20%*	166 *16%*	183 *18%*	150* *15%* *	217 *21%*	138* *14%* *	533 *52%*	350 *34%*	310 *30%*	298 *29%*	413 *40%*
Effective Total	**620**	245	375	54	116	105	116	97	135	97	374	169	198	147	288
10	**33** ***3%***	14 *3%* *42%*	19 *3%* *58%*	5 *5%* *17%* F	7 *4%* *23%* F	2 *1%* *5%*	- - -	3 *2%* *10%*	15 *7%* *46%* EF	6 *4%* *18%*	9 *2%* *27%*	18 *5%* *55%* J	4 *1%* *11%*	14 *5%* *43%* L	15 *4%* *47%*
9	**30** ***3%***	14 *3%* *46%*	16 *3%* *54%*	3 *3%* *9%*	2 *1%* *7%*	10 *6%* *34%* DH	9 *5%* *30%*	4 *3%* *12%*	2 *1%* *8%*	4 *3%* *12%*	16 *3%* *54%*	10 *3%* *34%*	3 *1%* *10%*	14 *5%* *45%* L	14 *3%* *45%*
8	**104** ***10%***	39 *9%* *37%*	66 *11%* *63%*	6 *6%* *6%*	25 *12%* *24%*	19 *11%* *18%*	15 *8%* *15%*	12 *8%* *11%*	27 *13%* *26%*	16 *11%* *15%*	56 *11%* *54%*	33 *9%* *31%*	25 *8%* *24%*	35 *12%* *34%*	44 *11%* *42%*
7	**184** ***18%***	68 *17%* *37%*	116 *19%* *63%*	23 *23%* *13%*	46 *22%* *25%*	30 *18%* *16%*	29 *16%* *16%*	25 *16%* *13%*	32 *15%* *18%*	13 *10%* *7%*	105 *20%* *57%* I	66 *19%* *36%*	72 *23%* *39%* N	56 *19%* *31%*	56 *13%* *30%*
6	**163** ***16%***	66 *16%* *40%*	97 *16%* *60%*	12 *12%* *8%*	36 *18%* *22%*	25 *15%* *15%*	42 *23%* *26%* H	25 *16%* *15%*	23 *10%* *14%*	26 *19%* *16%*	93 *17%* *57%*	43 *12%* *27%*	54 *17%* *33%*	47 *16%* *29%*	62 *15%* *38%*
5	**178** ***17%***	67 *16%* *38%*	110 *18%* *62%*	18 *18%* *10%*	27 *13%* *15%*	32 *19%* *18%*	31 *17%* *17%*	27 *18%* *15%*	42 *20%* *24%*	15 *11%* *8%*	103 *19%* *58%*	60 *17%* *33%*	50 *16%* *28%*	50 *17%* *28%*	78 *19%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 274

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**698**	277 *40%*	421 *60%*	62 *9%*	130 *19%*	114 *16%*	128 *18%*	111 *16%*	150 *21%*	103 *15%*	401 *57%*	181 *26%*	213 *31%*	164 *23%*	321 *46%*
Effective Total	**620**	245	375	54	116	105	116	97	135	97	374	169	198	147	288
4	**95** ***9%***	59 *14%* *62%* B	36 *6%* *38%*	19 *19%* *20%* H	18 *9%* *19%*	16 *9%* *16%*	16 *9%* *17%*	19 *13%* *20%* H	8 *4%* *8%*	13 *10%* *14%*	47 *9%* *49%*	35 *10%* *37%*	20 *6%* *21%*	40 *13%* *42%* L	35 *9%* *37%*
3	**45** ***4%***	24 *6%* *53%*	21 *3%* *47%*	3 *3%* *6%*	11 *6%* *25%*	5 *3%* *11%*	12 *7%* *27%*	2 *2%* *5%*	11 *5%* *25%*	6 *4%* *13%*	26 *5%* *59%*	13 *4%* *28%*	16 *5%* *36%*	6 *2%* *14%*	22 *5%* *50%*
2	**16** ***2%***	9 *2%* *59%*	6 *1%* *41%*	- - -	2 *1%* *10%*	7 *4%* *46%* F	- - -	3 *2%* *21%*	4 *2%* *23%*	6 *5%* *41%* JK	7 *1%* *46%*	2 *1%* *14%*	7 *2%* *42%*	7 *2%* *44%*	2 *1%* *13%*
1	**21** ***2%***	5 *1%* *26%*	16 *3%* *74%*	4 *3%* *17%*	2 *1%* *12%*	3 *2%* *13%*	4 *2%* *20%*	6 *4%* *29%*	2 *1%* *9%*	1 *1%* *7%*	4 *1%* *20%*	15 *4%* *74%* J	5 *2%* *23%*	9 *3%* *43%*	7 *2%* *34%*
Don't know	**152** ***15%***	45 *11%* *29%*	108 *18%* *71%* A	9 *9%* *6%*	27 *13%* *18%*	17 *10%* *11%*	25 *14%* *16%*	24 *16%* *16%*	50 *23%* *33%* CDE	31 *23%* *21%* J	66 *12%* *44%*	55 *16%* *36%*	55 *18%* *36%* M	20 *7%* *13%*	78 *19%* *51%* M
Net: 10/9/8/7	**352** ***34%***	135 *33%* *38%*	217 *35%* *62%*	37 *36%* *11%*	80 *39%* *23%*	61 *37%* *17%*	53 *29%* *15%*	43 *29%* *12%*	77 *36%* *22%*	38 *28%* *11%*	186 *35%* *53%*	127 *36%* *36%*	104 *33%* *30%*	119 *40%* *34%*	128 *31%* *37%*
Net: 10/9	**63** ***6%***	28 *7%* *44%*	36 *6%* *56%*	8 *8%* *13%*	10 *5%* *15%*	12 *7%* *19%*	9 *5%* *14%*	7 *5%* *11%*	17 *8%* *28%*	9 *7%* *15%*	25 *5%* *40%*	29 *8%* *45%*	7 *2%* *10%*	28 *9%* *44%* L	29 *7%* *46%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 274

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**698**	277 *40%*	421 *60%*	62 *9%*	130 *19%*	114 *16%*	128 *18%*	111 *16%*	150 *21%*	103 *15%*	401 *57%*	181 *26%*	213 *31%*	164 *23%*	321 *46%*
Effective Total	**620**	245	375	54	116	105	116	97	135	97	374	169	198	147	288
Net: 6/5/4	**436** ***43%***	192 *47%* *44%*	243 *40%* *56%*	50 *49%* *11%*	81 *40%* *19%*	73 *44%* *17%*	89 *48%* *20%* H	71 *47%* *16%* H	73 *33%* *17%*	55 *40%* *13%*	243 *46%* *56%*	138 *39%* *32%*	123 *40%* *28%*	137 *46%* *31%*	175 *42%* *40%*
Net: 3/2/1	**82** ***8%***	39 *9%* *47%*	43 *7%* *53%*	6 *6%* *8%*	16 *8%* *19%*	15 *9%* *18%*	16 *9%* *20%*	12 *8%* *15%*	17 *8%* *21%*	14 *10%* *17%*	38 *7%* *46%*	30 *9%* *37%*	28 *9%* *34%*	22 *7%* *27%*	32 *8%* *39%*
Mean	**5.94**	5.78	6.05	5.81	6.10	5.89	5.78	5.65	6.24	5.87	5.95	5.94	5.83	6.01	5.95
Standard Deviation	**1.90**	1.93	1.88	1.98	1.80	1.93	1.74	1.95	2.02	2.09	1.71	2.11	1.72	2.03	1.92

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 274

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**698**	698 *100%*	606 *87%*	79 *11%*	68 *10%*	621 *89%*	629 *90%*	362 *52%*	264 *38%*	277 *40%*
Total (Wtd)	**1022**	1022 *100%*	936 *92%*	86* *8%* *	95* *9%* *	912 *89%*	924 *90%*	529 *52%*	392 *38%*	413 *40%*
Effective Total	**620**	620	554	71	62	551	558	320	235	247
10	**33** ***3%***	33 *3%* *100%*	24 *3%* *74%*	9 *10%* *26%* S	6 *6%* *17%*	26 *3%* *78%*	27 *3%* *83%*	19 *4%* *57%*	9 *2%* *26%*	10 *3%* *31%*
9	**30** ***3%***	30 *3%* *100%*	29 *3%* *95%*	2 *2%* *5%*	- - -	30 *3%* *100%*	30 *3%* *100%*	11 *2%* *38%*	19 *5%* *62%*	21 *5%* *69%*
8	**104** ***10%***	104 *10%* *100%*	96 *10%* *92%*	8 *9%* *8%*	9 *10%* *9%*	95 *10%* *91%*	95 *10%* *91%*	44 *8%* *42%*	50 *13%* *48%*	53 *13%* *51%*
7	**184** ***18%***	184 *18%* *100%*	169 *18%* *92%*	15 *17%* *8%*	21 *23%* *12%*	160 *18%* *87%*	163 *18%* *88%*	87 *17%* *48%*	75 *19%* *41%*	81 *20%* *44%*
6	**163** ***16%***	163 *16%* *100%*	150 *16%* *92%*	13 *15%* *8%*	14 *14%* *8%*	144 *16%* *89%*	149 *16%* *92%*	90 *17%* *56%*	59 *15%* *36%*	61 *15%* *38%*
5	**178** ***17%***	178 *17%* *100%*	162 *17%* *91%*	16 *18%* *9%*	14 *15%* *8%*	160 *18%* *90%*	161 *17%* *91%*	101 *19%* *57%*	58 *15%* *33%*	60 *15%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 274

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**698**	698 *100%*	606 *87%*	79 *11%*	68 *10%*	621 *89%*	629 *90%*	362 *52%*	264 *38%*	277 *40%*
Effective Total	**620**	620	554	71	62	551	558	320	235	247
4	**95** ***9%***	95 *9%* *100%*	85 *9%* *90%*	10 *11%* *10%*	11 *12%* *12%*	83 *9%* *87%*	84 *9%* *88%*	49 *9%* *52%*	35 *9%* *37%*	35 *8%* *37%*
3	**45** ***4%***	45 *4%* *100%*	37 *4%* *83%*	8 *9%* *17%*	6 *6%* *13%*	39 *4%* *87%*	39 *4%* *87%*	19 *4%* *42%*	20 *5%* *45%*	20 *5%* *45%*
2	**16** ***2%***	16 *2%* *100%*	16 *2%* *100%*	- - -	- - -	16 *2%* *100%*	16 *2%* *100%*	12 *2%* *79%*	3 *1%* *21%*	3 *1%* *21%*
1	**21** ***2%***	21 *2%* *100%*	20 *2%* *94%*	1 *2%* *6%*	2 *2%* *9%*	19 *2%* *91%*	19 *2%* *91%*	16 *3%* *76%*	3 *1%* *16%*	3 *1%* *16%*
Don't know	**152** ***15%***	152 *15%* *100%*	147 *16%* *96%* T	5 *6%* *4%*	12 *12%* *8%*	139 *15%* *91%*	141 *15%* *92%*	79 *15%* *52%*	62 *16%* *40%*	64 *16%* *42%*
Net: 10/9/8/7	**352** ***34%***	352 *34%* *100%*	319 *34%* *91%*	33 *38%* *9%*	36 *38%* *10%*	311 *34%* *88%*	315 *34%* *90%*	162 *31%* *46%*	152 *39%* *43%* X	165 *40%* *47%* X
Net: 10/9	**63** ***6%***	63 *6%* *100%*	53 *6%* *84%*	10 *12%* *16%* S	6 *6%* *9%*	56 *6%* *88%*	58 *6%* *91%*	30 *6%* *48%*	27 *7%* *43%*	31 *8%* *49%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 274

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**698**	698 *100%*	606 *87%*	79 *11%*	68 *10%*	621 *89%*	629 *90%*	362 *52%*	264 *38%*	277 *40%*
Effective Total	**620**	620	554	71	62	551	558	320	235	247
Net: 6/5/4	**436** ***43%***	436 *43%* *100%*	397 *42%* *91%*	38 *45%* *9%*	39 *41%* *9%*	387 *42%* *89%*	394 *43%* *91%*	241 *45%* *55%*	152 *39%* *35%*	157 *38%* *36%*
Net: 3/2/1	**82** ***8%***	82 *8%* *100%*	73 *8%* *89%*	9 *11%* *11%*	8 *8%* *9%*	74 *8%* *91%*	74 *8%* *91%*	47 *9%* *58%*	27 *7%* *33%*	27 *7%* *33%*
Mean	**5.94**	5.94	5.92	6.07	6.00	5.92	5.93	5.78	6.14 X	6.20 X
Standard Deviation	**1.90**	1.90	1.88	2.12	1.93	1.90	1.90	1.95	1.82	1.82

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 275

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**298**	147 *49%*	151 *51%*	58 *19%*	79 *27%*	61 *20%*	42 *14%*	29 *10%*	28 *9%*	44 *15%*	176 *59%*	72 *24%*	90 *30%*	69 *23%*	139 *47%*
Total (Wtd)	**471**	235 *50%*	235 *50%*	108* *23%* *	137* *29%* *	89* *19%* *	65* *14%* *	32** *7%* **	40** *9%* **	62* *13%* *	253 *54%*	155* *33%* *	143* *30%* *	141* *30%* *	187 *40%*
Effective Total	**261**	127	134	50	72	57	39	23	25	41	165	65	81	63	124
10	**32** ***7%***	17 *7%* *54%*	15 *6%* *46%*	15 *14%* *47%*	6 *5%* *19%*	5 *5%* *15%*	4 *7%* *14%*	- - -	2 *4%* *5%*	2 *3%* *5%*	12 *5%* *36%*	19 *12%* *58%*	11 *8%* *36%*	9 *6%* *27%*	12 *6%* *38%*
9	**39** ***8%***	18 *8%* *45%*	21 *9%* *55%*	4 *4%* *11%*	17 *12%* *42%*	11 *12%* *27%*	5 *8%* *13%*	1 *3%* *3%*	2 *4%* *4%*	3 *4%* *7%*	14 *6%* *37%*	22 *14%* *56%* J	14 *10%* *36%*	8 *6%* *20%*	17 *9%* *44%*
8	**72** ***15%***	31 *13%* *44%*	41 *17%* *56%*	13 *12%* *18%*	25 *18%* *34%*	13 *14%* *17%*	7 *11%* *10%*	4 *14%* *6%*	10 *24%* *14%*	13 *21%* *19%*	43 *17%* *59%*	16 *10%* *22%*	25 *17%* *34%*	23 *16%* *32%*	25 *13%* *34%*
7	**72** ***15%***	44 *19%* *61%*	28 *12%* *39%*	16 *15%* *23%*	20 *15%* *28%*	16 *18%* *22%*	7 *11%* *10%*	5 *16%* *7%*	7 *17%* *10%*	7 *11%* *10%*	39 *15%* *54%*	26 *17%* *37%*	17 *12%* *24%*	18 *13%* *26%*	36 *19%* *50%*
6	**71** ***15%***	34 *14%* *47%*	37 *16%* *53%*	13 *12%* *19%*	24 *18%* *34%*	12 *14%* *18%*	9 *14%* *13%*	6 *20%* *9%*	5 *13%* *7%*	8 *13%* *11%*	47 *19%* *67%*	15 *10%* *22%*	15 *11%* *22%*	28 *20%* *40%*	27 *14%* *38%*
5	**54** ***12%***	35 *15%* *65%*	19 *8%* *35%*	18 *17%* *34%*	12 *9%* *22%*	9 *10%* *17%*	12 *18%* *21%*	1 *3%* *2%*	2 *6%* *4%*	3 *5%* *5%*	37 *15%* *69%*	14 *9%* *26%*	14 *10%* *26%*	23 *16%* *42%*	18 *9%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 275

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**298**	147 *49%*	151 *51%*	58 *19%*	79 *27%*	61 *20%*	42 *14%*	29 *10%*	28 *9%*	44 *15%*	176 *59%*	72 *24%*	90 *30%*	69 *23%*	139 *47%*
Effective Total	**261**	127	134	50	72	57	39	23	25	41	165	65	81	63	124
4	**36** ***8%***	10 *4%* *27%*	26 *11%* *73%* A	6 *5%* *15%*	14 *11%* *40%*	7 *7%* *18%*	7 *11%* *20%*	2 *7%* *6%*	- - -	7 *12%* *21%*	17 *7%* *48%*	11 *7%* *31%*	14 *10%* *39%*	9 *6%* *24%*	13 *7%* *37%*
3	**18** ***4%***	9 *4%* *50%*	9 *4%* *50%*	5 *5%* *30%*	3 *2%* *16%*	3 *3%* *14%*	2 *4%* *14%*	1 *3%* *5%*	4 *10%* *21%*	2 *4%* *12%*	8 *3%* *44%*	8 *5%* *43%*	9 *7%* *51%*	4 *3%* *21%*	5 *3%* *28%*
2	**20** ***4%***	12 *5%* *64%*	7 *3%* *36%*	8 *7%* *41%*	6 *5%* *33%*	1 *1%* *6%*	2 *3%* *9%*	2 *7%* *12%*	- - -	5 *8%* *27%*	9 *4%* *47%*	5 *3%* *26%*	3 *2%* *17%*	9 *6%* *45%*	7 *4%* *38%*
1	**9** ***2%***	6 *3%* *69%*	3 *1%* *31%*	3 *3%* *30%*	- - -	4 *5%* *46%*	- - -	1 *3%* *12%*	1 *3%* *12%*	1 *2%* *12%*	5 *2%* *58%*	3 *2%* *30%*	3 *2%* *30%*	2 *1%* *18%*	5 *2%* *52%*
Don't know	**47** ***10%***	18 *8%* *38%*	29 *12%* *62%*	5 *5%* *11%*	9 *7%* *19%*	9 *11%* *20%*	9 *13%* *18%*	7 *23%* *15%*	8 *19%* *16%*	11 *17%* *23%*	21 *8%* *45%*	15 *10%* *33%*	17 *12%* *35%*	9 *6%* *18%*	22 *12%* *47%*
Net: 10/9/8/7	**215** ***46%***	111 *47%* *51%*	104 *44%* *49%*	49 *45%* *23%*	68 *50%* *31%*	44 *49%* *20%*	24 *37%* *11%*	11 *33%* *5%*	20 *50%* *9%*	25 *40%* *12%*	107 *42%* *50%*	83 *53%* *39%*	67 *47%* *31%*	58 *41%* *27%*	90 *48%* *42%*
Net: 10/9	**71** ***15%***	35 *15%* *49%*	36 *15%* *51%*	19 *18%* *27%*	23 *17%* *32%*	15 *17%* *22%*	9 *15%* *13%*	1 *3%* *1%*	3 *8%* *5%*	4 *7%* *6%*	26 *10%* *37%*	41 *26%* *57%* IJ	25 *18%* *36%*	16 *12%* *23%*	29 *16%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 275

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**298**	147 *49%*	151 *51%*	58 *19%*	79 *27%*	61 *20%*	42 *14%*	29 *10%*	28 *9%*	44 *15%*	176 *59%*	72 *24%*	90 *30%*	69 *23%*	139 *47%*
Effective Total	**261**	127	134	50	72	57	39	23	25	41	165	65	81	63	124
Net: 6/5/4	**161** ***34%***	78 *33%* *49%*	83 *35%* *51%*	37 *35%* *23%*	51 *37%* *31%*	28 *31%* *17%*	28 *43%* *17%*	10 *30%* *6%*	8 *19%* *5%*	18 *29%* *11%*	102 *40%* *63%* K	41 *26%* *25%*	43 *30%* *27%*	60 *43%* *37%*	58 *31%* *36%*
Net: 3/2/1	**47** ***10%***	28 *12%* *60%*	19 *8%* *40%*	16 *15%* *34%*	9 *7%* *20%*	8 *9%* *17%*	4 *6%* *9%*	4 *14%* *9%*	5 *12%* *11%*	9 *14%* *18%*	23 *9%* *48%*	16 *10%* *34%*	15 *11%* *33%*	14 *10%* *31%*	17 *9%* *37%*
Mean	**6.37**	6.31	6.44	6.24	6.54	6.46	6.25	5.75	6.57	5.96	6.23	6.75	6.46	6.20	6.44
Standard Deviation	**2.21**	2.26	2.17	2.49	2.04	2.26	2.08	2.19	2.10	2.33	2.05	2.39	2.32	2.12	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 275

Absolutes/col/row percents

9 Jul 2009

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Base : Regular viewers of BBC3 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**298**	298 *100%*	262 *88%*	32 *11%*	298 *100%*	298 *100%*	175 *59%*	123 *41%*	130 *44%*
Total (Wtd)	**471**	471 *100%*	434 *92%*	36** *8%* ****	471 *100%*	471 *100%*	275 *59%*	195 *41%*	206 *44%*
Effective Total	**261**	261	235	28	261	261	153	108	114
10	**32** ***7%***	32 *7%* *100%*	29 *7%* *92%*	3 *7%* *8%*	32 *7%* *100%*	32 *7%* *100%*	20 *7%* *62%*	12 *6%* *38%*	12 *6%* *38%*
9	**39** ***8%***	39 *8%* *100%*	36 *8%* *93%*	3 *7%* *7%*	39 *8%* *100%*	39 *8%* *100%*	23 *8%* *60%*	16 *8%* *40%*	16 *8%* *40%*
8	**72** ***15%***	72 *15%* *100%*	70 *16%* *97%*	2 *6%* *3%*	72 *15%* *100%*	72 *15%* *100%*	40 *15%* *56%*	32 *16%* *44%*	33 *16%* *46%*
7	**72** ***15%***	72 *15%* *100%*	68 *16%* *95%*	4 *11%* *5%*	72 *15%* *100%*	72 *15%* *100%*	46 *17%* *64%*	26 *13%* *36%*	29 *14%* *41%*
6	**71** ***15%***	71 *15%* *100%*	62 *14%* *88%*	8 *23%* *12%*	71 *15%* *100%*	71 *15%* *100%*	33 *12%* *46%*	38 *20%* *54%*	38 *18%* *54%*
5	**54** ***12%***	54 *12%* *100%*	52 *12%* *96%*	2 *7%* *4%*	54 *12%* *100%*	54 *12%* *100%*	34 *12%* *62%*	21 *11%* *38%*	23 *11%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 275

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**298**	298 *100%*	262 *88%*	32 *11%*	298 *100%*	298 *100%*	175 *59%*	123 *41%*	130 *44%*
Effective Total	**261**	261	235	28	261	261	153	108	114
4	**36** ***8%***	36 *8%* *100%*	33 *7%* *90%*	4 *10%* *10%*	36 *8%* *100%*	36 *8%* *100%*	22 *8%* *61%*	14 *7%* *39%*	16 *8%* *43%*
3	**18** ***4%***	18 *4%* *100%*	18 *4%* *100%*	- - -	18 *4%* *100%*	18 *4%* *100%*	9 *3%* *50%*	9 *5%* *50%*	9 *4%* *50%*
2	**20** ***4%***	20 *4%* *100%*	16 *4%* *81%*	4 *10%* *19%*	20 *4%* *100%*	20 *4%* *100%*	15 *5%* *75%*	5 *2%* *25%*	5 *2%* *25%*
1	**9** ***2%***	9 *2%* *100%*	9 *2%* *100%*	- - -	9 *2%* *100%*	9 *2%* *100%*	5 *2%* *57%*	4 *2%* *43%*	4 *2%* *43%*
Don't know	**47** ***10%***	47 *10%* *100%*	40 *9%* *85%*	7 *19%* *15%*	47 *10%* *100%*	47 *10%* *100%*	29 *10%* *61%*	19 *10%* *39%*	21 *10%* *45%*
Net: 10/9/8/7	**215** ***46%***	215 *46%* *100%*	204 *47%* *95%*	11 *31%* *5%*	215 *46%* *100%*	215 *46%* *100%*	129 *47%* *60%*	86 *44%* *40%*	91 *44%* *42%*
Net: 10/9	**71** ***15%***	71 *15%* *100%*	66 *15%* *92%*	5 *15%* *8%*	71 *15%* *100%*	71 *15%* *100%*	43 *16%* *61%*	28 *14%* *39%*	28 *14%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 275

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**298**	298 *100%*	262 *88%*	32 *11%*	298 *100%*	298 *100%*	175 *59%*	123 *41%*	130 *44%*
Effective Total	**261**	261	235	28	261	261	153	108	114
Net: 6/5/4	**161** ***34%***	161 *34%* *100%*	147 *34%* *91%*	14 *39%* *9%*	161 *34%* *100%*	161 *34%* *100%*	89 *32%* *55%*	73 *37%* *45%*	77 *37%* *48%*
Net: 3/2/1	**47** ***10%***	47 *10%* *100%*	43 *10%* *92%*	4 *10%* *8%*	47 *10%* *100%*	47 *10%* *100%*	29 *11%* *62%*	18 *9%* *38%*	18 *9%* *38%*
Mean	**6.37**	6.37	6.39	6.08	6.37	6.37	6.34	6.40	6.39
Standard Deviation	**2.21**	2.21	2.21	2.34	2.21	2.21	2.27	2.13	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 276

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**171**	84 *49%*	87 *51%*	14 *8%*	31 *18%*	30 *18%*	33 *19%*	28 *16%*	35 *20%*	43 *25%*	90 *53%*	32 *19%*	39 *23%*	37 *22%*	95 *56%*
Total (Wtd)	**238**	123* *52%* *	115* *48%* *	21** *9%* **	50** *21%* **	41** *17%* **	46** *19%* **	35** *15%* **	45* *19%* *	57* *24%* *	120* *50%* *	61* *26%* *	54* *23%* *	62* *26%* *	121* *51%* *
Effective Total	**152**	75	77	12	29	29	29	24	31	41	84	31	35	32	87
10	**14** ***6%***	10 *8%* *73%*	4 *3%* *27%*	2 *8%* *12%*	3 *6%* *21%*	3 *7%* *21%*	4 *8%* *26%*	2 *5%* *14%*	1 *2%* *7%*	3 *5%* *22%*	5 *4%* *37%*	6 *9%* *42%*	5 *10%* *39%*	3 *5%* *22%*	5 *4%* *39%*
9	**18** ***8%***	12 *10%* *64%*	7 *6%* *36%*	* * *	2 *3%* *9%*	4 *10%* *22%*	5 *11%* *29%*	5 *14%* *27%*	2 *6%* *14%*	4 *6%* *20%*	11 *9%* *59%*	4 *6%* *22%*	5 *10%* *29%*	5 *8%* *26%*	8 *7%* *45%*
8	**30** ***13%***	13 *11%* *44%*	17 *15%* *56%*	- - -	6 *11%* *19%*	6 *14%* *18%*	7 *14%* *22%*	5 *13%* *15%*	8 *18%* *26%*	9 *15%* *29%*	15 *13%* *50%*	6 *10%* *21%*	7 *12%* *22%*	11 *18%* *37%*	12 *10%* *40%*
7	**52** ***22%***	23 *18%* *43%*	30 *26%* *57%*	5 *26%* *10%*	13 *26%* *25%*	7 *17%* *13%*	16 *34%* *31%*	7 *19%* *13%*	4 *10%* *8%*	7 *12%* *13%*	32 *26%* *61%*	14 *22%* *26%*	9 *16%* *17%*	12 *19%* *23%*	32 *26%* *61%*
6	**37** ***15%***	22 *18%* *59%*	15 *13%* *41%*	6 *31%* *17%*	8 *16%* *22%*	7 *16%* *18%*	4 *9%* *11%*	4 *11%* *10%*	8 *17%* *21%*	9 *16%* *25%*	22 *18%* *60%*	6 *9%* *15%*	9 *17%* *25%*	7 *12%* *20%*	20 *17%* *55%*
5	**17** ***7%***	6 *5%* *39%*	10 *9%* *61%*	1 *5%* *6%*	3 *6%* *18%*	5 *11%* *28%*	1 *3%* *8%*	4 *11%* *23%*	3 *6%* *17%*	5 *9%* *29%*	10 *8%* *61%*	2 *3%* *10%*	5 *10%* *32%*	3 *4%* *16%*	9 *7%* *52%*
4	**11** ***5%***	3 *2%* *25%*	9 *7%* *75%*	- - -	4 *7%* *32%*	3 *8%* *28%*	1 *3%* *11%*	2 *6%* *19%*	1 *2%* *9%*	6 *10%* *50%*	6 *5%* *50%*	- - -	4 *8%* *36%*	4 *6%* *33%*	4 *3%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 276

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**171**	84 *49%*	87 *51%*	14 *8%*	31 *18%*	30 *18%*	33 *19%*	28 *16%*	35 *20%*	43 *25%*	90 *53%*	32 *19%*	39 *23%*	37 *22%*	95 *56%*
Effective Total	**152**	75	77	12	29	29	29	24	31	41	84	31	35	32	87
3	**9** ***4%***	7 *5%* *70%*	3 *2%* *30%*	3 *12%* *27%*	- - -	- - -	1 *3%* *13%*	2 *5%* *17%*	4 *9%* *43%*	- - -	1 *1%* *13%*	8 *13%* *87%* IJ	3 *5%* *27%*	3 *4%* *27%*	4 *4%* *46%*
2	**8** ***3%***	6 *5%* *73%*	2 *2%* *27%*	- - -	3 *7%* *41%*	3 *6%* *31%*	- - -	2 *6%* *27%*	- - -	4 *6%* *43%*	2 *2%* *30%*	2 *4%* *27%*	- - -	5 *7%* *56%*	4 *3%* *44%*
1	**6** ***3%***	4 *3%* *57%*	3 *2%* *43%*	4 *17%* *57%*	- - -	- - -	- - -	- - -	3 *6%* *43%*	1 *2%* *17%*	1 *1%* *17%*	4 *7%* *66%*	- - -	- - -	6 *5%* *100%*
Don't know	**35** ***15%***	18 *15%* *53%*	17 *14%* *47%*	- - -	9 *17%* *25%*	5 *11%* *13%*	7 *15%* *20%*	4 *10%* *10%*	11 *24%* *31%*	11 *19%* *31%*	15 *12%* *42%*	9 *15%* *27%*	7 *13%* *20%*	11 *17%* *31%*	17 *14%* *49%*
Net: 10/9/8/7	**114** ***48%***	58 *47%* *50%*	57 *49%* *50%*	7 *34%* *6%*	23 *46%* *20%*	19 *47%* *17%*	31 *68%* *27%*	18 *51%* *16%*	16 *35%* *14%*	22 *39%* *19%*	63 *52%* *55%*	30 *49%* *26%*	26 *48%* *23%*	31 *49%* *27%*	58 *48%* *50%*
Net: 10/9	**32** ***13%***	22 *18%* *68%*	10 *9%* *32%*	2 *8%* *5%*	4 *9%* *14%*	7 *17%* *22%*	9 *19%* *28%*	7 *19%* *21%*	3 *8%* *11%*	7 *11%* *20%*	16 *13%* *49%*	10 *16%* *30%*	11 *20%* *33%*	8 *12%* *24%*	14 *11%* *43%*
Net: 6/5/4	**65** ***27%***	31 *25%* *48%*	34 *29%* *52%*	7 *36%* *12%*	15 *29%* *23%*	14 *35%* *22%*	7 *14%* *10%*	10 *28%* *15%*	12 *26%* *18%*	20 *34%* *30%* K	38 *31%* *58%* K	7 *12%* *11%*	19 *34%* *29%*	14 *22%* *21%*	32 *27%* *50%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 276

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**171**	84 *49%*	87 *51%*	14 *8%*	31 *18%*	30 *18%*	33 *19%*	28 *16%*	35 *20%*	43 *25%*	90 *53%*	32 *19%*	39 *23%*	37 *22%*	95 *56%*
Effective Total	**152**	75	77	12	29	29	29	24	31	41	84	31	35	32	87
Net: 3/2/1	**24** ***10%***	16 *13%* *67%*	8 *7%* *33%*	6 *30%* *26%*	3 *7%* *14%*	3 *6%* *11%*	1 *3%* *5%*	4 *11%* *16%*	7 *15%* *28%*	5 *8%* *19%*	5 *4%* *20%*	14 *24%* *61%* J	3 *5%* *11%*	7 *11%* *30%*	14 *12%* *59%*
Mean	**6.45**	6.49	6.41	5.29	6.41	6.56	7.32	6.50	6.04	6.24	6.71	6.11	6.81	6.48	6.27
Standard Deviation	**2.17**	2.36	1.95	2.60	2.00	2.12	1.58	2.24	2.36	2.24	1.77	2.74	1.99	2.21	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 276

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**171**	171 *100%*	151 *88%*	19 *11%*	171 *100%*	171 *100%*	86 *50%*	84 *49%*	89 *52%*
Total (Wtd)	**238**	238 *100%*	217 *91%*	21** *9%* **	238 *100%*	238 *100%*	120* *51%* *	116* *49%* *	125* *53%* *
Effective Total	**152**	152	136	17	152	152	77	74	79
10	**14** ***6%***	14 *6%* *100%*	11 *5%* *79%*	3 *13%* *21%*	14 *6%* *100%*	14 *6%* *100%*	7 *6%* *52%*	7 *6%* *48%*	8 *7%* *61%*
9	**18** ***8%***	18 *8%* *100%*	17 *8%* *94%*	1 *5%* *6%*	18 *8%* *100%*	18 *8%* *100%*	9 *8%* *50%*	9 *8%* *50%*	12 *10%* *68%*
8	**30** ***13%***	30 *13%* *100%*	28 *13%* *94%*	2 *9%* *6%*	30 *13%* *100%*	30 *13%* *100%*	17 *14%* *55%*	14 *12%* *45%*	15 *12%* *50%*
7	**52** ***22%***	52 *22%* *100%*	47 *22%* *90%*	5 *24%* *10%*	52 *22%* *100%*	52 *22%* *100%*	21 *17%* *40%*	31 *27%* *60%*	33 *27%* *64%*
6	**37** ***15%***	37 *15%* *100%*	34 *16%* *92%*	3 *13%* *8%*	37 *15%* *100%*	37 *15%* *100%*	15 *12%* *40%*	22 *19%* *60%*	22 *18%* *60%*
5	**17** ***7%***	17 *7%* *100%*	15 *7%* *88%*	2 *9%* *12%*	17 *7%* *100%*	17 *7%* *100%*	14 *12%* *85%* YZ	2 *2%* *15%*	2 *2%* *15%*
4	**11** ***5%***	11 *5%* *100%*	11 *5%* *100%*	- - -	11 *5%* *100%*	11 *5%* *100%*	3 *3%* *28%*	8 *7%* *72%*	8 *7%* *72%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**171**	171 *100%*	151 *88%*	19 *11%*	171 *100%*	171 *100%*	86 *50%*	84 *49%*	89 *52%*
Effective Total	**152**	152	136	17	152	152	77	74	79
3	**9** ***4%***	9 *4%* *100%*	9 *4%* *100%*	- - -	9 *4%* *100%*	9 *4%* *100%*	5 *4%* *57%*	4 *3%* *43%*	4 *3%* *43%*
2	**8** ***3%***	8 *3%* *100%*	7 *3%* *87%*	1 *5%* *13%*	8 *3%* *100%*	8 *3%* *100%*	6 *5%* *69%*	3 *2%* *31%*	3 *2%* *31%*
1	**6** ***3%***	6 *3%* *100%*	5 *2%* *83%*	1 *5%* *17%*	6 *3%* *100%*	6 *3%* *100%*	4 *3%* *57%*	3 *2%* *43%*	3 *2%* *43%*
Don't know	**35** ***15%***	35 *15%* *100%*	31 *14%* *90%*	4 *17%* *10%*	35 *15%* *100%*	35 *15%* *100%*	20 *16%* *56%*	14 *12%* *40%*	14 *11%* *40%*
Net: 10/9/8/7	**114** ***48%***	114 *48%* *100%*	104 *48%* *91%*	11 *51%* *9%*	114 *48%* *100%*	114 *48%* *100%*	54 *45%* *47%*	61 *52%* *53%*	69 *55%* *60%*
Net: 10/9	**32** ***13%***	32 *13%* *100%*	28 *13%* *88%*	4 *18%* *12%*	32 *13%* *100%*	32 *13%* *100%*	16 *14%* *51%*	16 *13%* *49%*	21 *17%* *65%*
Net: 6/5/4	**65** ***27%***	65 *27%* *100%*	60 *28%* *93%*	5 *22%* *7%*	65 *27%* *100%*	65 *27%* *100%*	32 *27%* *50%*	33 *28%* *50%*	33 *26%* *50%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 276

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**171**	171 *100%*	151 *88%*	19 *11%*	171 *100%*	171 *100%*	86 *50%*	84 *49%*	89 *52%*
Effective Total	**152**	152	136	17	152	152	77	74	79
Net: 3/2/1	**24** ***10%***	24 *10%* *100%*	22 *10%* *91%*	2 *10%* *9%*	24 *10%* *100%*	24 *10%* *100%*	14 *12%* *61%*	9 *8%* *39%*	9 *7%* *39%*
Mean	**6.45**	6.45	6.43	6.67	6.45	6.45	6.34	6.56	6.72
Standard Deviation	**2.17**	2.17	2.14	2.51	2.17	2.17	2.30	2.03	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 277

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Total (Wtd)	**5641**	2729 *48%*	2912 *52%*	595 *11%*	1157 *21%*	963 *17%*	995 *18%*	838 *15%*	1092 *19%*	1033 *18%*	2813 *50%*	1795 *32%*	1636 *29%*	1699 *30%*	2306 *41%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
10	**260** ***5%***	100 *4%* *39%*	160 *5%* *61%* A	42 *7%* *16%* DF G	44 *4%* *17%*	40 *4%* *15%*	37 *4%* *14%*	28 *3%* *11%*	69 *6%* *27%* DFG	23 *2%* *9%*	110 *4%* *42%* I	127 *7%* *49%* IJ	84 *5%* *32%*	86 *5%* *33%*	90 *4%* *35%*
9	**343** ***6%***	139 *5%* *41%*	204 *7%* *59%* A	53 *9%* *15%* H	68 *6%* *20%*	56 *6%* *16%*	56 *6%* *16%*	51 *6%* *15%*	59 *5%* *17%*	47 *5%* *14%*	130 *5%* *38%*	166 *9%* *48%* IJ	76 *5%* *22%*	124 *7%* *36%* L	143 *6%* *42%*
8	**1116** ***20%***	493 *18%* *44%*	623 *21%* *56%* A	125 *21%* *11%*	240 *21%* *21%*	189 *20%* *17%*	175 *18%* *16%*	156 *19%* *14%*	229 *21%* *21%*	179 *17%* *16%*	603 *21%* *54%* I	335 *19%* *30%*	341 *21%* *31%*	341 *20%* *31%*	434 *19%* *39%*
7	**1353** ***24%***	662 *24%* *49%*	691 *24%* *51%*	149 *25%* *11%*	298 *26%* *22%* H	245 *25%* *18%*	239 *24%* *18%*	191 *23%* *14%*	230 *21%* *17%*	260 *25%* *19%* K	719 *26%* *53%* K	374 *21%* *28%*	416 *25%* *31%* M	366 *22%* *27%*	571 *25%* *42%*
6	**960** ***17%***	519 *19%* *54%* B	441 *15%* *46%*	93 *16%* *10%*	210 *18%* *22%*	170 *18%* *18%*	169 *17%* *18%*	145 *17%* *15%*	173 *16%* *18%*	187 *18%* *20%*	500 *18%* *52%*	272 *15%* *28%*	261 *16%* *27%*	300 *18%* *31%*	399 *17%* *42%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 277

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
5	**694** ***12%***	394 *14%* *57%* B	300 *10%* *43%*	54 *9%* *8%*	162 *14%* *23%* CH	111 *11%* *16%*	147 *15%* *21%* CH	109 *13%* *16%*	112 *10%* *16%*	138 *13%* *20%*	351 *12%* *51%*	205 *11%* *30%*	210 *13%* *30%*	205 *12%* *29%*	279 *12%* *40%*
4	**216** ***4%***	111 *4%* *51%*	105 *4%* *49%*	24 *4%* *11%*	42 *4%* *19%*	26 *3%* *12%*	39 *4%* *18%*	33 *4%* *15%*	52 *5%* *24%*	52 *5%* *24%*	96 *3%* *45%*	68 *4%* *32%*	57 *3%* *26%*	70 *4%* *33%*	89 *4%* *41%*
3	**112** ***2%***	69 *3%* *62%* B	43 *1%* *38%*	19 *3%* *17%* D	12 *1%* *10%*	26 *3%* *23%* D	23 *2%* *21%*	17 *2%* *15%*	15 *1%* *13%*	28 *3%* *25%*	54 *2%* *48%*	30 *2%* *27%*	22 *1%* *20%*	44 *3%* *39%*	46 *2%* *41%*
2	**74** ***1%***	48 *2%* *65%* B	26 *1%* *35%*	12 *2%* *16%*	8 *1%* *11%*	13 *1%* *17%*	12 *1%* *16%*	14 *2%* *19%*	15 *1%* *20%*	12 *1%* *16%*	33 *1%* *44%*	29 *2%* *40%*	21 *1%* *29%*	21 *1%* *28%*	32 *1%* *43%*
1	**54** ***1%***	29 *1%* *54%*	24 *1%* *46%*	4 *1%* *7%*	5 *** *8%*	12 *1%* *23%*	14 *1%* *26%*	9 *1%* *16%*	10 *1%* *19%*	5 *** *9%*	20 *1%* *37%*	29 *2%* *54%* IJ	13 *1%* *24%*	18 *1%* *34%*	23 *1%* *42%*
Don't know	**458** ***8%***	163 *6%* *36%*	295 *10%* *64%* A	21 *4%* *5%*	69 *6%* *15%*	74 *8%* *16%* C	82 *8%* *18%* C	85 *10%* *18%* CD	127 *12%* *28%* CDEF	103 *10%* *22%* J	195 *7%* *43%*	160 *9%* *35%*	134 *8%* *29%*	124 *7%* *27%*	199 *9%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 277

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
Net: 10/9/8/7	**3072** ***54%***	1395 *51%* *45%*	1677 *58%* *55%* A	369 *62%* *12%* EF GH	649 *56%* *21%*	531 *55%* *17%*	508 *51%* *17%*	426 *51%* *14%*	588 *54%* *19%*	508 *49%* *17%*	1563 *56%* *51%* I	1002 *56%* *33%* I	917 *56%* *30%*	917 *54%* *30%*	1238 *54%* *40%*
Net: 10/9	**603** ***11%***	240 *9%* *40%*	364 *12%* *60%* A	95 *16%* *16%* DE FG	111 *10%* *18%*	96 *10%* *16%*	93 *9%* *16%*	79 *9%* *13%*	129 *12%* *21%*	70 *7%* *12%*	240 *9%* *40%*	293 *16%* *49%* IJ	160 *10%* *26%*	210 *12%* *35%*	233 *10%* *39%*
Net: 6/5/4	**1870** ***33%***	1024 *38%* *55%* B	846 *29%* *45%*	171 *29%* *9%*	413 *36%* *22%* C	307 *32%* *16%*	355 *36%* *19%* C	287 *34%* *15%*	337 *31%* *18%*	377 *37%* *20%* K	948 *34%* *51%*	545 *30%* *29%*	528 *32%* *28%*	575 *34%* *31%*	767 *33%* *41%*
Net: 3/2/1	**240** ***4%***	147 *5%* *61%* B	93 *3%* *39%*	34 *6%* *14%* D	25 *2%* *10%*	51 *5%* *21%* D	49 *5%* *21%* D	40 *5%* *17%* D	40 *4%* *17%*	45 *4%* *19%*	107 *4%* *45%*	88 *5%* *37%*	56 *3%* *23%*	82 *5%* *34%*	101 *4%* *42%*
Mean	**6.70**	6.51	6.89 A	6.87 F G	6.75 F	6.67	6.54	6.59	6.80 FG	6.48	6.69 I	6.83 I	6.75	6.71	6.66
Standard Deviation	**1.74**	1.74	1.71	1.85	1.56	1.75	1.76	1.75	1.80	1.63	1.64	1.92	1.69	1.80	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 277

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Total (Wtd)	**5641**	5641 *100%*	5195 *92%*	445 *8%*	873 *15%*	4689 *83%*	4751 *84%*	2930 *52%*	1807 *32%*	1916 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
10	**260** ***5%***	260 *5%* *100%*	233 *4%* *89%*	27 *6%* *11%*	43 *5%* *16%*	213 *5%* *82%*	216 *5%* *83%*	145 *5%* *56%*	71 *4%* *27%*	81 *4%* *31%*
9	**343** ***6%***	343 *6%* *100%*	317 *6%* *92%*	26 *6%* *8%*	56 *6%* *16%*	283 *6%* *83%*	287 *6%* *84%*	187 *6%* *55%*	100 *6%* *29%*	109 *6%* *32%*
8	**1116** ***20%***	1116 *20%* *100%*	1029 *20%* *92%*	88 *20%* *8%*	164 *19%* *15%*	935 *20%* *84%*	949 *20%* *85%*	600 *20%* *54%*	347 *19%* *31%*	372 *19%* *33%*
7	**1353** ***24%***	1353 *24%* *100%*	1252 *24%* *93%*	101 *23%* *7%*	189 *22%* *14%*	1149 *25%* *85%*	1161 *24%* *86%*	717 *24%* *53%*	443 *25%* *33%*	466 *24%* *34%*
6	**960** ***17%***	960 *17%* *100%*	875 *17%* *91%*	85 *19%* *9%*	129 *15%* *13%*	813 *17%* *85%*	828 *17%* *86%*	482 *16%* *50%*	344 *19%* *36%* U	358 *19%* *37%* U

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 277

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
5	**694** ***12%***	694 *12%* *100%*	644 *12%* *93%*	50 *11%* *7%*	120 *14%* *17%*	568 *12%* *82%*	572 *12%* *82%*	369 *13%* *53%*	200 *11%* *29%*	210 *11%* *30%*
4	**216** ***4%***	216 *4%* *100%*	194 *4%* *89%*	23 *5%* *11%*	53 *6%* *24%* VWXY Z	161 *3%* *75%*	164 *3%* *76%*	101 *3%* *47%*	60 *3%* *28%*	69 *4%* *32%*
3	**112** ***2%***	112 *2%* *100%*	102 *2%* *91%*	10 *2%* *9%*	19 *2%* *17%*	94 *2%* *83%*	94 *2%* *83%*	53 *2%* *47%*	41 *2%* *36%*	42 *2%* *37%*
2	**74** ***1%***	74 *1%* *100%*	66 *1%* *88%*	9 *2%* *12%*	17 *2%* *23%*	57 *1%* *77%*	57 *1%* *77%*	32 *1%* *42%*	26 *1%* *34%*	26 *1%* *34%*
1	**54** ***1%***	54 *1%* *100%*	51 *1%* *96%*	2 *** *4%*	10 *1%* *19%*	42 *1%* *79%*	42 *1%* *79%*	28 *1%* *51%*	14 *1%* *27%*	14 *1%* *27%*
Don't know	**458** ***8%***	458 *8%* *100%*	434 *8%* *95%*	24 *5%* *5%*	74 *8%* *16%*	374 *8%* *82%*	380 *8%* *83%*	217 *7%* *47%*	160 *9%* *35%*	168 *9%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 277

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
Net: 10/9/8/7	**3072** ***54%***	3072 *54%* *100%*	2830 *54%* *92%*	242 *54%* *8%*	451 *52%* *15%*	2580 *55%* *84%*	2614 *55%* *85%*	1649 *56%* *54%*	962 *53%* *31%*	1028 *54%* *33%*
Net: 10/9	**603** ***11%***	603 *11%* *100%*	549 *11%* *91%*	54 *12%* *9%*	98 *11%* *16%*	496 *11%* *82%*	504 *11%* *83%*	332 *11%* *55%*	172 *9%* *28%*	190 *10%* *32%*
Net: 6/5/4	**1870** ***33%***	1870 *33%* *100%*	1712 *33%* *92%*	158 *36%* *8%*	302 *35%* *16%*	1542 *33%* *82%*	1564 *33%* *84%*	952 *33%* *51%*	604 *33%* *32%*	637 *33%* *34%*
Net: 3/2/1	**240** ***4%***	240 *4%* *100%*	219 *4%* *91%*	21 *5%* *9%*	46 *5%* *19%*	193 *4%* *80%*	193 *4%* *80%*	112 *4%* *47%*	81 *4%* *34%*	82 *4%* *34%*
Mean	**6.70**	6.70	6.70	6.70	6.57	6.72	6.72	6.76 U	6.67	6.69
Standard Deviation	**1.74**	1.74	1.73	1.79	1.87	1.71	1.71	1.72	1.69	1.70

GfK NOP

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 278

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Total (Wtd)	**2846**	1371 *48%*	1475 *52%*	309 *11%*	572 *20%*	474 *17%*	488 *17%*	412 *14%*	592 *21%*	498 *17%*	1420 *50%*	928 *33%*	814 *29%*	882 *31%*	1149 *40%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
10	**321** ***11%***	120 *9%* *37%*	201 *14%* *63%* A	34 *11%* *11%*	47 *8%* *15%*	43 *9%* *14%*	62 *13%* *19%*	47 *11%* *15%*	89 *15%* *28%* DE	61 *12%* *19%*	137 *10%* *43%*	122 *13%* *38%* J	92 *11%* *29%*	85 *10%* *27%*	143 *12%* *45%*
9	**344** ***12%***	157 *11%* *46%*	187 *13%* *54%*	54 *18%* *16%* FG	74 *13%* *22%*	55 *12%* *16%*	41 *8%* *12%*	42 *10%* *12%*	77 *13%* *22%*	41 *8%* *12%*	164 *12%* *48%*	139 *15%* *40%* I	81 *10%* *24%*	134 *15%* *39%* LN	129 *11%* *37%*
8	**672** ***24%***	315 *23%* *47%*	357 *24%* *53%*	66 *21%* *10%*	153 *27%* *23%*	100 *21%* *15%*	115 *24%* *17%*	102 *25%* *15%*	136 *23%* *20%*	116 *23%* *17%*	348 *25%* *52%*	208 *22%* *31%*	241 *30%* *36%* MN	194 *22%* *29%*	237 *21%* *35%*
7	**516** ***18%***	242 *18%* *47%*	274 *19%* *53%*	56 *18%* *11%*	100 *18%* *19%*	92 *19%* *18%*	85 *17%* *16%*	81 *20%* *16%*	102 *17%* *20%*	92 *19%* *18%*	267 *19%* *52%*	157 *17%* *30%*	143 *18%* *28%*	154 *17%* *30%*	219 *19%* *42%*
6	**311** ***11%***	176 *13%* *57%* B	135 *9%* *43%*	28 *9%* *9%*	63 *11%* *20%*	69 *15%* *22%* GH	63 *13%* *20%*	37 *9%* *12%*	50 *8%* *16%*	59 *12%* *19%*	164 *12%* *53%*	88 *9%* *28%*	84 *10%* *27%*	100 *11%* *32%*	127 *11%* *41%*
5	**285** ***10%***	139 *10%* *49%*	146 *10%* *51%*	32 *10%* *11%*	70 *12%* *25%*	38 *8%* *13%*	56 *12%* *20%*	38 *9%* *13%*	50 *8%* *18%*	51 *10%* *18%*	149 *10%* *52%*	85 *9%* *30%*	74 *9%* *26%*	88 *10%* *31%*	122 *11%* *43%*

GfK NOP

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
4	**90** ***3%***	55 *4%* *61%*	35 *2%* *39%*	7 *2%* *8%*	16 *3%* *18%*	14 *3%* *16%*	16 *3%* *17%*	22 *5%* *24%*	15 *3%* *17%*	20 *4%* *23%*	42 *3%* *47%*	27 *3%* *30%*	20 *2%* *22%*	32 *4%* *35%*	39 *3%* *43%*
3	**69** ***2%***	44 *3%* *64%* B	25 *2%* *36%*	10 *3%* *14%*	8 *1%* *12%*	15 *3%* *22%*	10 *2%* *15%*	8 *2%* *12%*	17 *3%* *25%*	17 *3%* *24%*	36 *3%* *52%*	16 *2%* *23%*	18 *2%* *27%*	20 *2%* *29%*	30 *3%* *44%*
2	**46** ***2%***	36 *3%* *79%* B	10 *1%* *21%*	5 *2%* *10%*	9 *2%* *19%*	11 *2%* *24%*	4 *1%* *8%*	6 *1%* *13%*	12 *2%* *26%*	10 *2%* *21%*	26 *2%* *56%*	11 *1%* *23%*	7 *1%* *15%*	14 *2%* *30%*	26 *2%* *55%*
1	**73** ***3%***	44 *3%* *61%*	28 *2%* *39%*	8 *3%* *12%*	15 *3%* *20%*	17 *4%* *23%*	12 *2%* *16%*	13 *3%* *18%*	8 *1%* *11%*	11 *2%* *15%*	37 *3%* *50%*	25 *3%* *35%*	26 *3%* *36%*	17 *2%* *24%*	29 *3%* *40%*
Don't know	**119** ***4%***	42 *3%* *35%*	77 *5%* *65%* A	8 *3%* *7%*	17 *3%* *14%*	19 *4%* *16%*	25 *5%* *21%*	14 *3%* *12%*	36 *6%* *30%* D	20 *4%* *16%*	51 *4%* *43%*	48 *5%* *40%*	27 *3%* *23%*	44 *5%* *37%*	48 *4%* *41%*
Net: 10/9/8/7	**1853** ***65%***	834 *61%* *45%*	1018 *69%* *55%* A	210 *68%* *11%*	374 *65%* *20%*	290 *61%* *16%*	302 *62%* *16%*	272 *66%* *15%*	404 *68%* *22%*	310 *62%* *17%*	916 *64%* *49%*	627 *68%* *34%*	557 *68%* *30%*	568 *64%* *31%*	728 *63%* *39%*
Net: 10/9	**664** ***23%***	277 *20%* *42%*	388 *26%* *58%* A	88 *29%* *13%*	121 *21%* *18%*	99 *21%* *15%*	103 *21%* *15%*	89 *22%* *13%*	165 *28%* *25%* DEF	102 *21%* *15%*	300 *21%* *45%*	262 *28%* *39%* IJ	173 *21%* *26%*	220 *25%* *33%*	271 *24%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 278

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
Net: 6/5/4	**686** ***24%***	370 *27%* *54%* B	316 *21%* *46%*	67 *22%* *10%*	150 *26%* *22%* H	121 *26%* *18%*	135 *28%* *20%* H	98 *24%* *14%*	115 *19%* *17%*	131 *26%* *19%*	355 *25%* *52%*	201 *22%* *29%*	178 *22%* *26%*	220 *25%* *32%*	288 *25%* *42%*
Net: 3/2/1	**188** ***7%***	125 *9%* *66%* B	63 *4%* *34%*	23 *7%* *12%*	32 *6%* *17%*	43 *9%* *23%*	26 *5%* *14%*	27 *7%* *15%*	37 *6%* *20%*	37 *8%* *20%*	98 *7%* *52%*	52 *6%* *28%*	51 *6%* *27%*	51 *6%* *27%*	85 *7%* *45%*
Mean	**7.08**	6.81	7.34 A	7.16	7.04	6.86	7.06	7.01	7.33 E	6.95	7.00	7.28 IJ	7.16	7.11	7.01
Standard Deviation	**2.10**	2.20	1.98	2.15	2.01	2.19	2.05	2.15	2.09	2.14	2.08	2.11	2.06	2.05	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 278

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Total (Wtd)	**2846**	2846 *100%*	2630 *92%*	215 *8%*	492 *17%*	2304 *81%*	2329 *82%*	1430 *50%*	896 *31%*	945 *33%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
10	**321** ***11%***	321 *11%* *100%*	287 *11%* *90%*	34 *16%* *10%*	57 *12%* *18%*	259 *11%* *81%*	261 *11%* *81%*	163 *11%* *51%*	98 *11%* *31%*	108 *11%* *34%*
9	**344** ***12%***	344 *12%* *100%*	311 *12%* *90%*	33 *15%* *10%*	63 *13%* *18%*	278 *12%* *81%*	281 *12%* *82%*	170 *12%* *49%*	111 *12%* *32%*	114 *12%* *33%*
8	**672** ***24%***	672 *24%* *100%*	620 *24%* *92%*	53 *24%* *8%*	111 *23%* *17%*	552 *24%* *82%*	559 *24%* *83%*	345 *24%* *51%*	214 *24%* *32%*	220 *23%* *33%*
7	**516** ***18%***	516 *18%* *100%*	489 *19%* *95%*	27 *13%* *5%*	86 *17%* *17%*	425 *18%* *82%*	430 *18%* *83%*	258 *18%* *50%*	171 *19%* *33%*	178 *19%* *34%*
6	**311** ***11%***	311 *11%* *100%*	290 *11%* *93%*	21 *10%* *7%*	56 *11%* *18%*	250 *11%* *81%*	252 *11%* *81%*	158 *11%* *51%*	94 *10%* *30%*	97 *10%* *31%*
5	**285** ***10%***	285 *10%* *100%*	271 *10%* *95%*	14 *6%* *5%*	46 *9%* *16%*	235 *10%* *82%*	237 *10%* *83%*	150 *10%* *53%*	87 *10%* *30%*	92 *10%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 278

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
4	**90** ***3%***	90 *3%* *100%*	85 *3%* *94%*	6 *3%* *6%*	12 *2%* *14%*	77 *3%* *85%*	77 *3%* *85%*	45 *3%* *50%*	31 *3%* *35%*	36 *4%* *40%*
3	**69** ***2%***	69 *2%* *100%*	61 *2%* *89%*	8 *4%* *11%*	17 *4%* *25%*	48 *2%* *71%*	50 *2%* *72%*	31 *2%* *45%*	18 *2%* *26%*	18 *2%* *26%*
2	**46** ***2%***	46 *2%* *100%*	41 *2%* *89%*	5 *2%* *11%*	16 *3%* *35%* VWXY Z	30 *1%* *65%*	30 *1%* *65%*	21 *1%* *46%*	9 *1%* *19%*	9 *1%* *19%*
1	**73** ***3%***	73 *3%* *100%*	66 *3%* *91%*	6 *3%* *9%*	6 *1%* *8%*	58 *3%* *80%*	58 *2%* *80%*	35 *2%* *48%*	23 *3%* *31%*	23 *2%* *31%*
Don't know	**119** ***4%***	119 *4%* *100%*	110 *4%* *92%*	10 *5%* *8%*	22 *4%* *18%*	91 *4%* *77%*	94 *4%* *79%*	53 *4%* *44%*	41 *5%* *35%*	50 *5%* *42%*
Net: 10/9/8/7	**1853** ***65%***	1853 *65%* *100%*	1706 *65%* *92%*	146 *68%* *8%*	317 *64%* *17%*	1513 *66%* *82%*	1532 *66%* *83%*	937 *65%* *51%*	594 *66%* *32%*	620 *66%* *33%*
Net: 10/9	**664** ***23%***	664 *23%* *100%*	598 *23%* *90%*	66 *31%* *10%* S	120 *24%* *18%*	536 *23%* *81%*	542 *23%* *82%*	333 *23%* *50%*	209 *23%* *31%*	222 *23%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 278

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
Net: 6/5/4	**686** ***24%***	686 *24%* *100%*	646 *25%* *94%*	41 *19%* *6%*	113 *23%* *17%*	562 *24%* *82%*	566 *24%* *82%*	353 *25%* *51%*	212 *24%* *31%*	226 *24%* *33%*
Net: 3/2/1	**188** ***7%***	188 *7%* *100%*	169 *6%* *90%*	19 *9%* *10%*	40 *8%* *21%*	137 *6%* *73%*	138 *6%* *73%*	87 *6%* *47%*	49 *6%* *26%*	49 *5%* *26%*
Mean	**7.08**	7.08	7.07	7.29	7.08	7.11	7.11	7.10	7.14	7.14
Standard Deviation	**2.10**	2.10	2.09	2.29	2.13	2.07	2.07	2.08	2.05	2.05

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 279

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**231** ***8%***	130 *9%* *57%*	100 *7%* *43%*	21 *7%* *9%*	40 *7%* *17%*	34 *7%* *15%*	29 *6%* *12%*	34 *8%* *15%*	73 *15%* *32%* CDEF G	25 *5%* *11%*	100 *7%* *43%*	106 *12%* *46%* IJ	80 *10%* *35%*	70 *8%* *30%*	81 *7%* *35%*
9	**239** ***8%***	105 *8%* *44%*	135 *9%* *56%*	27 *9%* *11%*	52 *9%* *22%*	36 *7%* *15%*	32 *6%* *13%*	49 *11%* *20%* F	44 *9%* *18%*	36 *7%* *15%*	109 *8%* *45%*	94 *11%* *39%* I	57 *7%* *24%*	62 *8%* *26%*	120 *10%* *50%* L
8	**563** ***20%***	253 *18%* *45%*	310 *21%* *55%*	60 *21%* *11%*	99 *16%* *18%*	94 *19%* *17%*	113 *22%* *20%*	79 *18%* *14%*	116 *23%* *21%* D	99 *18%* *18%*	285 *20%* *51%*	179 *20%* *32%*	163 *20%* *29%*	171 *21%* *30%*	229 *19%* *41%*
7	**548** ***19%***	258 *19%* *47%*	290 *20%* *53%*	51 *18%* *9%*	124 *21%* *23%*	98 *20%* *18%*	110 *22%* *20%*	84 *20%* *15%*	80 *16%* *15%*	121 *22%* *22%* K	292 *21%* *53%* K	135 *15%* *25%*	152 *18%* *28%*	179 *22%* *33%*	216 *18%* *39%*
6	**392** ***14%***	192 *14%* *49%*	200 *14%* *51%*	41 *14%* *10%*	85 *14%* *22%*	66 *13%* *17%*	85 *17%* *22%*	54 *12%* *14%*	61 *12%* *16%*	82 *15%* *21%*	209 *15%* *53%*	100 *11%* *26%*	126 *15%* *32%*	103 *12%* *26%*	163 *14%* *41%*
5	**371** ***13%***	190 *14%* *51%*	180 *12%* *49%*	40 *14%* *11%*	104 *17%* *28%* H	62 *12%* *17%*	65 *13%* *18%*	53 *12%* *14%*	46 *9%* *12%*	67 *12%* *18%*	208 *15%* *56%*	95 *11%* *26%*	98 *12%* *26%*	112 *13%* *30%*	161 *14%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 279

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
4	**143** ***5%***	80 *6%* *56%*	63 *4%* *44%*	25 *9%* *18%* F	31 *5%* *21%*	26 *5%* *18%*	19 *4%* *14%*	20 *5%* *14%*	22 *4%* *15%*	32 *6%* *22%*	64 *5%* *45%*	47 *5%* *33%*	52 *6%* *36%*	31 *4%* *22%*	60 *5%* *42%*
3	**88** ***3%***	58 *4%* *65%* B	31 *2%* *35%*	7 *2%* *8%*	15 *2%* *17%*	20 *4%* *22%*	23 *4%* *26%*	8 *2%* *9%*	16 *3%* *19%*	22 *4%* *25%*	41 *3%* *46%*	25 *3%* *29%*	24 *3%* *27%*	25 *3%* *28%*	40 *3%* *46%*
2	**73** ***3%***	35 *3%* *48%*	38 *3%* *52%*	6 *2%* *8%*	27 *5%* *37%* FH	11 *2%* *15%*	7 *1%* *9%*	14 *3%* *20%*	8 *2%* *11%*	15 *3%* *21%*	35 *2%* *47%*	23 *3%* *32%*	16 *2%* *22%*	22 *3%* *30%*	35 *3%* *48%*
1	**108** ***4%***	58 *4%* *54%*	50 *3%* *46%*	9 *3%* *8%*	10 *2%* *9%*	35 *7%* *33%* DH	21 *4%* *20%*	21 *5%* *19%* D	12 *2%* *11%*	26 *5%* *24%*	39 *3%* *36%*	43 *5%* *40%*	33 *4%* *31%*	34 *4%* *32%*	41 *3%* *38%*
Don't know	**80** ***3%***	26 *2%* *33%*	54 *4%* *67%* A	3 *1%* *4%*	15 *2%* *18%*	16 *3%* *20%*	7 *1%* *8%*	14 *3%* *17%*	25 *5%* *31%* CF	16 *3%* *20%*	35 *2%* *44%*	29 *3%* *37%*	28 *3%* *35%*	20 *2%* *25%*	32 *3%* *40%*
Net: 10/9/8/7	**1581** ***56%***	746 *54%* *47%*	835 *58%* *53%*	159 *55%* *10%*	315 *52%* *20%*	262 *53%* *17%*	284 *56%* *18%*	246 *57%* *16%*	313 *62%* *20%* DE	281 *52%* *18%*	785 *55%* *50%*	514 *59%* *33%*	452 *55%* *29%*	483 *58%* *31%*	646 *55%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 279

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 10/9	**470** ***17%***	235 *17%* *50%*	235 *16%* *50%*	48 *17%* *10%*	92 *15%* *20%*	70 *14%* *15%*	60 *12%* *13%*	83 *19%* *18%* F	117 *23%* *25%* DEF	61 *11%* *13%*	209 *15%* *44%*	200 *23%* *43%* IJ	137 *17%* *29%*	132 *16%* *28%*	200 *17%* *43%*
Net: 6/5/4	**906** ***32%***	462 *33%* *51%*	443 *31%* *49%*	107 *37%* *12%* H	219 *36%* *24%* H	154 *31%* *17%*	170 *33%* *19%* H	127 *30%* *14%*	129 *26%* *14%*	182 *33%* *20%*	481 *34%* *53%* K	242 *28%* *27%*	276 *33%* *31%*	246 *30%* *27%*	383 *33%* *42%*
Net: 3/2/1	**270** ***10%***	151 *11%* *56%*	119 *8%* *44%*	22 *7%* *8%*	52 *9%* *19%*	66 *13%* *24%* H	51 *10%* *19%*	43 *10%* *16%*	36 *7%* *13%*	64 *12%* *24%* J	114 *8%* *42%*	91 *10%* *34%*	73 *9%* *27%*	81 *10%* *30%*	116 *10%* *43%*
Mean	**6.57**	6.47	6.65	6.55	6.46	6.29	6.48	6.59	7.06 CDE FG	6.26	6.58 I	6.74 I	6.58	6.60	6.53
Standard Deviation	**2.20**	2.28	2.13	2.13	2.09	2.37	2.08	2.30	2.19	2.18	2.07	2.40	2.21	2.20	2.20

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 279

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**231** ***8%***	231 *8%* *100%*	202 *8%* *88%*	28 *12%* *12%*	42 *11%* *18%*	184 *8%* *80%*	189 *8%* *82%*	121 *8%* *52%*	67 *7%* *29%*	73 *7%* *32%*
9	**239** ***8%***	239 *8%* *100%*	215 *8%* *90%*	24 *10%* *10%*	24 *6%* *10%*	211 *9%* *88%*	215 *9%* *90%*	116 *8%* *48%*	99 *11%* *41%* UX	102 *11%* *43%* U
8	**563** ***20%***	563 *20%* *100%*	523 *20%* *93%*	40 *17%* *7%*	80 *20%* *14%*	477 *20%* *85%*	482 *20%* *86%*	292 *19%* *52%*	189 *21%* *34%*	199 *20%* *35%*
7	**548** ***19%***	548 *19%* *100%*	500 *19%* *91%*	47 *20%* *9%*	62 *16%* *11%*	476 *20%* *87%*	485 *20%* *89%*	313 *21%* *57%*	168 *18%* *31%*	184 *19%* *34%*
6	**392** ***14%***	392 *14%* *100%*	364 *14%* *93%*	28 *12%* *7%*	55 *14%* *14%*	333 *14%* *85%*	336 *14%* *86%*	206 *14%* *52%*	131 *14%* *33%*	145 *15%* *37%*
5	**371** ***13%***	371 *13%* *100%*	339 *13%* *92%*	31 *13%* *8%*	45 *12%* *12%*	320 *13%* *86%*	326 *13%* *88%*	207 *14%* *56%*	117 *13%* *32%*	124 *13%* *33%*

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	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
4	**143** ***5%***	143 *5%* *100%*	134 *5%* *94%*	9 *4%* *6%*	37 *10%* *26%* VWXY Z	105 *4%* *73%*	105 *4%* *73%*	65 *4%* *45%*	40 *4%* *28%*	41 *4%* *29%*
3	**88** ***3%***	88 *3%* *100%*	82 *3%* *93%*	6 *3%* *7%*	9 *2%* *10%*	78 *3%* *88%*	78 *3%* *88%*	52 *3%* *59%*	26 *3%* *29%*	26 *3%* *29%*
2	**73** ***3%***	73 *3%* *100%*	66 *3%* *90%*	7 *3%* *10%*	7 *2%* *9%*	67 *3%* *91%*	67 *3%* *91%*	44 *3%* *60%*	23 *2%* *31%*	24 *2%* *32%*
1	**108** ***4%***	108 *4%* *100%*	97 *4%* *90%*	10 *4%* *9%*	19 *5%* *18%*	85 *4%* *79%*	87 *4%* *81%*	49 *3%* *45%*	36 *4%* *34%*	36 *4%* *34%*
Don't know	**80** ***3%***	80 *3%* *100%*	71 *3%* *90%*	8 *3%* *10%*	11 *3%* *14%*	67 *3%* *84%*	68 *3%* *86%*	49 *3%* *62%*	19 *2%* *24%*	22 *2%* *28%*
Net: 10/9/8/7	**1581** ***56%***	1581 *56%* *100%*	1441 *56%* *91%*	140 *58%* *9%*	207 *53%* *13%*	1348 *56%* *85%*	1371 *56%* *87%*	842 *56%* *53%*	523 *57%* *33%*	558 *57%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 10/9	**470** ***17%***	470 *17%* *100%*	417 *16%* *89%*	53 *22%* *11%* S	66 *17%* *14%*	395 *16%* *84%*	404 *17%* *86%*	237 *16%* *50%*	166 *18%* *35%*	175 *18%* *37%*
Net: 6/5/4	**906** ***32%***	906 *32%* *100%*	837 *32%* *92%*	69 *29%* *8%*	138 *35%* *15%*	758 *32%* *84%*	766 *31%* *85%*	477 *32%* *53%*	288 *31%* *32%*	310 *32%* *34%*
Net: 3/2/1	**270** ***10%***	270 *10%* *100%*	246 *9%* *91%*	24 *10%* *9%*	34 *9%* *13%*	230 *10%* *85%*	232 *10%* *86%*	145 *10%* *54%*	85 *9%* *31%*	86 *9%* *32%*
Mean	**6.57**	6.57	6.55	6.71	6.51	6.58	6.58	6.56	6.63	6.65
Standard Deviation	**2.20**	2.20	2.19	2.33	2.31	2.18	2.18	2.17	2.19	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 280

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**317** ***11%***	154 *11%* *48%*	163 *11%* *52%*	35 *12%* *11%*	66 *11%* *21%*	53 *11%* *17%*	44 *9%* *14%*	42 *10%* *13%*	76 *15%* *24%* FG	35 *6%* *11%*	153 *11%* *48%* I	129 *15%* *41%* IJ	96 *12%* *30%*	86 *10%* *27%*	135 *11%* *43%*
9	**338** ***12%***	151 *11%* *45%*	187 *13%* *55%*	53 *18%* *16%* EF H	74 *12%* *22%*	56 *11%* *17%*	55 *11%* *16%*	52 *12%* *15%*	47 *9%* *14%*	58 *11%* *17%*	144 *10%* *43%*	136 *15%* *40%* J	78 *9%* *23%*	108 *13%* *32%*	152 *13%* *45%* L
8	**650** ***23%***	305 *22%* *47%*	345 *24%* *53%*	57 *20%* *9%*	133 *22%* *20%*	122 *24%* *19%*	116 *23%* *18%*	103 *24%* *16%*	117 *23%* *18%*	125 *23%* *19%*	341 *24%* *53%*	183 *21%* *28%*	205 *25%* *31%*	192 *23%* *30%*	253 *21%* *39%*
7	**533** ***19%***	255 *18%* *48%*	279 *19%* *52%*	46 *16%* *9%*	131 *22%* *25%*	84 *17%* *16%*	104 *20%* *20%*	88 *20%* *16%*	80 *16%* *15%*	115 *21%* *22%* K	294 *21%* *55%* K	124 *14%* *23%*	151 *18%* *28%*	155 *19%* *29%*	228 *19%* *43%*
6	**351** ***12%***	193 *14%* *55%* B	157 *11%* *45%*	47 *16%* *13%*	63 *11%* *18%*	73 *15%* *21%*	68 *13%* *19%*	43 *10%* *12%*	57 *11%* *16%*	74 *14%* *21%*	177 *12%* *50%*	100 *11%* *29%*	103 *12%* *30%*	104 *13%* *30%*	143 *12%* *41%*
5	**293** ***10%***	152 *11%* *52%*	141 *10%* *48%*	24 *8%* *8%*	73 *12%* *25%* H	49 *10%* *17%*	68 *13%* *23%* H	44 *10%* *15%*	37 *7%* *12%*	58 *11%* *20%*	152 *11%* *52%*	83 *10%* *28%*	87 *10%* *30%*	75 *9%* *26%*	131 *11%* *45%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 280

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
4	**92** ***3%***	55 *4%* *60%*	37 *3%* *40%*	16 *6%* *18%* DE	12 *2%* *13%*	9 *2%* *10%*	21 *4%* *23%*	19 *4%* *20%*	14 *3%* *15%*	17 *3%* *18%*	45 *3%* *49%*	30 *3%* *33%*	32 *4%* *35%*	19 *2%* *21%*	40 *3%* *44%*
3	**37** ***1%***	24 *2%* *64%*	13 *1%* *36%*	1 *** *2%*	9 *1%* *24%*	8 *2%* *23%*	9 *2%* *25%*	2 *** *6%*	8 *2%* *21%*	10 *2%* *26%*	15 *1%* *40%*	13 *1%* *34%*	10 *1%* *28%*	10 *1%* *28%*	16 *1%* *44%*
2	**36** ***1%***	22 *2%* *62%*	13 *1%* *38%*	4 *1%* *10%*	14 *2%* *39%*	6 *1%* *18%*	2 *** *7%*	4 *1%* *12%*	5 *1%* *14%*	13 *2%* *37%* K	18 *1%* *51%*	4 *** *12%*	10 *1%* *28%*	12 *1%* *33%*	14 *1%* *39%*
1	**51** ***2%***	26 *2%* *50%*	25 *2%* *50%*	4 *1%* *9%* D	* * *	17 *3%* *34%* D	9 *2%* *18%* D	12 *3%* *23%* D	8 *2%* *17%* D	11 *2%* *22%*	20 *1%* *40%*	19 *2%* *38%*	19 *2%* *37%*	16 *2%* *32%*	15 *1%* *30%*
Don't know	**138** ***5%***	49 *4%* *35%*	89 *6%* *65%* A	3 *1%* *2%*	26 *4%* *18%*	20 *4%* *14%*	14 *3%* *10%*	22 *5%* *16%* C	54 *11%* *39%* CDEF G	27 *5%* *20%*	57 *4%* *41%*	55 *6%* *39%*	38 *5%* *27%*	51 *6%* *37%*	49 *4%* *35%*
Net: 10/9/8/7	**1838** ***65%***	864 *62%* *47%*	974 *67%* *53%* A	191 *66%* *10%*	404 *67%* *22%*	315 *63%* *17%*	320 *63%* *17%*	285 *66%* *16%*	321 *64%* *17%*	334 *61%* *18%*	932 *66%* *51%*	572 *65%* *31%*	529 *64%* *29%*	540 *65%* *29%*	768 *65%* *42%*
Net: 10/9	**655** ***23%***	304 *22%* *46%*	350 *24%* *54%*	88 *30%* *13%* EF G	140 *23%* *21%*	109 *22%* *17%*	99 *19%* *15%*	94 *22%* *14%*	123 *25%* *19%*	93 *17%* *14%*	297 *21%* *45%*	265 *30%* *40%* IJ	174 *21%* *27%*	193 *23%* *30%*	287 *24%* *44%*

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Absolutes/col/row percents

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Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 6/5/4	**736** ***26%***	400 *29%* *54%* B	335 *23%* *46%*	87 *30%* *12%* H	148 *25%* *20%*	131 *26%* *18%*	157 *31%* *21%* H	105 *24%* *14%*	108 *21%* *15%*	148 *27%* *20%*	374 *26%* *51%*	214 *24%* *29%*	222 *27%* *30%*	199 *24%* *27%*	314 *27%* *43%*
Net: 3/2/1	**123** ***4%***	71 *5%* *58%*	52 *4%* *42%*	9 *3%* *7%*	23 *4%* *19%*	32 *6%* *26%*	21 *4%* *17%*	18 *4%* *15%*	21 *4%* *17%*	34 *6%* *28%* J	53 *4%* *43%*	36 *4%* *29%*	39 *5%* *32%*	38 *5%* *31%*	46 *4%* *37%*
Mean	**7.16**	7.04	7.28 A	7.27	7.22	7.06	6.98	7.11	7.36 F	6.88	7.15 I	7.36 I	7.09	7.20	7.19
Standard Deviation	**1.97**	2.02	1.91	1.97	1.84	2.09	1.90	2.00	2.01	1.97	1.89	2.06	2.02	1.96	1.94

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10	**317** ***11%***	317 *11%* *100%*	276 *11%* *87%*	41 *17%* *13%* S	49 *12%* *15%*	262 *11%* *83%*	268 *11%* *85%*	172 *11%* *54%*	95 *10%* *30%*	100 *10%* *31%*
9	**338** ***12%***	338 *12%* *100%*	310 *12%* *92%*	27 *11%* *8%*	38 *10%* *11%*	295 *12%* *87%*	300 *12%* *89%*	185 *12%* *55%*	114 *12%* *34%*	124 *13%* *37%*
8	**650** ***23%***	650 *23%* *100%*	603 *23%* *93%*	47 *20%* *7%*	91 *23%* *14%*	555 *23%* *85%*	558 *23%* *86%*	332 *22%* *51%*	226 *25%* *35%*	240 *25%* *37%*
7	**533** ***19%***	533 *19%* *100%*	492 *19%* *92%*	42 *17%* *8%*	80 *20%* *15%*	444 *18%* *83%*	452 *19%* *85%*	287 *19%* *54%*	161 *18%* *30%*	170 *17%* *32%*
6	**351** ***12%***	351 *12%* *100%*	325 *13%* *93%*	26 *11%* *7%*	38 *10%* *11%*	306 *13%* *87%*	312 *13%* *89%*	192 *13%* *55%*	119 *13%* *34%*	132 *13%* *38%*
5	**293** ***10%***	293 *10%* *100%*	261 *10%* *89%*	32 *13%* *11%*	36 *9%* *12%*	253 *11%* *86%*	257 *11%* *88%*	154 *10%* *52%*	102 *11%* *35%*	105 *11%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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4	**92** ***3%***	92 *3%* *100%*	87 *3%* *95%*	5 *2%* *5%*	19 *5%* *21%*	70 *3%* *77%*	72 *3%* *78%*	47 *3%* *52%*	24 *3%* *27%*	27 *3%* *29%*
3	**37** ***1%***	37 *1%* *100%*	32 *1%* *87%*	5 *2%* *13%*	8 *2%* *22%*	29 *1%* *78%*	29 *1%* *78%*	21 *1%* *58%*	7 *1%* *20%*	8 *1%* *23%*
2	**36** ***1%***	36 *1%* *100%*	32 *1%* *89%*	4 *2%* *11%*	3 *1%* *9%*	32 *1%* *91%*	32 *1%* *91%*	20 *1%* *55%*	13 *1%* *35%*	13 *1%* *35%*
1	**51** ***2%***	51 *2%* *100%*	48 *2%* *94%*	3 *1%* *6%*	10 *3%* *21%*	37 *2%* *74%*	39 *2%* *77%*	26 *2%* *50%*	13 *1%* *27%*	13 *1%* *27%*
Don't know	**138** ***5%***	138 *5%* *100%*	129 *5%* *93%*	10 *4%* *7%*	19 *5%* *14%*	117 *5%* *85%*	119 *5%* *86%*	78 *5%* *56%*	40 *4%* *29%*	44 *4%* *32%*
Net: 10/9/8/7	**1838** ***65%***	1838 *65%* *100%*	1681 *65%* *91%*	156 *65%* *9%*	257 *66%* *14%*	1556 *65%* *85%*	1578 *65%* *86%*	976 *65%* *53%*	596 *65%* *32%*	634 *65%* *34%*
Net: 10/9	**655** ***23%***	655 *23%* *100%*	587 *23%* *90%*	68 *28%* *10%*	86 *22%* *13%*	557 *23%* *85%*	568 *23%* *87%*	357 *24%* *55%*	209 *23%* *32%*	224 *23%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 280

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 6/5/4	**736** ***26%***	736 *26%* *100%*	673 *26%* *91%*	63 *26%* *9%*	93 *24%* *13%*	630 *26%* *86%*	641 *26%* *87%*	392 *26%* *53%*	246 *27%* *33%*	263 *27%* *36%*
Net: 3/2/1	**123** ***4%***	123 *4%* *100%*	112 *4%* *91%*	12 *5%* *9%*	22 *6%* *18%*	98 *4%* *80%*	100 *4%* *81%*	67 *4%* *54%*	33 *4%* *27%*	34 *4%* *28%*
Mean	**7.16**	7.16	7.15	7.27	7.09	7.18	7.18	7.17	7.19	7.20
Standard Deviation	**1.97**	1.97	1.96	2.07	2.09	1.94	1.94	1.97	1.90	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 281

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(c) - Summary										
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1371	1941	1353	698	298	171	3850	1933	1949	1949
Total (Wtd)	4029	1958	2912	2027	1022	471	238	5641	2846	2835	2835
Effective Total	2454	1221	1721	1197	620	261	152	3415	1716	1723	1723
10	209 *5%*	89 *5%*	131 *4%*	98 *5%*	33 *3%*	32 *7%*	14 *6%*	260 *5%*	321 *11%*	231 *8%*	317 *11%*
9	290 *7%*	150 *8%*	175 *6%*	157 *8%*	30 *3%*	39 *8%*	18 *8%*	343 *6%*	344 *12%*	239 *8%*	338 *12%*
8	1024 *25%*	452 *23%*	574 *20%*	401 *20%*	104 *10%*	72 *15%*	30 *13%*	1116 *20%*	672 *24%*	563 *20%*	650 *23%*
7	913 *23%*	411 *21%*	676 *23%*	454 *22%*	184 *18%*	72 *15%*	52 *22%*	1353 *24%*	516 *18%*	548 *19%*	533 *19%*
6	631 *16%*	323 *17%*	495 *17%*	297 *15%*	163 *16%*	71 *15%*	37 *15%*	960 *17%*	311 *11%*	392 *14%*	351 *12%*
5	369 *9%*	186 *9%*	343 *12%*	210 *10%*	178 *17%*	54 *12%*	17 *7%*	694 *12%*	285 *10%*	371 *13%*	293 *10%*
4	137 *3%*	83 *4%*	147 *5%*	83 *4%*	95 *9%*	36 *8%*	11 *5%*	216 *4%*	90 *3%*	143 *5%*	92 *3%*
3	87 *2%*	55 *3%*	60 *2%*	56 *3%*	45 *4%*	18 *4%*	9 *4%*	112 *2%*	69 *2%*	88 *3%*	37 *1%*
2	56 *1%*	24 *1%*	32 *1%*	25 *1%*	16 *2%*	20 *4%*	8 *3%*	74 *1%*	46 *2%*	73 *3%*	36 *1%*
1	26 *1%*	21 *1%*	35 *1%*	12 *1%*	21 *2%*	9 *2%*	6 *3%*	54 *1%*	73 *3%*	108 *4%*	51 *2%*
Don't know	286 *7%*	164 *8%*	243 *8%*	234 *12%*	152 *15%*	47 *10%*	35 *15%*	458 *8%*	119 *4%*	80 *3%*	138 *5%*
Net: 10/9/8/7	2436 *60%*	1102 *56%*	1556 *53%*	1110 *55%*	352 *34%*	215 *46%*	114 *48%*	3072 *54%*	1853 *65%*	1581 *56%*	1838 *65%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 281

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(c) - Summary										
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1371	1941	1353	698	298	171	3850	1933	1949	1949
Effective Total	2454	1221	1721	1197	620	261	152	3415	1716	1723	1723
Net: 10/9	499 *12%*	239 *12%*	306 *11%*	255 *13%*	63 *6%*	71 *15%*	32 *13%*	603 *11%*	664 *23%*	470 *17%*	655 *23%*
Net: 6/5/4	1137 *28%*	592 *30%*	985 *34%*	590 *29%*	436 *43%*	161 *34%*	65 *27%*	1870 *33%*	686 *24%*	906 *32%*	736 *26%*
Net: 3/2/1	169 *4%*	99 *5%*	127 *4%*	93 *5%*	82 *8%*	47 *10%*	24 *10%*	240 *4%*	188 *7%*	270 *10%*	123 *4%*
Mean	6.91	6.78	6.66	6.79	5.94	6.37	6.45	6.70	7.08	6.57	7.16
Standard Deviation	1.72	1.80	1.77	1.78	1.90	2.21	2.17	1.74	2.10	2.20	1.97

GfK NOP

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Total (Wtd)	**417**	182 *44%*	235 *56%*	36* *9%* *	64* *15%* *	75 *18%*	80 *19%*	76 *18%*	85 *20%*	77 *18%*	205 *49%*	136 *33%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
10	**18** ***4%***	7 *4%* *40%*	11 *5%* *60%*	3 *7%* *15%*	2 *4%* *14%*	2 *2%* *9%*	4 *5%* *23%*	4 *5%* *22%*	3 *4%* *17%*	2 *2%* *9%*	11 *5%* *59%*	6 *4%* *32%*
9	**32** ***8%***	14 *8%* *43%*	18 *8%* *57%*	2 *5%* *6%*	9 *13%* *27%*	6 *8%* *19%*	5 *6%* *14%*	4 *6%* *14%*	7 *8%* *21%*	5 *6%* *14%*	16 *8%* *49%*	12 *9%* *37%*
8	**94** ***23%***	35 *19%* *37%*	60 *25%* *63%*	12 *34%* *13%* E	19 *30%* *20%* E	11 *15%* *12%*	16 *20%* *17%*	17 *23%* *18%*	19 *22%* *20%*	15 *19%* *15%*	46 *22%* *49%*	34 *25%* *36%*
7	**101** ***24%***	52 *29%* *52%* B	49 *21%* *48%*	9 *24%* *8%*	15 *23%* *15%*	21 *28%* *21%*	21 *26%* *21%*	18 *24%* *18%*	17 *20%* *17%*	20 *26%* *20%*	51 *25%* *50%*	30 *22%* *30%*
6	**75** ***18%***	34 *19%* *45%*	41 *18%* *55%*	6 *16%* *7%*	8 *12%* *10%*	19 *25%* *25%* DH	15 *19%* *20%*	15 *20%* *21%*	13 *15%* *17%*	15 *20%* *21%*	37 *18%* *50%*	22 *16%* *30%*
5	**43** ***10%***	20 *11%* *47%*	23 *10%* *53%*	2 *6%* *5%*	6 *9%* *13%*	9 *12%* *21%*	11 *14%* *26%*	5 *7%* *12%*	10 *12%* *24%*	9 *12%* *22%*	20 *10%* *47%*	14 *10%* *31%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
4	**10** ***2%***	5 *3%* *50%*	5 *2%* *50%*	1 *3%* *11%*	2 *4%* *24%*	2 *2%* *17%*	1 *1%* *6%*	2 *3%* *20%*	2 *3%* *22%*	3 *4%* *32%*	4 *2%* *38%*	3 *2%* *30%*
3	**7** ***2%***	3 *2%* *43%*	4 *2%* *57%*	* * *	1 *1%* *10%*	2 *2%* *23%*	1 *1%* *15%*	2 *2%* *22%*	2 *3%* *30%*	1 *2%* *20%*	3 *1%* *40%*	3 *2%* *40%*
2	**6** ***1%***	3 *2%* *53%*	3 *1%* *47%*	1 *2%* *12%*	- - -	1 *1%* *16%*	1 *1%* *10%*	1 *1%* *14%*	3 *3%* *49%*	- - -	3 *2%* *58%*	2 *2%* *42%*
1	**4** ***1%***	3 *2%* *69%*	1 *1%* *31%*	1 *2%* *17%*	- - -	- - -	1 *1%* *13%*	1 *2%* *29%*	2 *2%* *41%*	1 *1%* *24%*	2 *1%* *41%*	1 *1%* *35%*
Don't know	**26** ***6%***	7 *4%* *25%*	20 *9%* *75%* A	1 *2%* *2%*	3 *5%* *12%*	3 *5%* *13%*	6 *7%* *22%*	6 *8%* *23%*	7 *9%* *28%*	6 *7%* *21%*	12 *6%* *47%*	8 *6%* *32%*
Net: 10/9/8/7	**245** ***59%***	108 *59%* *44%*	137 *58%* *56%*	25 *70%* *10%*	45 *70%* *18%* EH	40 *53%* *16%*	46 *57%* *19%*	44 *58%* *18%*	46 *54%* *19%*	41 *53%* *17%*	123 *60%* *50%*	81 *60%* *33%*
Net: 10/9	**50** ***12%***	21 *12%* *42%*	29 *12%* *58%*	5 *13%* *9%*	11 *17%* *22%*	8 *10%* *15%*	9 *11%* *17%*	8 *11%* *17%*	10 *11%* *19%*	6 *8%* *12%*	26 *13%* *53%*	18 *13%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 282

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
Net: 6/5/4	**128** ***31%***	59 *32%* *46%*	69 *30%* *54%*	9 *24%* *7%*	16 *24%* *12%*	29 *39%* *23%* D	27 *33%* *21%*	23 *30%* *18%*	25 *30%* *20%*	28 *37%* *22%*	62 *30%* *48%*	39 *29%* *30%*
Net: 3/2/1	**17** ***4%***	9 *5%* *53%*	8 *4%* *47%*	1 *4%* *8%*	1 *1%* *4%*	3 *4%* *15%*	2 *3%* *13%*	4 *5%* *21%*	7 *8%* *39%* D	2 *3%* *14%*	8 *4%* *46%*	7 *5%* *39%*
Mean	**6.84**	6.71	6.94	7.10	7.23 E H	6.65	6.84	6.83	6.59	6.62	6.90	6.87
Standard Deviation	**1.70**	1.74	1.66	1.78	1.50	1.52	1.59	1.75	1.98	1.59	1.69	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 282

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Total (Wtd)	**417**	417 *100%*	411 *98%*	6** *2%* ****	61* *15%* ***	354 *85%*	356 *85%*	223 *53%*	132 *32%*	142 *34%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
10	**18** ***4%***	18 *4%* *100%*	17 *4%* *97%*	1 *10%* *3%*	1 *2%* *6%*	17 *5%* *94%*	17 *5%* *94%*	10 *5%* *57%*	7 *5%* *37%*	7 *5%* *41%*
9	**32** ***8%***	32 *8%* *100%*	31 *8%* *96%*	1 *18%* *4%*	3 *5%* *10%*	29 *8%* *90%*	29 *8%* *90%*	20 *9%* *61%*	9 *7%* *29%*	11 *8%* *35%*
8	**94** ***23%***	94 *23%* *100%*	92 *22%* *98%*	2 *30%* *2%*	14 *23%* *15%*	80 *23%* *85%*	80 *23%* *85%*	52 *23%* *55%*	28 *21%* *30%*	29 *20%* *30%*
7	**101** ***24%***	101 *24%* *100%*	99 *24%* *98%*	2 *24%* *1%*	18 *30%* *18%*	82 *23%* *81%*	83 *23%* *82%*	50 *22%* *50%*	32 *24%* *31%*	34 *24%* *34%*
6	**75** ***18%***	75 *18%* *100%*	75 *18%* *100%*	- - -	10 *17%* *14%*	64 *18%* *85%*	65 *18%* *86%*	40 *18%* *54%*	24 *18%* *32%*	26 *18%* *34%*
5	**43** ***10%***	43 *10%* *100%*	42 *10%* *97%*	1 *19%* *3%*	6 *10%* *14%*	37 *10%* *85%*	37 *11%* *86%*	22 *10%* *51%*	15 *12%* *36%*	18 *12%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 282

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 100%	672 98%	12 2%	104 15%	580 84%	583 85%	366 53%	215 31%	230 33%
Effective Total	**639**	639	628	11	95	541	543	341	201	214
4	**10** **2%**	10 2% 100%	10 2% 100%	- - -	2 3% 18%	8 2% 82%	8 2% 82%	6 3% 57%	3 2% 26%	3 2% 26%
3	**7** **2%**	7 2% 100%	7 2% 100%	- - -	2 3% 22%	6 2% 78%	6 2% 78%	5 2% 64%	1 1% 14%	2 1% 25%
2	**6** **1%**	6 1% 100%	6 1% 100%	- - -	1 2% 19%	5 1% 81%	5 1% 81%	2 1% 28%	3 2% 53%	3 2% 53%
1	**4** **1%**	4 1% 100%	4 1% 100%	- - -	1 1% 12%	4 1% 88%	4 1% 88%	2 1% 41%	2 1% 47%	2 1% 47%
Don't know	**26** **6%**	26 6% 100%	26 6% 100%	- - -	3 6% 13%	23 6% 87%	23 6% 87%	15 7% 57%	7 6% 28%	8 6% 30%
Net: 10/9/8/7	**245** **59%**	245 59% 100%	240 58% 98%	5 81% 2%	37 60% 15%	208 59% 85%	209 59% 85%	132 59% 54%	76 58% 31%	81 57% 33%
Net: 10/9	**50** **12%**	50 12% 100%	48 12% 97%	2 27% 3%	4 7% 8%	46 13% 92%	46 13% 92%	30 13% 60%	16 12% 32%	18 13% 37%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 282

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
Net: 6/5/4	**128** ***31%***	128 *31%* *100%*	127 *31%* *99%*	1 *19%* *1%*	18 *29%* *14%*	109 *31%* *85%*	110 *31%* *86%*	68 *30%* *53%*	42 *32%* *33%*	46 *32%* *36%*
Net: 3/2/1	**17** ***4%***	17 *4%* *100%*	17 *4%* *100%*	- - -	3 *5%* *19%*	14 *4%* *81%*	14 *4%* *81%*	8 *4%* *46%*	6 *5%* *35%*	7 *5%* *40%*
Mean	**6.84**	6.84	6.83	7.56	6.67	6.87	6.87	6.92	6.78	6.77
Standard Deviation	**1.70**	1.70	1.70	1.67	1.63	1.71	1.71	1.67	1.79	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 283

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Total (Wtd)	**187**	93 *50%*	94 *50%*	7** *4%* **	22* *12%* *	24* *13%* *	42* *23%* *	39* *21%* *	53* *28%* *	44* *23%* *	89 *48%*	54* *29%* *
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
10	**7** ***4%***	3 *3%* *43%*	4 *4%* *57%*	1 *11%* *10%*	1 *3%* *9%*	- - -	3 *6%* *36%*	1 *3%* *13%*	2 *4%* *31%*	- - -	5 *5%* *67%* I	2 *4%* *33%*
9	**9** ***5%***	5 *5%* *54%*	4 *4%* *46%*	- - -	1 *6%* *15%*	1 *5%* *13%*	3 *8%* *39%* G	- - -	3 *5%* *33%*	1 *2%* *11%*	5 *6%* *61%*	2 *4%* *28%*
8	**41** ***22%***	17 *19%* *42%*	24 *25%* *58%*	1 *20%* *3%*	5 *23%* *13%*	2 *7%* *4%*	8 *20%* *20%*	13 *33%* *31%* E	12 *22%* *29%* E	8 *19%* *20%*	19 *21%* *45%*	14 *26%* *35%*
7	**42** ***22%***	21 *23%* *51%*	21 *22%* *49%*	2 *28%* *4%*	4 *19%* *10%*	9 *37%* *21%* H	11 *25%* *25%*	9 *24%* *22%*	7 *13%* *16%*	12 *27%* *28%*	21 *23%* *50%*	9 *17%* *22%*
6	**40** ***22%***	21 *23%* *52%*	19 *21%* *48%*	2 *31%* *5%*	3 *12%* *7%*	6 *26%* *15%*	9 *22%* *23%*	6 *17%* *16%*	14 *26%* *34%*	7 *17%* *18%*	18 *21%* *45%*	15 *27%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 283

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
5	**23** ***12%***	14 *15%* *59%*	10 *10%* *41%*	- - -	6 *27%* *25%* FH	4 *15%* *15%*	4 *10%* *18%*	5 *13%* *21%*	5 *9%* *21%*	7 *17%* *31%*	11 *12%* *46%*	5 *10%* *22%*
4	**6** ***3%***	3 *3%* *47%*	3 *3%* *53%*	- - -	1 *3%* *11%*	1 *4%* *17%*	- - -	1 *4%* *24%*	3 *5%* *48%*	2 *6%* *40%*	2 *2%* *35%*	1 *3%* *25%*
3	**3** ***2%***	2 *3%* *71%*	1 *1%* *29%*	- - -	- - -	1 *5%* *34%*	1 *1%* *17%*	- - -	2 *3%* *49%*	2 *4%* *48%*	1 *1%* *29%*	1 *1%* *23%*
2	**1** ***1%***	1 *1%* *60%*	* * *40%*	1 *11%* *60%*	- - -	- - -	- - -	- - -	* *1%* *40%*	- - -	1 *1%* *100%*	- - -
1	**2** ***1%***	2 *2%* *100%*	- - -	- - -	- - -	- - -	1 *1%* *25%*	- - -	2 *3%* *75%*	- - -	2 *2%* *68%*	1 *1%* *32%*
Don't know	**12** ***6%***	4 *4%* *30%*	8 *9%* *70%*	- - -	1 *7%* *13%*	1 *2%* *5%*	3 *7%* *26%*	3 *8%* *25%*	4 *7%* *32%*	4 *10%* *35%*	5 *5%* *39%*	3 *6%* *26%*
Net: 10/9/8/7	**99** ***53%***	46 *50%* *47%*	52 *56%* *53%*	4 *59%* *4%*	11 *51%* *11%*	12 *48%* *12%*	25 *59%* *25%*	23 *60%* *23%*	24 *45%* *24%*	21 *48%* *21%*	50 *56%* *50%*	28 *52%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 283

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
Net: 10/9	**16** ***8%***	8 *8%* *49%*	8 *9%* *51%*	1 *11%* *4%*	2 *9%* *12%*	1 *5%* *7%*	6 *14%* *38%* G	1 *3%* *6%*	5 *10%* *32%*	1 *2%* *6%*	10 *11%* *64%* I	5 *9%* *30%*
Net: 6/5/4	**70** ***37%***	37 *40%* *54%*	32 *34%* *46%*	2 *31%* *3%*	9 *42%* *13%*	11 *45%* *16%*	13 *31%* *19%*	13 *33%* *18%*	21 *41%* *31%*	17 *39%* *25%*	31 *35%* *45%*	21 *39%* *31%*
Net: 3/2/1	**7** ***4%***	5 *6%* *79%* B	1 *2%* *21%*	1 *11%* *10%*	- - -	1 *5%* *17%*	1 *3%* *17%*	- - -	4 *7%* *56%* G	2 *4%* *24%*	4 *4%* *54%*	2 *3%* *22%*
Mean	**6.67**	6.46	6.88 A	6.69	6.67	6.27	6.99 E	6.87 E	6.45	6.35	6.74	6.79
Standard Deviation	**1.65**	1.77	1.49	2.17	1.54	1.36	1.62	1.31	1.98	1.43	1.76	1.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 283

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Total (Wtd)	**187**	187 *100%*	186 *99%*	1** *1%* **	32* *17%* *	155 *83%*	155 *83%*	94 *50%*	62 *33%*	68 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
10	**7** ***4%***	7 *4%* *100%*	7 *4%* *100%*	- - -	1 *3%* *15%*	6 *4%* *85%*	6 *4%* *85%*	3 *3%* *40%*	3 *5%* *46%*	3 *5%* *46%*
9	**9** ***5%***	9 *5%* *100%*	8 *4%* *93%*	1 *59%* *7%*	1 *4%* *13%*	7 *5%* *87%*	7 *5%* *87%*	5 *5%* *59%*	2 *4%* *27%*	2 *3%* *27%*
8	**41** ***22%***	41 *22%* *100%*	41 *22%* *100%*	- - -	9 *29%* *22%*	32 *21%* *78%*	32 *21%* *78%*	18 *20%* *45%*	14 *22%* *33%*	15 *22%* *35%*
7	**42** ***22%***	42 *22%* *100%*	42 *22%* *100%*	- - -	8 *24%* *18%*	34 *22%* *82%*	34 *22%* *82%*	22 *23%* *52%*	12 *20%* *29%*	14 *20%* *33%*
6	**40** ***22%***	40 *22%* *100%*	40 *22%* *100%*	- - -	4 *13%* *10%*	36 *23%* *90%*	36 *23%* *90%*	18 *19%* *44%*	19 *30%* *46%* UX	19 *29%* *48%* U

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 283

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
5	**23** ***12%***	23 *12%* *100%*	23 *12%* *100%*	- - -	4 *11%* *15%*	19 *12%* *83%*	20 *13%* *85%*	15 *17%* *67%* Y	4 *7%* *18%*	6 *8%* *24%*
4	**6** ***3%***	6 *3%* *100%*	6 *3%* *93%*	* *41%* *7%*	1 *3%* *13%*	5 *3%* *87%*	5 *3%* *87%*	3 *3%* *45%*	2 *4%* *41%*	3 *5%* *52%*
3	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *3%* *31%*	2 *2%* *69%*	2 *2%* *69%*	2 *2%* *57%*	* *1%* *12%*	1 *2%* *35%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* * *	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *2%* *100%*	1 *2%* *100%*
1	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	1 *2%* *22%*	2 *1%* *78%*	2 *1%* *78%*	- - -	2 *3%* *78%* X	2 *3%* *78%* X
Don't know	**12** ***6%***	12 *6%* *100%*	12 *6%* *100%*	- - -	3 *9%* *24%* Z	9 *6%* *76%*	9 *6%* *76%*	8 *8%* *64%* Z	1 *2%* *12%*	1 *2%* *12%*
Net: 10/9/8/7	**99** ***53%***	99 *53%* *100%*	98 *53%* *99%*	1 *59%* *1%*	19 *60%* *19%*	80 *52%* *81%*	80 *51%* *81%*	48 *51%* *49%*	32 *51%* *32%*	34 *50%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 283

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
Net: 10/9	**16** ***8%***	16 *8%* *100%*	15 *8%* *96%*	1 *59%* *4%*	2 *7%* *14%*	14 *9%* *86%*	14 *9%* *86%*	8 *8%* *50%*	6 *9%* *36%*	6 *8%* *36%*
Net: 6/5/4	**70** ***37%***	70 *37%* *100%*	69 *37%* *99%*	* *41%* *1%*	8 *27%* *12%*	61 *39%* *87%*	61 *39%* *88%*	36 *38%* *52%*	25 *41%* *36%*	28 *42%* *40%*
Net: 3/2/1	**7** ***4%***	7 *4%* *100%*	7 *4%* *100%*	- - -	2 *5%* *23%*	5 *3%* *77%*	5 *3%* *77%*	2 *2%* *28%*	3 *5%* *49%*	4 *6%* *60%*
Mean	**6.67**	6.67	6.67	6.95	6.78	6.65	6.65	6.68	6.60	6.52
Standard Deviation	**1.65**	1.65	1.64	-	1.72	1.64	1.64	1.50	1.84	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 284

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Total (Wtd)	**316**	130 *41%*	186 *59%*	31* *10%* *	46* *15%* *	58* *18%* *	65 *21%*	55* *17%* *	61* *19%* *	43* *14%* *	157 *50%*	116 *37%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
10	**10** ***3%***	2 *1%* *15%*	9 *5%* *85%* A	- - -	2 *4%* *18%*	2 *3%* *16%*	2 *3%* *20%*	2 *4%* *21%*	3 *4%* *25%*	* *1%* *5%*	5 *3%* *48%*	5 *4%* *47%*
9	**23** ***7%***	9 *7%* *40%*	14 *8%* *60%*	3 *10%* *14%*	4 *8%* *15%*	5 *8%* *20%*	3 *5%* *14%*	3 *6%* *14%*	6 *9%* *24%*	2 *5%* *9%*	11 *7%* *47%*	10 *9%* *44%*
8	**53** ***17%***	23 *17%* *43%*	30 *16%* *57%*	6 *19%* *11%*	9 *20%* *18%*	8 *15%* *16%*	10 *15%* *18%*	10 *19%* *19%*	9 *15%* *18%*	7 *17%* *14%*	29 *18%* *54%*	17 *14%* *32%*
7	**69** ***22%***	32 *25%* *46%*	37 *20%* *54%*	9 *28%* *13%*	8 *17%* *11%*	10 *17%* *15%*	19 *29%* *27%*	12 *21%* *17%*	12 *20%* *18%*	6 *14%* *8%*	37 *24%* *54%*	26 *23%* *38%*
6	**64** ***20%***	26 *20%* *40%*	38 *20%* *60%*	6 *18%* *9%*	9 *21%* *15%*	14 *24%* *22%*	14 *21%* *22%*	9 *16%* *13%*	12 *20%* *19%*	11 *25%* *17%*	30 *19%* *48%*	23 *20%* *36%*
5	**43** ***14%***	17 *13%* *38%*	27 *14%* *62%*	4 *12%* *9%*	7 *14%* *15%*	9 *16%* *21%*	10 *15%* *22%*	8 *15%* *19%*	6 *9%* *13%*	8 *19%* *19%*	21 *14%* *50%*	13 *12%* *31%*
4	**18** ***6%***	7 *6%* *42%*	10 *6%* *58%*	1 *4%* *6%*	3 *7%* *19%*	3 *5%* *18%*	2 *3%* *10%*	3 *6%* *18%*	5 *8%* *29%*	2 *5%* *13%*	6 *4%* *33%*	10 *8%* *55%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 284

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
3	**6** ***2%***	2 *2%* *42%*	3 *2%* *58%*	1 *2%* *13%*	- - -	2 *3%* *28%*	2 *3%* *29%*	1 *2%* *21%*	1 *1%* *9%*	2 *4%* *27%*	3 *2%* *60%*	1 *1%* *14%*
2	**5** ***2%***	2 *2%* *47%*	3 *1%* *53%*	1 *2%* *13%*	- - -	3 *5%* *54%* FG	- - -	- - -	2 *3%* *34%*	- - -	4 *3%* *85%*	1 *1%* *15%*
1	**5** ***2%***	3 *2%* *53%*	3 *1%* *47%*	1 *2%* *13%*	2 *4%* *33%*	1 *1%* *12%*	1 *1%* *11%*	2 *3%* *31%*	- - -	1 *2%* *17%*	3 *2%* *48%*	2 *2%* *35%*
Don't know	**19** ***6%***	7 *5%* *36%*	12 *7%* *64%*	1 *2%* *3%*	2 *5%* *13%*	2 *3%* *10%*	4 *6%* *22%*	5 *8%* *24%*	5 *9%* *28%*	4 *9%* *19%*	7 *4%* *36%*	9 *7%* *45%*
Net: 10/9/8/7	**156** ***49%***	66 *51%* *42%*	90 *48%* *58%*	18 *57%* *11%*	22 *49%* *14%*	25 *43%* *16%*	34 *52%* *22%*	27 *50%* *18%*	30 *49%* *19%*	16 *36%* *10%*	82 *52%* *53%* I	58 *50%* *37%*
Net: 10/9	**34** ***11%***	11 *8%* *32%*	23 *12%* *68%*	3 *10%* *10%*	5 *12%* *16%*	6 *11%* *19%*	5 *8%* *16%*	5 *10%* *16%*	8 *14%* *24%*	3 *6%* *8%*	16 *10%* *48%*	15 *13%* *45%*
Net: 6/5/4	**125** ***39%***	50 *38%* *40%*	75 *40%* *60%*	11 *34%* *9%*	19 *42%* *16%*	26 *45%* *21%*	25 *39%* *20%*	20 *37%* *16%*	23 *38%* *19%*	21 *49%* *17%* J	58 *37%* *46%*	46 *40%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 284

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
Net: 3/2/1	**16** ***5%***	8 *6%* *47%*	9 *5%* *53%*	2 *7%* *13%*	2 *4%* *11%*	5 *9%* *31%*	2 *3%* *14%*	3 *5%* *18%*	2 *4%* *14%*	2 *6%* *15%*	10 *7%* *64%*	3 *3%* *21%*
Mean	**6.48**	6.40	6.54	6.51	6.50	6.23	6.57	6.48	6.61	6.16	6.49	6.58
Standard Deviation	**1.81**	1.79	1.83	1.81	1.93	1.93	1.55	1.90	1.82	1.73	1.84	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 284

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Total (Wtd)	**316**	316 *100%*	311 *99%*	5** *1%* **	50* *16%* *	265 *84%*	266 *84%*	169 *54%*	97 *31%*	103 *33%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
10	**10** ***3%***	10 *3%* *100%*	10 *3%* *100%*	- - -	1 *2%* *11%*	9 *3%* *89%*	9 *3%* *89%*	5 *3%* *49%*	4 *4%* *40%*	4 *4%* *40%*
9	**23** ***7%***	23 *7%* *100%*	23 *8%* *100%*	- - -	3 *6%* *12%*	21 *8%* *88%*	21 *8%* *88%*	16 *9%* *67%*	5 *5%* *21%*	6 *6%* *28%*
8	**53** ***17%***	53 *17%* *100%*	52 *17%* *98%*	1 *18%* *2%*	6 *13%* *12%*	46 *17%* *88%*	46 *17%* *88%*	32 *19%* *61%*	14 *15%* *27%*	15 *15%* *29%*
7	**69** ***22%***	69 *22%* *100%*	69 *22%* *99%*	* *9%* *1%*	12 *24%* *17%*	57 *22%* *82%*	57 *22%* *83%*	37 *22%* *53%*	20 *21%* *29%*	21 *20%* *30%*
6	**64** ***20%***	64 *20%* *100%*	61 *20%* *96%*	3 *55%* *4%*	12 *24%* *19%*	51 *19%* *80%*	52 *19%* *81%*	33 *19%* *52%*	19 *19%* *30%*	19 *18%* *30%*
5	**43** ***14%***	43 *14%* *100%*	43 *14%* *100%*	- - -	10 *20%* *23%*	33 *12%* *76%*	33 *13%* *77%*	20 *12%* *46%*	13 *14%* *31%*	15 *15%* *36%*
4	**18** ***6%***	18 *6%* *100%*	17 *5%* *95%*	1 *18%* *5%*	3 *5%* *15%*	15 *6%* *85%*	15 *6%* *85%*	8 *5%* *45%*	7 *7%* *40%*	8 *8%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 284

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
3	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	1 *2%* *21%*	4 *2%* *79%*	4 *2%* *79%*	2 *1%* *29%*	3 *3%* *50%*	3 *3%* *50%*
2	**5** ***2%***	5 *2%* *100%*	5 *2%* *100%*	- - -	1 *1%* *11%*	5 *2%* *89%*	5 *2%* *89%*	3 *2%* *56%*	2 *2%* *34%*	2 *2%* *34%*
1	**5** ***2%***	5 *2%* *100%*	5 *2%* *100%*	- - -	* *1%* *9%*	5 *2%* *91%*	5 *2%* *91%*	2 *1%* *46%*	2 *3%* *46%*	2 *2%* *46%*
Don't know	**19** ***6%***	19 *6%* *100%*	19 *6%* *100%*	- - -	1 *1%* *4%*	19 *7%* *96%*	19 *7%* *96%*	11 *7%* *60%*	7 *7%* *37%*	7 *7%* *37%*
Net: 10/9/8/7	**156** ***49%***	156 *49%* *100%*	154 *50%* *99%*	1 *27%* *1%*	22 *45%* *14%*	133 *50%* *85%*	133 *50%* *86%*	90 *53%* *58%*	43 *45%* *28%*	47 *45%* *30%*
Net: 10/9	**34** ***11%***	34 *11%* *100%*	34 *11%* *100%*	- - -	4 *8%* *12%*	30 *11%* *88%*	30 *11%* *88%*	21 *12%* *62%*	9 *9%* *27%*	11 *10%* *31%*
Net: 6/5/4	**125** ***39%***	125 *39%* *100%*	121 *39%* *97%*	3 *73%* *3%*	24 *49%* *20%* X	99 *37%* *79%*	100 *38%* *80%*	61 *36%* *49%*	40 *41%* *32%*	42 *41%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 284

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
Net: 3/2/1	**16** ***5%***	16 *5%* *100%*	16 *5%* *100%*	- - -	2 *5%* *14%*	14 *5%* *86%*	14 *5%* *86%*	7 *4%* *43%*	7 *7%* *43%*	7 *7%* *43%*
Mean	**6.48**	6.48	6.49	6.08	6.30	6.52	6.52	6.66	6.27	6.29
Standard Deviation	**1.81**	1.81	1.82	1.39	1.64	1.85	1.84	1.77	1.94	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 285

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	161 *42%*	221 *58%*	45 *12%*	73 *19%*	69 *18%*	72 *19%*	63 *16%*	60 *16%*	88 *23%*	206 *54%*	85 *22%*
Total (Wtd)	**239**	99 *42%*	139 *58%*	35* *15%* *	51* *21%* *	40* *17%* *	44* *18%* *	35* *15%* *	35* *15%* *	50* *21%* *	119 *50%*	70* *29%* *
Effective Total	**357**	151	206	42	70	65	68	59	56	86	200	81
10	**9** ***4%***	2 *2%* *21%*	7 *5%* *79%*	2 *7%* *26%*	2 *4%* *21%*	1 *1%* *5%*	1 *3%* *15%*	2 *6%* *21%*	1 *3%* *12%*	1 *2%* *12%*	4 *3%* *44%*	4 *6%* *44%*
9	**16** ***7%***	3 *3%* *21%*	13 *9%* *79%* A	4 *11%* *25%* F	7 *13%* *43%* EFH	1 *3%* *6%*	1 *1%* *4%*	3 *8%* *17%*	1 *2%* *4%*	3 *5%* *17%*	9 *8%* *57%*	4 *6%* *26%*
8	**48** ***20%***	23 *23%* *48%*	25 *18%* *52%*	9 *25%* *18%*	12 *23%* *24%*	7 *17%* *14%*	11 *25%* *23%* H	6 *18%* *13%*	4 *11%* *8%*	10 *20%* *20%*	23 *19%* *48%*	15 *22%* *32%*
7	**44** ***19%***	18 *18%* *40%*	27 *19%* *60%*	9 *26%* *20%*	8 *17%* *19%*	9 *23%* *20%*	9 *22%* *21%*	4 *12%* *10%*	4 *13%* *10%*	9 *19%* *21%*	24 *20%* *55%*	11 *15%* *24%*
6	**29** ***12%***	13 *13%* *45%*	16 *11%* *55%*	4 *11%* *13%*	4 *8%* *14%*	7 *17%* *23%*	6 *13%* *19%*	6 *16%* *19%*	3 *10%* *11%*	7 *14%* *24%*	16 *13%* *54%*	6 *9%* *22%*
5	**39** ***16%***	15 *15%* *38%*	24 *17%* *62%*	3 *9%* *8%*	10 *20%* *26%*	8 *21%* *22%*	7 *17%* *19%*	6 *16%* *14%*	4 *13%* *12%*	10 *20%* *26%*	18 *15%* *46%*	11 *16%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	161 *42%*	221 *58%*	45 *12%*	73 *19%*	69 *18%*	72 *19%*	63 *16%*	60 *16%*	88 *23%*	206 *54%*	85 *22%*
Effective Total	**357**	151	206	42	70	65	68	59	56	86	200	81
4	**14** ***6%***	7 *7%* *50%*	7 *5%* *50%*	1 *3%* *8%*	3 *5%* *20%*	1 *2%* *5%*	2 *6%* *18%*	2 *7%* *17%*	4 *12%* *31%* E	2 *4%* *13%*	6 *5%* *45%*	6 *8%* *42%*
3	**7** ***3%***	3 *3%* *43%*	4 *3%* *57%*	1 *2%* *11%*	1 *1%* *10%*	2 *5%* *31%*	1 *2%* *16%*	1 *3%* *14%*	1 *3%* *18%*	2 *4%* *27%*	4 *3%* *61%*	1 *1%* *12%*
2	**4** ***2%***	3 *3%* *75%*	1 *1%* *25%*	1 *2%* *18%*	1 *1%* *19%*	2 *4%* *41%*	- - -	1 *3%* *22%*	- - -	- - -	4 *3%* *100%*	- - -
1	**2** ***1%***	1 *1%* *41%*	1 *1%* *59%*	- - -	1 *1%* *31%*	- - -	1 *3%* *69%*	- - -	- - -	1 *1%* *28%*	1 *1%* *31%*	1 *1%* *41%*
Don't know	**27** ***11%***	11 *12%* *43%*	15 *11%* *57%*	1 *4%* *5%*	3 *6%* *11%*	3 *8%* *12%*	3 *8%* *12%*	5 *13%* *17%*	12 *33%* *43%* CDEF G	6 *11%* *21%*	10 *9%* *39%*	11 *16%* *41%*
Net: 10/9/8/7	**118** ***49%***	46 *47%* *39%*	71 *51%* *61%*	24 *69%* *20%* EG H	29 *57%* *25%* H	17 *43%* *15%*	22 *52%* *19%* H	15 *43%* *13%*	10 *29%* *9%*	23 *46%* *20%*	60 *51%* *51%*	34 *49%* *29%*
Net: 10/9	**25** ***11%***	5 *5%* *21%*	20 *14%* *79%* A	6 *18%* *25%* EF H	9 *17%* *35%* EFH	2 *4%* *6%*	2 *5%* *8%*	5 *13%* *19%*	2 *5%* *7%*	4 *8%* *15%*	13 *11%* *52%*	8 *12%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 285

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	161 *42%*	221 *58%*	45 *12%*	73 *19%*	69 *18%*	72 *19%*	63 *16%*	60 *16%*	88 *23%*	206 *54%*	85 *22%*
Effective Total	**357**	151	206	42	70	65	68	59	56	86	200	81
Net: 6/5/4	**81** ***34%***	35 *35%* *43%*	47 *33%* *57%*	8 *23%* *10%*	17 *33%* *21%*	16 *40%* *19%*	15 *35%* *19%*	13 *38%* *17%*	12 *34%* *15%*	19 *38%* *23%*	40 *33%* *49%*	23 *33%* *28%*
Net: 3/2/1	**13** ***5%***	7 *7%* *52%*	6 *4%* *48%*	1 *4%* *11%*	2 *4%* *16%*	4 *9%* *29%*	3 *6%* *20%*	2 *5%* *14%*	1 *3%* *10%*	2 *5%* *19%*	9 *7%* *68%*	2 *2%* *13%*
Mean	**6.54**	6.33	6.68	7.12 E H	6.77	6.14	6.40	6.53	6.09	6.45	6.48	6.71
Standard Deviation	**1.87**	1.86	1.87	1.77	1.94	1.74	1.87	1.97	1.85	1.74	1.92	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 285

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	374 *98%*	6 *2%*	50 *13%*	331 *87%*	331 *87%*	202 *53%*	128 *34%*	138 *36%*
Total (Wtd)	**239**	239 *100%*	235 *99%*	3** *1%* **	30* *12%* *	208 *87%*	208 *87%*	127 *53%*	80 *34%*	87 *36%*
Effective Total	**357**	357	351	6	46	310	310	188	120	130
10	**9** ***4%***	9 *4%* *100%*	9 *4%* *93%*	1 *20%* *7%*	2 *5%* *17%*	8 *4%* *83%*	8 *4%* *83%*	6 *4%* *59%*	2 *3%* *24%*	3 *3%* *32%*
9	**16** ***7%***	16 *7%* *100%*	15 *6%* *96%*	1 *19%* *4%*	- - -	16 *8%* *100%*	16 *8%* *100%*	9 *7%* *59%*	6 *7%* *37%*	6 *7%* *37%*
8	**48** ***20%***	48 *20%* *100%*	47 *20%* *99%*	1 *19%* *1%*	6 *20%* *12%*	42 *20%* *88%*	42 *20%* *88%*	24 *19%* *50%*	18 *22%* *38%*	18 *21%* *38%*
7	**44** ***19%***	44 *19%* *100%*	44 *19%* *100%*	- - -	7 *23%* *15%*	37 *18%* *83%*	37 *18%* *83%*	23 *18%* *52%*	14 *17%* *31%*	15 *17%* *34%*
6	**29** ***12%***	29 *12%* *100%*	29 *12%* *98%*	1 *19%* *2%*	2 *5%* *5%*	28 *13%* *95%*	28 *13%* *95%*	17 *13%* *58%*	11 *13%* *36%*	13 *15%* *43%*
5	**39** ***16%***	39 *16%* *100%*	39 *16%* *100%*	- - -	5 *15%* *12%*	34 *16%* *88%*	34 *16%* *88%*	23 *18%* *61%*	11 *13%* *28%*	12 *14%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 285

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	374 *98%*	6 *2%*	50 *13%*	331 *87%*	331 *87%*	202 *53%*	128 *34%*	138 *36%*
Effective Total	**357**	357	351	6	46	310	310	188	120	130
4	**14** ***6%***	14 *6%* *100%*	14 *6%* *100%*	- - -	5 *18%* *39%* VWXY Z	8 *4%* *61%*	8 *4%* *61%*	3 *2%* *22%*	5 *7%* *39%*	6 *7%* *45%* X
3	**7** ***3%***	7 *3%* *100%*	6 *3%* *94%*	* *13%* *6%*	1 *2%* *10%*	6 *3%* *90%*	6 *3%* *90%*	2 *1%* *24%*	4 *5%* *66%* X	4 *5%* *66%* X
2	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *2%* *18%*	3 *2%* *82%*	3 *2%* *82%*	2 *2%* *60%*	1 *1%* *22%*	1 *1%* *22%*
1	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	1 *2%* *28%*	2 *1%* *72%*	2 *1%* *72%*	2 *1%* *72%*	- - -	- - -
Don't know	**27** ***11%***	27 *11%* *100%*	26 *11%* *99%*	* *11%* *1%*	2 *6%* *7%*	25 *12%* *93%*	25 *12%* *93%*	17 *13%* *62%*	8 *11%* *32%*	9 *10%* *33%*
Net: 10/9/8/7	**118** ***49%***	118 *49%* *100%*	116 *49%* *98%*	2 *57%* *2%*	14 *49%* *12%*	103 *49%* *87%*	103 *49%* *87%*	62 *49%* *53%*	40 *50%* *34%*	42 *48%* *36%*
Net: 10/9	**25** ***11%***	25 *11%* *100%*	24 *10%* *95%*	1 *39%* *5%*	2 *5%* *6%*	24 *11%* *94%*	24 *11%* *94%*	15 *12%* *59%*	8 *10%* *32%*	9 *10%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 285

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	374 *98%*	6 *2%*	50 *13%*	331 *87%*	331 *87%*	202 *53%*	128 *34%*	138 *36%*
Effective Total	**357**	357	351	6	46	310	310	188	120	130
Net: 6/5/4	**81** ***34%***	81 *34%* *100%*	81 *34%* *99%*	1 *19%* *1%*	11 *39%* *14%*	70 *34%* *86%*	70 *34%* *86%*	43 *34%* *53%*	27 *33%* *33%*	31 *35%* *38%*
Net: 3/2/1	**13** ***5%***	13 *5%* *100%*	12 *5%* *97%*	* *13%* *3%*	2 *7%* *15%*	11 *5%* *85%*	11 *5%* *85%*	5 *4%* *43%*	5 *7%* *42%*	5 *6%* *42%*
Mean	**6.54**	6.54	6.52	7.50	6.09	6.60	6.60	6.63	6.53	6.51
Standard Deviation	**1.87**	1.87	1.86	2.88	2.06	1.84	1.84	1.84	1.84	1.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 287

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**187**	66 *35%*	121 *65%*	8 *4%*	34 *18%*	28 *15%*	40 *21%*	42 *22%*	35 *19%*	35 *19%*	100 *53%*	50 *27%*
Total (Wtd)	**114**	40* *35%* *	74 *65%*	6** *5%* **	24* *21%* *	16** *14%* **	23* *21%* *	24* *21%* *	20* *18%* *	19* *17%* *	55* *48%* *	39* *35%* *
Effective Total	**173**	61	112	7	33	26	39	39	32	34	97	48
10	**2** ***2%***	- - -	2 *3%* *100%*	- - -	- - -	1 *7%* *49%*	- - -	* *2%* *20%*	1 *3%* *31%*	1 *3%* *26%*	1 *2%* *43%*	1 *2%* *31%*
9	**5** ***4%***	1 *3%* *24%*	4 *5%* *76%*	- - -	2 *8%* *39%*	- - -	1 *5%* *22%*	1 *2%* *10%*	1 *7%* *28%*	- - -	4 *7%* *72%*	1 *4%* *28%*
8	**15** ***13%***	9 *22%* *57%* B	6 *9%* *43%*	- - -	4 *16%* *26%*	1 *7%* *8%*	5 *23%* *36%* H	4 *15%* *24%*	1 *5%* *6%*	3 *13%* *17%*	9 *16%* *59%*	4 *9%* *24%*
7	**20** ***18%***	6 *15%* *30%*	14 *19%* *70%*	2 *30%* *9%*	3 *14%* *16%*	3 *16%* *12%*	4 *18%* *21%*	3 *13%* *15%*	5 *27%* *26%*	3 *15%* *14%*	9 *16%* *44%*	9 *22%* *42%*
6	**18** ***16%***	7 *17%* *37%*	11 *15%* *63%*	2 *36%* *13%*	4 *16%* *22%*	1 *9%* *8%*	3 *14%* *19%*	4 *19%* *25%*	3 *13%* *14%*	3 *18%* *19%*	6 *11%* *34%*	8 *21%* *46%*
5	**14** ***13%***	5 *14%* *38%*	9 *12%* *62%*	- - -	3 *12%* *19%*	3 *21%* *23%*	4 *17%* *27%*	3 *11%* *18%*	2 *9%* *12%*	4 *21%* *28%* K	8 *15%* *57%*	2 *6%* *15%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**187**	66	121	8	34	28	40	42	35	35	100	50
		35%	*65%*	*4%*	*18%*	*15%*	*21%*	*22%*	*19%*	*19%*	*53%*	*27%*
Effective Total	**173**	61	112	7	33	26	39	39	32	34	97	48
4	**13**	6	7	1	1	4	2	2	2	2	7	4
	11%	*16%*	*9%*	*23%*	*6%*	*26%*	*9%*	*7%*	*11%*	*12%*	*13%*	*10%*
		48%	*52%*	*11%*	*11%*	*32%*	*17%*	*13%*	*17%*	*18%*	*53%*	*29%*
3	**5**	1	4	*	1	1	1	2	-	-	2	2
	4%	*1%*	*6%*	*	*3%*	*5%*	*2%*	*10%*	-	-	*4%*	*6%*
		11%	*89%*	*	*16%*	*19%*	*11%*	*54%*	-	-	*48%*	*52%*
2	**3**	1	2	-	2	*	-	-	1	*	2	1
	3%	*3%*	*3%*	-	*7%*	*3%*	-	-	*4%*	*2%*	*3%*	*3%*
		34%	*66%*	-	*58%*	*13%*	-	-	*29%*	*13%*	*50%*	*37%*
1	**1**	-	1	-	-	-	-	1	-	-	-	1
	1%	-	*2%*	-	-	-	-	*6%*	-	-	-	*4%*
		-	*100%*	-	-	-	-	*100%*	-	-	-	*100%*
Don't know	**17**	4	13	1	4	1	3	4	4	3	8	6
	15%	*10%*	*17%*	*11%*	*18%*	*7%*	*11%*	*15%*	*21%*	*16%*	*14%*	*15%*
		23%	*77%*	*4%*	*26%*	*7%*	*16%*	*21%*	*25%*	*18%*	*47%*	*35%*
Net: 10/9/8/7	**43**	16	27	2	9	5	11	8	8	6	22	14
	37%	*40%*	*36%*	*30%*	*38%*	*29%*	*46%*	*32%*	*42%*	*31%*	*40%*	*36%*
		37%	*63%*	*4%*	*21%*	*11%*	*25%*	*18%*	*20%*	*14%*	*52%*	*33%*
Net: 10/9	**7**	1	6	-	2	1	1	1	2	1	5	2
	6%	*3%*	*8%*	-	*8%*	*7%*	*5%*	*4%*	*10%*	*3%*	*8%*	*5%*
		16%	*84%*	-	*27%*	*15%*	*16%*	*13%*	*29%*	*8%*	*63%*	*29%*
Net: 6/5/4	**45**	18	27	4	8	9	9	9	7	10	21	14
	40%	*46%*	*37%*	*59%*	*33%*	*55%*	*41%*	*37%*	*33%*	*51%*	*39%*	*36%*
		40%	*60%*	*8%*	*18%*	*20%*	*21%*	*19%*	*14%*	*22%*	*47%*	*31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 287

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**187**	66 *35%*	121 *65%*	8 *4%*	34 *18%*	28 *15%*	40 *21%*	42 *22%*	35 *19%*	35 *19%*	100 *53%*	50 *27%*
Effective Total	**173**	61	112	7	33	26	39	39	32	34	97	48
Net: 3/2/1	**9** ***8%***	2 *4%* *17%*	8 *10%* *83%*	* * *	2 *10%* *27%*	1 *8%* *14%*	1 *2%* *6%*	4 *16%* *43%* F	1 *4%* *10%*	* *2%* *4%*	4 *7%* *41%*	5 *13%* *55%*
Mean	**6.00**	6.08	5.95	5.81	6.11	5.55	6.41	5.66	6.27	6.00	6.14	5.81
Standard Deviation	**1.92**	1.72	2.04	1.28	2.06	2.00	1.59	2.22	1.95	1.67	1.92	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 287

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**187**	187 *100%*	180 *96%*	6 *3%*	18 *10%*	169 *90%*	169 *90%*	94 *50%*	75 *40%*	76 *41%*
Total (Wtd)	**114**	114 *100%*	111 *97%*	3** *3%* **	11** *9%* **	103 *91%*	103 *91%*	57* *50%* *	46* *41%* *	47* *41%* *
Effective Total	**173**	173	168	6	17	156	156	86	70	71
10	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	- - -	2 *2%* *100%*	2 *2%* *100%*	- - -	2 *5%* *100%* X	2 *5%* *100%* X
9	**5** ***4%***	5 *4%* *100%*	5 *5%* *100%*	- - -	- - -	5 *5%* *100%*	5 *5%* *100%*	2 *4%* *48%*	3 *6%* *52%*	3 *6%* *52%*
8	**15** ***13%***	15 *13%* *100%*	14 *13%* *96%*	1 *19%* *4%*	2 *15%* *11%*	13 *13%* *89%*	13 *13%* *89%*	6 *11%* *43%*	7 *15%* *46%*	7 *15%* *46%*
7	**20** ***18%***	20 *18%* *100%*	20 *18%* *97%*	1 *18%* *3%*	3 *28%* *15%*	17 *17%* *85%*	17 *17%* *85%*	12 *21%* *58%*	5 *12%* *27%*	5 *12%* *27%*
6	**18** ***16%***	18 *16%* *100%*	17 *16%* *97%*	1 *16%* *3%*	1 *7%* *4%*	17 *17%* *96%*	17 *17%* *96%*	10 *18%* *56%*	7 *16%* *40%*	8 *17%* *44%*
5	**14** ***13%***	14 *13%* *100%*	14 *13%* *100%*	- - -	2 *22%* *16%*	12 *12%* *84%*	12 *12%* *84%*	7 *12%* *47%*	5 *12%* *37%*	5 *11%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 287

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**187**	187 100%	180 96%	6 3%	18 10%	169 90%	169 90%	94 50%	75 40%	76 41%
Effective Total	**173**	173	168	6	17	156	156	86	70	71
4	**13** **11%**	13 11% 100%	12 11% 94%	1 24% 6%	2 20% 17%	11 10% 83%	11 10% 83%	6 10% 42%	5 12% 41%	5 11% 41%
3	**5** **4%**	5 4% 100%	5 4% 100%	- - -	- - -	5 4% 100%	5 4% 100%	2 3% 40%	3 6% 60%	3 6% 60%
2	**3** **3%**	3 3% 100%	3 2% 87%	* 12% 13%	- - -	3 3% 100%	3 3% 100%	1 1% 21%	2 5% 79%	2 5% 79%
1	**1** **1%**	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 50%	1 2% 50%	1 2% 50%
Don't know	**17** **15%**	17 15% 100%	16 15% 98%	* 10% 2%	1 8% 5%	16 15% 95%	16 15% 95%	11 19% 64%	5 11% 31%	5 11% 31%
Net: 10/9/8/7	**43** **37%**	43 37% 100%	41 37% 97%	1 37% 3%	5 43% 11%	38 37% 89%	38 37% 89%	21 36% 49%	17 37% 40%	17 37% 40%
Net: 10/9	**7** **6%**	7 6% 100%	7 7% 100%	- - -	- - -	7 7% 100%	7 7% 100%	2 4% 33%	5 10% 67%	5 10% 67%
Net: 6/5/4	**45** **40%**	45 40% 100%	44 40% 97%	1 41% 3%	5 49% 12%	40 39% 88%	40 39% 88%	22 39% 49%	18 39% 39%	19 40% 41%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 287

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**187**	187 *100%*	180 *96%*	6 *3%*	18 *10%*	169 *90%*	169 *90%*	94 *50%*	75 *40%*	76 *41%*
Effective Total	**173**	173	168	6	17	156	156	86	70	71
Net: 3/2/1	**9** ***8%***	9 *8%* *100%*	9 *8%* *95%*	* *12%* *4%*	- - -	9 *9%* *100%*	9 *9%* *100%*	3 *6%* *35%*	6 *13%* *65%*	6 *13%* *65%*
Mean	**6.00**	6.00	6.02	5.52	5.95	6.01	6.01	6.05	5.96	5.96
Standard Deviation	**1.92**	1.92	1.92	2.49	1.52	1.97	1.97	1.72	2.24	2.22

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**87**	41 *47%*	46 *53%*	18 *21%*	15 *17%*	18 *21%*	12 *14%*	12 *14%*	12 *14%*	10 *11%*	50 *57%*	27 *31%*
Total (Wtd)	**58**	28* *48%* *	30* *52%* *	15** *25%* **	11** *19%* **	11** *18%* **	7** *12%* **	7** *12%* **	7** *13%* **	6** *10%* **	29* *51%* *	23** *39%* **
Effective Total	**80**	38	42	16	14	17	12	11	12	10	49	25
10	**3** ***5%***	1 *3%* *23%*	2 *8%* *77%*	1 *5%* *23%*	1 *10%* *37%*	- - -	- - -	1 *17%* *40%*	- - -	- - -	1 *4%* *38%*	2 *8%* *62%*
9	**3** ***5%***	1 *5%* *51%*	1 *5%* *49%*	1 *5%* *25%*	1 *6%* *24%*	- - -	- - -	- - -	1 *19%* *51%*	- - -	1 *5%* *49%*	1 *6%* *51%*
8	**8** ***14%***	2 *7%* *24%*	6 *21%* *76%*	- - -	1 *12%* *16%*	3 *29%* *37%*	2 *24%* *20%*	1 *16%* *14%*	1 *16%* *14%*	1 *9%* *6%*	5 *19%* *65%*	2 *10%* *29%*
7	**12** ***21%***	8 *27%* *62%*	5 *16%* *38%*	5 *33%* *40%*	2 *19%* *17%*	2 *21%* *19%*	1 *8%* *5%*	* *6%* *3%*	2 *28%* *17%*	3 *44%* *20%*	4 *15%* *35%*	5 *24%* *44%*
6	**9** ***15%***	6 *21%* *66%*	3 *10%* *34%*	4 *29%* *48%*	1 *12%* *15%*	2 *15%* *19%*	1 *8%* *6%*	* *6%* *4%*	1 *9%* *8%*	1 *12%* *8%*	5 *18%* *59%*	3 *13%* *34%*
5	**10** ***18%***	5 *18%* *48%*	5 *18%* *52%*	3 *22%* *31%*	1 *7%* *7%*	1 *14%* *14%*	4 *52%* *36%*	1 *18%* *12%*	- - -	1 *10%* *5%*	6 *21%* *60%*	4 *16%* *35%*
4	**3** ***5%***	2 *8%* *78%*	1 *2%* *22%*	1 *7%* *35%*	1 *12%* *46%*	1 *5%* *19%*	- - -	- - -	- - -	- - -	2 *7%* *65%*	1 *5%* *35%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**87**	41	46	18	15	18	12	12	12	10	50	27
		47%	*53%*	*21%*	*17%*	*21%*	*14%*	*14%*	*14%*	*11%*	*57%*	*31%*
Effective Total	**80**	38	42	16	14	17	12	11	12	10	49	25
3	**1**	-	1	*	1	-	-	-	-	-	1	*
	1%	-	*2%*	*	*6%*	-	-	-	-	-	*2%*	*
		-	*100%*	*2%*	*98%*	-	-	-	-	-	*98%*	*2%*
2	**2**	1	1	-	-	1	-	-	*	1	1	-
	3%	*2%*	*3%*	-	-	*10%*	-	-	*5%*	*10%*	*3%*	-
		37%	*63%*	-	-	*74%*	-	-	*26%*	*37%*	*63%*	-
1	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Don't know	**7**	2	5	-	2	1	1	3	2	1	2	4
	12%	*9%*	*16%*	-	*16%*	*5%*	*8%*	*37%*	*22%*	*16%*	*7%*	*18%*
		34%	*66%*	-	*25%*	*7%*	*8%*	*37%*	*23%*	*13%*	*30%*	*57%*
Net: 10/9/8/7	**26**	12	15	6	5	5	2	3	5	3	12	11
	46%	*42%*	*49%*	*43%*	*47%*	*50%*	*32%*	*39%*	*64%*	*53%*	*42%*	*49%*
		44%	*56%*	*24%*	*20%*	*20%*	*8%*	*10%*	*18%*	*11%*	*46%*	*42%*
Net: 10/9	**6**	2	4	1	2	-	-	1	1	-	3	3
	10%	*8%*	*12%*	*10%*	*16%*	-	-	*17%*	*19%*	-	*9%*	*15%*
		36%	*64%*	*24%*	*31%*	-	-	*21%*	*24%*	-	*43%*	*57%*
Net: 6/5/4	**22**	13	9	8	3	4	4	2	1	1	13	8
	38%	*47%*	*30%*	*57%*	*31%*	*35%*	*60%*	*23%*	*9%*	*21%*	*45%*	*33%*
		59%	*41%*	*38%*	*16%*	*17%*	*19%*	*7%*	*3%*	*6%*	*60%*	*34%*
Net: 3/2/1	**2**	1	2	*	1	1	-	-	*	1	2	*
	4%	*2%*	*5%*	*	*6%*	*10%*	-	-	*5%*	*10%*	*6%*	*
		25%	*75%*	*1%*	*31%*	*51%*	-	-	*18%*	*25%*	*74%*	*1%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**87**	41 *47%*	46 *53%*	18 *21%*	15 *17%*	18 *21%*	12 *14%*	12 *14%*	12 *14%*	10 *11%*	50 *57%*	27 *31%*
Effective Total	**80**	38	42	16	14	17	12	11	12	10	49	25
Mean	**6.49**	6.27	6.72	6.30	6.61	6.13	6.03	7.44	7.23	6.16	6.30	6.87
Standard Deviation	**1.79**	1.58	1.99	1.44	2.20	1.99	1.41	2.21	1.90	1.92	1.85	1.71

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 288

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**87**	87 *100%*	84 *97%*	2 *2%*	87 *100%*	87 *100%*	51 *59%*	36 *41%*	40 *46%*
Total (Wtd)	**58**	58* *100%* *	57* *98%* *	1** *2%* **	58* *100%* *	58* *100%* *	34* *60%* *	23* *40%* *	26* *46%* *
Effective Total	**80**	80	78	2	80	80	46	34	37
10	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	3 *5%* *100%*	3 *5%* *100%*	3 *8%* *85%*	* *2%* *15%*	1 *5%* *40%*
9	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	3 *5%* *100%*	3 *5%* *100%*	2 *6%* *75%*	1 *3%* *25%*	1 *3%* *25%*
8	**8** ***14%***	8 *14%* *100%*	8 *15%* *100%*	- - -	8 *14%* *100%*	8 *14%* *100%*	4 *12%* *48%*	4 *18%* *52%*	5 *18%* *58%*
7	**12** ***21%***	12 *21%* *100%*	12 *22%* *100%*	- - -	12 *21%* *100%*	12 *21%* *100%*	6 *19%* *53%*	6 *25%* *47%*	6 *24%* *52%*
6	**9** ***15%***	9 *15%* *100%*	8 *14%* *93%*	1 *50%* *7%*	9 *15%* *100%*	9 *15%* *100%*	7 *21%* *82%*	2 *7%* *18%*	2 *6%* *18%*
5	**10** ***18%***	10 *18%* *100%*	10 *18%* *100%*	- - -	10 *18%* *100%*	10 *18%* *100%*	6 *19%* *62%*	4 *17%* *38%*	4 *15%* *38%*
4	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	3 *5%* *100%*	3 *5%* *100%*	2 *7%* *77%*	1 *3%* *23%*	1 *3%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 288

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**87**	87 *100%*	84 *97%*	2 *2%*	87 *100%*	87 *100%*	51 *59%*	36 *41%*	40 *46%*
Effective Total	**80**	80	78	2	80	80	46	34	37
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *98%*	- - -	1 *1%* *100%*	1 *1%* *100%*	* * *2%*	1 *3%* *98%*	1 *3%* *98%*
2	**2** ***3%***	2 *3%* *100%*	2 *3%* *100%*	- - -	2 *3%* *100%*	2 *3%* *100%*	1 *2%* *37%*	1 *4%* *63%*	1 *4%* *63%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**7** ***12%***	7 *12%* *100%*	6 *11%* *91%*	1 *50%* *9%*	7 *12%* *100%*	7 *12%* *100%*	3 *8%* *39%*	4 *19%* *61%*	5 *21%* *77%*
Net: 10/9/8/7	**26** ***46%***	26 *46%* *100%*	26 *47%* *100%*	- - -	26 *46%* *100%*	26 *46%* *100%*	15 *44%* *58%*	11 *48%* *42%*	13 *50%* *49%*
Net: 10/9	**6** ***10%***	6 *10%* *100%*	6 *10%* *100%*	- - -	6 *10%* *100%*	6 *10%* *100%*	5 *14%* *80%*	1 *5%* *20%*	2 *7%* *33%*
Net: 6/5/4	**22** ***38%***	22 *38%* *100%*	21 *38%* *97%*	1 *50%* *3%*	22 *38%* *100%*	22 *38%* *100%*	16 *46%* *72%* Z	6 *26%* *28%*	6 *23%* *28%*
Net: 3/2/1	**2** ***4%***	2 *4%* *100%*	2 *4%* *99%*	- - -	2 *4%* *100%*	2 *4%* *100%*	1 *2%* *26%*	2 *7%* *74%*	2 *6%* *74%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 288

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**87**	87 *100%*	84 *97%*	2 *2%*	87 *100%*	87 *100%*	51 *59%*	36 *41%*	40 *46%*
Effective Total	**80**	80	78	2	80	80	46	34	37
Mean	**6.49**	6.49	6.50	6.00	6.49	6.49	6.57	6.38	6.57
Standard Deviation	**1.79**	1.79	1.80	-	1.79	1.79	1.78	1.85	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 289

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**54**	31 *57%*	23 *43%*	6 *11%*	8 *15%*	6 *11%*	9 *17%*	14 *26%*	11 *20%*	9 *17%*	25 *46%*	20 *37%*
Total (Wtd)	**35**	20** *58%* **	15** *42%* **	5** *13%* **	6** *17%* **	3** *10%* **	6** *18%* **	8** *22%* **	7** *20%* **	5** *13%* **	14** *41%* **	16** *46%* **
Effective Total	**49**	29	21	5	8	6	9	13	11	9	24	18
10	**1** ***2%***	1 *3%* *100%*	- - -	1 *13%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *100%*	- - -
9	**1** ***4%***	- - -	1 *10%* *100%*	- - -	1 *12%* *50%*	- - -	- - -	- - -	1 *10%* *50%*	- - -	1 *5%* *50%*	1 *4%* *50%*
8	**6** ***17%***	1 *7%* *23%*	5 *31%* *77%*	1 *24%* *19%*	1 *12%* *11%*	1 *16%* *9%*	- - -	3 *38%* *48%*	1 *10%* *12%*	* *10%* *8%*	2 *15%* *36%*	3 *21%* *57%*
7	**9** ***27%***	5 *27%* *59%*	4 *26%* *41%*	2 *49%* *25%*	1 *9%* *6%*	2 *50%* *19%*	1 *10%* *7%*	2 *30%* *25%*	2 *26%* *20%*	2 *35%* *17%*	3 *18%* *28%*	5 *32%* *54%*
6	**9** ***26%***	6 *28%* *62%*	3 *24%* *38%*	1 *14%* *7%*	2 *43%* *27%*	1 *16%* *6%*	4 *58%* *40%*	* *6%* *5%*	1 *20%* *15%*	1 *24%* *12%*	4 *25%* *40%*	4 *28%* *48%*
5	**3** ***8%***	3 *14%* *100%*	- - -	- - -	1 *11%* *22%*	- - -	1 *9%* *20%*	1 *7%* *17%*	1 *17%* *41%*	* *10%* *16%*	2 *12%* *59%*	1 *5%* *25%*
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**54**	31 *57%*	23 *43%*	6 *11%*	8 *15%*	6 *11%*	9 *17%*	14 *26%*	11 *20%*	9 *17%*	25 *46%*	20 *37%*
Effective Total	**49**	29	21	5	8	6	9	13	11	9	24	18
3	**1** ***2%***	- - -	1 *5%* *100%*	* * *1%*	- - -	- - -	- - -	- - -	1 *11%* *99%*	- - -	- - -	1 *5%* *100%*
2	***** ***1%***	- - -	* *3%* *100%*	- - -	- - -	- - -	- - -	* *7%* *100%*	- - -	- - -	* *3%* *100%*	- - -
1	**1** ***2%***	1 *3%* *100%*	- - -	- - -	- - -	- - -	1 *9%* *100%*	- - -	- - -	- - -	1 *4%* *100%*	- - -
Don't know	**4** ***10%***	4 *18%* *100%*	- - -	- - -	1 *13%* *20%*	1 *18%* *17%*	1 *14%* *24%*	1 *13%* *26%*	* *7%* *13%*	1 *21%* *26%*	2 *13%* *50%*	1 *5%* *24%*
Net: 10/9/8/7	**17** ***50%***	7 *37%* *43%*	10 *68%* *57%*	4 *86%* *23%*	2 *33%* *11%*	2 *66%* *13%*	1 *10%* *4%*	5 *68%* *30%*	3 *46%* *19%*	2 *45%* *12%*	6 *42%* *35%*	9 *57%* *53%*
Net: 10/9	**2** ***6%***	1 *3%* *30%*	1 *10%* *70%*	1 *13%* *30%*	1 *12%* *35%*	- - -	- - -	- - -	1 *10%* *35%*	- - -	1 *9%* *65%*	1 *4%* *35%*
Net: 6/5/4	**12** ***35%***	9 *43%* *71%*	3 *24%* *29%*	1 *14%* *5%*	3 *54%* *26%*	1 *16%* *5%*	4 *67%* *35%*	1 *13%* *8%*	3 *37%* *21%*	2 *34%* *13%*	5 *37%* *44%*	5 *32%* *42%*
Net: 3/2/1	**2** ***5%***	1 *3%* *32%*	1 *9%* *68%*	* * *1%*	- - -	- - -	1 *9%* *32%*	* *7%* *27%*	1 *11%* *41%*	- - -	1 *7%* *59%*	1 *5%* *41%*
Mean	**6.57**	6.29	6.89	7.49	6.67	7.00	5.48	6.84	6.30	6.56	6.39	6.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 289

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**54**	31 *57%*	23 *43%*	6 *11%*	8 *15%*	6 *11%*	9 *17%*	14 *26%*	11 *20%*	9 *17%*	25 *46%*	20 *37%*
Effective Total	**49**	29	21	5	8	6	9	13	11	9	24	18
Standard Deviation	**1.60**	1.53	1.67	1.32	1.41	0.78	1.78	1.77	1.81	1.02	2.07	1.32

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 289

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**54**	54 *100%*	51 *94%*	2 *4%*	54 *100%*	54 *100%*	29 *54%*	25 *46%*	27 *50%*
Total (Wtd)	**35**	35* *100%* *	34* *97%* *	1** *3%* **	35* *100%* *	35* *100%* *	19** *56%* **	15** *44%* **	17** *48%* **
Effective Total	**49**	49	47	2	49	49	26	24	26
10	**1** ***2%***	1 *2%* *100%*	- - -	1 *54%* *100%*	1 *2%* *100%*	1 *2%* *100%*	1 *3%* *100%*	- - -	- - -
9	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*
8	**6** ***17%***	6 *17%* *100%*	6 *18%* *100%*	- - -	6 *17%* *100%*	6 *17%* *100%*	2 *9%* *29%*	4 *27%* *71%*	4 *25%* *71%*
7	**9** ***27%***	9 *27%* *100%*	9 *26%* *94%*	1 *46%* *6%*	9 *27%* *100%*	9 *27%* *100%*	4 *21%* *43%*	5 *34%* *57%*	6 *35%* *63%*
6	**9** ***26%***	9 *26%* *100%*	9 *27%* *100%*	- - -	9 *26%* *100%*	9 *26%* *100%*	6 *32%* *68%*	3 *19%* *32%*	3 *18%* *32%*
5	**3** ***8%***	3 *8%* *100%*	3 *9%* *100%*	- - -	3 *8%* *100%*	3 *8%* *100%*	3 *15%* *100%*	- - -	- - -
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 289

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**54**	54	51	2	54	54	29	25	27
		100%	*94%*	*4%*	*100%*	*100%*	*54%*	*46%*	*50%*
Effective Total	**49**	49	47	2	49	49	26	24	26
3	**1**	1	1	-	1	1	1	-	-
	2%	*2%*	*2%*	-	*2%*	*2%*	*4%*	-	-
		100%	*99%*	-	*100%*	*100%*	*100%*	-	-
2	*****	*	*	-	*	*	-	*	*
	1%	*1%*	*1%*	-	*1%*	*1%*	-	*3%*	*3%*
		100%	*100%*	-	*100%*	*100%*	-	*100%*	*100%*
1	**1**	1	1	-	1	1	-	1	1
	2%	*2%*	*2%*	-	*2%*	*2%*	-	*4%*	*3%*
		100%	*100%*	-	*100%*	*100%*	-	*100%*	*100%*
Don't know	**4**	4	4	-	4	4	3	*	1
	10%	*10%*	*11%*	-	*10%*	*10%*	*16%*	*3%*	*7%*
		100%	*100%*	-	*100%*	*100%*	*87%*	*13%*	*30%*
Net: 10/9/8/7	**17**	17	16	1	17	17	6	11	11
	50%	*50%*	*48%*	*100%*	*50%*	*50%*	*33%*	*71%*	*69%*
		100%	*93%*	*7%*	*100%*	*100%*	*37%*	*63%*	*67%*
Net: 10/9	**2**	2	1	1	2	2	1	1	1
	6%	*6%*	*4%*	*54%*	*6%*	*6%*	*3%*	*9%*	*9%*
		100%	*70%*	*30%*	*100%*	*100%*	*30%*	*70%*	*70%*
Net: 6/5/4	**12**	12	12	-	12	12	9	3	3
	35%	*35%*	*36%*	-	*35%*	*35%*	*47%*	*19%*	*18%*
		100%	*100%*	-	*100%*	*100%*	*76%*	*24%*	*24%*
Net: 3/2/1	**2**	2	2	-	2	2	1	1	1
	5%	*5%*	*5%*	-	*5%*	*5%*	*4%*	*7%*	*6%*
		100%	*99%*	-	*100%*	*100%*	*41%*	*59%*	*59%*
Mean	**6.57**	6.57	6.49	8.61	6.57	6.57	6.29	6.88	6.88

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 289

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**54**	54 *100%*	51 *94%*	2 *4%*	54 *100%*	54 *100%*	29 *54%*	25 *46%*	27 *50%*
Effective Total	**49**	49	47	2	49	49	26	24	26
Standard Deviation	**1.60**	1.60	1.55	-	1.60	1.60	1.38	1.81	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 290

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Total (Wtd)	**613**	272 *44%*	341 *56%*	59* *10%* *	111 *18%*	114 *19%*	112 *18%*	98 *16%*	119 *19%*	101 *16%*	308 *50%*	204 *33%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
10	**21** ***4%***	6 *2%* *30%*	15 *4%* *70%*	1 *2%* *7%*	2 *2%* *8%*	5 *4%* *21%*	3 *3%* *16%*	4 *4%* *17%*	7 *6%* *31%*	2 *2%* *7%*	8 *3%* *38%*	12 *6%* *55%* IJ
9	**33** ***5%***	13 *5%* *41%*	19 *6%* *59%*	6 *10%* *18%*	7 *7%* *22%*	4 *4%* *12%*	4 *4%* *12%*	3 *3%* *10%*	8 *7%* *25%*	2 *2%* *7%*	18 *6%* *56%* I	12 *6%* *37%*
8	**110** ***18%***	46 *17%* *42%*	64 *19%* *58%*	9 *16%* *8%*	21 *18%* *19%*	21 *18%* *19%*	23 *21%* *21%*	17 *18%* *16%*	19 *16%* *17%*	17 *16%* *15%*	53 *17%* *48%*	41 *20%* *37%*
7	**152** ***25%***	64 *24%* *42%*	87 *26%* *58%*	26 *44%* *17%* DE FGH	28 *25%* *19%*	25 *22%* *17%*	27 *24%* *18%*	22 *23%* *15%*	23 *19%* *15%*	22 *22%* *15%*	80 *26%* *53%*	49 *24%* *32%*
6	**114** ***19%***	57 *21%* *50%*	57 *17%* *50%*	5 *8%* *4%*	17 *16%* *15%*	20 *18%* *18%* C	23 *20%* *20%* C	22 *23%* *19%* C	28 *23%* *24%* C	19 *19%* *17%*	57 *18%* *50%*	39 *19%* *34%*
5	**88** ***14%***	40 *15%* *46%*	48 *14%* *54%*	7 *12%* *8%*	18 *17%* *21%*	23 *21%* *27%* GH	17 *15%* *19%*	11 *11%* *12%*	12 *10%* *13%*	21 *21%* *24%* K	47 *15%* *53%* K	20 *10%* *23%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 290

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
4	**30** ***5%***	18 *7%* *59%* B	12 *4%* *41%*	3 *5%* *10%*	7 *7%* *24%*	4 *4%* *15%*	3 *3%* *11%*	6 *6%* *20%*	6 *5%* *21%*	4 *4%* *12%*	16 *5%* *52%*	11 *5%* *36%*
3	**11** ***2%***	5 *2%* *48%*	6 *2%* *52%*	1 *1%* *6%*	2 *2%* *16%*	3 *3%* *30%*	1 *1%* *9%*	1 *1%* *12%*	3 *3%* *27%*	2 *2%* *19%*	5 *2%* *43%*	4 *2%* *37%*
2	**5** ***1%***	3 *1%* *57%*	2 *1%* *43%*	- - -	1 *1%* *27%*	2 *2%* *43%*	1 *1%* *11%*	* *1%* *10%*	* * *9%*	- - -	5 *2%* *100%* K	- - -
1	**6** ***1%***	3 *1%* *48%*	3 *1%* *52%*	1 *1%* *12%*	1 *1%* *22%*	1 *1%* *10%*	1 *1%* *18%*	1 *1%* *19%*	1 *1%* *19%*	3 *3%* *44%* J	2 *1%* *32%*	1 *1%* *24%*
Don't know	**42** ***7%***	15 *5%* *36%*	27 *8%* *64%*	1 *1%* *2%*	6 *5%* *14%*	5 *5%* *13%*	9 *8%* *21%* C	9 *10%* *22%* C	12 *10%* *28%* C	9 *9%* *22%*	17 *6%* *42%*	15 *7%* *36%*
Net: 10/9/8/7	**316** ***52%***	130 *48%* *41%*	186 *55%* *59%* A	42 *72%* *13%* DE FGH	58 *52%* *18%*	55 *48%* *17%*	58 *52%* *18%*	46 *47%* *15%*	57 *48%* *18%*	43 *42%* *13%*	160 *52%* *51%* I	114 *56%* *36%* I
Net: 10/9	**54** ***9%***	20 *7%* *36%*	35 *10%* *64%*	7 *12%* *13%*	9 *8%* *17%*	9 *8%* *16%*	7 *7%* *14%*	7 *7%* *13%*	15 *13%* *27%*	4 *4%* *7%*	26 *9%* *49%* I	24 *12%* *44%* I

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 290

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
Net: 6/5/4	**232** ***38%***	115 *42%* *50%* B	117 *34%* *50%*	14 *24%* *6%*	43 *39%* *19%* C	48 *42%* *21%* C	43 *38%* *18%* C	39 *40%* *17%* C	46 *38%* *20%* C	44 *44%* *19%* K	119 *39%* *51%*	69 *34%* *30%*
Net: 3/2/1	**23** ***4%***	11 *4%* *50%*	11 *3%* *50%*	1 *2%* *6%*	5 *4%* *20%*	6 *6%* *28%*	3 *2%* *12%*	3 *3%* *13%*	5 *4%* *21%*	5 *5%* *22%*	12 *4%* *53%*	6 *3%* *25%*
Mean	**6.56**	6.40	6.70 A	6.84	6.45	6.39	6.63	6.53	6.66	6.21	6.52 I	6.81 IJ
Standard Deviation	**1.67**	1.67	1.67	1.56	1.70	1.73	1.55	1.66	1.78	1.67	1.66	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 290

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Total (Wtd)	**613**	613 *100%*	603 *98%*	10** *2%* **	92 *15%*	517 *84%*	520 *85%*	339 *55%*	179 *29%*	190 *31%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
10	**21** ***4%***	21 *4%* *100%*	21 *4%* *100%*	- - -	2 *2%* *7%*	20 *4%* *93%*	20 *4%* *93%*	12 *3%* *55%*	8 *5%* *38%*	9 *5%* *41%*
9	**33** ***5%***	33 *5%* *100%*	32 *5%* *99%*	* *3%* *1%*	5 *6%* *15%*	27 *5%* *82%*	27 *5%* *82%*	21 *6%* *63%*	6 *3%* *17%*	7 *4%* *22%*
8	**110** ***18%***	110 *18%* *100%*	108 *18%* *98%*	2 *18%* *2%*	20 *22%* *18%*	90 *17%* *82%*	90 *17%* *82%*	61 *18%* *55%*	29 *16%* *26%*	30 *16%* *27%*
7	**152** ***25%***	152 *25%* *100%*	149 *25%* *98%*	3 *29%* *2%*	24 *26%* *16%*	127 *25%* *84%*	128 *25%* *84%*	88 *26%* *58%*	40 *22%* *26%*	43 *22%* *28%*
6	**114** ***19%***	114 *19%* *100%*	113 *19%* *99%*	2 *15%* *1%*	19 *21%* *17%*	95 *18%* *83%*	95 *18%* *83%*	54 *16%* *47%*	41 *23%* *36%* X	42 *22%* *36%* X
5	**88** ***14%***	88 *14%* *100%*	87 *14%* *99%*	1 *11%* *1%*	8 *9%* *9%*	78 *15%* *88%* U	80 *15%* *91%* U	54 *16%* *61%* U	26 *15%* *30%*	28 *15%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 290

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
4	**30** ***5%***	30 *5%* *100%*	29 *5%* *97%*	1 *10%* *3%*	6 *6%* *19%*	24 *5%* *81%*	24 *5%* *81%*	17 *5%* *56%*	8 *4%* *25%*	8 *4%* *28%*
3	**11** ***2%***	11 *2%* *100%*	11 *2%* *93%*	1 *8%* *7%*	2 *3%* *21%*	9 *2%* *79%*	9 *2%* *79%*	5 *1%* *41%*	4 *2%* *38%*	5 *3%* *45%*
2	**5** ***1%***	5 *1%* *100%*	5 *1%* *100%*	- - -	1 *1%* *11%*	5 *1%* *89%*	5 *1%* *89%*	2 *1%* *44%*	2 *1%* *45%*	2 *1%* *45%*
1	**6** ***1%***	6 *1%* *100%*	6 *1%* *100%*	- - -	1 *1%* *17%*	5 *1%* *83%*	5 *1%* *83%*	3 *1%* *48%*	2 *1%* *35%*	2 *1%* *35%*
Don't know	**42** ***7%***	42 *7%* *100%*	41 *7%* *99%*	1 *6%* *1%*	5 *5%* *12%*	37 *7%* *88%*	37 *7%* *88%*	23 *7%* *56%*	13 *7%* *31%*	13 *7%* *32%*
Net: 10/9/8/7	**316** ***52%***	316 *52%* *100%*	311 *52%* *98%*	5 *50%* *2%*	51 *55%* *16%*	264 *51%* *83%*	265 *51%* *84%*	181 *53%* *57%*	83 *46%* *26%*	89 *47%* *28%*
Net: 10/9	**54** ***9%***	54 *9%* *100%*	54 *9%* *99%*	* *3%* *1%*	7 *7%* *12%*	47 *9%* *87%*	47 *9%* *87%*	32 *10%* *60%*	14 *8%* *26%*	16 *9%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 290

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
Net: 6/5/4	**232** ***38%***	232 *38%* *100%*	229 *38%* *98%*	4 *36%* *2%*	33 *35%* *14%*	198 *38%* *85%*	200 *38%* *86%*	125 *37%* *54%*	74 *42%* *32%*	78 *41%* *34%*
Net: 3/2/1	**23** ***4%***	23 *4%* *100%*	22 *4%* *96%*	1 *8%* *4%*	4 *4%* *17%*	19 *4%* *83%*	19 *4%* *83%*	10 *3%* *44%*	9 *5%* *39%*	10 *5%* *42%*
Mean	**6.56**	6.56	6.57	6.21	6.59	6.56	6.55	6.61	6.44	6.45
Standard Deviation	**1.67**	1.67	1.67	1.70	1.64	1.68	1.68	1.65	1.73	1.74

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 291

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Total (Wtd)	**303**	129 *43%*	174 *57%*	30* *10%* *	51* *17%* *	64 *21%*	49* *16%* *	49* *16%* *	60* *20%* *	48* *16%* *	151 *50%*	104 *34%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
10	**39** ***13%***	14 *11%* *36%*	25 *14%* *64%*	6 *20%* *16%*	7 *14%* *19%*	6 *10%* *16%*	7 *14%* *17%*	5 *10%* *12%*	8 *13%* *20%*	5 *10%* *12%*	18 *12%* *45%*	17 *16%* *43%*
9	**29** ***10%***	12 *9%* *42%*	17 *10%* *58%*	4 *12%* *13%*	5 *10%* *18%*	7 *10%* *22%*	2 *4%* *6%*	5 *11%* *19%*	7 *11%* *22%*	3 *7%* *12%*	15 *10%* *51%*	11 *10%* *37%*
8	**81** ***27%***	32 *25%* *39%*	49 *28%* *61%*	8 *28%* *10%*	13 *24%* *15%*	12 *19%* *15%*	14 *29%* *17%*	16 *34%* *20%* E	18 *30%* *22%*	11 *24%* *14%*	40 *26%* *49%*	30 *29%* *37%*
7	**55** ***18%***	22 *17%* *39%*	34 *19%* *61%*	7 *24%* *13%*	10 *19%* *17%*	13 *21%* *24%* H	11 *23%* *20%* H	8 *16%* *14%*	6 *10%* *11%*	13 *27%* *24%* K	30 *20%* *55%* K	12 *12%* *22%*
6	**40** ***13%***	20 *16%* *51%*	20 *11%* *49%*	1 *2%* *2%*	9 *17%* *22%* C	9 *14%* *22%*	8 *16%* *20%* C	6 *13%* *16%*	7 *12%* *19%*	7 *15%* *19%*	21 *14%* *52%*	12 *11%* *29%*
5	**31** ***10%***	15 *11%* *46%*	17 *10%* *54%*	4 *12%* *11%*	5 *10%* *17%*	8 *13%* *27%*	4 *7%* *11%*	2 *5%* *8%*	8 *13%* *26%*	3 *7%* *11%*	16 *11%* *51%*	12 *12%* *38%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
4	**8** ***3%***	5 *4%* *64%*	3 *2%* *36%*	- - -	- - -	4 *6%* *52%* D	1 *3%* *18%*	1 *2%* *11%*	1 *2%* *19%*	1 *2%* *14%*	4 *3%* *55%*	2 *2%* *30%*
3	**5** ***2%***	3 *2%* *61%*	2 *1%* *39%*	- - -	1 *1%* *13%*	2 *3%* *41%*	1 *1%* *12%*	1 *2%* *18%*	1 *1%* *16%*	1 *2%* *21%*	2 *1%* *44%*	2 *2%* *36%*
2	**3** ***1%***	1 *1%* *51%*	1 *1%* *49%*	1 *2%* *26%*	1 *1%* *25%*	- - -	1 *1%* *21%*	1 *2%* *28%*	- - -	1 *1%* *25%*	1 *1%* *47%*	1 *1%* *28%*
1	**6** ***2%***	2 *2%* *39%*	4 *2%* *61%*	* * *	1 *1%* *12%*	2 *2%* *26%*	- - -	2 *3%* *29%*	2 *3%* *33%*	1 *2%* *19%*	2 *1%* *27%*	3 *3%* *54%*
Don't know	**6** ***2%***	3 *2%* *42%*	3 *2%* *58%*	- - -	1 *1%* *12%*	1 *2%* *16%*	1 *2%* *18%*	1 *3%* *22%*	2 *3%* *32%*	1 *2%* *17%*	3 *2%* *44%*	2 *2%* *40%*
Net: 10/9/8/7	**205** ***68%***	80 *62%* *39%*	125 *72%* *61%* A	25 *84%* *12%* EH	35 *68%* *17%*	38 *60%* *19%*	34 *69%* *16%*	35 *71%* *17%*	39 *64%* *19%*	33 *68%* *16%*	102 *68%* *50%*	70 *67%* *34%*
Net: 10/9	**68** ***23%***	26 *20%* *39%*	42 *24%* *61%*	10 *32%* *14%*	13 *24%* *18%*	13 *20%* *19%*	8 *17%* *12%*	10 *21%* *15%*	15 *24%* *21%*	8 *17%* *12%*	33 *22%* *48%*	28 *27%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 291

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
Net: 6/5/4	**79** ***26%***	40 *31%* *50%* B	39 *22%* *50%*	4 *14%* *5%*	14 *27%* *18%*	21 *33%* *27%* CG	13 *26%* *16%*	10 *20%* *12%*	17 *28%* *22%*	12 *25%* *15%*	41 *27%* *52%*	26 *25%* *33%*
Net: 3/2/1	**13** ***4%***	7 *5%* *50%*	7 *4%* *50%*	1 *2%* *5%*	2 *4%* *15%*	4 *6%* *26%*	1 *2%* *8%*	3 *7%* *25%*	3 *5%* *20%*	3 *6%* *21%*	5 *3%* *37%*	6 *5%* *42%*
Mean	**7.21**	7.02	7.36	7.75 E	7.31	6.83	7.27	7.23	7.21	7.02	7.22	7.30
Standard Deviation	**1.95**	1.99	1.92	1.79	1.88	2.05	1.70	2.06	2.08	1.93	1.84	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 291

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Total (Wtd)	**303**	303 *100%*	297 *98%*	6** *2%* **	48* *16%* *	254 *84%*	256 *84%*	170 *56%*	85 *28%*	89 *29%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
10	**39** ***13%***	39 *13%* *100%*	38 *13%* *96%*	1 *22%* *4%*	5 *10%* *12%*	34 *13%* *88%*	34 *13%* *88%*	20 *12%* *50%*	15 *17%* *37%*	15 *17%* *39%*
9	**29** ***10%***	29 *10%* *100%*	28 *10%* *97%*	1 *15%* *3%*	4 *8%* *13%*	25 *10%* *87%*	25 *10%* *87%*	14 *8%* *49%*	10 *12%* *36%*	11 *12%* *37%*
8	**81** ***27%***	81 *27%* *100%*	80 *27%* *98%*	1 *23%* *2%*	17 *36%* *21%*	64 *25%* *79%*	64 *25%* *79%*	43 *25%* *53%*	21 *25%* *26%*	22 *24%* *27%*
7	**55** ***18%***	55 *18%* *100%*	54 *18%* *97%*	1 *22%* *3%*	8 *18%* *15%*	47 *18%* *85%*	47 *18%* *85%*	36 *21%* *65%* YZ	11 *13%* *19%*	11 *13%* *21%*
6	**40** ***13%***	40 *13%* *100%*	39 *13%* *99%*	1 *9%* *1%*	4 *8%* *9%*	36 *14%* *89%*	36 *14%* *91%*	26 *15%* *64%*	11 *12%* *27%*	11 *12%* *27%*
5	**31** ***10%***	31 *10%* *100%*	31 *10%* *98%*	1 *9%* *2%*	6 *12%* *19%*	25 *10%* *80%*	26 *10%* *81%*	17 *10%* *55%*	8 *10%* *26%*	9 *10%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 291

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
4	**8** ***3%***	8 *3%* *100%*	8 *3%* *100%*	- - -	1 *2%* *15%*	7 *3%* *85%*	7 *3%* *85%*	3 *2%* *38%*	4 *4%* *47%*	4 *5%* *58%*
3	**5** ***2%***	5 *2%* *100%*	5 *2%* *100%*	- - -	* *1%* *10%*	4 *2%* *90%*	4 *2%* *90%*	4 *2%* *79%*	1 *1%* *11%*	1 *1%* *11%*
2	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	1 *1%* *25%*	2 *1%* *75%*	2 *1%* *75%*	1 *1%* *54%*	1 *1%* *21%*	1 *1%* *21%*
1	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	1 *2%* *13%*	5 *2%* *87%*	5 *2%* *87%*	3 *2%* *51%*	2 *3%* *37%*	3 *3%* *45%*
Don't know	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	1 *2%* *16%*	5 *2%* *84%*	5 *2%* *84%*	3 *2%* *45%*	2 *3%* *39%*	2 *3%* *39%*
Net: 10/9/8/7	**205** ***68%***	205 *68%* *100%*	200 *67%* *97%*	5 *82%* *3%*	34 *72%* *17%*	171 *67%* *83%*	171 *67%* *83%*	113 *66%* *55%*	57 *67%* *28%*	59 *66%* *29%*
Net: 10/9	**68** ***23%***	68 *23%* *100%*	66 *22%* *96%*	2 *37%* *4%*	9 *18%* *13%*	60 *23%* *87%*	60 *23%* *87%*	34 *20%* *49%*	25 *30%* *37%* X	26 *29%* *38%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 291

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
Net: 6/5/4	**79** ***26%***	79 *26%* *100%*	78 *26%* *99%*	1 *18%* *1%*	11 *22%* *13%*	67 *26%* *85%*	68 *27%* *87%*	46 *27%* *58%*	22 *26%* *28%*	24 *27%* *30%*
Net: 3/2/1	**13** ***4%***	13 *4%* *100%*	13 *5%* *100%*	- - -	2 *4%* *14%*	12 *5%* *86%*	12 *5%* *86%*	8 *5%* *62%*	3 *4%* *24%*	4 *4%* *28%*
Mean	**7.21**	7.21	7.20	7.94	7.24	7.22	7.21	7.12	7.37	7.31
Standard Deviation	**1.95**	1.95	1.96	1.69	1.88	1.97	1.97	1.90	2.10	2.16

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**26** ***8%***	15 *10%* *58%*	11 *7%* *42%*	3 *9%* *10%*	3 *4%* *10%*	1 *2%* *4%*	9 *14%* *34%* DE	6 *12%* *22%* E	5 *9%* *20%*	7 *13%* *27%*	12 *8%* *45%*	7 *7%* *28%*
9	**24** ***8%***	8 *5%* *33%*	16 *10%* *67%*	2 *6%* *7%*	8 *13%* *32%*	3 *6%* *12%*	4 *7%* *17%*	2 *5%* *10%*	5 *9%* *21%*	3 *5%* *12%*	12 *7%* *48%*	10 *10%* *40%*
8	**68** ***22%***	28 *19%* *41%*	40 *24%* *59%*	6 *19%* *8%*	9 *15%* *13%*	11 *22%* *16%*	14 *22%* *20%*	14 *28%* *20%* D	15 *25%* *21%*	10 *18%* *14%*	32 *20%* *46%*	27 *26%* *39%*
7	**64** ***20%***	30 *21%* *47%*	34 *20%* *53%*	4 *15%* *7%*	8 *13%* *12%*	13 *26%* *21%* D	13 *20%* *20%*	14 *28%* *21%* D	12 *20%* *19%*	10 *19%* *15%*	35 *22%* *54%*	19 *19%* *30%*
6	**42** ***13%***	21 *14%* *50%*	21 *12%* *50%*	3 *11%* *8%*	9 *15%* *22%*	7 *14%* *16%*	10 *16%* *25%*	4 *9%* *11%*	8 *13%* *18%*	8 *15%* *19%*	21 *13%* *50%*	13 *13%* *31%*
5	**37** ***12%***	19 *13%* *51%*	18 *11%* *49%*	6 *20%* *16%*	8 *13%* *21%*	8 *15%* *20%*	7 *11%* *18%*	4 *8%* *10%*	5 *9%* *15%*	6 *11%* *17%*	19 *12%* *52%*	12 *12%* *31%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**17** ***5%***	6 *4%* *38%*	11 *6%* *62%*	2 *6%* *12%*	7 *11%* *40%* FH	3 *6%* *18%*	2 *3%* *10%*	2 *3%* *10%*	2 *3%* *10%*	3 *6%* *18%*	12 *7%* *68%* K	2 *2%* *14%*
3	**10** ***3%***	4 *3%* *45%*	5 *3%* *55%*	2 *7%* *21%*	3 *5%* *30%*	1 *1%* *5%*	1 *2%* *11%*	1 *2%* *10%*	2 *4%* *24%*	3 *5%* *29%*	3 *2%* *34%*	4 *4%* *37%*
2	**9** ***3%***	6 *4%* *63%*	3 *2%* *37%*	1 *5%* *16%*	2 *4%* *23%*	2 *3%* *16%*	3 *5%* *36%*	* *1%* *4%*	* *1%* *5%*	* *1%* *5%*	6 *4%* *66%*	3 *3%* *29%*
1	**7** ***2%***	4 *3%* *61%*	3 *2%* *39%*	1 *3%* *15%*	3 *5%* *44%* F	1 *2%* *15%*	- - -	1 *1%* *7%*	1 *2%* *19%*	1 *2%* *14%*	4 *3%* *56%*	2 *2%* *30%*
Don't know	**8** ***3%***	3 *2%* *41%*	5 *3%* *59%*	- - -	2 *3%* *27%*	1 *2%* *15%*	1 *1%* *7%*	1 *3%* *18%*	3 *5%* *34%*	2 *4%* *28%*	4 *2%* *45%*	2 *2%* *28%*
Net: 10/9/8/7	**183** ***58%***	81 *56%* *45%*	101 *61%* *55%*	15 *48%* *8%*	27 *44%* *15%*	28 *56%* *16%*	40 *63%* *22%* D	36 *73%* *19%* CD E	37 *63%* *20%* D	30 *56%* *16%*	90 *57%* *49%*	63 *62%* *35%*
Net: 10/9	**51** ***16%***	23 *16%* *46%*	27 *16%* *54%*	4 *15%* *9%*	10 *17%* *20%*	4 *8%* *8%*	13 *21%* *26%* E	8 *17%* *16%*	10 *18%* *20%*	10 *19%* *20%*	24 *15%* *47%*	17 *17%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 292

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**96** ***31%***	47 *32%* *49%*	49 *30%* *51%*	11 *37%* *12%*	24 *39%* *25%* G	17 *35%* *18%* G	19 *30%* *20%*	10 *20%* *10%*	15 *25%* *15%*	17 *32%* *18%*	52 *33%* *54%*	27 *27%* *28%*
Net: 3/2/1	**26** ***8%***	15 *10%* *56%*	12 *7%* *44%*	5 *15%* *17%* G	8 *13%* *31%* G	3 *6%* *12%*	4 *7%* *17%*	2 *4%* *7%*	4 *7%* *16%*	4 *8%* *16%*	14 *9%* *51%*	8 *8%* *32%*
Mean	**6.67**	6.56	6.77	6.17	6.08	6.45	6.98 D	7.22 C DE	6.95 D	6.76	6.54	6.83
Standard Deviation	**2.12**	2.22	2.02	2.39	2.38	1.87	2.06	1.81	2.02	2.16	2.14	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 292

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**26** ***8%***	26 *8%* *100%*	25 *8%* *96%*	1 *26%* *4%*	3 *7%* *13%*	23 *9%* *87%*	23 *9%* *87%*	16 *10%* *62%*	7 *7%* *26%*	7 *7%* *26%*
9	**24** ***8%***	24 *8%* *100%*	24 *8%* *97%*	1 *14%* *3%*	4 *8%* *15%*	21 *8%* *85%*	21 *8%* *85%*	11 *6%* *44%*	9 *10%* *38%*	10 *10%* *43%*
8	**68** ***22%***	68 *22%* *100%*	68 *22%* *100%*	- - -	15 *32%* *22%* VWX	53 *20%* *77%*	53 *20%* *78%*	34 *20%* *51%*	19 *20%* *28%*	20 *20%* *30%*
7	**64** ***20%***	64 *20%* *100%*	63 *21%* *99%*	1 *11%* *1%*	9 *20%* *15%*	54 *20%* *84%*	54 *20%* *84%*	35 *21%* *55%*	19 *20%* *30%*	20 *20%* *32%*
6	**42** ***13%***	42 *13%* *100%*	41 *13%* *98%*	1 *20%* *2%*	7 *15%* *17%*	35 *13%* *83%*	35 *13%* *83%*	22 *13%* *51%*	13 *14%* *32%*	14 *14%* *33%*
5	**37** ***12%***	37 *12%* *100%*	37 *12%* *100%*	- - -	2 *4%* *5%*	35 *13%* *93%* U	35 *13%* *95%* U	21 *13%* *58%* U	14 *15%* *38%* U	15 *15%* *42%* U

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 292

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**17** ***5%***	17 *5%* *100%*	16 *5%* *95%*	1 *19%* *5%*	2 *5%* *15%*	15 *6%* *85%*	15 *5%* *85%*	10 *6%* *57%*	5 *5%* *28%*	5 *5%* *28%*
3	**10** ***3%***	10 *3%* *100%*	10 *3%* *100%*	- - -	1 *2%* *12%*	9 *3%* *88%*	9 *3%* *88%*	5 *3%* *55%*	3 *3%* *33%*	3 *3%* *33%*
2	**9** ***3%***	9 *3%* *100%*	9 *3%* *95%*	* *11%* *5%*	1 *2%* *10%*	8 *3%* *90%*	8 *3%* *90%*	6 *3%* *62%*	3 *3%* *28%*	3 *3%* *37%*
1	**7** ***2%***	7 *2%* *100%*	7 *2%* *100%*	- - -	1 *2%* *16%*	5 *2%* *70%*	6 *2%* *84%*	4 *2%* *55%*	2 *2%* *22%*	2 *2%* *22%*
Don't know	**8** ***3%***	8 *3%* *100%*	8 *3%* *100%*	- - -	1 *3%* *17%*	7 *3%* *83%*	7 *3%* *83%*	5 *3%* *66%*	1 *1%* *17%*	1 *1%* *17%*
Net: 10/9/8/7	**183** ***58%***	183 *58%* *100%*	180 *58%* *99%*	2 *51%* *1%*	31 *66%* *17%*	150 *57%* *82%*	151 *57%* *83%*	96 *57%* *53%*	54 *57%* *30%*	58 *57%* *32%*
Net: 10/9	**51** ***16%***	51 *16%* *100%*	49 *16%* *96%*	2 *39%* *4%*	7 *15%* *14%*	44 *17%* *86%*	44 *16%* *86%*	27 *16%* *53%*	16 *17%* *32%*	17 *17%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 292

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**96** ***31%***	96 *31%* *100%*	94 *31%* *98%*	2 *39%* *2%*	11 *24%* *12%*	84 *32%* *88%*	85 *32%* *88%*	53 *31%* *55%*	32 *34%* *34%*	34 *34%* *36%*
Net: 3/2/1	**26** ***8%***	26 *8%* *100%*	26 *8%* *98%*	* *11%* *2%*	3 *7%* *12%*	22 *8%* *84%*	23 *9%* *88%*	15 *9%* *58%*	7 *8%* *28%*	8 *8%* *31%*
Mean	**6.67**	6.67	6.67	6.75	6.95	6.65	6.62	6.62	6.64	6.63
Standard Deviation	**2.12**	2.12	2.11	3.07	2.00	2.12	2.14	2.17	2.06	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 293

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**38** ***12%***	19 *13%* *50%*	19 *11%* *50%*	3 *9%* *7%*	7 *12%* *18%*	4 *9%* *11%*	9 *15%* *24%*	7 *15%* *19%*	8 *13%* *20%*	7 *13%* *19%*	19 *12%* *49%*	12 *12%* *32%*
9	**31** ***10%***	9 *6%* *28%*	22 *13%* *72%* A	3 *8%* *8%*	6 *9%* *18%*	4 *7%* *12%*	9 *14%* *29%*	5 *10%* *16%*	6 *9%* *18%*	4 *8%* *13%*	15 *9%* *48%*	12 *12%* *39%*
8	**73** ***23%***	33 *22%* *45%*	40 *24%* *55%*	7 *24%* *10%*	15 *25%* *21%*	13 *26%* *18%*	14 *22%* *20%*	9 *19%* *13%*	14 *23%* *19%*	15 *28%* *20%*	34 *21%* *46%*	24 *24%* *33%*
7	**62** ***20%***	34 *23%* *54%*	28 *17%* *46%*	6 *19%* *9%*	8 *13%* *13%*	12 *24%* *20%*	13 *20%* *21%*	13 *26%* *21%* D	10 *18%* *17%*	8 *16%* *13%*	35 *22%* *57%*	18 *18%* *30%*
6	**37** ***12%***	18 *12%* *48%*	19 *12%* *52%*	5 *16%* *13%*	7 *11%* *17%*	5 *10%* *14%*	8 *12%* *20%*	5 *11%* *14%*	8 *14%* *21%*	5 *9%* *12%*	19 *12%* *51%*	14 *13%* *36%*
5	**36** ***12%***	21 *14%* *56%*	16 *10%* *44%*	6 *19%* *16%*	8 *14%* *23%*	5 *10%* *14%*	7 *11%* *18%*	5 *11%* *14%*	5 *9%* *14%*	9 *17%* *24%*	17 *11%* *47%*	10 *10%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 293

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**9** ***3%***	4 *3%* *44%*	5 *3%* *56%*	- - -	3 *5%* *32%*	2 *4%* *25%*	1 *1%* *6%*	1 *2%* *13%*	2 *4%* *24%*	1 *2%* *14%*	6 *4%* *70%*	1 *1%* *16%*
3	**7** ***2%***	3 *2%* *35%*	5 *3%* *65%*	- - -	3 *5%* *44%*	1 *2%* *12%*	2 *3%* *22%*	* *1%* *6%*	1 *2%* *16%*	1 *2%* *14%*	4 *2%* *50%*	3 *3%* *36%*
2	**2** ***1%***	1 *1%* *47%*	1 *1%* *53%*	- - -	- - -	1 *2%* *53%*	- - -	- - -	1 *2%* *47%*	* *1%* *23%*	2 *1%* *77%*	- - -
1	**4** ***1%***	3 *2%* *66%*	1 *1%* *34%*	- - -	3 *4%* *63%*	1 *1%* *14%*	- - -	1 *2%* *23%*	- - -	- - -	3 *2%* *71%*	1 *1%* *29%*
Don't know	**13** ***4%***	3 *2%* *25%*	10 *6%* *75%*	1 *4%* *9%*	2 *3%* *17%*	2 *4%* *16%*	2 *3%* *13%*	2 *4%* *13%*	4 *7%* *32%*	3 *5%* *21%*	5 *3%* *40%*	5 *5%* *39%*
Net: 10/9/8/7	**204** ***65%***	94 *65%* *46%*	110 *66%* *54%*	19 *61%* *9%*	36 *58%* *18%*	33 *66%* *16%*	45 *71%* *22%*	34 *70%* *17%*	37 *64%* *18%*	34 *65%* *17%*	103 *65%* *50%*	67 *66%* *33%*
Net: 10/9	**69** ***22%***	28 *19%* *40%*	42 *25%* *60%*	5 *17%* *8%*	13 *21%* *18%*	8 *16%* *11%*	18 *29%* *27%* E	12 *25%* *17%*	13 *22%* *19%*	11 *21%* *16%*	34 *21%* *49%*	24 *24%* *35%*
Net: 6/5/4	**83** ***26%***	42 *29%* *51%*	40 *24%* *49%*	11 *35%* *13%*	18 *29%* *21%*	13 *25%* *15%*	15 *24%* *18%*	12 *24%* *14%*	15 *26%* *18%*	15 *28%* *18%*	43 *27%* *52%*	25 *25%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 293

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 3/2/1	**13** ***4%***	6 *4%* *46%*	7 *4%* *54%*	- - -	6 *9%* *43%*	2 *5%* *19%*	2 *3%* *12%*	1 *3%* *10%*	2 *4%* *16%*	1 *3%* *11%*	8 *5%* *60%*	4 *4%* *29%*
Mean	**7.17**	7.04	7.28	7.14	6.80	6.98	7.50 D	7.30	7.25	7.24	7.06	7.30
Standard Deviation	**1.92**	1.94	1.91	1.57	2.29	1.92	1.74	1.90	1.88	1.86	1.99	1.85

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 293

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**38** ***12%***	38 *12%* *100%*	37 *12%* *97%*	1 *26%* *3%*	5 *11%* *14%*	33 *13%* *86%*	33 *12%* *86%*	21 *12%* *55%*	11 *12%* *29%*	12 *12%* *32%*
9	**31** ***10%***	31 *10%* *100%*	30 *10%* *98%*	1 *14%* *2%*	7 *16%* *24%* Z	23 *9%* *74%*	23 *9%* *74%*	16 *9%* *51%*	7 *7%* *23%*	7 *7%* *23%*
8	**73** ***23%***	73 *23%* *100%*	73 *24%* *100%*	- - -	13 *28%* *18%*	59 *22%* *81%*	60 *22%* *82%*	37 *22%* *51%*	22 *23%* *31%*	24 *23%* *32%*
7	**62** ***20%***	62 *20%* *100%*	61 *20%* *99%*	1 *13%* *1%*	8 *17%* *13%*	54 *21%* *87%*	54 *20%* *87%*	32 *19%* *52%*	22 *23%* *36%*	23 *23%* *38%*
6	**37** ***12%***	37 *12%* *100%*	37 *12%* *98%*	1 *18%* *2%*	4 *9%* *11%*	33 *13%* *89%*	33 *13%* *89%*	18 *11%* *48%*	15 *16%* *41%*	17 *17%* *45%*
5	**36** ***12%***	36 *12%* *100%*	36 *12%* *100%*	- - -	4 *8%* *10%*	32 *12%* *87%*	33 *12%* *90%*	24 *14%* *67%*	8 *9%* *23%*	10 *10%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 293

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 100%	493 98%	8 2%	77 15%	422 84%	425 84%	270 54%	153 30%	163 32%
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**9** **3%**	9 3% 100%	9 3% 100%	- - -	2 3% 18%	6 2% 73%	7 3% 82%	6 4% 73%	1 1% 9%	1 1% 9%
3	**7** **2%**	7 2% 100%	6 2% 82%	1 29% 18%	* 1% 6%	7 3% 94%	7 3% 94%	5 3% 62%	2 2% 32%	2 2% 32%
2	**2** **1%**	2 1% 100%	2 1% 100%	- - -	1 1% 28%	1 1% 72%	1 1% 72%	1 * 25%	1 1% 47%	1 1% 47%
1	**4** **1%**	4 1% 100%	4 1% 100%	- - -	2 3% 39%	2 1% 61%	2 1% 61%	1 1% 31%	1 1% 18%	1 1% 18%
Don't know	**13** **4%**	13 4% 100%	13 4% 100%	- - -	1 3% 9%	12 4% 91%	12 4% 91%	8 5% 61%	4 4% 29%	4 4% 29%
Net: 10/9/8/7	**204** **65%**	204 65% 100%	202 65% 99%	2 52% 1%	34 72% 17%	169 64% 83%	170 64% 83%	106 63% 52%	63 66% 31%	66 65% 32%
Net: 10/9	**69** **22%**	69 22% 100%	68 22% 97%	2 39% 3%	13 27% 18%	56 21% 81%	56 21% 81%	37 22% 53%	18 19% 26%	19 19% 28%
Net: 6/5/4	**83** **26%**	83 26% 100%	82 27% 99%	1 18% 1%	9 20% 11%	72 27% 87%	73 28% 89%	49 29% 59%	25 26% 30%	28 27% 33%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 293

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 3/2/1	**13** ***4%***	13 *4%* *100%*	12 *4%* *90%*	1 *29%* *10%*	3 *5%* *19%*	11 *4%* *81%*	11 *4%* *81%*	6 *4%* *47%*	4 *4%* *30%*	4 *4%* *30%*
Mean	**7.17**	7.17	7.17	6.69	7.31	7.15	7.13	7.11	7.19	7.18
Standard Deviation	**1.92**	1.92	1.91	3.12	2.10	1.89	1.89	1.92	1.80	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 294

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in Scotland

	Q6b(c) - Summary										
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	323	508	382	187	87	54	997	499	503	503
Total (Wtd)	417	187	316	239	114	58	35	613	303	313	313
Effective Total	639	302	470	357	173	80	49	923	457	470	470
10	18 *4%*	7 *4%*	10 *3%*	9 *4%*	2 *2%*	3 *5%*	1 *2%*	21 *4%*	39 *13%*	26 *8%*	38 *12%*
9	32 *8%*	9 *5%*	23 *7%*	16 *7%*	5 *4%*	3 *5%*	1 *4%*	33 *5%*	29 *10%*	24 *8%*	31 *10%*
8	94 *23%*	41 *22%*	53 *17%*	48 *20%*	15 *13%*	8 *14%*	6 *17%*	110 *18%*	81 *27%*	68 *22%*	73 *23%*
7	101 *24%*	42 *22%*	69 *22%*	44 *19%*	20 *18%*	12 *21%*	9 *27%*	152 *25%*	55 *18%*	64 *20%*	62 *20%*
6	75 *18%*	40 *22%*	64 *20%*	29 *12%*	18 *16%*	9 *15%*	9 *26%*	114 *19%*	40 *13%*	42 *13%*	37 *12%*
5	43 *10%*	23 *12%*	43 *14%*	39 *16%*	14 *13%*	10 *18%*	3 *8%*	88 *14%*	31 *10%*	37 *12%*	36 *12%*
4	10 *2%*	6 *3%*	18 *6%*	14 *6%*	13 *11%*	3 *5%*	- -	30 *5%*	8 *3%*	17 *5%*	9 *3%*
3	7 *2%*	3 *2%*	6 *2%*	7 *3%*	5 *4%*	1 *1%*	1 *2%*	11 *2%*	5 *2%*	10 *3%*	7 *2%*
2	6 *1%*	1 *1%*	5 *2%*	4 *2%*	3 *3%*	2 *3%*	* *1%*	5 *1%*	3 *1%*	9 *3%*	2 *1%*
1	4 *1%*	2 *1%*	5 *2%*	2 *1%*	1 *1%*	- -	1 *2%*	6 *1%*	6 *2%*	7 *2%*	4 *1%*
Don't know	26 *6%*	12 *6%*	19 *6%*	27 *11%*	17 *15%*	7 *12%*	4 *10%*	42 *7%*	6 *2%*	8 *3%*	13 *4%*
Net: 10/9/8/7	245 *59%*	99 *53%*	156 *49%*	118 *49%*	43 *37%*	26 *46%*	17 *50%*	316 *52%*	205 *68%*	183 *58%*	204 *65%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 294

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in Scotland

	Q6b(c) - Summary										
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	323	508	382	187	87	54	997	499	503	503
Effective Total	639	302	470	357	173	80	49	923	457	470	470
Net: 10/9	50 *12%*	16 *8%*	34 *11%*	25 *11%*	7 *6%*	6 *10%*	2 *6%*	54 *9%*	68 *23%*	51 *16%*	69 *22%*
Net: 6/5/4	128 *31%*	70 *37%*	125 *39%*	81 *34%*	45 *40%*	22 *38%*	12 *35%*	232 *38%*	79 *26%*	96 *31%*	83 *26%*
Net: 3/2/1	17 *4%*	7 *4%*	16 *5%*	13 *5%*	9 *8%*	2 *4%*	2 *5%*	23 *4%*	13 *4%*	26 *8%*	13 *4%*
Mean	6.84	6.67	6.48	6.54	6.00	6.49	6.57	6.56	7.21	6.67	7.17
Standard Deviation	1.70	1.65	1.81	1.87	1.92	1.79	1.60	1.67	1.95	2.12	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 295

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Total (Wtd)	**257**	110 *43%*	147 *57%*	17* *7%* *	50 *19%*	42 *17%*	50 *19%*	47 *18%*	51 *20%*	45 *18%*	122 *47%*	90 *35%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
10	**10** ***4%***	5 *5%* *50%*	5 *3%* *50%*	- - -	2 *4%* *21%*	2 *4%* *18%*	1 *1%* *6%*	3 *6%* *29%* F	3 *5%* *26%*	1 *3%* *15%*	4 *3%* *38%*	5 *5%* *47%*
9	**17** ***7%***	8 *8%* *49%*	9 *6%* *51%*	2 *10%* *10%*	3 *6%* *18%*	4 *9%* *22%*	4 *8%* *23%*	2 *5%* *14%*	2 *4%* *12%*	3 *6%* *16%*	8 *7%* *49%*	6 *6%* *34%*
8	**67** ***26%***	26 *24%* *39%*	41 *28%* *61%*	6 *32%* *8%*	9 *17%* *13%*	9 *21%* *13%*	16 *32%* *24%* D	14 *30%* *21%* D	14 *27%* *20%*	12 *26%* *18%*	31 *26%* *47%*	24 *26%* *35%*
7	**59** ***23%***	23 *21%* *38%*	36 *25%* *62%*	4 *24%* *7%*	13 *26%* *22%*	13 *30%* *21%* FH	9 *17%* *14%*	11 *24%* *19%*	10 *19%* *16%*	8 *19%* *14%*	33 *27%* *55%*	18 *20%* *31%*
6	**44** ***17%***	20 *18%* *46%*	24 *16%* *54%*	4 *23%* *9%*	10 *19%* *22%*	6 *14%* *13%*	9 *19%* *21%*	8 *16%* *17%*	8 *16%* *18%*	9 *21%* *21%* J	17 *14%* *38%*	18 *20%* *41%*
5	**23** ***9%***	13 *12%* *54%*	11 *7%* *46%*	1 *7%* *5%*	7 *14%* *29%*	3 *8%* *15%*	5 *9%* *20%*	3 *7%* *13%*	4 *9%* *19%*	4 *9%* *18%*	13 *11%* *56%*	6 *7%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 295

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
4	**12** ***5%***	5 *4%* *40%*	7 *5%* *60%*	* *2%* *3%*	3 *6%* *24%*	3 *7%* *25%* F	1 *2%* *8%*	2 *5%* *20%*	2 *4%* *19%*	2 *4%* *17%*	6 *5%* *53%*	4 *4%* *31%*
3	**5** ***2%***	1 *1%* *12%*	5 *3%* *88%* A	* *2%* *7%*	1 *1%* *12%*	1 *2%* *18%*	1 *1%* *13%*	1 *1%* *13%*	2 *4%* *37%*	1 *3%* *24%*	1 *1%* *25%*	3 *3%* *51%*
2	**4** ***1%***	3 *3%* *84%* B	1 * *16%*	- - -	- - -	1 *1%* *15%*	2 *3%* *46%* D	1 *2%* *26%*	* *1%* *12%*	* *1%* *10%*	2 *2%* *52%*	1 *2%* *39%*
1	**2** ***1%***	2 *1%* *100%* B	- - -	- - -	* *1%* *28%*	- - -	1 *1%* *43%*	- - -	* *1%* *29%*	1 *1%* *43%*	* * *28%*	* * *29%*
Don't know	**14** ***6%***	5 *4%* *33%*	9 *6%* *67%*	- - -	3 *5%* *18%*	2 *4%* *12%*	3 *6%* *21%*	1 *3%* *10%*	5 *11%* *38%* CEG	3 *6%* *18%*	6 *5%* *43%*	6 *6%* *39%*
Net: 10/9/8/7	**153** ***60%***	62 *57%* *41%*	91 *62%* *59%*	11 *66%* *7%*	27 *54%* *18%*	27 *64%* *18%*	29 *58%* *19%*	31 *66%* *20%*	28 *55%* *18%*	25 *55%* *16%*	76 *63%* *50%*	52 *58%* *34%*
Net: 10/9	**27** ***11%***	13 *12%* *49%*	14 *9%* *51%*	2 *10%* *6%*	5 *11%* *19%*	6 *13%* *21%*	5 *9%* *17%*	5 *11%* *20%*	5 *9%* *17%*	4 *9%* *16%*	12 *10%* *45%*	11 *12%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 295

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
Net: 6/5/4	**79** ***31%***	38 *34%* *48%*	42 *28%* *52%*	5 *32%* *7%*	19 *38%* *24%*	12 *29%* *15%*	15 *30%* *19%*	13 *28%* *16%*	15 *29%* *18%*	16 *35%* *20%*	36 *29%* *45%*	28 *31%* *35%*
Net: 3/2/1	**10** ***4%***	5 *5%* *50%*	5 *4%* *50%*	* *2%* *4%*	1 *2%* *10%*	1 *4%* *14%*	3 *6%* *29%*	2 *3%* *16%*	3 *6%* *27%*	2 *5%* *22%*	4 *3%* *35%*	5 *5%* *44%*
Mean	**6.82**	6.73	6.90	7.01	6.68	6.85	6.77	6.99	6.77	6.71	6.84	6.86
Standard Deviation	**1.69**	1.83	1.57	1.37	1.62	1.69	1.79	1.69	1.82	1.76	1.63	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 295

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales	White	Other	Terrestrial TV only	Digital TV	Multi-channel TV	Cable/ Satellite	Freeview Only	Freeview /Freesat Only
		(P)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total (Unwtd)	**741**	741	723	10	102	633	639	446	192	215
		100%	*98%*	*1%*	*14%*	*85%*	*86%*	*60%*	*26%*	*29%*
Total (Wtd)	**257**	257	254	3**	34*	220	222	155	67	75
		100%	*99%*	*1%*	*13%*	*86%*	*87%*	*60%*	*26%*	*29%*
				**	*					
Effective Total	**677**	677	669	8	92	579	585	411	173	194
10	**10**	10	10	-	1	9	9	7	2	2
	4%	*4%*	*4%*	-	*4%*	*4%*	*4%*	*5%*	*3%*	*3%*
		100%	*100%*	-	*12%*	*88%*	*88%*	*70%*	*18%*	*25%*
9	**17**	17	17	-	1	15	16	13	3	3
	7%	*7%*	*7%*	-	*4%*	*7%*	*7%*	*8%*	*4%*	*4%*
		100%	*100%*	-	*8%*	*90%*	*92%*	*76%*	*16%*	*18%*
								Z		
8	**67**	67	66	*	9	57	58	43	15	17
	26%	*26%*	*26%*	*11%*	*25%*	*26%*	*26%*	*28%*	*23%*	*23%*
		100%	*100%*	*	*13%*	*86%*	*87%*	*64%*	*23%*	*25%*
7	**59**	59	59	*	10	49	50	32	17	19
	23%	*23%*	*23%*	*9%*	*28%*	*22%*	*22%*	*21%*	*26%*	*25%*
		100%	*100%*	*	*16%*	*83%*	*84%*	*54%*	*29%*	*32%*
6	**44**	44	43	1	6	38	38	25	13	16
	17%	*17%*	*17%*	*33%*	*17%*	*17%*	*17%*	*16%*	*20%*	*21%*
		100%	*98%*	*2%*	*13%*	*86%*	*87%*	*57%*	*30%*	*35%*
5	**23**	23	22	1	2	22	22	15	6	7
	9%	*9%*	*9%*	*38%*	*5%*	*10%*	*10%*	*10%*	*9%*	*9%*
		100%	*96%*	*4%*	*8%*	*92%*	*92%*	*66%*	*26%*	*30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 295

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 100%	723 98%	10 1%	102 14%	633 85%	639 86%	446 60%	192 26%	215 29%
Effective Total	**677**	677	669	8	92	579	585	411	173	194
4	**12** **5%**	12 5% 100%	12 5% 100%	- - -	* 1% 3%	11 5% 97%	11 5% 97%	7 5% 62%	4 6% 32%	4 5% 34%
3	**5** **2%**	5 2% 100%	5 2% 100%	- - -	1 3% 20%	4 2% 80%	4 2% 80%	4 2% 68%	1 1% 12%	1 1% 12%
2	**4** **1%**	4 1% 100%	4 1% 100%	- - -	1 3% 33%	2 1% 67%	2 1% 67%	1 1% 39%	1 1% 28%	1 1% 28%
1	**2** **1%**	2 1% 100%	2 1% 100%	- - -	1 2% 50% VWYZ	1 * 50%	1 * 50%	1 * 50%	- - -	- - -
Don't know	**14** **6%**	14 6% 100%	14 5% 99%	* 8% 1%	3 7% 18%	12 5% 82%	12 5% 82%	6 4% 45%	5 8% 37%	6 7% 40%
Net: 10/9/8/7	**153** **60%**	153 60% 100%	153 60% 100%	1 21% *	21 61% 14%	130 59% 85%	132 59% 86%	95 61% 62%	37 55% 24%	41 55% 27%
Net: 10/9	**27** **11%**	27 11% 100%	27 11% 100%	- - -	3 7% 10%	24 11% 89%	25 11% 90%	20 13% 74% YZ	4 7% 16%	5 7% 20%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 295

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
Net: 6/5/4	**79** ***31%***	79 *31%* *100%*	77 *30%* *98%*	2 *71%* *2%*	8 *23%* *10%*	71 *32%* *89%*	71 *32%* *90%*	48 *31%* *60%*	23 *34%* *29%*	27 *35%* *33%* U
Net: 3/2/1	**10** ***4%***	10 *4%* *100%*	10 *4%* *100%*	- - -	3 *9%* *29%* VWXY Z	7 *3%* *71%*	7 *3%* *71%*	6 *4%* *55%*	2 *2%* *16%*	2 *2%* *16%*
Mean	**6.82**	6.82	6.83	5.93	6.68	6.84	6.85	6.91	6.70	6.73
Standard Deviation	**1.69**	1.69	1.69	1.34	1.90	1.66	1.66	1.70	1.54	1.53

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 296

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Total (Wtd)	**120**	63 *53%*	57 *47%*	7** *6%* **	13** *11%* **	18* *15%* *	23* *19%* *	27* *22%* *	32* *27%* *	23* *19%* *	53 *44%*	44* *37%* *
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
10	**5** ***4%***	3 *4%* *51%*	2 *4%* *49%*	- - -	* *3%* *7%*	1 *7%* *25%* F	- - -	1 *4%* *20%*	2 *7%* *48%* F	1 *5%* *23%*	2 *4%* *44%*	2 *4%* *33%*
9	**7** ***5%***	4 *6%* *55%*	3 *5%* *45%*	* *6%* *6%*	1 *6%* *12%*	1 *7%* *20%*	2 *8%* *26%*	1 *6%* *23%*	1 *3%* *14%*	1 *4%* *15%*	3 *6%* *49%*	2 *5%* *36%*
8	**27** ***23%***	13 *21%* *49%*	14 *24%* *51%*	1 *21%* *5%*	2 *12%* *6%*	4 *21%* *14%*	8 *33%* *28%*	6 *21%* *21%*	7 *22%* *26%*	5 *20%* *17%*	11 *22%* *42%*	11 *25%* *40%*
7	**31** ***26%***	16 *25%* *51%*	15 *27%* *49%*	3 *40%* *9%*	4 *33%* *14%*	5 *30%* *17%*	5 *23%* *17%*	5 *20%* *17%*	8 *26%* *27%*	6 *25%* *18%*	14 *26%* *44%*	12 *27%* *38%*
6	**18** ***15%***	11 *17%* *58%*	8 *13%* *42%*	1 *11%* *4%*	2 *14%* *10%*	4 *22%* *22%*	3 *13%* *17%*	4 *16%* *24%*	4 *13%* *23%*	5 *20%* *26%*	8 *15%* *42%*	6 *13%* *32%*
5	**14** ***12%***	9 *14%* *63%*	5 *9%* *37%*	1 *16%* *8%*	2 *18%* *17%*	1 *8%* *10%*	2 *8%* *12%*	5 *19%* *35%* H	3 *8%* *18%*	2 *8%* *13%*	8 *15%* *58%*	4 *9%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 296

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
4	**5** ***4%***	3 *4%* *53%*	2 *4%* *47%*	* *6%* *7%*	* *3%* *8%*	1 *6%* *20%*	* *2%* *7%*	1 *4%* *20%*	2 *6%* *38%*	1 *6%* *29%*	2 *4%* *38%*	2 *4%* *33%*
3	**4** ***3%***	2 *2%* *37%*	3 *4%* *63%*	- - -	1 *8%* *25%*	- - -	1 *6%* *31%*	* *1%* *10%*	1 *4%* *33%*	* *1%* *7%*	2 *4%* *48%*	2 *4%* *45%*
2	**1** ***1%***	- - -	1 *2%* *100%*	- - -	- - -	- - -	- - -	1 *3%* *100%*	- - -	* *1%* *27%*	* *** *28%*	* *1%* *45%*
1	* *	* *1%* *100%*	- - -	- - -	- - -	- - -	* *1%* *100%*	- - -	- - -	* *1%* *100%*	- - -	- - -
Don't know	**7** ***6%***	4 *6%* *52%*	3 *6%* *48%*	- - -	* *3%* *5%*	- - -	2 *7%* *22%*	1 *6%* *21%*	4 *11%* *52%* E	2 *7%* *24%*	2 *4%* *29%*	3 *8%* *47%*
Net: 10/9/8/7	**70** ***59%***	35 *56%* *51%*	35 *61%* *49%*	5 *67%* *7%*	7 *54%* *10%*	12 *65%* *17%*	14 *64%* *21%*	14 *51%* *19%*	19 *58%* *27%*	13 *55%* *18%*	30 *58%* *43%*	27 *61%* *38%*
Net: 10/9	**12** ***10%***	6 *10%* *53%*	5 *10%* *47%*	* *6%* *4%*	1 *9%* *10%*	3 *14%* *22%*	2 *8%* *15%*	3 *9%* *22%*	3 *10%* *29%*	2 *9%* *19%*	5 *10%* *47%*	4 *9%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 296

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
Net: 6/5/4	**37** ***31%***	22 *35%* *59%*	15 *27%* *41%*	2 *33%* *6%*	5 *35%* *12%*	6 *35%* *17%*	5 *22%* *14%*	10 *38%* *28%* F	9 *27%* *23%*	8 *34%* *21%*	18 *34%* *48%*	12 *26%* *31%*
Net: 3/2/1	**5** ***4%***	2 *3%* *34%*	3 *6%* *66%*	- - -	1 *8%* *19%*	- - -	2 *7%* *30%*	1 *5%* *25%*	1 *4%* *26%*	1 *4%* *16%*	2 *4%* *42%*	2 *5%* *43%*
Mean	**6.75**	6.73	6.77	6.74	6.40	7.01	6.83	6.53	6.85	6.69	6.72	6.81
Standard Deviation	**1.67**	1.62	1.74	1.38	1.72	1.51	1.71	1.80	1.75	1.77	1.65	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 296

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Total (Wtd)	**120**	120 *100%*	119 *99%*	1** *1%* **	18* *15%* *	101 *85%*	102 *85%*	66 *55%*	36* *30%* *	40 *33%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
10	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	1 *4%* *14%*	4 *4%* *86%*	4 *4%* *86%*	2 *4%* *48%*	2 *5%* *38%*	2 *5%* *43%*
9	**7** ***5%***	7 *5%* *100%*	7 *6%* *100%*	- - -	1 *5%* *14%*	5 *5%* *81%*	6 *6%* *86%*	4 *6%* *63%*	1 *4%* *23%*	2 *5%* *29%*
8	**27** ***23%***	27 *23%* *100%*	27 *23%* *100%*	* * *	4 *21%* *14%*	23 *23%* *86%*	23 *23%* *86%*	16 *24%* *58%*	8 *21%* *29%*	8 *19%* *29%*
7	**31** ***26%***	31 *26%* *100%*	31 *26%* *100%*	- - -	4 *22%* *13%*	27 *27%* *86%*	27 *27%* *87%*	16 *24%* *50%*	12 *33%* *38%*	13 *33%* *41%*
6	**18** ***15%***	18 *15%* *100%*	17 *15%* *96%*	1 *66%* *4%*	2 *13%* *13%*	16 *16%* *87%*	16 *15%* *87%*	10 *15%* *56%*	6 *15%* *31%*	6 *16%* *35%*
5	**14** ***12%***	14 *12%* *100%*	14 *12%* *100%*	- - -	3 *14%* *18%*	12 *11%* *82%*	12 *11%* *82%*	9 *13%* *62%*	3 *8%* *20%*	3 *7%* *20%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 296

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 100%	349 98%	4 1%	54 15%	301 84%	303 85%	195 55%	108 30%	120 34%
Effective Total	**326**	326	323	3	50	274	276	178	98	109
4	**5** **4%**	5 4% 100%	5 4% 93%	* 34% 7%	1 5% 16%	4 4% 84%	4 4% 84%	3 5% 60%	1 3% 24%	1 4% 29%
3	**4** **3%**	4 3% 100%	4 3% 100%	- - -	1 4% 18%	3 3% 82%	3 3% 82%	2 4% 58%	1 3% 24%	1 2% 24%
2	**1** **1%**	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 72%	* 1% 28%	* 1% 28%
1	* *	* * 100%	* * 100%	- - -	* 2% 100% VW	- - -	- - -	- - -	- - -	- - -
Don't know	**7** **6%**	7 6% 100%	7 6% 100%	- - -	2 10% 25%	5 5% 75%	5 5% 75%	3 4% 41%	2 7% 34%	3 8% 45%
Net: 10/9/8/7	**70** **59%**	70 59% 100%	70 59% 100%	* * *	9 52% 13%	60 59% 86%	61 60% 87%	38 58% 54%	23 63% 33%	25 62% 35%
Net: 10/9	**12** **10%**	12 10% 100%	12 10% 100%	- - -	2 9% 14%	10 10% 83%	10 10% 86%	7 10% 57%	3 9% 29%	4 10% 35%

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 296

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
Net: 6/5/4	**37** ***31%***	37 *31%* *100%*	36 *30%* *97%*	1 *100%* *3%*	6 *32%* *15%*	32 *31%* *85%*	32 *31%* *85%*	22 *33%* *59%*	10 *27%* *26%*	11 *27%* *28%*
Net: 3/2/1	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	1 *6%* *19%*	4 *4%* *81%*	4 *4%* *81%*	3 *5%* *57%*	1 *3%* *23%*	1 *3%* *23%*
Mean	**6.75**	6.75	6.76	5.31	6.57	6.77	6.77	6.71	6.89	6.91
Standard Deviation	**1.67**	1.67	1.67	-	1.88	1.64	1.64	1.69	1.56	1.57

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 297

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Total (Wtd)	**208**	85 *41%*	123 *59%*	14** *7%* **	41* *20%* *	37* *18%* *	44 *21%*	36 *17%*	37 *18%*	28* *13%* *	104 *50%*	76 *36%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
10	**11** ***5%***	4 *5%* *36%*	7 *6%* *64%*	- - -	3 *7%* *26%*	2 *6%* *22%*	2 *4%* *15%*	2 *6%* *19%*	2 *5%* *18%*	1 *2%* *6%*	4 *4%* *40%*	6 *8%* *54%*
9	**11** ***5%***	5 *6%* *45%*	6 *5%* *55%*	1 *6%* *8%*	2 *5%* *20%*	3 *9%* *29%*	1 *3%* *11%*	1 *3%* *10%*	2 *6%* *21%*	1 *3%* *7%*	6 *6%* *59%*	4 *5%* *34%*
8	**41** ***19%***	16 *19%* *40%*	24 *20%* *60%*	3 *18%* *6%*	6 *14%* *14%*	6 *16%* *14%*	11 *26%* *28%* D	8 *22%* *20%*	7 *19%* *17%*	5 *19%* *13%*	21 *20%* *51%*	15 *19%* *36%*
7	**48** ***23%***	18 *22%* *38%*	30 *24%* *62%*	3 *24%* *7%*	8 *19%* *16%*	10 *26%* *20%*	9 *20%* *19%*	9 *27%* *20%*	9 *24%* *19%*	6 *22%* *13%*	26 *25%* *54%*	16 *21%* *34%*
6	**35** ***17%***	15 *17%* *41%*	21 *17%* *59%*	4 *26%* *10%*	7 *18%* *21%*	5 *14%* *14%*	7 *17%* *21%*	5 *15%* *15%*	6 *17%* *18%*	3 *12%* *9%*	20 *19%* *58%*	12 *15%* *33%*
5	**27** ***13%***	14 *16%* *52%*	13 *11%* *48%*	2 *16%* *8%*	7 *18%* *27%*	3 *9%* *12%*	6 *14%* *23%*	4 *12%* *16%*	4 *10%* *14%*	5 *17%* *17%*	11 *11%* *42%*	11 *14%* *41%*
4	**15** ***7%***	7 *8%* *47%*	8 *7%* *53%*	1 *5%* *4%*	3 *6%* *17%*	3 *9%* *23%*	3 *7%* *21%*	3 *8%* *18%*	3 *7%* *17%*	3 *11%* *20%*	6 *5%* *36%*	7 *9%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 297

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
3	**3** ***2%***	1 *1%* *30%*	2 *2%* *70%*	* *3%* *11%*	* *1%* *12%*	1 *3%* *38%*	1 *3%* *39%*	* * *	- - -	* *1%* *9%*	3 *3%* *91%* K	- - -
2	**2** ***1%***	1 *1%* *34%*	1 *1%* *66%*	- - -	* *1%* *19%*	1 *2%* *31%*	* *1%* *15%*	1 *2%* *34%*	- - -	* *1%* *16%*	1 *1%* *62%*	* *1%* *22%*
1	**2** ***1%***	1 *1%* *57%*	1 *1%* *43%*	- - -	- - -	1 *1%* *35%*	* *1%* *22%*	1 *2%* *43%*	- - -	* *1%* *22%*	* * *17%*	1 *1%* *62%*
Don't know	**14** ***7%***	4 *5%* *28%*	10 *8%* *72%*	* *3%* *3%*	4 *11%* *31%*	2 *4%* *12%*	2 *5%* *16%*	1 *4%* *10%*	4 *11%* *29%*	3 *12%* *24%* J	6 *5%* *40%*	5 *7%* *36%*
Net: 10/9/8/7	**110** ***53%***	43 *51%* *39%*	67 *54%* *61%*	7 *48%* *6%*	18 *45%* *17%*	21 *57%* *19%*	23 *53%* *21%*	21 *58%* *19%*	20 *55%* *18%*	13 *45%* *12%*	57 *55%* *52%*	40 *53%* *37%*
Net: 10/9	**22** ***10%***	9 *10%* *41%*	13 *10%* *59%*	1 *6%* *4%*	5 *12%* *23%*	6 *15%* *25%* F	3 *7%* *13%*	3 *9%* *15%*	4 *11%* *19%*	1 *5%* *6%*	11 *10%* *49%*	10 *13%* *44%*
Net: 6/5/4	**77** ***37%***	36 *42%* *46%*	42 *34%* *54%*	7 *46%* *8%*	17 *42%* *22%*	12 *32%* *15%*	17 *38%* *22%*	12 *34%* *16%*	13 *34%* *16%*	11 *39%* *14%*	37 *36%* *48%*	29 *38%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 297

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
Net: 3/2/1	**7** **3%**	3 *3%* *37%*	4 *4%* *63%*	* *3%* *5%*	1 *2%* *11%*	2 *7%* *35%* H	2 *4%* *28%* H	1 *4%* *20%* H	- - -	1 *3%* *14%*	5 *4%* *66%*	1 *2%* *20%*
Mean	**6.63**	6.52	6.70	6.47	6.60	6.60	6.55	6.62	6.87	6.28	6.67	6.69
Standard Deviation	**1.75**	1.77	1.74	1.44	1.76	2.01	1.74	1.86	1.56	1.78	1.69	1.84

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 297

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Total (Wtd)	**208**	208 *100%*	207 *99%*	2** *1%* **	28* *13%* *	178 *86%*	181 *87%*	130 *62%*	51 *24%*	57 *28%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
10	**11** ***5%***	11 *5%* *100%*	10 *5%* *97%*	* *22%* *3%*	* *1%* *2%*	11 *6%* *98%*	11 *6%* *98%*	8 *6%* *73%*	3 *5%* *24%*	3 *5%* *27%*
9	**11** ***5%***	11 *5%* *100%*	11 *5%* *100%*	- - -	1 *4%* *11%*	10 *5%* *89%*	10 *5%* *89%*	8 *6%* *74%*	2 *3%* *15%*	2 *3%* *15%*
8	**41** ***19%***	41 *19%* *100%*	40 *19%* *99%*	1 *31%* *1%*	6 *20%* *14%*	35 *19%* *85%*	35 *19%* *86%*	25 *19%* *62%*	10 *20%* *25%*	12 *20%* *28%*
7	**48** ***23%***	48 *23%* *100%*	48 *23%* *100%*	- - -	8 *29%* *17%*	39 *22%* *81%*	40 *22%* *83%*	28 *22%* *59%*	12 *23%* *24%*	12 *22%* *26%*
6	**35** ***17%***	35 *17%* *100%*	35 *17%* *100%*	* * *	5 *19%* *15%*	30 *17%* *85%*	30 *17%* *85%*	22 *17%* *61%*	8 *16%* *24%*	10 *17%* *27%*
5	**27** ***13%***	27 *13%* *100%*	27 *13%* *100%*	* * *	3 *11%* *11%*	23 *13%* *84%*	24 *13%* *89%*	17 *13%* *65%*	6 *12%* *24%*	8 *13%* *28%*
4	**15** ***7%***	15 *7%* *100%*	15 *7%* *100%*	- - -	2 *6%* *10%*	14 *8%* *90%*	14 *8%* *90%*	8 *6%* *55%*	5 *10%* *33%*	5 *9%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 297

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 100%	582 98%	8 1%	82 14%	507 85%	514 86%	372 62%	141 24%	160 27%
Effective Total	**541**	541	537	5	73	462	468	339	129	145
3	**3** **2%**	3 2% 100%	3 1% 89%	* 22% 11%	* 1% 10%	3 2% 90%	3 2% 90%	3 2% 80%	* 1% 10%	* 1% 10%
2	**2** **1%**	2 1% 100%	2 1% 100%	- - -	* 1% 19%	2 1% 81%	2 1% 81%	1 1% 38%	1 2% 43%	1 1% 43%
1	**2** **1%**	2 1% 100%	2 1% 100%	- - -	1 2% 35%	1 1% 65%	1 1% 65%	* * 22%	1 1% 43%	1 1% 43%
Don't know	**14** **7%**	14 7% 100%	14 7% 97%	* 25% 3%	1 5% 10%	13 7% 90%	13 7% 90%	9 7% 66%	3 7% 24%	5 8% 33%
Net: 10/9/8/7	**110** **53%**	110 53% 100%	109 53% 99%	1 53% 1%	15 55% 14%	94 53% 85%	95 53% 86%	69 53% 63%	26 51% 23%	28 50% 26%
Net: 10/9	**22** **10%**	22 10% 100%	21 10% 98%	* 22% 2%	1 5% 7%	20 11% 93%	20 11% 93%	16 12% 74%	4 8% 20%	5 8% 21%
Net: 6/5/4	**77** **37%**	77 37% 100%	77 37% 100%	* * *	10 35% 13%	66 37% 86%	67 37% 87%	47 36% 61%	20 39% 26%	22 39% 29%

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 297

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
Net: 3/2/1	**7** ***3%***	7 *3%* *100%*	6 *3%* *95%*	* *22%* *5%*	1 *5%* *18%*	6 *3%* *82%*	6 *3%* *82%*	4 *3%* *55%*	2 *4%* *27%*	2 *3%* *27%*
Mean	**6.63**	6.63	6.62	7.12	6.48	6.66	6.65	6.72	6.48	6.49
Standard Deviation	**1.75**	1.75	1.74	-	1.68	1.77	1.77	1.73	1.84	1.81

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 298

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**222**	97 *44%*	125 *56%*	31 *14%*	42 *19%*	38 *17%*	42 *19%*	33 *15%*	34 *15%*	30 *14%*	128 *58%*	59 *27%*
Total (Wtd)	**81**	35* *44%* *	45 *56%*	13** *16%* **	18* *22%* *	14* *17%* *	15* *18%* *	10* *12%* *	12* *15%* *	10** *12%* **	43 *53%*	28* *35%* *
Effective Total	**202**	89	113	29	39	36	38	31	32	29	125	55
10	**4** ***5%***	1 *4%* *33%*	3 *6%* *67%*	* *3%* *9%*	1 *4%* *18%*	1 *9%* *29%*	* *2%* *8%*	1 *7%* *16%*	1 *7%* *20%*	* *3%* *7%*	3 *6%* *63%*	1 *4%* *30%*
9	**7** ***8%***	2 *7%* *36%*	4 *10%* *64%*	* *3%* *6%*	3 *15%* *38%*	1 *10%* *21%*	1 *8%* *17%*	1 *8%* *12%*	* *4%* *7%*	* *3%* *4%*	4 *10%* *65%*	2 *7%* *31%*
8	**15** ***19%***	9 *24%* *58%*	6 *14%* *42%*	3 *22%* *19%*	2 *13%* *15%*	3 *21%* *20%*	4 *24%* *24%*	2 *18%* *12%*	2 *14%* *11%*	3 *30%* *19%*	6 *14%* *41%*	6 *21%* *40%*
7	**19** ***23%***	8 *23%* *43%*	11 *24%* *57%*	5 *40%* *28%*	4 *22%* *20%*	2 *14%* *10%*	3 *20%* *16%*	2 *22%* *11%*	3 *23%* *15%*	3 *28%* *14%*	11 *25%* *57%*	5 *19%* *29%*
6	**12** ***15%***	6 *18%* *54%*	5 *12%* *46%*	3 *20%* *22%*	1 *4%* *7%*	1 *7%* *8%*	3 *19%* *24%* D	2 *19%* *16%* D	3 *23%* *23%* D	1 *15%* *12%*	6 *13%* *47%*	5 *17%* *40%*
5	**12** ***15%***	5 *14%* *42%*	7 *15%* *58%*	1 *9%* *10%*	4 *21%* *31%* H	4 *27%* *31%* H	2 *13%* *16%*	1 *10%* *8%*	* *3%* *3%*	1 *11%* *9%*	7 *15%* *56%*	4 *15%* *35%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**222**	97 *44%*	125 *56%*	31 *14%*	42 *19%*	38 *17%*	42 *19%*	33 *15%*	34 *15%*	30 *14%*	128 *58%*	59 *27%*
Effective Total	**202**	89	113	29	39	36	38	31	32	29	125	55
4	**4** ***5%***	1 *2%* *20%*	3 *7%* *80%*	* * *	1 *6%* *27%*	1 *5%* *17%*	1 *4%* *17%*	1 *10%* *26%*	* *4%* *12%*	- - -	2 *5%* *60%*	1 *5%* *40%*
3	**2** ***3%***	* *1%* *16%*	2 *4%* *84%*	* *3%* *18%*	1 *4%* *32%*	- - -	* *2%* *16%*	* *3%* *13%*	* *4%* *21%*	- - -	1 *2%* *47%*	1 *4%* *53%*
2	**1** ***1%***	- - -	1 *1%* *100%*	- - -	- - -	* *2%* *51%*	* *2%* *49%*	- - -	- - -	- - -	1 *1%* *100%*	- - -
1	**1** ***1%***	* *1%* *61%*	* *1%* *39%*	- - -	* *2%* *61%*	- - -	- - -	- - -	* *2%* *39%*	* *3%* *39%*	* *1%* *61%*	- - -
Don't know	**5** ***7%***	2 *6%* *39%*	3 *7%* *61%*	- - -	2 *9%* *30%*	1 *5%* *12%*	1 *5%* *15%*	* *3%* *5%*	2 *17%* *37%*	1 *7%* *13%*	3 *6%* *50%*	2 *7%* *37%*
Net: 10/9/8/7	**45** ***56%***	21 *58%* *46%*	24 *54%* *54%*	9 *68%* *20%*	9 *54%* *21%*	8 *55%* *17%*	8 *54%* *18%*	5 *55%* *12%*	6 *48%* *13%*	6 *64%* *14%*	24 *56%* *53%*	15 *52%* *33%*
Net: 10/9	**11** ***14%***	4 *11%* *35%*	7 *16%* *65%*	1 *6%* *7%*	3 *19%* *30%*	3 *19%* *24%*	1 *10%* *13%*	1 *16%* *14%*	1 *11%* *12%*	1 *6%* *5%*	7 *17%* *64%*	3 *12%* *30%*
Net: 6/5/4	**27** ***34%***	12 *34%* *44%*	15 *34%* *56%*	4 *29%* *14%*	5 *31%* *20%*	5 *38%* *19%*	5 *36%* *20%*	4 *39%* *14%*	4 *30%* *13%*	2 *26%* *9%*	14 *33%* *53%*	10 *37%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 298

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**222**	97 *44%*	125 *56%*	31 *14%*	42 *19%*	38 *17%*	42 *19%*	33 *15%*	34 *15%*	30 *14%*	128 *58%*	59 *27%*
Effective Total	**202**	89	113	29	39	36	38	31	32	29	125	55
Net: 3/2/1	**3** ***4%***	1 *2%* *21%*	3 *6%* *79%*	* *3%* *11%*	1 *6%* *32%*	* *2%* *9%*	1 *4%* *19%*	* *3%* *8%*	1 *6%* *20%*	* *3%* *7%*	2 *5%* *60%*	1 *4%* *33%*
Mean	**6.73**	6.88	6.62	6.88	6.60	6.83	6.67	6.75	6.69	6.93	6.71	6.70
Standard Deviation	**1.79**	1.59	1.94	1.32	2.10	2.00	1.72	1.87	1.95	1.64	1.90	1.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 298

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**222**	222 *100%*	218 *98%*	4 *2%*	19 *9%*	200 *90%*	203 *91%*	138 *62%*	65 *29%*	75 *34%*
Total (Wtd)	**81**	81 *100%*	80 *99%*	1** *1%* **	7** *9%* **	73 *90%*	74 *91%*	49 *61%*	24* *30%* *	28* *34%* *
Effective Total	**202**	202	199	3	17	182	185	125	59	68
10	**4** ***5%***	4 *5%* *100%*	4 *5%* *100%*	- - -	* *4%* *7%*	4 *5%* *93%*	4 *5%* *93%*	1 *3%* *35%*	2 *10%* *58%* X	2 *9%* *58%*
9	**7** ***8%***	7 *8%* *100%*	7 *9%* *100%*	- - -	1 *9%* *10%*	6 *8%* *90%*	6 *8%* *90%*	5 *9%* *67%*	2 *6%* *23%*	2 *7%* *27%*
8	**15** ***19%***	15 *19%* *100%*	15 *19%* *98%*	* *23%* *2%*	1 *8%* *4%*	14 *20%* *96%*	14 *20%* *96%*	11 *22%* *74%*	3 *14%* *23%*	4 *15%* *27%*
7	**19** ***23%***	19 *23%* *100%*	19 *24%* *100%*	- - -	2 *22%* *8%*	16 *22%* *85%*	17 *24%* *92%*	10 *21%* *55%*	7 *29%* *37%*	8 *27%* *40%*
6	**12** ***15%***	12 *15%* *100%*	11 *14%* *97%*	* *36%* *3%*	1 *13%* *8%*	11 *15%* *92%*	11 *15%* *92%*	7 *13%* *57%*	4 *17%* *35%*	5 *16%* *39%*
5	**12** ***15%***	12 *15%* *100%*	12 *15%* *100%*	- - -	2 *30%* *18%*	10 *13%* *82%*	10 *13%* *82%*	7 *14%* *59%*	3 *11%* *23%*	3 *11%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 298

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales	White	Other	Terrestrial TV only	Digital TV	Multi-channel TV	Cable/ Satellite	Freeview Only	Freeview /Freesat Only
		(P)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total (Unwtd)	**222**	222	218	4	19	200	203	138	65	75
		100%	*98%*	*2%*	*9%*	*90%*	*91%*	*62%*	*29%*	*34%*
Effective Total	**202**	202	199	3	17	182	185	125	59	68
4	**4**	4	4	*	*	3	3	2	1	2
	5%	*5%*	*5%*	*	*5%*	*5%*	*5%*	*4%*	*6%*	*7%*
		100%	*100%*	*	*9%*	*91%*	*91%*	*53%*	*38%*	*55%*
3	**2**	2	2	-	-	2	2	2	*	*
	3%	*3%*	*3%*	-	-	*3%*	*3%*	*3%*	*2%*	*2%*
		100%	*100%*	-	-	*100%*	*100%*	*79%*	*21%*	*21%*
2	**1**	1	1	-	-	1	1	*	*	*
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*
		100%	*100%*	-	-	*100%*	*100%*	*51%*	*49%*	*49%*
1	**1**	1	1	-	-	1	1	1	-	*
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	*1%*
		100%	*100%*	-	-	*100%*	*100%*	*100%*	-	*61%*
Don't know	**5**	5	5	*	1	5	5	4	1	1
	7%	*7%*	*6%*	*41%*	*9%*	*6%*	*6%*	*8%*	*3%*	*3%*
		100%	*92%*	*8%*	*12%*	*88%*	*88%*	*72%*	*16%*	*16%*
Net: 10/9/8/7	**45**	45	45	*	3	41	42	27	14	16
	56%	*56%*	*56%*	*23%*	*43%*	*56%*	*57%*	*56%*	*59%*	*58%*
		100%	*99%*	*1%*	*7%*	*91%*	*93%*	*61%*	*32%*	*36%*
Net: 10/9	**11**	11	11	-	1	10	10	6	4	4
	14%	*14%*	*14%*	-	*14%*	*14%*	*14%*	*12%*	*17%*	*16%*
		100%	*100%*	-	*9%*	*91%*	*91%*	*55%*	*37%*	*39%*
Net: 6/5/4	**27**	27	27	*	3	24	24	15	8	10
	34%	*34%*	*34%*	*36%*	*48%*	*33%*	*32%*	*31%*	*34%*	*35%*
		100%	*99%*	*1%*	*12%*	*88%*	*88%*	*57%*	*31%*	*36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 298

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**222**	222 *100%*	218 *98%*	4 *2%*	19 *9%*	200 *90%*	203 *91%*	138 *62%*	65 *29%*	75 *34%*
Effective Total	**202**	202	199	3	17	182	185	125	59	68
Net: 3/2/1	**3** ***4%***	3 *4%* *100%*	3 *4%* *100%*	- - -	- - -	3 *5%* *100%*	3 *5%* *100%*	3 *5%* *78%*	1 *3%* *22%*	1 *4%* *34%*
Mean	**6.73**	6.73	6.73	6.77	6.47	6.75	6.76	6.70	6.87	6.73
Standard Deviation	**1.79**	1.79	1.80	-	1.74	1.82	1.80	1.82	1.81	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 299

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***3%***	1 *6%* *61%*	* *2%* *39%*	- - -	- - -	- - -	- - -	1 *9%* *61%*	* *6%* *39%*	- - -	* *2%* *22%*	1 *7%* *78%*
9	**2** ***6%***	1 *7%* *41%*	1 *5%* *59%*	* *1%* *	- - -	* *5%* *17%*	* *5%* *18%*	- - -	1 *17%* *65%*	- - -	1 *7%* *52%*	1 *8%* *48%*
8	**6** ***19%***	1 *12%* *22%*	5 *23%* *78%*	* *99%* *6%*	- - -	1 *17%* *18%*	2 *24%* *25%*	1 *17%* *20%*	2 *29%* *31%*	1 *18%* *21%*	1 *11%* *24%*	3 *31%* *55%*
7	**5** ***16%***	2 *17%* *35%*	3 *15%* *65%*	- - -	* *8%* *7%*	1 *12%* *16%*	2 *24%* *32%*	2 *24%* *35%*	1 *8%* *10%*	2 *21%* *31%*	3 *19%* *51%*	1 *8%* *18%*
6	**6** ***17%***	3 *25%* *48%*	3 *14%* *52%*	- - -	* *9%* *7%*	2 *28%* *32%*	2 *24%* *29%*	1 *7%* *9%*	1 *19%* *22%*	2 *26%* *34%*	2 *17%* *41%*	1 *13%* *25%*
5	**3** ***11%***	2 *14%* *44%*	2 *9%* *56%*	- - -	1 *26%* *34%*	1 *10%* *19%*	1 *14%* *28%*	1 *9%* *19%*	- - -	1 *12%* *26%*	2 *16%* *62%*	* *4%* *12%*
4	**3** ***10%***	2 *17%* *57%*	1 *7%* *43%*	- - -	* *9%* *12%*	1 *18%* *37%*	* *5%* *10%*	1 *15%* *33%*	* *4%* *7%*	1 *12%* *28%*	2 *13%* *55%*	1 *5%* *17%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 299

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33	64	2	12	18	21	23	21	25	44	26
		34%	*66%*	*2%*	*12%*	*19%*	*22%*	*24%*	*22%*	*26%*	*45%*	*27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1**	-	1	-	1	-	-	*	-	-	1	*
	4%	-	*6%*	-	*18%*	-	-	*5%*	-	-	*6%*	*4%*
		-	*100%*	-	*67%*	-	-	*33%*	-	-	*67%*	*33%*
2	**1**	-	1	-	1	*	-	-	-	-	1	1
	4%	-	*6%*	-	*23%*	*5%*	-	-	-	-	*5%*	*6%*
		-	*100%*	-	*76%*	*24%*	-	-	-	-	*52%*	*48%*
1	**1**	-	1	-	-	-	-	1	-	*	-	*
	2%	-	*3%*	-	-	-	-	*9%*	-	*3%*	-	*4%*
		-	*100%*	-	-	-	-	*100%*	-	*37%*	-	*63%*
Don't know	**3**	*	2	-	*	*	*	*	1	1	1	1
	8%	*3%*	*11%*	-	*8%*	*5%*	*5%*	*6%*	*17%*	*9%*	*5%*	*11%*
		11%	*89%*	-	*15%*	*13%*	*13%*	*16%*	*44%*	*25%*	*25%*	*49%*
Net: 10/9/8/7	**14**	4	10	*	*	2	4	4	4	3	5	6
	44%	*42%*	*45%*	*100%*	*8%*	*34%*	*52%*	*49%*	*61%*	*39%*	*39%*	*54%*
		32%	*68%*	*3%*	*3%*	*16%*	*25%*	*26%*	*28%*	*21%*	*37%*	*42%*
Net: 10/9	**3**	1	1	*	-	*	*	1	2	-	1	2
	9%	*13%*	*7%*	*1%*	-	*5%*	*5%*	*9%*	*24%*	-	*8%*	*15%*
		49%	*51%*	*	-	*11%*	*11%*	*23%*	*55%*	-	*41%*	*59%*
Net: 6/5/4	**12**	6	6	-	2	4	3	2	1	4	6	2
	38%	*56%*	*29%*	-	*43%*	*56%*	*43%*	*31%*	*23%*	*49%*	*46%*	*21%*
		49%	*51%*	-	*16%*	*30%*	*24%*	*18%*	*12%*	*30%*	*51%*	*19%*
Net: 3/2/1	**3**	-	3	-	2	*	-	1	-	*	1	1
	10%	-	*15%*	-	*40%*	*5%*	-	*14%*	-	*3%*	*11%*	*13%*
		-	*100%*	-	*57%*	*10%*	-	*33%*	-	*8%*	*47%*	*45%*
Mean	**6.17**	6.39	6.05	8.01	4.06	5.95	6.64	5.93	7.63	6.05	5.88	6.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 299

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**2.11**	1.82	2.29	-	1.87	1.89	1.39	2.66	1.60	1.73	2.01	2.57

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 299

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *6%* *100%*	- - -	- - -
9	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	* *5%* *17%*	1 *6%* *83%*	1 *6%* *83%*	1 *6%* *58%*	* *6%* *25%*	* *6%* *25%*
8	**6** ***19%***	6 *19%* *100%*	6 *20%* *100%*	- - -	* *7%* *8%*	6 *23%* *92%*	6 *23%* *92%*	3 *17%* *51%*	3 *35%* *41%*	3 *38%* *46%*
7	**5** ***16%***	5 *16%* *100%*	5 *16%* *100%*	- - -	1 *15%* *20%*	4 *16%* *80%*	4 *16%* *80%*	3 *16%* *56%*	1 *17%* *25%*	1 *16%* *25%*
6	**6** ***17%***	6 *17%* *100%*	5 *16%* *93%*	* *100%* *7%*	2 *28%* *34%*	4 *15%* *66%*	4 *15%* *66%*	2 *13%* *41%*	1 *19%* *25%*	1 *18%* *25%*
5	**3** ***11%***	3 *11%* *100%*	3 *11%* *100%*	- - -	2 *26%* *50%*	2 *7%* *50%*	2 *7%* *50%*	1 *8%* *42%*	* *3%* *7%*	* *3%* *7%*
4	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	1 *8%* *16%*	3 *11%* *84%*	3 *11%* *84%*	2 *12%* *67%*	1 *7%* *17%*	1 *7%* *17%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 299

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - S4C ****

Base : Regular viewers of S4C in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
2	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
1	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *3%* *100%*	1 *3%* *100%*	* *2%* *63%*	* *3%* *37%*	* *3%* *37%*
Don't know	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	1 *12%* *31%*	2 *7%* *69%*	2 *7%* *69%*	1 *6%* *45%*	1 *8%* *23%*	1 *8%* *23%*
Net: 10/9/8/7	**14** ***44%***	14 *44%* *100%*	14 *45%* *100%*	- - -	2 *27%* *13%*	12 *49%* *87%*	12 *49%* *87%*	8 *45%* *57%*	4 *59%* *30%*	5 *60%* *33%*
Net: 10/9	**3** ***9%***	3 *9%* *100%*	3 *9%* *100%*	- - -	* *5%* *11%*	3 *10%* *89%*	3 *10%* *89%*	2 *12%* *73%*	* *6%* *16%*	* *6%* *16%*
Net: 6/5/4	**12** ***38%***	12 *38%* *100%*	12 *37%* *97%*	* *100%* *3%*	4 *61%* *34%*	8 *32%* *66%*	8 *32%* *66%*	6 *33%* *48%*	2 *30%* *18%*	2 *29%* *18%*
Net: 3/2/1	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	- - -	3 *13%* *100%*	3 *13%* *100%*	3 *16%* *92%*	* *3%* *8%*	* *3%* *8%*
Mean	**6.17**	6.17	6.17	6.00	6.02	6.21	6.21	5.98	6.77	6.82

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 299

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - S4C ****

Base : Regular viewers of S4C in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**2.11**	2.11	2.12	-	1.39	2.28	2.28	2.43	1.88	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 300

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**201**	82 *41%*	119 *59%*	13 *6%*	31 *15%*	35 *17%*	44 *22%*	41 *20%*	36 *18%*	24 *12%*	108 *54%*	66 *33%*
Total (Wtd)	**73**	29* *40%* *	44 *60%*	6** *8%* **	13** *18%* **	12* *17%* *	16* *21%* *	13* *18%* *	13* *18%* *	7** *10%* **	35 *47%*	31* *43%* *
Effective Total	**184**	75	110	11	29	33	41	39	34	23	106	63
10	**2** ***3%***	1 *3%* *42%*	1 *3%* *58%*	- - -	1 *5%* *27%*	* *2%* *13%*	* *2%* *14%*	1 *5%* *29%*	* *3%* *18%*	* *4%* *13%*	1 *2%* *24%*	1 *5%* *63%*
9	**3** ***4%***	2 *6%* *59%*	1 *3%* *41%*	- - -	1 *4%* *18%*	* *2%* *9%*	1 *8%* *37%*	* *2%* *9%*	1 *6%* *27%*	- - -	1 *3%* *38%*	2 *6%* *62%*
8	**7** ***9%***	4 *14%* *61%*	3 *6%* *39%*	1 *14%* *12%*	- - -	1 *4%* *8%*	2 *13%* *30%*	2 *15%* *29%*	1 *10%* *21%*	1 *8%* *9%*	3 *8%* *42%*	3 *10%* *49%*
7	**16** ***22%***	6 *21%* *38%*	10 *22%* *62%*	1 *18%* *6%*	3 *22%* *18%*	4 *33%* *26%* H	4 *24%* *24%*	3 *21%* *17%*	1 *10%* *8%*	1 *13%* *6%*	8 *23%* *51%*	7 *22%* *43%*
6	**12** ***16%***	3 *11%* *29%*	8 *19%* *71%*	1 *19%* *9%*	3 *21%* *24%*	2 *15%* *16%*	1 *9%* *13%*	2 *15%* *17%*	2 *18%* *21%*	1 *19%* *12%*	5 *15%* *46%*	5 *16%* *42%*
5	**12** ***17%***	6 *21%* *50%*	6 *14%* *50%*	1 *13%* *6%*	3 *23%* *25%*	1 *12%* *12%*	3 *16%* *20%*	2 *19%* *20%*	2 *16%* *17%*	1 *10%* *6%*	6 *18%* *52%*	5 *17%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 300

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**201**	82 *41%*	119 *59%*	13 *6%*	31 *15%*	35 *17%*	44 *22%*	41 *20%*	36 *18%*	24 *12%*	108 *54%*	66 *33%*
Effective Total	**184**	75	110	11	29	33	41	39	34	23	106	63
4	**6** ***9%***	3 *11%* *51%*	3 *7%* *49%*	1 *18%* *16%*	- - -	2 *13%* *26%*	1 *7%* *16%*	1 *6%* *13%*	2 *14%* *29%*	1 *16%* *19%*	2 *6%* *34%*	3 *9%* *47%*
3	**3** ***4%***	1 *2%* *23%*	2 *5%* *77%*	1 *11%* *20%*	* *3%* *13%*	- - -	1 *8%* *44%*	1 *5%* *23%*	- - -	* *5%* *12%*	2 *5%* *55%*	1 *3%* *34%*
2	***** ***1%***	- - -	* *1%* *100%*	- - -	* *3%* *100%*	- - -	- - -	- - -	- - -	- - -	* *1%* *100%*	- - -
1	**2** ***3%***	1 *2%* *27%*	2 *4%* *73%*	- - -	1 *8%* *46%*	* *2%* *14%*	1 *4%* *29%*	- - -	* *2%* *12%*	1 *12%* *40%*	1 *2%* *32%*	1 *2%* *28%*
Don't know	**10** ***13%***	2 *8%* *25%*	7 *16%* *75%*	* *7%* *4%*	2 *12%* *17%*	2 *15%* *20%*	1 *8%* *13%*	2 *13%* *17%*	3 *21%* *29%*	1 *13%* *10%*	6 *16%* *60%*	3 *10%* *31%*
Net: 10/9/8/7	**28** ***38%***	13 *44%* *46%*	15 *34%* *54%*	2 *32%* *6%*	4 *31%* *15%*	5 *42%* *19%*	7 *47%* *26%*	6 *42%* *20%*	4 *29%* *14%*	2 *25%* *7%*	13 *36%* *45%*	14 *44%* *49%*
Net: 10/9	**6** ***8%***	3 *10%* *52%*	3 *6%* *48%*	- - -	1 *9%* *22%*	1 *5%* *11%*	2 *10%* *27%*	1 *7%* *17%*	1 *10%* *23%*	* *4%* *5%*	2 *5%* *32%*	3 *11%* *63%*
Net: 6/5/4	**30** ***41%***	13 *43%* *42%*	17 *40%* *58%*	3 *51%* *9%*	6 *43%* *19%*	5 *40%* *17%*	5 *32%* *17%*	5 *40%* *17%*	6 *48%* *21%*	3 *45%* *11%*	14 *40%* *46%*	13 *42%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 300

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**201**	82 *41%*	119 *59%*	13 *6%*	31 *15%*	35 *17%*	44 *22%*	41 *20%*	36 *18%*	24 *12%*	108 *54%*	66 *33%*
Effective Total	**184**	75	110	11	29	33	41	39	34	23	106	63
Net: 3/2/1	**6** ***8%***	1 *4%* *23%*	4 *10%* *77%*	1 *11%* *11%*	2 *13%* *32%*	* *2%* *5%*	2 *12%* *35%*	1 *5%* *12%*	* *2%* *5%*	1 *17%* *22%*	3 *8%* *49%*	2 *5%* *29%*
Mean	**6.03**	6.23	5.88	5.62	5.69	6.10	6.07	6.34	6.12	5.17	5.96	6.28
Standard Deviation	**1.93**	1.89	1.97	1.80	2.27	1.75	2.16	1.80	1.96	2.54	1.81	1.92

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 300

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	201 *100%*	199 *99%*	2 *1%*	17 *8%*	181 *90%*	184 *92%*	125 *62%*	59 *29%*	67 *33%*
Total (Wtd)	**73**	73 *100%*	73 *99%*	*** *1%* **	7** *9%* **	65 *89%*	67 *91%*	45 *62%*	21* *29%* *	24* *33%* *
Effective Total	**184**	184	183	1	16	166	169	115	54	61
10	**2** ***3%***	2 *3%* *100%*	2 *3%* *100%*	- - -	* *4%* *13%*	2 *3%* *87%*	2 *3%* *87%*	1 *3%* *55%*	1 *4%* *32%*	1 *3%* *32%*
9	**3** ***4%***	3 *4%* *100%*	3 *4%* *100%*	- - -	- - -	3 *5%* *100%*	3 *5%* *100%*	3 *7%* *100%* Y	- - -	* *1%* *9%*
8	**7** ***9%***	7 *9%* *100%*	7 *9%* *100%*	- - -	- - -	6 *10%* *94%*	7 *10%* *100%*	3 *7%* *51%*	3 *15%* *49%*	3 *14%* *49%*
7	**16** ***22%***	16 *22%* *100%*	16 *22%* *100%*	- - -	1 *18%* *8%*	14 *22%* *90%*	15 *22%* *92%*	11 *24%* *68%*	4 *18%* *24%*	5 *19%* *28%*
6	**12** ***16%***	12 *16%* *100%*	12 *16%* *100%*	- - -	1 *14%* *8%*	11 *16%* *92%*	11 *16%* *92%*	7 *15%* *57%*	4 *19%* *35%*	5 *20%* *42%*
5	**12** ***17%***	12 *17%* *100%*	12 *17%* *100%*	- - -	2 *27%* *15%*	11 *16%* *85%*	11 *16%* *85%*	7 *15%* *55%*	4 *18%* *30%*	4 *17%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 300

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	201 100%	199 99%	2 1%	17 8%	181 90%	184 92%	125 62%	59 29%	67 33%
Effective Total	**184**	184	183	1	16	166	169	115	54	61
4	**6** **9%**	6 9% 100%	6 9% 100%	* * *	1 11% 12%	6 8% 88%	6 8% 88%	3 8% 56%	2 10% 32%	3 11% 41%
3	**3** **4%**	3 4% 100%	3 4% 100%	- - -	* 6% 13%	3 4% 87%	3 4% 87%	1 3% 46%	1 6% 41%	1 5% 41%
2	* **1%**	* 1% 100%	* 1% 100%	- - -	- - -	* 1% 100%	* 1% 100%	* 1% 100%	- - -	- - -
1	**2** **3%**	2 3% 100%	2 3% 100%	- - -	1 9% 28%	1 2% 58%	2 2% 72%	2 4% 72%	- - -	- - -
Don't know	**10** **13%**	10 13% 100%	9 13% 96%	* 100% 4%	1 11% 8%	9 14% 92%	9 13% 92%	6 14% 66%	3 12% 27%	3 11% 27%
Net: 10/9/8/7	**28** **38%**	28 38% 100%	28 38% 100%	- - -	2 22% 5%	26 39% 92%	26 40% 95%	19 41% 67%	8 37% 28%	9 36% 31%
Net: 10/9	**6** **8%**	6 8% 100%	6 8% 100%	- - -	* 4% 5%	5 8% 95%	5 8% 95%	4 10% 81%	1 4% 14%	1 4% 19%
Net: 6/5/4	**30** **41%**	30 41% 100%	30 41% 100%	* * *	4 52% 12%	27 41% 88%	27 40% 88%	17 37% 56%	10 46% 32%	12 48% 39%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 300

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	201 *100%*	199 *99%*	2 *1%*	17 *8%*	181 *90%*	184 *92%*	125 *62%*	59 *29%*	67 *33%*
Effective Total	**184**	184	183	1	16	166	169	115	54	61
Net: 3/2/1	**6** ***8%***	6 *8%* *100%*	6 *8%* *100%*	- - -	1 *15%* *18%*	4 *6%* *76%*	5 *7%* *82%*	3 *7%* *60%*	1 *6%* *22%*	1 *5%* *22%*
Mean	**6.03**	6.03	6.03	4.00	5.14	6.13	6.12	6.13	6.11	6.09
Standard Deviation	**1.93**	1.93	1.93	-	2.25	1.87	1.89	2.00	1.70	1.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 301

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**84**	35 *42%*	49 *58%*	14 *17%*	23 *27%*	15 *18%*	10 *12%*	8 *10%*	13 *15%*	17 *20%*	42 *50%*	24 *29%*
Total (Wtd)	**31**	14* *45%* *	17* *55%* *	6** *20%* **	9** *30%* **	6** *18%* **	3** *11%* **	2** *8%* **	4** *14%* **	5** *17%* **	14* *45%* *	12** *37%* **
Effective Total	**75**	31	44	12	21	14	10	8	12	16	40	22
10	**2** ***8%***	1 *5%* *28%*	2 *10%* *72%*	- - -	1 *11%* *42%*	* *6%* *13%*	- - -	1 *28%* *28%*	* *9%* *17%*	- - -	1 *7%* *40%*	1 *12%* *60%*
9	**1** ***4%***	1 *6%* *61%*	1 *3%* *39%*	* *7%* *32%*	* *4%* *30%*	- - -	- - -	* *11%* *21%*	* *5%* *18%*	- - -	1 *8%* *82%*	* *2%* *18%*
8	**5** ***15%***	3 *19%* *58%*	2 *11%* *42%*	1 *16%* *23%*	1 *11%* *22%*	1 *20%* *24%*	- - -	* *11%* *6%*	1 *26%* *25%*	* *5%* *6%*	2 *12%* *37%*	3 *22%* *58%*
7	**7** ***23%***	4 *31%* *61%*	3 *17%* *39%*	2 *39%* *34%*	2 *17%* *22%*	1 *23%* *18%*	1 *19%* *9%*	1 *22%* *7%*	1 *16%* *10%*	2 *38%* *29%*	2 *17%* *34%*	3 *23%* *37%*
6	**4** ***14%***	1 *10%* *34%*	3 *16%* *66%*	* *6%* *9%*	1 *11%* *24%*	1 *26%* *34%*	1 *25%* *20%*	* *12%* *7%*	* *6%* *6%*	* *6%* *7%*	2 *16%* *53%*	2 *15%* *40%*
5	**4** ***13%***	2 *12%* *42%*	2 *14%* *58%*	1 *23%* *36%*	2 *17%* *38%*	1 *9%* *13%*	* *9%* *8%*	- - -	* *6%* *6%*	1 *12%* *16%*	2 *16%* *55%*	1 *10%* *29%*
4	**3** ***9%***	1 *6%* *30%*	2 *12%* *70%*	- - -	1 *12%* *40%*	1 *11%* *22%*	- - -	- - -	1 *26%* *39%*	1 *12%* *22%*	1 *10%* *48%*	1 *7%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 301

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**84**	35 *42%*	49 *58%*	14 *17%*	23 *27%*	15 *18%*	10 *12%*	8 *10%*	13 *15%*	17 *20%*	42 *50%*	24 *29%*
Effective Total	**75**	31	44	12	21	14	10	8	12	16	40	22
3	**1** ***2%***	* *2%* *46%*	* *2%* *54%*	- - -	* *4%* *54%*	- - -	* *10%* *46%*	- - -	- - -	- - -	1 *5%* *100%*	* * *
2	**1** ***2%***	* *3%* *55%*	* *2%* *45%*	- - -	* *4%* *55%*	* *6%* *45%*	- - -	- - -	- - -	* *6%* *45%*	* *3%* *55%*	- - -
1	* ***1%***	- - -	* *2%* *100%*	- - -	- - -	- - -	* *9%* *100%*	- - -	- - -	* *6%* *100%*	- - -	- - -
Don't know	**3** ***9%***	1 *7%* *33%*	2 *11%* *67%*	1 *9%* *20%*	1 *8%* *26%*	- - -	1 *27%* *32%*	* *16%* *14%*	* *6%* *8%*	1 *17%* *32%*	1 *7%* *34%*	1 *8%* *34%*
Net: 10/9/8/7	**16** ***49%***	9 *60%* *55%*	7 *41%* *45%*	4 *61%* *25%*	4 *43%* *26%*	3 *49%* *18%*	1 *19%* *4%*	2 *72%* *11%*	2 *57%* *16%*	2 *43%* *15%*	6 *44%* *40%*	7 *60%* *45%*
Net: 10/9	**4** ***12%***	1 *10%* *40%*	2 *13%* *60%*	* *7%* *11%*	1 *15%* *38%*	* *6%* *8%*	- - -	1 *39%* *25%*	1 *15%* *17%*	- - -	2 *14%* *55%*	2 *14%* *45%*
Net: 6/5/4	**11** ***36%***	4 *28%* *36%*	7 *42%* *64%*	2 *29%* *17%*	4 *40%* *33%*	3 *46%* *23%*	1 *35%* *10%*	* *12%* *3%*	2 *37%* *14%*	2 *29%* *14%*	6 *42%* *53%*	4 *32%* *33%*
Net: 3/2/1	**2** ***5%***	1 *5%* *42%*	1 *6%* *58%*	- - -	1 *8%* *45%*	* *6%* *18%*	1 *19%* *37%*	- - -	- - -	1 *11%* *36%*	1 *8%* *64%*	* * *
Mean	**6.48**	6.67	6.31	6.75	6.27	6.32	5.09	8.25	6.69	5.53	6.32	7.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 301

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**84**	35 *42%*	49 *58%*	14 *17%*	23 *27%*	15 *18%*	10 *12%*	8 *10%*	13 *15%*	17 *20%*	42 *50%*	24 *29%*
Effective Total	**75**	31	44	12	21	14	10	8	12	16	40	22
Standard Deviation	**2.00**	1.84	2.19	1.34	2.32	1.98	2.59	2.09	2.32	2.26	2.09	1.77

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 301

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**84**	84 *100%*	81 *96%*	1 *1%*	84 *100%*	84 *100%*	59 *70%*	24 *29%*	28 *33%*
Total (Wtd)	**31**	31* *100%* *	31* *99%* *	*** *1%* **	31* *100%* *	31* *100%* *	22* *70%* *	9** *29%* **	11** *34%* **
Effective Total	**75**	75	74	1	75	75	55	20	23
10	**2** ***8%***	2 *8%* *100%*	2 *8%* *100%*	- - -	2 *8%* *100%*	2 *8%* *100%*	2 *11%* *100%*	- - -	* *3%* *11%*
9	**1** ***4%***	1 *4%* *100%*	1 *3%* *82%*	* *100%* *18%*	1 *4%* *100%*	1 *4%* *100%*	1 *6%* *100%*	* * *	* *2%* *18%*
8	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	5 *15%* *100%*	5 *15%* *100%*	2 *10%* *48%*	2 *26%* *52%*	2 *22%* *52%*
7	**7** ***23%***	7 *23%* *100%*	7 *23%* *100%*	- - -	7 *23%* *100%*	7 *23%* *100%*	6 *26%* *78%*	2 *18%* *22%*	2 *21%* *30%*
6	**4** ***14%***	4 *14%* *100%*	4 *14%* *100%*	- - -	4 *14%* *100%*	4 *14%* *100%*	3 *13%* *65%*	1 *16%* *35%*	1 *14%* *35%*
5	**4** ***13%***	4 *13%* *100%*	4 *13%* *100%*	- - -	4 *13%* *100%*	4 *13%* *100%*	3 *12%* *64%*	1 *16%* *36%*	2 *18%* *46%*
4	**3** ***9%***	3 *9%* *100%*	3 *9%* *100%*	- - -	3 *9%* *100%*	3 *9%* *100%*	2 *10%* *81%*	* *3%* *9%*	* *2%* *9%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 301

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**84**	84 *100%*	81 *96%*	1 *1%*	84 *100%*	84 *100%*	59 *70%*	24 *29%*	28 *33%*
Effective Total	**75**	75	74	1	75	75	55	20	23
3	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	1 *2%* *100%*	1 *2%* *100%*	* *1%* *46%*	* *4%* *54%*	* *4%* *54%*
2	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	1 *2%* *100%*	1 *2%* *100%*	* *2%* *55%*	* *3%* *45%*	* *3%* *45%*
1	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *3%* *100%*	* *3%* *100%*
Don't know	**3** ***9%***	3 *9%* *100%*	3 *9%* *100%*	- - -	3 *9%* *100%*	3 *9%* *100%*	2 *9%* *69%*	1 *10%* *31%*	1 *8%* *31%*
Net: 10/9/8/7	**16** ***49%***	16 *49%* *100%*	15 *49%* *98%*	* *100%* *2%*	16 *49%* *100%*	16 *49%* *100%*	12 *52%* *74%*	4 *44%* *26%*	5 *48%* *33%*
Net: 10/9	**4** ***12%***	4 *12%* *100%*	3 *11%* *94%*	* *100%* *6%*	4 *12%* *100%*	4 *12%* *100%*	4 *17%* *100%*	* * *	1 *5%* *14%*
Net: 6/5/4	**11** ***36%***	11 *36%* *100%*	11 *36%* *100%*	- - -	11 *36%* *100%*	11 *36%* *100%*	8 *35%* *69%*	3 *35%* *29%*	4 *34%* *32%*
Net: 3/2/1	**2** ***5%***	2 *5%* *100%*	2 *6%* *100%*	- - -	2 *5%* *100%*	2 *5%* *100%*	1 *3%* *42%*	1 *11%* *58%*	1 *9%* *58%*
Mean	**6.48**	6.48	6.46	9.00	6.48	6.48	6.69	6.05	6.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 301

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**84**	84 *100%*	81 *96%*	1 *1%*	84 *100%*	84 *100%*	59 *70%*	24 *29%*	28 *33%*
Effective Total	**75**	75	74	1	75	75	55	20	23
Standard Deviation	**2.00**	2.00	2.00	-	2.00	2.00	2.00	2.03	2.05

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 302

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**53**	24 *45%*	29 *55%*	5 *9%*	8 *15%*	5 *9%*	10 *19%*	8 *15%*	17 *32%*	15 *28%*	24 *45%*	13 *25%*
Total (Wtd)	**18**	9** *51%* **	9** *49%* **	2** *10%* **	4** *20%* **	2** *9%* **	3** *19%* **	2** *12%* **	5** *30%* **	4** *24%* **	7** *41%* **	6** *36%* **
Effective Total	**47**	22	25	4	8	5	8	8	16	15	22	13
10	**1** ***6%***	- - -	1 *13%* *100%*	- - -	1 *21%* *64%*	- - -	- - -	- - -	* *8%* *36%*	* *8%* *31%*	* *5%* *33%*	* *6%* *36%*
9	**1** ***7%***	1 *14%* *100%*	* * *	* * *	- - -	* *21%* *25%*	1 *16%* *41%*	- - -	* *8%* *34%*	- - -	* *5%* *25%*	1 *15%* *75%*
8	**3** ***14%***	2 *17%* *63%*	1 *11%* *37%*	- - -	1 *29%* *41%*	- - -	* *9%* *12%*	* *12%* *11%*	1 *17%* *36%*	1 *12%* *20%*	1 *13%* *38%*	1 *16%* *42%*
7	**3** ***19%***	2 *19%* *51%*	2 *19%* *49%*	1 *45%* *25%*	* *11%* *12%*	- - -	1 *33%* *33%*	1 *46%* *30%*	- - -	1 *16%* *20%*	2 *30%* *65%*	* *8%* *14%*
6	**3** ***16%***	1 *14%* *43%*	2 *19%* *57%*	- - -	- - -	1 *40%* *21%*	1 *16%* *19%*	- - -	2 *32%* *60%*	1 *31%* *47%*	1 *8%* *20%*	1 *15%* *34%*
5	**2** ***9%***	* *3%* *18%*	1 *14%* *82%*	* *20%* *24%*	1 *17%* *39%*	- - -	* *9%* *20%*	- - -	* *5%* *18%*	1 *13%* *37%*	* *5%* *24%*	1 *9%* *39%*
4	**1** ***5%***	* *3%* *28%*	1 *8%* *72%*	- - -	- - -	* *20%* *31%*	- - -	* *18%* *41%*	* *5%* *28%*	- - -	1 *8%* *59%*	* *6%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 302

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**53**	24 *45%*	29 *55%*	5 *9%*	8 *15%*	5 *9%*	10 *19%*	8 *15%*	17 *32%*	15 *28%*	24 *45%*	13 *25%*
Effective Total	**47**	22	25	4	8	5	8	8	16	15	22	13
3	**1** ***5%***	1 *11%* *100%*	- - -	- - -	* *11%* *40%*	- - -	* *10%* *33%*	* *12%* *26%*	- - -	* *6%* *26%*	1 *10%* *74%*	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**1** ***4%***	* *4%* *58%*	* *3%* *42%*	- - -	* *11%* *58%*	- - -	- - -	- - -	* *5%* *42%*	- - -	1 *9%* *100%*	- - -
Don't know	**3** ***15%***	1 *15%* *52%*	1 *14%* *48%*	1 *35%* *25%*	- - -	* *19%* *11%*	* *9%* *12%*	* *12%* *10%*	1 *20%* *42%*	1 *13%* *21%*	1 *8%* *22%*	2 *24%* *57%*
Net: 10/9/8/7	**8** ***46%***	5 *50%* *55%*	4 *42%* *45%*	1 *45%* *10%*	2 *61%* *26%*	* *21%* *4%*	2 *57%* *23%*	1 *58%* *16%*	2 *33%* *21%*	2 *36%* *19%*	4 *53%* *46%*	3 *46%* *35%*
Net: 10/9	**2** ***14%***	1 *14%* *53%*	1 *13%* *47%*	* * *	1 *21%* *30%*	* *21%* *13%*	1 *16%* *22%*	- - -	1 *16%* *35%*	* *8%* *15%*	1 *10%* *29%*	1 *22%* *57%*
Net: 6/5/4	**5** ***30%***	2 *20%* *33%*	4 *41%* *67%*	* *20%* *7%*	1 *17%* *11%*	1 *59%* *17%*	1 *25%* *16%*	* *18%* *7%*	2 *42%* *42%*	2 *45%* *36%*	2 *21%* *28%*	2 *31%* *36%*
Net: 3/2/1	**2** ***9%***	1 *15%* *83%*	* *3%* *17%*	- - -	1 *22%* *47%*	- - -	* *10%* *20%*	* *12%* *16%*	* *5%* *17%*	* *6%* *16%*	1 *19%* *84%*	- - -
Mean	**6.47**	6.41	6.53	6.39	6.48	6.30	6.65	6.00	6.61	6.48	5.95	7.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 302

Absolutes/col/row percents

9 Jul 2009

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**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**53**	24 *45%*	29 *55%*	5 *9%*	8 *15%*	5 *9%*	10 *19%*	8 *15%*	17 *32%*	15 *28%*	24 *45%*	13 *25%*
Effective Total	**47**	22	25	4	8	5	8	8	16	15	22	13
Standard Deviation	**2.22**	2.38	2.21	-	3.39	-	2.07	-	2.50	1.96	2.66	1.99

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 302

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**53**	53 *100%*	51 *96%*	1 *2%*	53 *100%*	53 *100%*	29 *55%*	23 *43%*	25 *47%*
Total (Wtd)	**18**	18* *100%* *	18* *98%* *	*** *2%* **	18* *100%* *	18* *100%* *	10** *58%* **	7** *40%* **	8** *46%* **
Effective Total	**47**	47	46	1	47	47	27	19	21
10	**1** ***6%***	1 *6%* *100%*	1 *7%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	1 *7%* *64%*	* *6%* *36%*	* *5%* *36%*
9	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *7%* *100%*	1 *7%* *100%*	1 *13%* *100%*	* * *	* *5%* *34%*
8	**3** ***14%***	3 *14%* *100%*	3 *14%* *100%*	- - -	3 *14%* *100%*	3 *14%* *100%*	1 *14%* *59%*	1 *14%* *41%*	1 *12%* *41%*
7	**3** ***19%***	3 *19%* *100%*	3 *19%* *100%*	- - -	3 *19%* *100%*	3 *19%* *100%*	1 *9%* *29%*	2 *33%* *71%*	2 *28%* *71%*
6	**3** ***16%***	3 *16%* *100%*	3 *16%* *100%*	- - -	3 *16%* *100%*	3 *16%* *100%*	1 *12%* *42%*	2 *23%* *58%*	2 *20%* *58%*
5	**2** ***9%***	2 *9%* *100%*	1 *7%* *76%*	* *100%* *24%*	2 *9%* *100%*	2 *9%* *100%*	1 *12%* *82%*	* *4%* *18%*	1 *10%* *56%*
4	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *5%* *100%*	1 *5%* *100%*	* *4%* *41%*	* *4%* *28%*	* *3%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 302

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**53**	53 *100%*	51 *96%*	1 *2%*	53 *100%*	53 *100%*	29 *55%*	23 *43%*	25 *47%*
Effective Total	**47**	47	46	1	47	47	27	19	21
3	**1** ***5%***	1 *5%* *100%*	1 *6%* *100%*	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *74%*	* *4%* *26%*	* *3%* *26%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *6%* *100%*	- - -	- - -
Don't know	**3** ***15%***	3 *15%* *100%*	3 *15%* *100%*	- - -	3 *15%* *100%*	3 *15%* *100%*	2 *16%* *63%*	1 *14%* *37%*	1 *12%* *37%*
Net: 10/9/8/7	**8** ***46%***	8 *46%* *100%*	8 *47%* *100%*	- - -	8 *46%* *100%*	8 *46%* *100%*	5 *43%* *54%*	4 *53%* *46%*	4 *51%* *51%*
Net: 10/9	**2** ***14%***	2 *14%* *100%*	2 *14%* *100%*	- - -	2 *14%* *100%*	2 *14%* *100%*	2 *20%* *83%*	* *6%* *17%*	1 *10%* *35%*
Net: 6/5/4	**5** ***30%***	5 *30%* *100%*	5 *29%* *93%*	* *100%* *7%*	5 *30%* *100%*	5 *30%* *100%*	3 *28%* *54%*	2 *30%* *41%*	3 *34%* *52%*
Net: 3/2/1	**2** ***9%***	2 *9%* *100%*	2 *9%* *100%*	- - -	2 *9%* *100%*	2 *9%* *100%*	1 *13%* *84%*	* *4%* *16%*	* *3%* *16%*
Mean	**6.47**	6.47	6.51	5.00	6.47	6.47	6.38	6.72	6.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 302

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		Wales (P)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**53**	53 *100%*	51 *96%*	1 *2%*	53 *100%*	53 *100%*	29 *55%*	23 *43%*	25 *47%*
Effective Total	**47**	47	46	1	47	47	27	19	21
Standard Deviation	**2.22**	2.22	2.24	-	2.22	2.22	2.66	1.60	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 303

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Total (Wtd)	**341**	154 *45%*	187 *55%*	27* *8%* *	64 *19%*	56 *17%*	69 *20%*	60 *17%*	64 *19%*	54 *16%*	165 *49%*	121 *36%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
10	**12** ***4%***	3 *2%* *26%*	9 *5%* *74%* A	1 *4%* *8%*	3 *4%* *23%*	2 *3%* *13%*	2 *3%* *14%*	2 *4%* *19%*	3 *4%* *23%*	1 *1%* *5%*	5 *3%* *43%*	6 *5%* *51%* I
9	**24** ***7%***	12 *8%* *50%*	12 *6%* *50%*	4 *15%* *18%* DF G	3 *4%* *11%*	6 *10%* *23%* D	3 *5%* *14%*	3 *5%* *13%*	5 *8%* *21%*	2 *4%* *10%*	12 *7%* *49%*	10 *8%* *41%*
8	**78** ***23%***	34 *22%* *44%*	44 *24%* *56%*	7 *24%* *9%*	14 *22%* *18%*	13 *22%* *16%*	16 *24%* *21%*	13 *23%* *17%*	15 *23%* *19%*	11 *20%* *14%*	36 *22%* *46%*	31 *26%* *40%*
7	**83** ***24%***	42 *27%* *50%*	41 *22%* *50%*	8 *28%* *9%*	15 *23%* *18%*	14 *26%* *17%*	18 *26%* *22%*	16 *27%* *19%*	12 *19%* *14%*	14 *27%* *17%*	43 *26%* *52%*	26 *21%* *31%*
6	**53** ***15%***	22 *14%* *41%*	31 *17%* *59%*	4 *14%* *7%*	10 *16%* *19%*	8 *14%* *15%*	11 *15%* *20%*	9 *15%* *17%*	11 *18%* *22%*	10 *19%* *20%*	23 *14%* *43%*	19 *16%* *37%*
5	**46** ***13%***	21 *14%* *47%*	24 *13%* *53%*	2 *9%* *5%*	12 *18%* *25%*	7 *12%* *14%*	10 *15%* *22%*	7 *12%* *16%*	8 *12%* *17%*	7 *13%* *16%*	25 *15%* *55%*	14 *11%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 303

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
4	**14** ***4%***	7 *4%* *48%*	7 *4%* *52%*	- - -	4 *6%* *27%*	3 *5%* *19%*	3 *4%* *18%*	3 *5%* *22%*	2 *3%* *13%*	2 *4%* *17%*	8 *5%* *59%*	3 *3%* *24%*
3	**6** ***2%***	2 *1%* *28%*	4 *2%* *72%*	- - -	1 *1%* *14%*	2 *3%* *27%*	1 *1%* *11%*	1 *2%* *23%*	1 *2%* *25%*	2 *3%* *27%*	2 *1%* *38%*	2 *2%* *34%*
2	**3** ***1%***	2 *1%* *68%*	1 *1%* *32%*	- - -	1 *2%* *32%*	1 *2%* *28%*	1 *1%* *31%*	* * *9%*	- - -	* *1%* *10%*	2 *1%* *53%*	1 *1%* *37%*
1	**3** ***1%***	3 *2%* *79%* B	1 *** *21%*	1 *2%* *19%*	* *1%* *12%*	* *1%* *9%*	1 *1%* *20%*	* *1%* *13%*	1 *1%* *27%*	1 *1%* *20%*	1 *** *21%*	2 *2%* *59%*
Don't know	**18** ***5%***	6 *4%* *36%*	12 *6%* *64%*	1 *3%* *4%*	2 *3%* *12%*	3 *5%* *14%*	4 *5%* *20%*	3 *5%* *17%*	6 *9%* *32%* D	3 *5%* *16%*	8 *5%* *46%*	7 *6%* *38%*
Net: 10/9/8/7	**198** ***58%***	91 *59%* *46%*	107 *57%* *54%*	20 *72%* *10%* DH	34 *54%* *17%*	34 *61%* *17%*	40 *58%* *20%*	35 *59%* *18%*	34 *54%* *17%*	28 *53%* *14%*	96 *58%* *49%*	73 *60%* *37%*
Net: 10/9	**36** ***11%***	15 *10%* *42%*	21 *11%* *58%*	5 *19%* *14%* DF G	5 *8%* *15%*	7 *13%* *20%*	5 *8%* *14%*	6 *9%* *15%*	8 *12%* *21%*	3 *6%* *8%*	17 *10%* *47%*	16 *13%* *45%* I

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 303

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
Net: 6/5/4	**112** ***33%***	50 *32%* *44%*	63 *33%* *56%*	6 *23%* *6%*	25 *40%* *23%* C	17 *30%* *15%*	23 *34%* *21%*	19 *32%* *17%*	21 *33%* *19%*	20 *37%* *18%*	56 *34%* *50%*	36 *30%* *32%*
Net: 3/2/1	**12** ***4%***	6 *4%* *52%*	6 *3%* *48%*	1 *2%* *5%*	2 *3%* *18%*	3 *5%* *22%*	2 *3%* *18%*	2 *3%* *17%*	2 *4%* *19%*	3 *5%* *21%*	5 *3%* *37%*	5 *4%* *42%*
Mean	**6.75**	6.66	6.82	7.22 D F	6.56	6.76	6.67	6.73	6.81	6.48	6.72	6.89 I
Standard Deviation	**1.69**	1.73	1.66	1.63	1.72	1.75	1.63	1.67	1.75	1.61	1.64	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 303

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Total (Wtd)	**341**	341 *100%*	337 *99%*	3** *1%* ****	48 *14%*	288 *85%*	292 *86%*	202 *59%*	89 *26%*	100 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
10	**12** ***4%***	12 *4%* *100%*	12 *4%* *95%*	1 *18%* *5%*	1 *2%* *8%*	11 *4%* *92%*	11 *4%* *92%*	8 *4%* *63%*	4 *4%* *29%*	4 *4%* *31%*
9	**24** ***7%***	24 *7%* *100%*	24 *7%* *100%*	- - -	3 *6%* *12%*	21 *7%* *88%*	21 *7%* *88%*	16 *8%* *67%*	5 *6%* *21%*	6 *6%* *26%*
8	**78** ***23%***	78 *23%* *100%*	78 *23%* *100%*	* *10%* *	10 *21%* *13%*	66 *23%* *85%*	68 *23%* *86%*	47 *23%* *60%*	21 *23%* *26%*	22 *22%* *28%*
7	**83** ***24%***	83 *24%* *100%*	82 *24%* *99%*	1 *28%* *1%*	15 *31%* *18%*	66 *23%* *80%*	68 *23%* *82%*	46 *23%* *56%*	22 *25%* *26%*	24 *24%* *29%*
6	**53** ***15%***	53 *15%* *100%*	52 *15%* *99%*	* *11%* *1%*	7 *15%* *14%*	45 *16%* *86%*	45 *16%* *86%*	31 *16%* *60%*	14 *16%* *27%*	17 *17%* *33%*
5	**46** ***13%***	46 *13%* *100%*	45 *13%* *98%*	1 *27%* *2%*	6 *11%* *12%*	40 *14%* *87%*	40 *14%* *88%*	30 *15%* *65%*	10 *12%* *23%*	12 *12%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 303

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 100%	953 98%	14 1%	141 14%	823 84%	833 85%	577 59%	255 26%	284 29%
Effective Total	**890**	890	880	10	129	752	760	528	232	257
4	**14** **4%**	14 4% 100%	14 4% 100%	- - -	1 2% 8%	13 4% 92%	13 4% 92%	8 4% 56%	5 5% 34%	5 5% 36%
3	**6** **2%**	6 2% 100%	6 2% 100%	- - -	1 2% 20% Z	5 2% 80%	5 2% 80%	4 2% 75% Z	* * 5%	* * 5%
2	**3** **1%**	3 1% 100%	3 1% 100%	- - -	2 3% 49% VWX	2 1% 51%	2 1% 51%	1 * 23%	1 1% 28%	1 1% 28%
1	**3** **1%**	3 1% 100%	3 1% 100%	- - -	1 2% 23%	3 1% 77%	3 1% 77%	2 1% 55%	1 1% 23%	1 1% 23%
Don't know	**18** **5%**	18 5% 100%	18 5% 99%	* 6% 1%	2 4% 12%	16 6% 88%	16 5% 88%	9 5% 50%	7 8% 38%	8 8% 42%
Net: 10/9/8/7	**198** **58%**	198 58% 100%	196 58% 99%	2 55% 1%	29 60% 15%	165 57% 84%	168 58% 85%	117 58% 59%	51 57% 26%	56 56% 28%
Net: 10/9	**36** **11%**	36 11% 100%	36 11% 98%	1 18% 2%	4 8% 10%	33 11% 90%	33 11% 90%	24 12% 66%	9 10% 24%	10 10% 28%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 303

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
Net: 6/5/4	**112** ***33%***	112 *33%* *100%*	111 *33%* *99%*	1 *39%* *1%*	14 *29%* *12%*	98 *34%* *87%*	99 *34%* *88%*	69 *34%* *61%*	29 *33%* *26%*	34 *34%* *30%*
Net: 3/2/1	**12** ***4%***	12 *4%* *100%*	12 *4%* *100%*	- - -	3 *7%* *28%* VWYZ	9 *3%* *72%*	9 *3%* *72%*	7 *3%* *56%*	2 *2%* *16%*	2 *2%* *16%*
Mean	**6.75**	6.75	6.74	6.97	6.58	6.77	6.77	6.77	6.78	6.79
Standard Deviation	**1.69**	1.69	1.69	2.11	1.80	1.68	1.67	1.69	1.65	1.63

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 304

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Total (Wtd)	**168**	78 *46%*	90 *54%*	14** *8%* **	29* *17%* *	27* *16%* *	37 *22%*	31* *18%* *	31* *19%* *	29* *17%* *	79 *47%*	60 *36%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
10	**18** ***11%***	8 *10%* *44%*	10 *11%* *56%*	1 *8%* *6%*	4 *15%* *25%*	2 *8%* *12%*	3 *8%* *15%*	3 *11%* *19%*	4 *13%* *23%*	1 *4%* *7%*	7 *9%* *41%*	9 *16%* *52%* I
9	**16** ***9%***	6 *8%* *40%*	9 *10%* *60%*	1 *11%* *9%*	1 *3%* *5%*	3 *11%* *18%*	3 *9%* *22%*	4 *13%* *25%* D	3 *10%* *20%*	3 *10%* *19%*	6 *8%* *39%*	6 *11%* *42%*
8	**49** ***29%***	23 *29%* *47%*	26 *29%* *53%*	3 *20%* *6%*	9 *31%* *19%*	7 *28%* *15%*	12 *32%* *24%*	10 *32%* *20%*	8 *27%* *17%*	8 *28%* *16%*	25 *31%* *50%*	16 *27%* *33%*
7	**30** ***18%***	16 *20%* *53%*	14 *16%* *47%*	3 *23%* *11%*	5 *18%* *17%*	5 *18%* *16%*	7 *18%* *22%*	5 *16%* *16%*	5 *17%* *18%*	8 *28%* *27%* K	14 *18%* *48%*	8 *13%* *25%*
6	**21** ***13%***	11 *14%* *50%*	11 *12%* *50%*	2 *18%* *11%*	4 *13%* *17%*	3 *11%* *14%*	4 *10%* *18%*	3 *10%* *15%*	5 *17%* *24%*	2 *7%* *10%*	9 *11%* *43%*	10 *17%* *47%*
5	**17** ***10%***	7 *9%* *42%*	10 *11%* *58%*	1 *10%* *8%*	3 *10%* *17%*	3 *10%* *15%*	5 *14%* *29%*	2 *8%* *14%*	3 *9%* *16%*	3 *11%* *18%*	9 *12%* *54%*	5 *8%* *28%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
4	**5** ***3%***	2 *2%* *35%*	3 *4%* *65%*	- - -	1 *5%* *27%*	1 *5%* *27%* H	1 *2%* *18%*	1 *4%* *27%* H	- - -	1 *3%* *17%*	2 *2%* *32%*	3 *4%* *51%*
3	**3** ***2%***	2 *2%* *55%*	1 *1%* *45%*	* *3%* *12%*	* *1%* *14%*	1 *2%* *21%*	1 *2%* *22%*	* *2%* *17%*	* *1%* *14%*	1 *2%* *20%*	2 *3%* *66%*	* *1%* *14%*
2	**2** ***1%***	1 *1%* *56%*	1 *1%* *44%*	- - -	* *1%* *23%*	* *1%* *17%*	* *1%* *17%*	1 *2%* *29%*	* *1%* *14%*	1 *3%* *47%* K	1 *1%* *53%*	- - -
1	**2** ***1%***	1 *2%* *49%*	1 *1%* *51%*	1 *5%* *28%*	- - -	* *1%* *12%*	1 *2%* *26%*	1 *2%* *22%*	* *1%* *11%*	1 *2%* *24%*	1 *1%* *48%*	1 *1%* *28%*
Don't know	**5** ***3%***	2 *2%* *35%*	3 *4%* *65%*	* *3%* *8%*	1 *3%* *16%*	1 *5%* *28%*	1 *2%* *16%*	* *1%* *5%*	1 *4%* *27%*	1 *2%* *13%*	3 *3%* *50%*	2 *3%* *37%*
Net: 10/9/8/7	**113** ***67%***	53 *68%* *47%*	60 *66%* *53%*	8 *62%* *7%*	20 *67%* *17%*	17 *64%* *15%*	25 *67%* *22%*	22 *71%* *19%*	21 *67%* *19%*	20 *70%* *18%*	53 *67%* *47%*	40 *66%* *35%*
Net: 10/9	**33** ***20%***	14 *18%* *42%*	19 *21%* *58%*	2 *18%* *7%*	5 *18%* *15%*	5 *19%* *15%*	6 *17%* *19%*	7 *24%* *22%*	7 *23%* *22%*	4 *14%* *13%*	13 *17%* *40%*	16 *26%* *47%* IJ

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 304

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
Net: 6/5/4	**43** ***26%***	20 *25%* *45%*	24 *26%* *55%*	4 *28%* *9%*	8 *27%* *19%*	7 *26%* *16%*	10 *26%* *22%*	7 *23%* *16%*	8 *25%* *18%*	6 *21%* *14%*	20 *25%* *46%*	17 *29%* *40%*
Net: 3/2/1	**7** ***4%***	4 *5%* *53%*	3 *4%* *47%*	1 *8%* *14%*	1 *3%* *11%*	1 *5%* *17%*	2 *4%* *22%*	2 *5%* *22%*	1 *3%* *13%*	2 *7%* *28%* K	4 *5%* *57%*	1 *2%* *15%*
Mean	**7.17**	7.13	7.21	6.86	7.23	7.06	7.06	7.25	7.40	6.88	7.09	7.42 I
Standard Deviation	**1.90**	1.89	1.92	2.13	1.86	1.96	1.88	2.02	1.79	1.96	1.90	1.87

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 304

Absolutes/col/row percents

9 Jul 2009

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

Base : All in sample A in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Total (Wtd)	**168**	168 *100%*	166 *99%*	2** *1%* **	20* *12%* *	145 *86%*	147 *87%*	98 *59%*	48 *29%*	53 *31%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
10	**18** ***11%***	18 *11%* *100%*	17 *10%* *97%*	1 *29%* *3%*	3 *14%* *15%*	15 *10%* *85%*	15 *10%* *85%*	11 *11%* *62%*	4 *8%* *22%*	5 *10%* *29%*
9	**16** ***9%***	16 *9%* *100%*	16 *9%* *100%*	- - -	1 *6%* *8%*	14 *10%* *90%*	14 *10%* *92%*	9 *10%* *61%*	5 *10%* *32%*	5 *9%* *32%*
8	**49** ***29%***	49 *29%* *100%*	49 *29%* *99%*	* *20%* *1%*	5 *22%* *9%*	44 *30%* *89%*	44 *30%* *89%*	28 *29%* *58%*	16 *32%* *32%*	17 *32%* *34%*
7	**30** ***18%***	30 *18%* *100%*	29 *18%* *98%*	1 *27%* *2%*	5 *25%* *17%* Z	24 *17%* *80%*	25 *17%* *83%*	18 *19%* *61%*	7 *14%* *22%*	7 *13%* *23%*
6	**21** ***13%***	21 *13%* *100%*	21 *13%* *99%*	* *13%* *1%*	4 *21%* *20%* W	17 *12%* *80%*	17 *11%* *80%*	11 *11%* *53%*	5 *11%* *26%*	6 *11%* *29%*
5	**17** ***10%***	17 *10%* *100%*	17 *10%* *100%*	- - -	1 *4%* *5%*	15 *11%* *90%*	16 *11%* *93%*	10 *10%* *57%*	6 *13%* *36%*	7 *12%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 304

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 100%	472 97%	10 2%	61 13%	420 86%	425 87%	282 58%	142 29%	155 32%
Effective Total	**441**	441	434	7	55	380	385	255	129	139
4	**5** **3%**	5 3% 100%	5 3% 95%	* 11% 5%	- - -	5 3% 100%	5 3% 100%	3 4% 70%	1 3% 30%	1 3% 30%
3	**3** **2%**	3 2% 100%	3 2% 100%	- - -	- - -	3 2% 100%	3 2% 100%	3 3% 86%	* 1% 14%	* 1% 14%
2	**2** **1%**	2 1% 100%	2 1% 100%	* * *	1 3% 33%	1 1% 67%	1 1% 67%	1 1% 51%	* 1% 16%	1 2% 53%
1	**2** **1%**	2 1% 100%	2 1% 100%	- - -	1 3% 25%	2 1% 75%	2 1% 75%	1 1% 25%	1 3% 51%	1 2% 51%
Don't know	**5** **3%**	5 3% 100%	5 3% 100%	- - -	* 1% 5%	5 3% 95%	5 3% 95%	3 3% 53%	2 4% 41%	2 4% 41%
Net: 10/9/8/7	**113** **67%**	113 67% 100%	111 67% 99%	2 76% 1%	14 67% 12%	97 67% 86%	98 67% 87%	67 68% 60%	31 64% 28%	34 64% 30%
Net: 10/9	**33** **20%**	33 20% 100%	33 20% 98%	1 29% 2%	4 19% 12%	29 20% 87%	30 20% 88%	21 21% 61%	9 19% 27%	10 19% 30%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 304

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
Net: 6/5/4	**43** ***26%***	43 *26%* *100%*	43 *26%* *99%*	1 *24%* *1%*	5 *25%* *12%*	37 *26%* *86%*	38 *26%* *87%*	24 *25%* *56%*	13 *27%* *30%*	14 *27%* *33%*
Net: 3/2/1	**7** ***4%***	7 *4%* *100%*	7 *4%* *100%*	* * *	1 *6%* *17%*	6 *4%* *83%*	6 *4%* *83%*	4 *4%* *57%*	2 *4%* *27%*	3 *5%* *36%*
Mean	**7.17**	7.17	7.17	7.59	7.12	7.18	7.18	7.22	7.10	7.09
Standard Deviation	**1.90**	1.90	1.90	2.60	2.03	1.89	1.89	1.87	1.96	2.03

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 305

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**13** ***8%***	4 *5%* *28%*	10 *10%* *72%* A	- - -	2 *6%* *17%*	3 *11%* *24%*	1 *4%* *11%*	3 *11%* *24%*	3 *10%* *24%*	2 *9%* *16%*	6 *6%* *42%*	6 *9%* *42%*
9	**14** ***8%***	5 *6%* *32%*	10 *10%* *68%*	* *3%* *3%*	2 *5%* *13%*	2 *6%* *12%*	4 *12%* *26%*	4 *14%* *28%* D	3 *8%* *18%*	1 *4%* *8%*	7 *8%* *50%*	6 *10%* *42%*
8	**42** ***24%***	19 *25%* *46%*	22 *23%* *54%*	4 *28%* *9%*	6 *17%* *15%*	7 *23%* *16%*	8 *24%* *19%*	7 *25%* *17%*	10 *31%* *24%* D	5 *20%* *12%*	22 *25%* *51%*	16 *25%* *37%*
7	**31** ***18%***	10 *14%* *34%*	20 *21%* *66%*	3 *21%* *9%*	7 *20%* *23%*	6 *20%* *20%*	6 *17%* *18%*	5 *16%* *15%*	5 *14%* *15%*	5 *21%* *17%*	15 *17%* *48%*	11 *17%* *35%*
6	**25** ***15%***	13 *17%* *51%*	12 *13%* *49%*	2 *13%* *7%*	7 *19%* *27%*	6 *21%* *24%* G	4 *13%* *17%*	3 *9%* *10%*	4 *11%* *14%*	3 *14%* *14%*	14 *16%* *55%*	8 *13%* *32%*
5	**29** ***16%***	14 *19%* *50%*	14 *15%* *50%*	3 *24%* *12%*	6 *18%* *23%*	4 *13%* *13%*	6 *18%* *21%*	4 *15%* *15%*	5 *14%* *16%*	5 *20%* *17%*	14 *16%* *48%*	10 *16%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 305

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**6** ***3%***	3 *4%* *51%*	3 *3%* *49%*	* *3%* *7%*	1 *3%* *20%*	* *1%* *5%*	1 *4%* *19%*	2 *5%* *25%*	1 *5%* *24%*	1 *6%* *24%*	3 *3%* *48%*	2 *3%* *28%*
3	**5** ***3%***	2 *2%* *37%*	3 *3%* *63%*	- - -	3 *8%* *64%* FG H	1 *2%* *14%*	* *1%* *7%*	* *1%* *6%*	* *1%* *8%*	1 *6%* *31%*	2 *2%* *47%*	1 *2%* *22%*
2	**3** ***2%***	1 *1%* *32%*	2 *2%* *68%*	* *3%* *13%*	1 *3%* *38%*	- - -	1 *4%* *41%*	* *1%* *9%*	- - -	* *1%* *10%*	3 *3%* *90%* K	- - -
1	**4** ***2%***	4 *5%* *86%* B	1 *1%* *14%*	1 *5%* *15%*	- - -	1 *3%* *20%*	1 *3%* *22%*	1 *3%* *23%*	1 *2%* *19%*	- - -	2 *2%* *43%*	2 *4%* *57%*
Don't know	**2** ***1%***	1 *2%* *81%*	* * *19%*	- - -	- - -	* *1%* *19%*	- - -	* *1%* *15%*	1 *3%* *66%*	- - -	1 *1%* *46%*	1 *1%* *54%*
Net: 10/9/8/7	**100** ***58%***	38 *50%* *38%*	62 *64%* *62%* A	7 *52%* *7%*	17 *48%* *17%*	18 *59%* *18%*	19 *57%* *19%*	19 *65%* *19%* D	21 *63%* *20%*	13 *53%* *13%*	49 *56%* *49%*	38 *61%* *38%*
Net: 10/9	**28** ***16%***	8 *11%* *30%*	19 *20%* *70%* A	* *3%* *1%*	4 *11%* *15%*	5 *17%* *18%*	5 *16%* *19%*	7 *25%* *26%* D	6 *18%* *21%*	3 *13%* *12%*	13 *15%* *46%*	12 *19%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 305

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**60** ***35%***	31 *40%* *51%* B	30 *30%* *49%*	6 *41%* *9%*	15 *40%* *24%*	10 *34%* *17%*	11 *35%* *19%*	8 *29%* *14%*	10 *30%* *16%*	10 *40%* *16%*	31 *35%* *51%*	20 *32%* *33%*
Net: 3/2/1	**12** ***7%***	6 *8%* *53%*	6 *6%* *47%*	1 *8%* *9%*	4 *12%* *35%*	2 *5%* *13%*	3 *8%* *21%*	2 *5%* *13%*	1 *4%* *10%*	2 *7%* *15%*	7 *8%* *57%*	3 *6%* *29%*
Mean	**6.71**	6.40	6.95 A	6.20	6.31	6.91	6.59	7.02 D	7.04 D	6.53	6.64	6.88
Standard Deviation	**2.03**	2.10	1.95	1.96	1.98	1.95	2.10	2.18	1.99	1.95	2.04	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 305

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales	White	Other	Terrestrial TV only	Digital TV	Multi-channel TV	Cable/ Satellite	Freeview Only	Freeview /Freesat Only
		(P)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**13** ***8%***	13 *8%* *100%*	13 *8%* *100%*	- - -	1 *5%* *10%*	12 *8%* *90%*	12 *8%* *90%*	7 *7%* *52%*	5 *12%* *38%*	5 *11%* *40%*
9	**14** ***8%***	14 *8%* *100%*	14 *8%* *100%*	- - -	3 *11%* *21%*	11 *8%* *79%*	11 *8%* *79%*	9 *8%* *61%*	3 *6%* *18%*	3 *6%* *21%*
8	**42** ***24%***	42 *24%* *100%*	42 *24%* *100%*	- - -	7 *24%* *16%*	35 *24%* *83%*	35 *24%* *83%*	26 *25%* *63%*	9 *20%* *20%*	10 *20%* *23%*
7	**31** ***18%***	31 *18%* *100%*	30 *18%* *99%*	* *29%* *1%*	4 *15%* *14%*	26 *18%* *84%*	26 *18%* *86%*	18 *18%* *60%*	8 *20%* *27%*	9 *19%* *30%*
6	**25** ***15%***	25 *15%* *100%*	25 *15%* *99%*	* *26%* *1%*	5 *17%* *18%*	20 *14%* *78%*	21 *14%* *82%*	15 *14%* *58%*	6 *14%* *23%*	7 *15%* *28%*
5	**29** ***16%***	29 *16%* *100%*	28 *16%* *99%*	* *29%* *1%*	5 *17%* *17%*	24 *17%* *83%*	24 *16%* *83%*	17 *16%* *60%*	7 *16%* *24%*	8 *17%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 305

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 100%	485 99%	4 1%	81 16%	404 82%	409 83%	295 60%	114 23%	130 26%
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**6** **3%** 100%	6 3% 100%	6 4% 100%	- - -	2 6% 27%	4 3% 73%	4 3% 73%	3 3% 48%	2 4% 25%	2 3% 25%
3	**5** **3%** 100%	5 3% 100%	5 3% 100%	- - -	1 3% 17%	4 3% 83%	4 3% 83%	3 3% 64%	1 2% 19%	1 3% 27%
2	**3** **2%** 100%	3 2% 100%	3 2% 100%	- - -	- - -	3 2% 100%	3 2% 100%	2 2% 58%	1 3% 42%	1 3% 42%
1	**4** **2%** 100%	4 2% 100%	4 2% 100%	- - -	1 3% 20%	3 2% 80%	3 2% 80%	3 3% 70%	* 1% 10%	1 2% 19%
Don't know	**2** **1%** 100%	2 1% 100%	1 1% 87%	* 16% 13%	* 1% 13%	1 1% 87%	1 1% 87%	1 1% 59%	* 1% 28%	* 1% 28%
Net: 10/9/8/7	**100** **58%** 100%	100 58% 100%	100 58% 100%	* 29% *	15 54% 15%	84 58% 84%	85 58% 84%	60 58% 60%	24 58% 24%	27 57% 27%
Net: 10/9	**28** **16%** 100%	28 16% 100%	28 16% 100%	- - -	4 15% 16%	23 16% 84%	23 16% 84%	16 15% 57%	8 18% 27%	8 17% 30%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 305

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**60** ***35%***	60 *35%* *100%*	59 *34%* *99%*	1 *55%* *1%*	11 *39%* *18%*	48 *33%* *80%*	49 *34%* *82%*	35 *34%* *58%*	14 *34%* *24%*	17 *35%* *28%*
Net: 3/2/1	**12** ***7%***	12 *7%* *100%*	12 *7%* *100%*	- - -	2 *6%* *14%*	10 *7%* *86%*	10 *7%* *86%*	8 *7%* *64%*	3 *6%* *22%*	3 *7%* *28%*
Mean	**6.71**	6.71	6.71	6.01	6.62	6.73	6.72	6.69	6.81	6.73
Standard Deviation	**2.03**	2.03	2.03	-	2.01	2.05	2.04	2.04	2.06	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 306

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**19** ***11%***	6 *8%* *33%*	13 *13%* *67%*	- - -	4 *11%* *22%*	4 *12%* *18%*	4 *11%* *18%*	4 *15%* *22%*	4 *11%* *19%*	2 *10%* *13%*	9 *10%* *47%*	8 *12%* *40%*
9	**19** ***11%***	7 *9%* *36%*	12 *13%* *64%*	1 *6%* *4%*	4 *10%* *19%*	4 *13%* *20%*	4 *13%* *21%*	4 *15%* *23%*	3 *8%* *14%*	2 *6%* *8%*	10 *12%* *53%*	8 *12%* *39%*
8	**49** ***28%***	21 *27%* *42%*	28 *29%* *58%*	4 *32%* *9%*	10 *28%* *21%*	8 *28%* *17%*	7 *20%* *14%*	8 *28%* *16%*	12 *36%* *24%* F	6 *25%* *13%*	23 *26%* *46%*	20 *33%* *41%*
7	**30** ***17%***	14 *18%* *45%*	17 *17%* *55%*	4 *32%* *15%*	6 *18%* *21%*	6 *20%* *20%*	6 *17%* *18%*	3 *11%* *10%*	5 *14%* *15%*	5 *18%* *15%*	18 *20%* *59%*	8 *12%* *26%*
6	**22** ***13%***	11 *14%* *49%*	11 *11%* *51%*	2 *15%* *9%*	4 *11%* *17%*	3 *11%* *15%*	5 *17%* *25%*	3 *9%* *12%*	5 *15%* *22%*	4 *15%* *16%*	10 *11%* *45%*	9 *14%* *39%*
5	**21** ***12%***	10 *14%* *49%*	11 *11%* *51%*	2 *11%* *7%*	6 *15%* *26%*	3 *10%* *14%*	5 *16%* *25%*	3 *11%* *15%*	3 *9%* *13%*	5 *20%* *23%* K	11 *13%* *51%*	5 *9%* *26%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**5** ***3%***	3 *4%* *60%*	2 *2%* *40%*	- - -	1 *2%* *17%*	1 *2%* *15%*	1 *3%* *19%*	1 *3%* *22%*	1 *4%* *27%*	1 *3%* *16%*	2 *2%* *45%*	2 *3%* *39%*
3	**2** ***1%***	1 *1%* *41%*	1 *1%* *59%*	- - -	1 *3%* *59%*	* *1%* *15%*	* * *	1 *2%* *26%*	- - -	1 *3%* *36%* K	1 *2%* *64%*	- - -
2	**1** *	1 *1%* *100%*	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *1%* *100%*
1	**2** ***1%***	2 *2%* *71%*	1 *1%* *29%*	1 *5%* *27%*	- - -	- - -	* *1%* *14%*	1 *5%* *59%* DEH	- - -	- - -	1 *1%* *37%*	1 *2%* *63%*
Don't know	**3** ***2%***	2 *3%* *60%*	1 *1%* *40%*	- - -	* *1%* *12%*	* *1%* *9%*	1 *3%* *29%*	1 *2%* *16%*	1 *3%* *34%*	- - -	2 *3%* *72%*	1 *1%* *28%*
Net: 10/9/8/7	**118** ***68%***	47 *62%* *40%*	70 *72%* *60%* A	10 *69%* *8%*	24 *67%* *21%*	22 *73%* *18%*	20 *61%* *17%*	20 *68%* *17%*	23 *69%* *19%*	15 *59%* *13%*	60 *69%* *51%*	43 *70%* *37%*
Net: 10/9	**39** ***22%***	13 *17%* *34%*	25 *26%* *66%* A	1 *6%* *2%*	8 *21%* *20%*	7 *25%* *19%*	8 *23%* *20%*	9 *30%* *22%*	6 *20%* *17%*	4 *16%* *10%*	19 *22%* *50%*	15 *25%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 306

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**48** ***28%***	24 *31%* *50%*	24 *25%* *50%*	4 *26%* *7%*	10 *28%* *21%*	7 *24%* *15%*	12 *36%* *24%*	7 *24%* *14%*	9 *27%* *18%*	9 *38%* *19%*	23 *26%* *48%*	16 *26%* *33%*
Net: 3/2/1	**5** ***3%***	3 *4%* *62%*	2 *2%* *38%*	1 *5%* *13%*	1 *3%* *25%*	1 *3%* *17%*	* *1%* *7%*	2 *7%* *39%* FH	- - -	1 *3%* *15%*	2 *3%* *44%*	2 *3%* *41%*
Mean	**7.24**	6.96	7.46 A	6.78	7.22	7.38	7.15	7.24	7.44	6.91	7.26	7.36
Standard Deviation	**1.83**	1.92	1.74	1.73	1.80	1.78	1.81	2.30	1.59	1.79	1.78	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 306

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**19** ***11%***	19 *11%* *100%*	19 *11%* *100%*	- - -	2 *8%* *12%*	17 *12%* *88%*	17 *12%* *88%*	11 *11%* *59%*	6 *13%* *29%*	6 *12%* *31%*
9	**19** ***11%***	19 *11%* *100%*	19 *11%* *100%*	- - -	3 *10%* *15%*	16 *11%* *83%*	16 *11%* *85%*	13 *13%* *69%*	3 *7%* *16%*	4 *7%* *18%*
8	**49** ***28%***	49 *28%* *100%*	49 *28%* *100%*	- - -	7 *26%* *15%*	41 *28%* *83%*	41 *28%* *84%*	28 *27%* *58%*	13 *32%* *27%*	14 *30%* *29%*
7	**30** ***17%***	30 *17%* *100%*	29 *17%* *96%*	1 *84%* *4%*	6 *20%* *19%*	24 *17%* *79%*	24 *17%* *81%*	19 *18%* *63%*	5 *13%* *17%*	8 *16%* *25%*
6	**22** ***13%***	22 *13%* *100%*	22 *13%* *100%*	- - -	5 *19%* *24%*	17 *12%* *76%*	17 *11%* *76%*	11 *11%* *51%*	5 *13%* *24%*	6 *14%* *29%*
5	**21** ***12%***	21 *12%* *100%*	21 *12%* *100%*	- - -	3 *9%* *12%*	19 *13%* *88%*	19 *13%* *88%*	13 *12%* *59%*	6 *15%* *29%*	7 *14%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 306

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**5** ***3%***	5 *3%* *100%*	5 *3%* *100%*	- - -	- - -	5 *3%* *100%*	5 *3%* *100%*	3 *3%* *74%*	1 *3%* *26%*	1 *2%* *26%*
3	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	1 *3%* *41%*	1 *1%* *59%*	1 *1%* *59%*	1 *1%* *33%*	1 *1%* *26%*	1 *1%* *26%*
2	**1** *	1 * *100%*	1 * *100%*	- - -	1 *2%* *100%* VWX	- - -	- - -	- - -	- - -	- - -
1	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	* *1%* *14%*	2 *1%* *86%*	2 *1%* *86%*	2 *2%* *86%*	- - -	- - -
Don't know	**3** ***2%***	3 *2%* *100%*	3 *2%* *94%*	* *16%* *6%*	* *1%* *6%*	3 *2%* *94%*	3 *2%* *94%*	2 *2%* *57%*	1 *3%* *36%*	1 *3%* *46%*
Net: 10/9/8/7	**118** ***68%***	118 *68%* *100%*	117 *68%* *99%*	1 *84%* *1%*	18 *65%* *16%*	97 *68%* *83%*	99 *68%* *84%*	72 *69%* *61%*	27 *65%* *23%*	31 *66%* *27%*
Net: 10/9	**39** ***22%***	39 *22%* *100%*	39 *22%* *100%*	- - -	5 *18%* *14%*	33 *23%* *85%*	33 *23%* *86%*	25 *24%* *64%*	9 *21%* *23%*	9 *20%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 306

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**48** ***28%***	48 *28%* *100%*	48 *28%* *100%*	- - -	8 *28%* *17%*	40 *28%* *83%*	40 *28%* *83%*	27 *26%* *57%*	13 *31%* *26%*	14 *30%* *30%*
Net: 3/2/1	**5** ***3%***	5 *3%* *100%*	5 *3%* *100%*	- - -	2 *6%* *34%*	3 *2%* *66%*	3 *2%* *66%*	3 *3%* *55%*	1 *1%* *11%*	1 *1%* *11%*
Mean	**7.24**	7.24	7.25	7.00	7.05	7.27	7.28	7.27	7.31	7.30
Standard Deviation	**1.83**	1.83	1.84	-	1.87	1.84	1.83	1.87	1.75	1.69

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 307

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in Wales

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	357	596	222	97	201	84	53	975	488	491	491
Total (Wtd)	257	120	208	81	32	73	31	18	341	168	174	174
Effective Total	677	326	541	202	89	184	75	47	890	441	453	453
10	10 *4%*	5 *4%*	11 *5%*	4 *5%*	1 *3%*	2 *3%*	2 *8%*	1 *6%*	12 *4%*	18 *11%*	13 *8%*	19 *11%*
9	17 *7%*	7 *5%*	11 *5%*	7 *8%*	2 *6%*	3 *4%*	1 *4%*	1 *7%*	24 *7%*	16 *9%*	14 *8%*	19 *11%*
8	67 *26%*	27 *23%*	41 *19%*	15 *19%*	6 *19%*	7 *9%*	5 *15%*	3 *14%*	78 *23%*	49 *29%*	42 *24%*	49 *28%*
7	59 *23%*	31 *26%*	48 *23%*	19 *23%*	5 *16%*	16 *22%*	7 *23%*	3 *19%*	83 *24%*	30 *18%*	31 *18%*	30 *17%*
6	44 *17%*	18 *15%*	35 *17%*	12 *15%*	6 *17%*	12 *16%*	4 *14%*	3 *16%*	53 *15%*	21 *13%*	25 *15%*	22 *13%*
5	23 *9%*	14 *12%*	27 *13%*	12 *15%*	3 *11%*	12 *17%*	4 *13%*	2 *9%*	46 *13%*	17 *10%*	29 *16%*	21 *12%*
4	12 *5%*	5 *4%*	15 *7%*	4 *5%*	3 *10%*	6 *9%*	3 *9%*	1 *5%*	14 *4%*	5 *3%*	6 *3%*	5 *3%*
3	5 *2%*	4 *3%*	3 *2%*	2 *3%*	1 *4%*	3 *4%*	1 *2%*	1 *5%*	6 *2%*	3 *2%*	5 *3%*	2 *1%*
2	4 *1%*	1 *1%*	2 *1%*	1 *1%*	1 *4%*	* *1%*	1 *2%*	- -	3 *1%*	2 *1%*	3 *2%*	1 *
1	2 *1%*	* *	2 *1%*	1 *1%*	1 *2%*	2 *3%*	* *1%*	1 *4%*	3 *1%*	2 *1%*	4 *2%*	2 *1%*
Don't know	14 *6%*	7 *6%*	14 *7%*	5 *7%*	3 *8%*	10 *13%*	3 *9%*	3 *15%*	18 *5%*	5 *3%*	2 *1%*	3 *2%*
Net: 10/9/8/7	153 *60%*	70 *59%*	110 *53%*	45 *56%*	14 *44%*	28 *38%*	16 *49%*	8 *46%*	198 *58%*	113 *67%*	100 *58%*	118 *68%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 307

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in Wales

	Q6b(c) - Summary											
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	357	596	222	97	201	84	53	975	488	491	491
Effective Total	677	326	541	202	89	184	75	47	890	441	453	453
Net: 10/9	27 *11%*	12 *10%*	22 *10%*	11 *14%*	3 *9%*	6 *8%*	4 *12%*	2 *14%*	36 *11%*	33 *20%*	28 *16%*	39 *22%*
Net: 6/5/4	79 *31%*	37 *31%*	77 *37%*	27 *34%*	12 *38%*	30 *41%*	11 *36%*	5 *30%*	112 *33%*	43 *26%*	60 *35%*	48 *28%*
Net: 3/2/1	10 *4%*	5 *4%*	7 *3%*	3 *4%*	3 *10%*	6 *8%*	2 *5%*	2 *9%*	12 *4%*	7 *4%*	12 *7%*	5 *3%*
Mean	6.82	6.75	6.63	6.73	6.17	6.03	6.48	6.47	6.75	7.17	6.71	7.24
Standard Deviation	1.69	1.67	1.75	1.79	2.11	1.93	2.00	2.22	1.69	1.90	2.03	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 308

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Total (Wtd)	**138**	66 *48%*	72 *52%*	18* *13%* *	33 *24%*	21 *16%*	28 *21%*	19 *14%*	17* *12%* *	26 *19%*	74 *54%*	38 *27%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
10	**7** ***5%***	3 *5%* *44%*	4 *6%* *56%*	2 *11%* *27%* DE	1 *3%* *15%*	* *2%* *7%*	2 *5%* *21%*	1 *6%* *16%*	1 *6%* *15%*	1 *2%* *7%*	3 *5%* *48%*	3 *9%* *45%* I
9	**11** ***8%***	5 *7%* *45%*	6 *8%* *55%*	2 *11%* *18%* E	3 *9%* *29%* E	1 *2%* *5%*	2 *8%* *20%*	2 *9%* *17%* E	1 *7%* *11%*	2 *9%* *23%*	6 *8%* *54%*	2 *7%* *23%*
8	**37** ***27%***	20 *30%* *52%*	18 *25%* *48%*	3 *19%* *9%*	9 *27%* *24%*	6 *29%* *16%*	8 *26%* *20%*	7 *35%* *18%* C	4 *26%* *12%*	8 *29%* *20%*	19 *26%* *52%*	10 *28%* *28%*
7	**29** ***21%***	15 *23%* *52%*	14 *20%* *48%*	4 *21%* *13%*	9 *26%* *30%*	5 *24%* *17%*	6 *20%* *19%*	3 *16%* *10%*	3 *17%* *10%*	7 *26%* *23%*	16 *21%* *54%*	7 *18%* *23%*
6	**23** ***17%***	9 *13%* *39%*	14 *19%* *61%* A	4 *22%* *17%*	5 *16%* *24%*	4 *19%* *17%*	5 *16%* *20%*	2 *12%* *10%*	3 *16%* *12%*	4 *17%* *20%*	13 *18%* *58%*	5 *13%* *22%*
5	**14** ***10%***	7 *11%* *54%*	6 *9%* *46%*	1 *8%* *11%*	3 *9%* *23%*	3 *13%* *21%*	3 *11%* *23%*	1 *7%* *9%*	2 *11%* *13%*	2 *8%* *16%*	8 *10%* *56%*	4 *10%* *28%*

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
4	**5** ***4%***	3 *4%* *48%*	3 *4%* *52%*	* *3%* *9%*	1 *2%* *12%*	1 *2%* *10%*	1 *5%* *26%*	1 *7%* *25%*	1 *5%* *17%*	1 *4%* *20%*	2 *3%* *43%*	2 *5%* *38%*
3	**1** ***1%***	1 *1%* *55%*	1 *1%* *45%*	* *3%* *32%*	* *1%* *17%*	* *1%* *12%*	1 *2%* *39%*	* * *	- - -	- - -	1 *2%* *100%*	* * *
2	**1** ***1%***	1 *1%* *44%*	1 *1%* *56%*	- - -	* *1%* *30%*	- - -	- - -	1 *3%* *56%* F	* *1%* *14%*	* *1%* *14%*	* * *14%*	1 *2%* *72%* J
1	**1** ***1%***	1 *1%* *61%*	* *1%* *39%*	* *2%* *42%*	- - -	* *2%* *39%*	* *1%* *19%*	- - -	- - -	- - -	1 *1%* *58%*	* *1%* *42%*
Don't know	**8** ***6%***	3 *4%* *35%*	5 *7%* *65%*	* *2%* *5%*	2 *5%* *19%*	1 *6%* *16%*	2 *6%* *22%*	1 *6%* *14%*	2 *11%* *23%* C	1 *4%* *13%*	4 *6%* *56%*	2 *7%* *31%*
Net: 10/9/8/7	**85** ***61%***	43 *65%* *50%*	42 *58%* *50%*	11 *61%* *13%*	22 *66%* *26%*	12 *57%* *14%*	17 *59%* *20%*	13 *66%* *15%*	10 *57%* *11%*	17 *66%* *20%*	44 *60%* *52%*	23 *61%* *27%*
Net: 10/9	**18** ***13%***	8 *12%* *45%*	10 *14%* *55%*	4 *21%* *22%* E	4 *12%* *23%* E	1 *5%* *6%*	4 *13%* *20%* E	3 *15%* *16%* E	2 *13%* *13%* E	3 *11%* *17%*	9 *12%* *51%*	6 *15%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 308

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
Net: 6/5/4	**42** ***30%***	19 *28%* *45%*	23 *32%* *55%*	6 *32%* *14%*	9 *28%* *22%*	7 *34%* *18%*	9 *32%* *22%*	5 *25%* *12%*	5 *32%* *13%*	8 *29%* *18%*	23 *31%* *56%*	11 *29%* *26%*
Net: 3/2/1	**4** ***3%***	2 *3%* *53%*	2 *2%* *47%*	1 *5%* *24%*	1 *2%* *17%*	1 *3%* *15%*	1 *3%* *21%*	1 *3%* *19%*	* *1%* *5%*	* *1%* *5%*	2 *3%* *60%*	1 *3%* *35%*
Mean	**6.98**	6.98	6.99	7.04	7.07	6.73	6.93	7.09	7.01	7.05	6.94	7.00
Standard Deviation	**1.66**	1.68	1.67	1.95	1.49	1.57	1.70	1.87	1.70	1.42	1.64	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 308

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Total (Wtd)	**138**	138 *100%*	136 *99%*	1** *1%* **	26 *19%*	110 *80%*	112 *81%*	77 *56%*	35 *25%*	39 *28%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
10	**7** ***5%***	7 *5%* *100%*	7 *5%* *97%*	* *15%* *3%*	1 *4%* *16%*	6 *6%* *84%*	6 *6%* *84%*	5 *6%* *62%*	2 *5%* *22%*	2 *5%* *25%*
9	**11** ***8%***	11 *8%* *100%*	11 *8%* *100%*	* * *	2 *7%* *17%*	8 *8%* *80%*	9 *8%* *83%*	6 *8%* *57%*	3 *8%* *26%*	3 *7%* *26%*
8	**37** ***27%***	37 *27%* *100%*	37 *27%* *100%*	* *11%* *	8 *30%* *21%*	29 *27%* *78%*	29 *26%* *79%*	20 *26%* *54%*	9 *27%* *25%*	10 *26%* *27%*
7	**29** ***21%***	29 *21%* *100%*	29 *21%* *98%*	* *36%* *2%*	4 *15%* *13%*	25 *23%* *86%*	26 *23%* *87%*	17 *22%* *58%*	8 *24%* *28%*	9 *24%* *32%* U
6	**23** ***17%***	23 *17%* *100%*	23 *17%* *100%*	- - -	5 *21%* *24%*	17 *15%* *75%*	17 *16%* *76%*	12 *16%* *54%*	5 *15%* *23%*	5 *14%* *24%*
5	**14** ***10%***	14 *10%* *100%*	14 *10%* *100%*	- - -	2 *6%* *12%*	12 *11%* *88%*	12 *11%* *88%*	8 *10%* *56%*	4 *12%* *32%*	5 *14%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 308

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
4	**5** ***4%***	5 *4%* *100%*	5 *4%* *96%*	* *14%* *4%*	2 *6%* *32%*	3 *3%* *63%*	4 *3%* *68%*	2 *3%* *48%*	1 *3%* *20%*	1 *4%* *26%*
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *76%*	* *1%* *24%*	* *1%* *24%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *3%* *65%* VWX	* * *35%*	* * *35%*	* * *21%*	* * *14%*	* * *14%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *80%*	* *1%* *20%*	* * *20%*
Don't know	**8** ***6%***	8 *6%* *100%*	8 *6%* *96%*	* *24%* *4%*	2 *7%* *24%*	6 *5%* *74%*	6 *5%* *76%*	4 *6%* *55%*	2 *5%* *21%*	2 *4%* *21%*
Net: 10/9/8/7	**85** ***61%***	85 *61%* *100%*	84 *61%* *99%*	1 *62%* *1%*	15 *56%* *17%*	69 *63%* *82%*	70 *63%* *83%*	48 *62%* *56%*	22 *63%* *26%*	24 *62%* *28%*
Net: 10/9	**18** ***13%***	18 *13%* *100%*	18 *13%* *99%*	* *15%* *1%*	3 *11%* *17%*	15 *13%* *82%*	15 *13%* *83%*	11 *14%* *59%*	4 *12%* *24%*	5 *12%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 308

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
Net: 6/5/4	**42** ***30%***	42 *30%* *100%*	41 *30%* *100%*	* *14%* *	9 *33%* *21%*	32 *29%* *78%*	33 *29%* *79%*	22 *29%* *54%*	11 *30%* *25%*	12 *32%* *29%*
Net: 3/2/1	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	1 *3%* *22%*	3 *3%* *78%*	3 *2%* *78%*	2 *3%* *58%*	1 *2%* *20%*	1 *2%* *20%*
Mean	**6.98**	6.98	6.98	7.17	6.89	7.01	7.00	7.01	6.98	6.93
Standard Deviation	**1.66**	1.66	1.66	-	1.76	1.65	1.65	1.68	1.61	1.61

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 309

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Total (Wtd)	**57**	34 *59%*	23 *41%*	7** *12%* **	9* *16%* *	7* *13%* *	14* *25%* *	9* *16%* *	10* *18%* *	12* *21%* *	29 *51%*	16* *27%* *
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
10	**2** ***4%***	1 *4%* *58%*	1 *4%* *42%*	1 *12%* *34%*	- - -	- - -	1 *6%* *35%*	* *3%* *13%*	* *4%* *17%*	* *2%* *9%*	1 *4%* *52%*	1 *6%* *39%*
9	**5** ***9%***	3 *10%* *62%*	2 *9%* *38%*	* *7%* *9%*	1 *10%* *17%*	* *6%* *8%*	1 *9%* *25%*	1 *11%* *19%*	1 *12%* *22%*	1 *8%* *18%*	3 *10%* *55%*	1 *9%* *27%*
8	**15** ***27%***	9 *28%* *61%*	6 *25%* *39%*	1 *10%* *4%*	4 *43%* *26%* EH	1 *17%* *8%*	5 *31%* *29%*	3 *35%* *22%* H	2 *17%* *11%*	4 *30%* *24%*	7 *24%* *46%*	5 *30%* *30%*
7	**12** ***22%***	7 *22%* *59%*	5 *22%* *41%*	1 *18%* *10%*	2 *24%* *18%*	4 *49%* *29%* DF GH	2 *14%* *16%*	2 *19%* *15%*	2 *16%* *13%*	2 *18%* *18%*	7 *24%* *56%*	3 *20%* *26%*
6	**8** ***14%***	4 *12%* *50%*	4 *17%* *50%*	1 *21%* *18%*	1 *10%* *12%*	1 *16%* *14%*	2 *13%* *24%*	1 *14%* *17%*	1 *12%* *15%*	3 *22%* *34%* K	4 *15%* *53%*	1 *6%* *13%*
5	**5** ***9%***	3 *9%* *64%*	2 *8%* *36%*	* *7%* *9%*	1 *8%* *14%*	* *5%* *8%*	2 *14%* *40%*	* *3%* *6%*	1 *11%* *22%*	1 *9%* *23%*	3 *10%* *56%*	1 *7%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 309

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
4	**3** ***5%***	1 *4%* *43%*	2 *7%* *57%*	1 *16%* *38%*	- - -	* *3%* *7%*	* *3%* *13%*	* *5%* *16%*	1 *7%* *26%*	1 *6%* *26%*	1 *5%* *52%*	1 *4%* *22%*
3	**2** ***3%***	1 *3%* *71%*	* *2%* *29%*	1 *10%* *43%*	- - -	- - -	1 *4%* *32%*	* *3%* *15%*	* *2%* *10%*	* *2%* *12%*	1 *3%* *53%*	1 *4%* *35%*
2	**1** ***1%***	1 *2%* *78%*	* *1%* *22%*	- - -	* *4%* *43%*	* *3%* *22%*	* *2%* *36%*	- - -	- - -	- - -	* *1%* *22%*	1 *4%* *78%*
1	* *	- - -	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -	* *3%* *100%*	- - -	- - -	* *2%* *100%*
Don't know	**3** ***5%***	2 *6%* *67%*	1 *4%* *33%*	- - -	- - -	* *3%* *6%*	1 *4%* *19%*	1 *6%* *17%*	2 *18%* *58%* DEF	* *3%* *11%*	2 *5%* *49%*	1 *8%* *40%*
Net: 10/9/8/7	**35** ***62%***	21 *64%* *60%*	14 *60%* *40%*	3 *47%* *9%*	7 *78%* *20%* H	5 *71%* *15%* H	9 *60%* *24%*	6 *69%* *18%* H	5 *48%* *14%*	7 *58%* *20%*	18 *62%* *51%*	10 *65%* *29%*
Net: 10/9	**8** ***14%***	5 *14%* *61%*	3 *13%* *39%*	1 *19%* *17%*	1 *10%* *12%*	* *6%* *5%*	2 *15%* *28%*	1 *14%* *17%*	2 *16%* *20%*	1 *10%* *15%*	4 *14%* *54%*	2 *15%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 309

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
Net: 6/5/4	**16** ***28%***	8 *25%* *53%*	7 *32%* *47%*	3 *43%* *19%*	2 *18%* *10%*	2 *24%* *11%*	4 *30%* *27%*	2 *23%* *13%*	3 *30%* *19%*	5 *38%* *29%* K	9 *29%* *54%*	3 *17%* *17%*
Net: 3/2/1	**3** ***5%***	2 *5%* *67%*	1 *4%* *33%*	1 *10%* *25%*	* *4%* *13%*	* *3%* *7%*	1 *6%* *30%*	* *3%* *9%*	* *4%* *16%*	* *2%* *7%*	1 *4%* *38%*	1 *9%* *54%*
Mean	**6.90**	6.94	6.83	6.38	7.18	6.80	6.93	7.22	6.69	6.85	6.92	6.88
Standard Deviation	**1.78**	1.79	1.81	2.31	1.58	1.39	1.91	1.62	2.13	1.56	1.70	2.19

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 309

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Total (Wtd)	**57**	57 *100%*	56 *99%*	1** *1%* **	10* *18%* *	46 *81%*	47 *82%*	29 *50%*	18* *32%* *	20* *35%* *
Effective Total	**258**	258	255	3	44	208	214	130	83	90
10	**2** ***4%***	2 *4%* *100%*	2 *4%* *84%*	* *48%* *16%*	* *3%* *13%*	2 *5%* *87%* YZ	2 *4%* *87%* Z	2 *7%* *87%* YZ	- - -	- - -
9	**5** ***9%***	5 *9%* *100%*	5 *9%* *100%*	- - -	1 *10%* *20%*	4 *9%* *80%*	4 *9%* *80%*	3 *9%* *51%*	2 *9%* *30%*	2 *8%* *30%*
8	**15** ***27%***	15 *27%* *100%*	15 *27%* *99%*	* *19%* *1%*	3 *32%* *21%*	12 *26%* *78%*	12 *26%* *79%*	8 *28%* *52%*	4 *22%* *27%*	4 *22%* *28%*
7	**12** ***22%***	12 *22%* *100%*	12 *22%* *98%*	* *33%* *2%*	1 *10%* *8%*	11 *24%* *90%* U	11 *24%* *92%* U	6 *20%* *47%*	6 *30%* *45%* U	6 *29%* *46%* U
6	**8** ***14%***	8 *14%* *100%*	8 *14%* *100%*	- - -	2 *16%* *20%*	6 *13%* *73%*	6 *14%* *80%*	4 *14%* *51%*	2 *13%* *29%*	2 *12%* *29%*
5	**5** ***9%***	5 *9%* *100%*	5 *9%* *100%*	- - -	1 *7%* *15%*	4 *9%* *85%*	4 *9%* *85%*	2 *9%* *49%*	2 *10%* *36%*	2 *11%* *43%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 309

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Effective Total	**258**	258	255	3	44	208	214	130	83	90
4	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	1 *5%* *18%*	2 *5%* *82%*	2 *5%* *82%*	1 *5%* *46%*	1 *6%* *36%*	1 *7%* *49%*
3	**2** ***3%***	2 *3%* *100%*	2 *3%* *100%*	- - -	* *2%* *14%*	1 *3%* *86%*	1 *3%* *86%*	1 *4%* *71%*	* *1%* *15%*	1 *3%* *35%*
2	**1** ***1%***	1 *1%* *100%*	1 *2%* *100%*	- - -	* *4%* *43%*	* *1%* *57%*	* *1%* *57%*	* *1%* *36%*	* *1%* *22%*	* *1%* *22%*
1	* *	* * *100%*	* * *100%*	- - -	* *3%* *100%* VW	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***5%***	3 *5%* *100%*	3 *6%* *100%*	- - -	1 *8%* *26%*	2 *5%* *68%*	2 *5%* *74%*	1 *2%* *22%*	2 *9%* *52%* X	2 *8%* *52%*
Net: 10/9/8/7	**35** ***62%***	35 *62%* *100%*	35 *61%* *98%*	1 *100%* *2%*	6 *55%* *16%*	29 *64%* *83%*	30 *63%* *84%*	19 *65%* *52%*	11 *61%* *32%*	12 *58%* *33%*
Net: 10/9	**8** ***14%***	8 *14%* *100%*	7 *13%* *95%*	* *48%* *5%*	1 *13%* *17%*	6 *14%* *83%*	6 *14%* *83%*	5 *17%* *62%*	2 *9%* *20%*	2 *8%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 309

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Effective Total	**258**	258	255	3	44	208	214	130	83	90
Net: 6/5/4	**16** ***28%***	16 *28%* *100%*	16 *28%* *100%*	- - -	3 *28%* *18%*	12 *27%* *79%*	13 *28%* *82%*	8 *27%* *49%*	5 *28%* *33%*	6 *30%* *37%*
Net: 3/2/1	**3** ***5%***	3 *5%* *100%*	3 *5%* *100%*	- - -	1 *8%* *31%*	2 *4%* *69%*	2 *4%* *69%*	1 *5%* *53%*	* *2%* *16%*	1 *4%* *27%*
Mean	**6.90**	6.90	6.87	8.63	6.70	6.94	6.93	7.03	6.78	6.64
Standard Deviation	**1.78**	1.78	1.77	-	2.22	1.72	1.70	1.82	1.53	1.62

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 310

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Total (Wtd)	**115**	53 *46%*	61 *54%*	15* *13%* *	28 *24%*	22* *19%* *	25 *22%*	13* *11%* *	12* *11%* *	19* *17%* *	61 *53%*	35 *30%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
10	**5** ***5%***	2 *3%* *34%*	3 *6%* *66%*	* *3%* *9%*	2 *6%* *30%*	1 *4%* *15%*	1 *3%* *15%*	1 *8%* *19%*	1 *5%* *12%*	1 *4%* *16%*	2 *3%* *40%*	2 *7%* *44%*
9	**6** ***6%***	3 *6%* *46%*	3 *6%* *54%*	1 *5%* *11%*	3 *10%* *43%* E	* *1%* *5%*	2 *7%* *28%* E	* *4%* *8%*	* *3%* *5%*	1 *6%* *17%*	3 *4%* *41%*	3 *8%* *42%*
8	**23** ***20%***	10 *19%* *44%*	13 *21%* *56%*	3 *18%* *11%*	5 *17%* *21%*	5 *22%* *21%*	5 *18%* *20%*	2 *19%* *11%*	4 *30%* *16%*	4 *19%* *16%*	12 *20%* *54%*	7 *20%* *30%*
7	**32** ***28%***	17 *31%* *52%*	15 *25%* *48%*	3 *23%* *11%*	9 *31%* *27%*	6 *28%* *19%*	8 *30%* *23%*	3 *27%* *11%*	3 *23%* *9%*	6 *30%* *18%*	18 *30%* *57%*	8 *23%* *25%*
6	**18** ***16%***	8 *14%* *43%*	10 *17%* *57%*	3 *24%* *19%*	5 *17%* *27%*	3 *15%* *18%*	3 *13%* *18%*	2 *13%* *9%*	1 *12%* *8%*	3 *18%* *20%*	10 *17%* *58%*	4 *12%* *23%*
5	**15** ***13%***	7 *14%* *49%*	7 *12%* *51%*	2 *13%* *13%*	3 *10%* *18%*	3 *16%* *23%*	4 *16%* *27%*	1 *8%* *7%*	2 *12%* *10%*	2 *11%* *15%*	8 *13%* *55%*	4 *13%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 310

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
4	**5** ***5%***	2 *4%* *43%*	3 *5%* *57%*	1 *7%* *18%*	1 *5%* *25%*	* *2%* *7%*	2 *6%* *28%*	1 *8%* *20%* E	* *1%* *3%*	1 *4%* *14%*	3 *5%* *51%*	2 *6%* *35%*
3	**3** ***2%***	2 *3%* *66%*	1 *2%* *34%*	* *2%* *8%*	1 *3%* *29%*	1 *4%* *31%*	* *1%* *6%*	1 *4%* *20%*	* *1%* *6%*	1 *3%* *21%*	1 *2%* *46%*	1 *3%* *33%*
2	**1** ***1%***	1 *1%* *73%*	* * *27%*	- - -	- - -	- - -	* *1%* *24%*	1 *5%* *76%* DE	- - -	- - -	* *1%* *42%*	* *1%* *58%*
1	**1** ***1%***	1 *1%* *75%*	* * *25%*	* *3%* *51%*	- - -	* *2%* *49%*	- - -	- - -	- - -	- - -	* *1%* *49%*	* *1%* *51%*
Don't know	**6** ***5%***	2 *3%* *29%*	4 *7%* *71%*	* *3%* *7%*	1 *2%* *10%*	1 *6%* *23%*	1 *6%* *24%*	1 *4%* *9%*	2 *13%* *28%* CD	1 *4%* *12%*	3 *4%* *44%*	3 *7%* *43%*
Net: 10/9/8/7	**67** ***58%***	31 *59%* *47%*	35 *57%* *53%*	7 *49%* *11%*	18 *64%* *27%*	12 *55%* *18%*	15 *58%* *22%*	7 *57%* *11%*	8 *61%* *11%*	11 *59%* *17%*	35 *58%* *53%*	20 *57%* *30%*
Net: 10/9	**12** ***10%***	5 *9%* *40%*	7 *11%* *60%*	1 *8%* *10%*	4 *15%* *37%* E	1 *5%* *9%*	3 *10%* *22%*	1 *11%* *13%*	1 *8%* *8%*	2 *10%* *16%*	5 *8%* *41%*	5 *15%* *43%* J

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 310

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
Net: 6/5/4	**38** ***33%***	17 *32%* *45%*	21 *34%* *55%*	6 *44%* *17%* H	9 *31%* *23%*	7 *33%* *19%*	9 *35%* *23%*	4 *29%* *10%*	3 *25%* *8%*	6 *34%* *17%*	21 *35%* *56%*	10 *30%* *27%*
Net: 3/2/1	**4** ***4%***	3 *6%* *69%* B	1 *2%* *31%*	1 *4%* *14%*	1 *3%* *19%*	1 *6%* *28%*	* *2%* *9%*	1 *9%* *27%* FH	* *1%* *4%*	1 *3%* *13%*	2 *3%* *46%*	2 *5%* *41%*
Mean	**6.70**	6.57	6.82	6.42	6.91	6.54	6.71	6.50	7.07 C	6.77	6.66	6.75
Standard Deviation	**1.68**	1.73	1.64	1.80	1.64	1.71	1.59	2.12	1.50	1.58	1.59	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 310

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Total (Wtd)	**115**	115 *100%*	114 *99%*	1** *1%* **	23* *20%* *	91 *79%*	92 *80%*	62 *54%*	30 *26%*	34 *29%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
10	**5** ***5%***	5 *5%* *100%*	5 *5%* *100%*	- - -	1 *5%* *23%*	4 *4%* *77%*	4 *4%* *77%*	3 *5%* *53%*	1 *4%* *24%*	2 *4%* *29%*
9	**6** ***6%***	6 *6%* *100%*	6 *6%* *100%*	- - -	2 *8%* *28%*	4 *5%* *67%*	5 *5%* *72%*	3 *5%* *49%*	2 *5%* *24%*	2 *5%* *24%*
8	**23** ***20%***	23 *20%* *100%*	23 *20%* *99%*	* *16%* *1%*	4 *17%* *17%*	19 *21%* *82%*	19 *21%* *83%*	13 *21%* *56%*	6 *20%* *26%*	6 *18%* *26%*
7	**32** ***28%***	32 *28%* *100%*	32 *28%* *99%*	* *35%* *1%*	7 *32%* *23%*	25 *27%* *77%*	25 *27%* *77%*	16 *26%* *50%*	9 *29%* *27%*	10 *29%* *30%*
6	**18** ***16%***	18 *16%* *100%*	18 *16%* *100%*	- - -	3 *14%* *18%*	15 *16%* *82%*	15 *16%* *82%*	10 *15%* *53%*	5 *16%* *27%*	6 *17%* *33%*
5	**15** ***13%***	15 *13%* *100%*	14 *13%* *99%*	* *15%* *1%*	2 *11%* *17%*	12 *13%* *81%*	12 *13%* *83%*	9 *14%* *60%*	3 *11%* *23%*	4 *11%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 310

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
4	**5** ***5%***	5 *5%* *100%*	5 *5%* *100%*	- - -	1 *4%* *15%*	5 *5%* *85%*	5 *5%* *85%*	3 *4%* *46%*	2 *7%* *39%*	3 *8%* *49%*
3	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *2%* *19%*	2 *3%* *81%*	2 *2%* *81%*	2 *3%* *65%*	* *2%* *17%*	* *1%* *17%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	* * *24%*	1 *2%* *76%*	1 *2%* *76%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *75%*	* *1%* *25%*	* *1%* *25%*
Don't know	**6** ***5%***	6 *5%* *100%*	6 *5%* *94%*	* *34%* *6%*	1 *6%* *24%*	4 *5%* *73%*	4 *5%* *76%*	3 *5%* *56%*	1 *4%* *20%*	1 *4%* *20%*
Net: 10/9/8/7	**67** ***58%***	67 *58%* *100%*	66 *58%* *99%*	* *51%* *1%*	14 *62%* *21%*	52 *57%* *78%*	52 *57%* *79%*	35 *57%* *52%*	17 *58%* *26%*	19 *56%* *28%*
Net: 10/9	**12** ***10%***	12 *10%* *100%*	12 *10%* *100%*	- - -	3 *13%* *25%*	8 *9%* *72%*	9 *9%* *75%*	6 *10%* *51%*	3 *9%* *24%*	3 *9%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 310

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
Net: 6/5/4	**38** ***33%***	38 *33%* *100%*	38 *33%* *100%*	* *15%* *	7 *29%* *17%*	31 *34%* *82%*	31 *34%* *83%*	21 *34%* *55%*	10 *34%* *27%*	12 *37%* *33%*
Net: 3/2/1	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	1 *2%* *12%*	4 *4%* *88%*	4 *4%* *88%*	3 *4%* *59%*	1 *4%* *30%*	1 *4%* *30%*
Mean	**6.70**	6.70	6.70	6.78	6.92	6.65	6.65	6.67	6.60	6.56
Standard Deviation	**1.68**	1.68	1.68	-	1.58	1.71	1.71	1.70	1.76	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 311

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	173 *45%*	209 *55%*	77 *20%*	90 *24%*	67 *18%*	64 *17%*	42 *11%*	41 *11%*	70 *18%*	237 *62%*	68 *18%*
Total (Wtd)	**82**	37 *45%*	45 *55%*	18* *22%* *	21* *26%* *	14* *17%* *	13* *16%* *	8* *10%* *	7* *9%* *	14* *17%* *	48 *59%*	20* *24%* *
Effective Total	**352**	159	193	71	84	65	62	39	35	68	230	64
10	**5** ***6%***	2 *6%* *45%*	3 *6%* *55%*	4 *20%* *73%* DEF GH	* *1%* *5%*	* *3%* *7%*	* *1%* *4%*	* *4%* *6%*	* *4%* *5%*	1 *7%* *20%*	3 *5%* *52%*	1 *7%* *27%*
9	**10** ***12%***	4 *11%* *41%*	6 *13%* *59%*	3 *18%* *33%*	3 *12%* *26%*	1 *7%* *10%*	2 *15%* *19%*	* *6%* *5%*	1 *10%* *7%*	2 *14%* *19%*	5 *10%* *49%*	3 *16%* *31%*
8	**17** ***20%***	7 *19%* *43%*	9 *21%* *57%*	4 *20%* *22%* G	6 *27%* *35%* G	4 *27%* *22%* G	2 *19%* *15%* G	* *2%* *1%*	1 *12%* *5%*	3 *19%* *16%*	10 *21%* *62%*	4 *19%* *22%*
7	**18** ***21%***	8 *21%* *44%*	10 *22%* *56%*	2 *12%* *13%*	5 *22%* *27%*	4 *32%* *25%* CF	2 *16%* *12%*	2 *30%* *14%* C	2 *21%* *9%*	3 *20%* *16%*	11 *23%* *62%*	4 *20%* *22%*
6	**13** ***16%***	6 *17%* *48%*	7 *15%* *52%*	3 *14%* *19%*	3 *14%* *23%*	2 *16%* *16%*	2 *17%* *17%*	3 *32%* *19%* CDH	1 *11%* *6%*	3 *22%* *23%*	7 *15%* *54%*	3 *15%* *23%*
5	**9** ***10%***	5 *14%* *63%* B	3 *7%* *37%*	1 *5%* *10%*	3 *12%* *31%*	1 *6%* *10%*	2 *17%* *27%* C	* *5%* *5%*	1 *19%* *16%* C	2 *11%* *18%*	5 *10%* *57%*	2 *11%* *25%*

GfK NOP

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	173 *45%*	209 *55%*	77 *20%*	90 *24%*	67 *18%*	64 *17%*	42 *11%*	41 *11%*	70 *18%*	237 *62%*	68 *18%*
Effective Total	**352**	159	193	71	84	65	62	39	35	68	230	64
4	**3** ***4%***	1 *2%* *19%*	3 *6%* *81%*	1 *5%* *27%*	1 *3%* *22%*	* *3%* *12%*	1 *4%* *16%*	1 *7%* *18%*	* *2%* *5%*	* *1%* *6%*	2 *4%* *54%*	1 *6%* *39%*
3	**2** ***2%***	1 *3%* *72%*	* *1%* *28%*	1 *5%* *56%* D	- - -	- - -	* *1%* *11%*	* *5%* *23%* D	* *2%* *10%*	- - -	1 *3%* *86%*	* *1%* *14%*
2	* *	* *1%* *60%*	* * *40%*	- - -	* *1%* *60%*	- - -	- - -	- - -	* *2%* *40%*	- - -	* *1%* *100%*	- - -
1	**1** ***1%***	* *1%* *60%*	* *1%* *40%*	- - -	* *1%* *40%*	* *3%* *60%*	- - -	- - -	- - -	- - -	1 *1%* *100%*	- - -
Don't know	**5** ***6%***	1 *4%* *29%*	4 *8%* *71%*	* *2%* *7%*	1 *5%* *21%*	1 *4%* *11%*	1 *10%* *25%* C	1 *9%* *14%*	1 *16%* *23%* CDE	1 *6%* *17%*	3 *7%* *61%*	1 *6%* *22%*
Net: 10/9/8/7	**49** ***60%***	21 *58%* *43%*	28 *62%* *57%*	13 *70%* *26%* FG H	13 *63%* *27%* G	9 *68%* *19%* FG H	7 *51%* *14%*	3 *42%* *7%*	3 *47%* *7%*	8 *60%* *17%*	29 *60%* *58%*	12 *61%* *25%*
Net: 10/9	**15** ***18%***	6 *17%* *42%*	9 *19%* *58%*	7 *38%* *46%* DE FGH	3 *13%* *19%*	1 *10%* *9%*	2 *16%* *14%*	1 *10%* *5%*	1 *14%* *7%*	3 *21%* *20%*	8 *16%* *50%*	4 *23%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 311

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**382**	173 *45%*	209 *55%*	77 *20%*	90 *24%*	67 *18%*	64 *17%*	42 *11%*	41 *11%*	70 *18%*	237 *62%*	68 *18%*
Effective Total	**352**	159	193	71	84	65	62	39	35	68	230	64
Net: 6/5/4	**25** ***30%***	12 *33%* *49%*	13 *28%* *51%*	4 *23%* *17%*	6 *30%* *26%*	3 *25%* *14%*	5 *38%* *20%*	4 *44%* *14%* CE	2 *32%* *9%*	5 *34%* *19%*	14 *29%* *55%*	6 *32%* *26%*
Net: 3/2/1	**3** ***3%***	2 *5%* *68%*	1 *2%* *32%*	1 *5%* *35%*	* *2%* *18%*	* *3%* *14%*	* *1%* *7%*	* *5%* *15%*	* *4%* *12%*	- - -	2 *5%* *91%*	* *1%* *9%*
Mean	**6.99**	6.86	7.11	7.59 D FG	6.93	6.95	6.81	6.37	6.61	7.22	6.88	7.11
Standard Deviation	**1.77**	1.83	1.73	2.07	1.65	1.65	1.67	1.68	1.97	1.58	1.85	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 311

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	372 *97%*	6 *2%*	57 *15%*	318 *83%*	325 *85%*	227 *59%*	97 *25%*	109 *29%*
Total (Wtd)	**82**	82 *100%*	81 *99%*	1** *1%* **	12* *14%* *	69 *84%*	70 *86%*	50 *61%*	20* *24%* *	22* *27%* *
Effective Total	**352**	352	347	4	53	292	299	210	88	99
10	**5** ***6%***	5 *6%* *100%*	5 *6%* *93%*	* *36%* *7%*	1 *5%* *13%*	4 *6%* *87%* Z	4 *6%* *87%* Z	4 *8%* *83%* YZ	* *1%* *4%*	* *1%* *4%*
9	**10** ***12%***	10 *12%* *100%*	10 *12%* *100%*	* * *	2 *13%* *16%*	8 *12%* *82%*	8 *12%* *84%*	7 *13%* *65%*	2 *10%* *19%*	2 *9%* *19%*
8	**17** ***20%***	17 *20%* *100%*	17 *21%* *100%*	- - -	2 *18%* *13%*	14 *21%* *85%*	14 *21%* *87%*	10 *20%* *59%*	5 *22%* *27%*	5 *22%* *29%*
7	**18** ***21%***	18 *21%* *100%*	17 *21%* *99%*	* *13%* *1%*	2 *18%* *12%*	15 *22%* *86%*	15 *22%* *88%*	10 *21%* *59%*	5 *25%* *28%*	6 *25%* *32%*
6	**13** ***16%***	13 *16%* *100%*	13 *16%* *97%*	* *38%* *3%*	2 *20%* *18%*	11 *16%* *81%*	11 *16%* *82%*	8 *17%* *63%*	3 *13%* *20%*	3 *13%* *22%*
5	**9** ***10%***	9 *10%* *100%*	9 *11%* *100%*	- - -	2 *14%* *20%*	7 *10%* *78%*	7 *10%* *80%*	5 *10%* *59%*	2 *9%* *21%*	2 *11%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 311

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	372 *97%*	6 *2%*	57 *15%*	318 *83%*	325 *85%*	227 *59%*	97 *25%*	109 *29%*
Effective Total	**352**	352	347	4	53	292	299	210	88	99
4	**3** ***4%***	3 *4%* *100%*	3 *4%* *100%*	- - -	* *3%* *10%*	3 *4%* *90%*	3 *4%* *90%*	2 *4%* *56%*	1 *5%* *34%*	1 *5%* *34%*
3	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	- - -	2 *3%* *100%*	2 *2%* *100%*	1 *1%* *35%*	1 *6%* *65%* X	1 *6%* *77%* X
2	* *	* * *100%*	* * *100%*	- - -	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *2%* *100%* X	* *2%* *100%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *31%*
Don't know	**5** ***6%***	5 *6%* *100%*	5 *6%* *97%*	* *13%* *3%*	1 *8%* *19%*	4 *6%* *77%*	4 *6%* *81%*	3 *6%* *54%*	1 *7%* *27%*	1 *6%* *27%*
Net: 10/9/8/7	**49** ***60%***	49 *60%* *100%*	49 *60%* *99%*	1 *49%* *1%*	7 *55%* *13%*	42 *61%* *85%*	43 *61%* *87%*	31 *62%* *63%*	12 *58%* *24%*	13 *56%* *26%*
Net: 10/9	**15** ***18%***	15 *18%* *100%*	15 *18%* *98%*	* *36%* *2%*	2 *19%* *15%*	13 *18%* *84%* Z	13 *18%* *85%* Z	11 *21%* *71%* YZ	2 *11%* *14%*	2 *10%* *14%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 311

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Channel 4 ****

Base : Regular viewers of Channel 4 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**382**	382 *100%*	372 *97%*	6 *2%*	57 *15%*	318 *83%*	325 *85%*	227 *59%*	97 *25%*	109 *29%*
Effective Total	**352**	352	347	4	53	292	299	210	88	99
Net: 6/5/4	**25** ***30%***	25 *30%* *100%*	25 *30%* *98%*	* *38%* *2%*	4 *37%* *17%*	20 *29%* *81%*	21 *29%* *83%*	15 *30%* *60%*	6 *28%* *22%*	7 *29%* *26%*
Net: 3/2/1	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	- - -	3 *4%* *100%*	3 *4%* *100%*	1 *2%* *45%*	2 *8%* *55%* UX	2 *9%* *70%* UX
Mean	**6.99**	6.99	6.98	7.81	7.05	6.98 Z	6.98 Z	7.12 YZ	6.63	6.52
Standard Deviation	**1.77**	1.77	1.76	-	1.63	1.81	1.80	1.79	1.83	1.87

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 313

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**176**	82 *47%*	94 *53%*	20 *11%*	41 *23%*	29 *16%*	35 *20%*	28 *16%*	22 *13%*	29 *16%*	104 *59%*	40 *23%*
Total (Wtd)	**38**	18* *48%* *	20* *52%* *	5** *14%* **	10* *27%* *	6** *16%* **	7* *19%* *	5** *13%* **	4** *12%* **	6** *15%* **	21 *54%*	12* *31%* *
Effective Total	**161**	76	84	19	38	28	32	26	21	28	101	38
10	**1** ***2%***	1 *3%* *69%*	* *1%* *31%*	* *7%* *45%*	- - -	- - -	* *3%* *24%*	- - -	* *6%* *31%*	- - -	* *1%* *24%*	1 *5%* *76%*
9	**2** ***6%***	1 *4%* *37%*	1 *7%* *63%*	1 *11%* *28%*	* *4%* *19%*	* *7%* *19%*	* *5%* *15%*	* *5%* *11%*	* *4%* *8%*	- - -	1 *4%* *39%*	1 *11%* *61%*
8	**6** ***15%***	3 *15%* *46%*	3 *16%* *54%*	1 *14%* *12%*	2 *20%* *36%*	1 *15%* *15%*	1 *12%* *14%*	1 *16%* *14%*	* *11%* *9%*	1 *14%* *14%*	2 *12%* *40%*	3 *23%* *46%*
7	**5** ***14%***	3 *15%* *53%*	2 *12%* *47%*	1 *19%* *20%*	1 *12%* *23%*	1 *10%* *12%*	2 *24%* *32%*	* *7%* *6%*	* *9%* *8%*	1 *10%* *11%*	3 *15%* *57%*	2 *14%* *32%*
6	**7** ***18%***	3 *14%* *37%*	4 *22%* *63%*	1 *17%* *13%*	2 *15%* *22%*	2 *26%* *22%*	1 *21%* *21%*	1 *18%* *13%*	1 *14%* *9%*	1 *23%* *19%*	5 *25%* *74%* K	1 *5%* *8%*
5	**5** ***13%***	2 *14%* *52%*	2 *11%* *48%*	- - -	1 *14%* *30%*	1 *15%* *19%*	1 *12%* *18%*	1 *21%* *22%*	1 *12%* *11%*	1 *22%* *26%*	2 *12%* *51%*	1 *9%* *23%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 313

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**176**	82 *47%*	94 *53%*	20 *11%*	41 *23%*	29 *16%*	35 *20%*	28 *16%*	22 *13%*	29 *16%*	104 *59%*	40 *23%*
Effective Total	**161**	76	84	19	38	28	32	26	21	28	101	38
4	**3** ***8%***	2 *12%* *71%*	1 *5%* *29%*	* *8%* *14%*	2 *14%* *48%*	* *7%* *13%*	* *5%* *12%*	* *3%* *5%*	* *6%* *8%*	1 *15%* *27%*	2 *8%* *54%*	1 *5%* *19%*
3	**1** ***4%***	1 *6%* *83%*	* *1%* *17%*	* *7%* *26%*	* *3%* *26%*	* *4%* *15%*	* *3%* *14%*	* *5%* *17%*	- - -	- - -	* *2%* *30%*	1 *8%* *70%*
2	**1** ***2%***	- - -	1 *4%* *100%*	* *5%* *35%*	* *2%* *31%*	- - -	- - -	* *5%* *34%*	- - -	- - -	* *2%* *66%*	* *2%* *34%*
1	**1** ***1%***	1 *3%* *100%*	- - -	- - -	* *4%* *71%*	- - -	- - -	* *3%* *29%*	- - -	- - -	* *1%* *29%*	* *3%* *71%*
Don't know	**6** ***17%***	2 *13%* *37%*	4 *20%* *63%*	1 *11%* *9%*	1 *11%* *18%*	1 *16%* *15%*	1 *16%* *18%*	1 *18%* *14%*	2 *37%* *26%*	1 *17%* *15%*	4 *19%* *60%*	2 *14%* *25%*
Net: 10/9/8/7	**14** ***37%***	7 *38%* *49%*	7 *36%* *51%*	3 *52%* *19%*	4 *36%* *26%*	2 *32%* *14%*	3 *42%* *21%*	1 *28%* *10%*	1 *30%* *9%*	1 *24%* *10%*	6 *31%* *45%*	6 *53%* *45%* J
Net: 10/9	**3** ***8%***	1 *7%* *46%*	2 *8%* *54%*	1 *18%* *33%*	* *4%* *13%*	* *7%* *13%*	1 *7%* *18%*	* *5%* *8%*	* *10%* *14%*	- - -	1 *5%* *34%*	2 *16%* *66%* J

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 313

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**176**	82 *47%*	94 *53%*	20 *11%*	41 *23%*	29 *16%*	35 *20%*	28 *16%*	22 *13%*	29 *16%*	104 *59%*	40 *23%*
Effective Total	**161**	76	84	19	38	28	32	26	21	28	101	38
Net: 6/5/4	**15** ***39%***	7 *40%* *49%*	8 *39%* *51%*	1 *26%* *9%*	5 *43%* *30%*	3 *48%* *19%*	3 *38%* *18%*	2 *42%* *14%*	1 *32%* *10%*	3 *59%* *23%*	9 *45%* *62%* K	2 *19%* *15%*
Net: 3/2/1	**3** ***7%***	2 *9%* *64%*	1 *5%* *36%*	1 *12%* *23%*	1 *9%* *37%*	* *4%* *8%*	* *3%* *8%*	1 *13%* *24%*	- - -	- - -	1 *5%* *39%*	2 *14%* *61%*
Mean	**6.19**	5.98	6.39	6.60	5.81	6.25	6.48	5.72	6.68	5.85	6.08	6.53
Standard Deviation	**1.93**	2.09	1.80	2.47	2.12	1.73	1.67	2.35	2.18	1.49	1.73	2.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 313

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**176**	176 *100%*	172 *98%*	2 *1%*	27 *15%*	146 *83%*	149 *85%*	96 *55%*	53 *30%*	55 *31%*
Total (Wtd)	**38**	38 *100%*	37 *98%*	1** *2%* **	5** *14%* **	32 *85%*	33 *86%*	21* *56%* *	11* *29%* *	12* *31%* *
Effective Total	**161**	161	159	2	25	133	136	88	48	50
10	**1** ***2%***	1 *2%* *100%*	* *1%* *55%*	* *65%* *45%*	* * *	1 *3%* *100%*	1 *3%* *100%*	1 *4%* *100%*	- - -	- - -
9	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	1 *11%* *29%*	2 *5%* *71%*	2 *5%* *71%*	* *1%* *10%*	1 *12%* *61%* X	1 *11%* *61%* X
8	**6** ***15%***	6 *15%* *100%*	6 *15%* *97%*	* *35%* *3%*	1 *13%* *12%*	5 *16%* *88%*	5 *16%* *88%*	4 *18%* *65%*	1 *12%* *22%*	1 *11%* *22%*
7	**5** ***14%***	5 *14%* *100%*	5 *14%* *100%*	- - -	1 *10%* *10%*	5 *15%* *90%*	5 *14%* *90%*	3 *15%* *62%*	1 *13%* *28%*	1 *13%* *28%*
6	**7** ***18%***	7 *18%* *100%*	7 *19%* *100%*	- - -	1 *22%* *17%*	6 *18%* *81%*	6 *18%* *83%*	3 *16%* *50%*	2 *21%* *33%*	2 *20%* *33%*
5	**5** ***13%***	5 *13%* *100%*	5 *13%* *100%*	- - -	1 *14%* *16%*	4 *12%* *84%*	4 *12%* *84%*	2 *11%* *51%*	2 *14%* *33%*	2 *13%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 313

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

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		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**176**	176 *100%*	172 *98%*	2 *1%*	27 *15%*	146 *83%*	149 *85%*	96 *55%*	53 *30%*	55 *31%*
Effective Total	**161**	161	159	2	25	133	136	88	48	50
4	**3** ***8%***	3 *8%* *100%*	3 *8%* *100%*	- - -	* *4%* *7%*	3 *9%* *88%*	3 *9%* *93%*	2 *11%* *76%*	1 *5%* *18%*	1 *5%* *18%*
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* *7%* *26%*	1 *3%* *74%*	1 *3%* *74%*	1 *4%* *56%*	* *2%* *17%*	* *4%* *32%*
2	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	* *5%* *35%*	* *1%* *65%*	* *1%* *65%*	* *1%* *31%*	* *2%* *34%*	* *4%* *65%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	* *2%* *71%*	* *1%* *29%*	* *1%* *29%*
Don't know	**6** ***17%***	6 *17%* *100%*	6 *17%* *100%*	- - -	1 *13%* *11%*	6 *17%* *86%*	6 *17%* *89%*	4 *17%* *57%*	2 *18%* *31%*	2 *17%* *31%*
Net: 10/9/8/7	**14** ***37%***	14 *37%* *100%*	13 *36%* *96%*	1 *100%* *4%*	2 *35%* *13%*	12 *38%* *87%*	12 *37%* *87%*	8 *38%* *58%*	4 *36%* *29%*	4 *35%* *29%*
Net: 10/9	**3** ***8%***	3 *8%* *100%*	3 *7%* *87%*	* *65%* *13%*	1 *11%* *21%*	2 *7%* *79%*	2 *7%* *79%*	1 *5%* *35%*	1 *12%* *44%*	1 *11%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 313

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Five ****

Base : Regular viewers of Five in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**176**	176 *100%*	172 *98%*	2 *1%*	27 *15%*	146 *83%*	149 *85%*	96 *55%*	53 *30%*	55 *31%*
Effective Total	**161**	161	159	2	25	133	136	88	48	50
Net: 6/5/4	**15** ***39%***	15 *39%* *100%*	15 *40%* *100%*	- - -	2 *41%* *15%*	12 *39%* *83%*	13 *39%* *85%*	8 *39%* *55%*	4 *40%* *30%*	4 *38%* *30%*
Net: 3/2/1	**3** ***7%***	3 *7%* *100%*	3 *7%* *100%*	- - -	1 *11%* *23%*	2 *6%* *77%*	2 *6%* *77%*	1 *6%* *53%*	1 *6%* *24%*	1 *9%* *40%*
Mean	**6.19**	6.19	6.13	9.30	6.11	6.21	6.20	6.14	6.31	6.14
Standard Deviation	**1.93**	1.93	1.90	-	2.19	1.94	1.93	1.97	1.96	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 314

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**72**	37 *51%*	35 *49%*	15 *21%*	22 *31%*	15 *21%*	7 *10%*	5 *7%*	8 *11%*	10 *14%*	47 *65%*	14 *19%*
Total (Wtd)	**16**	8* *50%* *	8* *50%* *	4** *23%* **	5** *32%* **	3** *19%* **	1** *9%* **	1** *5%* **	2** *12%* **	2** *12%* **	10* *62%* *	4** *25%* **
Effective Total	**68**	35	33	13	22	14	7	5	8	10	46	14
10	**1** ***6%***	* *5%* *47%*	* *6%* *53%*	* *12%* *50%*	- - -	- - -	* *14%* *22%*	- - -	* *13%* *28%*	* *11%* *25%*	* *4%* *47%*	* *6%* *28%*
9	* ***2%***	* *3%* *63%*	* *2%* *37%*	- - -	* *5%* *63%*	- - -	- - -	* *18%* *37%*	- - -	* *7%* *37%*	* *2%* *63%*	- - -
8	**3** ***20%***	2 *21%* *52%*	2 *20%* *48%*	1 *20%* *22%*	1 *23%* *36%*	* *16%* *15%*	- - -	* *29%* *7%*	1 *34%* *20%*	- - -	2 *22%* *68%*	1 *26%* *32%*
7	**3** ***19%***	1 *18%* *48%*	2 *20%* *52%*	1 *34%* *42%*	* *9%* *15%*	1 *16%* *17%*	1 *39%* *19%*	- - -	* *12%* *8%*	* *23%* *15%*	1 *12%* *41%*	1 *32%* *43%*
6	**3** ***18%***	1 *18%* *51%*	1 *18%* *49%*	1 *16%* *20%*	1 *24%* *42%*	* *6%* *7%*	1 *35%* *18%*	* *18%* *5%*	* *12%* *8%*	* *20%* *14%*	2 *16%* *55%*	1 *22%* *31%*
5	**2** ***13%***	1 *10%* *40%*	1 *16%* *60%*	* *6%* *11%*	1 *18%* *44%*	* *12%* *18%*	- - -	- - -	1 *29%* *27%*	* *9%* *9%*	1 *13%* *63%*	1 *14%* *27%*
4	**1** ***5%***	* *3%* *27%*	1 *7%* *73%*	- - -	* *4%* *29%*	* *13%* *51%*	- - -	* *18%* *19%*	- - -	* *7%* *19%*	1 *6%* *81%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 314

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**72**	37 *51%*	35 *49%*	15 *21%*	22 *31%*	15 *21%*	7 *10%*	5 *7%*	8 *11%*	10 *14%*	47 *65%*	14 *19%*
Effective Total	**68**	35	33	13	22	14	7	5	8	10	46	14
3	**1** ***4%***	* *5%* *67%*	* *2%* *33%*	* *7%* *43%*	- - -	* *6%* *33%*	- - -	* *17%* *24%*	- - -	- - -	1 *6%* *100%*	- - -
2	***** ***1%***	* *2%* *100%*	- - -	- - -	- - -	* *6%* *100%*	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -
1	***** ***3%***	* *2%* *48%*	* *3%* *52%*	* *6%* *52%*	- - -	* *6%* *48%*	- - -	- - -	- - -	* *11%* *52%*	* *2%* *48%*	- - -
Don't know	**2** ***10%***	1 *13%* *63%*	1 *7%* *37%*	- - -	1 *18%* *56%*	1 *17%* *33%*	* *12%* *11%*	- - -	- - -	* *10%* *12%*	1 *14%* *88%*	- - -
Net: 10/9/8/7	**8** ***47%***	4 *47%* *50%*	4 *47%* *50%*	2 *66%* *32%*	2 *36%* *25%*	1 *33%* *13%*	1 *53%* *10%*	* *47%* *5%*	1 *59%* *15%*	1 *42%* *11%*	4 *41%* *55%*	3 *64%* *34%*
Net: 10/9	**1** ***8%***	1 *8%* *52%*	1 *8%* *48%*	* *12%* *35%*	* *5%* *19%*	- - -	* *14%* *15%*	* *18%* *11%*	* *13%* *20%*	* *19%* *29%*	1 *7%* *52%*	* *6%* *20%*
Net: 6/5/4	**6** ***35%***	2 *31%* *44%*	3 *40%* *56%*	1 *22%* *14%*	2 *46%* *41%*	1 *31%* *17%*	1 *35%* *9%*	* *36%* *5%*	1 *41%* *14%*	1 *37%* *13%*	3 *35%* *61%*	1 *36%* *26%*
Net: 3/2/1	**1** ***7%***	1 *10%* *66%*	* *5%* *34%*	* *12%* *39%*	- - -	1 *19%* *49%*	- - -	* *17%* *12%*	- - -	* *11%* *18%*	1 *10%* *82%*	- - -
Mean	**6.43**	6.44	6.42	6.67	6.52	5.22	7.07	6.26	7.02	6.13	6.25	6.95

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**72**	37 *51%*	35 *49%*	15 *21%*	22 *31%*	15 *21%*	7 *10%*	5 *7%*	8 *11%*	10 *14%*	47 *65%*	14 *19%*
Effective Total	**68**	35	33	13	22	14	7	5	8	10	46	14
Standard Deviation	**2.02**	2.19	2.02	2.56	1.59	2.87	-	-	-	-	2.16	1.46

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 314

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**72**	72 *100%*	70 *97%*	2 *3%*	72 *100%*	72 *100%*	47 *65%*	25 *35%*	26 *36%*
Total (Wtd)	**16**	16* *100%* *	16* *98%* *	*** *2%* **	16* *100%* *	16* *100%* *	11* *66%* *	5** *34%* **	6** *35%* **
Effective Total	**68**	68	66	2	68	68	45	23	24
10	**1** ***6%***	1 *6%* *100%*	1 *6%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	1 *8%* *100%*	- - -	- - -
9	* ***2%***	* *2%* *100%*	* *3%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*	* *1%* *37%*	* *5%* *63%*	* *4%* *63%*
8	**3** ***20%***	3 *20%* *100%*	3 *21%* *100%*	- - -	3 *20%* *100%*	3 *20%* *100%*	2 *17%* *56%*	1 *26%* *44%*	1 *25%* *44%*
7	**3** ***19%***	3 *19%* *100%*	3 *19%* *100%*	- - -	3 *19%* *100%*	3 *19%* *100%*	2 *21%* *75%*	1 *14%* *25%*	1 *13%* *25%*
6	**3** ***18%***	3 *18%* *100%*	3 *18%* *100%*	- - -	3 *18%* *100%*	3 *18%* *100%*	2 *16%* *60%*	1 *21%* *40%*	1 *20%* *40%*
5	**2** ***13%***	2 *13%* *100%*	2 *13%* *100%*	- - -	2 *13%* *100%*	2 *13%* *100%*	1 *11%* *58%*	1 *16%* *42%*	1 *15%* *42%*
4	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *5%* *100%*	1 *5%* *100%*	* *3%* *43%*	* *8%* *57%*	* *8%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 314

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**72**	72 *100%*	70 *97%*	2 *3%*	72 *100%*	72 *100%*	47 *65%*	25 *35%*	26 *36%*
Effective Total	**68**	68	66	2	68	68	45	23	24
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *10%* *100%*	1 *10%* *100%*
2	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -
1	* ***3%***	* *3%* *100%*	* *3%* *100%*	- - -	* *3%* *100%*	* *3%* *100%*	* *4%* *100%*	- - -	* *4%* *48%*
Don't know	**2** ***10%***	2 *10%* *100%*	1 *8%* *80%*	* *100%* *20%*	2 *10%* *100%*	2 *10%* *100%*	2 *15%* *100%*	- - -	- - -
Net: 10/9/8/7	**8** ***47%***	8 *47%* *100%*	8 *48%* *100%*	- - -	8 *47%* *100%*	8 *47%* *100%*	5 *48%* *68%*	2 *45%* *32%*	2 *43%* *32%*
Net: 10/9	**1** ***8%***	1 *8%* *100%*	1 *8%* *100%*	- - -	1 *8%* *100%*	1 *8%* *100%*	1 *10%* *81%*	* *5%* *19%*	* *4%* *19%*
Net: 6/5/4	**6** ***35%***	6 *35%* *100%*	6 *36%* *100%*	- - -	6 *35%* *100%*	6 *35%* *100%*	3 *31%* *57%*	2 *45%* *43%*	2 *43%* *43%*
Net: 3/2/1	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *7%* *100%*	1 *7%* *100%*	1 *6%* *52%*	1 *10%* *48%*	1 *14%* *65%*
Mean	**6.43**	6.43	6.43	-	6.43	6.43	6.59	6.17	5.99

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 314

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC3 ****

Base : Regular viewers of BBC3 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**72**	72 *100%*	70 *97%*	2 *3%*	72 *100%*	72 *100%*	47 *65%*	25 *35%*	26 *36%*
Effective Total	**68**	68	66	2	68	68	45	23	24
Standard Deviation	**2.02**	2.02	2.02	-	2.02	2.02	2.19	1.91	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 315

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**39**	28 *72%*	11 *28%*	6 *15%*	6 *15%*	4 *10%*	7 *18%*	8 *21%*	8 *21%*	6 *15%*	19 *49%*	14 *36%*
Total (Wtd)	**9**	6** *71%* **	3** *29%* **	2** *19%* **	1** *15%* **	1** *10%* **	2** *18%* **	1** *16%* **	2** *22%* **	1** *14%* **	4** *42%* **	4** *45%* **
Effective Total	**37**	26	11	6	6	4	7	8	8	6	18	14
10	**1** ***8%***	* *8%* *66%*	* *10%* *34%*	* *14%* *30%*	- - -	- - -	- - -	* *18%* *36%*	* *13%* *34%*	* *18%* *30%*	- - -	1 *13%* *70%*
9	**1** ***9%***	1 *13%* *100%*	- - -	* *23%* *48%*	* *18%* *31%*	- - -	- - -	* *12%* *21%*	- - -	- - -	* *11%* *52%*	* *10%* *48%*
8	**1** ***9%***	1 *9%* *74%*	* *8%* *26%*	* *13%* *26%*	- - -	* *22%* *24%*	- - -	* *10%* *17%*	* *13%* *32%*	* *34%* *51%*	* *4%* *17%*	* *7%* *32%*
7	**1** ***12%***	1 *10%* *58%*	* *17%* *42%*	1 *36%* *57%*	* *16%* *20%*	- - -	- - -	- - -	* *12%* *23%*	* *18%* *20%*	* *6%* *21%*	1 *15%* *58%*
6	**2** ***18%***	1 *14%* *55%*	1 *28%* *45%*	- - -	* *16%* *14%*	* *34%* *18%*	1 *55%* *53%*	- - -	* *12%* *15%*	* *16%* *12%*	1 *16%* *36%*	1 *21%* *51%*
5	**1** ***16%***	1 *17%* *78%*	* *12%* *22%*	* *14%* *17%*	- - -	* *23%* *15%*	1 *32%* *37%*	* *10%* *10%*	* *16%* *22%*	- - -	1 *21%* *55%*	1 *16%* *45%*
4	**1** ***8%***	* *5%* *44%*	* *16%* *56%*	- - -	* *16%* *30%*	* *21%* *25%*	- - -	* *23%* *44%*	- - -	- - -	1 *20%* *100%*	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 315

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**39**	28	11	6	6	4	7	8	8	6	19	14
		72%	*28%*	*15%*	*15%*	*10%*	*18%*	*21%*	*21%*	*15%*	*49%*	*36%*
Effective Total	**37**	26	11	6	6	4	7	8	8	6	18	14
3	*	*	-	-	-	-	-	*	-	*	-	-
	2%	*3%*	-	-	-	-	-	*11%*	-	*13%*	-	-
		100%	-	-	-	-	-	*100%*	-	*100%*	-	-
2	*	-	*	-	-	-	-	*	-	-	-	*
	3%	-	*9%*	-	-	-	-	*17%*	-	-	-	*6%*
		-	*100%*	-	-	-	-	*100%*	-	-	-	*100%*
1	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	-	-	*	-	*	-	1	-	1	1
	15%	*21%*	-	-	*34%*	-	*13%*	-	*34%*	-	*22%*	*13%*
		100%	-	-	*35%*	-	*16%*	-	*49%*	-	*62%*	*38%*
Net: 10/9/8/7	**3**	3	1	1	*	*	-	1	1	1	1	2
	38%	*40%*	*35%*	*86%*	*34%*	*22%*	-	*39%*	*38%*	*70%*	*21%*	*44%*
		73%	*27%*	*42%*	*14%*	*6%*	-	*17%*	*22%*	*25%*	*23%*	*52%*
Net: 10/9	**2**	1	*	1	*	-	-	*	*	*	*	1
	17%	*20%*	*10%*	*37%*	*18%*	-	-	*30%*	*13%*	*18%*	*11%*	*23%*
		84%	*16%*	*40%*	*16%*	-	-	*28%*	*16%*	*15%*	*27%*	*58%*
Net: 6/5/4	**4**	2	1	*	*	1	1	*	1	*	2	1
	42%	*37%*	*56%*	*14%*	*33%*	*78%*	*87%*	*32%*	*28%*	*16%*	*57%*	*37%*
		61%	*39%*	*6%*	*12%*	*18%*	*37%*	*12%*	*14%*	*5%*	*56%*	*39%*
Net: 3/2/1	*	*	*	-	-	-	-	*	-	*	-	*
	5%	*3%*	*9%*	-	-	-	-	*28%*	-	*13%*	-	*6%*
		40%	*60%*	-	-	-	-	*100%*	-	*40%*	-	*60%*
Mean	**6.49**	6.79	5.92	7.72	6.56	5.79	5.63	5.71	7.13	7.19	5.83	6.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 315

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**39**	28 *72%*	11 *28%*	6 *15%*	6 *15%*	4 *10%*	7 *18%*	8 *21%*	8 *21%*	6 *15%*	19 *49%*	14 *36%*
Effective Total	**37**	26	11	6	6	4	7	8	8	6	18	14
Standard Deviation	**2.17**	2.17	2.63	-	-	-	-	-	-	-	2.08	2.51

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 315

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	38 *97%*	1 *3%*	39 *100%*	39 *100%*	22 *56%*	17 *44%*	20 *51%*
Total (Wtd)	**9**	9* *100%* *	9* *96%* *	*** *4%* **	9* *100%* *	9* *100%* *	5** *56%* **	4** *44%* **	5** *51%* **
Effective Total	**37**	37	36	1	37	37	20	16	19
10	**1** ***8%***	1 *8%* *100%*	1 *9%* *100%*	- - -	1 *8%* *100%*	1 *8%* *100%*	1 *15%* *100%*	- - -	- - -
9	**1** ***9%***	1 *9%* *100%*	1 *9%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	1 *11%* *69%*	* *6%* *31%*	* *9%* *52%*
8	**1** ***9%***	1 *9%* *100%*	1 *10%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	* *7%* *43%*	* *12%* *57%*	* *10%* *57%*
7	**1** ***12%***	1 *12%* *100%*	1 *8%* *64%*	* *100%* *36%*	1 *12%* *100%*	1 *12%* *100%*	1 *16%* *77%*	* *6%* *23%*	* *5%* *23%*
6	**2** ***18%***	2 *18%* *100%*	2 *19%* *100%*	- - -	2 *18%* *100%*	2 *18%* *100%*	1 *13%* *40%*	1 *25%* *60%*	1 *22%* *60%*
5	**1** ***16%***	1 *16%* *100%*	1 *16%* *100%*	- - -	1 *16%* *100%*	1 *16%* *100%*	1 *15%* *52%*	1 *17%* *48%*	1 *19%* *61%*
4	**1** ***8%***	1 *8%* *100%*	1 *9%* *100%*	- - -	1 *8%* *100%*	1 *8%* *100%*	* *7%* *47%*	* *10%* *53%*	* *9%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 315

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	38 *97%*	1 *3%*	39 *100%*	39 *100%*	22 *56%*	17 *44%*	20 *51%*
Effective Total	**37**	37	36	1	37	37	20	16	19
3	* ***2%*** *100%*	* *2%* *100%*	* *2%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*	* *3%* *100%*	- - -	- - -
2	* ***3%*** *100%*	* *3%* *100%*	* *3%* *100%*	- - -	* *3%* *100%*	* *3%* *100%*	- - -	* *6%* *100%*	* *5%* *100%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***15%***	1 *15%* *100%*	1 *16%* *100%*	- - -	1 *15%* *100%*	1 *15%* *100%*	1 *13%* *47%*	1 *18%* *53%*	1 *21%* *70%*
Net: 10/9/8/7	**3** ***38%***	3 *38%* *100%*	3 *35%* *89%*	* *100%* *11%*	3 *38%* *100%*	3 *38%* *100%*	2 *49%* *72%*	1 *24%* *28%*	1 *25%* *33%*
Net: 10/9	**2** ***17%***	2 *17%* *100%*	2 *18%* *100%*	- - -	2 *17%* *100%*	2 *17%* *100%*	1 *26%* *84%*	* *6%* *16%*	* *9%* *27%*
Net: 6/5/4	**4** ***42%***	4 *42%* *100%*	4 *44%* *100%*	- - -	4 *42%* *100%*	4 *42%* *100%*	2 *35%* *46%*	2 *52%* *54%*	2 *49%* *59%*
Net: 3/2/1	* ***5%*** *100%*	* *5%* *100%*	* *5%* *100%*	- - -	* *5%* *100%*	* *5%* *100%*	* *3%* *40%*	* *6%* *60%*	* *5%* *60%*
Mean	**6.49**	6.49	6.46	7.00	6.49	6.49	6.97	5.84	5.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 315

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - BBC4 ****

Base : Regular viewers of BBC4 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold				
		N. Ireland (Q)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	38 *97%*	1 *3%*	39 *100%*	39 *100%*	22 *56%*	17 *44%*	20 *51%*
Effective Total	**37**	37	36	1	37	37	20	16	19
Standard Deviation	**2.17**	2.17	2.24	-	2.17	2.17	2.35	2.15	2.16

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 316

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Total (Wtd)	**204**	99 *48%*	105 *52%*	28 *14%*	49 *24%*	38 *19%*	39 *19%*	26 *13%*	23 *11%*	35 *17%*	110 *54%*	58 *29%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
10	**9** ***5%***	3 *3%* *33%*	6 *6%* *67%* A	3 *10%* *29%* EG	3 *5%* *28%*	1 *3%* *11%*	2 *4%* *16%*	1 *3%* *7%*	1 *3%* *8%*	1 *3%* *11%*	5 *5%* *57%*	3 *5%* *33%*
9	**12** ***6%***	5 *5%* *43%*	7 *6%* *57%*	2 *9%* *20%* EG	4 *8%* *34%* EG	1 *2%* *5%*	3 *7%* *24%* E	1 *2%* *5%*	1 *6%* *11%*	1 *3%* *9%*	6 *6%* *55%*	4 *7%* *37%*
8	**42** ***21%***	22 *22%* *51%*	21 *20%* *49%*	6 *21%* *13%*	11 *23%* *27%*	8 *20%* *18%*	7 *18%* *17%*	6 *24%* *15%*	4 *18%* *10%*	7 *20%* *16%*	22 *20%* *51%*	14 *23%* *32%*
7	**51** ***25%***	24 *25%* *48%*	27 *25%* *52%*	8 *27%* *15%*	13 *26%* *25%*	11 *28%* *21%*	8 *21%* *16%*	6 *22%* *11%*	6 *26%* *12%*	9 *26%* *18%*	27 *25%* *54%*	14 *25%* *28%*
6	**38** ***19%***	19 *19%* *49%*	20 *19%* *51%*	4 *13%* *10%*	9 *18%* *23%*	9 *23%* *23%* H	9 *24%* *25%* CH	5 *20%* *13%*	3 *11%* *7%*	8 *24%* *22%* K	23 *21%* *59%* K	7 *12%* *19%*
5	**22** ***11%***	12 *13%* *57%*	9 *9%* *43%*	3 *10%* *12%*	4 *8%* *18%*	5 *13%* *23%*	5 *13%* *23%*	2 *7%* *8%*	3 *14%* *15%*	4 *11%* *18%*	13 *12%* *60%*	5 *8%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 316

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
4	**7** ***4%***	4 *4%* *50%*	4 *4%* *50%*	1 *3%* *10%*	2 *4%* *29%*	1 *2%* *11%*	1 *3%* *17%*	2 *6%* *23%* E	1 *4%* *11%*	1 *4%* *20%*	3 *3%* *46%*	3 *4%* *35%*
3	**5** ***2%***	2 *3%* *50%*	2 *2%* *50%*	* *1%* *8%*	1 *2%* *16%*	1 *3%* *23%*	1 *2%* *17%*	1 *3%* *17%*	1 *4%* *18%*	1 *1%* *10%*	2 *2%* *47%*	2 *4%* *43%*
2	**2** ***1%***	1 *1%* *76%*	* * *24%*	1 *3%* *45%* DF	- - -	* *1%* *11%*	- - -	1 *3%* *36%* DF	* *1%* *9%*	* * *8%*	1 *1%* *44%*	1 *2%* *48%*
1	**2** ***1%***	1 *1%* *40%*	1 *1%* *60%*	- - -	1 *2%* *42%*	1 *1%* *28%*	* * *9%*	* *1%* *8%*	* *1%* *12%*	* *1%* *9%*	1 *1%* *60%*	1 *1%* *31%*
Don't know	**13** ***6%***	5 *5%* *37%*	8 *8%* *63%*	1 *4%* *8%*	2 *4%* *14%*	2 *5%* *15%*	3 *7%* *22%*	3 *10%* *20%* D	3 *12%* *22%* CDE	3 *7%* *20%*	5 *5%* *43%*	5 *8%* *37%*
Net: 10/9/8/7	**115** ***56%***	54 *55%* *47%*	60 *57%* *53%*	18 *66%* *16%* EF G	31 *62%* *27%* EF G	20 *52%* *17%*	20 *51%* *17%*	13 *51%* *12%*	13 *54%* *11%*	18 *52%* *16%*	61 *55%* *53%*	35 *61%* *31%*
Net: 10/9	**21** ***10%***	8 *8%* *39%*	13 *12%* *61%*	5 *18%* *24%* EG	7 *13%* *31%* EG	2 *4%* *8%*	4 *11%* *21%* E	1 *5%* *6%*	2 *9%* *10%*	2 *6%* *10%*	12 *11%* *56%*	7 *13%* *35%* I

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 316

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
Net: 6/5/4	**68** ***33%***	35 *35%* *51%*	33 *31%* *49%*	7 *26%* *10%*	15 *31%* *22%*	15 *38%* *22%* C	16 *40%* *23%* C	9 *33%* *13%*	7 *29%* *10%*	14 *39%* *20%* K	39 *36%* *58%* K	15 *25%* *22%*
Net: 3/2/1	**9** ***4%***	5 *5%* *53%*	4 *4%* *47%*	1 *4%* *14%*	2 *3%* *19%*	2 *5%* *22%*	1 *3%* *12%*	2 *6%* *19%*	1 *6%* *15%*	1 *2%* *9%*	4 *4%* *49%*	4 *6%* *41%*
Mean	**6.73**	6.62	6.83	7.05 E G	6.91 E G	6.50	6.73	6.49	6.60	6.62	6.72	6.82
Standard Deviation	**1.70**	1.68	1.72	1.85	1.73	1.59	1.59	1.79	1.81	1.49	1.69	1.87

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 316

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Total (Wtd)	**204**	204 *100%*	202 *99%*	2** *1%* ****	41 *20%*	160 *78%*	163 *80%*	112 *55%*	50 *25%*	55 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
10	**9** ***5%***	9 *5%* *100%*	9 *4%* *94%*	1 *29%* *6%*	2 *5%* *21%*	7 *5%* *79%*	7 *5%* *79%*	6 *6%* *66%*	1 *2%* *13%*	1 *3%* *16%*
9	**12** ***6%***	12 *6%* *100%*	12 *6%* *100%*	* * *	2 *6%* *20%*	9 *6%* *79%*	9 *6%* *79%*	7 *6%* *58%*	2 *4%* *19%*	2 *4%* *21%*
8	**42** ***21%***	42 *21%* *100%*	42 *21%* *100%*	* *7%* *	8 *19%* *19%*	34 *21%* *80%*	35 *21%* *81%*	24 *21%* *55%*	11 *22%* *26%*	11 *21%* *27%*
7	**51** ***25%***	51 *25%* *100%*	51 *25%* *100%*	* *6%* *	11 *26%* *21%*	40 *25%* *78%*	40 *25%* *79%*	26 *23%* *51%*	14 *28%* *27%*	15 *27%* *29%*
6	**38** ***19%***	38 *19%* *100%*	38 *19%* *98%*	1 *35%* *2%*	8 *19%* *21%*	30 *19%* *78%*	31 *19%* *79%*	22 *20%* *58%*	8 *17%* *22%*	9 *17%* *24%*
5	**22** ***11%***	22 *11%* *100%*	22 *11%* *99%*	* *7%* *1%*	4 *10%* *18%*	18 *11%* *80%*	18 *11%* *82%*	11 *10%* *52%*	6 *13%* *30%*	8 *15%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 316

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
4	**7** ***4%***	7 *4%* *100%*	7 *4%* *100%*	- - -	1 *3%* *18%*	6 *4%* *82%*	6 *4%* *82%*	4 *4%* *55%*	2 *4%* *27%*	2 *4%* *27%*
3	**5** ***2%***	5 *2%* *100%*	5 *2%* *100%*	- - -	1 *2%* *15%*	4 *3%* *81%*	4 *2%* *81%*	3 *2%* *51%*	1 *3%* *30%*	1 *3%* *30%*
2	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	* *1%* *22%*	1 *1%* *78%*	1 *1%* *78%*	1 *1%* *64%*	* *1%* *14%*	* *1%* *26%*
1	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	* *1%* *25%*	1 *1%* *64%*	2 *1%* *75%*	1 *1%* *58%*	* *1%* *18%*	* *1%* *18%*
Don't know	**13** ***6%***	13 *6%* *100%*	12 *6%* *97%*	* *16%* *3%*	3 *8%* *25%*	9 *6%* *73%*	9 *6%* *75%*	7 *6%* *52%*	3 *6%* *23%*	3 *5%* *23%*
Net: 10/9/8/7	**115** ***56%***	115 *56%* *100%*	114 *56%* *99%*	1 *42%* *1%*	23 *56%* *20%*	90 *56%* *79%*	92 *56%* *80%*	62 *56%* *54%*	29 *57%* *25%*	30 *55%* *26%*
Net: 10/9	**21** ***10%***	21 *10%* *100%*	20 *10%* *97%*	1 *29%* *3%*	4 *10%* *20%*	17 *10%* *79%*	17 *10%* *79%*	13 *12%* *62%*	3 *7%* *16%*	4 *7%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 316

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - All channels combined ****

Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
Net: 6/5/4	**68** ***33%***	68 *33%* *100%*	67 *33%* *99%*	1 *42%* *1%*	13 *32%* *19%*	54 *33%* *79%*	55 *34%* *81%*	38 *34%* *56%*	17 *33%* *25%*	19 *35%* *28%*
Net: 3/2/1	**9** ***4%***	9 *4%* *100%*	9 *4%* *100%*	- - -	2 *4%* *18%*	7 *4%* *77%*	7 *4%* *79%*	5 *4%* *56%*	2 *4%* *24%*	2 *4%* *26%*
Mean	**6.73**	6.73	6.72	7.53	6.75	6.73	6.73	6.76	6.63	6.59
Standard Deviation	**1.70**	1.70	1.70	-	1.71	1.69	1.70	1.75	1.61	1.62

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 317

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Total (Wtd)	**101**	49 *48%*	52 *52%*	15* *15%* *	25* *25%* *	18* *18%* *	20* *20%* *	13* *13%* *	10* *10%* *	21 *20%*	52 *52%*	28* *28%* *
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
10	**12** ***12%***	4 *9%* *35%*	8 *15%* *65%* A	2 *16%* *20%*	3 *13%* *27%*	2 *11%* *16%*	2 *11%* *18%*	1 *8%* *8%*	1 *14%* *11%*	2 *12%* *21%*	6 *11%* *50%*	4 *13%* *30%*
9	**13** ***12%***	6 *13%* *52%*	6 *12%* *48%*	1 *10%* *12%*	3 *12%* *23%*	2 *9%* *13%*	2 *9%* *15%*	3 *22%* *24%* EF	2 *17%* *14%*	3 *14%* *24%*	5 *10%* *40%*	5 *16%* *36%*
8	**23** ***23%***	11 *23%* *48%*	12 *23%* *52%*	4 *27%* *17%*	7 *27%* *28%*	4 *20%* *15%*	4 *21%* *18%*	3 *20%* *11%*	2 *24%* *10%*	5 *23%* *20%*	13 *25%* *55%*	6 *21%* *25%*
7	**20** ***20%***	9 *19%* *47%*	11 *20%* *53%*	3 *20%* *15%*	5 *18%* *23%*	4 *23%* *21%*	4 *20%* *21%*	3 *21%* *14%*	1 *12%* *6%*	4 *19%* *20%*	11 *20%* *54%*	5 *18%* *26%*
6	**14** ***14%***	6 *13%* *46%*	7 *14%* *54%*	2 *15%* *16%*	3 *11%* *19%*	4 *20%* *26%*	3 *16%* *23%*	2 *12%* *11%*	1 *7%* *5%*	2 *10%* *16%*	8 *15%* *57%*	4 *13%* *27%*
5	**10** ***10%***	6 *12%* *61%*	4 *7%* *39%*	1 *6%* *9%*	2 *9%* *22%*	2 *10%* *19%*	3 *12%* *26%*	1 *5%* *7%*	2 *18%* *18%* G	2 *10%* *22%*	5 *10%* *52%*	3 *9%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 317

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
4	**2** ***2%***	1 *2%* *48%*	1 *2%* *52%*	1 *3%* *22%*	1 *3%* *31%*	* *1%* *8%*	* *1%* *8%*	* *3%* *20%*	* *2%* *10%*	1 *4%* *39%*	1 *2%* *50%*	* *1%* *11%*
3	**1** ***1%***	1 *1%* *63%*	* *1%* *37%*	- - -	* *2%* *49%*	* *1%* *17%*	* *1%* *20%*	* *1%* *14%*	- - -	- - -	1 *2%* *100%*	- - -
2	**2** ***2%***	2 *3%* *67%*	1 *2%* *33%*	* *3%* *15%*	1 *4%* *43%*	* *2%* *15%*	1 *3%* *27%*	- - -	- - -	1 *3%* *22%*	1 *2%* *36%*	1 *4%* *42%*
1	**2** ***2%***	1 *1%* *35%*	1 *2%* *65%*	* * *	* *1%* *15%*	* *1%* *12%*	1 *3%* *37%*	1 *4%* *35%*	- - -	1 *2%* *34%*	1 *1%* *49%*	* *1%* *17%*
Don't know	**2** ***2%***	1 *2%* *51%*	1 *2%* *49%*	- - -	* *1%* *10%*	1 *3%* *26%*	1 *3%* *24%*	* *3%* *18%*	* *5%* *22%*	* *2%* *18%*	1 *2%* *48%*	1 *3%* *33%*
Net: 10/9/8/7	**68** ***67%***	31 *64%* *46%*	37 *70%* *54%*	11 *74%* *16%*	17 *69%* *25%*	11 *62%* *17%*	12 *61%* *18%*	9 *72%* *14%*	7 *67%* *10%*	14 *68%* *21%*	35 *66%* *51%*	19 *69%* *28%*
Net: 10/9	**25** ***24%***	11 *22%* *43%*	14 *27%* *57%*	4 *26%* *16%*	6 *25%* *25%*	4 *19%* *14%*	4 *20%* *17%*	4 *30%* *16%*	3 *31%* *12%*	5 *26%* *22%*	11 *21%* *45%*	8 *29%* *33%*
Net: 6/5/4	**26** ***26%***	13 *28%* *52%*	12 *24%* *48%*	4 *24%* *14%*	6 *22%* *21%*	6 *31%* *21%*	6 *29%* *23%*	3 *20%* *10%*	3 *28%* *10%*	5 *25%* *20%*	14 *27%* *55%*	7 *23%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 317

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
Net: 3/2/1	**5** ***5%***	3 *6%* *57%*	2 *4%* *43%*	* *3%* *8%*	2 *7%* *36%*	1 *4%* *15%*	1 *7%* *29%*	1 *5%* *13%*	- - -	1 *5%* *21%*	3 *5%* *53%*	1 *5%* *26%*
Mean	**7.19**	7.03	7.34	7.47	7.17	7.07	6.91	7.29	7.52	7.16	7.12	7.35
Standard Deviation	**1.99**	2.00	1.98	1.86	2.13	1.88	2.15	2.11	1.85	2.16	1.94	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 317

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Total (Wtd)	**101**	101 *100%*	100 *99%*	1** *1%* **	20* *20%* *	79 *78%*	80 *80%*	56 *56%*	24 *24%*	26 *26%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
10	**12** ***12%***	12 *12%* *100%*	12 *12%* *98%*	* *22%* *2%*	2 *11%* *18%* Z	10 *12%* *79%* YZ	10 *12%* *81%* YZ	9 *16%* *73%* YZ	1 *4%* *8%*	1 *3%* *8%*
9	**13** ***12%***	13 *12%* *100%*	12 *12%* *98%*	* *27%* *2%*	4 *19%* *30%* X	9 *11%* *69%*	9 *11%* *70%*	5 *9%* *40%*	4 *15%* *30%*	4 *14%* *30%*
8	**23** ***23%***	23 *23%* *100%*	23 *23%* *100%*	- - -	4 *19%* *16%*	19 *24%* *82%*	20 *24%* *84%*	14 *25%* *61%*	5 *22%* *23%*	6 *22%* *25%*
7	**20** ***20%***	20 *20%* *100%*	19 *20%* *99%*	* *21%* *1%*	4 *19%* *19%*	16 *20%* *79%*	16 *20%* *81%*	11 *19%* *54%*	5 *22%* *27%*	5 *20%* *27%*
6	**14** ***14%***	14 *14%* *100%*	14 *14%* *98%*	* *29%* *2%*	3 *14%* *20%*	11 *14%* *77%*	11 *14%* *80%*	6 *11%* *44%*	5 *20%* *36%* X	5 *21%* *40%* X
5	**10** ***10%***	10 *10%* *100%*	10 *10%* *100%*	- - -	2 *10%* *20%*	8 *10%* *80%*	8 *10%* *80%*	5 *9%* *54%*	2 *10%* *26%*	3 *12%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 317

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
4	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *2%* *21%*	2 *2%* *70%*	2 *2%* *70%*	1 *2%* *46%*	1 *2%* *24%*	1 *3%* *31%*
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *2%* *100%*	- - -	- - -
2	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	1 *3%* *22%*	2 *2%* *78%*	2 *2%* *78%*	2 *3%* *68%*	* *1%* *10%*	* *2%* *19%*
1	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *2%* *27%*	1 *1%* *59%*	1 *1%* *73%*	1 *1%* *52%*	* *1%* *21%*	* *1%* *21%*
Don't know	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* *1%* *10%*	2 *2%* *82%*	2 *2%* *82%*	1 *3%* *64%*	* *2%* *18%*	* *2%* *18%*
Net: 10/9/8/7	**68** ***67%***	68 *67%* *100%*	67 *67%* *99%*	1 *71%* *1%*	14 *68%* *20%*	53 *67%* *78%*	54 *67%* *80%*	39 *69%* *57%*	15 *63%* *23%*	16 *60%* *23%*
Net: 10/9	**25** ***24%***	25 *24%* *100%*	24 *24%* *98%*	* *49%* *2%*	6 *29%* *24%*	18 *23%* *74%*	18 *23%* *75%*	14 *25%* *56%*	5 *19%* *19%*	5 *18%* *19%*
Net: 6/5/4	**26** ***26%***	26 *26%* *100%*	26 *26%* *99%*	* *29%* *1%*	5 *26%* *20%*	20 *25%* *77%*	20 *25%* *79%*	12 *22%* *48%*	8 *33%* *31%* X	9 *35%* *36%* VWX

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 317

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Importance Rating ****

Base : All in sample A in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
Net: 3/2/1	**5** ***5%***	5 *5%* *100%*	5 *5%* *100%*	- - -	1 *5%* *19%*	4 *5%* *76%*	4 *5%* *81%*	3 *6%* *69%*	1 *2%* *11%*	1 *3%* *16%*
Mean	**7.19**	7.19	7.19	7.92	7.22	7.20	7.19	7.25	7.04	6.92
Standard Deviation	**1.99**	1.99	1.99	-	2.07	1.95	1.97	2.09	1.70	1.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 318

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**8** ***8%***	4 *7%* *44%*	5 *9%* *56%*	1 *6%* *10%*	2 *9%* *28%*	1 *4%* *9%*	1 *6%* *15%*	1 *10%* *16%*	2 *14%* *23%* E	1 *5%* *9%*	4 *8%* *53%*	3 *10%* *37%*
9	**7** ***7%***	4 *8%* *56%*	3 *6%* *44%*	1 *6%* *12%*	1 *5%* *17%*	1 *5%* *16%*	1 *7%* *20%*	1 *9%* *16%*	1 *9%* *19%*	2 *10%* *22%*	3 *5%* *46%*	2 *7%* *32%*
8	**24** ***23%***	12 *23%* *50%*	12 *23%* *50%*	2 *13%* *7%*	7 *27%* *27%*	5 *23%* *20%*	5 *28%* *23%*	3 *23%* *12%*	3 *18%* *10%*	4 *25%* *16%*	13 *23%* *55%*	7 *23%* *30%*
7	**20** ***19%***	10 *19%* *49%*	10 *19%* *51%*	4 *29%* *18%* FG	6 *24%* *29%* FG	4 *18%* *19%*	2 *11%* *10%*	1 *10%* *7%*	4 *26%* *18%* FG	3 *22%* *17%*	11 *20%* *56%*	6 *18%* *28%*
6	**15** ***15%***	7 *14%* *46%*	8 *16%* *54%*	3 *20%* *17%*	3 *13%* *20%*	3 *14%* *19%*	3 *18%* *22%*	2 *16%* *13%*	1 *9%* *8%*	2 *15%* *15%*	9 *15%* *57%*	4 *14%* *28%*
5	**15** ***14%***	7 *14%* *47%*	8 *14%* *53%*	2 *12%* *11%*	3 *10%* *18%*	3 *15%* *21%*	3 *18%* *24%*	2 *16%* *14%*	2 *13%* *12%*	3 *17%* *18%*	8 *13%* *51%*	5 *15%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 318

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**4** ***3%***	2 *4%* *56%*	2 *3%* *44%*	* *2%* *6%*	* *2%* *13%*	1 *7%* *42%*	* *3%* *14%*	* *2%* *9%*	1 *4%* *16%*	* *2%* *10%*	2 *3%* *57%*	1 *4%* *33%*
3	**4** ***4%***	2 *4%* *52%*	2 *3%* *48%*	1 *5%* *18%*	1 *4%* *27%*	* *2%* *10%*	1 *4%* *18%*	1 *6%* *20%*	* *2%* *7%*	* *2%* *9%*	2 *4%* *62%*	1 *4%* *28%*
2	**2** ***2%***	1 *2%* *53%*	1 *2%* *47%*	- - -	1 *3%* *33%*	1 *5%* *50%*	* *1%* *9%*	- - -	* *1%* *8%*	- - -	2 *3%* *85%*	* *1%* *15%*
1	**3** ***3%***	2 *3%* *58%*	1 *2%* *42%*	1 *5%* *19%*	1 *3%* *24%*	1 *4%* *31%*	* *1%* *7%*	* *3%* *13%*	* *1%* *6%*	* *1%* *7%*	2 *4%* *73%*	1 *2%* *20%*
Don't know	**2** ***2%***	1 *1%* *33%*	1 *3%* *67%*	- - -	* *1%* *6%*	* *2%* *22%*	1 *4%* *31%*	1 *4%* *25%*	* *3%* *17%*	* *1%* *8%*	1 *2%* *43%*	1 *4%* *49%*
Net: 10/9/8/7	**60** ***57%***	29 *58%* *49%*	30 *56%* *51%*	7 *56%* *12%*	16 *64%* *27%* E	11 *50%* *18%*	10 *52%* *17%*	7 *52%* *11%*	9 *67%* *16%* E	9 *61%* *16%*	32 *55%* *54%*	18 *58%* *30%*
Net: 10/9	**15** ***15%***	8 *15%* *50%*	8 *14%* *50%*	2 *13%* *11%*	3 *14%* *23%*	2 *9%* *13%*	3 *13%* *17%*	2 *19%* *16%*	3 *23%* *21%* E	2 *15%* *15%*	8 *13%* *50%*	5 *17%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 318

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 6/5/4	**34** ***32%***	16 *31%* *47%*	18 *33%* *53%*	4 *34%* *13%*	6 *25%* *18%*	8 *36%* *23%*	7 *39%* *22%* D	4 *35%* *13%*	4 *26%* *11%*	5 *34%* *16%*	18 *32%* *55%*	10 *32%* *30%*
Net: 3/2/1	**9** ***9%***	5 *10%* *54%*	4 *8%* *46%*	1 *10%* *14%*	2 *10%* *27%*	2 *11%* *27%*	1 *6%* *12%*	1 *9%* *13%*	1 *4%* *7%*	1 *4%* *6%*	6 *11%* *71%* I	2 *6%* *22%*
Mean	**6.64**	6.60	6.68	6.46	6.76	6.18	6.73	6.70	7.10 E	6.87	6.49	6.81
Standard Deviation	**2.09**	2.15	2.06	2.11	2.15	2.25	1.93	2.26	2.04	1.78	2.21	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 318

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 100%	484 97%	7 1%	100 20%	391 78%	397 80%	267 54%	127 25%	140 28%
Total (Wtd)	**105**	105 100%	103 99%	1** 1% **	22* 21% *	82 78%	83 79%	56 54%	26 25%	29 28%
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**8** **8%**	8 8% 100%	8 8% 100%	- - -	1 6% 16%	7 8% 81%	7 8% 84%	5 9% 63%	2 7% 21%	2 7% 24%
9	**7** **7%**	7 7% 100%	7 6% 95%	* 34% 5%	2 9% 30%	5 6% 70%	5 6% 70%	3 5% 42%	2 8% 29%	2 7% 31%
8	**24** **23%**	24 23% 100%	24 23% 98%	* 43% 2%	5 25% 22%	18 22% 76%	19 23% 78%	14 25% 57%	5 19% 20%	6 20% 24%
7	**20** **19%**	20 19% 100%	20 20% 99%	* 10% 1%	3 15% 16%	17 21% 84%	17 21% 84%	11 20% 55%	6 21% 27%	6 20% 28%
6	**15** **15%**	15 15% 100%	15 15% 100%	- - -	3 15% 21%	12 15% 78%	12 15% 79%	9 15% 56%	4 14% 23%	4 15% 28%
5	**15** **14%**	15 14% 100%	15 14% 100%	- - -	4 17% 24%	11 14% 76%	11 13% 76%	8 14% 52%	3 13% 23%	4 13% 26%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 318

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	* *1%* *7%*	3 *4%* *93%*	3 *4%* *93%*	2 *4%* *57%*	1 *5%* *36%*	1 *4%* *36%*
3	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	* *1%* *5%*	3 *4%* *88%*	4 *4%* *95%*	1 *3%* *37%*	2 *9%* *58%* UX	2 *8%* *58%* UX
2	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	1 *4%* *37%*	1 *2%* *63%*	1 *2%* *63%*	1 *2%* *40%*	* *2%* *23%*	* *2%* *23%*
1	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	* *2%* *13%*	3 *3%* *87%*	3 *3%* *87%*	2 *4%* *66%*	* *2%* *13%*	* *1%* *13%*
Don't know	**2** ***2%***	2 *2%* *100%*	2 *2%* *94%*	* *12%* *6%*	1 *5%* *47%* VWX	1 *1%* *46%*	1 *1%* *46%*	* *1%* *22%*	1 *2%* *24%*	1 *2%* *24%*
Net: 10/9/8/7	**60** ***57%***	60 *57%* *100%*	59 *57%* *98%*	1 *88%* *2%*	12 *56%* *20%*	47 *57%* *79%*	48 *57%* *80%*	33 *59%* *55%*	14 *54%* *24%*	16 *55%* *26%*
Net: 10/9	**15** ***15%***	15 *15%* *100%*	15 *14%* *98%*	* *34%* *2%*	3 *16%* *22%*	12 *14%* *76%*	12 *14%* *78%*	8 *14%* *53%*	4 *14%* *25%*	4 *14%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 318

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 6/5/4	**34** ***32%***	34 *32%* *100%*	34 *32%* *100%*	- - -	7 *33%* *21%*	26 *32%* *78%*	27 *32%* *79%*	18 *33%* *55%*	8 *32%* *25%*	9 *33%* *28%*
Net: 3/2/1	**9** ***9%***	9 *9%* *100%*	9 *9%* *100%*	- - -	1 *6%* *15%*	7 *9%* *82%*	8 *9%* *85%*	4 *8%* *48%*	3 *12%* *35%*	3 *11%* *35%*
Mean	**6.64**	6.64	6.62	8.27	6.77	6.60	6.61	6.69	6.46	6.53
Standard Deviation	**2.09**	2.09	2.10	-	2.04	2.11	2.12	2.10	2.14	2.09

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 319

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**11** ***10%***	5 *11%* *49%*	6 *10%* *51%*	2 *13%* *15%*	3 *12%* *27%*	2 *7%* *14%*	1 *7%* *12%*	1 *10%* *12%*	2 *15%* *20%*	1 *8%* *11%*	5 *9%* *49%*	4 *14%* *40%*
9	**8** ***8%***	4 *8%* *49%*	4 *8%* *51%*	1 *9%* *14%*	2 *7%* *22%*	1 *6%* *15%*	1 *7%* *17%*	1 *9%* *14%*	2 *11%* *19%*	2 *13%* *25%*	4 *7%* *47%*	2 *7%* *28%*
8	**30** ***29%***	15 *28%* *48%*	16 *30%* *52%*	4 *34%* *14%*	9 *38%* *31%* EG H	5 *24%* *17%*	6 *31%* *20%*	3 *20%* *9%*	3 *22%* *10%*	4 *27%* *14%*	18 *31%* *58%*	9 *28%* *28%*
7	**21** ***20%***	12 *23%* *54%*	10 *18%* *46%*	3 *20%* *12%*	5 *20%* *23%*	5 *24%* *24%*	4 *21%* *19%*	2 *16%* *10%*	3 *19%* *13%*	3 *22%* *16%*	12 *21%* *56%*	6 *19%* *28%*
6	**10** ***10%***	5 *9%* *46%*	6 *10%* *54%*	2 *14%* *17%*	2 *6%* *15%*	3 *14%* *28%*	1 *7%* *14%*	2 *13%* *16%*	1 *7%* *9%*	2 *10%* *15%*	6 *10%* *59%*	3 *8%* *26%*
5	**14** ***13%***	6 *11%* *41%*	8 *15%* *59%*	1 *8%* *8%*	3 *11%* *20%*	4 *17%* *26%*	3 *13%* *19%*	2 *17%* *16%*	2 *12%* *12%*	2 *12%* *14%*	8 *14%* *59%*	4 *12%* *27%*
4	**3** ***2%***	2 *3%* *65%*	1 *2%* *35%*	* *2%* *9%*	* *2%* *18%*	* *2%* *15%*	1 *5%* *34%*	* *3%* *15%*	* *2%* *9%*	* *2%* *15%*	1 *2%* *55%*	1 *2%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 319

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
3	**1** ***1%***	* *1%* *48%*	* *1%* *52%*	- - -	- - -	* *1%* *26%*	* *2%* *44%*	* *2%* *30%*	- - -	* *1%* *22%*	* *1%* *48%*	* *1%* *30%*
2	**1** ***1%***	1 *1%* *65%*	* *1%* *35%*	- - -	* *1%* *27%*	* *2%* *39%*	- - -	* *1%* *16%*	* *1%* *18%*	* *1%* *20%*	1 *1%* *80%*	- - -
1	**1** ***1%***	1 *2%* *60%*	1 *1%* *40%*	- - -	* *2%* *34%*	* *2%* *25%*	* *1%* *14%*	* *1%* *11%*	* *2%* *17%*	- - -	1 *2%* *83%*	* *1%* *17%*
Don't know	**4** ***4%***	2 *4%* *43%*	2 *5%* *57%*	- - -	* *1%* *8%*	* *2%* *11%*	1 *5%* *24%*	1 *8%* *26%* CD	1 *9%* *31%* CDE	* *3%* *11%*	1 *2%* *32%*	2 *8%* *57%* J
Net: 10/9/8/7	**71** ***68%***	35 *69%* *50%*	35 *66%* *50%*	10 *76%* *14%* G	19 *76%* *27%* EG	13 *61%* *18%*	13 *66%* *18%*	7 *55%* *10%*	9 *68%* *13%*	11 *70%* *15%*	39 *67%* *55%*	21 *68%* *30%*
Net: 10/9	**19** ***18%***	9 *18%* *49%*	10 *18%* *51%*	3 *22%* *15%*	5 *19%* *25%*	3 *13%* *15%*	3 *14%* *14%*	2 *18%* *13%*	4 *26%* *19%* E	3 *21%* *17%*	9 *16%* *48%*	7 *21%* *35%*
Net: 6/5/4	**26** ***25%***	12 *23%* *45%*	14 *27%* *55%*	3 *24%* *12%*	5 *19%* *18%*	7 *32%* *26%* D	5 *25%* *19%*	4 *33%* *16%* D	3 *20%* *11%*	4 *25%* *15%*	15 *27%* *58%*	7 *23%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 319

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 3/2/1	**3** **3%**	2 *4%* *58%*	1 *2%* *42%*	- - -	1 *3%* *23%*	1 *4%* *29%*	1 *3%* *18%*	1 *4%* *17%*	* *3%* *13%*	* *2%* *12%*	2 *4%* *73%*	* *2%* *15%*
Mean	**7.18**	7.16	7.19	7.55 E	7.37 E	6.82	7.05	6.91	7.43	7.24	7.05	7.40
Standard Deviation	**1.84**	1.89	1.80	1.54	1.85	1.88	1.81	2.05	2.04	1.74	1.90	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**11** ***10%***	11 *10%* *100%*	11 *10%* *97%*	* *34%* *3%*	2 *9%* *18%*	9 *11%* *79%*	9 *11%* *82%*	6 *11%* *58%*	3 *10%* *23%*	3 *10%* *25%*
9	**8** ***8%***	8 *8%* *100%*	8 *8%* *100%*	- - -	2 *7%* *20%*	6 *7%* *74%*	7 *8%* *80%*	5 *9%* *62%*	1 *6%* *18%*	2 *7%* *26%*
8	**30** ***29%***	30 *29%* *100%*	30 *29%* *98%*	* *44%* *2%*	7 *33%* *24%*	23 *28%* *76%*	23 *28%* *76%*	16 *29%* *53%*	7 *26%* *22%*	7 *26%* *25%*
7	**21** ***20%***	21 *20%* *100%*	21 *21%* *100%*	- - -	3 *15%* *15%*	18 *22%* *84%*	18 *22%* *85%*	12 *21%* *55%*	6 *24%* *30%*	7 *23%* *31%*
6	**10** ***10%***	10 *10%* *100%*	10 *10%* *100%*	- - -	2 *9%* *19%*	8 *10%* *81%*	8 *10%* *81%*	5 *10%* *53%*	3 *11%* *29%*	3 *12%* *33%*
5	**14** ***13%***	14 *13%* *100%*	13 *13%* *99%*	* *10%* *1%*	2 *9%* *15%*	12 *14%* *85%*	12 *14%* *85%*	8 *14%* *58%*	4 *14%* *26%*	4 *14%* *29%*
4	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *3%* *24%*	2 *2%* *76%*	2 *2%* *76%*	1 *2%* *52%*	1 *2%* *24%*	1 *2%* *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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9 Jul 2009

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Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	* * *26%*	1 *2%* *74%*	1 *2%* *74%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *34%*	1 *1%* *66%*	1 *1%* *66%*	* *1%* *46%*	* *1%* *20%*	* *1%* *20%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *2%* *34%*	1 *1%* *56%*	1 *1%* *56%*	* *1%* *29%*	* *2%* *27%*	* *1%* *27%*
Don't know	**4** ***4%***	4 *4%* *100%*	4 *4%* *97%*	* *12%* *3%*	2 *10%* *51%* VWXY Z	2 *3%* *49%*	2 *3%* *49%*	1 *2%* *30%*	1 *3%* *19%*	1 *3%* *19%*
Net: 10/9/8/7	**71** ***68%***	71 *68%* *100%*	70 *67%* *99%*	1 *78%* *1%*	14 *65%* *20%*	56 *68%* *79%*	57 *68%* *80%*	39 *70%* *55%*	17 *65%* *24%*	19 *66%* *27%*
Net: 10/9	**19** ***18%***	19 *18%* *100%*	19 *18%* *98%*	* *34%* *2%*	4 *17%* *19%*	15 *18%* *77%*	15 *19%* *81%*	11 *20%* *60%*	4 *15%* *21%*	5 *17%* *26%*
Net: 6/5/4	**26** ***25%***	26 *25%* *100%*	26 *25%* *100%*	* *10%* *	5 *21%* *17%*	22 *27%* *83%*	22 *26%* *83%*	15 *26%* *55%*	7 *27%* *27%*	8 *28%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 319

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK - Social Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 3/2/1	**3** **3%**	3 *3%* *100%*	3 *3%* *100%*	- - -	1 *4%* *25%*	2 *3%* *70%*	2 *3%* *70%*	1 *2%* *33%*	1 *5%* *37%*	1 *4%* *37%*
Mean	**7.18**	7.18	7.16	8.43	7.21	7.16	7.18	7.27	6.98	7.04
Standard Deviation	**1.84**	1.84	1.83	-	1.98	1.79	1.79	1.76	1.88	1.86

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 320

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(c) - Summary										
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	283	542	382	176	72	39	976	483	499	499
Total (Wtd)	138	57	115	82	38	16	9	204	101	105	105
Effective Total	601	258	491	352	161	68	37	882	434	453	453
10	7 *5%*	2 *4%*	5 *5%*	5 *6%*	1 *2%*	1 *6%*	1 *8%*	9 *5%*	12 *12%*	8 *8%*	11 *10%*
9	11 *8%*	5 *9%*	6 *6%*	10 *12%*	2 *6%*	* *2%*	1 *9%*	12 *6%*	13 *12%*	7 *7%*	8 *8%*
8	37 *27%*	15 *27%*	23 *20%*	17 *20%*	6 *15%*	3 *20%*	1 *9%*	42 *21%*	23 *23%*	24 *23%*	30 *29%*
7	29 *21%*	12 *22%*	32 *28%*	18 *21%*	5 *14%*	3 *19%*	1 *12%*	51 *25%*	20 *20%*	20 *19%*	21 *20%*
6	23 *17%*	8 *14%*	18 *16%*	13 *16%*	7 *18%*	3 *18%*	2 *18%*	38 *19%*	14 *14%*	15 *15%*	10 *10%*
5	14 *10%*	5 *9%*	15 *13%*	9 *10%*	5 *13%*	2 *13%*	1 *16%*	22 *11%*	10 *10%*	15 *14%*	14 *13%*
4	5 *4%*	3 *5%*	5 *5%*	3 *4%*	3 *8%*	1 *5%*	1 *8%*	7 *4%*	2 *2%*	4 *3%*	3 *2%*
3	1 *1%*	2 *3%*	3 *2%*	2 *2%*	1 *4%*	1 *4%*	* *2%*	5 *2%*	1 *1%*	4 *4%*	1 *1%*
2	1 *1%*	1 *1%*	1 *1%*	* *	1 *2%*	* *1%*	* *3%*	2 *1%*	2 *2%*	2 *2%*	1 *1%*
1	1 *1%*	* *	1 *1%*	1 *1%*	1 *1%*	* *3%*	- -	2 *1%*	2 *2%*	3 *3%*	1 *1%*
Don't know	8 *6%*	3 *5%*	6 *5%*	5 *6%*	6 *17%*	2 *10%*	1 *15%*	13 *6%*	2 *2%*	2 *2%*	4 *4%*
Net: 10/9/8/7	85 *61%*	35 *62%*	67 *58%*	49 *60%*	14 *37%*	8 *47%*	3 *38%*	115 *56%*	68 *67%*	60 *57%*	71 *68%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 320

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(c) - Summary										
	BBC1	BBC2	ITV1	Channel 4	Five	BBC3	BBC4	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	283	542	382	176	72	39	976	483	499	499
Effective Total	601	258	491	352	161	68	37	882	434	453	453
Net: 10/9	18 *13%*	8 *14%*	12 *10%*	15 *18%*	3 *8%*	1 *8%*	2 *17%*	21 *10%*	25 *24%*	15 *15%*	19 *18%*
Net: 6/5/4	42 *30%*	16 *28%*	38 *33%*	25 *30%*	15 *39%*	6 *35%*	4 *42%*	68 *33%*	26 *26%*	34 *32%*	26 *25%*
Net: 3/2/1	4 *3%*	3 *5%*	4 *4%*	3 *3%*	3 *7%*	1 *7%*	* *5%*	9 *4%*	5 *5%*	9 *9%*	3 *3%*
Mean	6.98	6.90	6.70	6.99	6.19	6.43	6.49	6.73	7.19	6.64	7.18
Standard Deviation	1.66	1.78	1.68	1.77	1.93	2.02	2.17	1.70	1.99	2.09	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 321

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**195** ***4%***	77 *3%* *40%*	118 *5%* *60%*	20 *5%* *10%*	28 *3%* *14%*	27 *3%* *14%*	22 *3%* *11%*	37 *5%* *19%* F	62 *6%* *32%* DEF	27 *3%* *14%*	74 *3%* *38%*	94 *6%* *48%* IJ	51 *4%* *26%*	56 *5%* *28%*	59 *4%* *30%*
9	**288** ***6%***	139 *6%* *48%*	150 *6%* *52%*	34 *8%* *12%* G	48 *5%* *17%*	46 *6%* *16%*	56 *7%* *19%*	35 *5%* *12%*	69 *7%* *24%*	38 *4%* *13%*	135 *6%* *47%*	115 *7%* *40%* I	77 *7%* *27%*	72 *6%* *25%*	93 *6%* *32%*
8	**946** ***20%***	426 *19%* *45%*	520 *20%* *55%*	69 *16%* *7%*	191 *20%* *20%*	149 *18%* *16%*	163 *19%* *17%*	150 *20%* *16%*	223 *22%* *24%* C	184 *19%* *19%*	453 *19%* *48%*	309 *20%* *33%*	236 *20%* *25%*	243 *20%* *26%*	312 *19%* *33%*
7	**1109** ***23%***	483 *21%* *44%*	626 *24%* *56%*	88 *21%* *8%*	237 *24%* *21%* H	215 *26%* *19%* H	202 *24%* *18%*	174 *23%* *16%*	193 *19%* *17%*	229 *24%* *21%*	564 *24%* *51%* K	315 *20%* *28%*	285 *24%* *26%*	277 *23%* *25%*	360 *22%* *32%*
6	**849** ***18%***	437 *19%* *51%* B	412 *16%* *49%*	94 *22%* *11%* GH	190 *20%* *22%* H	141 *17%* *17%*	159 *19%* *19%* H	119 *16%* *14%*	146 *14%* *17%*	157 *17%* *19%*	436 *19%* *51%*	256 *17%* *30%*	193 *16%* *23%*	193 *16%* *23%*	314 *19%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 321

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**664** ***14%***	311 *14%* *47%*	353 *14%* *53%*	56 *13%* *8%*	142 *15%* *21%*	117 *14%* *18%*	115 *13%* *17%*	105 *14%* *16%*	131 *13%* *20%*	142 *15%* *21%*	331 *14%* *50%*	191 *12%* *29%*	143 *12%* *22%*	182 *15%* *27%*	223 *14%* *34%*
4	**279** ***6%***	136 *6%* *49%*	143 *6%* *51%*	13 *3%* *5%*	44 *5%* *16%*	50 *6%* *18%*	60 *7%* *21%* C	48 *6%* *17%*	64 *6%* *23%*	73 *8%* *26%* J	109 *5%* *39%*	98 *6%* *35%*	67 *6%* *24%*	70 *6%* *25%*	92 *6%* *33%*
3	**123** ***3%***	71 *3%* *58%* B	52 *2%* *42%*	16 *4%* *13%* F	24 *2%* *20%*	16 *2%* *13%*	11 *1%* *9%*	27 *4%* *22%* F	28 *3%* *23%* F	26 *3%* *22%*	53 *2%* *43%*	44 *3%* *36%*	32 *3%* *26%*	24 *2%* *20%*	50 *3%* *41%*
2	**117** ***2%***	61 *3%* *53%*	55 *2%* *47%*	10 *2%* *8%*	19 *2%* *16%*	22 *3%* *19%*	18 *2%* *16%*	24 *3%* *20%*	24 *2%* *21%*	33 *3%* *29%* K	58 *2%* *50%*	25 *2%* *22%*	22 *2%* *19%*	36 *3%* *31%*	43 *3%* *37%*
1	**73** ***2%***	41 *2%* *56%*	32 *1%* *44%*	15 *3%* *20%* DF H	11 *1%* *15%*	13 *2%* *19%*	8 *1%* *11%*	14 *2%* *19%*	12 *1%* *17%*	14 *2%* *20%*	34 *1%* *47%*	24 *2%* *33%*	18 *2%* *25%*	11 *1%* *15%*	29 *2%* *40%*
Don't know	**198** ***4%***	74 *3%* *37%*	124 *5%* *63%* A	9 *2%* *5%*	36 *4%* *18%*	24 *3%* *12%*	44 *5%* *22%*	31 *4%* *16%*	54 *5%* *27%* CE	28 *3%* *14%*	102 *4%* *51%*	68 *4%* *34%*	55 *5%* *28%*	54 *4%* *27%*	58 *4%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 321

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**2538** ***52%***	1125 *50%* *44%*	1413 *55%* *56%* A	211 *50%* *8%*	504 *52%* *20%*	436 *53%* *17%*	442 *52%* *17%*	396 *52%* *16%*	547 *54%* *22%*	478 *50%* *19%*	1226 *52%* *48%*	833 *54%* *33%*	648 *55%* *26%*	648 *53%* *26%*	824 *50%* *32%*
Net: 10/9	**483** ***10%***	216 *10%* *45%*	268 *10%* *55%*	54 *13%* *11%* D	76 *8%* *16%*	73 *9%* *15%*	77 *9%* *16%*	72 *9%* *15%*	131 *13%* *27%* DEFG	65 *7%* *14%*	209 *9%* *43%*	209 *14%* *43%* IJ	127 *11%* *26%*	128 *11%* *26%*	152 *9%* *31%*
Net: 6/5/4	**1793** ***37%***	885 *39%* *49%* B	908 *35%* *51%*	163 *39%* *9%*	376 *39%* *21%*	308 *38%* *17%*	333 *39%* *19%*	273 *36%* *15%*	340 *34%* *19%*	372 *39%* *21%*	876 *37%* *49%*	544 *35%* *30%*	403 *34%* *22%*	445 *37%* *25%*	629 *39%* *35%*
Net: 3/2/1	**312** ***6%***	173 *8%* *55%* B	139 *5%* *45%*	40 *10%* *13%* DF	54 *6%* *17%*	51 *6%* *17%*	37 *4%* *12%*	65 *8%* *21%* DF	65 *6%* *21%*	74 *8%* *24%*	144 *6%* *46%*	93 *6%* *30%*	72 *6%* *23%*	71 *6%* *23%*	122 *7%* *39%*
Mean	**6.48**	6.37	6.57 A	6.40	6.48	6.42	6.50	6.38	6.62 G	6.27	6.47 I	6.62 I	6.57	6.52	6.40
Standard Deviation	**1.86**	1.90	1.83	2.03	1.72	1.83	1.73	1.97	1.96	1.87	1.80	1.94	1.86	1.85	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 321

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**195** ***4%***	16 *4%* *8%*	9 *3%* *4%*	6 *4%* *3%*	165 *4%* *85%*	178 *4%* *91%*	17 *6%* *9%*	38 *5%* *19%*	155 *4%* *80%*	157 *4%* *81%*	101 *4%* *52%*	57 *4%* *29%*	59 *4%* *30%*
9	**288** ***6%***	19 *5%* *7%*	17 *7%* *6%*	9 *7%* *3%*	242 *6%* *84%*	275 *6%* *95%*	13 *5%* *5%*	37 *5%* *13%*	250 *6%* *87%*	252 *6%* *87%*	164 *7%* *57%*	87 *5%* *30%*	100 *6%* *35%*
8	**946** ***20%***	81 *19%* *9%*	49 *19%* *5%*	26 *19%* *3%*	791 *20%* *84%*	900 *20%* *95%*	46 *17%* *5%*	138 *19%* *15%*	800 *20%* *85%*	808 *20%* *85%*	499 *20%* *53%*	308 *19%* *33%*	326 *19%* *34%*
7	**1109** ***23%***	96 *23%* *9%*	58 *22%* *5%*	33 *24%* *3%*	923 *23%* *83%*	1054 *23%* *95%*	54 *20%* *5%*	143 *20%* *13%*	948 *23%* *86%*	962 *23%* *87%*	577 *23%* *52%*	385 *24%* *35%*	400 *24%* *36%*
6	**849** ***18%***	76 *18%* *9%*	50 *19%* *6%*	23 *17%* *3%*	700 *17%* *82%*	809 *18%* *95%*	41 *15%* *5%*	122 *17%* *14%*	720 *18%* *85%*	727 *18%* *86%*	434 *17%* *51%*	288 *18%* *34%*	311 *18%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 321

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**664** ***14%***	63 *15%* *9%*	33 *13%* *5%*	20 *15%* *3%*	549 *14%* *83%*	623 *14%* *94%*	41 *15%* *6%*	126 *18%* *19%* VWXY Z	534 *13%* *80%*	539 *13%* *81%*	333 *13%* *50%*	205 *13%* *31%*	215 *13%* *32%*
4	**279** ***6%***	26 *6%* *9%*	16 *6%* *6%*	9 *6%* *3%*	228 *6%* *82%*	260 *6%* *93%*	19 *7%* *7%*	49 *7%* *18%* X	230 *6%* *82%*	230 *6%* *82%*	118 *5%* *42%*	110 *7%* *39%* X	112 *7%* *40%* X
3	**123** ***3%***	8 *2%* *7%*	6 *2%* *5%*	3 *2%* *2%*	106 *3%* *86%*	116 *3%* *94%*	7 *3%* *6%*	12 *2%* *10%*	106 *3%* *86%*	108 *3%* *88%*	68 *3%* *56%*	40 *2%* *32%*	40 *2%* *33%*
2	**117** ***2%***	9 *2%* *8%*	4 *2%* *4%*	3 *2%* *2%*	101 *2%* *86%*	110 *2%* *95%*	6 *2%* *5%*	13 *2%* *11%*	104 *3%* *89%*	104 *3%* *89%*	73 *3%* *63%*	29 *2%* *25%*	32 *2%* *27%*
1	**73** ***2%***	8 *2%* *10%*	5 *2%* *7%*	2 *1%* *2%*	58 *1%* *80%*	63 *1%* *86%*	10 *4%* *13%* S	7 *1%* *9%*	64 *2%* *88%*	66 *2%* *91%*	47 *2%* *64%*	19 *1%* *26%*	21 *1%* *29%*
Don't know	**198** ***4%***	15 *4%* *8%*	12 *5%* *6%*	5 *4%* *3%*	167 *4%* *84%*	186 *4%* *94%*	13 *5%* *6%*	28 *4%* *14%*	168 *4%* *85%*	171 *4%* *86%*	103 *4%* *52%*	68 *4%* *34%*	72 *4%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 321

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**2538** ***52%***	212 *51%* *8%*	132 *51%* *5%*	73 *53%* *3%*	2120 *53%* *84%*	2407 *53%* *95%*	130 *49%* *5%*	355 *50%* *14%*	2153 *53%* *85%*	2179 *53%* *86%*	1340 *53%* *53%*	836 *52%* *33%*	886 *52%* *35%*
Net: 10/9	**483** ***10%***	35 *8%* *7%*	26 *10%* *5%*	15 *11%* *3%*	407 *10%* *84%*	453 *10%* *94%*	30 *11%* *6%*	75 *10%* *15%*	405 *10%* *84%*	409 *10%* *85%*	264 *11%* *55%*	144 *9%* *30%*	160 *9%* *33%*
Net: 6/5/4	**1793** ***37%***	165 *40%* *9%*	98 *38%* *5%*	52 *38%* *3%*	1477 *37%* *82%*	1692 *37%* *94%*	101 *38%* *6%*	297 *42%* *17%* VWX	1483 *36%* *83%*	1496 *36%* *83%*	885 *35%* *49%*	603 *38%* *34%*	638 *38%* *36%*
Net: 3/2/1	**312** ***6%***	25 *6%* *8%*	15 *6%* *5%*	7 *5%* *2%*	265 *7%* *85%*	289 *6%* *93%*	23 *9%* *7%*	32 *4%* *10%*	274 *7%* *88%*	278 *7%* *89%*	188 *7%* *60%* UYZ	88 *6%* *28%*	93 *5%* *30%*
Mean	**6.48**	6.41	6.48	6.51	6.48	6.49	6.31	6.49	6.48	6.48	6.48	6.48	6.49
Standard Deviation	**1.86**	1.84	1.85	1.83	1.87	1.85	2.11	1.82	1.87	1.87	1.92	1.79	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 322

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**82** ***4%***	33 *3%* *40%*	49 *4%* *60%*	2 *1%* *3%*	8 *2%* *10%*	13 *4%* *16%*	10 *2%* *12%*	17 *4%* *21%*	31 *5%* *38%* F	15 *3%* *18%*	27 *3%* *33%*	40 *5%* *48%* J	28 *5%* *35%* N	21 *4%* *26%*	23 *3%* *28%*
9	**158** ***7%***	82 *7%* *52%*	76 *7%* *48%*	11 *7%* *7%*	23 *7%* *15%*	19 *6%* *12%*	38 *9%* *24%*	23 *5%* *15%*	44 *7%* *28%*	41 *8%* *26%*	69 *6%* *43%*	48 *6%* *31%*	30 *6%* *19%*	47 *8%* *29%*	56 *7%* *36%*
8	**497** ***21%***	248 *21%* *50%*	249 *22%* *50%*	25 *15%* *5%*	82 *25%* *17%*	62 *19%* *13%*	88 *20%* *18%*	100 *23%* *20%*	139 *23%* *28%*	96 *19%* *19%*	225 *21%* *45%*	176 *23%* *35%*	104 *20%* *21%*	129 *22%* *26%*	190 *22%* *38%*
7	**547** ***24%***	287 *24%* *52%*	261 *23%* *48%*	49 *28%* *9%*	82 *24%* *15%*	75 *23%* *14%*	115 *26%* *21%*	99 *23%* *18%*	127 *21%* *23%*	119 *24%* *22%*	279 *26%* *51%* K	150 *20%* *27%*	136 *26%* *25%* M	110 *19%* *20%*	213 *25%* *39%* M
6	**353** ***15%***	182 *16%* *52%*	171 *15%* *48%*	25 *15%* *7%*	60 *18%* *17%*	54 *16%* *15%*	65 *15%* *18%*	66 *16%* *19%*	83 *13%* *23%*	75 *15%* *21%*	174 *16%* *49%*	104 *14%* *29%*	70 *13%* *20%*	95 *16%* *27%*	128 *15%* *36%*
5	**298** ***13%***	154 *13%* *52%*	144 *13%* *48%*	33 *19%* *11%*	41 *12%* *14%*	40 *12%* *14%*	56 *13%* *19%*	49 *11%* *17%*	78 *13%* *26%*	60 *12%* *20%*	133 *12%* *45%*	105 *14%* *35%*	51 *10%* *17%*	90 *15%* *30%* L	98 *12%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 322

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
4	**140** ***6%***	62 *5%* *44%*	78 *7%* *56%*	8 *5%* *6%*	12 *4%* *9%*	19 *6%* *13%*	27 *6%* *19%*	33 *8%* *23%*	42 *7%* *30%*	28 *6%* *20%*	60 *6%* *43%*	52 *7%* *37%*	27 *5%* *20%*	43 *7%* *31%*	54 *6%* *38%*
3	**54** ***2%***	36 *3%* *66%*	19 *2%* *34%*	5 *3%* *8%*	9 *3%* *16%*	9 *3%* *17%*	6 *1%* *11%*	12 *3%* *21%*	14 *2%* *26%*	17 *3%* *31%*	21 *2%* *39%*	17 *2%* *30%*	24 *4%* *43%* MN	7 *1%* *13%*	15 *2%* *28%*
2	**52** ***2%***	29 *2%* *56%*	23 *2%* *44%*	7 *4%* *13%*	8 *2%* *15%*	11 *3%* *22%*	6 *1%* *12%*	8 *2%* *15%*	12 *2%* *22%*	15 *3%* *29%*	23 *2%* *43%*	14 *2%* *27%*	13 *3%* *26%*	11 *2%* *21%*	24 *3%* *46%*
1	**31** ***1%***	22 *2%* *72%*	9 *1%* *28%*	5 *3%* *16%* D	* * *1%*	9 *3%* *30%* D	5 *1%* *16%*	3 *1%* *10%*	8 *1%* *27%*	3 *1%* *10%*	14 *1%* *47%*	13 *2%* *43%*	10 *2%* *33%*	3 *1%* *11%*	11 *1%* *37%*
Don't know	**108** ***5%***	40 *3%* *37%*	68 *6%* *63%* A	2 *1%* *2%*	10 *3%* *9%*	19 *6%* *17%*	21 *5%* *19%*	18 *4%* *17%*	37 *6%* *35%*	24 *5%* *22%*	54 *5%* *50%*	30 *4%* *28%*	31 *6%* *29%*	32 *5%* *30%*	30 *4%* *28%*
Net: 10/9/8/7	**1285** ***55%***	650 *55%* *51%*	635 *55%* *49%*	88 *51%* *7%*	196 *58%* *15%*	169 *51%* *13%*	251 *57%* *20%*	239 *56%* *19%*	342 *55%* *27%*	271 *55%* *21%*	600 *56%* *47%*	414 *55%* *32%*	299 *57%* *23%*	307 *52%* *24%*	482 *57%* *37%*
Net: 10/9	**240** ***10%***	115 *10%* *48%*	125 *11%* *52%*	14 *8%* *6%*	31 *9%* *13%*	32 *10%* *13%*	47 *11%* *20%*	40 *9%* *17%*	75 *12%* *31%*	56 *11%* *23%*	96 *9%* *40%*	88 *12%* *37%*	59 *11%* *24%*	68 *12%* *28%*	79 *9%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 322

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 6/5/4	**791** ***34%***	398 *34%* *50%*	393 *34%* *50%*	66 *38%* *8%*	113 *34%* *14%*	113 *34%* *14%*	148 *34%* *19%*	148 *35%* *19%*	203 *33%* *26%*	164 *33%* *21%*	367 *34%* *46%*	261 *35%* *33%*	149 *28%* *19%*	228 *39%* *29%* L	281 *33%* *35%*
Net: 3/2/1	**137** ***6%***	87 *7%* *64%* B	50 *4%* *36%*	16 *9%* *12%* F	17 *5%* *12%*	30 *9%* *22%* F	17 *4%* *13%*	23 *5%* *17%*	34 *6%* *25%*	35 *7%* *26%*	58 *5%* *42%*	44 *6%* *32%*	47 *9%* *35%* M	21 *4%* *15%*	51 *6%* *37%*
Mean	**6.56**	6.48	6.64	6.17	6.69 C	6.36	6.64 C	6.59	6.64 C	6.54	6.55	6.59	6.54	6.60	6.55
Standard Deviation	**1.84**	1.88	1.80	1.91	1.66	2.02	1.72	1.80	1.91	1.86	1.77	1.94	2.00	1.78	1.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 322

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**82** ***4%***	5 *2%* *6%*	3 *3%* *4%*	1 *3%* *2%*	73 *4%* *89%*	77 *3%* *94%*	5 *6%* *6%*	18 *5%* *22%*	64 *3%* *78%*	64 *3%* *78%*	35 *3%* *42%*	30 *3%* *36%*	32 *3%* *39%*
9	**158** ***7%***	14 *7%* *9%*	8 *7%* *5%*	3 *6%* *2%*	133 *7%* *84%*	150 *7%* *95%*	8 *9%* *5%*	28 *8%* *18%*	129 *7%* *81%*	130 *7%* *82%*	61 *6%* *39%*	68 *8%* *43%*	75 *8%* *48%*
8	**497** ***21%***	42 *23%* *9%*	22 *18%* *4%*	11 *19%* *2%*	422 *22%* *85%*	483 *22%* *97%*	14 *16%* *3%*	85 *23%* *17%*	403 *21%* *81%*	412 *21%* *83%*	220 *21%* *44%*	193 *21%* *39%*	207 *22%* *42%*
7	**547** ***24%***	40 *22%* *7%*	34 *29%* *6%* OR	13 *24%* *2%*	459 *23%* *84%*	528 *24%* *96%*	19 *22%* *4%*	66 *18%* *12%*	475 *25%* *87%* U	482 *25%* *88%* U	271 *26%* *49%* U	211 *23%* *39%*	218 *23%* *40%*
6	**353** ***15%***	30 *16%* *8%*	19 *16%* *5%*	11 *19%* *3%*	293 *15%* *83%*	338 *15%* *96%*	15 *17%* *4%*	51 *14%* *14%*	302 *16%* *86%*	303 *15%* *86%*	159 *15%* *45%*	142 *16%* *40%*	152 *16%* *43%*
5	**298** ***13%***	32 *17%* *11%* R	19 *16%* *6%*	8 *14%* *3%*	239 *12%* *80%*	287 *13%* *96%*	11 *12%* *4%*	60 *16%* *20%*	238 *12%* *80%*	239 *12%* *80%*	121 *12%* *41%*	116 *13%* *39%*	124 *13%* *42%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 322

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
4	**140** ***6%***	8 *4%* *6%*	5 *4%* *3%*	3 *5%* *2%*	125 *6%* *89%*	134 *6%* *96%*	6 *7%* *4%*	22 *6%* *16%*	118 *6%* *84%*	118 *6%* *84%*	51 *5%* *36%*	66 *7%* *47%*	68 *7%* *48%*
3	**54** ***2%***	4 *2%* *7%*	3 *2%* *5%*	2 *3%* *3%*	46 *2%* *84%*	54 *2%* *100%*	- - -	9 *3%* *17%*	41 *2%* *76%*	45 *2%* *83%*	33 *3%* *60%* YZ	13 *1%* *23%*	14 *1%* *26%*
2	**52** ***2%***	2 *1%* *4%*	1 *1%* *1%*	1 *1%* *1%*	48 *2%* *93%* P	47 *2%* *91%*	5 *5%* *9%*	8 *2%* *15%*	44 *2%* *85%*	44 *2%* *85%*	29 *3%* *57%*	14 *1%* *26%*	15 *2%* *29%*
1	**31** ***1%***	3 *1%* *9%*	2 *1%* *6%*	1 *2%* *4%*	25 *1%* *82%*	29 *1%* *96%*	1 *1%* *4%*	6 *2%* *19%*	24 *1%* *80%*	25 *1%* *81%*	16 *2%* *53%*	9 *1%* *28%*	10 *1%* *31%*
Don't know	**108** ***5%***	7 *4%* *6%*	4 *3%* *3%*	3 *6%* *3%*	94 *5%* *87%*	105 *5%* *97%*	3 *3%* *3%*	16 *4%* *15%*	91 *5%* *84%*	92 *5%* *85%*	48 *5%* *44%*	44 *5%* *41%*	45 *5%* *41%*
Net: 10/9/8/7	**1285** ***55%***	101 *54%* *8%*	68 *56%* *5%*	29 *51%* *2%*	1087 *56%* *85%*	1238 *55%* *96%*	47 *53%* *4%*	196 *53%* *15%*	1071 *56%* *83%*	1089 *56%* *85%*	586 *56%* *46%*	502 *55%* *39%*	532 *56%* *41%*
Net: 10/9	**240** ***10%***	18 *10%* *8%*	11 *10%* *5%*	5 *8%* *2%*	206 *11%* *86%*	227 *10%* *95%*	13 *15%* *5%*	46 *12%* *19%*	193 *10%* *80%*	195 *10%* *81%*	96 *9%* *40%*	98 *11%* *41%*	107 *11%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 322

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 6/5/4	**791** ***34%***	70 *37%* *9%*	43 *36%* *5%*	21 *37%* *3%*	657 *34%* *83%*	759 *34%* *96%*	32 *37%* *4%*	132 *36%* *17%*	658 *34%* *83%*	659 *34%* *83%*	330 *32%* *42%*	325 *36%* *41%*	343 *36%* *43%*
Net: 3/2/1	**137** ***6%***	9 *5%* *7%*	5 *4%* *4%*	3 *6%* *2%*	119 *6%* *87%*	131 *6%* *96%*	6 *7%* *4%*	23 *6%* *17%*	110 *6%* *80%*	114 *6%* *83%*	78 *7%* *57%* YZ	35 *4%* *26%*	38 *4%* *28%*
Mean	**6.56**	6.56	6.58	6.46	6.56	6.56	6.53	6.57	6.56	6.56	6.52	6.62	6.63
Standard Deviation	**1.84**	1.76	1.69	1.80	1.86	1.84	2.02	1.95	1.82	1.82	1.87	1.76	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 323

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**135** ***4%***	46 *3%* *34%*	88 *4%* *66%*	10 *3%* *8%*	20 *3%* *15%*	21 *3%* *15%*	27 *4%* *20%*	21 *4%* *15%*	36 *5%* *27%*	13 *2%* *10%*	51 *3%* *38%*	71 *6%* *53%* IJ	40 *4%* *30%*	35 *4%* *26%*	35 *3%* *26%*
9	**157** ***4%***	70 *5%* *45%*	87 *4%* *55%*	26 *7%* *16%* DE	21 *3%* *14%*	19 *3%* *12%*	27 *4%* *17%*	25 *5%* *16%*	39 *6%* *25%* E	13 *2%* *8%*	59 *3%* *37%*	86 *7%* *54%* IJ	38 *4%* *24%*	39 *4%* *25%*	47 *4%* *30%*
8	**494** ***14%***	185 *12%* *38%*	309 *15%* *62%* A	55 *15%* *11%*	91 *13%* *18%*	83 *13%* *17%*	87 *14%* *18%*	74 *14%* *15%*	105 *15%* *21%*	67 *12%* *14%*	245 *14%* *50%*	182 *14%* *37%*	130 *13%* *26%*	112 *13%* *23%*	147 *14%* *30%*
7	**836** ***24%***	345 *23%* *41%*	491 *24%* *59%*	79 *22%* *9%*	158 *23%* *19%*	176 *27%* *21%* H	160 *25%* *19%*	116 *22%* *14%*	147 *21%* *18%*	114 *21%* *14%*	431 *25%* *52%*	291 *23%* *35%*	267 *28%* *32%* N	208 *23%* *25%*	237 *22%* *28%*
6	**633** ***18%***	260 *17%* *41%*	374 *18%* *59%*	57 *16%* *9%*	138 *20%* *22%*	115 *18%* *18%*	119 *19%* *19%*	85 *16%* *13%*	120 *17%* *19%*	92 *17%* *15%*	346 *20%* *55%* K	196 *15%* *31%*	176 *18%* *28%*	154 *17%* *24%*	179 *17%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 323

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**547** ***15%***	235 *15%* *43%*	312 *15%* *57%*	52 *14%* *10%*	109 *16%* *20%*	103 *16%* *19%*	95 *15%* *17%*	88 *17%* *16%*	100 *14%* *18%*	110 *20%* *20%* JK	264 *15%* *48%*	172 *14%* *32%*	119 *12%* *22%*	162 *18%* *30%* L	162 *15%* *30%*
4	**265** ***7%***	149 *10%* *56%* B	116 *6%* *44%*	35 *10%* *13%* H	54 *8%* *20%*	44 *7%* *17%*	59 *9%* *22%* H	39 *7%* *15%*	34 *5%* *13%*	43 *8%* *16%*	121 *7%* *46%*	101 *8%* *38%*	64 *7%* *24%*	72 *8%* *27%*	82 *8%* *31%*
3	**123** ***3%***	65 *4%* *52%*	59 *3%* *48%*	8 *2%* *6%*	26 *4%* *21%*	17 *3%* *14%*	20 *3%* *17%*	29 *6%* *24%* CE	22 *3%* *18%*	25 *4%* *20%*	61 *4%* *49%*	38 *3%* *31%*	35 *4%* *28%*	28 *3%* *23%*	38 *4%* *31%*
2	**96** ***3%***	50 *3%* *52%*	46 *2%* *48%*	15 *4%* *15%* F	18 *3%* *19%*	20 *3%* *21%*	9 *1%* *10%*	17 *3%* *18%*	17 *2%* *18%*	32 *6%* *33%* JK	43 *2%* *44%*	21 *2%* *22%*	22 *2%* *23%*	17 *2%* *18%*	42 *4%* *44%* M
1	**85** ***2%***	54 *4%* *64%* B	31 *2%* *36%*	18 *5%* *21%* DF G	12 *2%* *14%*	22 *3%* *26%* F	7 *1%* *9%*	10 *2%* *11%*	16 *2%* *18%*	16 *3%* *19%*	31 *2%* *36%*	38 *3%* *45%*	16 *2%* *19%*	24 *3%* *28%*	35 *3%* *41%*
Don't know	**179** ***5%***	60 *4%* *33%*	119 *6%* *67%* A	8 *2%* *4%*	31 *5%* *17%*	24 *4%* *14%*	29 *5%* *16%*	27 *5%* *15%*	60 *9%* *33%* CDEF G	28 *5%* *16%*	77 *4%* *43%*	74 *6%* *42%*	53 *6%* *30%*	35 *4%* *20%*	60 *6%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 323

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9/8/7	**1622** ***46%***	647 *43%* *40%*	975 *48%* *60%* A	170 *47%* *10%*	290 *43%* *18%*	299 *46%* *18%*	301 *47%* *19%*	236 *45%* *15%*	327 *47%* *20%*	207 *37%* *13%*	785 *46%* *48%* I	630 *50%* *39%* I	475 *49%* *29%* N	395 *45%* *24%*	466 *44%* *29%*
Net: 10/9	**292** ***8%***	116 *8%* *40%*	176 *9%* *60%*	36 *10%* *12%*	41 *6%* *14%*	40 *6%* *14%*	54 *8%* *18%*	46 *9%* *16%*	76 *11%* *26%* DE	26 *5%* *9%*	110 *6%* *38%*	157 *12%* *54%* IJ	78 *8%* *27%*	74 *8%* *26%*	82 *8%* *28%*
Net: 6/5/4	**1445** ***41%***	643 *42%* *45%*	801 *39%* *55%*	144 *40%* *10%*	302 *44%* *21%* H	262 *41%* *18%*	272 *43%* *19%*	211 *40%* *15%*	254 *36%* *18%*	246 *44%* *17%* K	730 *42%* *51%* K	469 *37%* *32%*	359 *37%* *25%*	387 *44%* *27%* L	424 *40%* *29%*
Net: 3/2/1	**305** ***9%***	169 *11%* *56%* B	135 *7%* *44%*	41 *11%* *13%* F	57 *8%* *19%*	59 *9%* *20%*	37 *6%* *12%*	56 *11%* *18%* F	55 *8%* *18%*	73 *13%* *24%* JK	134 *8%* *44%*	98 *8%* *32%*	73 *8%* *24%*	70 *8%* *23%*	115 *11%* *38%* L
Mean	**6.17**	5.94	6.35 A	6.03	6.08	6.08	6.28	6.11	6.38 CDE G	5.73	6.18 I	6.36 IJ	6.31 N	6.13	6.03
Standard Deviation	**1.94**	2.03	1.84	2.16	1.84	1.93	1.80	1.99	1.99	1.99	1.82	2.04	1.86	1.92	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 323

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**135** ***4%***	12 *4%* *9%*	9 *4%* *6%*	3 *3%* *2%*	111 *4%* *82%*	123 *4%* *91%*	12 *7%* *9%*	21 *4%* *15%*	112 *4%* *83%*	114 *4%* *85%*	74 *4%* *55%*	40 *3%* *30%*	42 *3%* *31%*
9	**157** ***4%***	17 *5%* *11%*	10 *5%* *6%*	6 *6%* *4%*	124 *4%* *79%*	153 *5%* *97%*	5 *3%* *3%*	15 *3%* *10%*	142 *5%* *90%*	142 *5%* *90%*	86 *5%* *55%*	55 *5%* *35%*	56 *5%* *36%*
8	**494** ***14%***	50 *16%* *10%*	36 *17%* *7%* R	20 *17%* *4%* R	388 *13%* *79%*	465 *14%* *94%*	30 *17%* *6%*	83 *17%* *17%* YZ	403 *13%* *82%*	412 *14%* *83%*	271 *14%* *55%*	139 *12%* *28%*	149 *12%* *30%*
7	**836** ***24%***	56 *18%* *7%*	41 *20%* *5%*	26 *23%* *3%* O	712 *24%* *85%* OP	809 *24%* *97%* T	27 *16%* *3%*	96 *19%* *11%*	728 *24%* *87%* U	739 *24%* *88%* U	461 *24%* *55%* U	277 *24%* *33%*	299 *24%* *36%*
6	**633** ***18%***	68 *22%* *11%* R	36 *17%* *6%*	21 *18%* *3%*	509 *17%* *80%*	605 *18%* *96%*	28 *16%* *4%*	95 *19%* *15%*	532 *18%* *84%*	539 *18%* *85%*	317 *17%* *50%*	217 *19%* *34%*	227 *19%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 323

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**547** ***15%***	53 *17%* *10%*	33 *16%* *6%*	17 *15%* *3%*	444 *15%* *81%*	519 *15%* *95%*	28 *16%* *5%*	93 *19%* *17%* Y	450 *15%* *82%*	453 *15%* *83%*	290 *15%* *53%*	162 *14%* *30%*	174 *14%* *32%*
4	**265** ***7%***	19 *6%* *7%*	18 *9%* *7%*	10 *9%* *4%*	218 *7%* *82%*	249 *7%* *94%*	16 *9%* *6%*	39 *8%* *15%*	223 *7%* *84%*	226 *7%* *85%*	128 *7%* *48%*	98 *9%* *37%*	102 *8%* *38%*
3	**123** ***3%***	11 *4%* *9%*	8 *4%* *6%*	3 *3%* *2%*	101 *3%* *82%*	120 *4%* *97%*	3 *2%* *3%*	17 *3%* *13%*	105 *4%* *86%*	107 *3%* *87%*	73 *4%* *59%*	34 *3%* *27%*	36 *3%* *29%*
2	**96** ***3%***	8 *3%* *9%*	4 *2%* *4%*	3 *2%* *3%*	81 *3%* *84%*	84 *2%* *87%*	12 *7%* *13%* S	13 *3%* *14%*	79 *3%* *82%*	81 *3%* *84%*	50 *3%* *52%*	31 *3%* *32%*	33 *3%* *34%*
1	**85** ***2%***	5 *2%* *6%*	2 *1%* *3%*	2 *1%* *2%*	76 *3%* *89%*	75 *2%* *88%*	10 *6%* *12%* S	12 *2%* *14%*	71 *2%* *84%*	73 *2%* *86%*	41 *2%* *48%*	32 *3%* *38%*	32 *3%* *38%*
Don't know	**179** ***5%***	14 *4%* *8%*	12 *6%* *7%*	5 *4%* *3%*	148 *5%* *83%*	174 *5%* *97%*	5 *3%* *3%*	16 *3%* *9%*	159 *5%* *89%*	162 *5%* *91%*	98 *5%* *55%*	65 *6%* *36%*	71 *6%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 323

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9/8/7	**1622** ***46%***	136 *43%* *8%*	95 *46%* *6%*	55 *48%* *3%*	1335 *46%* *82%*	1549 *46%* *95%*	73 *42%* *5%*	214 *43%* *13%*	1385 *46%* *85%*	1406 *46%* *87%*	892 *47%* *55%*	511 *44%* *32%*	546 *45%* *34%*
Net: 10/9	**292** ***8%***	30 *9%* *10%*	18 *9%* *6%*	10 *8%* *3%*	235 *8%* *80%*	275 *8%* *94%*	16 *9%* *6%*	36 *7%* *12%*	254 *8%* *87%*	256 *8%* *88%*	160 *8%* *55%*	95 *8%* *33%*	98 *8%* *34%*
Net: 6/5/4	**1445** ***41%***	141 *44%* *10%*	86 *41%* *6%*	48 *42%* *3%*	1170 *40%* *81%*	1373 *41%* *95%*	72 *41%* *5%*	227 *45%* *16%* X	1205 *40%* *83%*	1218 *40%* *84%*	736 *39%* *51%*	477 *41%* *33%*	503 *41%* *35%*
Net: 3/2/1	**305** ***9%***	25 *8%* *8%*	14 *7%* *5%*	7 *6%* *2%*	258 *9%* *85%*	279 *8%* *92%*	26 *15%* *8%* S	42 *8%* *14%*	256 *9%* *84%*	261 *9%* *86%*	164 *9%* *54%*	97 *8%* *32%*	101 *8%* *33%*
Mean	**6.17**	6.24	6.28	6.30	6.15	6.19	5.87	6.12	6.18	6.18	6.22	6.13	6.14
Standard Deviation	**1.94**	1.90	1.89	1.83	1.95	1.91	2.35	1.93	1.94	1.94	1.93	1.95	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 324

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**87** ***4%***	42 *4%* *48%*	45 *3%* *52%*	25 *7%* *29%* EF	25 *4%* *29%*	6 *2%* *7%*	9 *2%* *10%*	10 *3%* *11%*	12 *3%* *14%*	16 *3%* *18%*	41 *3%* *47%*	31 *4%* *35%*	22 *4%* *25%*	16 *3%* *19%*	35 *4%* *40%*
9	**160** ***7%***	55 *5%* *34%*	105 *8%* *66%* A	49 *13%* *31%* DE FGH	43 *7%* *27%*	14 *4%* *9%*	21 *6%* *13%*	13 *4%* *8%*	20 *5%* *12%*	25 *5%* *15%*	83 *7%* *52%*	52 *7%* *33%*	35 *6%* *22%*	39 *6%* *24%*	60 *7%* *37%*
8	**452** ***19%***	204 *19%* *45%*	248 *18%* *55%*	78 *21%* *17%*	127 *20%* *28%* F	83 *21%* *18%* F	51 *14%* *11%*	50 *16%* *11%*	63 *17%* *14%*	90 *19%* *20%*	239 *19%* *53%*	122 *17%* *27%*	113 *20%* *25%*	119 *20%* *26%*	153 *18%* *34%*
7	**494** ***20%***	211 *20%* *43%*	284 *21%* *57%*	73 *19%* *15%*	147 *24%* *30%* H	72 *19%* *14%*	88 *24%* *18%* H	62 *20%* *13%*	52 *14%* *11%*	110 *24%* *22%* K	260 *21%* *53%*	125 *17%* *25%*	116 *20%* *23%*	105 *18%* *21%*	192 *22%* *39%*
6	**398** ***16%***	186 *17%* *47%*	212 *16%* *53%*	51 *13%* *13%*	110 *18%* *28%*	67 *17%* *17%*	68 *19%* *17%*	55 *18%* *14%*	48 *13%* *12%*	75 *16%* *19%*	194 *16%* *49%*	129 *18%* *32%*	82 *15%* *21%*	109 *18%* *27%*	136 *16%* *34%*
5	**333** ***14%***	144 *13%* *43%*	189 *14%* *57%*	39 *10%* *12%*	81 *13%* *24%*	56 *15%* *17%*	43 *12%* *13%*	58 *19%* *17%* CF	56 *15%* *17%*	62 *13%* *19%*	171 *14%* *51%*	100 *14%* *30%*	73 *13%* *22%*	87 *15%* *26%*	117 *14%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**167** ***7%***	84 *8%* *51%*	82 *6%* *49%*	33 *9%* *20%* D	28 *5%* *17%*	30 *8%* *18%*	26 *7%* *15%*	19 *6%* *11%*	32 *9%* *19%* D	26 *6%* *16%*	83 *7%* *50%*	57 *8%* *34%*	46 *8%* *28%*	38 *6%* *23%*	53 *6%* *32%*
3	**75** ***3%***	38 *4%* *50%*	38 *3%* *50%*	15 *4%* *20%*	18 *3%* *24%*	13 *3%* *18%*	8 *2%* *10%*	7 *2%* *9%*	14 *4%* *19%*	18 *4%* *24%*	35 *3%* *47%*	22 *3%* *30%*	11 *2%* *15%*	24 *4%* *31%*	30 *3%* *40%*
2	**43** ***2%***	21 *2%* *50%*	21 *2%* *50%*	4 *1%* *9%*	9 *1%* *20%*	10 *2%* *23%*	8 *2%* *18%*	5 *2%* *11%*	8 *2%* *19%*	8 *2%* *19%*	28 *2%* *67%*	6 *1%* *14%*	9 *2%* *21%*	11 *2%* *26%*	15 *2%* *36%*
1	**37** ***2%***	27 *3%* *73%* B	10 *1%* *27%*	3 *1%* *8%*	6 *1%* *15%*	9 *2%* *23%*	3 *1%* *9%*	6 *2%* *17%*	10 *3%* *27%*	3 *1%* *8%*	20 *2%* *55%*	14 *2%* *38%*	5 *1%* *15%*	12 *2%* *32%*	12 *1%* *33%*
Don't know	**182** ***8%***	58 *5%* *32%*	125 *9%* *68%* A	10 *3%* *6%*	27 *4%* *15%*	26 *7%* *14%* C	43 *12%* *23%* CD	24 *8%* *13%* C	52 *14%* *29%* CDEG	31 *7%* *17%*	80 *6%* *44%*	72 *10%* *39%* J	53 *9%* *29%*	38 *6%* *21%*	60 *7%* *33%*
Net: 10/9/8/7	**1194** ***49%***	512 *48%* *43%*	682 *50%* *57%*	226 *59%* *19%* EF GH	341 *55%* *29%* EF GH	175 *45%* *15%*	169 *46%* *14%*	136 *44%* *11%*	147 *40%* *12%*	240 *52%* *20%*	623 *50%* *52%*	330 *45%* *28%*	285 *50%* *24%*	279 *47%* *23%*	440 *51%* *37%*
Net: 10/9	**248** ***10%***	97 *9%* *39%*	151 *11%* *61%*	74 *20%* *30%* DE FGH	68 *11%* *27%* E	20 *5%* *8%*	30 *8%* *12%*	23 *8%* *9%*	32 *9%* *13%*	40 *9%* *16%*	124 *10%* *50%*	83 *11%* *34%*	56 *10%* *23%*	55 *9%* *22%*	95 *11%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 324

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**898** ***37%***	415 *39%* *46%*	483 *36%* *54%*	122 *32%* *14%*	220 *35%* *24%*	153 *40%* *17%*	137 *37%* *15%*	131 *42%* *15%* C	135 *37%* *15%*	164 *35%* *18%*	448 *36%* *50%*	286 *39%* *32%*	201 *36%* *22%*	235 *39%* *26%*	306 *35%* *34%*
Net: 3/2/1	**155** ***6%***	86 *8%* *56%* B	69 *5%* *44%*	22 *6%* *14%*	32 *5%* *21%*	31 *8%* *20%*	19 *5%* *12%*	18 *6%* *12%*	32 *9%* *21%*	29 *6%* *19%*	84 *7%* *54%*	42 *6%* *27%*	26 *5%* *17%*	47 *8%* *30%*	57 *7%* *37%*
Mean	**6.44**	6.30	6.55 A	6.80 E FGH	6.63 E GH	6.19	6.38	6.27	6.13	6.49	6.43	6.42	6.53	6.33	6.48
Standard Deviation	**1.89**	1.97	1.81	1.97	1.76	1.89	1.75	1.83	2.08	1.78	1.90	1.93	1.84	1.92	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 324

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**87** ***4%***	9 *4%* *10%*	3 *4%* *3%*	2 *3%* *3%*	73 *4%* *84%*	82 *4%* *94%*	5 *4%* *6%*	17 *6%* *19%* YZ	70 *3%* *81%*	70 *3%* *81%*	51 *4%* *58%*	20 *2%* *23%*	23 *2%* *26%*
9	**160** ***7%***	18 *7%* *11%*	4 *5%* *3%*	5 *6%* *3%*	133 *7%* *83%*	148 *6%* *92%*	13 *9%* *8%*	27 *9%* *17%*	134 *6%* *83%*	134 *6%* *83%*	73 *6%* *46%*	60 *7%* *37%*	63 *7%* *39%*
8	**452** ***19%***	36 *15%* *8%*	15 *19%* *3%*	16 *20%* *4%*	385 *19%* *85%*	428 *19%* *95%*	23 *16%* *5%*	58 *20%* *13%*	384 *18%* *85%*	394 *18%* *87%*	231 *18%* *51%*	162 *19%* *36%*	174 *19%* *38%*
7	**494** ***20%***	47 *20%* *10%*	15 *19%* *3%*	19 *23%* *4%*	413 *20%* *83%*	462 *20%* *94%*	32 *22%* *6%*	63 *21%* *13%*	425 *20%* *86%*	432 *20%* *87%*	256 *20%* *52%*	175 *20%* *35%*	189 *20%* *38%*
6	**398** ***16%***	43 *18%* *11%*	13 *16%* *3%*	16 *19%* *4%*	327 *16%* *82%*	379 *17%* *95%*	19 *13%* *5%*	39 *13%* *10%*	351 *17%* *88%*	359 *17%* *90%*	219 *18%* *55%*	137 *16%* *34%*	148 *16%* *37%*
5	**333** ***14%***	35 *15%* *11%*	12 *15%* *4%*	8 *10%* *2%*	278 *14%* *83%*	310 *14%* *93%*	23 *16%* *7%*	45 *15%* *13%*	288 *14%* *86%*	288 *14%* *87%*	153 *12%* *46%*	134 *15%* *40%*	143 *15%* *43%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**167** ***7%***	17 *7%* *10%*	6 *7%* *4%*	6 *7%* *3%*	138 *7%* *83%*	156 *7%* *93%*	11 *8%* *7%*	15 *5%* *9%*	149 *7%* *90%*	151 *7%* *91%*	91 *7%* *55%*	59 *7%* *35%*	61 *7%* *37%*
3	**75** ***3%***	4 *2%* *6%*	4 *4%* *5%*	2 *3%* *3%*	65 *3%* *86%*	71 *3%* *94%*	5 *3%* *6%*	10 *3%* *13%*	64 *3%* *85%*	65 *3%* *87%*	45 *4%* *60%*	20 *2%* *27%*	20 *2%* *27%*
2	**43** ***2%***	5 *2%* *11%*	1 *1%* *1%*	2 *2%* *4%*	35 *2%* *83%*	38 *2%* *90%*	4 *3%* *10%*	5 *2%* *11%*	37 *2%* *88%* YZ	37 *2%* *88%* YZ	32 *3%* *76%* YZ	5 *1%* *12%*	5 *1%* *12%*
1	**37** ***2%***	4 *2%* *12%*	2 *2%* *4%*	2 *2%* *4%*	29 *1%* *80%*	37 *2%* *99%*	* * *1%*	3 *1%* *9%*	34 *2%* *91%*	34 *2%* *91%*	12 *1%* *33%*	22 *2%* *58%* X	22 *2%* *59%* X
Don't know	**182** ***8%***	21 *9%* *11%*	6 *7%* *3%*	4 *5%* *2%*	151 *7%* *83%*	175 *8%* *96%*	7 *5%* *4%*	13 *5%* *7%*	164 *8%* *90%*	169 *8%* *93%*	89 *7%* *49%*	80 *9%* *44%* U	85 *9%* *47%* U
Net: 10/9/8/7	**1194** ***49%***	109 *46%* *9%*	38 *47%* *3%*	43 *52%* *4%*	1004 *50%* *84%*	1120 *49%* *94%*	73 *51%* *6%*	164 *56%* *14%* VW	1013 *48%* *85%*	1029 *48%* *86%*	611 *49%* *51%*	417 *48%* *35%*	448 *48%* *38%*
Net: 10/9	**248** ***10%***	27 *11%* *11%*	7 *9%* *3%*	8 *9%* *3%*	206 *10%* *83%*	230 *10%* *93%*	18 *13%* *7%*	44 *15%* *18%* VWXY Z	204 *10%* *82%*	204 *10%* *82%*	124 *10%* *50%*	80 *9%* *32%*	86 *9%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 324

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**898** ***37%***	95 *40%* *11%*	31 *38%* *3%*	29 *36%* *3%*	742 *37%* *83%*	845 *37%* *94%*	53 *37%* *6%*	100 *34%* *11%*	788 *38%* *88%*	798 *37%* *89%*	463 *37%* *52%*	330 *38%* *37%*	352 *38%* *39%*
Net: 3/2/1	**155** ***6%***	13 *6%* *9%*	6 *7%* *4%*	6 *7%* *4%*	130 *6%* *84%*	145 *6%* *94%*	9 *7%* *6%*	18 *6%* *11%*	135 *6%* *87%*	136 *6%* *88%*	90 *7%* *58%*	47 *5%* *30%*	47 *5%* *30%*
Mean	**6.44**	6.39	6.33	6.44	6.45	6.44	6.44	6.66	6.40	6.41	6.41	6.40	6.42
Standard Deviation	**1.89**	1.90	1.93	1.89	1.88	1.89	1.90	1.92	1.89	1.88	1.90	1.85	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***4%***	1 *6%* *49%*	1 *3%* *51%*	- - -	- - -	- - -	- - -	1 *12%* *69%*	* *6%* *31%*	* *3%* *19%*	* *2%* *18%*	1 *8%* *63%*
9	**3** ***10%***	1 *9%* *33%*	2 *10%* *67%*	- - -	- - -	1 *10%* *21%*	1 *9%* *20%*	1 *9%* *22%*	1 *17%* *37%*	1 *8%* *20%*	1 *9%* *39%*	1 *11%* *41%*
8	**6** ***18%***	2 *15%* *28%*	4 *20%* *72%*	* *100%* *7%*	* *9%* *7%*	1 *22%* *25%*	1 *19%* *22%*	1 *13%* *16%*	1 *20%* *23%*	2 *21%* *27%*	2 *18%* *43%*	2 *16%* *30%*
7	**8** ***25%***	3 *29%* *39%*	5 *23%* *61%*	- - -	1 *17%* *10%*	2 *24%* *19%*	3 *38%* *32%*	1 *20%* *18%*	2 *25%* *21%*	3 *35%* *33%*	4 *30%* *51%*	1 *12%* *16%*
6	**4** ***13%***	1 *6%* *16%*	3 *16%* *84%*	- - -	* *8%* *9%*	1 *13%* *20%*	1 *19%* *32%*	1 *17%* *30%*	* *6%* *10%*	1 *13%* *24%*	1 *7%* *24%*	2 *19%* *52%*
5	**6** ***18%***	3 *25%* *47%*	3 *14%* *53%*	- - -	1 *17%* *13%*	1 *22%* *25%*	* *5%* *6%*	2 *26%* *34%*	1 *18%* *21%*	1 *15%* *20%*	2 *16%* *38%*	2 *21%* *42%*
4	**2** ***5%***	1 *7%* *45%*	1 *4%* *55%*	- - -	1 *23%* *64%*	- - -	* *5%* *20%*	* *4%* *16%*	- - -	- - -	1 *7%* *61%*	1 *6%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 325

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33	64	2	12	18	21	23	21	25	44	26
		34%	*66%*	*2%*	*12%*	*19%*	*22%*	*24%*	*22%*	*26%*	*45%*	*27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	*	*	*	-	*	-	-	-	-	-	*	-
	1%	*	*2%*	-	*8%*	-	-	-	-	-	*3%*	-
		*	*100%*	-	*100%*	-	-	-	-	-	*100%*	-
2	**1**	-	1	-	*	*	-	-	-	*	*	-
	2%	-	*3%*	-	*9%*	*5%*	-	-	-	*4%*	*3%*	-
		-	*100%*	-	*56%*	*44%*	-	-	-	*44%*	*56%*	-
1	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	*	1	-	*	*	*	-	*	-	1	1
	4%	*4%*	*5%*	-	*9%*	*5%*	*5%*	-	*6%*	-	*5%*	*7%*
		27%	*73%*	-	*27%*	*22%*	*22%*	-	*29%*	-	*44%*	*56%*
Net: 10/9/8/7	**18**	6	12	*	1	4	4	4	5	5	8	5
	57%	*59%*	*55%*	*100%*	*26%*	*56%*	*66%*	*54%*	*69%*	*67%*	*59%*	*46%*
		35%	*65%*	*2%*	*6%*	*20%*	*25%*	*22%*	*25%*	*28%*	*44%*	*28%*
Net: 10/9	**4**	2	3	-	-	1	1	2	2	1	1	2
	14%	*15%*	*13%*	-	-	*10%*	*9%*	*21%*	*24%*	*11%*	*11%*	*19%*
		38%	*62%*	-	-	*14%*	*14%*	*36%*	*36%*	*19%*	*33%*	*48%*
Net: 6/5/4	**11**	4	7	-	2	2	2	3	2	2	4	5
	35%	*37%*	*34%*	-	*48%*	*34%*	*29%*	*46%*	*25%*	*29%*	*30%*	*47%*
		36%	*64%*	-	*19%*	*20%*	*17%*	*30%*	*14%*	*19%*	*36%*	*45%*
Net: 3/2/1	**1**	*	1	-	1	*	-	-	-	*	1	-
	3%	*	*5%*	-	*17%*	*5%*	-	-	-	*4%*	*6%*	-
		*	*100%*	-	*71%*	*29%*	-	-	-	*29%*	*71%*	-
Mean	**6.69**	6.75	6.66	8.00	5.02	6.59	6.94	6.88	7.33	6.82	6.53	6.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 325

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.76**	1.74	1.82	-	2.06	1.83	1.31	1.89	1.66	1.73	1.85	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 325

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* * *	1 *5%* *100%*	1 *5%* *100%*	1 *6%* *81%*	* *3%* *19%*	* *3%* *19%*
9	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	* *5%* *10%*	3 *11%* *90%*	3 *11%* *90%*	2 *9%* *53%*	1 *16%* *37%*	1 *15%* *37%*
8	**6** ***18%***	6 *18%* *100%*	6 *18%* *100%*	- - -	1 *22%* *26%*	4 *17%* *74%*	4 *17%* *74%*	2 *14%* *42%*	2 *25%* *32%*	2 *24%* *32%*
7	**8** ***25%***	8 *25%* *100%*	8 *25%* *100%*	- - -	2 *25%* *21%*	6 *25%* *79%*	6 *25%* *79%*	5 *29%* *64%*	1 *16%* *15%*	1 *19%* *18%*
6	**4** ***13%***	4 *13%* *100%*	4 *13%* *100%*	- - -	1 *21%* *35%*	3 *11%* *65%*	3 *11%* *65%*	2 *13%* *55%*	* *6%* *10%*	* *5%* *10%*
5	**6** ***18%***	6 *18%* *100%*	6 *18%* *100%*	- - -	2 *26%* *32%*	4 *15%* *68%*	4 *15%* *68%*	2 *9%* *29%*	2 *30%* *39%*	2 *29%* *39%*
4	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	- - -	2 *6%* *100%*	2 *6%* *100%*	2 *9%* *100%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 325

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 100%	94 97%	1 1%	21 22%	76 78%	76 78%	52 54%	24 25%	25 26%
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	***** **1%** 	* 1% 100%	* 1% 100%	- - -	- - -	* 1% 100%	* 1% 100%	* 2% 100%	* * *	* * *
2	**1** **2%** 	1 2% 100%	1 2% 100%	- - -	- - -	1 3% 100%	1 3% 100%	1 4% 100%	- - -	- - -
1	**-** **-** 	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** **4%** 	1 4% 100%	1 3% 73%	* 100% 27%	* * *	1 6% 100%	1 6% 100%	1 6% 78%	* 4% 22%	* 4% 22%
Net: 10/9/8/7	**18** **57%** 	18 57% 100%	18 57% 100%	- - -	3 52% 19%	15 58% 81%	15 58% 81%	10 57% 57%	4 60% 24%	5 61% 26%
Net: 10/9	**4** **14%** 	4 14% 100%	4 14% 100%	- - -	* 5% 7%	4 16% 93%	4 16% 93%	3 15% 61%	1 19% 32%	1 18% 32%
Net: 6/5/4	**11** **35%** 	11 35% 100%	11 36% 100%	- - -	3 48% 28%	8 32% 72%	8 32% 72%	6 31% 49%	3 36% 23%	3 34% 23%
Net: 3/2/1	**1** **3%** 	1 3% 100%	1 3% 100%	- - -	- - -	1 4% 100%	1 4% 100%	1 6% 100%	* * *	* * *
Mean	**6.69**	6.69	6.69	-	6.57	6.72	6.72	6.61	7.00	7.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 325

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.76**	1.76	1.76	-	1.33	1.89	1.89	1.99	1.73	1.68

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 326

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**38** ***3%***	13 *3%* *34%*	25 *3%* *66%*	5 *5%* *14%*	7 *3%* *20%*	4 *2%* *9%*	2 *1%* *4%*	5 *2%* *12%*	15 *6%* *40%* F	3 *2%* *8%*	10 *1%* *25%*	25 *6%* *67%* J	5 *2%* *14%*	12 *4%* *31%*	16 *4%* *42%*
9	**31** ***3%***	13 *3%* *43%*	18 *2%* *57%*	3 *3%* *10%*	2 *1%* *7%*	8 *4%* *27%*	5 *2%* *15%*	6 *3%* *19%*	7 *3%* *23%*	3 *2%* *10%*	10 *2%* *32%*	18 *4%* *58%* J	5 *2%* *17%*	6 *2%* *18%*	15 *4%* *47%*
8	**105** ***8%***	43 *9%* *40%*	63 *8%* *60%*	5 *4%* *5%*	25 *10%* *24%*	22 *11%* *21%*	13 *6%* *13%*	12 *6%* *11%*	27 *11%* *26%*	10 *6%* *9%*	54 *8%* *52%*	41 *10%* *39%*	27 *9%* *26%*	28 *10%* *27%*	26 *6%* *24%*
7	**197** ***16%***	69 *14%* *35%*	127 *17%* *65%*	17 *15%* *9%*	47 *19%* *24%*	32 *16%* *17%*	37 *16%* *19%*	31 *16%* *16%*	31 *12%* *16%*	25 *15%* *13%*	106 *16%* *54%*	66 *15%* *33%*	49 *16%* *25%*	54 *18%* *27%*	57 *14%* *29%*
6	**209** ***17%***	84 *17%* *40%*	126 *17%* *60%*	23 *20%* *11%*	51 *20%* *25%* H	34 *17%* *16%*	35 *15%* *17%*	35 *18%* *17%*	31 *12%* *15%*	29 *17%* *14%*	123 *19%* *59%* K	57 *13%* *27%*	38 *12%* *18%*	60 *20%* *29%*	69 *17%* *33%*
5	**232** ***19%***	98 *20%* *42%*	134 *18%* *58%*	18 *15%* *8%*	48 *19%* *21%*	41 *20%* *18%*	49 *21%* *21%*	32 *17%* *14%*	44 *17%* *19%*	31 *18%* *13%*	128 *20%* *55%*	73 *17%* *31%*	73 *24%* *32%* N	54 *18%* *24%*	66 *16%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 326

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**135** ***11%***	51 *10%* *38%*	84 *11%* *62%*	10 *8%* *7%*	24 *9%* *17%*	18 *9%* *13%*	27 *12%* *20%*	25 *13%* *19%*	31 *12%* *23%*	14 *8%* *11%*	71 *11%* *53%*	50 *11%* *37%*	35 *11%* *26%*	30 *10%* *22%*	49 *12%* *37%*
3	**60** ***5%***	35 *7%* *57%* B	26 *3%* *43%*	9 *7%* *14%*	10 *4%* *17%*	13 *6%* *21%*	8 *4%* *14%*	11 *6%* *19%*	9 *3%* *14%*	12 *7%* *20%*	32 *5%* *52%*	17 *4%* *27%*	11 *4%* *19%*	21 *7%* *36%*	20 *5%* *32%*
2	**42** ***3%***	27 *5%* *63%* B	16 *2%* *37%*	8 *7%* *18%*	7 *3%* *16%*	10 *5%* *23%*	5 *2%* *13%*	5 *3%* *12%*	8 *3%* *18%*	8 *5%* *20%*	23 *4%* *54%*	11 *3%* *26%*	9 *3%* *21%*	11 *4%* *26%*	15 *4%* *34%*
1	**40** ***3%***	16 *3%* *39%*	24 *3%* *61%*	10 *9%* *26%* EF	7 *3%* *18%*	4 *2%* *10%*	6 *3%* *15%*	5 *3%* *13%*	7 *3%* *18%*	9 *5%* *23%*	17 *3%* *43%*	14 *3%* *34%*	12 *4%* *30%* M	1 *** *4%*	19 *5%* *48%* M
Don't know	**157** ***13%***	50 *10%* *32%*	107 *14%* *68%*	11 *9%* *7%*	23 *9%* *15%*	15 *7%* *9%*	41 *18%* *26%* DE	25 *13%* *16%*	43 *17%* *27%* DE	25 *15%* *16%*	71 *11%* *45%*	61 *14%* *39%*	45 *15%* *29%* M	20 *7%* *13%*	61 *15%* *39%* M
Net: 10/9/8/7	**371** ***30%***	138 *28%* *37%*	233 *31%* *63%*	31 *26%* *8%*	82 *32%* *22%*	67 *33%* *18%*	57 *25%* *15%*	53 *28%* *14%*	81 *32%* *22%*	41 *24%* *11%*	179 *28%* *48%*	150 *35%* *40%* I	87 *28%* *23%*	100 *33%* *27%*	114 *28%* *31%*
Net: 10/9	**69** ***6%***	26 *5%* *38%*	43 *6%* *62%*	9 *7%* *12%*	10 *4%* *14%*	12 *6%* *17%*	6 *3%* *9%*	11 *5%* *15%*	22 *9%* *32%* F	6 *4%* *9%*	20 *3%* *28%*	43 *10%* *63%* IJ	11 *3%* *15%*	17 *6%* *25%*	31 *7%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 326

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**576** ***46%***	233 *47%* *40%*	343 *46%* *60%*	51 *43%* *9%*	123 *49%* *21%*	92 *46%* *16%*	111 *49%* *19%*	92 *48%* *16%*	107 *42%* *19%*	74 *44%* *13%*	322 *50%* *56%* K	180 *42%* *31%*	146 *47%* *25%*	144 *48%* *25%*	185 *45%* *32%*
Net: 3/2/1	**143** ***11%***	77 *15%* *54%* B	66 *9%* *46%*	27 *22%* *19%* DF GH	24 *10%* *17%*	27 *13%* *19%*	20 *9%* *14%*	22 *11%* *15%*	24 *9%* *17%*	30 *17%* *21%* K	72 *11%* *50%*	41 *10%* *29%*	32 *10%* *22%*	34 *11%* *24%*	53 *13%* *37%*
Mean	**5.63**	5.46	5.76 A	5.19	5.76	5.69	5.49	5.57	5.85	5.25	5.55	5.92 IJ	5.50	5.80	5.55
Standard Deviation	**2.00**	2.04	1.96	2.36	1.87	1.98	1.76	1.93	2.18	2.07	1.84	2.16	1.93	1.87	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 326

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**38** ***3%***	2 *2%* *6%*	2 *3%* *5%*	1 *2%* *2%*	33 *3%* *87%*	29 *3%* *77%*	9 *10%* *23%* S	6 *5%* *16%*	32 *3%* *84%*	32 *3%* *84%*	19 *3%* *49%*	13 *3%* *35%*	15 *3%* *40%*
9	**31** ***3%***	2 *2%* *6%*	2 *3%* *7%*	2 *4%* *5%*	26 *2%* *82%*	31 *3%* *98%*	1 *1%* *2%*	3 *2%* *9%*	28 *3%* *91%*	28 *3%* *91%*	16 *3%* *52%*	12 *3%* *39%*	12 *2%* *39%*
8	**105** ***8%***	14 *13%* *14%*	6 *8%* *5%*	4 *10%* *4%*	81 *8%* *77%*	97 *8%* *92%*	9 *10%* *8%*	13 *11%* *12%*	89 *8%* *85%*	93 *8%* *88%*	60 *9%* *57%*	32 *7%* *31%*	35 *7%* *33%*
7	**197** ***16%***	18 *16%* *9%*	12 *16%* *6%*	6 *16%* *3%*	160 *16%* *82%*	186 *16%* *94%*	11 *12%* *6%*	7 *6%* *3%*	187 *17%* *95%* U	190 *17%* *97%* U	114 *17%* *58%* U	75 *16%* *38%* U	81 *16%* *41%* U
6	**209** ***17%***	22 *19%* *10%*	13 *18%* *6%*	7 *18%* *3%*	167 *16%* *80%*	193 *17%* *92%*	17 *18%* *8%*	28 *24%* *13%*	181 *16%* *87%*	182 *16%* *87%*	110 *17%* *52%*	72 *15%* *34%*	75 *15%* *36%*
5	**232** ***19%***	19 *17%* *8%*	14 *19%* *6%*	5 *12%* *2%*	194 *19%* *84%*	218 *19%* *94%*	14 *16%* *6%*	23 *20%* *10%*	206 *19%* *89%*	209 *19%* *90%*	114 *18%* *49%*	94 *20%* *41%*	99 *20%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 326

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**135** ***11%***	11 *10%* *8%*	7 *10%* *5%*	3 *7%* *2%*	114 *11%* *85%*	122 *11%* *90%*	13 *14%* *10%*	18 *16%* *14%*	114 *10%* *85%*	116 *10%* *86%*	59 *9%* *44%*	56 *12%* *42%*	59 *12%* *44%*
3	**60** ***5%***	3 *3%* *5%*	3 *4%* *5%*	2 *6%* *4%*	52 *5%* *87%*	56 *5%* *93%*	4 *5%* *7%*	3 *3%* *5%*	57 *5%* *95%*	57 *5%* *95%*	33 *5%* *55%*	24 *5%* *40%*	25 *5%* *41%*
2	**42** ***3%***	5 *4%* *11%*	3 *4%* *7%*	* *1%* *	35 *3%* *82%*	38 *3%* *88%*	5 *5%* *11%*	1 *1%* *2%*	41 *4%* *97%*	41 *4%* *98%*	25 *4%* *60%*	16 *3%* *38%*	16 *3%* *38%*
1	**40** ***3%***	3 *2%* *7%*	3 *4%* *6%*	2 *5%* *5%*	33 *3%* *81%*	38 *3%* *96%*	2 *2%* *4%*	5 *4%* *13%*	32 *3%* *81%*	32 *3%* *81%*	26 *4%* *65%* YZ	6 *1%* *16%*	6 *1%* *16%*
Don't know	**157** ***13%***	15 *13%* *9%*	9 *12%* *6%*	6 *17%* *4%*	127 *12%* *81%*	150 *13%* *96%*	7 *7%* *4%*	11 *9%* *7%*	144 *13%* *92%*	146 *13%* *93%*	76 *12%* *48%*	70 *15%* *44%*	73 *15%* *47%*
Net: 10/9/8/7	**371** ***30%***	37 *32%* *10%*	21 *29%* *6%*	13 *34%* *3%*	300 *29%* *81%*	342 *30%* *92%*	29 *32%* *8%*	28 *24%* *8%*	337 *30%* *91%*	343 *30%* *92%*	209 *32%* *56%*	133 *28%* *36%*	144 *29%* *39%*
Net: 10/9	**69** ***6%***	4 *4%* *6%*	4 *6%* *6%*	3 *7%* *4%*	59 *6%* *84%*	60 *5%* *87%*	9 *10%* *13%*	9 *7%* *13%*	61 *5%* *87%*	61 *5%* *87%*	35 *5%* *51%*	25 *5%* *37%*	27 *5%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 326

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**576** ***46%***	52 *46%* *9%*	35 *47%* *6%*	14 *38%* *3%*	475 *46%* *82%*	532 *46%* *92%*	44 *49%* *8%*	70 *59%* *12%* VWXY Z	502 *45%* *87%*	507 *45%* *88%*	283 *43%* *49%*	223 *47%* *39%*	232 *47%* *40%*
Net: 3/2/1	**143** ***11%***	11 *9%* *7%*	8 *11%* *6%*	4 *12%* *3%*	119 *12%* *84%*	132 *11%* *92%*	11 *12%* *8%*	9 *8%* *7%*	131 *12%* *91%*	131 *12%* *92%*	85 *13%* *59%*	46 *10%* *33%*	47 *9%* *33%*
Mean	**5.63**	5.78	5.63	5.84	5.61	5.62	5.81	5.67	5.64	5.64	5.64	5.64	5.67
Standard Deviation	**2.00**	1.92	2.01	2.14	2.01	1.98	2.23	2.03	1.99	1.99	2.06	1.88	1.88

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 327

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**22** ***4%***	7 *2%* *29%*	16 *5%* *71%*	3 *2%* *13%*	10 *6%* *45%*	3 *3%* *13%*	* * *1%*	1 *3%* *6%*	5 *9%* *22%* F	2 *3%* *10%*	9 *3%* *41%*	11 *6%* *49%*	6 *4%* *25%*	2 *1%* *8%*	10 *5%* *45%*
9	**36** ***6%***	18 *6%* *49%*	18 *6%* *51%*	18 *13%* *49%* DF GH	7 *5%* *21%*	9 *9%* *26%*	1 *2%* *4%*	* * *	- - -	4 *5%* *11%*	14 *5%* *40%*	18 *9%* *49%*	13 *9%* *35%*	9 *7%* *26%*	12 *6%* *32%*
8	**100** ***17%***	54 *19%* *54%*	46 *16%* *46%*	25 *18%* *25%*	30 *18%* *30%*	17 *16%* *17%*	10 *13%* *10%*	8 *20%* *8%*	10 *19%* *10%*	4 *5%* *4%*	57 *19%* *57%* I	39 *20%* *39%* I	27 *19%* *27%*	24 *17%* *24%*	32 *17%* *32%*
7	**97** ***17%***	55 *19%* *56%*	42 *15%* *44%*	24 *18%* *25%*	27 *17%* *28%*	16 *14%* *16%*	18 *24%* *19%*	6 *14%* *6%*	6 *12%* *6%*	14 *18%* *14%*	55 *18%* *57%*	28 *15%* *29%*	27 *19%* *28%*	18 *13%* *18%*	36 *19%* *37%*
6	**76** ***13%***	33 *12%* *43%*	43 *15%* *57%*	12 *9%* *16%*	18 *11%* *24%*	13 *12%* *17%*	20 *26%* *26%* CDE	5 *13%* *7%*	7 *14%* *10%*	13 *17%* *17%*	37 *12%* *49%*	26 *13%* *34%*	14 *10%* *19%*	23 *17%* *31%*	19 *10%* *25%*

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
5	**90** ***16%***	43 *15%* *48%*	47 *16%* *52%*	19 *14%* *21%*	29 *18%* *32%*	22 *20%* *24%*	8 *11%* *9%*	5 *12%* *6%*	7 *12%* *7%*	16 *21%* *18%*	53 *17%* *59%*	21 *11%* *23%*	19 *13%* *21%*	32 *23%* *35%* N	20 *11%* *22%*
4	**42** ***7%***	31 *11%* *75%* B	10 *4%* *25%*	7 *5%* *17%*	13 *8%* *31%*	8 *8%* *20%*	8 *10%* *19%*	3 *7%* *7%*	3 *5%* *7%*	4 *5%* *9%*	27 *9%* *66%*	10 *5%* *25%*	8 *5%* *18%*	12 *9%* *29%*	16 *9%* *39%*
3	**24** ***4%***	11 *4%* *48%*	12 *4%* *52%*	6 *4%* *25%*	10 *6%* *42%*	4 *4%* *18%*	2 *2%* *8%*	* * *1%*	2 *3%* *8%*	5 *7%* *21%*	12 *4%* *51%*	6 *3%* *27%*	7 *5%* *29%*	11 *8%* *46%*	4 *2%* *17%*
2	**17** ***3%***	7 *3%* *42%*	10 *3%* *58%*	8 *6%* *46%*	2 *1%* *11%*	6 *6%* *36%*	- - -	1 *2%* *6%*	* * *1%*	3 *4%* *17%*	7 *2%* *42%*	7 *4%* *42%*	4 *3%* *21%*	- - -	11 *6%* *65%* M
1	**18** ***3%***	14 *5%* *77%*	4 *1%* *23%*	3 *2%* *15%*	3 *2%* *16%*	6 *5%* *31%*	1 *1%* *5%*	2 *6%* *14%*	4 *7%* *20%*	3 *4%* *15%*	13 *4%* *71%*	3 *1%* *14%*	1 *1%* *7%*	8 *5%* *42%*	6 *3%* *33%*
Don't know	**55** ***9%***	13 *5%* *25%*	41 *14%* *75%* A	9 *7%* *16%*	13 *8%* *23%*	5 *4%* *9%*	8 *11%* *15%*	9 *22%* *17%* CD E	10 *19%* *19%* CE	9 *12%* *16%*	22 *7%* *40%*	24 *13%* *44%*	18 *13%* *34%* M	2 *1%* *4%*	21 *11%* *39%* M
Net: 10/9/8/7	**255** ***44%***	133 *47%* *52%*	123 *42%* *48%*	69 *52%* *27%*	74 *46%* *29%*	45 *41%* *18%*	30 *39%* *12%*	16 *38%* *6%*	21 *40%* *8%*	23 *31%* *9%*	136 *44%* *53%*	96 *50%* *38%* I	72 *50%* *28%*	53 *38%* *21%*	90 *48%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 327

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 10/9	**59** ***10%***	24 *9%* *42%*	34 *12%* *58%*	21 *16%* *35%* F	18 *11%* *30%*	12 *12%* *21%*	2 *2%* *3%*	1 *3%* *2%*	5 *9%* *8%*	6 *8%* *11%*	24 *8%* *40%*	29 *15%* *49%*	18 *13%* *31%*	11 *8%* *19%*	22 *12%* *37%*
Net: 6/5/4	**207** ***36%***	107 *37%* *52%*	100 *34%* *48%*	38 *29%* *18%*	60 *37%* *29%*	43 *39%* *21%*	36 *47%* *17%* C	13 *32%* *6%*	17 *31%* *8%*	33 *43%* *16%*	117 *38%* *57%*	57 *30%* *28%*	41 *28%* *20%*	67 *48%* *32%* LN	55 *29%* *27%*
Net: 3/2/1	**59** ***10%***	32 *11%* *55%*	27 *9%* *45%*	17 *12%* *28%*	14 *9%* *25%*	16 *15%* *27%* F	3 *4%* *5%*	4 *8%* *6%*	6 *10%* *10%*	11 *14%* *18%*	32 *10%* *54%*	16 *8%* *28%*	12 *8%* *20%*	18 *13%* *31%*	21 *11%* *36%*
Mean	**6.18**	6.02	6.35	6.34	6.29	5.87	6.14	6.02	6.23	5.66	6.05	6.60 IJ	6.53 M	5.82	6.22
Standard Deviation	**2.13**	2.16	2.08	2.22	2.06	2.31	1.50	2.22	2.42	2.08	2.11	2.12	2.02	2.07	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 327

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**22** ***4%***	3 *5%* *12%*	2 *6%* *8%*	* *3%* *2%*	18 *4%* *78%*	20 *4%* *87%*	3 *8%* *13%*	22 *4%* *100%*	22 *4%* *100%*	16 *5%* *71%*	6 *3%* *29%*	8 *3%* *34%*
9	**36** ***6%***	1 *1%* *2%*	* *1%* *1%*	1 *9%* *4%* OP	34 *7%* *93%*	36 *7%* *100%*	- - -	36 *6%* *100%*	36 *6%* *100%*	26 *8%* *72%*	10 *4%* *28%*	10 *4%* *28%*
8	**100** ***17%***	10 *18%* *10%*	5 *16%* *5%*	1 *8%* *1%*	83 *18%* *83%*	95 *18%* *95%*	5 *13%* *5%*	100 *17%* *100%*	100 *17%* *100%*	59 *17%* *59%*	41 *18%* *41%*	42 *17%* *42%*
7	**97** ***17%***	6 *11%* *6%*	5 *17%* *6%*	5 *29%* *5%* OR	81 *17%* *83%*	89 *17%* *92%*	8 *21%* *8%*	97 *17%* *100%*	97 *17%* *100%*	58 *17%* *59%*	40 *17%* *41%*	41 *17%* *43%*
6	**76** ***13%***	11 *19%* *15%*	6 *18%* *8%*	2 *13%* *3%*	56 *12%* *75%*	70 *13%* *93%*	5 *14%* *7%*	76 *13%* *100%*	76 *13%* *100%*	42 *12%* *56%*	34 *14%* *44%*	36 *15%* *48%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 327

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
5	**90** ***16%***	12 *21%* *14%*	4 *14%* *5%*	3 *17%* *3%*	71 *15%* *78%*	83 *16%* *93%*	6 *17%* *7%*	90 *16%* *100%*	90 *16%* *100%*	58 *17%* *65%*	31 *13%* *35%*	33 *13%* *37%*
4	**42** ***7%***	4 *7%* *10%*	* *1%* *1%*	1 *7%* *3%* P	36 *8%* *86%*	39 *7%* *94%*	3 *7%* *6%*	42 *7%* *100%*	42 *7%* *100%*	22 *6%* *53%*	19 *8%* *47%*	19 *8%* *47%*
3	**24** ***4%***	* *1%* *2%*	1 *4%* *6%*	* *1%* *1%*	22 *5%* *92%*	24 *4%* *100%*	- - -	24 *4%* *100%*	24 *4%* *100%*	9 *3%* *40%*	14 *6%* *60%*	16 *6%* *67%*
2	**17** ***3%***	1 *2%* *6%*	1 *3%* *6%*	* *1%* *1%*	15 *3%* *87%*	15 *3%* *89%*	2 *5%* *11%*	17 *3%* *100%*	17 *3%* *100%*	13 *4%* *76%*	4 *2%* *24%*	4 *2%* *24%*
1	**18** ***3%***	2 *3%* *11%*	1 *3%* *6%*	* *1%* *1%*	15 *3%* *82%*	15 *3%* *87%*	2 *6%* *13%*	18 *3%* *100%*	18 *3%* *100%*	8 *2%* *44%*	10 *4%* *56%*	10 *4%* *57%*
Don't know	**55** ***9%***	7 *12%* *13%*	5 *15%* *8%*	2 *9%* *3%*	42 *9%* *76%*	51 *10%* *94%*	3 *9%* *6%*	55 *9%* *100%*	55 *9%* *100%*	31 *9%* *57%*	23 *10%* *43%*	28 *11%* *52%*
Net: 10/9/8/7	**255** ***44%***	20 *34%* *8%*	13 *41%* *5%*	8 *50%* *3%*	215 *46%* *84%*	239 *45%* *94%*	16 *42%* *6%*	255 *44%* *100%*	255 *44%* *100%*	158 *46%* *62%*	97 *42%* *38%*	101 *41%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 327

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 10/9	**59** ***10%***	3 *6%* *6%*	2 *7%* *4%*	2 *12%* *3%*	51 *11%* *87%*	56 *10%* *95%*	3 *8%* *5%*	59 *10%* *100%*	59 *10%* *100%*	42 *12%* *71%*	17 *7%* *29%*	18 *7%* *31%*
Net: 6/5/4	**207** ***36%***	28 *48%* *13%* R	11 *34%* *5%*	6 *38%* *3%*	163 *35%* *79%*	193 *36%* *93%*	14 *38%* *7%*	207 *36%* *100%*	207 *36%* *100%*	123 *36%* *59%*	84 *36%* *41%*	89 *36%* *43%*
Net: 3/2/1	**59** ***10%***	4 *6%* *6%*	3 *11%* *6%*	1 *3%* *1%*	51 *11%* *87%*	54 *10%* *93%*	4 *11%* *7%*	59 *10%* *100%*	59 *10%* *100%*	30 *9%* *52%*	28 *12%* *48%*	30 *12%* *51%*
Mean	**6.18**	6.05	6.22	6.44	6.18	6.19	5.96	6.18	6.18	6.30	6.00	6.00
Standard Deviation	**2.13**	1.98	2.14	1.82	2.16	2.12	2.32	2.13	2.13	2.12	2.13	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 328

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**19** ***6%***	13 *8%* *67%*	6 *4%* *33%*	5 *18%* *27%*	2 *3%* *11%*	3 *6%* *15%*	3 *5%* *15%*	4 *9%* *22%*	2 *3%* *9%*	4 *7%* *24%*	8 *5%* *42%*	6 *7%* *34%*	4 *8%* *22%*	3 *5%* *17%*	10 *8%* *53%*
9	**31** ***10%***	16 *10%* *52%*	15 *10%* *48%*	2 *7%* *7%*	5 *8%* *17%*	5 *11%* *16%*	4 *6%* *12%*	7 *15%* *23%*	8 *13%* *26%*	8 *12%* *26%*	15 *10%* *48%*	8 *9%* *26%*	5 *10%* *18%*	3 *4%* *9%*	18 *15%* *60%*
8	**59** ***20%***	35 *22%* *60%*	23 *17%* *40%*	4 *14%* *7%*	13 *22%* *23%*	7 *14%* *11%*	12 *21%* *21%*	13 *28%* *22%*	10 *17%* *17%*	9 *13%* *15%*	34 *23%* *57%*	16 *18%* *27%*	9 *17%* *15%*	18 *29%* *31%*	21 *17%* *36%*
7	**50** ***17%***	25 *16%* *50%*	25 *18%* *50%*	7 *25%* *14%*	12 *20%* *25%*	4 *9%* *8%*	16 *28%* *32%* EH	6 *13%* *12%*	5 *8%* *10%*	11 *16%* *21%*	23 *16%* *45%*	17 *19%* *33%*	8 *15%* *17%*	6 *9%* *11%*	23 *19%* *46%*
6	**48** ***16%***	30 *19%* *62%*	18 *13%* *38%*	6 *19%* *11%*	5 *8%* *10%*	13 *28%* *27%* D	11 *19%* *23%*	5 *10%* *10%*	9 *15%* *18%*	18 *27%* *37%* J	15 *10%* *31%*	15 *18%* *32%*	11 *21%* *24%*	10 *16%* *20%*	14 *11%* *28%*
5	**35** ***12%***	14 *9%* *40%*	21 *15%* *60%*	- - -	8 *13%* *23%*	8 *17%* *23%*	7 *12%* *19%*	5 *10%* *13%*	8 *13%* *23%*	6 *9%* *18%*	23 *16%* *65%*	6 *7%* *18%*	8 *15%* *24%*	12 *19%* *33%*	10 *8%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 328

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**10** ***3%***	6 *4%* *66%*	3 *2%* *34%*	- - -	2 *3%* *18%*	1 *2%* *9%*	5 *8%* *48%*	1 *2%* *11%*	1 *2%* *13%*	4 *6%* *41%*	3 *2%* *35%*	2 *3%* *23%*	1 *2%* *14%*	- - -	5 *4%* *49%*
3	**8** ***3%***	5 *3%* *65%*	3 *2%* *35%*	* *1%* *3%*	- - -	- - -	- - -	2 *4%* *26%*	5 *9%* *71%* DF	* * *3%*	1 *1%* *13%*	6 *7%* *84%* J	- - -	3 *4%* *33%*	4 *3%* *54%*
2	**3** ***1%***	2 *1%* *58%*	1 *1%* *42%*	1 *4%* *42%*	1 *2%* *41%*	- - -	- - -	* *1%* *17%*	- - -	* *1%* *17%*	2 *1%* *83%*	- - -	- - -	- - -	2 *2%* *83%*
1	**5** ***2%***	* * *7%*	5 *3%* *93%*	* *1%* *7%*	1 *2%* *28%*	- - -	- - -	* *1%* *5%*	3 *5%* *59%*	- - -	3 *2%* *56%*	2 *3%* *44%*	1 *2%* *22%*	- - -	3 *3%* *61%*
Don't know	**33** ***11%***	12 *8%* *38%*	21 *15%* *62%*	3 *12%* *10%*	11 *18%* *33%* F	6 *14%* *19%* F	1 *1%* *2%*	3 *7%* *10%*	8 *14%* *25%* F	7 *10%* *20%*	19 *13%* *58%*	7 *8%* *22%*	5 *9%* *16%*	8 *14%* *26%*	11 *9%* *33%*
Net: 10/9/8/7	**158** ***53%***	89 *56%* *56%*	69 *49%* *44%*	18 *63%* *12%*	33 *54%* *21%*	19 *40%* *12%*	34 *60%* *22%*	30 *64%* *19%* EH	24 *41%* *15%*	32 *47%* *20%*	79 *55%* *50%*	47 *54%* *30%*	27 *50%* *17%*	30 *48%* *19%*	73 *60%* *46%*
Net: 10/9	**50** ***17%***	29 *18%* *58%*	21 *15%* *42%*	7 *25%* *15%*	7 *12%* *14%*	8 *17%* *16%*	6 *11%* *13%*	11 *24%* *22%*	10 *16%* *20%*	12 *18%* *25%*	23 *16%* *46%*	15 *17%* *29%*	10 *18%* *19%*	6 *10%* *12%*	28 *23%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 328

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**93** ***31%***	50 *32%* *54%*	43 *30%* *46%*	6 *19%* *6%*	15 *24%* *16%*	22 *47%* *24%* DG	22 *39%* *24%*	11 *23%* *11%*	18 *30%* *19%*	28 *42%* *30%*	41 *28%* *44%*	24 *27%* *26%*	21 *39%* *23%*	21 *34%* *23%*	28 *23%* *31%*
Net: 3/2/1	**15** ***5%***	7 *4%* *45%*	8 *6%* *55%*	2 *6%* *11%*	2 *4%* *16%*	- - -	- - -	3 *6%* *18%*	8 *14%* *55%* EF	1 *1%* *4%*	6 *4%* *39%*	9 *10%* *57%*	1 *2%* *7%*	3 *4%* *16%*	9 *8%* *61%*
Mean	**6.83**	6.99	6.64	7.38	6.79	6.84	6.82	7.23	6.27	6.88	6.88	6.72	6.87	6.82	6.95
Standard Deviation	**1.93**	1.83	2.03	2.07	1.92	1.63	1.53	1.96	2.35	1.70	1.94	2.09	1.84	1.71	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 328

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC4 ****

Base : Regular viewers of BBC4

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**19** ***6%***	* *1%* *2%*	* *2%* *2%*	1 *6%* *3%*	17 *7%* *93%*	16 *6%* *86%*	3 *11%* *14%*	19 *6%* *100%*	19 *6%* *100%*	12 *8%* *62%*	7 *5%* *38%*	9 *6%* *47%*
9	**31** ***10%***	1 *2%* *2%*	3 *16%* *9%* O	1 *7%* *2%*	27 *11%* *86%*	27 *10%* *89%*	3 *15%* *11%*	31 *10%* *100%*	31 *10%* *100%*	14 *9%* *47%*	16 *11%* *53%*	21 *13%* *67%*
8	**59** ***20%***	8 *24%* *14%* Q	2 *9%* *3%*	* *4%* *1%*	48 *20%* *82%* Q	57 *21%* *97%*	2 *7%* *3%*	59 *20%* *100%*	59 *20%* *100%*	27 *17%* *45%*	32 *23%* *55%*	34 *22%* *59%*
7	**50** ***17%***	9 *25%* *18%*	2 *11%* *4%*	2 *25%* *4%*	37 *16%* *74%*	44 *16%* *87%*	7 *28%* *13%*	50 *17%* *100%*	50 *17%* *100%*	26 *17%* *51%*	24 *17%* *49%*	25 *16%* *50%*
6	**48** ***16%***	8 *23%* *17%*	4 *24%* *9%*	1 *11%* *2%*	35 *15%* *72%*	48 *17%* *99%*	* *2%* *1%*	48 *16%* *100%*	48 *16%* *100%*	25 *16%* *52%*	22 *15%* *46%*	23 *15%* *49%*
5	**35** ***12%***	2 *7%* *7%*	2 *12%* *6%*	1 *6%* *2%*	30 *13%* *86%*	33 *12%* *94%*	2 *8%* *6%*	35 *12%* *100%*	35 *12%* *100%*	19 *12%* *53%*	16 *11%* *46%*	17 *11%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 328

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**10** ***3%***	2 *6%* *23%*	1 *3%* *6%*	1 *9%* *8%* R	6 *3%* *63%*	7 *3%* *73%*	3 *11%* *27%*	10 *3%* *100%*	10 *3%* *100%*	7 *4%* *70%*	3 *2%* *30%*	3 *2%* *31%*
3	**8** ***3%***	- - -	1 *4%* *11%*	* *2%* *3%*	7 *3%* *87%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	3 *2%* *35%*	5 *3%* *65%*	5 *3%* *65%*
2	**3** ***1%***	* *1%* *17%*	- - -	- - -	2 *1%* *83%*	* * *17%*	2 *9%* *83%*	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *58%*	1 *1%* *42%*	1 *1%* *42%*
1	**5** ***2%***	- - -	* *2%* *5%*	1 *7%* *12%* OR	4 *2%* *82%*	5 *2%* *93%*	* *2%* *7%*	5 *2%* *100%*	5 *2%* *100%*	1 * *13%*	4 *3%* *87%*	4 *3%* *87%*
Don't know	**33** ***11%***	4 *10%* *11%*	3 *16%* *9%*	2 *23%* *6%* R	25 *10%* *74%*	32 *11%* *96%*	1 *6%* *4%*	33 *11%* *100%*	33 *11%* *100%*	21 *14%* *65%*	12 *8%* *35%*	12 *8%* *36%*
Net: 10/9/8/7	**158** ***53%***	18 *53%* *12%*	7 *38%* *4%*	4 *42%* *2%*	130 *54%* *82%*	144 *52%* *91%*	14 *62%* *9%*	158 *53%* *100%*	158 *53%* *100%*	78 *51%* *50%*	80 *56%* *50%*	89 *58%* *56%*
Net: 10/9	**50** ***17%***	1 *3%* *2%*	3 *18%* *7%* O	1 *13%* *2%* O	44 *19%* *89%* O	43 *16%* *88%*	6 *26%* *12%*	50 *17%* *100%*	50 *17%* *100%*	26 *17%* *53%*	23 *16%* *47%*	30 *19%* *60%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 328

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**93** ***31%***	12 *36%* *13%*	7 *39%* *8%*	2 *26%* *3%*	71 *30%* *76%*	88 *32%* *95%*	5 *21%* *5%*	93 *31%* *100%*	93 *31%* *100%*	50 *33%* *54%*	41 *29%* *44%*	43 *28%* *46%*
Net: 3/2/1	**15** ***5%***	* *1%* *3%*	1 *6%* *7%*	1 *9%* *5%* O	13 *5%* *84%*	13 *5%* *84%*	3 *11%* *16%*	15 *5%* *100%*	15 *5%* *100%*	5 *3%* *32%*	10 *7%* *68%*	10 *7%* *68%*
Mean	**6.83**	6.66	6.55	6.15	6.90	6.85	6.61	6.83	6.83	6.89	6.78	6.89
Standard Deviation	**1.93**	1.41	1.98	2.56	1.97	1.87	2.54	1.93	1.93	1.85	2.02	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 329

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**91** ***6%***	51 *6%* *56%*	40 *6%* *44%*	8 *9%* *9%*	16 *6%* *18%*	10 *4%* *11%*	11 *4%* *12%*	17 *7%* *19%*	28 *9%* *31%* EF	9 *3%* *10%*	43 *6%* *47%*	39 *9%* *43%* I	27 *7%* *29%*	15 *5%* *17%*	31 *6%* *34%*
9	**163** ***11%***	82 *10%* *50%*	81 *13%* *50%*	15 *16%* *9%*	34 *12%* *21%*	26 *11%* *16%*	29 *10%* *18%*	25 *10%* *15%*	34 *11%* *21%*	34 *12%* *21%*	78 *11%* *48%*	52 *12%* *32%*	40 *10%* *24%*	30 *9%* *19%*	74 *15%* *46%*
8	**347** ***24%***	203 *25%* *58%*	144 *23%* *42%*	15 *16%* *4%*	67 *24%* *19%*	56 *23%* *16%*	63 *22%* *18%*	73 *30%* *21%* C	73 *25%* *21%*	67 *24%* *19%*	191 *26%* *55%*	89 *20%* *26%*	80 *21%* *23%*	98 *30%* *28%* L	112 *23%* *32%*
7	**310** ***21%***	179 *22%* *58%*	131 *21%* *42%*	16 *17%* *5%*	72 *26%* *23%* G	55 *22%* *18%* G	79 *27%* *25%* GH	35 *14%* *11%*	54 *18%* *17%*	69 *25%* *22%*	157 *21%* *50%*	85 *19%* *27%*	94 *25%* *30%* N	68 *21%* *22%*	88 *18%* *28%*
6	**198** ***14%***	114 *14%* *57%*	85 *13%* *43%*	8 *8%* *4%*	34 *12%* *17%*	40 *16%* *20%*	42 *14%* *21%*	41 *17%* *21%*	33 *11%* *17%*	37 *13%* *19%*	103 *14%* *52%*	58 *13%* *29%*	51 *13%* *26%*	40 *12%* *20%*	65 *13%* *33%*
5	**153** ***11%***	95 *12%* *62%*	57 *9%* *38%*	8 *9%* *5%*	25 *9%* *16%*	32 *13%* *21%*	34 *12%* *22%*	19 *8%* *12%*	35 *12%* *23%*	29 *10%* *19%*	77 *10%* *50%*	46 *11%* *30%*	38 *10%* *25%*	36 *11%* *24%*	49 *10%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 329

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**60** ***4%***	36 *4%* *60%*	24 *4%* *40%*	7 *8%* *12%* H	14 *5%* *24%* H	7 *3%* *12%*	11 *4%* *19%*	17 *7%* *28%* H	3 *1%* *5%*	10 *4%* *17%*	32 *4%* *53%*	18 *4%* *29%*	18 *5%* *29%*	7 *2%* *12%*	26 *5%* *44%*
3	**28** ***2%***	16 *2%* *57%*	12 *2%* *43%*	1 *1%* *5%*	3 *1%* *12%*	6 *3%* *23%*	5 *2%* *17%*	3 *1%* *11%*	9 *3%* *31%*	7 *3%* *26%*	13 *2%* *47%*	7 *2%* *27%*	2 *** *7%*	12 *4%* *43%* L	8 *2%* *30%*
2	**28** ***2%***	14 *2%* *48%*	14 *2%* *52%*	8 *9%* *30%* DE FGH	5 *2%* *19%*	5 *2%* *16%*	3 *1%* *10%*	1 *** *3%*	6 *2%* *21%*	3 *1%* *10%*	13 *2%* *45%*	13 *3%* *46%*	7 *2%* *26%*	6 *2%* *21%*	13 *3%* *46%*
1	**18** ***1%***	9 *1%* *53%*	8 *1%* *47%*	6 *6%* *33%* DEF GH	2 *1%* *9%*	1 *1%* *8%*	3 *1%* *16%*	3 *1%* *18%*	3 *1%* *16%*	5 *2%* *26%*	9 *1%* *51%*	4 *1%* *23%*	2 *1%* *12%*	1 *** *8%*	11 *2%* *63%*
Don't know	**57** ***4%***	22 *3%* *39%*	35 *5%* *61%* A	1 *1%* *2%*	5 *2%* *8%*	8 *3%* *15%*	13 *4%* *22%*	10 *4%* *17%*	20 *7%* *36%* D	10 *4%* *17%*	22 *3%* *38%*	25 *6%* *44%*	21 *5%* *36%*	9 *3%* *15%*	16 *3%* *29%*
Net: 10/9/8/7	**911** ***63%***	515 *63%* *57%*	396 *63%* *43%*	54 *57%* *6%*	189 *68%* *21%*	147 *60%* *16%*	182 *62%* *20%*	150 *62%* *16%*	189 *63%* *21%*	178 *64%* *20%*	469 *64%* *51%*	264 *61%* *29%*	241 *64%* *26%*	212 *66%* *23%*	305 *62%* *34%*
Net: 10/9	**254** ***17%***	133 *16%* *52%*	120 *19%* *48%*	23 *25%* *9%* F	50 *18%* *20%*	36 *15%* *14%*	40 *14%* *16%*	43 *17%* *17%*	62 *21%* *25%* F	43 *15%* *17%*	120 *16%* *47%*	90 *21%* *36%*	66 *17%* *26%*	46 *14%* *18%*	105 *21%* *42%* M

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 329

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**411** ***28%***	245 *30%* *60%*	166 *26%* *40%*	23 *25%* *6%*	74 *27%* *18%*	79 *32%* *19%*	87 *30%* *21%*	76 *31%* *19%*	71 *24%* *17%*	77 *27%* *19%*	212 *29%* *52%*	122 *28%* *30%*	106 *28%* *26%*	84 *26%* *20%*	140 *28%* *34%*
Net: 3/2/1	**73** ***5%***	39 *5%* *53%*	35 *6%* *47%*	16 *17%* *21%* DE FGH	10 *4%* *14%*	12 *5%* *17%*	10 *4%* *14%*	7 *3%* *10%*	18 *6%* *24%*	15 *5%* *20%*	34 *5%* *47%*	24 *6%* *33%*	11 *3%* *15%*	19 *6%* *26%*	32 *7%* *44%* L
Mean	**6.93**	6.90	6.97	6.35	7.02 C	6.82	6.86	7.04 C	7.12 C	6.87	6.94	6.97	7.01	6.95	6.89
Standard Deviation	**1.88**	1.85	1.93	2.69	1.77	1.77	1.69	1.84	1.95	1.81	1.84	2.00	1.78	1.78	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 329

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**91** ***6%***	10 *7%* *10%*	6 *7%* *6%*	3 *8%* *3%*	73 *6%* *80%*	82 *6%* *90%*	9 *6%* *10%*	91 *6%* *100%*	91 *6%* *100%*	53 *6%* *59%*	37 *7%* *41%*	37 *7%* *41%*
9	**163** ***11%***	8 *6%* *5%*	7 *8%* *4%*	4 *11%* *2%* O	144 *12%* *89%* O	143 *11%* *88%*	20 *13%* *12%*	163 *11%* *100%*	163 *11%* *100%*	111 *12%* *68%*	51 *9%* *31%*	53 *9%* *32%*
8	**347** ***24%***	27 *20%* *8%*	20 *24%* *6%*	9 *23%* *2%*	291 *24%* *84%*	312 *24%* *90%*	35 *23%* *10%*	347 *24%* *100%*	347 *24%* *100%*	226 *25%* *65%*	120 *22%* *34%*	125 *22%* *36%*
7	**310** ***21%***	37 *27%* *12%*	17 *20%* *5%*	7 *19%* *2%*	250 *21%* *80%*	283 *22%* *91%*	28 *18%* *9%*	310 *21%* *100%*	310 *21%* *100%*	189 *21%* *61%*	121 *23%* *39%*	127 *23%* *41%*
6	**198** ***14%***	24 *17%* *12%*	13 *16%* *6%*	7 *18%* *3%*	155 *13%* *78%*	183 *14%* *92%*	16 *10%* *8%*	198 *14%* *100%*	198 *14%* *100%*	124 *14%* *62%*	74 *14%* *37%*	79 *14%* *40%*
5	**153** ***11%***	16 *12%* *11%*	10 *12%* *7%*	4 *10%* *2%*	123 *10%* *80%*	133 *10%* *87%*	19 *13%* *13%*	153 *11%* *100%*	153 *11%* *100%*	100 *11%* *66%*	53 *10%* *34%*	58 *10%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 329

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**60** ***4%***	6 *5%* *11%*	1 *1%* *2%*	1 *3%* *2%*	51 *4%* *86%*	50 *4%* *84%*	9 *6%* *16%*	60 *4%* *100%*	60 *4%* *100%*	38 *4%* *64%*	22 *4%* *36%*	22 *4%* *36%*
3	**28** ***2%***	2 *2%* *8%*	2 *3%* *9%*	1 *2%* *3%*	22 *2%* *80%*	23 *2%* *82%*	5 *3%* *18%*	28 *2%* *100%*	28 *2%* *100%*	15 *2%* *53%*	13 *2%* *47%*	13 *2%* *47%*
2	**28** ***2%***	1 *1%* *4%*	* * *1%*	1 *2%* *2%*	26 *2%* *92%*	27 *2%* *96%*	1 *1%* *4%*	28 *2%* *100%*	28 *2%* *100%*	15 *2%* *53%*	12 *2%* *43%*	12 *2%* *43%*
1	**18** ***1%***	2 *1%* *9%*	1 *1%* *4%*	1 *2%* *4%*	15 *1%* *83%*	10 *1%* *54%*	8 *5%* *46%* S	18 *1%* *100%*	18 *1%* *100%*	15 *2%* *86%*	2 * *11%*	2 * *11%*
Don't know	**57** ***4%***	4 *3%* *8%*	6 *7%* *10%* R	1 *4%* *3%*	45 *4%* *80%*	54 *4%* *94%*	3 *2%* *6%*	57 *4%* *100%*	57 *4%* *100%*	27 *3%* *48%*	30 *6%* *52%* X	30 *5%* *52%*
Net: 10/9/8/7	**911** ***63%***	82 *59%* *9%*	49 *60%* *5%*	22 *60%* *2%*	758 *63%* *83%*	819 *63%* *90%*	92 *60%* *10%*	911 *63%* *100%*	911 *63%* *100%*	579 *63%* *64%*	329 *62%* *36%*	342 *61%* *38%*
Net: 10/9	**254** ***17%***	17 *12%* *7%*	12 *15%* *5%*	7 *18%* *3%*	217 *18%* *86%*	224 *17%* *88%*	29 *19%* *12%*	254 *17%* *100%*	254 *17%* *100%*	165 *18%* *65%*	88 *17%* *35%*	90 *16%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 329

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**411** ***28%***	47 *34%* *11%*	24 *29%* *6%*	11 *30%* *3%*	329 *28%* *80%*	366 *28%* *89%*	44 *29%* *11%*	411 *28%* *100%*	411 *28%* *100%*	262 *29%* *64%*	148 *28%* *36%*	158 *28%* *38%*
Net: 3/2/1	**73** ***5%***	5 *4%* *7%*	3 *4%* *5%*	2 *6%* *3%*	63 *5%* *85%*	59 *5%* *81%*	14 *9%* *19%* S	73 *5%* *100%*	73 *5%* *100%*	45 *5%* *61%*	27 *5%* *37%*	27 *5%* *37%*
Mean	**6.93**	6.78	6.98	6.93	6.94	6.97	6.64	6.93	6.93	6.94	6.93	6.92
Standard Deviation	**1.88**	1.75	1.77	1.98	1.90	1.83	2.25	1.88	1.88	1.89	1.85	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 330

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**230** ***3%***	94 *3%* *41%*	135 *4%* *59%*	21 *3%* *9%*	33 *2%* *14%*	43 *4%* *19%*	41 *3%* *18%*	31 *3%* *13%*	61 *5%* *27%* D	17 *1%* *8%*	94 *3%* *41%* I	119 *5%* *52%* IJ	64 *4%* *28%*	53 *3%* *23%*	76 *3%* *33%*
9	**335** ***5%***	144 *4%* *43%*	191 *5%* *57%*	48 *7%* *14%* EF	81 *6%* *24%* E	38 *3%* *11%*	50 *4%* *15%*	43 *4%* *13%*	75 *6%* *22%* E	35 *3%* *11%*	154 *5%* *46%* I	146 *7%* *43%* IJ	84 *5%* *25%*	97 *6%* *29%*	105 *5%* *31%*
8	**1094** ***16%***	462 *14%* *42%*	632 *18%* *58%* A	128 *18%* *12%* F	205 *15%* *19%*	177 *15%* *16%*	160 *13%* *15%*	188 *18%* *17%* DF	235 *18%* *21%* F	163 *13%* *15%*	523 *15%* *48%*	409 *19%* *37%* IJ	303 *19%* *28%* MN	245 *14%* *22%*	340 *15%* *31%*
7	**1534** ***23%***	682 *21%* *44%*	852 *24%* *56%* A	184 *26%* *12%* GH	334 *24%* *22%* GH	283 *24%* *18%* GH	280 *23%* *18%*	195 *19%* *13%*	257 *20%* *17%*	274 *22%* *18%*	801 *24%* *52%*	459 *21%* *30%*	361 *22%* *24%*	391 *23%* *25%*	525 *23%* *34%*
6	**1280** ***19%***	662 *20%* *52%* B	618 *17%* *48%*	122 *17%* *10%*	277 *20%* *22%*	195 *17%* *15%*	252 *21%* *20%* E	212 *21%* *17%* E	222 *17%* *17%*	243 *20%* *19%*	663 *20%* *52%*	374 *17%* *29%*	300 *18%* *23%*	314 *18%* *24%*	436 *19%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 330

Absolutes/col/row percents

9 Jul 2009

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**** Its programmes reflect the interests and concerns of people like me - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**1069** ***16%***	559 *17%* *52%* B	510 *14%* *48%*	94 *13%* *9%*	237 *17%* *22%*	213 *18%* *20%* CG H	190 *16%* *18%*	149 *15%* *14%*	187 *14%* *18%*	241 *20%* *23%* JK	533 *16%* *50%*	295 *14%* *28%*	224 *14%* *21%*	294 *17%* *28%* L	365 *16%* *34%*
4	**406** ***6%***	210 *6%* *52%*	196 *6%* *48%*	33 *5%* *8%*	79 *6%* *19%*	77 *7%* *19%*	78 *6%* *19%*	70 *7%* *17%*	70 *5%* *17%*	82 *7%* *20%*	217 *6%* *54%*	107 *5%* *26%*	89 *5%* *22%*	109 *6%* *27%*	139 *6%* *34%*
3	**231** ***3%***	127 *4%* *55%*	104 *3%* *45%*	28 *4%* *12%*	45 *3%* *20%*	38 *3%* *16%*	44 *4%* *19%*	35 *3%* *15%*	41 *3%* *18%*	52 *4%* *22%*	108 *3%* *47%*	71 *3%* *31%*	60 *4%* *26%*	42 *2%* *18%*	97 *4%* *42%* M
2	**155** ***2%***	97 *3%* *63%* B	58 *2%* *37%*	12 *2%* *8%*	27 *2%* *17%*	28 *2%* *18%*	32 *3%* *21%*	21 *2%* *14%*	35 *3%* *22%*	40 *3%* *26%* K	81 *2%* *52%*	34 *2%* *22%*	33 *2%* *21%*	42 *2%* *27%*	62 *3%* *40%*
1	**139** ***2%***	83 *3%* *60%* B	56 *2%* *40%*	25 *4%* *18%* DF H	17 *1%* *12%*	31 *3%* *22%* D	20 *2%* *15%*	24 *2%* *18%*	22 *2%* *16%*	27 *2%* *19%*	61 *2%* *44%*	51 *2%* *37%*	31 *2%* *22%*	28 *2%* *20%*	58 *3%* *42%*
Don't know	**325** ***5%***	133 *4%* *41%*	192 *5%* *59%* A	15 *2%* *5%*	48 *3%* *15%*	47 *4%* *14%*	68 *6%* *21%* CD	53 *5%* *16%* C	93 *7%* *29%* CDE	50 *4%* *15%*	162 *5%* *50%*	113 *5%* *35%*	87 *5%* *27%*	84 *5%* *26%*	102 *4%* *32%*
Net: 10/9/8/7	**3193** ***47%***	1383 *43%* *43%*	1810 *51%* *57%* A	380 *54%* *12%* DE FG	652 *47%* *20%*	542 *46%* *17%*	532 *44%* *17%*	457 *45%* *14%*	629 *48%* *20%* F	489 *40%* *15%*	1571 *46%* *49%* I	1132 *52%* *35%* IJ	812 *50%* *25%* N	787 *46%* *25%*	1046 *45%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 330

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9	**565** ***8%***	239 *7%* *42%*	326 *9%* *58%* A	69 *10%* *12%*	113 *8%* *20%*	82 *7%* *14%*	92 *8%* *16%*	73 *7%* *13%*	137 *11%* *24%* EFG	53 *4%* *9%*	247 *7%* *44%* I	265 *12%* *47%* IJ	148 *9%* *26%*	150 *9%* *27%*	182 *8%* *32%*
Net: 6/5/4	**2755** ***41%***	1431 *44%* *52%* B	1325 *37%* *48%*	248 *35%* *9%*	593 *43%* *22%* CH	485 *41%* *18%* C	519 *43%* *19%* CH	430 *42%* *16%* CH	479 *37%* *17%*	566 *46%* *21%* JK	1413 *42%* *51%* K	777 *36%* *28%*	613 *37%* *22%*	717 *42%* *26%* L	939 *41%* *34%*
Net: 3/2/1	**525** ***8%***	307 *9%* *58%* B	218 *6%* *42%*	65 *9%* *12%*	89 *6%* *17%*	97 *8%* *19%*	96 *8%* *18%*	81 *8%* *15%*	97 *7%* *18%*	119 *10%* *23%* JK	250 *7%* *48%*	157 *7%* *30%*	124 *8%* *24%*	112 *7%* *21%*	218 *9%* *41%* M
Mean	**6.27**	6.08	6.45 A	6.36	6.29	6.16	6.18	6.23	6.42 EF	5.93	6.24 I	6.52 IJ	6.39 N	6.27	6.16
Standard Deviation	**1.88**	1.92	1.82	1.96	1.75	1.91	1.85	1.89	1.95	1.82	1.83	1.96	1.89	1.84	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 330

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**230** ***3%***	16 *3%* *7%*	15 *4%* *6%* O	6 *3%* *3%*	193 *3%* *84%*	204 *3%* *89%*	26 *6%* *11%* S	49 *5%* *21%* WYZ	181 *3%* *79%*	181 *3%* *79%*	120 *3%* *52%*	61 *3%* *27%*	67 *3%* *29%*
9	**335** ***5%***	24 *4%* *7%*	16 *5%* *5%*	9 *4%* *3%*	287 *5%* *86%*	313 *5%* *94%*	21 *5%* *6%*	43 *4%* *13%*	288 *5%* *86%*	292 *5%* *87%*	195 *5%* *58%*	96 *4%* *29%*	102 *5%* *31%*
8	**1094** ***16%***	109 *18%* *10%*	65 *19%* *6%* R	33 *16%* *3%*	888 *16%* *81%*	1024 *16%* *94%*	70 *15%* *6%*	170 *16%* *16%*	907 *16%* *83%*	922 *16%* *84%*	605 *17%* *55%*	315 *15%* *29%*	340 *15%* *31%*
7	**1534** ***23%***	132 *22%* *9%*	76 *22%* *5%*	49 *24%* *3%*	1277 *23%* *83%*	1433 *23%* *93%*	101 *22%* *7%*	201 *19%* *13%*	1310 *23%* *85%* U	1330 *23%* *87%* U	849 *24%* *55%* U	478 *23%* *31%*	506 *22%* *33%*
6	**1280** ***19%***	122 *20%* *10%*	66 *19%* *5%*	43 *21%* *3%*	1049 *19%* *82%*	1204 *19%* *94%*	76 *16%* *6%*	195 *18%* *15%*	1066 *19%* *83%*	1082 *19%* *85%*	652 *18%* *51%*	426 *20%* *33%*	450 *20%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 330

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**1069** ***16%***	106 *17%* *10%*	50 *15%* *5%*	31 *15%* *3%*	883 *16%* *83%*	997 *16%* *93%*	72 *16%* *7%*	169 *16%* *16%*	895 *16%* *84%*	897 *16%* *84%*	551 *15%* *52%*	344 *16%* *32%*	368 *16%* *34%*
4	**406** ***6%***	37 *6%* *9%*	18 *5%* *4%*	13 *7%* *3%*	338 *6%* *83%*	377 *6%* *93%*	29 *6%* *7%*	75 *7%* *18%*	327 *6%* *81%*	329 *6%* *81%*	190 *5%* *47%*	135 *6%* *33%*	144 *6%* *35%*
3	**231** ***3%***	17 *3%* *8%*	9 *2%* *4%*	5 *3%* *2%*	200 *4%* *86%*	212 *3%* *92%*	19 *4%* *8%*	44 *4%* *19%*	184 *3%* *80%*	185 *3%* *80%*	115 *3%* *50%*	70 *3%* *30%*	72 *3%* *31%*
2	**155** ***2%***	11 *2%* *7%*	5 *2%* *3%*	2 *1%* *1%*	137 *2%* *88%* Q	148 *2%* *95%*	7 *2%* *5%*	37 *3%* *24%* VWXY Z	117 *2%* *75%*	117 *2%* *75%*	73 *2%* *47%*	44 *2%* *28%*	47 *2%* *30%*
1	**139** ***2%***	14 *2%* *10%*	5 *1%* *3%*	4 *2%* *3%*	117 *2%* *84%*	123 *2%* *88%*	17 *4%* *12%* S	23 *2%* *16%*	112 *2%* *80%*	115 *2%* *83%*	75 *2%* *54%*	40 *2%* *29%*	42 *2%* *30%*
Don't know	**325** ***5%***	26 *4%* *8%*	17 *5%* *5%*	9 *4%* *3%*	273 *5%* *84%*	302 *5%* *93%*	23 *5%* *7%*	49 *5%* *15%*	267 *5%* *82%*	275 *5%* *85%*	158 *4%* *49%*	117 *6%* *36%*	125 *6%* *39%*
Net: 10/9/8/7	**3193** ***47%***	280 *46%* *9%*	171 *50%* *5%*	97 *47%* *3%*	2645 *47%* *83%*	2975 *47%* *93%*	218 *47%* *7%*	464 *44%* *15%*	2686 *47%* *84%*	2725 *48%* *85%*	1770 *49%* *55%* UYZ	950 *45%* *30%*	1015 *45%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 330

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9	**565** ***8%***	40 *6%* *7%*	30 *9%* *5%* O	15 *7%* *3%*	480 *9%* *85%* O	518 *8%* *92%*	47 *10%* *8%*	92 *9%* *16%*	469 *8%* *83%*	473 *8%* *84%*	315 *9%* *56%*	157 *7%* *28%*	169 *7%* *30%*
Net: 6/5/4	**2755** ***41%***	265 *43%* *10%*	134 *39%* *5%*	88 *43%* *3%*	2269 *40%* *82%*	2578 *41%* *94%*	177 *38%* *6%*	439 *42%* *16%*	2289 *40%* *83%*	2308 *40%* *84%*	1393 *39%* *51%*	905 *43%* *33%* X	961 *42%* *35%* X
Net: 3/2/1	**525** ***8%***	42 *7%* *8%*	18 *5%* *3%*	11 *6%* *2%*	453 *8%* *86%* PQ	483 *8%* *92%*	42 *9%* *8%*	103 *10%* *20%* VWXY Z	413 *7%* *79%*	417 *7%* *79%*	262 *7%* *50%*	154 *7%* *29%*	160 *7%* *30%*
Mean	**6.27**	6.24	6.48 OR	6.32	6.26	6.27	6.25	6.15	6.29	6.30	6.35 UY	6.22	6.23
Standard Deviation	**1.88**	1.82	1.79	1.76	1.90	1.87	2.05	2.01	1.85	1.85	1.87	1.83	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 331

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**491** ***14%***	213 *13%* *43%*	278 *16%* *57%*	61 *17%* *12%*	83 *12%* *17%*	77 *13%* *16%*	98 *17%* *20%*	73 *14%* *15%*	99 *14%* *20%*	71 *12%* *14%*	220 *13%* *45%*	199 *18%* *41%* IJ	119 *15%* *24%*	117 *13%* *24%*	181 *16%* *37%*
9	**448** ***13%***	199 *12%* *45%*	248 *14%* *55%*	60 *16%* *13%*	103 *15%* *23%*	64 *11%* *14%*	71 *12%* *16%*	60 *12%* *13%*	89 *13%* *20%*	75 *13%* *17%*	234 *14%* *52%*	139 *12%* *31%*	102 *12%* *23%*	119 *13%* *27%*	151 *13%* *34%*
8	**822** ***24%***	391 *24%* *48%*	431 *24%* *52%*	72 *19%* *9%*	174 *26%* *21%* F	145 *25%* *18%*	117 *20%* *14%*	124 *25%* *15%*	190 *27%* *23%* CF	152 *26%* *18%*	402 *24%* *49%*	268 *24%* *33%*	225 *28%* *27%* N	201 *23%* *24%*	261 *23%* *32%*
7	**637** ***19%***	310 *19%* *49%*	327 *18%* *51%*	70 *19%* *11%*	137 *20%* *21%*	103 *18%* *16%*	117 *20%* *18%*	102 *20%* *16%*	108 *16%* *17%*	125 *21%* *20%* K	328 *19%* *52%*	183 *16%* *29%*	155 *19%* *24%*	160 *18%* *25%*	214 *19%* *34%*
6	**317** ***9%***	156 *10%* *49%*	161 *9%* *51%*	40 *11%* *13%*	49 *7%* *16%*	65 *11%* *21%* D	67 *11%* *21%* D	39 *8%* *12%*	56 *8%* *18%*	56 *9%* *18%*	166 *10%* *53%*	94 *8%* *30%*	61 *7%* *19%*	78 *9%* *25%*	110 *10%* *35%*
5	**332** ***10%***	167 *10%* *50%*	165 *9%* *50%*	20 *5%* *6%*	67 *10%* *20%*	69 *12%* *21%* C	61 *10%* *18%* C	45 *9%* *14%*	70 *10%* *21%* C	65 *11%* *20%*	161 *9%* *48%*	106 *9%* *32%*	58 *7%* *17%*	91 *10%* *28%*	122 *11%* *37%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 331

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**95** ***3%***	53 *3%* *56%*	42 *2%* *44%*	18 *5%* *19%* F	20 *3%* *21%*	12 *2%* *13%*	8 *1%* *8%*	18 *4%* *19%* F	19 *3%* *20%*	12 *2%* *13%*	50 *3%* *53%*	32 *3%* *33%*	23 *3%* *24%*	31 *3%* *33%*	30 *3%* *32%*
3	**71** ***2%***	42 *3%* *59%*	29 *2%* *41%*	7 *2%* *10%*	14 *2%* *19%*	8 *1%* *11%*	21 *4%* *30%* E	7 *1%* *10%*	14 *2%* *20%*	9 *1%* *12%*	38 *2%* *53%*	25 *2%* *35%*	18 *2%* *25%*	22 *2%* *30%*	23 *2%* *32%*
2	**40** ***1%***	26 *2%* *66%*	13 *1%* *34%*	5 *1%* *13%*	10 *2%* *26%*	5 *1%* *13%*	5 *1%* *14%*	4 *1%* *10%*	9 *1%* *24%*	10 *2%* *25%*	14 *1%* *37%*	15 *1%* *38%*	7 *1%* *17%*	13 *2%* *34%*	14 *1%* *35%*
1	**56** ***2%***	28 *2%* *50%*	28 *2%* *50%*	9 *2%* *16%*	5 *1%* *9%*	14 *2%* *25%* D	9 *1%* *16%*	10 *2%* *18%*	9 *1%* *16%*	10 *2%* *19%*	30 *2%* *54%*	15 *1%* *27%*	16 *2%* *29%*	12 *1%* *21%*	21 *2%* *37%*
Don't know	**111** ***3%***	42 *3%* *38%*	69 *4%* *62%*	5 *1%* *5%*	16 *2%* *14%*	20 *3%* *18%*	19 *3%* *17%*	22 *4%* *19%*	29 *4%* *26%*	9 *1%* *8%*	59 *3%* *53%* I	43 *4%* *39%* I	32 *4%* *29%* N	39 *4%* *36%* N	23 *2%* *21%*
Net: 10/9/8/7	**2398** ***70%***	1113 *68%* *46%*	1284 *72%* *54%*	263 *71%* *11%*	497 *73%* *21%* E	390 *67%* *16%*	403 *68%* *17%*	359 *71%* *15%*	486 *70%* *20%*	424 *71%* *18%*	1184 *70%* *49%*	790 *71%* *33%*	599 *74%* *25%* M	596 *68%* *25%*	807 *70%* *34%*
Net: 10/9	**939** ***27%***	412 *25%* *44%*	527 *29%* *56%* A	121 *33%* *13%* E	186 *27%* *20%*	141 *24%* *15%*	169 *29%* *18%*	133 *26%* *14%*	188 *27%* *20%*	146 *25%* *16%*	454 *27%* *48%*	338 *30%* *36%* I	220 *27%* *23%*	236 *27%* *25%*	332 *29%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 331

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 6/5/4	**743** ***22%***	375 *23%* *50%*	368 *21%* *50%*	78 *21%* *10%*	136 *20%* *18%*	146 *25%* *20%*	136 *23%* *18%*	103 *20%* *14%*	146 *21%* *20%*	134 *22%* *18%*	377 *22%* *51%*	232 *21%* *31%*	142 *17%* *19%*	200 *23%* *27%* L	262 *23%* *35%* L
Net: 3/2/1	**167** ***5%***	97 *6%* *58%* B	70 *4%* *42%*	22 *6%* *13%*	29 *4%* *17%*	27 *5%* *16%*	35 *6%* *21%*	21 *4%* *13%*	32 *5%* *19%*	29 *5%* *17%*	82 *5%* *49%*	55 *5%* *33%*	41 *5%* *25%*	47 *5%* *28%*	57 *5%* *34%*
Mean	**7.34**	7.20	7.46 A	7.36	7.38	7.23	7.31	7.35	7.38	7.25	7.30	7.44	7.43	7.25	7.34
Standard Deviation	**2.00**	2.05	1.95	2.15	1.90	2.01	2.05	2.00	1.99	1.96	1.99	2.05	1.99	2.04	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**491** ***14%***	40 *13%* *8%*	22 *13%* *4%*	12 *12%* *3%*	417 *15%* *85%*	443 *14%* *90%*	48 *21%* *10%* S	92 *16%* *19%*	391 *14%* *80%*	395 *14%* *80%*	242 *14%* *49%*	153 *15%* *31%*	162 *15%* *33%*
9	**448** ***13%***	40 *13%* *9%*	22 *13%* *5%*	14 *14%* *3%*	371 *13%* *83%*	414 *13%* *93%*	33 *15%* *7%*	65 *11%* *14%*	382 *14%* *85%*	383 *14%* *86%*	249 *14%* *56%*	133 *13%* *30%*	145 *13%* *32%*
8	**822** ***24%***	69 *23%* *8%*	41 *24%* *5%*	27 *26%* *3%*	686 *24%* *83%*	776 *24%* *94%*	47 *21%* *6%*	145 *25%* *18%*	664 *24%* *81%*	675 *24%* *82%*	422 *24%* *51%*	253 *24%* *31%*	264 *24%* *32%*
7	**637** ***19%***	57 *19%* *9%*	30 *18%* *5%*	21 *21%* *3%*	528 *19%* *83%*	600 *19%* *94%*	37 *16%* *6%*	92 *16%* *14%*	537 *19%* *84%*	543 *19%* *85%*	337 *19%* *53%*	206 *20%* *32%*	213 *19%* *33%*
6	**317** ***9%***	38 *12%* *12%* R	22 *13%* *7%* R	9 *9%* *3%*	248 *9%* *78%*	299 *9%* *95%*	17 *8%* *5%*	57 *10%* *18%*	253 *9%* *80%*	255 *9%* *80%*	162 *9%* *51%*	92 *9%* *29%*	97 *9%* *31%*
5	**332** ***10%***	37 *12%* *11%*	14 *8%* *4%*	9 *9%* *3%*	271 *10%* *82%*	311 *10%* *94%*	21 *9%* *6%*	63 *11%* *19%*	263 *9%* *79%*	266 *9%* *80%*	169 *10%* *51%*	95 *9%* *29%*	107 *10%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 331

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**95** ***3%***	5 *2%* *6%*	3 *2%* *4%*	2 *2%* *2%*	84 *3%* *89%*	91 *3%* *97%*	3 *1%* *3%*	14 *2%* *15%*	79 *3%* *84%*	79 *3%* *84%*	45 *3%* *48%*	34 *3%* *36%*	35 *3%* *37%*
3	**71** ***2%***	3 *1%* *4%*	3 *2%* *5%*	2 *2%* *3%*	63 *2%* *88%*	68 *2%* *95%*	3 *1%* *5%*	21 *4%* *29%* VWX	49 *2%* *68%*	49 *2%* *69%*	29 *2%* *41%*	20 *2%* *28%*	20 *2%* *28%*
2	**40** ***1%***	3 *1%* *8%*	2 *1%* *4%*	1 *1%* *3%*	34 *1%* *85%*	39 *1%* *100%*	- - -	9 *2%* *23%*	30 *1%* *77%*	30 *1%* *77%*	16 *1%* *41%*	14 *1%* *35%*	14 *1%* *35%*
1	**56** ***2%***	4 *1%* *7%*	2 *1%* *3%*	1 *1%* *2%*	49 *2%* *88%*	49 *2%* *88%*	7 *3%* *12%*	6 *1%* *10%*	45 *2%* *80%*	45 *2%* *80%*	28 *2%* *50%*	17 *2%* *30%*	17 *1%* *30%*
Don't know	**111** ***3%***	8 *3%* *7%*	7 *4%* *6%*	2 *2%* *2%*	94 *3%* *85%*	102 *3%* *92%*	9 *4%* *8%*	18 *3%* *16%*	89 *3%* *80%*	92 *3%* *83%*	56 *3%* *50%*	36 *3%* *33%*	41 *4%* *37%*
Net: 10/9/8/7	**2398** ***70%***	206 *68%* *9%*	115 *69%* *5%*	74 *74%* *3%*	2003 *70%* *84%*	2233 *70%* *93%*	164 *73%* *7%*	393 *68%* *16%*	1974 *71%* *82%*	1996 *71%* *83%*	1250 *71%* *52%*	745 *71%* *31%*	783 *70%* *33%*
Net: 10/9	**939** ***27%***	80 *26%* *9%*	44 *26%* *5%*	26 *26%* *3%*	788 *28%* *84%*	857 *27%* *91%*	81 *36%* *9%* S	156 *27%* *17%*	773 *28%* *82%*	778 *28%* *83%*	491 *28%* *52%*	286 *27%* *30%*	306 *28%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 331

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 6/5/4	**743** ***22%***	80 *26%* *11%* QR	39 *23%* *5%*	20 *20%* *3%*	604 *21%* *81%*	702 *22%* *94%*	42 *19%* *6%*	135 *23%* *18%*	595 *21%* *80%*	600 *21%* *81%*	375 *21%* *51%*	221 *21%* *30%*	239 *21%* *32%*
Net: 3/2/1	**167** ***5%***	10 *3%* *6%*	7 *4%* *4%*	4 *4%* *3%*	145 *5%* *87%*	156 *5%* *94%*	10 *4%* *6%*	35 *6%* *21%*	124 *4%* *74%*	124 *4%* *74%*	73 *4%* *44%*	51 *5%* *30%*	51 *5%* *30%*
Mean	**7.34**	7.30	7.36	7.37	7.34	7.32	7.62	7.29	7.36	7.36	7.38	7.34	7.35
Standard Deviation	**2.00**	1.90	1.88	1.89	2.03	2.00	2.11	2.06	1.98	1.97	1.95	2.01	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 332

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**374** ***11%***	191 *12%* *51%*	183 *10%* *49%*	34 *10%* *9%*	79 *11%* *21%*	55 *9%* *15%*	60 *10%* *16%*	59 *11%* *16%*	88 *14%* *23%* EF	58 *9%* *15%*	170 *10%* *45%*	147 *14%* *39%* IJ	104 *13%* *28%*	81 *10%* *22%*	123 *10%* *33%*
9	**361** ***11%***	156 *9%* *43%*	205 *12%* *57%*	39 *11%* *11%*	73 *10%* *20%*	46 *8%* *13%*	55 *9%* *15%*	85 *16%* *23%* DE FH	64 *11%* *18%*	64 *10%* *18%*	167 *10%* *46%*	130 *12%* *36%*	86 *10%* *24%*	105 *13%* *29%*	122 *10%* *34%*
8	**766** ***22%***	341 *21%* *45%*	425 *24%* *55%* A	96 *28%* *13%* D	128 *18%* *17%*	140 *23%* *18%* D	139 *22%* *18%*	124 *24%* *16%* D	137 *23%* *18%*	152 *24%* *20%*	392 *23%* *51%*	222 *21%* *29%*	177 *21%* *23%*	183 *22%* *24%*	258 *22%* *34%*
7	**675** ***20%***	322 *19%* *48%*	353 *20%* *52%*	63 *18%* *9%*	149 *21%* *22%* G	140 *23%* *21%* G	133 *21%* *20%* G	78 *15%* *12%*	112 *18%* *17%*	130 *20%* *19%*	358 *21%* *53%*	188 *18%* *28%*	170 *21%* *25%*	158 *19%* *23%*	231 *20%* *34%*
6	**412** ***12%***	212 *13%* *51%*	200 *11%* *49%*	38 *11%* *9%*	94 *13%* *23%*	55 *9%* *13%*	100 *16%* *24%* EH	61 *12%* *15%*	64 *11%* *15%*	79 *12%* *19%*	213 *12%* *52%*	120 *11%* *29%*	89 *11%* *22%*	98 *12%* *24%*	154 *13%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 332

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**343** ***10%***	173 *10%* *50%*	170 *10%* *50%*	22 *6%* *7%*	93 *13%* *27%* CH	67 *11%* *20%*	56 *9%* *16%*	53 *10%* *16%*	51 *8%* *15%*	65 *10%* *19%*	198 *12%* *58%* K	80 *7%* *23%*	79 *9%* *23%*	74 *9%* *22%*	126 *11%* *37%*
4	**171** ***5%***	92 *6%* *54%*	79 *4%* *46%*	24 *7%* *14%*	38 *5%* *22%*	27 *5%* *16%*	34 *5%* *20%*	19 *4%* *11%*	29 *5%* *17%*	24 *4%* *14%*	83 *5%* *48%*	65 *6%* *38%*	46 *6%* *27%*	49 *6%* *28%*	53 *4%* *31%*
3	**83** ***2%***	38 *2%* *46%*	44 *3%* *54%*	6 *2%* *7%*	21 *3%* *26%*	17 *3%* *20%*	18 *3%* *22%*	10 *2%* *12%*	11 *2%* *13%*	24 *4%* *29%* K	40 *2%* *49%*	19 *2%* *23%*	22 *3%* *27%*	21 *3%* *25%*	24 *2%* *29%*
2	**52** ***2%***	33 *2%* *63%*	19 *1%* *37%*	8 *2%* *16%*	13 *2%* *24%*	9 *2%* *18%*	7 *1%* *13%*	5 *1%* *10%*	11 *2%* *20%*	9 *1%* *18%*	22 *1%* *41%*	21 *2%* *41%*	6 *1%* *12%*	14 *2%* *26%*	21 *2%* *40%*
1	**92** ***3%***	59 *4%* *63%* B	34 *2%* *37%*	11 *3%* *11%*	17 *2%* *18%*	30 *5%* *32%* DF H	10 *2%* *11%*	14 *3%* *15%*	12 *2%* *13%*	21 *3%* *23%*	37 *2%* *40%*	35 *3%* *37%*	27 *3%* *29%*	22 *3%* *24%*	29 *2%* *31%*
Don't know	**95** ***3%***	40 *2%* *42%*	55 *3%* *58%*	6 *2%* *7%*	18 *3%* *19%*	12 *2%* *13%*	15 *2%* *15%*	13 *3%* *14%*	30 *5%* *32%* DEF	12 *2%* *12%*	40 *2%* *42%*	44 *4%* *46%* IJ	21 *3%* *22%*	25 *3%* *26%*	36 *3%* *38%*
Net: 10/9/8/7	**2177** ***64%***	1011 *61%* *46%*	1166 *66%* *54%* A	232 *67%* *11%*	429 *59%* *20%*	381 *64%* *17%*	386 *62%* *18%*	346 *66%* *16%* D	401 *66%* *18%* D	403 *63%* *18%*	1087 *63%* *50%*	687 *64%* *32%*	538 *65%* *25%*	527 *64%* *24%*	735 *62%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 332

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**736** ***21%***	348 *21%* *47%*	388 *22%* *53%*	73 *21%* *10%*	152 *21%* *21%*	101 *17%* *14%*	114 *18%* *16%*	144 *28%* *20%* DE F	152 *25%* *21%* EF	121 *19%* *16%*	337 *20%* *46%*	277 *26%* *38%* IJ	190 *23%* *26%*	186 *22%* *25%*	245 *21%* *33%*
Net: 6/5/4	**927** ***27%***	477 *29%* *51%*	450 *25%* *49%*	84 *24%* *9%*	225 *31%* *24%* EH	150 *25%* *16%*	190 *30%* *21%* H	133 *26%* *14%*	144 *24%* *16%*	168 *26%* *18%*	494 *29%* *53%*	265 *25%* *29%*	214 *26%* *23%*	220 *27%* *24%*	333 *28%* *36%*
Net: 3/2/1	**228** ***7%***	130 *8%* *57%* B	98 *6%* *43%*	25 *7%* *11%*	50 *7%* *22%*	55 *9%* *24%* FG H	35 *6%* *16%*	29 *6%* *13%*	33 *5%* *15%*	54 *9%* *24%* J	99 *6%* *43%*	75 *7%* *33%*	56 *7%* *24%*	57 *7%* *25%*	74 *6%* *33%*
Mean	**6.96**	6.83	7.08 A	6.98	6.82	6.72	6.91	7.19 D EF	7.19 DEF	6.84	6.93	7.06	6.99	6.95	6.94
Standard Deviation	**2.11**	2.21	2.01	2.15	2.12	2.23	1.96	2.08	2.10	2.13	2.02	2.24	2.16	2.13	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 332

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**374** ***11%***	37 *12%* *10%*	19 *11%* *5%*	10 *9%* *3%*	308 *11%* *82%*	337 *11%* *90%*	38 *15%* *10%*	52 *11%* *14%*	318 *11%* *85%*	322 *11%* *86%*	191 *10%* *51%*	129 *12%* *34%*	135 *12%* *36%*
9	**361** ***11%***	21 *7%* *6%*	18 *10%* *5%*	9 *9%* *3%*	313 *11%* *87%* O	339 *11%* *94%*	22 *9%* *6%*	45 *9%* *12%*	313 *11%* *87%*	316 *11%* *88%*	201 *11%* *56%*	114 *11%* *31%*	121 *11%* *34%*
8	**766** ***22%***	80 *25%* *10%*	42 *24%* *5%*	25 *24%* *3%*	619 *22%* *81%*	719 *23%* *94%*	47 *19%* *6%*	100 *20%* *13%*	656 *23%* *86%*	666 *23%* *87%*	441 *24%* *58%*	222 *21%* *29%*	238 *21%* *31%*
7	**675** ***20%***	62 *20%* *9%*	34 *20%* *5%*	20 *19%* *3%*	559 *20%* *83%*	628 *20%* *93%*	48 *19%* *7%*	95 *19%* *14%*	565 *20%* *84%*	579 *20%* *86%*	354 *19%* *52%*	221 *21%* *33%*	234 *20%* *35%*
6	**412** ***12%***	39 *13%* *10%*	19 *11%* *5%*	12 *12%* *3%*	341 *12%* *83%*	391 *12%* *95%*	21 *8%* *5%*	45 *9%* *11%*	364 *13%* *88%*	367 *13%* *89%*	232 *13%* *56%*	135 *12%* *33%*	151 *13%* *37%*

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**343** ***10%***	29 *9%* *9%*	21 *12%* *6%*	14 *14%* *4%* OR	279 *10%* *81%*	317 *10%* *92%*	27 *11%* *8%*	63 *13%* *18%*	278 *10%* *81%*	279 *10%* *81%*	179 *10%* *52%*	100 *9%* *29%*	109 *9%* *32%*
4	**171** ***5%***	12 *4%* *7%*	6 *4%* *4%*	5 *4%* *3%*	148 *5%* *86%*	156 *5%* *91%*	15 *6%* *9%*	34 *7%* *20%*	136 *5%* *79%*	136 *5%* *79%*	84 *5%* *49%*	52 *5%* *30%*	53 *5%* *31%*
3	**83** ***2%***	9 *3%* *11%*	3 *2%* *4%*	3 *3%* *3%*	67 *2%* *81%*	77 *2%* *93%*	6 *2%* *7%*	20 *4%* *24%* VWX	62 *2%* *75%*	63 *2%* *76%*	37 *2%* *45%*	25 *2%* *31%*	27 *2%* *32%*
2	**52** ***2%***	7 *2%* *14%*	2 *1%* *4%*	2 *2%* *3%*	41 *1%* *79%*	48 *2%* *91%*	5 *2%* *9%*	6 *1%* *11%*	46 *2%* *87%*	46 *2%* *87%*	32 *2%* *62%*	13 *1%* *26%*	14 *1%* *27%*
1	**92** ***3%***	8 *3%* *9%*	4 *2%* *4%*	3 *2%* *3%*	78 *3%* *84%*	83 *3%* *89%*	10 *4%* *11%*	19 *4%* *21%* X	70 *2%* *75%*	72 *2%* *77%*	38 *2%* *41%*	32 *3%* *34%*	32 *3%* *34%*
Don't know	**95** ***3%***	6 *2%* *7%*	5 *3%* *5%*	2 *2%* *2%*	82 *3%* *86%*	84 *3%* *89%*	10 *4%* *11%*	9 *2%* *9%*	83 *3%* *87%*	86 *3%* *91%*	51 *3%* *54%*	35 *3%* *37%*	38 *3%* *40%*
Net: 10/9/8/7	**2177** ***64%***	200 *64%* *9%*	113 *65%* *5%*	64 *62%* *3%*	1799 *63%* *83%*	2023 *64%* *93%*	154 *62%* *7%*	292 *60%* *13%*	1852 *64%* *85%*	1883 *64%* *86%*	1187 *64%* *55%*	685 *64%* *31%*	728 *63%* *33%*

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

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Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**736** ***21%***	59 *19%* *8%*	37 *21%* *5%*	19 *18%* *3%*	621 *22%* *84%*	676 *21%* *92%*	60 *24%* *8%*	97 *20%* *13%*	631 *22%* *86%*	638 *22%* *87%*	392 *21%* *53%*	243 *23%* *33%*	256 *22%* *35%*
Net: 6/5/4	**927** ***27%***	81 *26%* *9%*	47 *27%* *5%*	31 *30%* *3%*	768 *27%* *83%*	864 *27%* *93%*	62 *25%* *7%*	142 *29%* *15%*	778 *27%* *84%*	782 *27%* *84%*	496 *27%* *53%*	287 *27%* *31%*	314 *27%* *34%*
Net: 3/2/1	**228** ***7%***	25 *8%* *11%*	9 *5%* *4%*	7 *7%* *3%*	186 *7%* *82%*	208 *7%* *91%*	20 *8%* *9%*	45 *9%* *20%* VWX	178 *6%* *78%*	180 *6%* *79%*	108 *6%* *47%*	70 *7%* *31%*	73 *6%* *32%*
Mean	**6.96**	6.92	7.05	6.83	6.96	6.96	6.92	6.68	7.00 U	7.01 U	7.02 U	6.99 U	6.99 U
Standard Deviation	**2.11**	2.14	2.03	2.07	2.12	2.09	2.34	2.27	2.08	2.08	2.04	2.13	2.10

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**406** ***12%***	201 *12%* *49%*	206 *12%* *51%*	42 *12%* *10%*	82 *11%* *20%*	66 *11%* *16%*	62 *10%* *15%*	61 *12%* *15%*	94 *15%* *23%* EF	55 *9%* *14%*	189 *11%* *47%*	162 *15%* *40%* IJ	99 *12%* *24%*	95 *11%* *23%*	138 *12%* *34%*
9	**367** ***11%***	157 *9%* *43%*	210 *12%* *57%*	51 *15%* *14%* H	86 *12%* *23%*	56 *9%* *15%*	60 *10%* *16%*	61 *12%* *17%*	53 *9%* *15%*	52 *8%* *14%*	184 *11%* *50%*	131 *12%* *36%* I	91 *11%* *25%*	87 *10%* *24%*	131 *11%* *36%*
8	**805** ***23%***	376 *23%* *47%*	429 *24%* *53%*	88 *25%* *11%*	157 *22%* *19%*	144 *24%* *18%*	148 *24%* *18%*	141 *27%* *18%* H	126 *21%* *16%*	151 *24%* *19%*	416 *24%* *52%*	237 *22%* *29%*	205 *25%* *26%*	201 *24%* *25%*	258 *22%* *32%*
7	**653** ***19%***	312 *19%* *48%*	340 *19%* *52%*	61 *17%* *9%*	129 *18%* *20%*	134 *22%* *20%* G	133 *21%* *20%*	84 *16%* *13%*	112 *18%* *17%*	141 *22%* *22%* K	347 *20%* *53%* K	165 *15%* *25%*	155 *19%* *24%*	138 *17%* *21%*	240 *20%* *37%*
6	**417** ***12%***	209 *13%* *50%*	208 *12%* *50%*	34 *10%* *8%*	86 *12%* *21%*	69 *11%* *16%*	86 *14%* *21%*	66 *13%* *16%*	76 *12%* *18%*	79 *12%* *19%*	204 *12%* *49%*	134 *12%* *32%*	89 *11%* *21%*	112 *13%* *27%*	152 *13%* *36%*
5	**352** ***10%***	179 *11%* *51%*	173 *10%* *49%*	40 *12%* *11%*	97 *13%* *27%* H	60 *10%* *17%*	59 *9%* *17%*	49 *9%* *14%*	47 *8%* *13%*	69 *11%* *19%*	185 *11%* *53%*	98 *9%* *28%*	82 *10%* *23%*	85 *10%* *24%*	117 *10%* *33%*

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Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**104** ***3%***	61 *4%* *59%*	43 *2%* *41%*	9 *3%* *9%*	16 *2%* *16%*	21 *4%* *21%*	26 *4%* *25%*	15 *3%* *15%*	16 *3%* *16%*	25 *4%* *24%*	52 *3%* *50%*	27 *3%* *26%*	37 *4%* *36%* N	20 *2%* *20%*	28 *2%* *27%*
3	**63** ***2%***	31 *2%* *50%*	32 *2%* *50%*	9 *3%* *14%* E	22 *3%* *35%* E	3 *** *5%*	12 *2%* *18%*	7 *1%* *11%*	10 *2%* *16%*	10 *2%* *16%*	27 *2%* *43%*	26 *2%* *41%*	14 *2%* *22%*	19 *2%* *30%*	21 *2%* *34%*
2	**32** ***1%***	18 *1%* *57%*	14 *1%* *43%*	4 *1%* *11%*	7 *1%* *22%*	7 *1%* *21%*	6 *1%* *18%*	4 *1%* *12%*	5 *1%* *16%*	4 *1%* *13%*	19 *1%* *60%*	8 *1%* *27%*	3 *** *8%*	10 *1%* *31%*	14 *1%* *43%*
1	**52** ***2%***	40 *2%* *76%* B	12 *1%* *24%*	3 *1%* *6%*	9 *1%* *18%*	14 *2%* *26%* F	3 *** *6%*	13 *3%* *26%* F	10 *2%* *19%*	13 *2%* *26%*	22 *1%* *42%*	17 *2%* *32%*	18 *2%* *34%*	8 *1%* *15%*	19 *2%* *36%*
Don't know	**176** ***5%***	74 *4%* *42%*	102 *6%* *58%*	8 *2%* *5%*	33 *5%* *19%*	26 *4%* *15%*	31 *5%* *18%*	19 *4%* *11%*	59 *10%* *34%* CDEF G	36 *6%* *20%*	75 *4%* *42%*	66 *6%* *37%*	37 *4%* *21%*	55 *7%* *31%*	61 *5%* *34%*
Net: 10/9/8/7	**2231** ***65%***	1046 *63%* *47%*	1185 *67%* *53%* A	241 *69%* *11%*	453 *63%* *20%*	400 *67%* *18%*	404 *64%* *18%*	348 *67%* *16%*	385 *63%* *17%*	400 *63%* *18%*	1136 *66%* *51%*	695 *65%* *31%*	551 *66%* *25%*	520 *63%* *23%*	766 *65%* *34%*
Net: 10/9	**774** ***23%***	358 *22%* *46%*	416 *24%* *54%*	92 *27%* *12%* F	167 *23%* *22%*	122 *20%* *16%*	122 *20%* *16%*	122 *23%* *16%*	147 *24%* *19%*	108 *17%* *14%*	373 *22%* *48%* I	293 *27%* *38%* IJ	190 *23%* *25%*	182 *22%* *23%*	268 *23%* *35%*

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Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 6/5/4	**873** ***25%***	449 *27%* *51%*	424 *24%* *49%*	83 *24%* *9%*	199 *28%* *23%*	150 *25%* *17%*	172 *27%* *20%*	131 *25%* *15%*	139 *23%* *16%*	173 *27%* *20%*	441 *26%* *50%*	259 *24%* *30%*	208 *25%* *24%*	217 *26%* *25%*	297 *25%* *34%*
Net: 3/2/1	**146** ***4%***	89 *5%* *61%* B	58 *3%* *39%*	16 *5%* *11%*	38 *5%* *26%*	23 *4%* *16%*	20 *3%* *14%*	24 *5%* *16%*	25 *4%* *17%*	27 *4%* *19%*	68 *4%* *46%*	51 *5%* *35%*	34 *4%* *23%*	36 *4%* *25%*	54 *5%* *37%*
Mean	**7.19**	7.06	7.31 A	7.30	7.10	7.13	7.13	7.22	7.31	6.98	7.17	7.33 I	7.19	7.19	7.18
Standard Deviation	**1.94**	2.05	1.82	1.93	1.98	1.94	1.80	2.00	2.00	1.91	1.90	2.02	1.98	1.91	1.94

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Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
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9	**367** ***11%***	31 *10%* *9%*	17 *10%* *5%*	10 *9%* *3%*	309 *11%* *84%*	333 *10%* *91%*	34 *14%* *9%*	49 *10%* *13%*	317 *11%* *86%*	319 *11%* *87%*	207 *11%* *56%*	111 *10%* *30%*	124 *11%* *34%*
8	**805** ***23%***	73 *23%* *9%*	40 *23%* *5%*	27 *26%* *3%*	664 *23%* *83%*	754 *24%* *94%*	50 *20%* *6%*	105 *22%* *13%*	688 *24%* *85%*	697 *24%* *87%*	445 *24%* *55%*	250 *23%* *31%*	269 *23%* *33%*
7	**653** ***19%***	59 *19%* *9%*	37 *21%* *6%*	24 *23%* *4%*	533 *19%* *82%*	619 *19%* *95%* T	33 *13%* *5%*	91 *19%* *14%*	549 *19%* *84%*	560 *19%* *86%*	352 *19%* *54%*	204 *19%* *31%*	223 *19%* *34%*
6	**417** ***12%***	38 *12%* *9%*	16 *9%* *4%*	10 *10%* *3%*	352 *12%* *84%*	389 *12%* *93%*	28 *11%* *7%*	54 *11%* *13%*	361 *12%* *87%*	363 *12%* *87%*	210 *11%* *50%*	150 *14%* *36%*	157 *14%* *38%*
5	**352** ***10%***	32 *10%* *9%*	23 *13%* *7%* R	13 *12%* *4%*	285 *10%* *81%*	327 *10%* *93%*	26 *10%* *7%*	50 *10%* *14%*	299 *10%* *85%*	301 *10%* *85%*	188 *10%* *53%*	113 *11%* *32%*	117 *10%* *33%*

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Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**104** ***3%***	11 *3%* *10%*	5 *3%* *5%*	3 *3%* *3%*	85 *3%* *82%*	98 *3%* *95%*	6 *2%* *5%*	16 *3%* *16%*	86 *3%* *82%*	87 *3%* *83%*	55 *3%* *53%*	32 *3%* *31%*	35 *3%* *33%*
3	**63** ***2%***	5 *1%* *7%*	2 *1%* *4%*	2 *2%* *3%*	54 *2%* *86%*	59 *2%* *94%*	4 *2%* *6%*	8 *2%* *12%*	55 *2%* *88%*	55 *2%* *88%*	40 *2%* *64%*	15 *1%* *24%*	15 *1%* *24%*
2	**32** ***1%***	4 *1%* *12%*	2 *1%* *5%*	* * *1%*	26 *1%* *82%*	30 *1%* *94%*	2 *1%* *6%*	5 *1%* *16%*	26 *1%* *84%*	26 *1%* *84%*	18 *1%* *57%*	8 *1%* *27%*	8 *1%* *27%*
1	**52** ***2%***	5 *2%* *10%*	1 *1%* *2%*	1 *1%* *3%*	44 *2%* *85%*	49 *2%* *94%*	3 *1%* *6%*	17 *3%* *33%* VWXZ	33 *1%* *63%*	34 *1%* *65%*	15 *1%* *29%*	18 *2%* *35%*	18 *2%* *35%*
Don't know	**176** ***5%***	13 *4%* *7%*	7 *4%* *4%*	4 *4%* *2%*	152 *5%* *86%*	158 *5%* *90%*	18 *7%* *10%*	24 *5%* *14%*	149 *5%* *85%*	152 *5%* *86%*	92 *5%* *52%*	61 *6%* *34%*	67 *6%* *38%*
Net: 10/9/8/7	**2231** ***65%***	206 *66%* *9%*	118 *68%* *5%*	70 *67%* *3%*	1837 *65%* *82%*	2069 *65%* *93%*	162 *65%* *7%*	314 *64%* *14%*	1882 *65%* *84%*	1914 *65%* *86%*	1225 *66%* *55%*	680 *63%* *30%*	736 *64%* *33%*
Net: 10/9	**774** ***23%***	74 *24%* *10%*	40 *23%* *5%*	20 *19%* *3%*	640 *23%* *83%*	695 *22%* *90%*	78 *32%* *10%* S	117 *24%* *15%*	645 *22%* *83%*	656 *22%* *85%*	427 *23%* *55%*	225 *21%* *29%*	245 *21%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 333

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 6/5/4	**873** ***25%***	81 *26%* *9%*	44 *25%* *5%*	27 *25%* *3%*	722 *25%* *83%*	814 *26%* *93%*	59 *24%* *7%*	120 *25%* *14%*	745 *26%* *85%*	751 *26%* *86%*	453 *25%* *52%*	295 *27%* *34%*	309 *27%* *35%*
Net: 3/2/1	**146** ***4%***	14 *4%* *9%*	5 *3%* *4%*	4 *3%* *2%*	124 *4%* *85%*	137 *4%* *94%*	9 *4%* *6%*	30 *6%* *20%*	114 *4%* *78%*	115 *4%* *79%*	73 *4%* *50%*	41 *4%* *28%*	41 *4%* *28%*
Mean	**7.19**	7.20	7.25	7.12	7.18	7.16	7.48 S	7.10	7.20	7.20	7.24	7.13	7.16
Standard Deviation	**1.94**	1.99	1.87	1.83	1.95	1.93	2.03	2.17	1.90	1.90	1.89	1.91	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 334

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes reflect the interests and concerns of people like me - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
10	195 *4%*	82 *4%*	135 *4%*	87 *4%*	1 *4%*	38 *3%*	22 *4%*	19 *6%*	91 *6%*	230 *3%*	491 *14%*	374 *11%*	406 *12%*
9	288 *6%*	158 *7%*	157 *4%*	160 *7%*	3 *10%*	31 *3%*	36 *6%*	31 *10%*	163 *11%*	335 *5%*	448 *13%*	361 *11%*	367 *11%*
8	946 *20%*	497 *21%*	494 *14%*	452 *19%*	6 *18%*	105 *8%*	100 *17%*	59 *20%*	347 *24%*	1094 *16%*	822 *24%*	766 *22%*	805 *23%*
7	1109 *23%*	547 *24%*	836 *24%*	494 *20%*	8 *25%*	197 *16%*	97 *17%*	50 *17%*	310 *21%*	1534 *23%*	637 *19%*	675 *20%*	653 *19%*
6	849 *18%*	353 *15%*	633 *18%*	398 *16%*	4 *13%*	209 *17%*	76 *13%*	48 *16%*	198 *14%*	1280 *19%*	317 *9%*	412 *12%*	417 *12%*
5	664 *14%*	298 *13%*	547 *15%*	333 *14%*	6 *18%*	232 *19%*	90 *16%*	35 *12%*	153 *11%*	1069 *16%*	332 *10%*	343 *10%*	352 *10%*
4	279 *6%*	140 *6%*	265 *7%*	167 *7%*	2 *5%*	135 *11%*	42 *7%*	10 *3%*	60 *4%*	406 *6%*	95 *3%*	171 *5%*	104 *3%*
3	123 *3%*	54 *2%*	123 *3%*	75 *3%*	* *1%*	60 *5%*	24 *4%*	8 *3%*	28 *2%*	231 *3%*	71 *2%*	83 *2%*	63 *2%*
2	117 *2%*	52 *2%*	96 *3%*	43 *2%*	1 *2%*	42 *3%*	17 *3%*	3 *1%*	28 *2%*	155 *2%*	40 *1%*	52 *2%*	32 *1%*
1	73 *2%*	31 *1%*	85 *2%*	37 *2%*	- -	40 *3%*	18 *3%*	5 *2%*	18 *1%*	139 *2%*	56 *2%*	92 *3%*	52 *2%*
Don't know	198 *4%*	108 *5%*	179 *5%*	182 *8%*	1 *4%*	157 *13%*	55 *9%*	33 *11%*	57 *4%*	325 *5%*	111 *3%*	95 *3%*	176 *5%*
Net: 10/9/8/7	2538 *52%*	1285 *55%*	1622 *46%*	1194 *49%*	18 *57%*	371 *30%*	255 *44%*	158 *53%*	911 *63%*	3193 *47%*	2398 *70%*	2177 *64%*	2231 *65%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 334

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes reflect the interests and concerns of people like me - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	4667	2333	2365	2365
Net: 10/9	483 *10%*	240 *10%*	292 *8%*	248 *10%*	4 *14%*	69 *6%*	59 *10%*	50 *17%*	254 *17%*	565 *8%*	939 *27%*	736 *21%*	774 *23%*
Net: 6/5/4	1793 *37%*	791 *34%*	1445 *41%*	898 *37%*	11 *35%*	576 *46%*	207 *36%*	93 *31%*	411 *28%*	2755 *41%*	743 *22%*	927 *27%*	873 *25%*
Net: 3/2/1	312 *6%*	137 *6%*	305 *9%*	155 *6%*	1 *3%*	143 *11%*	59 *10%*	15 *5%*	73 *5%*	525 *8%*	167 *5%*	228 *7%*	146 *4%*
Mean	6.48	6.56	6.17	6.44	6.69	5.63	6.18	6.83	6.93	6.27	7.34	6.96	7.19
Standard Deviation	1.86	1.84	1.94	1.89	1.76	2.00	2.13	1.93	1.88	1.88	2.00	2.11	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 335

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2418**	1144 *47%*	1274 *53%*	182 *8%*	423 *17%*	413 *17%*	456 *19%*	425 *18%*	510 *21%*	500 *21%*	1316 *54%*	557 *23%*	418 *17%*	331 *14%*	625 *26%*
Total (Wtd)	**2403**	1129 *47%*	1275 *53%*	205 *9%*	487 *20%*	402 *17%*	431 *18%*	362 *15%*	515 *21%*	482 *20%*	1165 *48%*	756 *31%*	587 *24%*	599 *25%*	811 *34%*
Effective Total	**1661**	779	882	118	294	296	312	295	365	371	957	399	380	303	554
10	**84** ***3%***	43 *4%* *51%*	41 *3%* *49%*	14 *7%* *17%* EF G	17 *4%* *20%*	8 *2%* *9%*	10 *2%* *12%*	7 *2%* *8%*	28 *5%* *33%* EFG	6 *1%* *7%*	41 *4%* *49%* I	37 *5%* *44%* I	27 *5%* *32%* N	32 *5%* *39%* N	11 *1%* *13%*
9	**149** ***6%***	72 *6%* *48%*	78 *6%* *52%*	22 *11%* *15%* D	25 *5%* *17%*	27 *7%* *18%*	24 *6%* *16%*	21 *6%* *14%*	30 *6%* *20%*	19 *4%* *13%*	75 *6%* *50%*	55 *7%* *37%* I	42 *7%* *28%*	30 *5%* *20%*	51 *6%* *34%*
8	**465** ***19%***	211 *19%* *45%*	253 *20%* *55%*	51 *25%* *11%*	104 *21%* *22%*	70 *18%* *15%*	79 *18%* *17%*	70 *19%* *15%*	90 *18%* *19%*	98 *20%* *21%*	231 *20%* *50%*	136 *18%* *29%*	113 *19%* *24%*	121 *20%* *26%*	154 *19%* *33%*
7	**538** ***22%***	248 *22%* *46%*	291 *23%* *54%*	42 *20%* *8%*	119 *24%* *22%* H	105 *26%* *19%* H	109 *25%* *20%* H	77 *21%* *14%*	86 *17%* *16%*	116 *24%* *22%*	270 *23%* *50%*	152 *20%* *28%*	122 *21%* *23%*	129 *22%* *24%*	198 *24%* *37%*
6	**392** ***16%***	204 *18%* *52%*	188 *15%* *48%*	34 *17%* *9%*	84 *17%* *22%*	71 *18%* *18%*	82 *19%* *21%*	49 *13%* *12%*	72 *14%* *18%*	96 *20%* *24%*	183 *16%* *47%*	114 *15%* *29%*	87 *15%* *22%*	100 *17%* *25%*	134 *17%* *34%*
5	**303** ***13%***	149 *13%* *49%*	155 *12%* *51%*	15 *7%* *5%*	54 *11%* *18%*	56 *14%* *19%*	49 *11%* *16%*	51 *14%* *17%* C	78 *15%* *26%* C	53 *11%* *17%*	144 *12%* *47%*	107 *14%* *35%*	64 *11%* *21%*	72 *12%* *24%*	113 *14%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 335

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2418**	1144 *47%*	1274 *53%*	182 *8%*	423 *17%*	413 *17%*	456 *19%*	425 *18%*	510 *21%*	500 *21%*	1316 *54%*	557 *23%*	418 *17%*	331 *14%*	625 *26%*
Effective Total	**1661**	779	882	118	294	296	312	295	365	371	957	399	380	303	554
4	**120** ***5%***	53 *5%* *44%*	67 *5%* *56%*	7 *3%* *6%*	18 *4%* *15%*	23 *6%* *19%*	28 *7%* *24%*	18 *5%* *15%*	26 *5%* *22%*	28 *6%* *23%*	56 *5%* *47%*	36 *5%* *30%*	31 *5%* *26%*	23 *4%* *19%*	43 *5%* *36%*
3	**79** ***3%***	42 *4%* *53%*	38 *3%* *47%*	6 *3%* *8%*	19 *4%* *24%*	12 *3%* *16%*	8 *2%* *11%*	17 *5%* *21%*	17 *3%* *22%*	25 *5%* *32%* J	32 *3%* *40%*	23 *3%* *28%*	25 *4%* *31%*	21 *4%* *27%*	24 *3%* *31%*
2	**40** ***2%***	28 *2%* *70%* B	12 *1%* *30%*	- - -	10 *2%* *24%*	6 *2%* *15%*	8 *2%* *21%*	7 *2%* *18%*	8 *2%* *21%*	7 *1%* *17%*	27 *2%* *67%*	6 *1%* *15%*	13 *2%* *32%*	8 *1%* *19%*	12 *1%* *29%*
1	**31** ***1%***	17 *2%* *56%*	13 *1%* *44%*	9 *4%* *28%* DFH	2 *** *7%*	6 *2%* *21%* F	* * *1%*	7 *2%* *22%* F	7 *1%* *21%*	2 *** *6%*	22 *2%* *70%* I	7 *1%* *24%*	5 *1%* *17%*	10 *2%* *34%*	12 *1%* *38%*
Don't know	**200** ***8%***	62 *6%* *31%*	138 *11%* *69%* A	6 *3%* *3%*	35 *7%* *18%*	17 *4%* *8%*	32 *7%* *16%*	38 *10%* *19%* CE	73 *14%* *36%* CDEF	34 *7%* *17%*	85 *7%* *42%*	82 *11%* *41%* J	58 *10%* *29%*	51 *9%* *26%*	59 *7%* *30%*
Net: 10/9/8/7	**1236** ***51%***	574 *51%* *46%*	663 *52%* *54%*	129 *63%* *10%* FG H	265 *54%* *21%* H	210 *52%* *17%*	222 *51%* *18%*	175 *48%* *14%*	234 *45%* *19%*	239 *50%* *19%*	617 *53%* *50%*	380 *50%* *31%*	304 *52%* *25%*	313 *52%* *25%*	413 *51%* *33%*
Net: 10/9	**233** ***10%***	115 *10%* *49%*	119 *9%* *51%*	36 *17%* *15%* DE FG	43 *9%* *18%*	35 *9%* *15%*	34 *8%* *15%*	28 *8%* *12%*	58 *11%* *25%*	25 *5%* *11%*	116 *10%* *50%* I	92 *12%* *40%* I	69 *12%* *30%* N	63 *11%* *27%*	61 *8%* *26%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 335

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2418**	1144 *47%*	1274 *53%*	182 *8%*	423 *17%*	413 *17%*	456 *19%*	425 *18%*	510 *21%*	500 *21%*	1316 *54%*	557 *23%*	418 *17%*	331 *14%*	625 *26%*
Effective Total	**1661**	779	882	118	294	296	312	295	365	371	957	399	380	303	554
Net: 6/5/4	**816** ***34%***	406 *36%* *50%*	410 *32%* *50%*	55 *27%* *7%*	156 *32%* *19%*	150 *37%* *18%* C	160 *37%* *20%* C	118 *33%* *14%*	176 *34%* *22%*	176 *36%* *22%*	383 *33%* *47%*	257 *34%* *32%*	182 *31%* *22%*	195 *32%* *24%*	291 *36%* *36%*
Net: 3/2/1	**150** ***6%***	87 *8%* *58%* B	63 *5%* *42%*	15 *7%* *10%*	31 *6%* *20%*	25 *6%* *17%*	17 *4%* *11%*	31 *8%* *20%* F	32 *6%* *21%*	34 *7%* *23%*	80 *7%* *53%*	36 *5%* *24%*	42 *7%* *28%*	40 *7%* *26%*	48 *6%* *32%*
Mean	**6.52**	6.45	6.60	6.88 E G	6.61	6.42	6.53	6.33	6.49	6.38	6.51	6.64	6.58	6.60	6.43
Standard Deviation	**1.83**	1.90	1.77	2.04	1.74	1.77	1.64	1.91	1.96	1.67	1.89	1.83	1.92	1.89	1.75

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 335

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2418**	356 *15%*	364 *15%*	324 *13%*	1374 *57%*	2276 *94%*	105 *4%*	306 *13%*	2090 *86%*	2110 *87%*	1313 *54%*	791 *33%*	835 *35%*
Total (Wtd)	**2403**	214 *9%*	127 *5%*	66 *3%*	1996 *83%*	2278 *95%*	125* *5%* *	301 *13%*	2079 *87%*	2099 *87%*	1253 *52%*	839 *35%*	873 *36%*
Effective Total	**1661**	328	329	288	1218	1573	88	206	1439	1454	887	563	588
10	**84** ***3%***	6 *3%* *7%*	5 *4%* *6%*	3 *5%* *4%*	70 *4%* *84%*	79 *3%* *94%*	5 *4%* *6%*	11 *4%* *13%*	73 *4%* *87%*	73 *3%* *87%*	50 *4%* *59%*	23 *3%* *28%*	24 *3%* *28%*
9	**149** ***6%***	14 *7%* *10%*	8 *6%* *5%*	3 *5%* *2%*	124 *6%* *83%*	143 *6%* *96%*	7 *5%* *4%*	17 *6%* *11%*	131 *6%* *88%*	133 *6%* *89%*	86 *7%* *58%*	47 *6%* *31%*	48 *5%* *32%*
8	**465** ***19%***	41 *19%* *9%*	23 *18%* *5%*	12 *19%* *3%*	388 *19%* *83%*	439 *19%* *94%*	26 *21%* *6%*	56 *19%* *12%*	403 *19%* *87%*	409 *19%* *88%*	272 *22%* *59%* YZ	137 *16%* *29%*	142 *16%* *31%*
7	**538** ***22%***	54 *25%* *10%* P	24 *19%* *4%*	12 *19%* *2%*	448 *22%* *83%*	510 *22%* *95%*	29 *23%* *5%*	57 *19%* *11%*	478 *23%* *89%*	480 *23%* *89%*	278 *22%* *52%*	200 *24%* *37%*	211 *24%* *39%*
6	**392** ***16%***	32 *15%* *8%*	26 *20%* *7%*	13 *20%* *3%*	322 *16%* *82%*	374 *16%* *95%*	18 *15%* *5%*	44 *15%* *11%*	344 *17%* *88%*	348 *17%* *89%*	202 *16%* *51%*	146 *17%* *37%*	153 *18%* *39%*
5	**303** ***13%***	29 *14%* *10%*	15 *12%* *5%*	10 *14%* *3%*	249 *12%* *82%*	286 *13%* *94%*	17 *14%* *6%*	51 *17%* *17%* VWX	250 *12%* *83%*	252 *12%* *83%*	141 *11%* *46%*	108 *13%* *36%*	112 *13%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 335

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2418**	356 *15%*	364 *15%*	324 *13%*	1374 *57%*	2276 *94%*	105 *4%*	306 *13%*	2090 *86%*	2110 *87%*	1313 *54%*	791 *33%*	835 *35%*
Effective Total	**1661**	328	329	288	1218	1573	88	206	1439	1454	887	563	588
4	**120** ***5%***	13 *6%* *11%*	7 *5%* *6%*	4 *6%* *4%*	96 *5%* *80%*	115 *5%* *96%*	5 *4%* *4%*	14 *5%* *12%*	106 *5%* *88%*	106 *5%* *88%*	62 *5%* *51%*	44 *5%* *36%*	47 *5%* *39%*
3	**79** ***3%***	2 *1%* *3%*	5 *4%* *6%* O	2 *3%* *3%* O	70 *4%* *89%* O	72 *3%* *90%*	8 *6%* *10%*	9 *3%* *12%*	65 *3%* *82%*	68 *3%* *85%*	38 *3%* *48%*	29 *3%* *37%*	30 *3%* *37%*
2	**40** ***2%***	5 *2%* *13%*	2 *1%* *4%*	1 *2%* *3%*	32 *2%* *80%*	38 *2%* *94%*	2 *2%* *6%*	2 *1%* *5%*	38 *2%* *95%*	38 *2%* *95%*	20 *2%* *51%*	18 *2%* *44%*	18 *2%* *44%*
1	**31** ***1%***	2 *1%* *5%*	1 *1%* *3%*	1 *1%* *3%*	27 *1%* *89%*	24 *1%* *78%*	7 *5%* *22%* S	4 *1%* *12%*	27 *1%* *88%*	27 *1%* *88%*	17 *1%* *54%*	11 *1%* *34%*	11 *1%* *34%*
Don't know	**200** ***8%***	16 *8%* *8%*	12 *9%* *6%*	4 *6%* *2%*	168 *8%* *84%*	199 *9%* *99%* T	2 *1%* *1%*	36 *12%* *18%* VWX	163 *8%* *81%*	164 *8%* *82%*	87 *7%* *43%*	77 *9%* *39%*	79 *9%* *39%*
Net: 10/9/8/7	**1236** ***51%***	115 *54%* *9%*	60 *47%* *5%*	31 *47%* *3%*	1030 *52%* *83%*	1171 *51%* *95%*	66 *52%* *5%*	140 *47%* *11%*	1085 *52%* *88%*	1095 *52%* *89%*	686 *55%* *55%* UYZ	406 *48%* *33%*	424 *49%* *34%*
Net: 10/9	**233** ***10%***	20 *9%* *9%*	13 *10%* *6%*	6 *10%* *3%*	194 *10%* *83%*	222 *10%* *95%*	11 *9%* *5%*	27 *9%* *12%*	204 *10%* *87%*	206 *10%* *88%*	136 *11%* *58%*	70 *8%* *30%*	72 *8%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 335

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2418**	356 *15%*	364 *15%*	324 *13%*	1374 *57%*	2276 *94%*	105 *4%*	306 *13%*	2090 *86%*	2110 *87%*	1313 *54%*	791 *33%*	835 *35%*
Effective Total	**1661**	328	329	288	1218	1573	88	206	1439	1454	887	563	588
Net: 6/5/4	**816** ***34%***	74 *34%* *9%*	48 *38%* *6%*	27 *40%* *3%* R	668 *33%* *82%*	775 *34%* *95%*	41 *33%* *5%*	110 *36%* *13%*	701 *34%* *86%*	706 *34%* *87%*	405 *32%* *50%*	298 *36%* *37%*	312 *36%* *38%*
Net: 3/2/1	**150** ***6%***	9 *4%* *6%*	7 *6%* *5%*	4 *7%* *3%*	130 *7%* *86%*	133 *6%* *89%*	17 *14%* *11%* S	15 *5%* *10%*	131 *6%* *87%*	133 *6%* *88%*	75 *6%* *50%*	57 *7%* *38%*	58 *7%* *38%*
Mean	**6.52**	6.57	6.51	6.41	6.52	6.54	6.19	6.47	6.53	6.54	6.63 YZ	6.39	6.40
Standard Deviation	**1.83**	1.75	1.80	1.90	1.84	1.81	2.17	1.80	1.83	1.83	1.84	1.82	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 336

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1229**	657 *53%*	572 *47%*	82 *7%*	153 *12%*	169 *14%*	247 *20%*	248 *20%*	324 *26%*	284 *23%*	647 *53%*	278 *23%*	199 *16%*	176 *14%*	347 *28%*
Total (Wtd)	**1207**	635 *53%*	572 *47%*	94* *8%* *	181 *15%*	167 *14%*	238 *20%*	213 *18%*	314 *26%*	269 *22%*	570 *47%*	368 *31%*	280 *23%*	302 *25%*	437 *36%*
Effective Total	**851**	442	409	50	110	125	173	178	227	213	471	198	180	161	306
10	**45** ***4%***	24 *4%* *52%*	21 *4%* *48%*	10 *10%* *21%* FG	6 *3%* *12%*	7 *4%* *15%*	5 *2%* *11%*	3 *2%* *7%*	14 *5%* *32%*	6 *2%* *13%*	23 *4%* *52%*	16 *4%* *35%*	13 *5%* *30%*	16 *5%* *35%*	10 *2%* *22%*
9	**79** ***7%***	35 *5%* *44%*	44 *8%* *56%*	8 *9%* *10%*	13 *7%* *17%*	11 *7%* *14%*	13 *5%* *16%*	17 *8%* *21%*	17 *5%* *21%*	12 *5%* *15%*	41 *7%* *52%*	25 *7%* *32%*	20 *7%* *25%*	23 *8%* *29%*	25 *6%* *31%*
8	**233** ***19%***	129 *20%* *55%*	104 *18%* *45%*	16 *17%* *7%*	37 *20%* *16%*	34 *21%* *15%*	56 *24%* *24%* H	41 *19%* *17%*	48 *15%* *21%*	57 *21%* *25%*	108 *19%* *46%*	68 *18%* *29%*	44 *16%* *19%*	51 *17%* *22%*	99 *23%* *43%*
7	**260** ***22%***	150 *24%* *58%*	110 *19%* *42%*	19 *20%* *7%*	40 *22%* *15%*	39 *23%* *15%*	65 *27%* *25%* H	42 *20%* *16%*	56 *18%* *21%*	55 *21%* *21%*	143 *25%* *55%* K	61 *17%* *24%*	51 *18%* *20%*	70 *23%* *27%*	95 *22%* *37%*
6	**198** ***16%***	98 *15%* *49%*	100 *17%* *51%*	18 *20%* *9%*	44 *24%* *22%* EG H	20 *12%* *10%*	39 *16%* *19%*	28 *13%* *14%*	49 *15%* *25%*	56 *21%* *28%* J	80 *14%* *40%*	62 *17%* *31%*	43 *15%* *22%*	43 *14%* *22%*	78 *18%* *40%*
5	**133** ***11%***	72 *11%* *54%*	61 *11%* *46%*	9 *10%* *7%*	13 *7%* *10%*	25 *15%* *19%* D	19 *8%* *14%*	26 *12%* *20%*	41 *13%* *31%*	24 *9%* *18%*	62 *11%* *47%*	47 *13%* *35%*	30 *11%* *22%*	35 *12%* *26%*	48 *11%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 336

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1229**	657 *53%*	572 *47%*	82 *7%*	153 *12%*	169 *14%*	247 *20%*	248 *20%*	324 *26%*	284 *23%*	647 *53%*	278 *23%*	199 *16%*	176 *14%*	347 *28%*
Effective Total	**851**	442	409	50	110	125	173	178	227	213	471	198	180	161	306
4	**77** ***6%***	36 *6%* *47%*	41 *7%* *53%*	4 *4%* *5%*	9 *5%* *12%*	12 *7%* *15%*	15 *7%* *20%*	17 *8%* *22%*	20 *6%* *25%*	18 *7%* *23%*	32 *6%* *41%*	28 *8%* *36%*	24 *9%* *31%*	12 *4%* *16%*	30 *7%* *39%*
3	**40** ***3%***	29 *5%* *72%* B	11 *2%* *28%*	2 *2%* *4%*	5 *3%* *13%*	5 *3%* *13%*	7 *3%* *18%*	10 *5%* *25%*	11 *4%* *28%*	7 *2%* *17%*	21 *4%* *53%*	12 *3%* *30%*	13 *5%* *32%*	11 *4%* *27%*	13 *3%* *33%*
2	**22** ***2%***	11 *2%* *51%*	11 *2%* *49%*	3 *3%* *12%*	3 *2%* *13%*	2 *1%* *7%*	7 *3%* *31%*	2 *1%* *9%*	6 *2%* *28%*	5 *2%* *21%*	10 *2%* *47%*	7 *2%* *32%*	6 *2%* *27%*	5 *2%* *22%*	9 *2%* *39%*
1	**11** ***1%***	5 *1%* *49%*	6 *1%* *51%*	2 *2%* *19%*	* * *2%*	3 *2%* *25%*	1 * *5%*	2 *1%* *21%*	3 *1%* *28%*	2 *1%* *18%*	7 *1%* *63%*	2 *1%* *19%*	4 *1%* *37%*	3 *1%* *25%*	2 *1%* *22%*
Don't know	**108** ***9%***	46 *7%* *43%*	62 *11%* *57%*	3 *3%* *3%*	11 *6%* *10%*	8 *5%* *8%*	11 *5%* *10%*	26 *12%* *24%* CE F	49 *16%* *45%* CDEF	27 *10%* *25%*	41 *7%* *38%*	39 *11%* *37%*	31 *11%* *29%*	33 *11%* *30%*	28 *6%* *26%*
Net: 10/9/8/7	**617** ***51%***	337 *53%* *55%*	280 *49%* *45%*	53 *56%* *9%*	96 *53%* *15%*	92 *55%* *15%* H	139 *58%* *23%* H	102 *48%* *17%*	135 *43%* *22%*	131 *49%* *21%*	316 *55%* *51%* K	170 *46%* *28%*	129 *46%* *21%*	160 *53%* *26%*	229 *52%* *37%*
Net: 10/9	**124** ***10%***	58 *9%* *47%*	66 *12%* *53%*	18 *19%* *14%* F	19 *10%* *15%*	18 *11%* *15%*	18 *8%* *15%*	20 *9%* *16%*	31 *10%* *25%*	18 *7%* *15%*	65 *11%* *52%*	41 *11%* *33%*	33 *12%* *27%*	39 *13%* *31%*	34 *8%* *28%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 336

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1229**	657 *53%*	572 *47%*	82 *7%*	153 *12%*	169 *14%*	247 *20%*	248 *20%*	324 *26%*	284 *23%*	647 *53%*	278 *23%*	199 *16%*	176 *14%*	347 *28%*
Effective Total	**851**	442	409	50	110	125	173	178	227	213	471	198	180	161	306
Net: 6/5/4	**408** ***34%***	206 *32%* *50%*	202 *35%* *50%*	31 *34%* *8%*	66 *37%* *16%*	57 *34%* *14%*	73 *31%* *18%*	71 *33%* *17%*	109 *35%* *27%*	98 *36%* *24%*	173 *30%* *42%*	137 *37%* *34%*	97 *35%* *24%*	91 *30%* *22%*	156 *36%* *38%*
Net: 3/2/1	**74** ***6%***	46 *7%* *62%*	28 *5%* *38%*	7 *7%* *9%*	8 *5%* *11%*	9 *6%* *13%*	15 *6%* *20%*	14 *7%* *19%*	21 *7%* *28%*	13 *5%* *18%*	39 *7%* *53%*	21 *6%* *29%*	23 *8%* *31%*	19 *6%* *25%*	24 *6%* *33%*
Mean	**6.54**	6.51	6.56	6.78	6.69	6.54	6.59	6.41	6.40	6.51	6.59	6.48	6.37	6.66	6.52
Standard Deviation	**1.85**	1.84	1.86	2.09	1.65	1.88	1.73	1.87	1.94	1.71	1.88	1.89	2.04	1.88	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 336

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1229**	166 *14%*	175 *14%*	166 *14%*	722 *59%*	1170 *95%*	39 *3%*	163 *13%*	1055 *86%*	1066 *87%*	603 *49%*	459 *37%*	487 *40%*
Total (Wtd)	**1207**	95 *8%*	59 *5%*	34 *3%*	1019 *84%*	1163 *96%*	44* *4%* *	157 *13%*	1036 *86%*	1050 *87%*	572 *47%*	473 *39%*	497 *41%*
Effective Total	**851**	153	160	151	639	818	33	113	730	738	407	327	344
10	**45** ***4%***	3 *3%* *6%*	2 *3%* *4%*	2 *5%* *4%*	39 *4%* *86%*	44 *4%* *97%*	1 *3%* *3%*	3 *2%* *7%*	42 *4%* *93%*	42 *4%* *93%*	26 *5%* *58%*	16 *3%* *35%*	16 *3%* *35%*
9	**79** ***7%***	6 *6%* *8%*	3 *5%* *4%*	2 *7%* *3%*	68 *7%* *85%*	77 *7%* *97%*	2 *5%* *3%*	14 *9%* *17%*	64 *6%* *81%*	66 *6%* *83%*	44 *8%* *56%*	21 *4%* *27%*	22 *4%* *27%*
8	**233** ***19%***	20 *21%* *9%*	13 *22%* *5%*	6 *19%* *3%*	194 *19%* *83%*	222 *19%* *95%*	11 *25%* *5%*	25 *16%* *11%*	206 *20%* *88%*	208 *20%* *89%*	117 *20%* *50%*	90 *19%* *39%*	93 *19%* *40%*
7	**260** ***22%***	25 *26%* *10%*	12 *21%* *5%*	6 *18%* *2%*	217 *21%* *83%*	248 *21%* *95%*	12 *27%* *5%*	29 *19%* *11%*	229 *22%* *88%*	231 *22%* *89%*	125 *22%* *48%*	102 *22%* *39%*	111 *22%* *43%*
6	**198** ***16%***	15 *15%* *7%*	12 *20%* *6%*	7 *20%* *3%*	165 *16%* *83%*	191 *16%* *97%*	7 *15%* *3%*	25 *16%* *13%*	166 *16%* *84%*	172 *16%* *87%*	89 *16%* *45%*	83 *18%* *42%*	89 *18%* *45%*
5	**133** ***11%***	11 *11%* *8%*	5 *9%* *4%*	4 *11%* *3%*	113 *11%* *85%*	129 *11%* *97%*	4 *9%* *3%*	19 *12%* *14%*	114 *11%* *86%*	114 *11%* *86%*	58 *10%* *44%*	55 *12%* *42%*	59 *12%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1229**	166 *14%*	175 *14%*	166 *14%*	722 *59%*	1170 *95%*	39 *3%*	163 *13%*	1055 *86%*	1066 *87%*	603 *49%*	459 *37%*	487 *40%*
Effective Total	**851**	153	160	151	639	818	33	113	730	738	407	327	344
4	**77** ***6%***	5 *6%* *7%*	4 *7%* *5%*	2 *5%* *2%*	66 *6%* *86%*	76 *6%* *98%*	2 *4%* *2%*	10 *6%* *13%*	67 *6%* *87%*	67 *6%* *87%*	29 *5%* *38%*	38 *8%* *49%*	38 *8%* *50%*
3	**40** ***3%***	1 *1%* *3%*	1 *2%* *3%*	1 *2%* *2%*	37 *4%* *93%*	37 *3%* *93%*	3 *6%* *7%*	5 *3%* *13%*	33 *3%* *82%*	35 *3%* *87%*	22 *4%* *55%*	13 *3%* *32%*	14 *3%* *34%*
2	**22** ***2%***	1 *1%* *6%*	1 *1%* *4%*	1 *2%* *2%*	20 *2%* *88%*	20 *2%* *89%*	2 *6%* *11%*	1 *1%* *5%*	21 *2%* *95%*	21 *2%* *95%*	13 *2%* *60%*	8 *2%* *35%*	8 *2%* *35%*
1	**11** ***1%***	1 *1%* *9%*	- - -	1 *2%* *7%* P	9 *1%* *83%*	11 *1%* *97%*	* *1%* *3%*	1 *1%* *9%*	10 *1%* *91%*	10 *1%* *91%*	4 *1%* *35%*	6 *1%* *56%*	6 *1%* *56%*
Don't know	**108** ***9%***	7 *8%* *7%*	6 *10%* *5%*	3 *9%* *3%*	92 *9%* *85%*	108 *9%* *100%*	- - -	25 *16%* *23%* VWXY Z	83 *8%* *77%*	83 *8%* *77%*	43 *8%* *40%*	40 *8%* *37%*	40 *8%* *37%*
Net: 10/9/8/7	**617** ***51%***	53 *56%* *9%*	30 *51%* *5%*	17 *49%* *3%*	517 *51%* *84%*	591 *51%* *96%*	26 *60%* *4%*	71 *45%* *11%*	541 *52%* *88%*	547 *52%* *89%*	313 *55%* *51%*	230 *49%* *37%*	242 *49%* *39%*
Net: 10/9	**124** ***10%***	9 *9%* *7%*	5 *8%* *4%*	4 *12%* *3%*	107 *10%* *86%*	121 *10%* *97%*	3 *8%* *3%*	17 *11%* *13%*	106 *10%* *85%*	108 *10%* *87%*	71 *12%* *57%* YZ	37 *8%* *30%*	38 *8%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 336

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1229**	166 *14%*	175 *14%*	166 *14%*	722 *59%*	1170 *95%*	39 *3%*	163 *13%*	1055 *86%*	1066 *87%*	603 *49%*	459 *37%*	487 *40%*
Effective Total	**851**	153	160	151	639	818	33	113	730	738	407	327	344
Net: 6/5/4	**408** ***34%***	31 *33%* *8%*	21 *36%* *5%*	12 *36%* *3%*	344 *34%* *84%*	396 *34%* *97%*	12 *28%* *3%*	54 *34%* *13%*	348 *34%* *85%*	354 *34%* *87%*	176 *31%* *43%*	177 *37%* *43%*	186 *37%* *46%*
Net: 3/2/1	**74** ***6%***	3 *4%* *5%*	2 *4%* *3%*	2 *6%* *3%*	66 *6%* *90%*	68 *6%* *92%*	6 *13%* *7%*	7 *5%* *10%*	64 *6%* *87%*	66 *6%* *90%*	39 *7%* *53%*	27 *6%* *37%*	28 *6%* *38%*
Mean	**6.54**	6.66	6.64	6.56	6.52	6.54	6.42	6.51	6.54	6.54	6.65	6.41	6.41
Standard Deviation	**1.85**	1.70	1.68	1.97	1.87	1.84	2.01	1.78	1.86	1.86	1.88	1.83	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 337

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1824**	784 *43%*	1040 *57%*	160 *9%*	310 *17%*	343 *19%*	354 *19%*	299 *16%*	352 *19%*	289 *16%*	1022 *56%*	478 *26%*	336 *18%*	255 *14%*	394 *22%*
Total (Wtd)	**1806**	761 *42%*	1045 *58%*	189 *10%*	356 *20%*	323 *18%*	328 *18%*	251 *14%*	360 *20%*	272 *15%*	883 *49%*	651 *36%*	482 *27%*	467 *26%*	533 *30%*
Effective Total	**1212**	509	703	106	208	232	229	201	250	208	723	337	301	231	350
10	**72** ***4%***	37 *5%* *51%*	35 *3%* *49%*	12 *6%* *17%*	10 *3%* *14%*	8 *3%* *12%*	12 *4%* *17%*	10 *4%* *14%*	19 *5%* *26%*	5 *2%* *7%*	23 *3%* *32%*	44 *7%* *61%* IJ	28 *6%* *39%* N	22 *5%* *30%*	12 *2%* *16%*
9	**89** ***5%***	42 *5%* *47%*	47 *5%* *53%*	18 *10%* *20%* EF G	18 *5%* *21%*	11 *4%* *13%*	13 *4%* *14%*	9 *4%* *10%*	19 *5%* *22%*	6 *2%* *7%*	37 *4%* *42%*	46 *7%* *51%* I	22 *5%* *25%*	30 *6%* *33%*	26 *5%* *29%*
8	**210** ***12%***	84 *11%* *40%*	127 *12%* *60%*	19 *10%* *9%*	37 *10%* *18%*	41 *13%* *20%*	36 *11%* *17%*	34 *13%* *16%*	43 *12%* *20%*	34 *13%* *16%*	112 *13%* *53%*	64 *10%* *31%*	62 *13%* *29%*	42 *9%* *20%*	66 *12%* *32%*
7	**361** ***20%***	148 *19%* *41%*	213 *20%* *59%*	26 *14%* *7%*	88 *25%* *24%* CG	66 *21%* *18%*	76 *23%* *21%* CG	39 *15%* *11%*	66 *18%* *18%*	51 *19%* *14%*	189 *21%* *52%*	120 *18%* *33%*	96 *20%* *27%*	96 *21%* *27%*	104 *20%* *29%*
6	**307** ***17%***	125 *16%* *41%*	183 *17%* *59%*	37 *20%* *12%*	54 *15%* *18%*	59 *18%* *19%*	57 *18%* *19%*	44 *17%* *14%*	56 *15%* *18%*	47 *17%* *15%*	156 *18%* *51%*	104 *16%* *34%*	81 *17%* *26%*	94 *20%* *31%*	80 *15%* *26%*
5	**303** ***17%***	126 *17%* *41%*	178 *17%* *59%*	31 *16%* *10%*	52 *15%* *17%*	56 *17%* *18%*	61 *19%* *20%*	45 *18%* *15%*	58 *16%* *19%*	45 *17%* *15%*	139 *16%* *46%*	119 *18%* *39%*	74 *15%* *24%*	76 *16%* *25%*	100 *19%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 337

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1824**	784 *43%*	1040 *57%*	160 *9%*	310 *17%*	343 *19%*	354 *19%*	299 *16%*	352 *19%*	289 *16%*	1022 *56%*	478 *26%*	336 *18%*	255 *14%*	394 *22%*
Effective Total	**1212**	509	703	106	208	232	229	201	250	208	723	337	301	231	350
4	**129** ***7%***	50 *7%* *39%*	78 *7%* *61%*	5 *2%* *4%*	32 *9%* *25%* C	28 *9%* *22%* C	33 *10%* *26%* CH	15 *6%* *11%*	16 *5%* *13%*	21 *8%* *16%*	73 *8%* *57%*	34 *5%* *27%*	30 *6%* *24%*	32 *7%* *25%*	39 *7%* *30%*
3	**93** ***5%***	47 *6%* *51%*	46 *4%* *49%*	10 *5%* *11%*	18 *5%* *20%*	14 *4%* *16%*	15 *5%* *16%*	17 *7%* *18%*	18 *5%* *20%*	16 *6%* *17%*	34 *4%* *36%*	43 *7%* *46%*	29 *6%* *32%*	18 *4%* *20%*	31 *6%* *33%*
2	**49** ***3%***	33 *4%* *67%* B	16 *2%* *33%*	11 *6%* *21%* F	9 *2%* *18%*	12 *4%* *25%*	4 *1%* *9%*	5 *2%* *10%*	9 *2%* *18%*	6 *2%* *12%*	27 *3%* *54%*	16 *3%* *33%*	9 *2%* *17%*	11 *2%* *22%*	17 *3%* *34%*
1	**33** ***2%***	19 *2%* *58%*	14 *1%* *42%*	10 *5%* *32%* DF	2 *1%* *7%*	6 *2%* *20%* F	* * *1%*	7 *3%* *20%* F	7 *2%* *21%*	6 *2%* *18%*	20 *2%* *61%*	7 *1%* *20%*	6 *1%* *19%*	11 *2%* *35%*	12 *2%* *36%*
Don't know	**160** ***9%***	52 *7%* *32%*	108 *10%* *68%* A	10 *6%* *7%*	34 *10%* *21%*	20 *6%* *12%*	19 *6%* *12%*	27 *11%* *17%*	50 *14%* *31%* CEF	34 *12%* *21%*	73 *8%* *46%*	53 *8%* *33%*	46 *9%* *28%*	35 *7%* *22%*	47 *9%* *29%*
Net: 10/9/8/7	**732** ***41%***	310 *41%* *42%*	422 *40%* *58%*	75 *40%* *10%*	154 *43%* *21%*	127 *39%* *17%*	137 *42%* *19%*	92 *37%* *13%*	147 *41%* *20%*	97 *36%* *13%*	361 *41%* *49%*	274 *42%* *37%*	208 *43%* *28%*	190 *41%* *26%*	208 *39%* *28%*
Net: 10/9	**161** ***9%***	78 *10%* *49%*	82 *8%* *51%*	30 *16%* *19%* DE FG	29 *8%* *18%*	20 *6%* *12%*	25 *8%* *16%*	19 *8%* *12%*	38 *11%* *24%*	11 *4%* *7%*	60 *7%* *37%*	89 *14%* *55%* IJ	50 *10%* *31%*	51 *11%* *32%*	38 *7%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 337

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1824**	784 *43%*	1040 *57%*	160 *9%*	310 *17%*	343 *19%*	354 *19%*	299 *16%*	352 *19%*	289 *16%*	1022 *56%*	478 *26%*	336 *18%*	255 *14%*	394 *22%*
Effective Total	**1212**	509	703	106	208	232	229	201	250	208	723	337	301	231	350
Net: 6/5/4	**739** ***41%***	301 *40%* *41%*	438 *42%* *59%*	73 *39%* *10%*	138 *39%* *19%*	143 *44%* *19%*	152 *46%* *21%* H	104 *41%* *14%*	130 *36%* *18%*	113 *42%* *15%*	369 *42%* *50%*	257 *40%* *35%*	185 *38%* *25%*	202 *43%* *27%*	219 *41%* *30%*
Net: 3/2/1	**175** ***10%***	99 *13%* *57%* B	76 *7%* *43%*	31 *16%* *18%* DF	29 *8%* *17%*	33 *10%* *19%*	20 *6%* *11%*	28 *11%* *16%*	33 *9%* *19%*	28 *10%* *16%*	80 *9%* *46%*	66 *10%* *38%*	44 *9%* *25%*	40 *9%* *23%*	59 *11%* *34%*
Mean	**6.08**	5.99	6.15	6.01	6.13	5.94	6.14	5.99	6.23	5.87	6.03	6.24	6.25 N	6.14	5.93
Standard Deviation	**1.97**	2.12	1.85	2.40	1.86	1.92	1.74	2.03	2.04	1.89	1.93	2.06	1.98	1.98	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 337

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1824**	257 *14%*	304 *17%*	278 *15%*	985 *54%*	1721 *94%*	74 *4%*	219 *12%*	1587 *87%*	1604 *88%*	1004 *55%*	595 *33%*	625 *34%*
Total (Wtd)	**1806**	159 *9%*	106 *6%*	59 *3%*	1483 *82%*	1721 *95%*	85* *5%* *	213 *12%*	1574 *87%*	1591 *88%*	949 *53%*	638 *35%*	658 *36%*
Effective Total	**1212**	233	272	248	869	1150	62	143	1057	1068	655	411	427
10	**72** ***4%***	5 *3%* *7%*	4 *4%* *6%*	1 *2%* *2%*	61 *4%* *85%*	69 *4%* *96%*	3 *3%* *4%*	10 *5%* *14%*	62 *4%* *86%*	62 *4%* *86%*	41 *4%* *56%*	21 *3%* *30%*	21 *3%* *30%*
9	**89** ***5%***	6 *4%* *7%*	3 *2%* *3%*	2 *4%* *3%*	78 *5%* *87%*	84 *5%* *95%*	5 *5%* *5%*	15 *7%* *17%*	74 *5%* *83%*	74 *5%* *83%*	45 *5%* *50%*	29 *5%* *33%*	29 *4%* *33%*
8	**210** ***12%***	15 *9%* *7%*	16 *16%* *8%* O	8 *14%* *4%*	171 *12%* *81%*	200 *12%* *95%*	10 *12%* *5%*	21 *10%* *10%*	187 *12%* *89%*	189 *12%* *90%*	123 *13%* *59%*	66 *10%* *31%*	67 *10%* *32%*
7	**361** ***20%***	35 *22%* *10%*	18 *17%* *5%*	12 *20%* *3%*	296 *20%* *82%*	340 *20%* *94%*	20 *24%* *6%*	35 *17%* *10%*	322 *20%* *89%*	325 *20%* *90%*	197 *21%* *55%*	126 *20%* *35%*	130 *20%* *36%*
6	**307** ***17%***	24 *15%* *8%*	18 *17%* *6%*	11 *19%* *4%*	255 *17%* *83%*	299 *17%* *97%*	9 *10%* *3%*	29 *14%* *9%*	275 *17%* *90%*	278 *18%* *91%*	158 *17%* *52%*	120 *19%* *39%*	127 *19%* *41%*
5	**303** ***17%***	25 *16%* *8%*	18 *17%* *6%*	10 *17%* *3%*	250 *17%* *83%*	285 *17%* *94%*	19 *22%* *6%*	45 *21%* *15%*	254 *16%* *84%*	258 *16%* *85%*	159 *17%* *52%*	99 *16%* *33%*	103 *16%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 337

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1824**	257 *14%*	304 *17%*	278 *15%*	985 *54%*	1721 *94%*	74 *4%*	219 *12%*	1587 *87%*	1604 *88%*	1004 *55%*	595 *33%*	625 *34%*
Effective Total	**1212**	233	272	248	869	1150	62	143	1057	1068	655	411	427
4	**129** ***7%***	16 *10%* *12%*	8 *7%* *6%*	4 *7%* *3%*	101 *7%* *79%*	123 *7%* *96%*	5 *6%* *4%*	17 *8%* *13%*	112 *7%* *87%*	112 *7%* *87%*	67 *7%* *52%*	45 *7%* *35%*	47 *7%* *36%*
3	**93** ***5%***	7 *5%* *8%*	5 *5%* *6%*	2 *3%* *2%*	78 *5%* *84%*	88 *5%* *95%*	4 *5%* *5%*	13 *6%* *14%*	77 *5%* *83%*	78 *5%* *84%*	39 *4%* *42%*	39 *6%* *42%*	39 *6%* *42%*
2	**49** ***3%***	6 *4%* *13%*	4 *4%* *9%*	3 *4%* *5%*	36 *2%* *73%*	47 *3%* *96%*	2 *2%* *4%*	2 *1%* *5%*	46 *3%* *93%*	47 *3%* *95%*	29 *3%* *59%*	18 *3%* *36%*	18 *3%* *36%*
1	**33** ***2%***	1 *1%* *3%*	1 *1%* *4%*	1 *2%* *4%*	29 *2%* *89%*	27 *2%* *83%*	6 *7%* *17%* S	2 *1%* *7%*	29 *2%* *88%*	31 *2%* *93%*	20 *2%* *61%*	11 *2%* *33%*	11 *2%* *33%*
Don't know	**160** ***9%***	19 *12%* *12%*	10 *10%* *6%*	4 *7%* *2%*	127 *9%* *79%*	157 *9%* *98%*	3 *4%* *2%*	24 *11%* *15%*	136 *9%* *85%*	136 *9%* *85%*	71 *7%* *44%*	64 *10%* *40%*	65 *10%* *41%*
Net: 10/9/8/7	**732** ***41%***	62 *39%* *8%*	41 *39%* *6%*	24 *40%* *3%*	606 *41%* *83%*	694 *40%* *95%*	38 *44%* *5%*	81 *38%* *11%*	645 *41%* *88%*	651 *41%* *89%*	406 *43%* *55%*	243 *38%* *33%*	248 *38%* *34%*
Net: 10/9	**161** ***9%***	12 *7%* *7%*	7 *7%* *4%*	4 *6%* *2%*	139 *9%* *86%*	154 *9%* *95%*	7 *9%* *5%*	25 *12%* *15%*	136 *9%* *84%*	136 *9%* *85%*	85 *9%* *53%*	51 *8%* *32%*	51 *8%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 337

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1824**	257 *14%*	304 *17%*	278 *15%*	985 *54%*	1721 *94%*	74 *4%*	219 *12%*	1587 *87%*	1604 *88%*	1004 *55%*	595 *33%*	625 *34%*
Effective Total	**1212**	233	272	248	869	1150	62	143	1057	1068	655	411	427
Net: 6/5/4	**739** ***41%***	64 *40%* *9%*	44 *41%* *6%*	26 *44%* *3%*	606 *41%* *82%*	707 *41%* *96%*	32 *38%* *4%*	91 *43%* *12%*	641 *41%* *87%*	649 *41%* *88%*	384 *40%* *52%*	264 *41%* *36%*	277 *42%* *37%*
Net: 3/2/1	**175** ***10%***	15 *9%* *8%*	11 *10%* *6%*	6 *9%* *3%*	143 *10%* *82%*	163 *9%* *93%*	12 *14%* *7%*	17 *8%* *10%*	151 *10%* *87%*	155 *10%* *89%*	88 *9%* *50%*	67 *11%* *38%*	67 *10%* *38%*
Mean	**6.08**	5.98	6.02	6.01	6.10	6.10	5.85	6.13	6.09	6.08	6.13	6.01	6.00
Standard Deviation	**1.97**	1.92	2.00	1.92	1.98	1.96	2.21	1.96	1.97	1.97	1.99	1.95	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 338

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1138**	497 *44%*	641 *56%*	162 *14%*	257 *23%*	184 *16%*	195 *17%*	153 *13%*	185 *16%*	217 *19%*	638 *56%*	258 *23%*	180 *16%*	157 *14%*	314 *28%*
Total (Wtd)	**1179**	505 *43%*	675 *57%*	176 *15%*	307 *26%*	170 *14%*	193 *16%*	140 *12%*	193 *16%*	222 *19%*	589 *50%*	368 *31%*	272 *23%*	292 *25%*	417 *35%*
Effective Total	**780**	335	445	102	183	131	129	110	136	165	460	186	165	142	278
10	**66** ***6%***	23 *5%* *35%*	43 *6%* *65%*	28 *16%* *42%* DE FGH	19 *6%* *28%*	6 *4%* *9%*	5 *2%* *7%*	3 *2%* *4%*	6 *3%* *9%*	8 *4%* *13%*	38 *6%* *57%*	20 *5%* *30%*	24 *9%* *36%*	11 *4%* *16%*	21 *5%* *32%*
9	**109** ***9%***	46 *9%* *42%*	63 *9%* *58%*	24 *14%* *22%* H	36 *12%* *33%* H	15 *9%* *14%*	17 *9%* *16%*	8 *6%* *7%*	8 *4%* *8%*	21 *9%* *19%*	62 *11%* *57%*	26 *7%* *23%*	26 *10%* *24%*	19 *6%* *17%*	45 *11%* *41%*
8	**254** ***22%***	118 *23%* *47%*	136 *20%* *53%*	47 *27%* *18%* H	78 *25%* *31%* H	45 *26%* *18%* H	39 *20%* *15%* H	26 *18%* *10%*	20 *11%* *8%*	51 *23%* *20%*	139 *24%* *55%*	64 *17%* *25%*	54 *20%* *21%*	70 *24%* *28%*	95 *23%* *37%*
7	**230** ***20%***	122 *24%* *53%* B	108 *16%* *47%*	25 *14%* *11%*	61 *20%* *27%*	29 *17%* *13%*	39 *20%* *17%*	28 *20%* *12%*	48 *25%* *21%* C	40 *18%* *18%*	106 *18%* *46%*	84 *23%* *36%*	51 *19%* *22%*	59 *20%* *26%*	84 *20%* *36%*
6	**163** ***14%***	58 *12%* *36%*	105 *16%* *64%*	18 *10%* *11%*	37 *12%* *23%*	24 *14%* *15%*	42 *22%* *26%* CD G	16 *12%* *10%*	26 *13%* *16%*	39 *18%* *24%*	75 *13%* *46%*	49 *13%* *30%*	36 *13%* *22%*	40 *14%* *25%*	56 *13%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 338

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1138**	497 *44%*	641 *56%*	162 *14%*	257 *23%*	184 *16%*	195 *17%*	153 *13%*	185 *16%*	217 *19%*	638 *56%*	258 *23%*	180 *16%*	157 *14%*	314 *28%*
Effective Total	**780**	335	445	102	183	131	129	110	136	165	460	186	165	142	278
5	**124** ***11%***	41 *8%* *33%*	84 *12%* *67%* A	12 *7%* *9%*	31 *10%* *25%*	15 *9%* *12%*	18 *9%* *14%*	26 *18%* *21%* CD EF	23 *12%* *19%*	16 *7%* *13%*	55 *9%* *44%*	53 *14%* *43%* I	24 *9%* *19%*	34 *12%* *27%*	41 *10%* *33%*
4	**43** ***4%***	22 *4%* *51%*	21 *3%* *49%*	7 *4%* *16%*	8 *3%* *18%*	5 *3%* *12%*	7 *3%* *16%*	6 *4%* *13%*	11 *6%* *25%*	7 *3%* *17%*	28 *5%* *65%*	8 *2%* *18%*	5 *2%* *12%*	13 *4%* *29%*	17 *4%* *38%*
3	**36** ***3%***	17 *3%* *48%*	19 *3%* *52%*	3 *2%* *7%*	8 *2%* *21%*	4 *3%* *12%*	4 *2%* *12%*	6 *4%* *16%*	11 *6%* *32%*	6 *3%* *15%*	19 *3%* *51%*	12 *3%* *33%*	13 *5%* *37%*	5 *2%* *15%*	11 *3%* *31%*
2	**26** ***2%***	12 *2%* *47%*	14 *2%* *53%*	2 *1%* *9%*	6 *2%* *24%*	3 *2%* *12%*	5 *3%* *19%*	4 *3%* *17%*	5 *3%* *20%*	9 *4%* *33%*	11 *2%* *43%*	6 *2%* *24%*	8 *3%* *29%*	6 *2%* *25%*	8 *2%* *32%*
1	**14** ***1%***	7 *1%* *45%*	8 *1%* *55%*	2 *1%* *17%*	2 *1%* *15%*	3 *2%* *20%*	- - -	4 *3%* *25%*	3 *2%* *23%*	- - -	9 *2%* *62%*	5 *1%* *38%*	- - -	7 *2%* *49%*	6 *1%* *41%*
Don't know	**112** ***10%***	38 *8%* *34%*	74 *11%* *66%*	8 *5%* *7%*	23 *7%* *20%*	19 *11%* *17%*	18 *9%* *16%*	14 *10%* *12%*	31 *16%* *27%* CD	24 *11%* *22%*	47 *8%* *41%*	41 *11%* *37%*	31 *11%* *27%*	28 *10%* *25%*	33 *8%* *30%*
Net: 10/9/8/7	**659** ***56%***	309 *61%* *47%* B	350 *52%* *53%*	123 *70%* *19%* EF GH	193 *63%* *29%* FG H	96 *56%* *15%* H	100 *52%* *15%*	65 *46%* *10%*	83 *43%* *13%*	121 *54%* *18%*	345 *59%* *52%*	193 *52%* *29%*	155 *57%* *24%*	159 *54%* *24%*	245 *59%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 338

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1138**	497 *44%*	641 *56%*	162 *14%*	257 *23%*	184 *16%*	195 *17%*	153 *13%*	185 *16%*	217 *19%*	638 *56%*	258 *23%*	180 *16%*	157 *14%*	314 *28%*
Effective Total	**780**	335	445	102	183	131	129	110	136	165	460	186	165	142	278
Net: 10/9	**175** ***15%***	69 *14%* *39%*	106 *16%* *61%*	52 *30%* *30%* DE FGH	54 *18%* *31%* GH	22 *13%* *12%*	22 *11%* *12%*	11 *8%* *6%*	14 *7%* *8%*	29 *13%* *17%*	100 *17%* *57%*	46 *12%* *26%*	50 *18%* *29%* M	30 *10%* *17%*	66 *16%* *38%*
Net: 6/5/4	**331** ***28%***	121 *24%* *37%*	210 *31%* *63%* A	37 *21%* *11%*	76 *25%* *23%*	45 *26%* *14%*	66 *34%* *20%* C	48 *34%* *15%* C	60 *31%* *18%*	63 *28%* *19%*	158 *27%* *48%*	110 *30%* *33%*	66 *24%* *20%*	87 *30%* *26%*	114 *27%* *34%*
Net: 3/2/1	**77** ***7%***	36 *7%* *47%*	41 *6%* *53%*	7 *4%* *10%*	16 *5%* *21%*	10 *6%* *13%*	9 *5%* *12%*	14 *10%* *18%*	20 *10%* *26%*	14 *6%* *18%*	39 *7%* *50%*	24 *7%* *31%*	21 *8%* *27%*	19 *6%* *24%*	26 *6%* *33%*
Mean	**6.78**	6.79	6.77	7.47 E FGH	7.03 G H	6.83 G H	6.70 G H	6.19	6.13	6.80	6.86	6.64	6.94	6.62	6.84
Standard Deviation	**1.95**	1.93	1.96	2.01	1.85	1.90	1.70	2.01	1.98	1.85	2.00	1.91	1.99	1.94	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 338

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1138**	186 *16%*	107 *9%*	194 *17%*	651 *57%*	1074 *94%*	50 *4%*	123 *11%*	1001 *88%*	1014 *89%*	621 *55%*	389 *34%*	410 *36%*
Total (Wtd)	**1179**	117 *10%*	40* *3%* *	42 *4%*	982 *83%*	1122 *95%*	58* *5%* *	131* *11%* *	1035 *88%*	1048 *89%*	604 *51%*	441 *37%*	459 *39%*
Effective Total	**780**	172	96	174	574	739	42	88	684	692	415	276	288
10	**66** ***6%***	6 *5%* *8%*	3 *8%* *5%*	2 *5%* *3%*	55 *6%* *84%*	64 *6%* *97%*	2 *4%* *3%*	11 *8%* *16%* YZ	56 *5%* *84%*	56 *5%* *84%*	43 *7%* *65%* YZ	13 *3%* *20%*	13 *3%* *20%*
9	**109** ***9%***	9 *8%* *9%*	5 *12%* *4%*	5 *11%* *4%*	90 *9%* *83%*	106 *9%* *97%*	3 *5%* *3%*	11 *9%* *10%*	97 *9%* *90%*	97 *9%* *90%*	56 *9%* *52%*	41 *9%* *37%*	42 *9%* *39%*
8	**254** ***22%***	19 *16%* *7%*	6 *15%* *2%*	11 *26%* *4%* OP	219 *22%* *86%*	240 *21%* *95%*	14 *24%* *5%*	29 *22%* *11%*	225 *22%* *88%*	226 *22%* *89%*	131 *22%* *51%*	94 *21%* *37%*	95 *21%* *37%*
7	**230** ***20%***	22 *19%* *10%*	8 *19%* *3%*	7 *16%* *3%*	194 *20%* *84%*	223 *20%* *97%*	7 *13%* *3%*	28 *22%* *12%*	198 *19%* *86%*	202 *19%* *88%*	118 *20%* *51%*	84 *19%* *36%*	92 *20%* *40%*
6	**163** ***14%***	19 *16%* *11%*	8 *21%* *5%* Q	4 *9%* *2%*	132 *13%* *81%*	149 *13%* *91%*	15 *25%* *9%* S	12 *9%* *7%*	149 *14%* *92%*	151 *14%* *93%*	80 *13%* *49%*	69 *16%* *42%*	71 *15%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 338

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1138**	186 *16%*	107 *9%*	194 *17%*	651 *57%*	1074 *94%*	50 *4%*	123 *11%*	1001 *88%*	1014 *89%*	621 *55%*	389 *34%*	410 *36%*
Effective Total	**780**	172	96	174	574	739	42	88	684	692	415	276	288
5	**124** ***11%***	15 *13%* *12%*	4 *11%* *3%*	6 *14%* *5%*	99 *10%* *80%*	117 *10%* *94%*	7 *13%* *6%*	14 *11%* *11%*	107 *10%* *86%*	110 *11%* *89%*	62 *10%* *50%*	48 *11%* *39%*	51 *11%* *41%*
4	**43** ***4%***	5 *4%* *12%*	2 *5%* *4%*	2 *5%* *5%*	34 *4%* *79%*	38 *3%* *88%*	5 *9%* *12%* S	6 *5%* *14%*	37 *4%* *86%*	37 *4%* *86%*	24 *4%* *55%*	14 *3%* *31%*	14 *3%* *31%*
3	**36** ***3%***	4 *4%* *12%*	1 *3%* *3%*	1 *2%* *3%*	30 *3%* *82%*	34 *3%* *93%*	3 *4%* *7%*	8 *6%* *23%*	27 *3%* *74%*	28 *3%* *77%*	18 *3%* *48%*	10 *2%* *29%*	12 *3%* *34%*
2	**26** ***2%***	3 *2%* *10%*	1 *2%* *3%*	* * *1%*	22 *2%* *86%*	26 *2%* *100%*	- - -	- - -	25 *2%* *96%*	26 *2%* *100%*	16 *3%* *60%*	10 *2%* *40%*	10 *2%* *40%*
1	**14** ***1%***	1 *1%* *5%*	- - -	1 *2%* *6%*	13 *1%* *90%*	14 *1%* *100%*	- - -	2 *2%* *15%*	10 *1%* *69%*	12 *1%* *80%*	7 *1%* *49%*	4 *1%* *31%*	4 *1%* *31%*
Don't know	**112** ***10%***	15 *13%* *13%* P	2 *5%* *2%*	4 *9%* *3%*	92 *9%* *82%*	111 *10%* *99%*	2 *3%* *1%*	9 *7%* *8%*	103 *10%* *92%*	103 *10%* *92%*	49 *8%* *44%*	54 *12%* *48%*	54 *12%* *48%*
Net: 10/9/8/7	**659** ***56%***	56 *48%* *8%*	21 *54%* *3%*	24 *58%* *4%*	558 *57%* *85%* O	633 *56%* *96%*	26 *46%* *4%*	79 *60%* *12%*	576 *56%* *87%*	581 *55%* *88%*	348 *58%* *53%*	231 *52%* *35%*	243 *53%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 338

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1138**	186 *16%*	107 *9%*	194 *17%*	651 *57%*	1074 *94%*	50 *4%*	123 *11%*	1001 *88%*	1014 *89%*	621 *55%*	389 *34%*	410 *36%*
Effective Total	**780**	172	96	174	574	739	42	88	684	692	415	276	288
Net: 10/9	**175** ***15%***	15 *13%* *9%*	8 *20%* *4%*	7 *16%* *4%*	146 *15%* *83%*	170 *15%* *97%*	5 *9%* *3%*	22 *17%* *12%*	153 *15%* *88%*	153 *15%* *88%*	99 *16%* *57%*	53 *12%* *31%*	56 *12%* *32%*
Net: 6/5/4	**331** ***28%***	39 *33%* *12%*	14 *36%* *4%*	12 *28%* *4%*	266 *27%* *80%*	304 *27%* *92%*	27 *47%* *8%* S	32 *25%* *10%*	294 *28%* *89%*	299 *28%* *90%*	166 *28%* *50%*	131 *30%* *40%*	135 *29%* *41%*
Net: 3/2/1	**77** ***7%***	8 *6%* *10%*	2 *5%* *3%*	2 *5%* *3%*	65 *7%* *85%*	74 *7%* *97%*	3 *4%* *3%*	11 *8%* *14%*	62 *6%* *80%*	66 *6%* *85%*	40 *7%* *53%*	25 *6%* *33%*	27 *6%* *36%*
Mean	**6.78**	6.57	6.81	6.88	6.80	6.80	6.48	6.82	6.81	6.78	6.83	6.71	6.70
Standard Deviation	**1.95**	1.92	1.92	1.97	1.95	1.96	1.72	2.04	1.91	1.93	1.99	1.84	1.84

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 339

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Gender		Age					Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**39**	11 *28%*	28 *72%*	8 *21%*	9 *23%*	4 *10%*	10 *26%*	8 *21%*	8 *21%*	19 *49%*	12 *31%*
Total (Wtd)	**14**	4** *28%* **	10** *72%* **	3** *24%* **	3** *22%* **	1** *9%* **	3** *24%* **	3** *21%* **	2** *18%* **	6** *43%* **	5** *39%* **
Effective Total	**37**	10	27	8	9	4	9	8	8	18	12
10	**1** ***5%***	* *6%* *36%*	* *4%* *64%*	- - -	- - -	- - -	1 *19%* *100%*	- - -	- - -	* *4%* *36%*	* *8%* *64%*
9	**1** ***5%***	1 *17%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *24%* *100%*	- - -	* *4%* *35%*	* *8%* *65%*
8	**2** ***13%***	- - -	2 *18%* *100%*	- - -	* *10%* *17%*	- - -	* *8%* *14%*	1 *43%* *69%*	* *12%* *17%*	* *4%* *14%*	1 *23%* *69%*
7	**2** ***14%***	* *10%* *19%*	2 *16%* *81%*	1 *23%* *38%*	1 *31%* *47%*	* *24%* *15%*	- - -	- - -	* *15%* *19%*	2 *27%* *81%*	- - -
6	**1** ***7%***	- - -	1 *10%* *100%*	- - -	* *10%* *31%*	- - -	* *12%* *42%*	* *9%* *28%*	1 *23%* *58%*	- - -	* *8%* *42%*
5	**2** ***18%***	1 *26%* *41%*	1 *15%* *59%*	- - -	1 *21%* *25%*	* *26%* *13%*	1 *33%* *44%*	* *16%* *18%*	* *13%* *13%*	1 *15%* *36%*	1 *24%* *51%*
4	**2** ***12%***	1 *17%* *40%*	1 *10%* *60%*	1 *34%* *69%*	- - -	- - -	* *8%* *16%*	* *8%* *14%*	* *15%* *22%*	1 *22%* *78%*	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 339

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Gender		Age					Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**39**	11	28	8	9	4	10	8	8	19	12
		28%	*72%*	*21%*	*23%*	*10%*	*26%*	*21%*	*21%*	*49%*	*31%*
Effective Total	**37**	10	27	8	9	4	9	8	8	18	12
3	**1**	-	1	*	-	*	*	-	1	*	-
	7%	-	*10%*	*12%*	-	*25%*	*7%*	-	*22%*	*7%*	-
		-	*100%*	*41%*	-	*32%*	*27%*	-	*59%*	*41%*	-
2	**1**	*	1	1	-	-	-	-	-	*	1
	7%	*10%*	*6%*	*31%*	-	-	-	-	-	*7%*	*12%*
		39%	*61%*	*100%*	-	-	-	-	-	*39%*	*61%*
1	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
Don't know	**2**	1	1	-	1	*	*	-	-	1	1
	12%	*14%*	*11%*	-	*28%*	*25%*	*12%*	-	-	*11%*	*18%*
		34%	*66%*	-	*54%*	*20%*	*26%*	-	-	*40%*	*60%*
Net: 10/9/8/7	**5**	1	4	1	1	*	1	2	1	2	2
	37%	*33%*	*39%*	*23%*	*41%*	*24%*	*27%*	*67%*	*27%*	*39%*	*39%*
		25%	*75%*	*15%*	*24%*	*6%*	*18%*	*38%*	*13%*	*46%*	*41%*
Net: 10/9	**1**	1	*	-	-	-	1	1	-	*	1
	10%	*23%*	*4%*	-	-	-	*19%*	*24%*	-	*8%*	*16%*
		69%	*31%*	-	-	-	*49%*	*51%*	-	*35%*	*65%*
Net: 6/5/4	**5**	2	3	1	1	*	2	1	1	2	2
	37%	*43%*	*35%*	*34%*	*31%*	*26%*	*53%*	*33%*	*51%*	*37%*	*31%*
		33%	*67%*	*22%*	*18%*	*6%*	*35%*	*19%*	*25%*	*43%*	*33%*
Net: 3/2/1	**2**	*	2	1	-	*	*	-	1	1	1
	14%	*10%*	*16%*	*43%*	-	*25%*	*7%*	-	*22%*	*13%*	*12%*
		20%	*80%*	*72%*	-	*15%*	*13%*	-	*28%*	*40%*	*32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 339

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Gender		Age					Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**39**	11 *28%*	28 *72%*	8 *21%*	9 *23%*	4 *10%*	10 *26%*	8 *21%*	8 *21%*	19 *49%*	12 *31%*
Effective Total	**37**	10	27	8	9	4	9	8	8	18	12
Mean	**5.80**	5.84	5.78	3.94	6.42	5.00	6.25	7.25	5.30	5.54	6.38
Standard Deviation	**2.30**	2.91	2.23	2.21	1.44	-	2.84	2.06	2.19	2.33	2.77

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 339

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	39 *100%*	8 *21%*	31 *79%*	31 *79%*	21 *54%*	10 *26%*	11 *28%*
Total (Wtd)	**14**	14* *100%* *	14* *100%* *	3** *21%* **	11** *79%* **	11** *79%* **	8** *55%* **	3** *25%* **	4** *27%* **
Effective Total	**37**	37	37	8	29	29	20	9	10
10	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	1 *9%* *100%*	- - -	- - -
9	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	- - -	1 *20%* *100%*	1 *18%* *100%*
8	**2** ***13%***	2 *13%* *100%*	2 *13%* *100%*	- - -	2 *16%* *100%*	2 *16%* *100%*	2 *20%* *86%*	* *8%* *14%*	1 *15%* *31%*
7	**2** ***14%***	2 *14%* *100%*	2 *14%* *100%*	1 *23%* *34%*	1 *12%* *66%*	1 *12%* *66%*	1 *13%* *51%*	* *9%* *15%*	* *8%* *15%*
6	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	* *14%* *42%*	1 *5%* *58%*	1 *5%* *58%*	* *4%* *31%*	* *8%* *28%*	* *7%* *28%*
5	**2** ***18%***	2 *18%* *100%*	2 *18%* *100%*	1 *27%* *31%*	2 *16%* *69%*	2 *16%* *69%*	1 *17%* *53%*	* *12%* *17%*	* *11%* *17%*
4	**2** ***12%***	2 *12%* *100%*	2 *12%* *100%*	1 *35%* *61%*	1 *6%* *39%*	1 *6%* *39%*	* *4%* *16%*	* *11%* *22%*	* *10%* *22%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 339

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	39 *100%*	8 *21%*	31 *79%*	31 *79%*	21 *54%*	10 *26%*	11 *28%*
Effective Total	**37**	37	37	8	29	29	20	9	10
3	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	1 *9%* *73%*	* *7%* *27%*	* *7%* *27%*
2	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	1 *14%* *100%*	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***12%***	2 *12%* *100%*	2 *12%* *100%*	- - -	2 *15%* *100%*	2 *15%* *100%*	1 *10%* *46%*	1 *25%* *54%*	1 *23%* *54%*
Net: 10/9/8/7	**5** ***37%***	5 *37%* *100%*	5 *37%* *100%*	1 *23%* *13%*	4 *41%* *87%*	4 *41%* *87%*	3 *42%* *63%*	1 *37%* *24%*	2 *42%* *30%*
Net: 10/9	**1** ***10%***	1 *10%* *100%*	1 *10%* *100%*	- - -	1 *12%* *100%*	1 *12%* *100%*	1 *9%* *49%*	1 *20%* *51%*	1 *18%* *51%*
Net: 6/5/4	**5** ***37%***	5 *37%* *100%*	5 *37%* *100%*	2 *77%* *43%*	3 *27%* *57%*	3 *27%* *57%*	2 *25%* *37%*	1 *31%* *21%*	1 *28%* *21%*
Net: 3/2/1	**2** ***14%***	2 *14%* *100%*	2 *14%* *100%*	- - -	2 *18%* *100%*	2 *18%* *100%*	2 *23%* *87%*	* *7%* *13%*	* *7%* *13%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 339

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

		Nation	Ethnic Origin	TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	39 *100%*	8 *21%*	31 *79%*	31 *79%*	21 *54%*	10 *26%*	11 *28%*
Effective Total	**37**	37	37	8	29	29	20	9	10
Mean	**5.80**	5.80	5.80	5.26	5.96	5.96	5.80	6.38	6.55
Standard Deviation	**2.30**	2.30	2.30	1.45	2.55	2.55	2.70	2.70	2.54

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 340

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**603**	251 *42%*	352 *58%*	51 *8%*	113 *19%*	82 *14%*	120 *20%*	101 *17%*	132 *22%*	84 *14%*	346 *57%*	167 *28%*	99 *16%*	81 *13%*	149 *25%*
Total (Wtd)	**601**	259 *43%*	343 *57%*	65* *11%* *	120* *20%* *	82* *14%* *	109* *18%* *	92* *15%* *	134* *22%* *	81* *14%* *	307 *51%*	213 *35%*	142* *24%* *	139* *23%* *	203 *34%*
Effective Total	**419**	173	246	35	78	60	83	72	97	62	254	118	90	72	134
10	**10** ***2%***	6 *2%* *57%*	4 *1%* *43%*	* *1%* *4%*	1 *1%* *13%*	1 *1%* *8%*	2 *1%* *15%*	1 *1%* *6%*	6 *4%* *55%*	- - -	4 *1%* *41%*	6 *3%* *59%*	2 *1%* *16%*	2 *2%* *21%*	2 *1%* *22%*
9	**24** ***4%***	11 *4%* *47%*	13 *4%* *53%*	2 *2%* *6%*	- - -	5 *7%* *22%* D	5 *4%* *19%*	2 *3%* *10%*	10 *8%* *42%* D	2 *2%* *8%*	10 *3%* *40%*	13 *6%* *52%*	* * *	12 *9%* *51%* L	8 *4%* *31%*
8	**63** ***10%***	22 *8%* *35%*	41 *12%* *65%*	8 *12%* *13%*	7 *6%* *11%*	16 *20%* *25%* DH	12 *11%* *19%*	11 *12%* *17%*	9 *7%* *14%*	6 *7%* *9%*	35 *11%* *56%*	22 *10%* *35%*	21 *15%* *34%*	10 *7%* *16%*	18 *9%* *28%*
7	**104** ***17%***	45 *17%* *43%*	60 *17%* *57%*	12 *19%* *12%*	26 *22%* *25%* E	7 *9%* *7%*	19 *17%* *18%*	20 *22%* *19%* E	21 *15%* *20%*	12 *14%* *11%*	60 *20%* *58%*	32 *15%* *31%*	23 *16%* *22%*	31 *22%* *30%*	33 *16%* *32%*
6	**84** ***14%***	25 *10%* *30%*	59 *17%* *70%* A	14 *21%* *16%*	19 *15%* *22%*	10 *13%* *12%*	19 *17%* *22%*	10 *11%* *12%*	12 *9%* *15%*	11 *13%* *13%*	48 *16%* *57%*	25 *12%* *30%*	30 *22%* *36%* N	14 *10%* *17%*	21 *10%* *25%*
5	**92** ***15%***	50 *19%* *55%* B	41 *12%* *45%*	8 *12%* *9%*	26 *21%* *28%*	12 *15%* *13%*	12 *11%* *13%*	10 *11%* *11%*	23 *17%* *25%*	11 *13%* *12%*	44 *14%* *48%*	37 *17%* *40%*	18 *13%* *20%*	23 *17%* *25%*	33 *16%* *36%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 340

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**603**	251 *42%*	352 *58%*	51 *8%*	113 *19%*	82 *14%*	120 *20%*	101 *17%*	132 *22%*	84 *14%*	346 *57%*	167 *28%*	99 *16%*	81 *13%*	149 *25%*
Effective Total	**419**	173	246	35	78	60	83	72	97	62	254	118	90	72	134
4	**51** ***8%***	25 *10%* *49%*	26 *8%* *51%*	3 *5%* *7%*	8 *7%* *16%*	6 *7%* *12%*	15 *14%* *30%*	8 *8%* *15%*	10 *8%* *20%*	12 *14%* *23%* K	27 *9%* *52%*	13 *6%* *25%*	8 *6%* *16%*	15 *11%* *29%*	19 *10%* *38%*
3	**36** ***6%***	20 *8%* *55%*	16 *5%* *45%*	5 *7%* *13%*	6 *5%* *17%*	6 *7%* *16%*	5 *4%* *13%*	7 *8%* *20%*	7 *5%* *20%*	6 *8%* *18%*	14 *5%* *40%*	15 *7%* *42%*	10 *7%* *28%*	12 *9%* *34%*	9 *5%* *26%*
2	**24** ***4%***	19 *7%* *82%* B	4 *1%* *18%*	6 *9%* *25%*	4 *4%* *18%*	2 *3%* *10%*	2 *2%* *9%*	3 *4%* *14%*	6 *4%* *24%*	3 *4%* *14%*	16 *5%* *67%*	4 *2%* *19%*	1 *1%* *4%*	4 *3%* *16%*	13 *6%* *55%* L
1	**13** ***2%***	9 *3%* *68%*	4 *1%* *32%*	1 *2%* *10%*	3 *2%* *20%*	3 *3%* *21%*	1 *1%* *11%*	5 *5%* *36%* H	* * *2%*	4 *5%* *30%*	4 *1%* *33%*	5 *2%* *37%*	5 *3%* *35%*	4 *3%* *28%*	4 *2%* *27%*
Don't know	**100** ***17%***	27 *10%* *26%*	74 *22%* *74%* A	6 *9%* *6%*	21 *18%* *21%*	13 *16%* *13%*	18 *17%* *18%*	14 *15%* *14%*	29 *22%* *29%*	15 *18%* *15%*	45 *15%* *45%*	40 *19%* *40%*	24 *17%* *24%*	12 *8%* *11%*	43 *21%* *43%* M
Net: 10/9/8/7	**202** ***34%***	84 *32%* *42%*	118 *34%* *58%*	22 *34%* *11%*	34 *28%* *17%*	29 *36%* *15%*	37 *34%* *18%*	34 *37%* *17%*	46 *34%* *23%*	19 *24%* *10%*	109 *36%* *54%*	74 *35%* *36%*	46 *32%* *23%*	56 *40%* *28%*	61 *30%* *30%*
Net: 10/9	**35** ***6%***	17 *7%* *50%*	17 *5%* *50%*	2 *3%* *5%*	1 *1%* *4%*	6 *8%* *18%* D	6 *6%* *18%*	3 *3%* *9%*	16 *12%* *46%* D	2 *2%* *6%*	14 *5%* *40%*	19 *9%* *54%*	2 *1%* *5%*	15 *10%* *42%* L	10 *5%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 340

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**603**	251 *42%*	352 *58%*	51 *8%*	113 *19%*	82 *14%*	120 *20%*	101 *17%*	132 *22%*	84 *14%*	346 *57%*	167 *28%*	99 *16%*	81 *13%*	149 *25%*
Effective Total	**419**	173	246	35	78	60	83	72	97	62	254	118	90	72	134
Net: 6/5/4	**226** ***38%***	100 *39%* *44%*	126 *37%* *56%*	25 *39%* *11%*	52 *44%* *23%*	29 *35%* *13%*	46 *42%* *20%*	28 *31%* *13%*	46 *34%* *20%*	33 *41%* *15%*	118 *39%* *52%*	75 *35%* *33%*	57 *40%* *25%*	53 *38%* *23%*	73 *36%* *32%*
Net: 3/2/1	**73** ***12%***	48 *19%* *66%* B	25 *7%* *34%*	12 *19%* *17%*	13 *11%* *18%*	11 *13%* *15%*	8 *8%* *12%*	15 *17%* *21%*	13 *10%* *18%*	14 *17%* *19%*	35 *11%* *48%*	24 *11%* *33%*	16 *11%* *22%*	20 *14%* *27%*	26 *13%* *36%*
Mean	**5.77**	5.42	6.07 A	5.57	5.54	5.91	5.90	5.58	6.02	5.12	5.81 I	5.95 I	5.84	5.80	5.57
Standard Deviation	**2.02**	2.19	1.81	2.05	1.74	2.20	1.88	2.17	2.12	2.03	1.95	2.09	1.86	2.10	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 340

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**603**	107 *18%*	90 *15%*	77 *13%*	329 *55%*	559 *93%*	34 *6%*	53 *9%*	541 *90%*	549 *91%*	322 *53%*	227 *38%*	238 *39%*
Total (Wtd)	**601**	66* *11%* *	34* *6%* *	17* *3%* *	484 *81%*	561 *93%*	40* *7%* *	51* *8%* *	540 *90%*	548 *91%*	304 *50%*	245 *41%*	255 *42%*
Effective Total	**419**	99	83	69	292	389	30	39	375	379	218	162	169
10	**10** ***2%***	3 *4%* *26%*	1 *4%* *13%*	* *2%* *2%*	6 *1%* *59%*	9 *2%* *87%*	1 *3%* *13%*	* * *	10 *2%* *100%*	10 *2%* *100%*	6 *2%* *54%*	5 *2%* *46%*	5 *2%* *46%*
9	**24** ***4%***	2 *3%* *9%*	2 *4%* *6%*	* *2%* *2%*	20 *4%* *83%*	24 *4%* *100%*	- - -	2 *5%* *10%*	21 *4%* *89%*	22 *4%* *90%*	6 *2%* *26%*	15 *6%* *64%* X	15 *6%* *64%* X
8	**63** ***10%***	8 *12%* *13%*	2 *7%* *4%*	3 *17%* *5%* P	50 *10%* *79%*	61 *11%* *96%*	2 *6%* *4%*	3 *6%* *5%*	60 *11%* *95%*	60 *11%* *95%*	30 *10%* *48%*	30 *12%* *47%*	33 *13%* *52%*
7	**104** ***17%***	11 *16%* *10%*	5 *13%* *4%*	2 *15%* *2%*	87 *18%* *83%*	95 *17%* *91%*	9 *23%* *9%*	10 *20%* *9%*	93 *17%* *89%*	95 *17%* *91%*	60 *20%* *57%*	35 *14%* *33%*	37 *15%* *36%*
6	**84** ***14%***	10 *15%* *12%*	5 *16%* *6%*	3 *16%* *3%*	65 *14%* *78%*	77 *14%* *92%*	6 *16%* *8%*	6 *12%* *7%*	78 *14%* *93%*	78 *14%* *93%*	52 *17%* *62%*	26 *11%* *31%*	27 *11%* *33%*
5	**92** ***15%***	8 *12%* *9%*	7 *21%* *8%*	2 *13%* *2%*	75 *15%* *81%*	87 *15%* *95%*	5 *12%* *5%*	11 *21%* *12%*	76 *14%* *83%*	79 *14%* *86%*	46 *15%* *50%*	33 *13%* *36%*	34 *13%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 340

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**603**	107 *18%*	90 *15%*	77 *13%*	329 *55%*	559 *93%*	34 *6%*	53 *9%*	541 *90%*	549 *91%*	322 *53%*	227 *38%*	238 *39%*
Effective Total	**419**	99	83	69	292	389	30	39	375	379	218	162	169
4	**51** ***8%***	4 *6%* *8%*	3 *9%* *6%*	2 *10%* *3%*	42 *9%* *83%*	48 *9%* *94%*	3 *8%* *6%*	2 *5%* *5%*	48 *9%* *93%*	49 *9%* *95%*	24 *8%* *48%*	24 *10%* *47%*	24 *9%* *47%*
3	**36** ***6%***	3 *4%* *7%*	1 *4%* *3%*	* *3%* *1%*	31 *6%* *88%*	33 *6%* *93%*	3 *6%* *7%*	3 *5%* *7%*	33 *6%* *93%*	33 *6%* *93%*	17 *6%* *47%*	17 *7%* *46%*	17 *7%* *47%*
2	**24** ***4%***	4 *5%* *15%*	2 *5%* *7%*	1 *5%* *3%*	18 *4%* *75%*	18 *3%* *75%*	6 *14%* *25%* S	1 *2%* *5%*	21 *4%* *91%*	22 *4%* *95%*	12 *4%* *50%*	11 *4%* *45%*	11 *4%* *46%*
1	**13** ***2%***	- - -	1 *3%* *7%*	* *2%* *3%* O	12 *2%* *90%*	12 *2%* *90%*	1 *3%* *10%*	4 *7%* *28%* VWYZ	9 *2%* *72%*	9 *2%* *72%*	8 *3%* *59%*	2 *1%* *13%*	2 *1%* *13%*
Don't know	**100** ***17%***	15 *22%* *14%*	5 *14%* *5%*	3 *16%* *3%*	78 *16%* *78%*	97 *17%* *97%*	3 *8%* *3%*	9 *18%* *9%*	90 *17%* *90%*	91 *17%* *91%*	43 *14%* *43%*	48 *20%* *48%*	49 *19%* *49%*
Net: 10/9/8/7	**202** ***34%***	24 *36%* *12%*	10 *29%* *5%*	6 *36%* *3%*	162 *34%* *80%*	189 *34%* *94%*	13 *32%* *6%*	15 *30%* *8%*	185 *34%* *92%*	187 *34%* *92%*	102 *34%* *51%*	84 *34%* *42%*	90 *35%* *45%*
Net: 10/9	**35** ***6%***	5 *7%* *14%*	3 *8%* *8%*	1 *4%* *2%*	26 *5%* *76%*	33 *6%* *96%*	1 *3%* *4%*	2 *5%* *7%*	32 *6%* *92%*	32 *6%* *93%*	12 *4%* *35%*	20 *8%* *58%*	20 *8%* *58%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 340

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**603**	107 *18%*	90 *15%*	77 *13%*	329 *55%*	559 *93%*	34 *6%*	53 *9%*	541 *90%*	549 *91%*	322 *53%*	227 *38%*	238 *39%*
Effective Total	**419**	99	83	69	292	389	30	39	375	379	218	162	169
Net: 6/5/4	**226** ***38%***	22 *33%* *10%*	16 *46%* *7%*	7 *39%* *3%*	182 *38%* *80%*	212 *38%* *94%*	14 *36%* *6%*	19 *37%* *8%*	201 *37%* *89%*	205 *37%* *91%*	122 *40%* *54%*	83 *34%* *37%*	86 *34%* *38%*
Net: 3/2/1	**73** ***12%***	6 *9%* *9%*	4 *11%* *5%*	2 *10%* *2%*	61 *13%* *84%*	63 *11%* *87%*	10 *24%* *13%* S	7 *15%* *10%*	64 *12%* *88%*	65 *12%* *90%*	36 *12%* *50%*	29 *12%* *40%*	29 *12%* *41%*
Mean	**5.77**	6.12	5.71	5.89	5.72	5.81	5.20	5.44	5.81	5.80	5.74	5.88	5.92
Standard Deviation	**2.02**	2.03	2.10	2.07	2.01	1.99	2.25	2.14	2.01	2.01	1.95	2.09	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 341

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**267**	131 *49%*	136 *51%*	55 *21%*	68 *25%*	58 *22%*	31 *12%*	25 *9%*	30 *11%*	34 *13%*	160 *60%*	69 *26%*	39 *15%*	41 *15%*	58 *22%*
Total (Wtd)	**289**	150* *52%* *	139* *48%* *	80* *28%* *	79* *27%* *	56* *19%* *	30** *11%* **	20** *7%* **	25** *8%* **	34** *12%* **	155 *54%*	101* *35%* *	62* *22%* *	86* *30%* *	84* *29%* *
Effective Total	**175**	85	92	38	46	42	21	17	20	24	115	46	35	38	52
10	**13** ***5%***	4 *3%* *30%*	9 *7%* *70%*	4 *5%* *27%*	6 *7%* *42%*	2 *3%* *13%*	* *1%* *2%*	- - -	2 *8%* *15%*	- - -	5 *3%* *41%*	8 *8%* *59%*	5 *7%* *35%*	6 *6%* *42%*	- - -
9	**25** ***8%***	9 *6%* *36%*	16 *11%* *64%*	8 *11%* *34%*	6 *7%* *24%*	5 *9%* *21%*	1 *4%* *5%*	2 *8%* *7%*	2 *9%* *9%*	1 *3%* *4%*	16 *10%* *66%*	7 *7%* *30%*	6 *10%* *24%*	2 *2%* *7%*	14 *17%* *59%* M
8	**36** ***13%***	23 *15%* *62%*	14 *10%* *38%*	10 *12%* *27%*	14 *18%* *38%*	6 *11%* *17%*	1 *2%* *2%*	1 *5%* *3%*	5 *19%* *13%*	4 *13%* *12%*	19 *12%* *53%*	13 *12%* *35%*	5 *9%* *15%*	9 *10%* *24%*	17 *20%* *47%*
7	**57** ***20%***	35 *23%* *61%*	22 *16%* *39%*	14 *17%* *24%*	16 *20%* *28%*	13 *23%* *22%*	8 *27%* *15%*	4 *20%* *7%*	2 *8%* *4%*	5 *14%* *9%*	40 *26%* *71%* K	12 *12%* *21%*	10 *15%* *17%*	19 *22%* *33%*	17 *20%* *29%*
6	**36** ***12%***	27 *18%* *74%* B	9 *7%* *26%*	9 *12%* *26%*	12 *15%* *32%*	6 *10%* *16%*	3 *11%* *9%*	3 *14%* *8%*	3 *14%* *10%*	8 *24%* *23%*	13 *9%* *37%*	14 *14%* *40%*	7 *11%* *19%*	12 *14%* *34%*	7 *8%* *20%*
5	**37** ***13%***	21 *14%* *56%*	16 *11%* *44%*	13 *16%* *35%*	4 *5%* *11%*	10 *19%* *28%* D	5 *17%* *14%*	2 *11%* *6%*	2 *7%* *5%*	5 *15%* *14%*	16 *10%* *43%*	16 *16%* *43%*	7 *11%* *19%*	13 *15%* *36%*	9 *10%* *24%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 341

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**267**	131 *49%*	136 *51%*	55 *21%*	68 *25%*	58 *22%*	31 *12%*	25 *9%*	30 *11%*	34 *13%*	160 *60%*	69 *26%*	39 *15%*	41 *15%*	58 *22%*
Effective Total	**175**	85	92	38	46	42	21	17	20	24	115	46	35	38	52
4	**31** ***11%***	11 *7%* *35%*	20 *14%* *65%*	8 *10%* *26%*	8 *10%* *27%*	8 *15%* *27%*	4 *13%* *13%*	1 *6%* *4%*	1 *3%* *3%*	3 *9%* *10%*	17 *11%* *57%*	10 *10%* *33%*	6 *10%* *21%*	11 *12%* *35%*	9 *10%* *28%*
3	**10** ***4%***	7 *5%* *73%*	3 *2%* *27%*	3 *3%* *27%*	2 *3%* *20%*	* * *2%*	4 *13%* *38%*	1 *7%* *13%*	- - -	1 *4%* *13%*	4 *3%* *39%*	5 *5%* *48%*	7 *11%* *64%* N	3 *4%* *30%*	- - -
2	**7** ***2%***	5 *3%* *78%*	2 *1%* *22%*	5 *6%* *73%*	1 *1%* *9%*	1 *1%* *8%*	- - -	- - -	1 *3%* *10%*	1 *2%* *12%*	1 *1%* *19%*	5 *5%* *69%*	* * *	3 *4%* *52%*	- - -
1	**8** ***3%***	5 *3%* *58%*	4 *3%* *42%*	4 *5%* *44%*	2 *3%* *25%*	2 *3%* *20%*	- - -	1 *5%* *12%*	- - -	* *1%* *3%*	5 *3%* *56%*	3 *3%* *41%*	3 *4%* *33%*	4 *4%* *45%*	1 *1%* *12%*
Don't know	**30** ***10%***	5 *3%* *15%*	26 *18%* *85%* A	3 *4%* *10%*	9 *11%* *29%*	4 *7%* *12%*	4 *12%* *12%*	5 *23%* *15%*	7 *27%* *22%*	5 *14%* *16%*	18 *11%* *59%*	8 *8%* *26%*	7 *12%* *24%*	5 *6%* *17%*	11 *12%* *35%*
Net: 10/9/8/7	**131** ***45%***	70 *47%* *54%*	61 *44%* *46%*	36 *45%* *27%*	41 *52%* *32%*	26 *46%* *20%*	11 *35%* *8%*	7 *33%* *5%*	11 *45%* *9%*	10 *31%* *8%*	81 *52%* *62%*	39 *39%* *30%*	25 *41%* *19%*	35 *40%* *26%*	48 *57%* *37%*
Net: 10/9	**38** ***13%***	13 *9%* *34%*	25 *18%* *66%*	12 *15%* *32%*	11 *14%* *30%*	7 *12%* *18%*	2 *5%* *4%*	2 *8%* *4%*	4 *18%* *12%*	1 *3%* *3%*	21 *14%* *57%*	15 *15%* *40%*	11 *17%* *28%*	7 *8%* *19%*	14 *17%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 341

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**267**	131 *49%*	136 *51%*	55 *21%*	68 *25%*	58 *22%*	31 *12%*	25 *9%*	30 *11%*	34 *13%*	160 *60%*	69 *26%*	39 *15%*	41 *15%*	58 *22%*
Effective Total	**175**	85	92	38	46	42	21	17	20	24	115	46	35	38	52
Net: 6/5/4	**103** ***36%***	58 *39%* *56%*	45 *32%* *44%*	30 *38%* *29%*	24 *30%* *23%*	24 *43%* *24%*	12 *41%* *12%*	6 *32%* *6%*	6 *25%* *6%*	16 *48%* *16%*	46 *30%* *45%*	40 *40%* *39%*	20 *33%* *20%*	36 *42%* *35%*	25 *29%* *24%*
Net: 3/2/1	**25** ***9%***	17 *12%* *69%*	8 *6%* *31%*	11 *14%* *45%*	5 *6%* *19%*	2 *4%* *9%*	4 *13%* *15%*	2 *12%* *9%*	1 *3%* *3%*	2 *7%* *9%*	10 *6%* *39%*	13 *13%* *51%*	9 *15%* *37%* N	10 *12%* *41%* N	1 *1%* *4%*
Mean	**6.23**	6.09	6.40	5.98	6.63	6.17	5.62	5.82	7.15	5.91	6.42	6.04	6.06	5.84	6.86 M
Standard Deviation	**2.14**	2.04	2.27	2.37	2.09	2.00	1.75	2.15	1.98	1.69	2.06	2.37	2.42	2.20	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 341

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**267**	48 *18%*	41 *15%*	40 *15%*	138 *52%*	258 *97%*	8 *3%*	267 *100%*	267 *100%*	162 *61%*	104 *39%*	110 *41%*
Total (Wtd)	**289**	32* *11%* *	16* *6%* *	9* *3%* *	233 *80%*	279 *97%*	10** *3%* **	289 *100%*	289 *100%*	173 *60%*	116* *40%* *	124* *43%* *
Effective Total	**175**	44	37	38	121	169	6	175	175	107	68	73
10	**13** ***5%***	1 *4%* *9%*	1 *9%* *11%*	* *5%* *4%*	10 *4%* *77%*	13 *5%* *100%*	- - -	13 *5%* *100%*	13 *5%* *100%*	8 *5%* *63%*	5 *4%* *37%*	5 *4%* *37%*
9	**25** ***8%***	1 *3%* *4%*	1 *5%* *3%*	1 *8%* *3%*	22 *9%* *90%*	23 *8%* *96%*	1 *11%* *4%*	25 *8%* *100%*	25 *8%* *100%*	10 *6%* *42%*	14 *12%* *58%*	14 *11%* *58%*
8	**36** ***13%***	2 *7%* *6%*	2 *12%* *5%*	1 *7%* *2%*	31 *13%* *87%*	34 *12%* *93%*	3 *27%* *7%*	36 *13%* *100%*	36 *13%* *100%*	21 *12%* *57%*	16 *13%* *43%*	16 *13%* *43%*
7	**57** ***20%***	8 *26%* *14%*	3 *16%* *4%*	1 *16%* *2%*	45 *19%* *79%*	57 *20%* *100%*	- - -	57 *20%* *100%*	57 *20%* *100%*	44 *25%* *77%* YZ	13 *11%* *23%*	14 *12%* *25%*
6	**36** ***12%***	4 *13%* *12%*	4 *25%* *11%* R	2 *18%* *4%*	26 *11%* *73%*	34 *12%* *95%*	2 *20%* *5%*	36 *12%* *100%*	36 *12%* *100%*	27 *15%* *74%*	9 *8%* *26%*	15 *12%* *42%*
5	**37** ***13%***	5 *16%* *14%* P	* *2%* *1%*	2 *21%* *5%* P	29 *13%* *80%*	36 *13%* *98%*	1 *6%* *2%*	37 *13%* *100%*	37 *13%* *100%*	23 *14%* *64%*	13 *11%* *36%*	13 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 341

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**267**	48 *18%*	41 *15%*	40 *15%*	138 *52%*	258 *97%*	8 *3%*	267 *100%*	267 *100%*	162 *61%*	104 *39%*	110 *41%*
Effective Total	**175**	44	37	38	121	169	6	175	175	107	68	73
4	**31** ***11%***	3 *9%* *10%*	2 *10%* *5%*	* *4%* *1%*	26 *11%* *84%*	29 *10%* *95%*	1 *14%* *5%*	31 *11%* *100%*	31 *11%* *100%*	15 *9%* *50%*	15 *13%* *49%*	15 *12%* *49%*
3	**10** ***4%***	- - -	* *2%* *4%*	* *2%* *2%*	10 *4%* *94%*	10 *4%* *100%*	- - -	10 *4%* *100%*	10 *4%* *100%*	6 *4%* *60%*	4 *4%* *40%*	4 *3%* *40%*
2	**7** ***2%***	3 *9%* *41%* R	* *2%* *4%*	* *3%* *3%*	4 *2%* *52%*	6 *2%* *91%*	1 *6%* *9%*	7 *2%* *100%*	7 *2%* *100%*	2 *1%* *30%*	5 *4%* *70%*	5 *4%* *70%*
1	**8** ***3%***	- - -	1 *4%* *8%*	* *2%* *3%*	7 *3%* *89%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	3 *2%* *34%*	5 *5%* *66%*	5 *4%* *66%*
Don't know	**30** ***10%***	4 *13%* *14%*	2 *14%* *7%*	1 *14%* *4%*	23 *10%* *75%*	29 *10%* *95%*	2 *16%* *5%*	30 *10%* *100%*	30 *10%* *100%*	13 *8%* *44%*	17 *14%* *56%*	17 *14%* *56%*
Net: 10/9/8/7	**131** ***45%***	13 *40%* *10%*	7 *41%* *5%*	3 *37%* *2%*	108 *47%* *83%*	127 *45%* *97%*	4 *38%* *3%*	131 *45%* *100%*	131 *45%* *100%*	83 *48%* *63%*	48 *41%* *37%*	49 *40%* *38%*
Net: 10/9	**38** ***13%***	2 *7%* *6%*	2 *14%* *6%*	1 *14%* *3%*	32 *14%* *85%*	37 *13%* *97%*	1 *11%* *3%*	38 *13%* *100%*	38 *13%* *100%*	19 *11%* *49%*	19 *16%* *51%*	19 *15%* *51%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 341

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**267**	48 *18%*	41 *15%*	40 *15%*	138 *52%*	258 *97%*	8 *3%*	267 *100%*	267 *100%*	162 *61%*	104 *39%*	110 *41%*
Effective Total	**175**	44	37	38	121	169	6	175	175	107	68	73
Net: 6/5/4	**103** ***36%***	12 *39%* *12%*	6 *37%* *6%*	4 *42%* *4%*	81 *35%* *79%*	99 *35%* *96%*	4 *40%* *4%*	103 *36%* *100%*	103 *36%* *100%*	65 *38%* *63%*	37 *32%* *36%*	43 *35%* *42%*
Net: 3/2/1	**25** ***9%***	3 *9%* *11%*	1 *8%* *5%*	1 *7%* *2%*	21 *9%* *81%*	25 *9%* *98%*	1 *6%* *2%*	25 *9%* *100%*	25 *9%* *100%*	11 *6%* *43%*	14 *12%* *57%*	14 *12%* *57%*
Mean	**6.23**	5.94	6.39	6.23	6.25	6.23	6.31	6.23	6.23	6.34	6.05	6.06
Standard Deviation	**2.14**	1.99	2.32	2.18	2.16	2.15	2.21	2.14	2.14	1.91	2.48	2.39

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 342

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**152**	86 *57%*	66 *43%*	17 *11%*	21 *14%*	17 *11%*	26 *17%*	32 *21%*	39 *26%*	36 *24%*	73 *48%*	39 *26%*	11 *7%*	17 *11%*	44 *29%*
Total (Wtd)	**129**	64* *49%* *	65* *51%* *	12** *9%* **	23** *18%* **	18** *14%* **	25** *19%* **	24** *19%* **	26** *20%* **	34** *26%* **	58* *45%* *	37** *29%* **	13** *10%* **	26** *20%* **	56* *44%* *
Effective Total	**102**	56	47	12	15	15	17	21	26	27	51	25	9	14	40
10	**6** ***5%***	5 *8%* *76%*	2 *2%* *24%*	2 *13%* *25%*	* *1%* *4%*	- - -	3 *12%* *45%*	- - -	2 *6%* *27%*	2 *5%* *27%*	4 *8%* *69%*	* *1%* *4%*	1 *10%* *20%*	2 *6%* *25%*	3 *5%* *40%*
9	**7** ***6%***	5 *8%* *69%*	2 *3%* *31%*	- - -	- - -	2 *12%* *32%*	1 *2%* *8%*	2 *7%* *25%*	3 *10%* *35%*	2 *6%* *30%*	4 *7%* *60%*	1 *2%* *10%*	1 *8%* *15%*	- - -	4 *7%* *59%*
8	**15** ***11%***	3 *5%* *20%*	12 *18%* *80%* A	- - -	3 *15%* *23%*	1 *8%* *10%*	2 *8%* *13%*	7 *27%* *45%*	1 *5%* *9%*	5 *14%* *33%*	6 *10%* *40%*	4 *11%* *27%*	2 *12%* *11%*	2 *9%* *15%*	7 *13%* *49%*
7	**38** ***29%***	21 *33%* *55%*	17 *27%* *45%*	5 *44%* *14%*	8 *34%* *21%*	6 *35%* *17%*	10 *40%* *26%*	4 *16%* *10%*	5 *17%* *12%*	5 *16%* *14%*	15 *27%* *41%*	17 *46%* *45%*	4 *34%* *12%*	4 *15%* *10%*	18 *32%* *48%*
6	**17** ***14%***	9 *14%* *52%*	8 *13%* *48%*	1 *6%* *4%*	2 *8%* *10%*	4 *21%* *22%*	7 *30%* *42%*	2 *7%* *9%*	2 *8%* *12%*	8 *23%* *45%*	6 *11%* *35%*	3 *9%* *20%*	1 *10%* *7%*	4 *16%* *23%*	9 *15%* *50%*
5	**11** ***9%***	4 *7%* *38%*	7 *11%* *62%*	1 *11%* *11%*	2 *7%* *15%*	1 *3%* *5%*	- - -	7 *27%* *57%*	1 *5%* *11%*	4 *13%* *39%*	5 *9%* *44%*	2 *5%* *16%*	2 *16%* *19%*	3 *10%* *24%*	4 *8%* *39%*
4	**6** ***5%***	2 *4%* *40%*	4 *6%* *60%*	* *3%* *6%*	2 *8%* *31%*	2 *9%* *26%*	* *1%* *5%*	2 *8%* *32%*	- - -	* *1%* *4%*	3 *5%* *50%*	3 *8%* *45%*	1 *10%* *21%*	- - -	2 *3%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 342

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**152**	86 *57%*	66 *43%*	17 *11%*	21 *14%*	17 *11%*	26 *17%*	32 *21%*	39 *26%*	36 *24%*	73 *48%*	39 *26%*	11 *7%*	17 *11%*	44 *29%*
Effective Total	**102**	56	47	12	15	15	17	21	26	27	51	25	9	14	40
3	**6** ***5%***	3 *5%* *49%*	3 *5%* *51%*	* *2%* *4%*	2 *8%* *30%*	- - -	- - -	* *2%* *7%*	4 *14%* *59%*	4 *11%* *59%*	3 *4%* *41%*	- - -	- - -	5 *18%* *73%*	1 *2%* *16%*
2	**1** ***1%***	1 *1%* *73%*	* * *27%*	* *3%* *42%*	- - -	- - -	- - -	* *1%* *27%*	* *1%* *30%*	- - -	* * *30%*	1 *2%* *70%*	- - -	- - -	- - -
1	**3** ***2%***	- - -	3 *5%* *100%*	- - -	1 *6%* *47%*	- - -	- - -	- - -	2 *6%* *53%*	- - -	1 *2%* *47%*	2 *4%* *53%*	- - -	- - -	3 *5%* *100%*
Don't know	**17** ***13%***	11 *17%* *61%*	7 *10%* *39%*	2 *19%* *13%*	3 *12%* *17%*	2 *11%* *11%*	2 *8%* *11%*	1 *5%* *7%*	7 *27%* *41%*	3 *9%* *18%*	9 *16%* *55%*	5 *13%* *27%*	- - -	7 *26%* *38%*	5 *9%* *30%*
Net: 10/9/8/7	**66** ***51%***	33 *52%* *50%*	33 *50%* *50%*	7 *57%* *10%*	12 *50%* *18%*	10 *56%* *15%*	15 *61%* *23%*	12 *51%* *19%*	10 *38%* *15%*	14 *42%* *21%*	30 *52%* *45%*	22 *59%* *33%*	8 *64%* *13%*	8 *30%* *12%*	32 *57%* *49%*
Net: 10/9	**13** ***10%***	10 *15%* *72%*	4 *6%* *28%*	2 *13%* *12%*	* *1%* *2%*	2 *12%* *17%*	3 *14%* *26%*	2 *7%* *13%*	4 *16%* *31%*	4 *11%* *29%*	9 *15%* *64%*	1 *3%* *7%*	2 *18%* *18%*	2 *6%* *12%*	7 *12%* *50%*
Net: 6/5/4	**35** ***27%***	16 *25%* *46%*	19 *29%* *54%*	2 *19%* *7%*	5 *23%* *16%*	6 *34%* *17%*	8 *31%* *22%*	10 *42%* *29%*	3 *13%* *10%*	13 *37%* *36%*	14 *25%* *41%*	8 *22%* *23%*	5 *36%* *13%*	7 *26%* *19%*	15 *26%* *42%*
Net: 3/2/1	**10** ***8%***	4 *6%* *37%*	7 *10%* *63%*	1 *5%* *6%*	3 *14%* *32%*	- - -	- - -	1 *3%* *7%*	6 *22%* *55%*	4 *11%* *37%*	4 *7%* *42%*	2 *6%* *22%*	- - -	5 *18%* *45%*	4 *7%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 342

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**152**	86 *57%*	66 *43%*	17 *11%*	21 *14%*	17 *11%*	26 *17%*	32 *21%*	39 *26%*	36 *24%*	73 *48%*	39 *26%*	11 *7%*	17 *11%*	44 *29%*
Effective Total	**102**	56	47	12	15	15	17	21	26	27	51	25	9	14	40
Mean	**6.47**	6.74	6.23	6.75	5.87	6.75	7.15	6.42	5.99	6.40	6.62	6.32	6.86	5.89	6.57
Standard Deviation	**1.95**	1.85	2.03	2.02	2.12	1.41	1.35	1.71	2.77	1.90	2.10	1.82	1.79	2.14	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 342

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**152**	27 *18%*	28 *18%*	25 *16%*	72 *47%*	143 *94%*	8 *5%*	152 *100%*	152 *100%*	86 *57%*	64 *42%*	69 *45%*
Total (Wtd)	**129**	18** *14%* **	10** *7%* **	6** *4%* **	95* *74%* *	120* *93%* *	9** *7%* **	129 *100%*	129 *100%*	73* *57%* *	54* *42%* *	57* *44%* *
Effective Total	**102**	24	26	24	63	95	6	102	102	57	43	46
10	**6** ***5%***	* *3%* *7%*	- - -	* *8%* *8%*	5 *6%* *85%*	6 *5%* *100%*	- - -	6 *5%* *100%*	6 *5%* *100%*	4 *5%* *60%*	3 *5%* *40%*	3 *4%* *40%*
9	**7** ***6%***	1 *5%* *14%*	* *5%* *6%*	* *7%* *6%*	5 *6%* *74%*	6 *5%* *85%*	1 *12%* *15%*	7 *6%* *100%*	7 *6%* *100%*	6 *8%* *81%*	1 *3%* *19%*	2 *3%* *25%*
8	**15** ***11%***	1 *8%* *9%*	2 *20%* *13%*	* *6%* *3%*	11 *12%* *75%*	15 *12%* *100%*	- - -	15 *11%* *100%*	15 *11%* *100%*	8 *10%* *51%*	7 *13%* *49%*	7 *13%* *50%*
7	**38** ***29%***	9 *46%* *22%*	2 *16%* *4%*	1 *25%* *4%*	27 *28%* *70%*	34 *28%* *88%*	4 *52%* *12%*	38 *29%* *100%*	38 *29%* *100%*	24 *33%* *63%*	14 *26%* *37%*	16 *29%* *43%*
6	**17** ***14%***	2 *9%* *10%*	1 *11%* *6%*	1 *14%* *5%*	14 *15%* *80%*	17 *15%* *100%*	- - -	17 *14%* *100%*	17 *14%* *100%*	9 *12%* *51%*	7 *13%* *42%*	7 *13%* *42%*
5	**11** ***9%***	2 *10%* *16%*	- - -	* *4%* *2%*	9 *10%* *82%*	9 *7%* *79%*	2 *28%* *21%*	11 *9%* *100%*	11 *9%* *100%*	6 *9%* *57%*	5 *9%* *43%*	5 *9%* *43%*
4	**6** ***5%***	1 *6%* *18%*	2 *21%* *33%*	- - -	3 *3%* *49%*	6 *5%* *94%*	* *4%* *6%*	6 *5%* *100%*	6 *5%* *100%*	4 *5%* *63%*	2 *4%* *32%*	2 *3%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 342

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**152**	27 *18%*	28 *18%*	25 *16%*	72 *47%*	143 *94%*	8 *5%*	152 *100%*	152 *100%*	86 *57%*	64 *42%*	69 *45%*
Effective Total	**102**	24	26	24	63	95	6	102	102	57	43	46
3	**6** ***5%***	* *2%* *7%*	- - -	* *4%* *4%*	6 *6%* *89%*	6 *5%* *100%*	- - -	6 *5%* *100%*	6 *5%* *100%*	2 *3%* *33%*	4 *8%* *67%*	4 *7%* *67%*
2	**1** ***1%***	- - -	* *3%* *30%*	1 *11%* *70%*	- - -	1 * *58%*	* *4%* *42%*	1 *1%* *100%*	1 *1%* *100%*	* *1%* *42%*	1 *1%* *58%*	1 *1%* *58%*
1	**3** ***2%***	- - -	- - -	- - -	3 *3%* *100%*	3 *3%* *100%*	- - -	3 *2%* *100%*	3 *2%* *100%*	- - -	3 *6%* *100%*	3 *5%* *100%*
Don't know	**17** ***13%***	2 *10%* *11%*	2 *25%* *14%*	1 *21%* *7%*	12 *12%* *69%*	17 *14%* *100%*	- - -	17 *13%* *100%*	17 *13%* *100%*	10 *14%* *60%*	7 *13%* *40%*	7 *12%* *40%*
Net: 10/9/8/7	**66** ***51%***	11 *62%* *17%*	4 *40%* *6%*	3 *46%* *4%*	48 *51%* *73%*	61 *50%* *92%*	5 *64%* *8%*	66 *51%* *100%*	66 *51%* *100%*	41 *56%* *62%*	25 *46%* *38%*	28 *49%* *43%*
Net: 10/9	**13** ***10%***	1 *8%* *11%*	* *5%* *3%*	1 *15%* *7%*	11 *11%* *79%*	12 *10%* *92%*	1 *12%* *8%*	13 *10%* *100%*	13 *10%* *100%*	10 *13%* *71%*	4 *7%* *29%*	4 *8%* *32%*
Net: 6/5/4	**35** ***27%***	5 *25%* *13%*	3 *32%* *9%*	1 *18%* *3%*	26 *28%* *75%*	32 *27%* *92%*	3 *32%* *8%*	35 *27%* *100%*	35 *27%* *100%*	19 *26%* *55%*	14 *26%* *40%*	14 *25%* *40%*
Net: 3/2/1	**10** ***8%***	* *2%* *4%*	* *3%* *3%*	1 *15%* *8%*	9 *9%* *85%*	10 *8%* *96%*	* *4%* *4%*	10 *8%* *100%*	10 *8%* *100%*	2 *3%* *24%*	8 *15%* *76%* X	8 *14%* *76%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 342

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**152**	27 *18%*	28 *18%*	25 *16%*	72 *47%*	143 *94%*	8 *5%*	152 *100%*	152 *100%*	86 *57%*	64 *42%*	69 *45%*
Effective Total	**102**	24	26	24	63	95	6	102	102	57	43	46
Mean	**6.47**	6.65	6.21	6.41	6.46	6.48	6.34	6.47	6.47	6.79	6.08	6.16
Standard Deviation	**1.95**	1.48	2.02	2.68	2.02	1.98	1.73	1.95	1.95	1.68	2.24	2.20

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 343

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**975**	537 *55%*	438 *45%*	43 *4%*	147 *15%*	167 *17%*	204 *21%*	190 *19%*	217 *22%*	199 *20%*	542 *56%*	221 *23%*	180 *18%*	126 *13%*	243 *25%*
Total (Wtd)	**931**	521 *56%*	410 *44%*	53** *6%* **	163 *18%*	151 *16%*	198 *21%*	160 *17%*	206 *22%*	174 *19%*	478 *51%*	280 *30%*	249 *27%*	218 *23%*	301 *32%*
Effective Total	**671**	371	301	29	106	120	144	131	149	140	400	154	162	116	216
10	**49** ***5%***	31 *6%* *63%*	18 *4%* *37%*	7 *14%* *15%*	6 *4%* *12%*	6 *4%* *13%*	7 *4%* *14%*	6 *4%* *13%*	16 *8%* *33%*	4 *2%* *9%*	27 *6%* *55%*	18 *6%* *36%*	15 *6%* *31%*	12 *6%* *24%*	11 *4%* *22%*
9	**86** ***9%***	43 *8%* *50%*	43 *10%* *50%*	3 *5%* *3%*	17 *11%* *20%*	14 *9%* *17%*	15 *8%* *18%*	14 *9%* *16%*	23 *11%* *27%*	13 *7%* *15%*	44 *9%* *51%*	30 *11%* *34%*	29 *12%* *34%*	19 *9%* *22%*	25 *8%* *29%*
8	**195** ***21%***	128 *24%* *65%* B	67 *16%* *35%*	12 *23%* *6%*	29 *18%* *15%*	28 *18%* *14%*	50 *25%* *26%*	37 *23%* *19%*	39 *19%* *20%*	34 *19%* *17%*	114 *24%* *58%*	47 *17%* *24%*	49 *20%* *25%*	66 *30%* *34%* LN	56 *19%* *29%*
7	**183** ***20%***	99 *19%* *54%*	84 *21%* *46%*	6 *12%* *3%*	37 *22%* *20%*	29 *19%* *16%*	42 *21%* *23%*	29 *18%* *16%*	40 *19%* *22%*	41 *23%* *22%*	90 *19%* *49%*	53 *19%* *29%*	50 *20%* *27%*	25 *11%* *13%*	75 *25%* *41%* M
6	**138** ***15%***	75 *14%* *54%*	63 *15%* *46%*	13 *25%* *10%*	23 *14%* *16%*	28 *18%* *20%* H	30 *15%* *22%*	24 *15%* *17%*	20 *10%* *15%*	26 *15%* *19%*	65 *14%* *47%*	47 *17%* *34%*	24 *9%* *17%*	32 *15%* *23%*	50 *17%* *36%* L
5	**107** ***11%***	59 *11%* *55%*	48 *12%* *45%*	3 *6%* *3%*	29 *18%* *27%* E	12 *8%* *11%*	21 *10%* *19%*	18 *11%* *17%*	24 *12%* *22%*	19 *11%* *18%*	56 *12%* *53%*	31 *11%* *29%*	34 *14%* *32%*	24 *11%* *23%*	33 *11%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 343

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**975**	537 *55%*	438 *45%*	43 *4%*	147 *15%*	167 *17%*	204 *21%*	190 *19%*	217 *22%*	199 *20%*	542 *56%*	221 *23%*	180 *18%*	126 *13%*	243 *25%*
Effective Total	**671**	371	301	29	106	120	144	131	149	140	400	154	162	116	216
4	**49** ***5%***	30 *6%* *61%*	19 *5%* *39%*	1 *3%* *3%*	7 *4%* *14%*	10 *7%* *20%*	15 *7%* *30%*	7 *4%* *14%*	9 *4%* *18%*	16 *9%* *32%*	22 *5%* *46%*	11 *4%* *22%*	16 *6%* *33%*	12 *6%* *25%*	12 *4%* *25%*
3	**31** ***3%***	16 *3%* *51%*	15 *4%* *49%*	3 *5%* *9%*	7 *4%* *22%*	10 *6%* *32%* G	4 *2%* *13%*	2 *2%* *8%*	5 *2%* *17%*	5 *3%* *16%*	19 *4%* *61%*	7 *3%* *23%*	5 *2%* *16%*	9 *4%* *30%*	12 *4%* *40%*
2	**13** ***1%***	8 *2%* *64%*	5 *1%* *36%*	1 *2%* *10%*	1 *1%* *10%*	2 *1%* *15%*	3 *2%* *24%*	2 *1%* *16%*	3 *2%* *25%*	3 *2%* *23%*	8 *2%* *64%*	2 *1%* *13%*	5 *2%* *39%*	2 *1%* *14%*	4 *1%* *28%*
1	**11** ***1%***	5 *1%* *50%*	6 *1%* *50%*	1 *2%* *12%*	2 *2%* *23%*	3 *2%* *24%*	1 *1%* *13%*	2 *1%* *17%*	1 *1%* *12%*	* * *2%*	10 *2%* *94%*	* * *4%*	2 *1%* *22%*	3 *2%* *30%*	4 *1%* *33%*
Don't know	**70** ***8%***	28 *5%* *39%*	43 *10%* *61%* A	2 *3%* *2%*	6 *4%* *9%*	9 *6%* *14%*	10 *5%* *14%*	18 *11%* *25%* D	25 *12%* *36%* DF	14 *8%* *19%*	23 *5%* *32%*	34 *12%* *48%* J	20 *8%* *28%*	13 *6%* *19%*	19 *6%* *28%*
Net: 10/9/8/7	**514** ***55%***	301 *58%* *59%*	213 *52%* *41%*	28 *53%* *5%*	89 *54%* *17%*	78 *51%* *15%*	114 *58%* *22%*	87 *54%* *17%*	118 *57%* *23%*	92 *53%* *18%*	275 *58%* *54%*	147 *53%* *29%*	143 *58%* *28%*	122 *56%* *24%*	167 *55%* *32%*
Net: 10/9	**136** ***15%***	75 *14%* *55%*	61 *15%* *45%*	10 *18%* *7%*	23 *14%* *17%*	21 *14%* *15%*	22 *11%* *17%*	20 *13%* *15%*	39 *19%* *29%*	17 *10%* *13%*	71 *15%* *52%*	48 *17%* *35%*	44 *18%* *33%*	31 *14%* *23%*	36 *12%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 343

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**975**	537 *55%*	438 *45%*	43 *4%*	147 *15%*	167 *17%*	204 *21%*	190 *19%*	217 *22%*	199 *20%*	542 *56%*	221 *23%*	180 *18%*	126 *13%*	243 *25%*
Effective Total	**671**	371	301	29	106	120	144	131	149	140	400	154	162	116	216
Net: 6/5/4	**293** ***31%***	163 *31%* *56%*	130 *32%* *44%*	18 *34%* *6%*	58 *36%* *20%*	50 *33%* *17%*	66 *33%* *22%*	49 *31%* *17%*	53 *26%* *18%*	61 *35%* *21%*	143 *30%* *49%*	89 *32%* *30%*	74 *30%* *25%*	68 *31%* *23%*	95 *32%* *33%*
Net: 3/2/1	**54** ***6%***	29 *6%* *54%*	25 *6%* *46%*	5 *10%* *10%*	10 *6%* *19%*	14 *9%* *26%*	8 *4%* *16%*	6 *4%* *12%*	10 *5%* *18%*	8 *5%* *15%*	37 *8%* *68%*	9 *3%* *17%*	12 *5%* *22%*	14 *7%* *26%*	19 *6%* *36%*
Mean	**6.73**	6.78	6.67	6.79	6.58	6.50	6.72	6.81	6.98	6.54	6.70	6.91	6.80	6.79	6.64
Standard Deviation	**1.91**	1.90	1.91	2.21	1.88	2.01	1.78	1.81	1.95	1.76	2.02	1.77	1.96	1.97	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 343

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	146 *15%*	148 *15%*	132 *14%*	549 *56%*	885 *91%*	71 *7%*	975 *100%*	975 *100%*	615 *63%*	358 *37%*	372 *38%*
Total (Wtd)	**931**	87 *9%*	50 *5%*	26 *3%*	768 *82%*	843 *90%*	89* *10%* *	931 *100%*	931 *100%*	577 *62%*	352 *38%*	362 *39%*
Effective Total	**671**	136	135	121	486	608	63	671	671	420	249	254
10	**49** ***5%***	6 *7%* *12%*	4 *7%* *8%*	2 *8%* *4%*	38 *5%* *77%*	47 *6%* *94%*	3 *3%* *5%*	49 *5%* *100%*	49 *5%* *100%*	31 *5%* *63%*	18 *5%* *37%*	18 *5%* *37%*
9	**86** ***9%***	3 *4%* *4%*	7 *14%* *8%* O	3 *10%* *3%* O	74 *10%* *85%* O	85 *10%* *99%* T	1 *1%* *1%*	86 *9%* *100%*	86 *9%* *100%*	54 *9%* *62%*	33 *9%* *38%*	33 *9%* *39%*
8	**195** ***21%***	11 *13%* *6%*	8 *17%* *4%*	5 *17%* *2%*	171 *22%* *88%* O	185 *22%* *95%*	10 *12%* *5%*	195 *21%* *100%*	195 *21%* *100%*	130 *23%* *67%*	65 *18%* *33%*	65 *18%* *33%*
7	**183** ***20%***	21 *24%* *11%*	8 *16%* *4%*	5 *19%* *3%*	150 *19%* *82%*	164 *19%* *89%*	20 *22%* *11%*	183 *20%* *100%*	183 *20%* *100%*	108 *19%* *59%*	74 *21%* *40%*	75 *21%* *41%*
6	**138** ***15%***	19 *21%* *14%* R	8 *17%* *6%*	5 *19%* *4%*	106 *14%* *77%*	116 *14%* *84%*	22 *25%* *16%* S	138 *15%* *100%*	138 *15%* *100%*	87 *15%* *63%*	51 *15%* *37%*	57 *16%* *41%*
5	**107** ***11%***	8 *9%* *8%*	4 *8%* *4%*	2 *9%* *2%*	92 *12%* *86%*	93 *11%* *87%*	14 *16%* *13%*	107 *11%* *100%*	107 *11%* *100%*	62 *11%* *58%*	44 *13%* *42%*	46 *13%* *43%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 343

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	146 *15%*	148 *15%*	132 *14%*	549 *56%*	885 *91%*	71 *7%*	975 *100%*	975 *100%*	615 *63%*	358 *37%*	372 *38%*
Effective Total	**671**	136	135	121	486	608	63	671	671	420	249	254
4	**49** ***5%***	5 *6%* *10%*	2 *5%* *5%*	1 *4%* *2%*	40 *5%* *82%*	40 *5%* *83%*	8 *9%* *17%*	49 *5%* *100%*	49 *5%* *100%*	32 *6%* *67%*	15 *4%* *31%*	15 *4%* *32%*
3	**31** ***3%***	2 *3%* *7%*	1 *3%* *4%*	1 *4%* *3%*	26 *3%* *85%*	26 *3%* *84%*	5 *6%* *16%*	31 *3%* *100%*	31 *3%* *100%*	20 *3%* *65%*	11 *3%* *35%*	11 *3%* *35%*
2	**13** ***1%***	2 *2%* *17%*	- - -	* *1%* *2%*	10 *1%* *81%*	10 *1%* *80%*	3 *3%* *20%*	13 *1%* *100%*	13 *1%* *100%*	8 *1%* *66%*	4 *1%* *34%*	4 *1%* *35%*
1	**11** ***1%***	- - -	1 *1%* *6%*	1 *4%* *9%* OR	9 *1%* *85%*	10 *1%* *88%*	1 *1%* *12%*	11 *1%* *100%*	11 *1%* *100%*	5 *1%* *45%*	6 *2%* *55%*	6 *2%* *55%*
Don't know	**70** ***8%***	10 *12%* *15%* R	6 *12%* *8%* R	1 *6%* *2%*	52 *7%* *74%*	69 *8%* *98%*	2 *2%* *2%*	70 *8%* *100%*	70 *8%* *100%*	40 *7%* *57%*	30 *9%* *43%*	30 *8%* *43%*
Net: 10/9/8/7	**514** ***55%***	41 *46%* *8%*	27 *54%* *5%*	14 *54%* *3%*	432 *56%* *84%* O	480 *57%* *93%* T	34 *38%* *7%*	514 *55%* *100%*	514 *55%* *100%*	323 *56%* *63%*	190 *54%* *37%*	191 *53%* *37%*
Net: 10/9	**136** ***15%***	9 *10%* *7%*	11 *21%* *8%* O	5 *17%* *3%*	112 *15%* *82%*	132 *16%* *97%* T	4 *4%* *3%*	136 *15%* *100%*	136 *15%* *100%*	85 *15%* *63%*	51 *14%* *37%*	52 *14%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 343

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	146 *15%*	148 *15%*	132 *14%*	549 *56%*	885 *91%*	71 *7%*	975 *100%*	975 *100%*	615 *63%*	358 *37%*	372 *38%*
Effective Total	**671**	136	135	121	486	608	63	671	671	420	249	254
Net: 6/5/4	**293** ***31%***	32 *36%* *11%*	15 *30%* *5%*	8 *32%* *3%*	238 *31%* *81%*	249 *30%* *85%*	44 *50%* *15%* S	293 *31%* *100%*	293 *31%* *100%*	181 *31%* *62%*	111 *31%* *38%*	118 *33%* *40%*
Net: 3/2/1	**54** ***6%***	4 *5%* *8%*	2 *4%* *4%*	2 *9%* *4%*	46 *6%* *84%*	46 *5%* *84%*	9 *10%* *16%*	54 *6%* *100%*	54 *6%* *100%*	33 *6%* *61%*	21 *6%* *39%*	21 *6%* *39%*
Mean	**6.73**	6.54	7.00	6.68	6.74	6.82 T	5.92	6.73	6.73	6.76	6.68	6.66
Standard Deviation	**1.91**	1.80	1.93	2.16	1.91	1.90	1.80	1.91	1.91	1.89	1.93	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 344

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3334**	1594 *48%*	1740 *52%*	289 *9%*	591 *18%*	595 *18%*	634 *19%*	557 *17%*	653 *20%*	617 *19%*	1859 *56%*	789 *24%*	563 *17%*	463 *14%*	853 *26%*
Total (Wtd)	**3331**	1592 *48%*	1739 *52%*	338 *10%*	679 *20%*	565 *17%*	609 *18%*	483 *15%*	655 *20%*	598 *18%*	1666 *50%*	1067 *32%*	802 *24%*	833 *25%*	1129 *34%*
Effective Total	**2282**	1085	1197	190	415	418	433	387	465	459	1349	562	510	425	758
10	**125** ***4%***	51 *3%* *41%*	74 *4%* *59%*	26 *8%* *21%* DE FG	18 *3%* *14%*	12 *2%* *9%*	18 *3%* *15%*	14 *3%* *11%*	37 *6%* *29%* DE	7 *1%* *6%*	50 *3%* *40%* I	68 *6%* *55%* IJ	41 *5%* *33%* N	27 *3%* *22%*	33 *3%* *27%*
9	**190** ***6%***	83 *5%* *44%*	107 *6%* *56%*	30 *9%* *16%* G	36 *5%* *19%*	39 *7%* *21%*	32 *5%* *17%*	18 *4%* *10%*	34 *5%* *18%*	26 *4%* *14%*	85 *5%* *45%*	79 *7%* *41%* I	51 *6%* *27%*	50 *6%* *27%*	61 *5%* *32%*
8	**560** ***17%***	257 *16%* *46%*	303 *17%* *54%*	66 *20%* *12%*	126 *19%* *23%*	97 *17%* *17%*	91 *15%* *16%*	85 *18%* *15%*	94 *14%* *17%*	88 *15%* *16%*	294 *18%* *53%*	177 *17%* *32%*	143 *18%* *26%*	131 *16%* *23%*	198 *17%* *35%*
7	**700** ***21%***	332 *21%* *47%*	368 *21%* *53%*	73 *21%* *10%*	154 *23%* *22%*	117 *21%* *17%*	148 *24%* *21%* H	90 *19%* *13%*	118 *18%* *17%*	118 *20%* *17%*	382 *23%* *55%* K	201 *19%* *29%*	172 *21%* *25%*	166 *20%* *24%*	235 *21%* *34%*
6	**568** ***17%***	299 *19%* *53%* B	269 *15%* *47%*	46 *14%* *8%*	134 *20%* *24%*	96 *17%* *17%*	112 *18%* *20%*	80 *16%* *14%*	101 *15%* *18%*	115 *19%* *20%*	277 *17%* *49%*	176 *17%* *31%*	116 *14%* *20%*	154 *18%* *27%*	199 *18%* *35%*
5	**494** ***15%***	243 *15%* *49%*	251 *14%* *51%*	43 *13%* *9%*	99 *15%* *20%*	87 *15%* *18%*	81 *13%* *16%*	79 *16%* *16%*	103 *16%* *21%*	102 *17%* *21%*	231 *14%* *47%*	161 *15%* *33%*	116 *15%* *24%*	119 *14%* *24%*	173 *15%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 344

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3334**	1594 *48%*	1740 *52%*	289 *9%*	591 *18%*	595 *18%*	634 *19%*	557 *17%*	653 *20%*	617 *19%*	1859 *56%*	789 *24%*	563 *17%*	463 *14%*	853 *26%*
Effective Total	**2282**	1085	1197	190	415	418	433	387	465	459	1349	562	510	425	758
4	**188** ***6%***	99 *6%* *52%*	90 *5%* *48%*	10 *3%* *5%*	34 *5%* *18%*	43 *8%* *23%* C	44 *7%* *24%* C	26 *5%* *14%*	31 *5%* *16%*	54 *9%* *28%* JK	96 *6%* *51%*	39 *4%* *21%*	44 *5%* *23%*	46 *6%* *25%*	63 *6%* *33%*
3	**104** ***3%***	54 *3%* *52%*	50 *3%* *48%*	11 *3%* *11%*	14 *2%* *14%*	22 *4%* *21%*	14 *2%* *14%*	17 *3%* *16%*	25 *4%* *24%*	19 *3%* *18%*	57 *3%* *55%*	28 *3%* *27%*	27 *3%* *26%*	24 *3%* *23%*	37 *3%* *36%*
2	**59** ***2%***	38 *2%* *63%* B	22 *1%* *37%*	10 *3%* *17%*	12 *2%* *20%*	7 *1%* *12%*	12 *2%* *20%*	7 *1%* *12%*	11 *2%* *19%*	11 *2%* *19%*	35 *2%* *59%*	13 *1%* *22%*	12 *2%* *21%*	14 *2%* *24%*	20 *2%* *34%*
1	**40** ***1%***	22 *1%* *55%*	18 *1%* *45%*	6 *2%* *14%*	3 *** *8%*	10 *2%* *25%*	5 *1%* *14%*	9 *2%* *23%* D	7 *1%* *16%*	2 *** *5%*	24 *1%* *59%*	15 *1%* *37%*	8 *1%* *20%*	7 *1%* *18%*	21 *2%* *52%*
Don't know	**303** ***9%***	115 *7%* *38%*	188 *11%* *62%* A	17 *5%* *5%*	47 *7%* *16%*	35 *6%* *11%*	52 *8%* *17%*	58 *12%* *19%* CD E	95 *14%* *31%* CDEF	56 *9%* *19%*	136 *8%* *45%*	110 *10%* *36%*	71 *9%* *23%*	94 *11%* *31%* N	88 *8%* *29%*
Net: 10/9/8/7	**1575** ***47%***	723 *45%* *46%*	851 *49%* *54%*	196 *58%* *12%* EF GH	335 *49%* *21%*	265 *47%* *17%*	290 *48%* *18%*	208 *43%* *13%*	282 *43%* *18%*	239 *40%* *15%*	811 *49%* *51%* I	525 *49%* *33%* I	407 *51%* *26%*	374 *45%* *24%*	527 *47%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 344

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3334**	1594 *48%*	1740 *52%*	289 *9%*	591 *18%*	595 *18%*	634 *19%*	557 *17%*	653 *20%*	617 *19%*	1859 *56%*	789 *24%*	563 *17%*	463 *14%*	853 *26%*
Effective Total	**2282**	1085	1197	190	415	418	433	387	465	459	1349	562	510	425	758
Net: 10/9	**315** ***9%***	134 *8%* *43%*	181 *10%* *57%*	57 *17%* *18%* DE FGH	54 *8%* *17%*	51 *9%* *16%*	51 *8%* *16%*	33 *7%* *10%*	70 *11%* *22%* G	33 *6%* *10%*	135 *8%* *43%*	147 *14%* *47%* IJ	92 *12%* *29%*	78 *9%* *25%*	94 *8%* *30%*
Net: 6/5/4	**1250** ***38%***	640 *40%* *51%* B	610 *35%* *49%*	99 *29%* *8%*	268 *39%* *21%* C	226 *40%* *18%* C	237 *39%* *19%* C	185 *38%* *15%* C	235 *36%* *19%*	271 *45%* *22%* JK	603 *36%* *48%*	376 *35%* *30%*	276 *34%* *22%*	319 *38%* *26%*	436 *39%* *35%*
Net: 3/2/1	**204** ***6%***	114 *7%* *56%* B	90 *5%* *44%*	27 *8%* *13%*	30 *4%* *15%*	39 *7%* *19%*	32 *5%* *15%*	33 *7%* *16%*	43 *7%* *21%*	32 *5%* *16%*	116 *7%* *57%*	55 *5%* *27%*	47 *6%* *23%*	46 *6%* *23%*	78 *7%* *38%*
Mean	**6.42**	6.29	6.54 A	6.73 E FG	6.49	6.30	6.38	6.27	6.42	6.15	6.37 I	6.64 IJ	6.55	6.42	6.34
Standard Deviation	**1.84**	1.86	1.82	2.05	1.67	1.85	1.76	1.86	1.93	1.68	1.84	1.90	1.88	1.80	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 344

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3334**	498 *15%*	477 *14%*	480 *14%*	1879 *56%*	3102 *93%*	183 *5%*	440 *13%*	2857 *86%*	2885 *87%*	1836 *55%*	1040 *31%*	1099 *33%*
Total (Wtd)	**3331**	301 *9%*	167 *5%*	100 *3%*	2764 *83%*	3101 *93%*	229 *7%*	439 *13%*	2850 *86%*	2881 *86%*	1775 *53%*	1097 *33%*	1146 *34%*
Effective Total	**2282**	455	431	427	1669	2126	156	299	1957	1976	1239	731	768
10	**125** ***4%***	13 *4%* *10%*	6 *4%* *5%*	4 *4%* *3%*	102 *4%* *82%*	115 *4%* *92%*	10 *4%* *8%*	21 *5%* *17%*	103 *4%* *83%*	103 *4%* *83%*	67 *4%* *53%*	37 *3%* *29%*	40 *3%* *32%*
9	**190** ***6%***	14 *5%* *7%*	9 *5%* *5%*	5 *5%* *3%*	162 *6%* *85%*	175 *6%* *92%*	15 *7%* *8%*	24 *5%* *13%*	162 *6%* *85%*	166 *6%* *87%*	113 *6%* *60%*	52 *5%* *27%*	53 *5%* *28%*
8	**560** ***17%***	46 *15%* *8%*	29 *17%* *5%*	14 *14%* *2%*	471 *17%* *84%*	526 *17%* *94%*	33 *15%* *6%*	64 *15%* *11%*	489 *17%* *87%*	493 *17%* *88%*	327 *18%* *58%* Z	166 *15%* *30%*	170 *15%* *30%*
7	**700** ***21%***	69 *23%* *10%*	34 *20%* *5%*	24 *24%* *3%*	573 *21%* *82%*	662 *21%* *95%*	38 *17%* *5%*	71 *16%* *10%*	619 *22%* *88%* U	625 *22%* *89%* U	365 *21%* *52%*	256 *23%* *37%* U	269 *23%* *38%* U
6	**568** ***17%***	50 *17%* *9%*	32 *19%* *6%*	16 *16%* *3%*	469 *17%* *83%*	529 *17%* *93%*	39 *17%* *7%*	75 *17%* *13%*	484 *17%* *85%*	492 *17%* *87%*	304 *17%* *54%*	187 *17%* *33%*	201 *18%* *35%*
5	**494** ***15%***	46 *15%* *9%*	24 *14%* *5%*	16 *16%* *3%*	409 *15%* *83%*	453 *15%* *92%*	41 *18%* *8%*	73 *17%* *15%*	417 *15%* *84%*	421 *15%* *85%*	263 *15%* *53%*	157 *14%* *32%*	161 *14%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 344

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3334**	498 *15%*	477 *14%*	480 *14%*	1879 *56%*	3102 *93%*	183 *5%*	440 *13%*	2857 *86%*	2885 *87%*	1836 *55%*	1040 *31%*	1099 *33%*
Effective Total	**2282**	455	431	427	1669	2126	156	299	1957	1976	1239	731	768
4	**188** ***6%***	21 *7%* *11%*	8 *5%* *4%*	6 *6%* *3%*	153 *6%* *81%*	167 *5%* *88%*	22 *9%* *12%* S	26 *6%* *14%*	161 *6%* *85%*	161 *6%* *85%*	94 *5%* *50%*	65 *6%* *35%*	70 *6%* *37%*
3	**104** ***3%***	4 *1%* *4%*	7 *4%* *7%* O	4 *4%* *4%* O	88 *3%* *85%*	95 *3%* *91%*	9 *4%* *9%*	14 *3%* *13%*	88 *3%* *85%*	90 *3%* *87%*	56 *3%* *54%*	34 *3%* *33%*	36 *3%* *34%*
2	**59** ***2%***	7 *2%* *12%*	3 *2%* *5%*	2 *2%* *4%*	47 *2%* *79%*	50 *2%* *85%*	9 *4%* *15%* S	5 *1%* *9%*	52 *2%* *87%*	52 *2%* *87%*	31 *2%* *52%*	21 *2%* *35%*	21 *2%* *35%*
1	**40** ***1%***	2 *** *4%*	1 *1%* *2%*	2 *2%* *4%* O	36 *1%* *89%*	31 *1%* *77%*	9 *4%* *23%* S	8 *2%* *19%*	31 *1%* *77%*	33 *1%* *81%*	20 *1%* *50%*	12 *1%* *31%*	12 *1%* *31%*
Don't know	**303** ***9%***	28 *9%* *9%*	15 *9%* *5%*	7 *7%* *2%*	253 *9%* *84%*	299 *10%* *99%* T	4 *2%* *1%*	57 *13%* *19%* VWX	244 *9%* *81%*	246 *9%* *81%*	136 *8%* *45%*	110 *10%* *36%*	112 *10%* *37%*
Net: 10/9/8/7	**1575** ***47%***	142 *47%* *9%*	77 *46%* *5%*	47 *47%* *3%*	1308 *47%* *83%*	1478 *48%* *94%*	96 *42%* *6%*	181 *41%* *11%*	1373 *48%* *87%* U	1387 *48%* *88%* U	871 *49%* *55%* U	511 *47%* *32%*	532 *46%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 344

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3334**	498 *15%*	477 *14%*	480 *14%*	1879 *56%*	3102 *93%*	183 *5%*	440 *13%*	2857 *86%*	2885 *87%*	1836 *55%*	1040 *31%*	1099 *33%*
Effective Total	**2282**	455	431	427	1669	2126	156	299	1957	1976	1239	731	768
Net: 10/9	**315** ***9%***	26 *9%* *8%*	15 *9%* *5%*	9 *9%* *3%*	264 *10%* *84%*	290 *9%* *92%*	25 *11%* *8%*	45 *10%* *14%*	265 *9%* *84%*	269 *9%* *86%*	180 *10%* *57%*	89 *8%* *28%*	93 *8%* *30%*
Net: 6/5/4	**1250** ***38%***	118 *39%* *9%*	63 *38%* *5%*	38 *38%* *3%*	1031 *37%* *82%*	1148 *37%* *92%*	102 *44%* *8%*	174 *40%* *14%*	1062 *37%* *85%*	1074 *37%* *86%*	661 *37%* *53%*	409 *37%* *33%*	432 *38%* *35%*
Net: 3/2/1	**204** ***6%***	13 *4%* *6%*	11 *7%* *6%*	8 *8%* *4%* O	171 *6%* *84%*	176 *6%* *87%*	27 *12%* *13%* S	27 *6%* *13%*	171 *6%* *84%*	175 *6%* *86%*	107 *6%* *53%*	67 *6%* *33%*	69 *6%* *34%*
Mean	**6.42**	6.43	6.42	6.27	6.42	6.45 T	5.98	6.34	6.43	6.43	6.48	6.36	6.36
Standard Deviation	**1.84**	1.77	1.80	1.92	1.85	1.81	2.16	1.93	1.82	1.82	1.84	1.81	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 345

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1673**	784 *47%*	889 *53%*	149 *9%*	295 *18%*	306 *18%*	307 *18%*	289 *17%*	322 *19%*	313 *19%*	912 *55%*	411 *25%*	272 *16%*	243 *15%*	422 *25%*
Total (Wtd)	**1680**	784 *47%*	897 *53%*	176* *10%* *	343 *20%*	293 *17%*	278 *17%*	245 *15%*	347 *21%*	290 *17%*	827 *49%*	563 *34%*	396 *24%*	445 *26%*	553 *33%*
Effective Total	**1141**	528	613	98	211	213	196	197	238	227	664	295	247	224	379
10	**269** ***16%***	123 *16%* *46%*	146 *16%* *54%*	39 *22%* *14%*	58 *17%* *21%*	51 *17%* *19%*	39 *14%* *15%*	33 *14%* *12%*	49 *14%* *18%*	48 *16%* *18%*	130 *16%* *48%*	91 *16%* *34%*	79 *20%* *29%* M	54 *12%* *20%*	95 *17%* *35%*
9	**230** ***14%***	95 *12%* *41%*	135 *15%* *59%*	33 *19%* *14%*	50 *15%* *22%*	42 *14%* *18%*	39 *14%* *17%*	28 *12%* *12%*	37 *11%* *16%*	41 *14%* *18%*	109 *13%* *47%*	80 *14%* *35%*	41 *10%* *18%*	56 *13%* *24%*	91 *16%* *40%* L
8	**363** ***22%***	161 *21%* *44%*	202 *23%* *56%*	37 *21%* *10%*	79 *23%* *22%*	61 *21%* *17%*	68 *24%* *19%*	42 *17%* *12%*	75 *22%* *21%*	70 *24%* *19%*	178 *22%* *49%*	115 *20%* *32%*	79 *20%* *22%*	97 *22%* *27%*	128 *23%* *35%*
7	**246** ***15%***	113 *14%* *46%*	133 *15%* *54%*	13 *8%* *5%*	62 *18%* *25%* C	39 *13%* *16%*	42 *15%* *17%*	42 *17%* *17%* C	48 *14%* *19%*	49 *17%* *20%*	130 *16%* *53%*	66 *12%* *27%*	62 *16%* *25%*	73 *16%* *29%*	61 *11%* *25%*
6	**194** ***12%***	91 *12%* *47%*	103 *11%* *53%*	22 *12%* *11%*	41 *12%* *21%*	28 *9%* *14%*	28 *10%* *14%*	28 *12%* *15%*	48 *14%* *25%*	28 *10%* *14%*	92 *11%* *47%*	74 *13%* *38%*	48 *12%* *25%*	59 *13%* *30%*	60 *11%* *31%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 345

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1673**	784 *47%*	889 *53%*	149 *9%*	295 *18%*	306 *18%*	307 *18%*	289 *17%*	322 *19%*	313 *19%*	912 *55%*	411 *25%*	272 *16%*	243 *15%*	422 *25%*
Effective Total	**1141**	528	613	98	211	213	196	197	238	227	664	295	247	224	379
5	**151** **9%**	78 *10%* *52%*	73 *8%* *48%*	10 *6%* *6%*	31 *9%* *21%*	30 *10%* *20%*	23 *8%* *15%*	24 *10%* *16%*	33 *10%* *22%*	26 *9%* *17%*	79 *10%* *52%*	46 *8%* *30%*	26 *7%* *17%*	48 *11%* *32%*	48 *9%* *32%*
4	**67** **4%**	39 *5%* *58%*	28 *3%* *42%*	6 *4%* *10%*	6 *2%* *10%*	12 *4%* *18%*	9 *3%* *14%*	14 *6%* *20%* D	20 *6%* *29%* D	6 *2%* *9%*	26 *3%* *38%*	35 *6%* *52%* IJ	16 *4%* *24%*	19 *4%* *29%*	20 *4%* *30%*
3	**30** **2%**	13 *2%* *45%*	16 *2%* *55%*	6 *3%* *19%*	4 *1%* *13%*	6 *2%* *19%*	4 *2%* *14%*	7 *3%* *22%*	4 *1%* *14%*	8 *3%* *28%* K	20 *2%* *68%* K	1 *** *3%*	7 *2%* *24%*	7 *2%* *24%*	13 *2%* *43%*
2	**20** **1%**	16 *2%* *81%* B	4 *** *19%*	2 *1%* *12%*	3 *1%* *17%*	7 *2%* *35%*	1 *** *6%*	2 *1%* *12%*	4 *1%* *18%*	2 *1%* *8%*	14 *2%* *71%*	4 *1%* *21%*	3 *1%* *13%*	3 *1%* *17%*	8 *1%* *39%*
1	**47** **3%**	25 *3%* *54%*	22 *2%* *46%*	2 *1%* *5%*	5 *1%* *11%*	8 *3%* *18%*	10 *4%* *21%*	12 *5%* *25%* D	10 *3%* *21%*	6 *2%* *13%*	24 *3%* *51%*	17 *3%* *36%*	18 *5%* *38%*	8 *2%* *16%*	13 *2%* *28%*
Don't know	**64** **4%**	27 *3%* *43%*	36 *4%* *57%*	6 *3%* *10%*	3 *1%* *5%*	9 *3%* *14%*	15 *5%* *23%* D	12 *5%* *18%* D	19 *5%* *30%* D	5 *2%* *8%*	25 *3%* *39%*	34 *6%* *53%* IJ	18 *5%* *29%*	22 *5%* *35%*	16 *3%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 345

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1673**	784 *47%*	889 *53%*	149 *9%*	295 *18%*	306 *18%*	307 *18%*	289 *17%*	322 *19%*	313 *19%*	912 *55%*	411 *25%*	272 *16%*	243 *15%*	422 *25%*
Effective Total	**1141**	528	613	98	211	213	196	197	238	227	664	295	247	224	379
Net: 10/9/8/7	**1109** ***66%***	493 *63%* *44%*	616 *69%* *56%* A	121 *69%* *11%*	250 *73%* *23%* GH	194 *66%* *17%*	188 *68%* *17%*	146 *60%* *13%*	210 *60%* *19%*	208 *72%* *19%* K	548 *66%* *49%*	353 *63%* *32%*	261 *66%* *23%*	279 *63%* *25%*	375 *68%* *34%*
Net: 10/9	**499** ***30%***	218 *28%* *44%*	281 *31%* *56%*	71 *41%* *14%* FG H	108 *32%* *22%*	93 *32%* *19%*	79 *28%* *16%*	62 *25%* *12%*	87 *25%* *17%*	89 *31%* *18%*	239 *29%* *48%*	171 *30%* *34%*	119 *30%* *24%*	110 *25%* *22%*	186 *34%* *37%* M
Net: 6/5/4	**412** ***24%***	208 *27%* *51%*	203 *23%* *49%*	38 *22%* *9%*	78 *23%* *19%*	69 *24%* *17%*	59 *21%* *14%*	66 *27%* *16%*	101 *29%* *24%*	60 *21%* *15%*	196 *24%* *48%*	155 *27%* *38%*	90 *23%* *22%*	126 *28%* *31%*	128 *23%* *31%*
Net: 3/2/1	**96** ***6%***	55 *7%* *57%*	42 *5%* *43%*	10 *6%* *11%*	12 *4%* *13%*	21 *7%* *22%*	15 *5%* *16%*	21 *8%* *21%* D	17 *5%* *18%*	16 *6%* *17%*	58 *7%* *61%*	22 *4%* *23%*	28 *7%* *29%*	18 *4%* *19%*	34 *6%* *35%*
Mean	**7.27**	7.10	7.42 A	7.65 G H	7.50 G H	7.24	7.31	6.88	7.10	7.42	7.20	7.29	7.26	7.16	7.39
Standard Deviation	**2.18**	2.28	2.07	2.16	1.93	2.30	2.14	2.35	2.16	2.05	2.21	2.18	2.33	2.00	2.19

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 345

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1673**	254 *15%*	239 *14%*	243 *15%*	937 *56%*	1552 *93%*	95 *6%*	235 *14%*	1414 *85%*	1427 *85%*	901 *54%*	523 *31%*	544 *33%*
Total (Wtd)	**1680**	153 *9%*	82 *5%*	50 *3%*	1394 *83%*	1562 *93%*	119* *7%* *	251 *15%*	1401 *83%*	1414 *84%*	867 *52%*	545 *32%*	563 *34%*
Effective Total	**1141**	230	214	215	835	1060	81	161	967	974	607	365	377
10	**269** ***16%***	19 *12%* *7%*	13 *15%* *5%*	10 *19%* *4%* O	228 *16%* *85%*	243 *16%* *90%*	26 *22%* *10%*	39 *16%* *15%*	222 *16%* *83%*	225 *16%* *84%*	135 *16%* *50%*	90 *16%* *33%*	93 *17%* *35%*
9	**230** ***14%***	24 *15%* *10%*	11 *13%* *5%*	8 *16%* *4%*	188 *13%* *82%*	200 *13%* *87%*	31 *26%* *13%* S	39 *16%* *17%*	187 *13%* *81%*	191 *14%* *83%*	122 *14%* *53%*	69 *13%* *30%*	70 *13%* *31%*
8	**363** ***22%***	36 *24%* *10%* Q	16 *20%* *4%*	7 *15%* *2%*	304 *22%* *84%* Q	337 *22%* *93%*	27 *23%* *7%*	55 *22%* *15%*	304 *22%* *84%*	306 *22%* *84%*	169 *19%* *46%*	137 *25%* *38%* X	138 *25%* *38%*
7	**246** ***15%***	28 *18%* *11%*	13 *16%* *5%*	10 *19%* *4%*	196 *14%* *80%*	235 *15%* *95%*	12 *10%* *5%*	31 *12%* *12%*	215 *15%* *87%*	215 *15%* *88%*	136 *16%* *55%*	79 *14%* *32%*	79 *14%* *32%*
6	**194** ***12%***	15 *10%* *8%*	8 *10%* *4%*	4 *9%* *2%*	167 *12%* *86%*	186 *12%* *96%*	8 *7%* *4%*	43 *17%* *22%* VWXY Z	148 *11%* *76%*	148 *10%* *76%*	92 *11%* *48%*	54 *10%* *28%*	59 *11%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 345

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1673**	254 *15%*	239 *14%*	243 *15%*	937 *56%*	1552 *93%*	95 *6%*	235 *14%*	1414 *85%*	1427 *85%*	901 *54%*	523 *31%*	544 *33%*
Effective Total	**1141**	230	214	215	835	1060	81	161	967	974	607	365	377
5	**151** ***9%***	16 *10%* *10%*	9 *11%* *6%*	4 *9%* *3%*	122 *9%* *81%*	148 *9%* *98%* T	3 *3%* *2%*	15 *6%* *10%*	130 *9%* *86%*	132 *9%* *88%*	93 *11%* *62%*	39 *7%* *26%*	43 *8%* *29%*
4	**67** ***4%***	6 *4%* *10%*	4 *5%* *6%*	1 *3%* *2%*	55 *4%* *82%*	61 *4%* *91%*	6 *5%* *9%*	4 *2%* *6%*	62 *4%* *92%*	63 *4%* *94%*	41 *5%* *61%*	22 *4%* *33%*	22 *4%* *34%*
3	**30** ***2%***	- - -	2 *3%* *7%* O	* *1%* *2%* O	27 *2%* *91%* O	26 *2%* *89%*	3 *3%* *11%*	1 *1%* *5%*	28 *2%* *95%*	28 *2%* *95%*	16 *2%* *54%*	11 *2%* *38%*	13 *2%* *45%*
2	**20** ***1%***	1 *1%* *7%*	3 *3%* *14%* OR	2 *4%* *10%* OR	14 *1%* *69%*	20 *1%* *100%*	- - -	4 *2%* *21%*	16 *1%* *78%*	16 *1%* *79%*	11 *1%* *53%*	5 *1%* *26%*	5 *1%* *26%*
1	**47** ***3%***	5 *3%* *10%*	2 *3%* *5%*	1 *2%* *2%*	38 *3%* *82%*	45 *3%* *97%*	1 *1%* *3%*	6 *2%* *13%*	40 *3%* *87%*	40 *3%* *87%*	26 *3%* *55%*	15 *3%* *31%*	15 *3%* *31%*
Don't know	**64** ***4%***	4 *3%* *6%*	2 *3%* *3%*	2 *3%* *2%*	56 *4%* *88%*	62 *4%* *97%*	2 *2%* *3%*	14 *6%* *22%*	48 *3%* *76%*	50 *4%* *78%*	26 *3%* *41%*	24 *4%* *37%*	24 *4%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 345

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1673**	254 *15%*	239 *14%*	243 *15%*	937 *56%*	1552 *93%*	95 *6%*	235 *14%*	1414 *85%*	1427 *85%*	901 *54%*	523 *31%*	544 *33%*
Effective Total	**1141**	230	214	215	835	1060	81	161	967	974	607	365	377
Net: 10/9/8/7	**1109** ***66%***	106 *69%* *10%*	53 *64%* *5%*	35 *69%* *3%*	915 *66%* *83%*	1014 *65%* *91%*	95 *80%* *9%* S	164 *65%* *15%*	929 *66%* *84%*	937 *66%* *85%*	562 *65%* *51%*	375 *69%* *34%*	382 *68%* *34%*
Net: 10/9	**499** ***30%***	43 *28%* *9%*	23 *28%* *5%*	18 *36%* *4%*	416 *30%* *83%*	443 *28%* *89%*	56 *48%* *11%* S	78 *31%* *16%*	410 *29%* *82%*	416 *29%* *83%*	257 *30%* *51%*	159 *29%* *32%*	164 *29%* *33%*
Net: 6/5/4	**412** ***24%***	37 *24%* *9%*	20 *25%* *5%*	10 *20%* *2%*	344 *25%* *84%*	394 *25%* *96%* T	18 *15%* *4%*	61 *24%* *15%*	339 *24%* *82%*	343 *24%* *83%*	226 *26%* *55%*	115 *21%* *28%*	125 *22%* *30%*
Net: 3/2/1	**96** ***6%***	6 *4%* *6%*	7 *9%* *7%* O	4 *7%* *4%*	79 *6%* *82%*	92 *6%* *95%*	4 *4%* *5%*	12 *5%* *12%*	84 *6%* *88%*	85 *6%* *88%*	53 *6%* *54%*	31 *6%* *32%*	33 *6%* *34%*
Mean	**7.27**	7.26	7.03	7.33	7.28	7.22	7.96 S	7.44	7.24	7.24	7.17	7.36	7.33
Standard Deviation	**2.18**	2.07	2.34	2.32	2.17	2.18	1.96	2.07	2.19	2.19	2.22	2.15	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 346

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Total (Wtd)	**1675**	827 *49%*	848 *51%*	167* *10%* *	348 *21%*	275 *16%*	334 *20%*	241 *14%*	308 *18%*	314 *19%*	850 *51%*	510 *30%*	409 *24%*	394 *24%*	587 *35%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
10	**162** ***10%***	80 *10%* *49%*	82 *10%* *51%*	18 *11%* *11%*	44 *13%* *27%*	26 *9%* *16%*	24 *7%* *15%*	16 *7%* *10%*	34 *11%* *21%*	35 *11%* *22%*	75 *9%* *47%*	52 *10%* *32%*	42 *10%* *26%*	31 *8%* *19%*	53 *9%* *32%*
9	**144** ***9%***	58 *7%* *41%*	85 *10%* *59%*	19 *11%* *13%*	36 *10%* *25%*	24 *9%* *16%*	24 *7%* *17%*	18 *8%* *13%*	23 *7%* *16%*	24 *8%* *17%*	73 *9%* *51%*	47 *9%* *33%*	41 *10%* *29%*	23 *6%* *16%*	56 *9%* *39%*
8	**336** ***20%***	158 *19%* *47%*	178 *21%* *53%*	31 *18%* *9%*	70 *20%* *21%*	57 *21%* *17%*	66 *20%* *20%*	58 *24%* *17%*	54 *18%* *16%*	68 *22%* *20%*	171 *20%* *51%*	97 *19%* *29%*	78 *19%* *23%*	83 *21%* *25%*	122 *21%* *36%*
7	**309** ***18%***	153 *18%* *49%*	156 *18%* *51%*	27 *16%* *9%*	75 *21%* *24%* H	59 *21%* *19%* H	62 *19%* *20%*	43 *18%* *14%*	42 *13%* *13%*	60 *19%* *19%*	178 *21%* *58%* K	70 *14%* *23%*	81 *20%* *26%*	71 *18%* *23%*	110 *19%* *36%*
6	**201** ***12%***	90 *11%* *45%*	111 *13%* *55%*	23 *14%* *11%*	27 *8%* *14%*	31 *11%* *16%*	55 *17%* *27%* D	26 *11%* *13%*	39 *13%* *19%*	42 *13%* *21%*	98 *12%* *49%*	62 *12%* *31%*	53 *13%* *26%*	47 *12%* *24%*	64 *11%* *32%*
5	**209** ***12%***	111 *13%* *53%*	97 *11%* *47%*	15 *9%* *7%*	37 *11%* *18%*	29 *11%* *14%*	46 *14%* *22%*	29 *12%* *14%*	53 *17%* *26%* CDE	38 *12%* *18%*	96 *11%* *46%*	75 *15%* *36%*	38 *9%* *18%*	55 *14%* *26%*	74 *13%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 346

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
4	**80** ***5%***	46 *6%* *58%*	34 *4%* *42%*	14 *9%* *18%* H	18 *5%* *23%*	10 *4%* *12%*	19 *6%* *24%*	11 *5%* *14%*	8 *2%* *9%*	11 *3%* *13%*	42 *5%* *52%*	28 *5%* *34%*	24 *6%* *29%*	22 *6%* *27%*	22 *4%* *27%*
3	**60** ***4%***	36 *4%* *60%*	24 *3%* *40%*	5 *3%* *9%*	9 *3%* *15%*	12 *4%* *21%*	11 *3%* *18%*	12 *5%* *19%*	11 *4%* *18%*	9 *3%* *15%*	28 *3%* *48%*	23 *4%* *38%*	20 *5%* *33%*	15 *4%* *25%*	17 *3%* *28%*
2	**58** ***3%***	33 *4%* *56%*	26 *3%* *44%*	9 *5%* *15%*	15 *4%* *26%*	8 *3%* *14%*	10 *3%* *16%*	5 *2%* *9%*	12 *4%* *20%*	8 *2%* *13%*	34 *4%* *58%*	17 *3%* *29%*	12 *3%* *20%*	11 *3%* *20%*	25 *4%* *44%*
1	**70** ***4%***	48 *6%* *68%* B	23 *3%* *32%*	5 *3%* *8%*	15 *4%* *21%*	14 *5%* *21%*	11 *3%* *15%*	11 *4%* *15%*	15 *5%* *21%*	13 *4%* *19%*	37 *4%* *53%*	20 *4%* *29%*	15 *4%* *21%*	18 *5%* *26%*	31 *5%* *44%*
Don't know	**46** ***3%***	14 *2%* *30%*	32 *4%* *70%* A	2 *1%* *4%*	3 *1%* *6%*	5 *2%* *10%*	6 *2%* *13%*	12 *5%* *26%* D	19 *6%* *41%* CDEF	7 *2%* *16%*	18 *2%* *40%*	20 *4%* *44%*	6 *1%* *13%*	18 *4%* *39%*	15 *3%* *32%*
Net: 10/9/8/7	**950** ***57%***	449 *54%* *47%*	501 *59%* *53%*	94 *56%* *10%*	224 *64%* *24%* FH	165 *60%* *17%* H	176 *53%* *19%*	136 *56%* *14%*	153 *50%* *16%*	187 *60%* *20%*	497 *59%* *52%*	266 *52%* *28%*	242 *59%* *26%*	208 *53%* *22%*	340 *58%* *36%*
Net: 10/9	**305** ***18%***	138 *17%* *45%*	167 *20%* *55%*	37 *22%* *12%*	80 *23%* *26%* FG	49 *18%* *16%*	48 *14%* *16%*	35 *14%* *11%*	57 *18%* *19%*	59 *19%* *19%*	148 *17%* *49%*	98 *19%* *32%*	84 *20%* *27%*	54 *14%* *18%*	108 *18%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 346

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
Net: 6/5/4	**490** ***29%***	248 *30%* *51%*	242 *29%* *49%*	52 *31%* *11%*	82 *24%* *17%*	70 *26%* *14%*	121 *36%* *25%* DE	65 *27%* *13%*	100 *32%* *20%* D	90 *29%* *18%*	236 *28%* *48%*	165 *32%* *34%*	114 *28%* *23%*	124 *31%* *25%*	160 *27%* *33%*
Net: 3/2/1	**188** ***11%***	116 *14%* *62%* B	72 *9%* *38%*	19 *11%* *10%*	39 *11%* *21%*	35 *13%* *18%*	31 *9%* *16%*	27 *11%* *14%*	37 *12%* *20%*	30 *9%* *16%*	99 *12%* *53%*	60 *12%* *32%*	46 *11%* *25%*	44 *11%* *23%*	73 *12%* *39%*
Mean	**6.57**	6.35	6.79 A	6.58	6.76	6.58	6.47	6.53	6.46	6.73	6.55	6.50	6.66	6.41	6.54
Standard Deviation	**2.32**	2.44	2.18	2.39	2.39	2.35	2.13	2.26	2.41	2.25	2.31	2.37	2.30	2.28	2.39

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 346

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Total (Wtd)	**1675**	149 *9%*	85 *5%*	50 *3%*	1390 *83%*	1561 *93%*	113* *7%* *	196 *12%*	1455 *87%*	1474 *88%*	913 *55%*	555 *33%*	585 *35%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
10	**162** ***10%***	21 *14%* *13%* R	9 *10%* *6%*	5 *11%* *3%*	126 *9%* *78%*	144 *9%* *89%*	18 *16%* *11%*	17 *9%* *11%*	141 *10%* *87%*	143 *10%* *88%*	95 *10%* *59%*	48 *9%* *30%*	51 *9%* *31%*
9	**144** ***9%***	13 *9%* *9%*	8 *9%* *5%*	3 *6%* *2%*	120 *9%* *83%*	129 *8%* *90%*	14 *13%* *10%*	12 *6%* *8%*	132 *9%* *92%*	132 *9%* *92%*	88 *10%* *61%*	41 *7%* *29%*	42 *7%* *29%*
8	**336** ***20%***	29 *20%* *9%*	16 *19%* *5%*	8 *16%* *2%*	283 *20%* *84%*	311 *20%* *92%*	25 *23%* *8%*	39 *20%* *11%*	294 *20%* *87%*	297 *20%* *88%*	191 *21%* *57%*	105 *19%* *31%*	111 *19%* *33%*
7	**309** ***18%***	23 *16%* *8%*	13 *15%* *4%*	11 *22%* *4%*	262 *19%* *85%*	288 *18%* *93%*	21 *18%* *7%*	33 *17%* *11%*	272 *19%* *88%*	276 *19%* *89%*	162 *18%* *52%*	114 *20%* *37%*	119 *20%* *39%*
6	**201** ***12%***	21 *14%* *10%*	10 *12%* *5%*	6 *12%* *3%*	164 *12%* *81%*	196 *13%* *97%* T	6 *5%* *3%*	17 *9%* *8%*	180 *12%* *89%*	184 *12%* *92%*	116 *13%* *57%*	67 *12%* *33%*	74 *13%* *37%*
5	**209** ***12%***	20 *14%* *10%*	14 *16%* *7%*	8 *15%* *4%*	167 *12%* *80%*	195 *13%* *94%*	13 *12%* *6%*	29 *15%* *14%*	175 *12%* *84%*	178 *12%* *85%*	108 *12%* *52%*	70 *13%* *33%*	76 *13%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 346

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
4	**80** ***5%***	7 *4%* *8%*	5 *5%* *6%*	2 *5%* *3%*	67 *5%* *83%*	76 *5%* *94%*	5 *4%* *6%*	11 *6%* *14%*	67 *5%* *84%*	69 *5%* *86%*	43 *5%* *53%*	26 *5%* *33%*	26 *5%* *33%*
3	**60** ***4%***	5 *3%* *8%*	2 *2%* *3%*	2 *4%* *3%*	51 *4%* *86%*	59 *4%* *98%*	1 *1%* *2%*	6 *3%* *10%*	54 *4%* *90%*	54 *4%* *90%*	31 *3%* *52%*	22 *4%* *37%*	22 *4%* *37%*
2	**58** ***3%***	3 *2%* *6%*	5 *5%* *8%*	2 *4%* *3%*	48 *3%* *83%*	53 *3%* *91%*	5 *5%* *9%*	8 *4%* *15%*	50 *3%* *85%*	50 *3%* *85%*	28 *3%* *47%*	22 *4%* *38%*	23 *4%* *40%*
1	**70** ***4%***	2 *1%* *2%*	3 *3%* *4%*	2 *4%* *3%* O	64 *5%* *91%* O	66 *4%* *93%*	5 *4%* *7%*	13 *7%* *18%*	54 *4%* *78%*	56 *4%* *80%*	36 *4%* *52%*	19 *4%* *28%*	19 *3%* *28%*
Don't know	**46** ***3%***	4 *2%* *8%*	2 *3%* *5%*	1 *3%* *3%*	39 *3%* *84%*	46 *3%* *100%*	- - -	10 *5%* *22%* X	36 *2%* *78%*	36 *2%* *78%*	16 *2%* *35%*	20 *4%* *43%*	21 *4%* *46%*
Net: 10/9/8/7	**950** ***57%***	87 *59%* *9%*	45 *53%* *5%*	27 *54%* *3%*	791 *57%* *83%*	872 *56%* *92%*	78 *69%* *8%* S	101 *52%* *11%*	839 *58%* *88%*	848 *58%* *89%*	536 *59%* *56%*	308 *56%* *32%*	322 *55%* *34%*
Net: 10/9	**305** ***18%***	35 *23%* *11%*	17 *19%* *5%*	8 *16%* *3%*	246 *18%* *81%*	273 *18%* *89%*	32 *28%* *11%* S	30 *15%* *10%*	273 *19%* *89%*	275 *19%* *90%*	183 *20%* *60%*	90 *16%* *29%*	92 *16%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 346

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
Net: 6/5/4	**490** ***29%***	48 *32%* *10%*	29 *34%* *6%*	16 *32%* *3%*	398 *29%* *81%*	467 *30%* *95%*	24 *21%* *5%*	57 *29%* *12%*	423 *29%* *86%*	431 *29%* *88%*	266 *29%* *54%*	163 *29%* *33%*	177 *30%* *36%*
Net: 3/2/1	**188** ***11%***	10 *7%* *5%*	9 *11%* *5%*	6 *11%* *3%*	163 *12%* *87%* O	177 *11%* *94%*	11 *10%* *6%*	27 *14%* *15%*	158 *11%* *84%*	160 *11%* *85%*	95 *10%* *51%*	64 *12%* *34%*	65 *11%* *35%*
Mean	**6.57**	6.94 PQR	6.52	6.45	6.54	6.54	7.02	6.26	6.62	6.61	6.68	6.49	6.50
Standard Deviation	**2.32**	2.14	2.35	2.32	2.34	2.31	2.42	2.49	2.29	2.29	2.30	2.28	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 347

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Total (Wtd)	**1675**	827 *49%*	848 *51%*	167* *10%* *	348 *21%*	275 *16%*	334 *20%*	241 *14%*	308 *18%*	314 *19%*	850 *51%*	510 *30%*	409 *24%*	394 *24%*	587 *35%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
10	**277** ***17%***	124 *15%* *45%*	153 *18%* *55%*	41 *25%* *15%* FG H	76 *22%* *28%* FG H	45 *16%* *16%*	43 *13%* *16%*	31 *13%* *11%*	40 *13%* *14%*	73 *23%* *26%* JK	133 *16%* *48%*	70 *14%* *25%*	75 *18%* *27%*	61 *15%* *22%*	97 *16%* *35%*
9	**184** ***11%***	89 *11%* *48%*	95 *11%* *52%*	20 *12%* *11%*	45 *13%* *25%*	23 *8%* *13%*	33 *10%* *18%*	28 *12%* *15%*	34 *11%* *18%*	30 *9%* *16%*	89 *10%* *48%*	66 *13%* *36%*	45 *11%* *25%*	43 *11%* *24%*	62 *10%* *33%*
8	**393** ***23%***	190 *23%* *48%*	203 *24%* *52%*	34 *20%* *9%*	75 *21%* *19%*	75 *27%* *19%*	81 *24%* *21%*	60 *25%* *15%*	68 *22%* *17%*	61 *19%* *15%*	217 *26%* *55%*	116 *23%* *29%*	96 *24%* *25%*	91 *23%* *23%*	145 *25%* *37%*
7	**280** ***17%***	128 *16%* *46%*	152 *18%* *54%*	28 *17%* *10%*	60 *17%* *21%*	49 *18%* *17%*	69 *21%* *25%* H	38 *16%* *14%*	36 *12%* *13%*	67 *21%* *24%* K	144 *17%* *51%*	69 *14%* *25%*	63 *15%* *22%*	73 *18%* *26%*	94 *16%* *34%*
6	**164** ***10%***	81 *10%* *49%*	84 *10%* *51%*	17 *10%* *10%*	28 *8%* *17%*	25 *9%* *15%*	36 *11%* *22%*	19 *8%* *12%*	41 *13%* *25%*	28 *9%* *17%*	78 *9%* *47%*	58 *11%* *35%*	40 *10%* *24%*	31 *8%* *19%*	61 *10%* *37%*
5	**157** ***9%***	94 *11%* *60%* B	63 *7%* *40%*	11 *7%* *7%*	28 *8%* *18%*	20 *7%* *13%*	33 *10%* *21%*	35 *14%* *22%* DE	29 *10%* *19%*	19 *6%* *12%*	83 *10%* *53%*	54 *11%* *35%*	34 *8%* *22%*	37 *9%* *23%*	55 *9%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 347

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
4	**63** ***4%***	39 *5%* *62%*	24 *3%* *38%*	7 *4%* *12%*	13 *4%* *21%*	12 *4%* *19%*	17 *5%* *27%*	8 *3%* *12%*	6 *2%* *9%*	11 *4%* *18%*	27 *3%* *43%*	24 *5%* *39%*	16 *4%* *26%*	15 *4%* *23%*	23 *4%* *36%*
3	**20** ***1%***	9 *1%* *43%*	12 *1%* *57%*	2 *1%* *10%*	4 *1%* *22%*	5 *2%* *22%*	3 *1%* *15%*	3 *1%* *12%*	4 *1%* *19%*	2 *1%* *10%*	11 *1%* *56%*	7 *1%* *34%*	6 *1%* *30%*	2 *1%* *10%*	7 *1%* *36%*
2	**28** ***2%***	20 *2%* *72%* B	8 *1%* *28%*	2 *1%* *7%*	5 *1%* *17%*	6 *2%* *22%*	4 *1%* *16%*	3 *1%* *9%*	8 *3%* *29%*	5 *1%* *16%*	19 *2%* *66%*	5 *1%* *17%*	10 *2%* *35%*	7 *2%* *26%*	8 *1%* *28%*
1	**25** ***2%***	18 *2%* *70%*	8 *1%* *30%*	2 *1%* *6%*	5 *1%* *20%*	4 *1%* *16%*	3 *1%* *13%*	7 *3%* *26%*	5 *2%* *19%*	4 *1%* *17%*	14 *2%* *55%*	7 *1%* *28%*	6 *1%* *23%*	6 *1%* *23%*	11 *2%* *43%*
Don't know	**83** ***5%***	35 *4%* *43%*	47 *6%* *57%*	3 *2%* *4%*	8 *2%* *10%*	12 *4%* *15%*	11 *3%* *13%*	10 *4%* *12%*	39 *13%* *47%* CDEF G	14 *5%* *17%*	35 *4%* *42%*	34 *7%* *41%*	18 *4%* *21%*	28 *7%* *34%*	25 *4%* *31%*
Net: 10/9/8/7	**1135** ***68%***	531 *64%* *47%*	603 *71%* *53%* A	123 *74%* *11%* H	256 *74%* *23%* H	192 *70%* *17%* H	226 *68%* *20%* H	157 *65%* *14%*	177 *58%* *16%*	230 *73%* *20%* K	583 *69%* *51%*	321 *63%* *28%*	280 *68%* *25%*	268 *68%* *24%*	398 *68%* *35%*
Net: 10/9	**461** ***28%***	213 *26%* *46%*	248 *29%* *54%*	62 *37%* *13%* EF GH	121 *35%* *26%* EF GH	69 *25%* *15%*	76 *23%* *17%*	60 *25%* *13%*	73 *24%* *16%*	103 *33%* *22%*	222 *26%* *48%*	136 *27%* *30%*	120 *29%* *26%*	104 *26%* *23%*	158 *27%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 347

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
Net: 6/5/4	**383** ***23%***	213 *26%* *56%* B	170 *20%* *44%*	35 *21%* *9%*	69 *20%* *18%*	56 *20%* *15%*	86 *26%* *22%*	62 *26%* *16%*	76 *25%* *20%*	59 *19%* *15%*	188 *22%* *49%*	136 *27%* *36%* I	90 *22%* *24%*	82 *21%* *21%*	138 *24%* *36%*
Net: 3/2/1	**74** ***4%***	47 *6%* *64%* B	27 *3%* *36%*	6 *3%* *8%*	14 *4%* *19%*	15 *5%* *20%*	11 *3%* *15%*	12 *5%* *16%*	17 *5%* *23%*	11 *3%* *15%*	44 *5%* *60%*	19 *4%* *26%*	22 *5%* *29%*	15 *4%* *21%*	26 *4%* *35%*
Mean	**7.35**	7.14	7.55 A	7.67	7.58 G	7.32	7.22	7.16	7.20	7.61	7.30	7.26	7.38	7.36	7.33
Standard Deviation	**2.06**	2.18	1.91	2.04	2.08	2.07	1.92	2.11	2.11	2.03	2.07	2.03	2.13	2.03	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 347

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Total (Wtd)	**1675**	149 *9%*	85 *5%*	50 *3%*	1390 *83%*	1561 *93%*	113* *7%* *	196 *12%*	1455 *87%*	1474 *88%*	913 *55%*	555 *33%*	585 *35%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
10	**277** ***17%***	26 *17%* *9%*	12 *14%* *4%*	6 *13%* *2%*	233 *17%* *84%*	250 *16%* *90%*	27 *24%* *10%*	30 *15%* *11%*	242 *17%* *87%*	245 *17%* *88%*	168 *18%* *61%* YZ	74 *13%* *27%*	78 *13%* *28%*
9	**184** ***11%***	16 *10%* *8%*	10 *12%* *6%*	8 *15%* *4%*	151 *11%* *82%*	173 *11%* *94%*	12 *10%* *6%*	12 *6%* *6%*	171 *12%* *93%* U	172 *12%* *93%* U	104 *11%* *56%*	67 *12%* *37%* U	69 *12%* *37%* U
8	**393** ***23%***	33 *22%* *8%*	17 *20%* *4%*	11 *21%* *3%*	333 *24%* *85%*	370 *24%* *94%*	23 *21%* *6%*	49 *25%* *12%*	341 *23%* *87%*	345 *23%* *88%*	209 *23%* *53%*	134 *24%* *34%*	140 *24%* *36%*
7	**280** ***17%***	25 *17%* *9%*	17 *20%* *6%*	8 *16%* *3%*	230 *17%* *82%*	260 *17%* *93%*	20 *18%* *7%*	31 *16%* *11%*	246 *17%* *88%*	250 *17%* *89%*	160 *18%* *57%*	88 *16%* *32%*	95 *16%* *34%*
6	**164** ***10%***	19 *13%* *11%*	9 *11%* *6%*	5 *10%* *3%*	131 *9%* *80%*	157 *10%* *95%*	8 *7%* *5%*	23 *12%* *14%*	138 *10%* *84%*	142 *10%* *86%*	87 *10%* *53%*	54 *10%* *33%*	56 *10%* *34%*
5	**157** ***9%***	14 *10%* *9%*	10 *12%* *6%*	7 *13%* *4%*	126 *9%* *80%*	145 *9%* *92%*	12 *11%* *8%*	26 *13%* *17%* Y	129 *9%* *82%*	131 *9%* *83%*	89 *10%* *57%*	42 *8%* *27%*	48 *8%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 347

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
4	**63** ***4%***	4 *2%* *6%*	3 *3%* *5%*	3 *5%* *4%*	54 *4%* *86%*	59 *4%* *94%*	4 *3%* *6%*	7 *4%* *11%*	52 *4%* *83%*	54 *4%* *87%*	29 *3%* *46%*	25 *5%* *41%*	27 *5%* *43%*
3	**20** ***1%***	2 *2%* *12%*	2 *2%* *9%*	1 *1%* *3%*	15 *1%* *76%*	18 *1%* *89%*	2 *2%* *11%*	1 *1%* *5%*	19 *1%* *95%*	19 *1%* *95%*	7 *1%* *36%*	12 *2%* *59%*	12 *2%* *59%*
2	**28** ***2%***	1 *1%* *4%*	2 *2%* *6%*	* *1%* *1%*	25 *2%* *89%*	27 *2%* *95%*	1 *1%* *5%*	2 *1%* *7%*	26 *2%* *93%*	26 *2%* *93%*	17 *2%* *62%*	9 *2%* *31%*	9 *1%* *31%*
1	**25** ***2%***	2 *1%* *8%*	1 *1%* *2%*	* *1%* *1%*	23 *2%* *88%*	23 *1%* *92%*	2 *2%* *8%*	2 *1%* *6%*	24 *2%* *94%*	24 *2%* *94%*	13 *1%* *51%*	11 *2%* *42%*	11 *2%* *42%*
Don't know	**83** ***5%***	6 *4%* *8%*	3 *4%* *4%*	2 *4%* *2%*	72 *5%* *86%*	80 *5%* *97%*	2 *2%* *3%*	15 *8%* *19%* X	67 *5%* *81%*	67 *5%* *81%*	29 *3%* *36%*	38 *7%* *46%* X	41 *7%* *49%* X
Net: 10/9/8/7	**1135** ***68%***	100 *67%* *9%*	56 *66%* *5%*	33 *65%* *3%*	946 *68%* *83%*	1053 *67%* *93%*	82 *72%* *7%*	120 *61%* *11%*	1000 *69%* *88%*	1011 *69%* *89%*	641 *70%* *57%* U	364 *66%* *32%*	382 *65%* *34%*
Net: 10/9	**461** ***28%***	41 *28%* *9%*	23 *26%* *5%*	14 *28%* *3%*	383 *28%* *83%*	422 *27%* *92%*	39 *34%* *8%*	41 *21%* *9%*	413 *28%* *90%*	417 *28%* *90%*	272 *30%* *59%* U	141 *25%* *31%*	147 *25%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 347

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
Net: 6/5/4	**383** ***23%***	37 *25%* *10%*	22 *26%* *6%*	14 *28%* *4%*	310 *22%* *81%*	360 *23%* *94%*	23 *21%* *6%*	56 *28%* *15%*	319 *22%* *83%*	326 *22%* *85%*	205 *22%* *53%*	122 *22%* *32%*	130 *22%* *34%*
Net: 3/2/1	**74** ***4%***	6 *4%* *8%*	4 *5%* *5%*	1 *3%* *2%*	63 *5%* *85%*	68 *4%* *92%*	6 *5%* *8%*	5 *2%* *6%*	69 *5%* *94%*	69 *5%* *94%*	38 *4%* *51%*	32 *6%* *43%*	32 *5%* *43%*
Mean	**7.35**	7.39	7.21	7.26	7.35	7.33	7.52	7.23	7.37	7.36	7.43	7.23	7.23
Standard Deviation	**2.06**	1.98	2.01	1.96	2.07	2.05	2.17	1.92	2.07	2.07	2.05	2.11	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 348

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes show different kinds of cultures within the UK - SUMMARY

Base : Regular viewers of each channel - Q3 and Q4 only

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2418	1229	1824	1138	39	603	267	152	975	3334	1673	1682	1682
Total (Wtd)	2403	1207	1806	1179	14	601	289	129	931	3331	1680	1675	1675
Effective Total	1661	851	1212	780	37	419	175	102	671	2282	1141	1154	1154
10	84 *3%*	45 *4%*	72 *4%*	66 *6%*	1 *5%*	10 *2%*	13 *5%*	6 *5%*	49 *5%*	125 *4%*	269 *16%*	162 *10%*	277 *17%*
9	149 *6%*	79 *7%*	89 *5%*	109 *9%*	1 *5%*	24 *4%*	25 *8%*	7 *6%*	86 *9%*	190 *6%*	230 *14%*	144 *9%*	184 *11%*
8	465 *19%*	233 *19%*	210 *12%*	254 *22%*	2 *13%*	63 *10%*	36 *13%*	15 *11%*	195 *21%*	560 *17%*	363 *22%*	336 *20%*	393 *23%*
7	538 *22%*	260 *22%*	361 *20%*	230 *20%*	2 *14%*	104 *17%*	57 *20%*	38 *29%*	183 *20%*	700 *21%*	246 *15%*	309 *18%*	280 *17%*
6	392 *16%*	198 *16%*	307 *17%*	163 *14%*	1 *7%*	84 *14%*	36 *12%*	17 *14%*	138 *15%*	568 *17%*	194 *12%*	201 *12%*	164 *10%*
5	303 *13%*	133 *11%*	303 *17%*	124 *11%*	2 *18%*	92 *15%*	37 *13%*	11 *9%*	107 *11%*	494 *15%*	151 *9%*	209 *12%*	157 *9%*
4	120 *5%*	77 *6%*	129 *7%*	43 *4%*	2 *12%*	51 *8%*	31 *11%*	6 *5%*	49 *5%*	188 *6%*	67 *4%*	80 *5%*	63 *4%*
3	79 *3%*	40 *3%*	93 *5%*	36 *3%*	1 *7%*	36 *6%*	10 *4%*	6 *5%*	31 *3%*	104 *3%*	30 *2%*	60 *4%*	20 *1%*
2	40 *2%*	22 *2%*	49 *3%*	26 *2%*	1 *7%*	24 *4%*	7 *2%*	1 *1%*	13 *1%*	59 *2%*	20 *1%*	58 *3%*	28 *2%*
1	31 *1%*	11 *1%*	33 *2%*	14 *1%*	- -	13 *2%*	8 *3%*	3 *2%*	11 *1%*	40 *1%*	47 *3%*	70 *4%*	25 *2%*
Don't know	200 *8%*	108 *9%*	160 *9%*	112 *10%*	2 *12%*	100 *17%*	30 *10%*	17 *13%*	70 *8%*	303 *9%*	64 *4%*	46 *3%*	83 *5%*
Net: 10/9/8/7	1236 *51%*	617 *51%*	732 *41%*	659 *56%*	5 *37%*	202 *34%*	131 *45%*	66 *51%*	514 *55%*	1575 *47%*	1109 *66%*	950 *57%*	1135 *68%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 348

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes show different kinds of cultures within the UK - SUMMARY

Base : Regular viewers of each channel - Q3 and Q4 only

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2418	1229	1824	1138	39	603	267	152	975	3334	1673	1682	1682
Effective Total	1661	851	1212	780	37	419	175	102	671	2282	1141	1154	1154
Net: 10/9	233	124	161	175	1	35	38	13	136	315	499	305	461
	10%	*10%*	*9%*	*15%*	*10%*	*6%*	*13%*	*10%*	*15%*	*9%*	*30%*	*18%*	*28%*
Net: 6/5/4	816	408	739	331	5	226	103	35	293	1250	412	490	383
	34%	*34%*	*41%*	*28%*	*37%*	*38%*	*36%*	*27%*	*31%*	*38%*	*24%*	*29%*	*23%*
Net: 3/2/1	150	74	175	77	2	73	25	10	54	204	96	188	74
	6%	*6%*	*10%*	*7%*	*14%*	*12%*	*9%*	*8%*	*6%*	*6%*	*6%*	*11%*	*4%*
Mean	6.52	6.54	6.08	6.78	5.80	5.77	6.23	6.47	6.73	6.42	7.27	6.57	7.35
Standard Deviation	1.83	1.85	1.97	1.95	2.30	2.02	2.14	1.95	1.91	1.84	2.18	2.32	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 349

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2432**	1108 *46%*	1324 *54%*	188 *8%*	419 *17%*	425 *17%*	455 *19%*	460 *19%*	478 *20%*	523 *22%*	1277 *53%*	596 *25%*	393 *16%*	323 *13%*	669 *28%*
Total (Wtd)	**2438**	1128 *46%*	1310 *54%*	220 *9%*	483 *20%*	417 *17%*	425 *17%*	402 *17%*	491 *20%*	471 *19%*	1183 *49%*	784 *32%*	591 *24%*	620 *25%*	822 *34%*
Effective Total	**1678**	763	916	130	294	309	303	314	343	377	916	431	369	296	616
10	**128** ***5%***	48 *4%* *37%*	80 *6%* *63%*	19 *9%* *15%* D	16 *3%* *13%*	21 *5%* *16%*	18 *4%* *14%*	25 *6%* *20%*	29 *6%* *23%*	13 *3%* *10%*	49 *4%* *38%*	67 *9%* *52%* IJ	35 *6%* *27%*	28 *4%* *22%*	50 *6%* *39%*
9	**190** ***8%***	93 *8%* *49%*	97 *7%* *51%*	32 *15%* *17%* EF G	44 *9%* *23%* G	29 *7%* *15%*	27 *6%* *14%*	15 *4%* *8%*	42 *9%* *22%* G	38 *8%* *20%*	95 *8%* *50%*	57 *7%* *30%*	57 *10%* *30%*	53 *9%* *28%*	55 *7%* *29%*
8	**526** ***22%***	241 *21%* *46%*	285 *22%* *54%*	50 *23%* *10%*	109 *23%* *21%* E	65 *15%* *12%*	102 *24%* *19%* E	88 *22%* *17%* E	112 *23%* *21%* E	98 *21%* *19%*	264 *22%* *50%*	164 *21%* *31%*	121 *20%* *23%*	155 *25%* *29%*	169 *21%* *32%*
7	**551** ***23%***	262 *23%* *48%*	289 *22%* *52%*	36 *16%* *6%*	105 *22%* *19%*	118 *28%* *21%* CG H	110 *26%* *20%* C	86 *21%* *16%*	95 *19%* *17%*	122 *26%* *22%* K	294 *25%* *53%* K	135 *17%* *25%*	143 *24%* *26%*	134 *22%* *24%*	182 *22%* *33%*
6	**394** ***16%***	197 *17%* *50%*	197 *15%* *50%*	35 *16%* *9%*	88 *18%* *22%*	75 *18%* *19%*	59 *14%* *15%*	67 *17%* *17%*	69 *14%* *18%*	75 *16%* *19%*	199 *17%* *51%*	120 *15%* *31%*	101 *17%* *26%*	87 *14%* *22%*	141 *17%* *36%*
5	**265** ***11%***	131 *12%* *50%*	134 *10%* *50%*	11 *5%* *4%*	55 *11%* *21%* C	41 *10%* *16%*	53 *13%* *20%* C	53 *13%* *20%* C	51 *10%* *19%*	58 *12%* *22%*	108 *9%* *41%*	99 *13%* *37%* J	52 *9%* *20%*	78 *13%* *29%*	87 *11%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 349

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2432**	1108 *46%*	1324 *54%*	188 *8%*	419 *17%*	425 *17%*	455 *19%*	460 *19%*	478 *20%*	523 *22%*	1277 *53%*	596 *25%*	393 *16%*	323 *13%*	669 *28%*
Effective Total	**1678**	763	916	130	294	309	303	314	343	377	916	431	369	296	616
4	**113** ***5%***	49 *4%* *43%*	65 *5%* *57%*	15 *7%* *13%* F	22 *4%* *19%*	25 *6%* *22%* F	9 *2%* *8%*	21 *5%* *18%* F	22 *5%* *20%*	26 *5%* *23%*	53 *5%* *47%*	34 *4%* *30%*	17 *3%* *15%*	24 *4%* *21%*	43 *5%* *38%*
3	**44** ***2%***	22 *2%* *49%*	22 *2%* *51%*	4 *2%* *9%*	7 *1%* *15%*	9 *2%* *21%*	8 *2%* *17%*	7 *2%* *16%*	9 *2%* *22%*	16 *3%* *35%* K	19 *2%* *44%*	9 *1%* *21%*	8 *1%* *18%*	9 *1%* *20%*	17 *2%* *40%*
2	**37** ***2%***	20 *2%* *53%*	17 *1%* *47%*	2 *1%* *7%*	6 *1%* *15%*	4 *1%* *11%*	8 *2%* *21%*	8 *2%* *21%*	9 *2%* *25%*	6 *1%* *18%*	14 *1%* *37%*	17 *2%* *46%*	9 *2%* *25%*	8 *1%* *23%*	13 *2%* *37%*
1	**37** ***2%***	13 *1%* *34%*	25 *2%* *66%*	7 *3%* *17%*	4 *1%* *11%*	8 *2%* *21%*	5 *1%* *12%*	11 *3%* *30%* H	3 *1%* *9%*	5 *1%* *15%*	11 *1%* *29%*	21 *3%* *56%* J	2 *** *6%*	15 *2%* *40%* L	15 *2%* *41%* L
Don't know	**152** ***6%***	54 *5%* *35%*	98 *8%* *65%* A	7 *3%* *4%*	27 *6%* *17%*	23 *5%* *15%*	27 *6%* *18%*	22 *6%* *15%*	47 *10%* *31%* CE	15 *3%* *10%*	77 *7%* *51%* I	61 *8%* *40%* I	46 *8%* *30%*	30 *5%* *20%*	50 *6%* *33%*
Net: 10/9/8/7	**1394** ***57%***	643 *57%* *46%*	751 *57%* *54%*	138 *63%* *10%*	275 *57%* *20%*	232 *56%* *17%*	256 *60%* *18%*	214 *53%* *15%*	279 *57%* *20%*	270 *57%* *19%*	702 *59%* *50%*	422 *54%* *30%*	357 *60%* *26%*	370 *60%* *27%*	455 *55%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 349

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2432**	1108 *46%*	1324 *54%*	188 *8%*	419 *17%*	425 *17%*	455 *19%*	460 *19%*	478 *20%*	523 *22%*	1277 *53%*	596 *25%*	393 *16%*	323 *13%*	669 *28%*
Effective Total	**1678**	763	916	130	294	309	303	314	343	377	916	431	369	296	616
Net: 10/9	**318** ***13%***	141 *12%* *44%*	177 *14%* *56%*	52 *24%* *16%* DE FGH	61 *13%* *19%*	49 *12%* *15%*	45 *11%* *14%*	40 *10%* *13%*	72 *15%* *23%*	51 *11%* *16%*	144 *12%* *45%*	124 *16%* *39%* I	92 *16%* *29%*	81 *13%* *25%*	104 *13%* *33%*
Net: 6/5/4	**773** ***32%***	377 *33%* *49%*	396 *30%* *51%*	62 *28%* *8%*	165 *34%* *21%*	141 *34%* *18%*	122 *29%* *16%*	140 *35%* *18%*	143 *29%* *19%*	158 *34%* *20%*	360 *30%* *47%*	254 *32%* *33%*	170 *29%* *22%*	188 *30%* *24%*	271 *33%* *35%*
Net: 3/2/1	**118** ***5%***	54 *5%* *45%*	65 *5%* *55%*	13 *6%* *11%*	16 *3%* *14%*	21 *5%* *18%*	20 *5%* *17%*	26 *6%* *22%*	22 *4%* *19%*	27 *6%* *23%*	44 *4%* *37%*	47 *6%* *40%*	20 *3%* *17%*	32 *5%* *27%*	46 *6%* *39%*
Mean	**6.76**	6.73	6.78	7.01 E G	6.79	6.61	6.80	6.54	6.87 G	6.60	6.83 I	6.74	6.99 N	6.77	6.68
Standard Deviation	**1.84**	1.78	1.89	2.10	1.69	1.82	1.73	1.97	1.85	1.78	1.70	2.07	1.70	1.88	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 349

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2432**	331 *14%*	377 *16%*	339 *14%*	1385 *57%*	2258 *93%*	149 *6%*	427 *18%*	1978 *81%*	2004 *82%*	1281 *53%*	715 *29%*	777 *32%*
Total (Wtd)	**2438**	203 *8%*	130 *5%*	71 *3%*	2033 *83%*	2296 *94%*	141 *6%*	410 *17%*	1999 *82%*	2025 *83%*	1263 *52%*	756 *31%*	816 *33%*
Effective Total	**1678**	311	348	313	1236	1558	127	288	1371	1390	881	504	547
10	**128** ***5%***	10 *5%* *8%*	3 *2%* *3%*	2 *3%* *2%*	112 *6%* *88%* P	115 *5%* *90%*	13 *9%* *10%* S	24 *6%* *19%*	104 *5%* *81%*	104 *5%* *81%*	58 *5%* *45%*	46 *6%* *36%*	50 *6%* *39%*
9	**190** ***8%***	12 *6%* *6%*	6 *5%* *3%*	7 *9%* *4%* P	165 *8%* *87%*	178 *8%* *94%*	12 *8%* *6%*	26 *6%* *14%*	161 *8%* *85%*	164 *8%* *86%*	93 *7%* *49%*	70 *9%* *37%*	70 *9%* *37%*
8	**526** ***22%***	39 *19%* *7%*	27 *21%* *5%*	16 *22%* *3%*	444 *22%* *85%*	496 *22%* *94%*	30 *21%* *6%*	96 *23%* *18%*	428 *21%* *82%*	430 *21%* *82%*	279 *22%* *53%*	150 *20%* *28%*	165 *20%* *31%*
7	**551** ***23%***	44 *22%* *8%*	31 *24%* *6%*	16 *23%* *3%*	459 *23%* *83%*	532 *23%* *97%* T	19 *13%* *3%*	90 *22%* *16%*	447 *22%* *81%*	461 *23%* *84%*	287 *23%* *52%*	172 *23%* *31%*	189 *23%* *34%*
6	**394** ***16%***	32 *16%* *8%*	23 *17%* *6%*	11 *15%* *3%*	328 *16%* *83%*	371 *16%* *94%*	24 *17%* *6%*	59 *14%* *15%*	333 *17%* *84%*	335 *17%* *85%*	202 *16%* *51%*	134 *18%* *34%*	143 *18%* *36%*
5	**265** ***11%***	25 *12%* *9%*	15 *12%* *6%*	8 *11%* *3%*	216 *11%* *82%*	251 *11%* *95%*	13 *9%* *5%*	43 *11%* *16%*	218 *11%* *82%*	221 *11%* *84%*	143 *11%* *54%*	79 *10%* *30%*	84 *10%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 349

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2432**	331 *14%*	377 *16%*	339 *14%*	1385 *57%*	2258 *93%*	149 *6%*	427 *18%*	1978 *81%*	2004 *82%*	1281 *53%*	715 *29%*	777 *32%*
Effective Total	**1678**	311	348	313	1236	1558	127	288	1371	1390	881	504	547
4	**113** ***5%***	19 *9%* *17%* QR	8 *6%* *7%*	3 *4%* *2%*	84 *4%* *74%*	106 *5%* *93%*	8 *5%* *7%*	27 *7%* *24%* YZ	84 *4%* *74%*	86 *4%* *76%*	57 *5%* *50%*	27 *4%* *24%*	29 *4%* *26%*
3	**44** ***2%***	5 *3%* *12%*	3 *2%* *7%*	2 *2%* *4%*	34 *2%* *78%*	36 *2%* *82%*	8 *5%* *18%* S	8 *2%* *18%*	36 *2%* *82%*	36 *2%* *82%*	25 *2%* *57%*	11 *1%* *25%*	11 *1%* *25%*
2	**37** ***2%***	4 *2%* *10%*	1 *1%* *4%*	1 *1%* *2%*	31 *2%* *84%*	32 *1%* *86%*	5 *4%* *14%* S	3 *1%* *9%*	33 *2%* *91%*	34 *2%* *91%*	23 *2%* *63%*	10 *1%* *28%*	10 *1%* *28%*
1	**37** ***2%***	3 *2%* *8%*	1 *1%* *3%*	1 *1%* *2%*	33 *2%* *87%*	34 *1%* *90%*	4 *3%* *10%*	6 *1%* *16%*	32 *2%* *84%*	32 *2%* *84%*	21 *2%* *57%*	10 *1%* *27%*	12 *1%* *31%*
Don't know	**152** ***6%***	11 *5%* *7%*	11 *9%* *7%*	6 *8%* *4%*	125 *6%* *82%*	146 *6%* *96%*	7 *5%* *4%*	28 *7%* *18%*	122 *6%* *80%*	123 *6%* *80%*	74 *6%* *49%*	48 *6%* *32%*	53 *6%* *35%*
Net: 10/9/8/7	**1394** ***57%***	105 *51%* *8%*	68 *52%* *5%*	41 *57%* *3%*	1181 *58%* *85%* OP	1321 *58%* *95%*	73 *52%* *5%*	235 *57%* *17%*	1141 *57%* *82%*	1159 *57%* *83%*	717 *57%* *51%*	437 *58%* *31%*	474 *58%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 349

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC1 ****

Base : Regular viewers of BBC1 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2432**	331 *14%*	377 *16%*	339 *14%*	1385 *57%*	2258 *93%*	149 *6%*	427 *18%*	1978 *81%*	2004 *82%*	1281 *53%*	715 *29%*	777 *32%*
Effective Total	**1678**	311	348	313	1236	1558	127	288	1371	1390	881	504	547
Net: 10/9	**318** ***13%***	22 *11%* *7%*	10 *7%* *3%*	9 *12%* *3%* P	278 *14%* *87%* P	293 *13%* *92%*	25 *17%* *8%*	50 *12%* *16%*	265 *13%* *83%*	268 *13%* *84%*	151 *12%* *48%*	116 *15%* *36%*	120 *15%* *38%*
Net: 6/5/4	**773** ***32%***	76 *37%* *10%* R	46 *35%* *6%*	22 *31%* *3%*	629 *31%* *81%*	728 *32%* *94%*	45 *32%* *6%*	130 *32%* *17%*	635 *32%* *82%*	643 *32%* *83%*	401 *32%* *52%*	239 *32%* *31%*	257 *31%* *33%*
Net: 3/2/1	**118** ***5%***	12 *6%* *10%*	6 *4%* *5%*	3 *4%* *3%*	98 *5%* *83%*	102 *4%* *86%*	17 *12%* *14%* S	17 *4%* *14%*	101 *5%* *85%*	101 *5%* *86%*	70 *6%* *59%*	31 *4%* *27%*	33 *4%* *28%*
Mean	**6.76**	6.47	6.55	6.78 O	6.80 OP	6.77	6.55	6.76	6.75	6.75	6.69	6.86	6.86
Standard Deviation	**1.84**	1.92	1.69	1.73	1.84	1.81	2.29	1.84	1.85	1.84	1.86	1.81	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 350

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1105**	545 *49%*	560 *51%*	63 *6%*	125 *11%*	163 *15%*	208 *19%*	252 *23%*	290 *26%*	260 *24%*	538 *49%*	289 *26%*	171 *15%*	151 *14%*	327 *30%*
Total (Wtd)	**1115**	540 *48%*	574 *52%*	79* *7%* *	154* *14%* *	164 *15%*	199 *18%*	215 *19%*	303 *27%*	225 *20%*	509 *46%*	381 *34%*	247 *22%*	286 *26%*	406 *36%*
Effective Total	**776**	371	406	46	92	120	151	168	208	189	395	214	161	137	305
10	**69** ***6%***	34 *6%* *50%*	35 *6%* *50%*	10 *13%* *14%* E	6 *4%* *8%*	5 *3%* *7%*	9 *4%* *13%*	14 *7%* *21%*	25 *8%* *37%*	9 *4%* *13%*	24 *5%* *35%*	35 *9%* *51%* IJ	20 *8%* *29%*	22 *8%* *32%*	22 *5%* *32%*
9	**90** ***8%***	47 *9%* *52%*	43 *7%* *48%*	6 *7%* *6%*	23 *15%* *25%* FG H	17 *11%* *19%*	13 *7%* *15%*	11 *5%* *12%*	20 *7%* *22%*	21 *9%* *23%*	49 *10%* *55%*	20 *5%* *22%*	24 *10%* *26%*	24 *8%* *26%*	29 *7%* *32%*
8	**284** ***26%***	144 *27%* *51%*	140 *24%* *49%*	19 *24%* *7%*	37 *24%* *13%*	42 *25%* *15%*	52 *26%* *18%*	55 *25%* *19%*	80 *26%* *28%*	55 *24%* *19%*	130 *26%* *46%*	99 *26%* *35%*	81 *33%* *28%* N	69 *24%* *24%*	92 *23%* *32%*
7	**255** ***23%***	128 *24%* *50%*	127 *22%* *50%*	15 *18%* *6%*	39 *25%* *15%*	34 *21%* *13%*	55 *28%* *21%*	51 *23%* *20%*	63 *21%* *25%*	46 *21%* *18%*	136 *27%* *53%* K	73 *19%* *28%*	47 *19%* *18%*	71 *25%* *28%*	97 *24%* *38%*
6	**157** ***14%***	84 *16%* *53%*	73 *13%* *47%*	12 *15%* *7%*	20 *13%* *13%*	25 *16%* *16%*	27 *14%* *17%*	31 *15%* *20%*	41 *14%* *26%*	43 *19%* *27%* J	58 *11%* *37%*	56 *15%* *35%*	23 *9%* *15%*	26 *9%* *17%*	73 *18%* *47%* LM
5	**104** ***9%***	40 *7%* *38%*	64 *11%* *62%*	6 *8%* *6%*	19 *12%* *19%*	11 *7%* *10%*	18 *9%* *17%*	21 *10%* *20%*	29 *10%* *28%*	18 *8%* *18%*	50 *10%* *48%*	36 *9%* *34%*	17 *7%* *16%*	32 *11%* *31%*	37 *9%* *36%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 350

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1105**	545 *49%*	560 *51%*	63 *6%*	125 *11%*	163 *15%*	208 *19%*	252 *23%*	290 *26%*	260 *24%*	538 *49%*	289 *26%*	171 *15%*	151 *14%*	327 *30%*
Effective Total	**776**	371	406	46	92	120	151	168	208	189	395	214	161	137	305
4	**35** ***3%***	18 *3%* *52%*	17 *3%* *48%*	1 *2%* *4%*	4 *2%* *10%*	10 *6%* *27%*	7 *4%* *20%*	6 *3%* *16%*	8 *3%* *23%*	12 *5%* *33%* J	11 *2%* *31%*	13 *3%* *36%*	6 *3%* *18%*	9 *3%* *26%*	12 *3%* *35%*
3	**16** ***1%***	9 *2%* *60%*	6 *1%* *40%*	5 *6%* *29%* DH	- - -	5 *3%* *30%* H	2 *1%* *16%*	4 *2%* *25%* H	- - -	6 *3%* *37%*	8 *2%* *49%*	2 *1%* *13%*	5 *2%* *31%*	2 *1%* *14%*	6 *1%* *35%*
2	**18** ***2%***	10 *2%* *56%*	8 *1%* *44%*	3 *4%* *18%*	2 *2%* *13%*	1 *1%* *7%*	1 *1%* *7%*	4 *2%* *22%*	6 *2%* *33%*	2 *1%* *13%*	6 *1%* *31%*	10 *3%* *56%*	8 *3%* *47%*	2 *1%* *12%*	6 *1%* *32%*
1	**13** ***1%***	3 *** *19%*	10 *2%* *81%*	1 *1%* *7%*	- - -	4 *3%* *32%*	3 *2%* *23%*	2 *1%* *15%*	3 *1%* *23%*	* * *4%*	4 *1%* *30%*	9 *2%* *67%*	- - -	3 *1%* *21%*	8 *2%* *64%*
Don't know	**73** ***7%***	22 *4%* *30%*	50 *9%* *70%* A	2 *3%* *3%*	4 *3%* *5%*	11 *6%* *15%*	11 *5%* *15%*	17 *8%* *23%*	28 *9%* *39%* D	11 *5%* *15%*	33 *6%* *45%*	29 *8%* *40%*	15 *6%* *21%*	26 *9%* *36%*	23 *6%* *31%*
Net: 10/9/8/7	**699** ***63%***	354 *66%* *51%*	345 *60%* *49%*	49 *62%* *7%*	105 *68%* *15%*	98 *60%* *14%*	129 *65%* *18%*	131 *61%* *19%*	188 *62%* *27%*	131 *59%* *19%*	340 *67%* *49%*	228 *60%* *33%*	172 *70%* *25%* N	186 *65%* *27%*	240 *59%* *34%*
Net: 10/9	**159** ***14%***	82 *15%* *51%*	78 *14%* *49%*	15 *20%* *10%*	28 *18%* *18%*	22 *14%* *14%*	22 *11%* *14%*	26 *12%* *16%*	45 *15%* *28%*	30 *13%* *19%*	74 *14%* *46%*	56 *15%* *35%*	44 *18%* *27%*	46 *16%* *29%*	51 *13%* *32%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

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Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Total (Unwtd)	**1105**	545 *49%*	560 *51%*	63 *6%*	125 *11%*	163 *15%*	208 *19%*	252 *23%*	290 *26%*	260 *24%*	538 *49%*	289 *26%*	171 *15%*	151 *14%*	327 *30%*
Effective Total	**776**	371	406	46	92	120	151	168	208	189	395	214	161	137	305
Net: 6/5/4	**296** ***27%***	142 *26%* *48%*	154 *27%* *52%*	19 *24%* *7%*	43 *28%* *15%*	46 *28%* *15%*	52 *26%* *18%*	57 *27%* *19%*	78 *26%* *26%*	73 *33%* *25%* J	119 *23%* *40%*	104 *27%* *35%*	46 *19%* *16%*	67 *23%* *23%*	123 *30%* *41%* L
Net: 3/2/1	**47** ***4%***	22 *4%* *47%*	25 *4%* *53%*	9 *11%* *19%* DH	2 *2%* *5%*	10 *6%* *22%*	7 *3%* *14%*	10 *5%* *21%*	9 *3%* *19%*	9 *4%* *19%*	17 *3%* *37%*	21 *5%* *45%*	13 *5%* *29%*	7 *3%* *15%*	20 *5%* *42%*
Mean	**6.97**	7.04	6.90	6.90	7.12	6.78	6.93	6.92	7.09	6.87	7.06	6.91	7.22 N	7.11	6.82
Standard Deviation	**1.79**	1.73	1.84	2.19	1.57	1.91	1.68	1.78	1.79	1.70	1.66	2.00	1.84	1.74	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 350

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1105**	157 *14%*	182 *16%*	117 *11%*	649 *59%*	1044 *94%*	45 *4%*	215 *19%*	877 *79%*	890 *81%*	496 *45%*	392 *35%*	421 *38%*
Total (Wtd)	**1115**	92 *8%*	61 *5%*	23 *2%*	939 *84%*	1070 *96%*	44* *4%* *	210 *19%*	893 *80%*	904 *81%*	471 *42%*	432 *39%*	462 *41%*
Effective Total	**776**	149	166	107	581	740	38	148	620	628	347	283	304
10	**69** ***6%***	3 *3%* *4%*	2 *3%* *3%*	* *1%* *	64 *7%* *93%* Q	65 *6%* *94%*	4 *9%* *6%*	11 *5%* *15%*	58 *7%* *85%*	58 *6%* *85%*	25 *5%* *36%*	34 *8%* *49%*	38 *8%* *54%*
9	**90** ***8%***	6 *7%* *7%*	5 *8%* *6%*	3 *11%* *3%*	76 *8%* *85%*	84 *8%* *93%*	6 *14%* *7%*	19 *9%* *21%*	71 *8%* *78%*	71 *8%* *79%*	41 *9%* *45%*	29 *7%* *32%*	35 *8%* *39%*
8	**284** ***26%***	19 *20%* *7%*	17 *27%* *6%*	7 *31%* *3%* O	242 *26%* *85%*	274 *26%* *96%*	10 *23%* *4%*	53 *25%* *19%*	225 *25%* *79%*	232 *26%* *81%*	111 *24%* *39%*	121 *28%* *42%*	126 *27%* *44%*
7	**255** ***23%***	21 *23%* *8%*	14 *24%* *6%*	4 *18%* *2%*	216 *23%* *84%*	251 *23%* *98%*	5 *10%* *2%*	40 *19%* *16%*	212 *24%* *83%*	215 *24%* *84%*	114 *24%* *45%*	102 *24%* *40%*	111 *24%* *43%*
6	**157** ***14%***	20 *21%* *13%* R	11 *18%* *7%*	4 *18%* *3%*	122 *13%* *78%*	146 *14%* *93%*	11 *25%* *7%* S	27 *13%* *17%*	130 *15%* *83%*	130 *14%* *83%*	80 *17%* *51%* Z	50 *12%* *32%*	52 *11%* *33%*
5	**104** ***9%***	8 *9%* *8%*	7 *12%* *7%*	3 *11%* *2%*	86 *9%* *83%*	102 *10%* *99%*	1 *3%* *1%*	20 *10%* *20%*	83 *9%* *80%*	83 *9%* *80%*	44 *9%* *43%*	39 *9%* *38%*	39 *8%* *38%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 350

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1105**	157 *14%*	182 *16%*	117 *11%*	649 *59%*	1044 *94%*	45 *4%*	215 *19%*	877 *79%*	890 *81%*	496 *45%*	392 *35%*	421 *38%*
Effective Total	**776**	149	166	107	581	740	38	148	620	628	347	283	304
4	**35** ***3%***	6 *6%* *16%* Q	2 *3%* *5%*	- - -	28 *3%* *79%*	34 *3%* *96%*	2 *4%* *4%*	9 *4%* *25%*	26 *3%* *74%*	27 *3%* *75%*	15 *3%* *42%*	12 *3%* *33%*	14 *3%* *40%*
3	**16** ***1%***	2 *3%* *15%*	* * *2%*	* *2%* *3%*	13 *1%* *81%*	16 *1%* *100%*	- - -	6 *3%* *36%* YZ	10 *1%* *64%*	10 *1%* *64%*	9 *2%* *57%* Z	1 * *7%*	1 * *7%*
2	**18** ***2%***	1 *1%* *7%*	- - -	* *2%* *2%*	17 *2%* *91%*	16 *2%* *89%*	2 *5%* *11%*	3 *1%* *16%*	15 *2%* *84%*	15 *2%* *84%*	7 *1%* *36%*	9 *2%* *48%*	9 *2%* *48%*
1	**13** ***1%***	2 *2%* *13%*	- - -	* *1%* *2%*	11 *1%* *85%*	12 *1%* *93%*	1 *2%* *7%*	4 *2%* *32%*	9 *1%* *68%*	9 *1%* *68%*	7 *1%* *53%*	2 * *15%*	2 * *15%*
Don't know	**73** ***7%***	5 *5%* *7%*	2 *4%* *3%*	1 *5%* *2%*	64 *7%* *88%*	70 *7%* *97%*	2 *5%* *3%*	19 *9%* *26%* X	53 *6%* *74%*	54 *6%* *74%*	19 *4%* *26%*	34 *8%* *47%* X	35 *8%* *49%*
Net: 10/9/8/7	**699** ***63%***	49 *53%* *7%*	38 *63%* *5%*	14 *61%* *2%*	598 *64%* *86%* O	674 *63%* *96%*	25 *57%* *4%*	123 *58%* *18%*	567 *63%* *81%*	576 *64%* *82%*	290 *62%* *42%*	285 *66%* *41%*	309 *67%* *44%*
Net: 10/9	**159** ***14%***	9 *10%* *6%*	7 *11%* *4%*	3 *13%* *2%*	141 *15%* *88%*	149 *14%* *94%*	10 *23%* *6%*	30 *14%* *19%*	129 *14%* *81%*	129 *14%* *81%*	66 *14%* *41%*	63 *15%* *39%*	73 *16%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 350

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC2 ****

Base : Regular viewers of BBC2 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1105**	157 *14%*	182 *16%*	117 *11%*	649 *59%*	1044 *94%*	45 *4%*	215 *19%*	877 *79%*	890 *81%*	496 *45%*	392 *35%*	421 *38%*
Effective Total	**776**	149	166	107	581	740	38	148	620	628	347	283	304
Net: 6/5/4	**296** ***27%***	33 *36%* *11%* R	20 *33%* *7%* R	7 *29%* *2%*	236 *25%* *80%*	282 *26%* *95%*	14 *32%* *5%*	56 *27%* *19%*	239 *27%* *81%*	240 *27%* *81%*	139 *30%* *47%*	101 *23%* *34%*	105 *23%* *36%*
Net: 3/2/1	**47** ***4%***	5 *6%* *11%* P	* * *1%*	1 *5%* *2%* P	40 *4%* *86%* P	44 *4%* *94%*	3 *7%* *6%*	13 *6%* *27%*	34 *4%* *73%*	34 *4%* *73%*	22 *5%* *48%*	12 *3%* *25%*	12 *3%* *25%*
Mean	**6.97**	6.56	7.01 O	6.95	7.01 O	6.97	7.03	6.83	7.00	7.00	6.87	7.14	7.18 X
Standard Deviation	**1.79**	1.80	1.42	1.69	1.81	1.77	2.12	1.95	1.76	1.75	1.79	1.70	1.70

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 351

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1763**	759 *43%*	1004 *57%*	151 *9%*	298 *17%*	323 *18%*	344 *20%*	315 *18%*	326 *18%*	319 *18%*	938 *53%*	476 *27%*	316 *18%*	215 *12%*	425 *24%*
Total (Wtd)	**1744**	758 *43%*	986 *57%*	174 *10%*	324 *19%*	322 *18%*	311 *18%*	280 *16%*	335 *19%*	281 *16%*	843 *48%*	621 *36%*	478 *27%*	420 *24%*	531 *30%*
Effective Total	**1192**	505	688	104	200	229	223	212	231	229	656	342	293	199	386
10	**57** ***3%***	23 *3%* *41%*	34 *3%* *59%*	7 *4%* *13%*	5 *2%* *9%*	12 *4%* *21%*	11 *3%* *19%*	14 *5%* *25%* D	7 *2%* *13%*	7 *2%* *12%*	23 *3%* *41%*	27 *4%* *47%*	17 *3%* *29%*	6 *1%* *10%*	22 *4%* *39%*
9	**79** ***5%***	30 *4%* *38%*	49 *5%* *62%*	9 *5%* *12%*	19 *6%* *24%*	12 *4%* *15%*	17 *6%* *22%*	7 *3%* *9%*	15 *4%* *18%*	11 *4%* *13%*	42 *5%* *54%*	26 *4%* *33%*	20 *4%* *25%*	16 *4%* *21%*	29 *5%* *37%*
8	**264** ***15%***	104 *14%* *39%*	160 *16%* *61%*	31 *18%* *12%*	55 *17%* *21%*	35 *11%* *13%*	48 *15%* *18%*	37 *13%* *14%*	58 *17%* *22%* E	40 *14%* *15%*	126 *15%* *48%*	98 *16%* *37%*	88 *18%* *33%*	59 *14%* *23%*	70 *13%* *26%*
7	**387** ***22%***	173 *23%* *45%*	214 *22%* *55%*	40 *23%* *10%*	67 *21%* *17%*	91 *28%* *24%* G	69 *22%* *18%*	48 *17%* *12%*	71 *21%* *18%*	59 *21%* *15%*	206 *24%* *53%*	122 *20%* *32%*	98 *21%* *25%*	99 *24%* *26%*	121 *23%* *31%*
6	**321** ***18%***	153 *20%* *47%*	169 *17%* *53%*	24 *14%* *7%*	55 *17%* *17%*	59 *18%* *18%*	65 *21%* *20%*	62 *22%* *19%*	56 *17%* *18%*	68 *24%* *21%* JK	151 *18%* *47%*	102 *16%* *32%*	84 *18%* *26%*	85 *20%* *26%*	99 *19%* *31%*
5	**250** ***14%***	114 *15%* *46%*	135 *14%* *54%*	25 *15%* *10%*	53 *17%* *21%*	45 *14%* *18%*	42 *13%* *17%*	47 *17%* *19%*	38 *11%* *15%*	41 *15%* *17%*	123 *15%* *49%*	86 *14%* *34%*	69 *14%* *28%*	66 *16%* *26%*	63 *12%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 351

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1763**	759 *43%*	1004 *57%*	151 *9%*	298 *17%*	323 *18%*	344 *20%*	315 *18%*	326 *18%*	319 *18%*	938 *53%*	476 *27%*	316 *18%*	215 *12%*	425 *24%*
Effective Total	**1192**	505	688	104	200	229	223	212	231	229	656	342	293	199	386
4	**117** ***7%***	54 *7%* *46%*	63 *6%* *54%*	14 *8%* *12%*	28 *9%* *24%* F	25 *8%* *21%*	12 *4%* *10%*	18 *6%* *15%*	20 *6%* *17%*	16 *6%* *14%*	59 *7%* *51%*	42 *7%* *36%*	30 *6%* *26%*	20 *5%* *17%*	40 *8%* *35%*
3	**51** ***3%***	27 *4%* *53%*	24 *2%* *47%*	11 *6%* *21%* H	9 *3%* *18%*	9 *3%* *18%*	7 *2%* *14%*	10 *3%* *19%*	5 *1%* *10%*	11 *4%* *21%*	19 *2%* *38%*	21 *3%* *40%*	15 *3%* *29%*	13 *3%* *26%*	14 *3%* *27%*
2	**46** ***3%***	22 *3%* *48%*	24 *2%* *52%*	5 *3%* *11%*	6 *2%* *14%*	9 *3%* *20%*	10 *3%* *23%*	8 *3%* *18%*	7 *2%* *15%*	13 *5%* *30%* J	16 *2%* *35%*	16 *3%* *35%*	8 *2%* *17%*	13 *3%* *29%*	19 *4%* *42%*
1	**25** ***1%***	9 *1%* *34%*	17 *2%* *66%*	3 *2%* *10%*	2 *1%* *8%*	4 *1%* *18%*	1 *** *5%*	11 *4%* *42%* DF	4 *1%* *16%*	1 *** *5%*	12 *1%* *49%*	12 *2%* *46%*	2 *** *7%*	9 *2%* *34%*	11 *2%* *43%* L
Don't know	**149** ***9%***	50 *7%* *33%*	99 *10%* *67%* A	5 *3%* *3%*	23 *7%* *15%*	22 *7%* *15%*	29 *9%* *19%* C	18 *6%* *12%*	53 *16%* *36%* CDEFG	14 *5%* *9%*	65 *8%* *44%*	70 *11%* *47%* I	49 *10%* *33%*	33 *8%* *22%*	43 *8%* *29%*
Net: 10/9/8/7	**787** ***45%***	330 *44%* *42%*	456 *46%* *58%*	88 *50%* *11%* G	146 *45%* *19%*	150 *46%* *19%*	145 *47%* *18%*	107 *38%* *14%*	151 *45%* *19%*	117 *41%* *15%*	397 *47%* *50%*	273 *44%* *35%*	222 *47%* *28%*	181 *43%* *23%*	242 *46%* *31%*
Net: 10/9	**136** ***8%***	53 *7%* *39%*	83 *8%* *61%*	17 *10%* *12%*	24 *7%* *18%*	24 *7%* *18%*	28 *9%* *21%*	22 *8%* *16%*	22 *6%* *16%*	17 *6%* *13%*	66 *8%* *48%*	53 *9%* *39%*	36 *8%* *27%*	22 *5%* *16%*	51 *10%* *38%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 351

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1763**	759 *43%*	1004 *57%*	151 *9%*	298 *17%*	323 *18%*	344 *20%*	315 *18%*	326 *18%*	319 *18%*	938 *53%*	476 *27%*	316 *18%*	215 *12%*	425 *24%*
Effective Total	**1192**	505	688	104	200	229	223	212	231	229	656	342	293	199	386
Net: 6/5/4	**688** ***39%***	321 *42%* *47%*	367 *37%* *53%*	63 *36%* *9%*	137 *42%* *20%*	128 *40%* *19%*	119 *38%* *17%*	126 *45%* *18%* H	114 *34%* *17%*	125 *44%* *18%*	333 *40%* *48%*	230 *37%* *33%*	183 *38%* *27%*	171 *41%* *25%*	203 *38%* *29%*
Net: 3/2/1	**122** ***7%***	57 *8%* *47%*	64 *7%* *53%*	18 *11%* *15%* H	18 *5%* *15%*	22 *7%* *18%*	19 *6%* *15%*	29 *10%* *24%* H	16 *5%* *13%*	26 *9%* *21%*	48 *6%* *39%*	48 *8%* *40%*	24 *5%* *20%*	35 *8%* *29%*	44 *8%* *36%*
Mean	**6.27**	6.18	6.34	6.24	6.27	6.22	6.44 G	6.02	6.42 G	6.12	6.33	6.27	6.44	6.13	6.25
Standard Deviation	**1.85**	1.82	1.88	2.01	1.75	1.82	1.77	2.05	1.77	1.81	1.79	1.96	1.74	1.81	1.98

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 351

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1763**	251 *14%*	292 *17%*	264 *15%*	956 *54%*	1645 *93%*	97 *6%*	311 *18%*	1428 *81%*	1451 *82%*	952 *54%*	495 *28%*	548 *31%*
Total (Wtd)	**1744**	157 *9%*	102 *6%*	56 *3%*	1429 *82%*	1654 *95%*	91* *5%* *	286 *16%*	1432 *82%*	1457 *84%*	940 *54%*	512 *29%*	564 *32%*
Effective Total	**1192**	236	269	243	852	1115	83	199	976	992	640	350	386
10	**57** ***3%***	7 *4%* *12%*	4 *4%* *7%*	2 *3%* *3%*	44 *3%* *78%*	52 *3%* *91%*	5 *6%* *9%*	8 *3%* *14%*	49 *3%* *86%*	49 *3%* *86%*	30 *3%* *53%*	18 *4%* *32%*	22 *4%* *38%*
9	**79** ***5%***	8 *5%* *10%*	3 *3%* *3%*	3 *4%* *3%*	65 *5%* *83%*	74 *4%* *94%*	5 *5%* *6%*	9 *3%* *12%*	69 *5%* *88%*	69 *5%* *88%*	45 *5%* *57%*	23 *5%* *30%*	24 *4%* *31%*
8	**264** ***15%***	21 *13%* *8%*	17 *16%* *6%*	9 *17%* *4%*	217 *15%* *82%*	251 *15%* *95%*	14 *15%* *5%*	49 *17%* *18%*	214 *15%* *81%*	216 *15%* *82%*	155 *16%* *59%* Z	61 *12%* *23%*	67 *12%* *25%*
7	**387** ***22%***	37 *23%* *9%*	19 *19%* *5%*	12 *21%* *3%*	319 *22%* *82%*	371 *22%* *96%*	15 *17%* *4%*	73 *25%* *19%*	302 *21%* *78%*	314 *22%* *81%*	203 *22%* *53%*	107 *21%* *28%*	119 *21%* *31%*
6	**321** ***18%***	23 *15%* *7%*	19 *18%* *6%*	11 *20%* *3%*	268 *19%* *84%*	311 *19%* *97%*	10 *11%* *3%*	44 *15%* *14%*	272 *19%* *85%*	277 *19%* *86%*	170 *18%* *53%*	107 *21%* *33%*	118 *21%* *37%*
5	**250** ***14%***	27 *17%* *11%*	17 *16%* *7%*	8 *14%* *3%*	198 *14%* *79%*	235 *14%* *94%*	14 *16%* *6%*	32 *11%* *13%*	214 *15%* *86%*	218 *15%* *87%*	132 *14%* *53%*	85 *17%* *34%*	90 *16%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 351

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1763**	251 *14%*	292 *17%*	264 *15%*	956 *54%*	1645 *93%*	97 *6%*	311 *18%*	1428 *81%*	1451 *82%*	952 *54%*	495 *28%*	548 *31%*
Effective Total	**1192**	236	269	243	852	1115	83	199	976	992	640	350	386
4	**117** ***7%***	13 *8%* *11%*	9 *8%* *7%*	5 *8%* *4%*	90 *6%* *77%*	104 *6%* *89%*	12 *14%* *11%* S	26 *9%* *22%*	90 *6%* *77%*	91 *6%* *78%*	64 *7%* *54%*	27 *5%* *23%*	31 *6%* *27%*
3	**51** ***3%***	5 *3%* *11%*	2 *2%* *4%*	2 *3%* *3%*	42 *3%* *82%*	46 *3%* *91%*	5 *5%* *9%*	10 *4%* *20%*	40 *3%* *79%*	41 *3%* *80%*	33 *4%* *65%*	7 *1%* *14%*	9 *2%* *17%*
2	**46** ***3%***	4 *2%* *8%*	1 *1%* *3%*	1 *1%* *2%*	40 *3%* *87%*	43 *3%* *94%*	3 *3%* *6%*	8 *3%* *17%*	38 *3%* *83%*	38 *3%* *83%*	22 *2%* *49%*	16 *3%* *34%*	17 *3%* *37%*
1	**25** ***1%***	3 *2%* *12%*	1 *1%* *4%*	* * *1%*	21 *1%* *84%*	21 *1%* *81%*	5 *5%* *19%* S	6 *2%* *23%*	19 *1%* *77%*	19 *1%* *77%*	12 *1%* *47%*	8 *1%* *30%*	8 *1%* *30%*
Don't know	**149** ***9%***	9 *6%* *6%*	11 *11%* *7%* O	4 *7%* *3%*	125 *9%* *84%*	146 *9%* *98%*	3 *3%* *2%*	21 *7%* *14%*	124 *9%* *84%*	126 *9%* *85%*	74 *8%* *50%*	52 *10%* *35%*	60 *11%* *40%*
Net: 10/9/8/7	**787** ***45%***	72 *46%* *9%*	43 *42%* *5%*	26 *46%* *3%*	645 *45%* *82%*	747 *45%* *95%*	39 *43%* *5%*	139 *49%* *18%*	633 *44%* *81%*	648 *44%* *82%*	433 *46%* *55%*	210 *41%* *27%*	232 *41%* *30%*
Net: 10/9	**136** ***8%***	15 *9%* *11%*	7 *7%* *5%*	4 *8%* *3%*	110 *8%* *81%*	126 *8%* *93%*	10 *11%* *7%*	17 *6%* *13%*	118 *8%* *87%*	118 *8%* *87%*	75 *8%* *55%*	42 *8%* *31%*	46 *8%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 351

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - ITV1 ****

Base : Regular viewers of ITV1 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1763**	251 *14%*	292 *17%*	264 *15%*	956 *54%*	1645 *93%*	97 *6%*	311 *18%*	1428 *81%*	1451 *82%*	952 *54%*	495 *28%*	548 *31%*
Effective Total	**1192**	236	269	243	852	1115	83	199	976	992	640	350	386
Net: 6/5/4	**688** ***39%***	63 *40%* *9%*	44 *43%* *6%*	24 *42%* *3%*	556 *39%* *81%*	651 *39%* *95%*	37 *40%* *5%*	102 *36%* *15%*	576 *40%* *84%*	585 *40%* *85%*	366 *39%* *53%*	219 *43%* *32%*	239 *42%* *35%*
Net: 3/2/1	**122** ***7%***	12 *8%* *10%*	5 *4%* *4%*	3 *5%* *2%*	102 *7%* *84%*	109 *7%* *90%*	12 *13%* *10%* S	24 *8%* *19%*	98 *7%* *80%*	98 *7%* *81%*	67 *7%* *55%*	31 *6%* *25%*	33 *6%* *27%*
Mean	**6.27**	6.21	6.29	6.37	6.28	6.29	5.89	6.21	6.28	6.28	6.30	6.24	6.26
Standard Deviation	**1.85**	1.95	1.78	1.73	1.85	1.82	2.30	1.91	1.85	1.84	1.85	1.83	1.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 352

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1201**	532 *44%*	669 *56%*	172 *14%*	266 *22%*	224 *19%*	184 *15%*	175 *15%*	175 *15%*	254 *21%*	676 *56%*	256 *21%*	194 *16%*	153 *13%*	355 *30%*
Total (Wtd)	**1249**	565 *45%*	684 *55%*	204 *16%*	313 *25%*	215 *17%*	174 *14%*	169 *14%*	174 *14%*	242 *19%*	647 *52%*	361 *29%*	293 *23%*	306 *25%*	446 *36%*
Effective Total	**838**	366	473	120	190	163	126	121	128	190	485	188	180	140	326
10	**65** ***5%***	32 *6%* *49%*	33 *5%* *51%*	10 *5%* *16%*	24 *8%* *37%*	6 *3%* *9%*	8 *4%* *12%*	13 *7%* *19%*	4 *3%* *7%*	10 *4%* *16%*	30 *5%* *46%*	25 *7%* *39%*	21 *7%* *33%*	13 *4%* *20%*	26 *6%* *39%*
9	**135** ***11%***	51 *9%* *38%*	83 *12%* *62%*	31 *15%* *23%* FG H	46 *15%* *34%* FG H	26 *12%* *19%* G	12 *7%* *9%*	9 *5%* *6%*	11 *6%* *8%*	32 *13%* *23%*	76 *12%* *57%*	27 *7%* *20%*	48 *16%* *35%* MN	25 *8%* *19%*	41 *9%* *30%*
8	**295** ***24%***	133 *23%* *45%*	163 *24%* *55%*	53 *26%* *18%* G	88 *28%* *30%* GH	56 *26%* *19%* G	42 *24%* *14%* G	24 *14%* *8%*	31 *18%* *11%*	69 *29%* *23%* K	154 *24%* *52%*	72 *20%* *24%*	51 *17%* *17%*	84 *28%* *29%* L	113 *25%* *38%* L
7	**229** ***18%***	114 *20%* *50%*	115 *17%* *50%*	38 *19%* *17%*	61 *20%* *27%*	39 *18%* *17%*	34 *19%* *15%*	33 *19%* *14%*	23 *13%* *10%*	40 *17%* *18%*	132 *20%* *58%*	56 *16%* *25%*	49 *17%* *21%*	65 *21%* *29%*	80 *18%* *35%*
6	**173** ***14%***	84 *15%* *49%*	89 *13%* *51%*	27 *13%* *16%*	32 *10%* *19%*	30 *14%* *17%*	33 *19%* *19%* D	29 *17%* *17%*	21 *12%* *12%*	37 *15%* *21%*	89 *14%* *52%*	47 *13%* *27%*	38 *13%* *22%*	32 *10%* *19%*	73 *16%* *42%*
5	**138** ***11%***	59 *11%* *43%*	78 *11%* *57%*	21 *10%* *15%*	35 *11%* *26%*	23 *11%* *17%*	11 *6%* *8%*	26 *15%* *19%* F	22 *13%* *16%*	23 *10%* *17%*	66 *10%* *48%*	49 *13%* *35%*	33 *11%* *24%*	44 *14%* *32%*	39 *9%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 352

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1201**	532 *44%*	669 *56%*	172 *14%*	266 *22%*	224 *19%*	184 *15%*	175 *15%*	175 *15%*	254 *21%*	676 *56%*	256 *21%*	194 *16%*	153 *13%*	355 *30%*
Effective Total	**838**	366	473	120	190	163	126	121	128	190	485	188	180	140	326
4	**57** ***5%***	27 *5%* *48%*	30 *4%* *52%*	5 *3%* *9%*	4 *1%* *8%*	9 *4%* *16%*	12 *7%* *21%* D	12 *7%* *21%* D	14 *8%* *25%* CD	10 *4%* *18%*	24 *4%* *42%*	23 *6%* *41%*	15 *5%* *27%*	13 *4%* *22%*	15 *3%* *27%*
3	**21** ***2%***	12 *2%* *59%*	8 *1%* *41%*	5 *2%* *23%*	1 *** *6%*	3 *1%* *15%*	1 *1%* *6%*	5 *3%* *22%*	6 *3%* *27%* D	5 *2%* *22%*	10 *2%* *47%*	6 *2%* *31%*	6 *2%* *31%*	4 *1%* *19%*	7 *2%* *35%*
2	**12** ***1%***	8 *1%* *65%*	4 *1%* *35%*	- - -	3 *1%* *30%*	2 *1%* *21%*	3 *2%* *24%*	- - -	3 *2%* *25%*	2 *1%* *16%*	6 *1%* *51%*	4 *1%* *33%*	- - -	2 *1%* *16%*	8 *2%* *67%*
1	**3** ***	2 *** *63%*	1 *** *37%*	1 *** *30%*	- - -	1 *1%* *47%*	* *** *7%*	* *** *16%*	* *** ***	* *** *16%*	2 *** *84%*	- - -	- - -	* *** ***	2 *** *77%*
Don't know	**123** ***10%***	43 *8%* *35%*	79 *12%* *65%*	13 *6%* *10%*	15 *5%* *13%*	19 *9%* *15%*	19 *11%* *15%*	19 *11%* *15%* D	38 *22%* *31%* CDEF G	13 *5%* *10%*	58 *9%* *47%*	52 *14%* *42%* IJ	31 *11%* *26%*	24 *8%* *20%*	43 *10%* *35%*
Net: 10/9/8/7	**724** ***58%***	330 *58%* *46%*	394 *58%* *54%*	132 *65%* *18%* GH	220 *70%* *30%* EF GH	127 *59%* *18%* GH	96 *55%* *13%* H	78 *46%* *11%*	70 *40%* *10%*	151 *63%* *21%* K	392 *61%* *54%* K	180 *50%* *25%*	168 *57%* *23%*	188 *61%* *26%*	259 *58%* *36%*
Net: 10/9	**200** ***16%***	83 *15%* *42%*	116 *17%* *58%*	41 *20%* *20%* H	71 *23%* *35%* FG H	32 *15%* *16%*	20 *11%* *10%*	21 *13%* *11%*	15 *9%* *8%*	42 *17%* *21%*	106 *16%* *53%*	52 *14%* *26%*	69 *23%* *34%* MN	38 *12%* *19%*	66 *15%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 352

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1201**	532 *44%*	669 *56%*	172 *14%*	266 *22%*	224 *19%*	184 *15%*	175 *15%*	175 *15%*	254 *21%*	676 *56%*	256 *21%*	194 *16%*	153 *13%*	355 *30%*
Effective Total	**838**	366	473	120	190	163	126	121	128	190	485	188	180	140	326
Net: 6/5/4	**368** ***29%***	171 *30%* *46%*	197 *29%* *54%*	54 *26%* *15%*	72 *23%* *20%*	62 *29%* *17%*	55 *32%* *15%*	67 *40%* *18%* CD	57 *33%* *16%*	70 *29%* *19%*	179 *28%* *49%*	119 *33%* *32%*	87 *30%* *24%*	88 *29%* *24%*	127 *28%* *34%*
Net: 3/2/1	**35** ***3%***	21 *4%* *61%*	14 *2%* *39%*	6 *3%* *16%*	5 *2%* *14%*	7 *3%* *20%*	4 *2%* *12%*	5 *3%* *14%*	9 *5%* *24%*	7 *3%* *20%*	18 *3%* *51%*	10 *3%* *29%*	6 *2%* *18%*	6 *2%* *17%*	17 *4%* *49%*
Mean	**6.98**	6.90	7.05	7.19 G H	7.39 E FGH	6.95 H	6.87	6.61	6.42	7.08	7.04	6.81	7.13	6.96	6.99
Standard Deviation	**1.73**	1.77	1.70	1.66	1.61	1.72	1.68	1.79	1.87	1.68	1.69	1.84	1.80	1.62	1.77

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 352

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1201**	196 *16%*	115 *10%*	188 *16%*	702 *58%*	1098 *91%*	91 *8%*	172 *14%*	1012 *84%*	1029 *86%*	634 *53%*	391 *33%*	432 *36%*
Total (Wtd)	**1249**	122 *10%*	41 *3%*	41 *3%*	1045 *84%*	1164 *93%*	85* *7%* *	164 *13%*	1066 *85%*	1085 *87%*	649 *52%*	432 *35%*	474 *38%*
Effective Total	**838**	184	106	178	623	766	78	118	709	721	433	285	313
10	**65** ***5%***	2 *2%* *4%*	1 *4%* *2%*	2 *4%* *3%*	60 *6%* *92%* O	61 *5%* *93%*	5 *5%* *7%*	9 *5%* *14%*	56 *5%* *86%*	56 *5%* *86%*	30 *5%* *46%*	26 *6%* *40%*	29 *6%* *45%*
9	**135** ***11%***	13 *11%* *10%*	2 *6%* *2%*	6 *14%* *4%* P	113 *11%* *84%*	121 *10%* *90%*	13 *15%* *10%*	25 *15%* *18%*	110 *10%* *82%*	110 *10%* *82%*	71 *11%* *53%*	39 *9%* *29%*	42 *9%* *31%*
8	**295** ***24%***	27 *22%* *9%*	10 *24%* *3%*	10 *24%* *3%*	248 *24%* *84%*	283 *24%* *96%* T	12 *14%* *4%*	42 *26%* *14%*	248 *23%* *84%*	253 *23%* *86%*	151 *23%* *51%*	100 *23%* *34%*	107 *23%* *36%*
7	**229** ***18%***	19 *15%* *8%*	8 *19%* *3%*	8 *21%* *4%*	194 *19%* *85%*	215 *18%* *94%*	14 *17%* *6%*	25 *15%* *11%*	198 *19%* *87%*	203 *19%* *89%*	120 *19%* *53%*	83 *19%* *36%*	89 *19%* *39%*
6	**173** ***14%***	19 *16%* *11%*	5 *13%* *3%*	6 *14%* *3%*	143 *14%* *83%*	155 *13%* *90%*	17 *20%* *10%*	16 *10%* *9%*	151 *14%* *88%*	156 *14%* *91%*	96 *15%* *55%*	60 *14%* *35%*	72 *15%* *42%*
5	**138** ***11%***	13 *11%* *9%*	5 *12%* *4%*	4 *9%* *3%*	116 *11%* *84%*	127 *11%* *92%*	11 *13%* *8%*	19 *12%* *14%*	117 *11%* *85%*	119 *11%* *86%*	71 *11%* *52%*	47 *11%* *34%*	48 *10%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 352

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1201**	196 *16%*	115 *10%*	188 *16%*	702 *58%*	1098 *91%*	91 *8%*	172 *14%*	1012 *84%*	1029 *86%*	634 *53%*	391 *33%*	432 *36%*
Effective Total	**838**	184	106	178	623	766	78	118	709	721	433	285	313
4	**57** ***5%***	9 *7%* *15%*	3 *8%* *6%* R	2 *5%* *3%*	44 *4%* *76%*	51 *4%* *90%*	6 *7%* *10%*	10 *6%* *18%*	47 *4%* *82%*	47 *4%* *82%*	31 *5%* *53%*	16 *4%* *28%*	18 *4%* *31%*
3	**21** ***2%***	2 *1%* *8%*	* *1%* *2%*	1 *2%* *5%*	18 *2%* *85%*	19 *2%* *95%*	1 *1%* *5%*	2 *1%* *9%*	18 *2%* *89%*	19 *2%* *91%*	14 *2%* *66%*	5 *1%* *25%*	5 *1%* *25%*
2	**12** ***1%***	1 *1%* *13%*	* *1%* *3%*	* *1%* *2%*	10 *1%* *83%*	10 *1%* *83%*	2 *2%* *17%*	2 *1%* *16%*	10 *1%* *84%*	10 *1%* *84%*	5 *1%* *40%*	5 *1%* *44%*	5 *1%* *44%*
1	**3** *	* * *16%*	- - -	* * *7%*	2 * *77%*	2 * *70%*	1 *1%* *30%*	1 *1%* *30%*	2 * *70%*	2 * *70%*	2 * *63%*	* * *7%*	* * *7%*
Don't know	**123** ***10%***	16 *13%* *13%*	5 *13%* *4%*	3 *7%* *2%*	99 *9%* *80%*	120 *10%* *98%*	3 *3%* *2%*	13 *8%* *11%*	108 *10%* *88%*	110 *10%* *89%*	59 *9%* *49%*	50 *12%* *41%*	57 *12%* *46%*
Net: 10/9/8/7	**724** ***58%***	62 *51%* *9%*	22 *52%* *3%*	25 *62%* *3%* O	615 *59%* *85%* O	680 *58%* *94%*	44 *52%* *6%*	101 *61%* *14%*	612 *57%* *85%*	623 *57%* *86%*	373 *57%* *51%*	248 *57%* *34%*	268 *57%* *37%*
Net: 10/9	**200** ***16%***	16 *13%* *8%*	4 *9%* *2%*	7 *18%* *4%* P	173 *17%* *87%*	182 *16%* *91%*	18 *21%* *9%*	34 *20%* *17%*	166 *16%* *83%*	166 *15%* *83%*	101 *16%* *51%*	65 *15%* *33%*	72 *15%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 352

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Channel 4 ****

Base : Regular viewers of Channel 4 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1201**	196 *16%*	115 *10%*	188 *16%*	702 *58%*	1098 *91%*	91 *8%*	172 *14%*	1012 *84%*	1029 *86%*	634 *53%*	391 *33%*	432 *36%*
Effective Total	**838**	184	106	178	623	766	78	118	709	721	433	285	313
Net: 6/5/4	**368** ***29%***	41 *33%* *11%*	14 *33%* *4%*	11 *28%* *3%*	302 *29%* *82%*	334 *29%* *91%*	34 *40%* *9%* S	46 *28%* *12%*	315 *30%* *86%*	322 *30%* *88%*	197 *30%* *54%*	124 *29%* *34%*	138 *29%* *38%*
Net: 3/2/1	**35** ***3%***	4 *3%* *10%*	1 *2%* *2%*	1 *3%* *4%*	29 *3%* *84%*	31 *3%* *89%*	4 *5%* *11%*	4 *3%* *13%*	30 *3%* *86%*	31 *3%* *87%*	20 *3%* *57%*	11 *2%* *30%*	11 *2%* *30%*
Mean	**6.98**	6.75	6.73	7.02	7.02	7.01	6.71	7.07	6.97	6.97	6.94	7.01	7.02
Standard Deviation	**1.73**	1.76	1.70	1.74	1.73	1.71	1.96	1.85	1.73	1.72	1.73	1.70	1.69

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 353

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - S4C ****

Base : Regular viewers of S4C - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**58**	22 *38%*	36 *62%*	2 *3%*	4 *7%*	9 *16%*	17 *29%*	13 *22%*	13 *22%*	17 *29%*	25 *43%*	14 *24%*
Total (Wtd)	**18**	7** *38%* **	11* *62%* *	*** *2%* **	1** *6%* **	3** *19%* **	5** *30%* **	4** *22%* **	4** *20%* **	5** *27%* **	8** *42%* **	6** *31%* **
Effective Total	**52**	19	33	1	3	9	17	12	10	17	24	13
10	***** ***2%***	* *6%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *11%* *100%*	- - -	- - -	* *7%* *100%*
9	**1** ***6%***	- - -	1 *9%* *100%*	* *99%* *38%*	- - -	* *9%* *30%*	* *6%* *32%*	- - -	- - -	1 *14%* *68%*	* *4%* *32%*	- - -
8	**1** ***8%***	1 *14%* *64%*	1 *5%* *36%*	* *1%* *	- - -	- - -	1 *12%* *46%*	1 *14%* *37%*	* *7%* *17%*	1 *10%* *35%*	1 *13%* *65%*	* * *
7	**6** ***32%***	2 *31%* *36%*	4 *33%* *64%*	- - -	- - -	1 *29%* *17%*	2 *35%* *33%*	1 *20%* *14%*	2 *59%* *37%*	1 *13%* *11%*	2 *24%* *30%*	3 *62%* *59%*
6	**2** ***14%***	1 *10%* *28%*	2 *16%* *72%*	- - -	- - -	* *10%* *13%*	2 *30%* *66%*	1 *13%* *21%*	- - -	1 *29%* *59%*	1 *13%* *41%*	- - -
5	**3** ***16%***	1 *20%* *47%*	2 *14%* *53%*	- - -	* *32%* *13%*	1 *25%* *29%*	1 *11%* *21%*	1 *13%* *18%*	1 *15%* *19%*	1 *23%* *39%*	1 *17%* *43%*	1 *10%* *18%*
4	**2** ***13%***	1 *10%* *30%*	2 *14%* *70%*	- - -	* *33%* *17%*	1 *28%* *42%*	* *6%* *14%*	1 *16%* *28%*	- - -	- - -	2 *21%* *66%*	1 *14%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 353

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - S4C ****

Base : Regular viewers of S4C - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**58**	22 *38%*	36 *62%*	2 *3%*	4 *7%*	9 *16%*	17 *29%*	13 *22%*	13 *22%*	17 *29%*	25 *43%*	14 *24%*
Effective Total	**52**	19	33	1	3	9	17	12	10	17	24	13
3	**1** ***4%***	* *4%* *42%*	* *4%* *58%*	- - -	* *34%* *58%*	- - -	- - -	* *7%* *42%*	- - -	- - -	1 *9%* *100%*	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	***** ***2%***	- - -	* *4%* *100%*	- - -	- - -	- - -	- - -	* *10%* *100%*	- - -	- - -	- - -	* *7%* *100%*
Don't know	**1** ***3%***	* *4%* *53%*	* *2%* *47%*	- - -	- - -	- - -	- - -	* *6%* *47%*	* *7%* *53%*	1 *10%* *100%*	- - -	- - -
Net: 10/9/8/7	**9** ***48%***	3 *51%* *40%*	5 *47%* *60%*	* *100%* *4%*	- - -	1 *37%* *15%*	3 *53%* *33%*	1 *34%* *15%*	3 *77%* *32%*	2 *37%* *21%*	3 *40%* *35%*	4 *69%* *44%*
Net: 10/9	**1** ***8%***	* *6%* *29%*	1 *9%* *71%*	* *99%* *27%*	- - -	* *9%* *21%*	* *6%* *22%*	- - -	* *11%* *29%*	1 *14%* *49%*	* *4%* *22%*	* *7%* *29%*
Net: 6/5/4	**8** ***43%***	3 *41%* *36%*	5 *44%* *64%*	- - -	1 *66%* *10%*	2 *63%* *28%*	3 *47%* *33%*	2 *42%* *22%*	1 *15%* *7%*	3 *52%* *34%*	4 *50%* *49%*	1 *24%* *17%*
Net: 3/2/1	**1** ***6%***	* *4%* *26%*	1 *7%* *74%*	- - -	* *34%* *36%*	- - -	- - -	1 *18%* *64%*	- - -	- - -	1 *9%* *62%*	* *7%* *38%*
Mean	**6.10**	6.30	5.98	8.99	3.98	5.73	6.54	5.24	7.10	6.59	5.76	6.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 353

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - S4C ****

Base : Regular viewers of S4C - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**58**	22 *38%*	36 *62%*	2 *3%*	4 *7%*	9 *16%*	17 *29%*	13 *22%*	13 *22%*	17 *29%*	25 *43%*	14 *24%*
Effective Total	**52**	19	33	1	3	9	17	12	10	17	24	13
Standard Deviation	**1.84**	1.83	1.92	-	-	1.84	1.32	2.48	1.60	1.57	1.82	2.28

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 353

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - S4C ****

Base : Regular viewers of S4C - Q1 and Q2 only

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**58**	58 *100%*	55 *95%*	1 *2%*	13 *22%*	45 *78%*	45 *78%*	31 *53%*	14 *24%*	14 *24%*
Total (Wtd)	**18**	18* *100%* *	18* *98%* *	*** *2%* **	4** *21%* **	14* *79%* *	14* *79%* *	10* *57%* *	4** *21%* **	4** *21%* **
Effective Total	**52**	52	51	1	10	42	42	30	12	12
10	* ***2%***	* *2%* *100%*	* *2%* *100%*	- - -	- - -	* *3%* *100%*	* *3%* *100%*	* *4%* *100%*	- - -	- - -
9	**1** ***6%***	1 *6%* *100%*	1 *6%* *100%*	- - -	- - -	1 *7%* *100%*	1 *7%* *100%*	* *3%* *32%*	1 *18%* *68%*	1 *18%* *68%*
8	**1** ***8%***	1 *8%* *100%*	1 *8%* *99%*	- - -	* * *	1 *10%* *100%*	1 *10%* *100%*	1 *6%* *40%*	1 *23%* *59%*	1 *23%* *59%*
7	**6** ***32%***	6 *32%* *100%*	6 *33%* *100%*	- - -	1 *39%* *25%*	4 *31%* *75%*	4 *31%* *75%*	3 *30%* *54%*	1 *32%* *21%*	1 *32%* *21%*
6	**2** ***14%***	2 *14%* *100%*	2 *14%* *100%*	- - -	1 *15%* *23%*	2 *13%* *77%*	2 *13%* *77%*	2 *16%* *67%*	* *6%* *10%*	* *6%* *10%*
5	**3** ***16%***	3 *16%* *100%*	3 *17%* *100%*	- - -	1 *38%* *49%*	1 *10%* *51%*	1 *10%* *51%*	1 *14%* *51%*	- - -	- - -
4	**2** ***13%***	2 *13%* *100%*	2 *11%* *83%*	* *100%* *17%*	* *9%* *14%*	2 *14%* *86%*	2 *14%* *86%*	2 *16%* *72%*	* *8%* *14%*	* *8%* *14%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 353

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - S4C ****

Base : Regular viewers of S4C - Q1 and Q2 only

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**58**	58 *100%*	55 *95%*	1 *2%*	13 *22%*	45 *78%*	45 *78%*	31 *53%*	14 *24%*	14 *24%*
Effective Total	**52**	52	51	1	10	42	42	30	12	12
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	* * *	* * *
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	* ***2%***	* *2%* *100%*	* *2%* *100%*	- - -	- - -	* *3%* *100%*	* *3%* *100%*	* *4%* *100%*	- - -	- - -
Don't know	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* * *	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *13%* *100%*	1 *13%* *100%*
Net: 10/9/8/7	**9** ***48%***	9 *48%* *100%*	9 *49%* *100%*	- - -	1 *39%* *17%*	7 *51%* *83%*	7 *51%* *83%*	4 *43%* *51%*	3 *72%* *32%*	3 *72%* *32%*
Net: 10/9	**1** ***8%***	1 *8%* *100%*	1 *8%* *100%*	- - -	- - -	1 *10%* *100%*	1 *10%* *100%*	1 *7%* *51%*	1 *18%* *49%*	1 *18%* *49%*
Net: 6/5/4	**8** ***43%***	8 *43%* *100%*	7 *41%* *95%*	* *100%* *5%*	2 *61%* *30%*	5 *38%* *70%*	5 *38%* *70%*	5 *46%* *62%*	1 *15%* *7%*	1 *15%* *7%*
Net: 3/2/1	**1** ***6%***	1 *6%* *100%*	1 *6%* *100%*	- - -	- - -	1 *8%* *100%*	1 *8%* *100%*	1 *11%* *100%*	* * *	* * *
Mean	**6.10**	6.10	6.14	4.00	5.84	6.17	6.17	5.80	7.30	7.30

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 353

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - S4C ****

Base : Regular viewers of S4C - Q1 and Q2 only

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**58**	58 *100%*	55 *95%*	1 *2%*	13 *22%*	45 *78%*	45 *78%*	31 *53%*	14 *24%*	14 *24%*
Effective Total	**52**	52	51	1	10	42	42	30	12	12
Standard Deviation	**1.84**	1.84	1.83	-	1.21	2.01	2.01	2.04	1.66	1.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 354

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Five ****

Base : Regular viewers of Five - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**659**	256 *39%*	403 *61%*	52 *8%*	123 *19%*	124 *19%*	127 *19%*	121 *18%*	111 *17%*	107 *16%*	367 *56%*	170 *26%*	114 *17%*	83 *13%*	172 *26%*
Total (Wtd)	**646**	239 *37%*	406 *63%*	54* *8%* *	131* *20%* *	119* *18%* *	120* *19%* *	100* *16%* *	121* *19%* *	89* *14%* *	337 *52%*	219 *34%*	168 *26%*	159* *25%* *	210 *33%*
Effective Total	**447**	166	281	36	86	85	86	75	80	76	260	123	108	76	155
10	**21** ***3%***	8 *3%* *38%*	13 *3%* *62%*	4 *7%* *19%* F	5 *4%* *23%*	5 *4%* *22%*	* * *1%*	4 *4%* *19%*	3 *3%* *16%*	2 *2%* *10%*	6 *2%* *29%*	13 *6%* *61%* J	4 *2%* *17%*	4 *3%* *20%*	11 *5%* *52%*
9	**22** ***3%***	7 *3%* *33%*	15 *4%* *67%*	1 *3%* *6%*	5 *4%* *23%*	3 *2%* *13%*	8 *7%* *38%* H	4 *4%* *19%*	* * *1%*	5 *6%* *25%*	12 *4%* *55%*	4 *2%* *20%*	7 *4%* *32%*	4 *3%* *19%*	8 *4%* *38%*
8	**65** ***10%***	23 *10%* *35%*	42 *10%* *65%*	2 *4%* *3%*	19 *15%* *30%*	15 *13%* *23%*	12 *10%* *19%*	7 *7%* *10%*	10 *8%* *15%*	12 *13%* *18%*	40 *12%* *62%*	13 *6%* *20%*	17 *10%* *26%*	14 *9%* *22%*	22 *10%* *34%*
7	**130** ***20%***	55 *23%* *42%*	75 *19%* *58%*	14 *26%* *11%*	27 *20%* *20%*	26 *22%* *20%*	22 *18%* *17%*	19 *19%* *14%*	23 *19%* *18%*	11 *12%* *9%*	70 *21%* *54%*	49 *22%* *38%*	36 *21%* *28%*	42 *26%* *32%*	34 *16%* *26%*
6	**96** ***15%***	31 *13%* *32%*	65 *16%* *68%*	11 *20%* *11%*	17 *13%* *18%*	20 *17%* *21%*	16 *13%* *17%*	17 *17%* *17%*	15 *12%* *16%*	15 *17%* *16%*	49 *15%* *52%*	31 *14%* *33%*	14 *8%* *15%*	33 *21%* *35%* L	32 *15%* *33%*
5	**93** ***14%***	36 *15%* *39%*	57 *14%* *61%*	8 *16%* *9%*	18 *14%* *20%*	15 *13%* *16%*	22 *18%* *24%*	11 *11%* *11%*	18 *15%* *19%*	11 *12%* *12%*	57 *17%* *61%*	25 *12%* *27%*	27 *16%* *29%*	23 *14%* *25%*	25 *12%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 354

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Five ****

Base : Regular viewers of Five - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**659**	256 *39%*	403 *61%*	52 *8%*	123 *19%*	124 *19%*	127 *19%*	121 *18%*	111 *17%*	107 *16%*	367 *56%*	170 *26%*	114 *17%*	83 *13%*	172 *26%*
Effective Total	**447**	166	281	36	86	85	86	75	80	76	260	123	108	76	155
4	**51** ***8%***	26 *11%* *50%*	25 *6%* *50%*	4 *6%* *7%*	13 *10%* *25%*	7 *6%* *13%*	15 *13%* *30%*	5 *5%* *9%*	8 *7%* *16%*	5 *6%* *10%*	33 *10%* *65%*	13 *6%* *25%*	9 *6%* *18%*	17 *11%* *34%*	16 *8%* *32%*
3	**24** ***4%***	13 *6%* *56%*	10 *3%* *44%*	1 *1%* *2%*	1 *1%* *5%*	8 *6%* *32%*	5 *4%* *22%*	6 *6%* *24%*	3 *3%* *14%*	3 *3%* *12%*	14 *4%* *58%*	7 *3%* *30%*	10 *6%* *40%* M	- - -	7 *4%* *31%*
2	**18** ***3%***	8 *3%* *45%*	10 *2%* *55%*	- - -	5 *4%* *30%*	1 *1%* *5%*	* * *2%*	7 *7%* *36%* EF	5 *4%* *28%*	1 *1%* *5%*	10 *3%* *57%*	7 *3%* *38%*	3 *2%* *16%*	4 *3%* *22%*	9 *4%* *50%*
1	**14** ***2%***	6 *2%* *41%*	8 *2%* *59%*	2 *5%* *18%* D	- - -	5 *4%* *34%*	2 *1%* *13%*	5 *5%* *35%* DH	- - -	3 *4%* *23%*	4 *1%* *26%*	7 *3%* *51%*	3 *2%* *22%*	4 *3%* *30%*	5 *2%* *35%*
Don't know	**112** ***17%***	26 *11%* *24%*	85 *21%* *76%* A	7 *13%* *7%*	20 *15%* *18%*	15 *12%* *13%*	17 *14%* *15%*	17 *17%* *16%*	35 *29%* *32%* DEF	21 *23%* *19%* J	41 *12%* *37%*	49 *22%* *44%* J	39 *23%* *35%* M	13 *8%* *12%*	41 *19%* *37%* M
Net: 10/9/8/7	**239** ***37%***	93 *39%* *39%*	146 *36%* *61%*	21 *39%* *9%*	56 *43%* *23%*	49 *41%* *20%*	43 *36%* *18%*	34 *34%* *14%*	36 *30%* *15%*	30 *34%* *13%*	129 *38%* *54%*	80 *36%* *33%*	64 *38%* *27%*	64 *40%* *27%*	75 *36%* *31%*
Net: 10/9	**43** ***7%***	15 *6%* *35%*	28 *7%* *65%*	5 *10%* *13%*	10 *8%* *23%*	8 *6%* *17%*	9 *7%* *20%*	8 *8%* *19%*	3 *3%* *8%*	8 *9%* *18%*	18 *5%* *42%*	17 *8%* *40%*	11 *6%* *25%*	8 *5%* *19%*	19 *9%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 354

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Five ****

Base : Regular viewers of Five - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**659**	256 *39%*	403 *61%*	52 *8%*	123 *19%*	124 *19%*	127 *19%*	121 *18%*	111 *17%*	107 *16%*	367 *56%*	170 *26%*	114 *17%*	83 *13%*	172 *26%*
Effective Total	**447**	166	281	36	86	85	86	75	80	76	260	123	108	76	155
Net: 6/5/4	**239** ***37%***	93 *39%* *39%*	147 *36%* *61%*	23 *42%* *9%*	49 *37%* *20%*	42 *35%* *18%*	53 *44%* *22%*	32 *32%* *13%*	41 *34%* *17%*	31 *35%* *13%*	139 *41%* *58%*	69 *32%* *29%*	50 *30%* *21%*	73 *46%* *31%* L	73 *35%* *30%*
Net: 3/2/1	**56** ***9%***	27 *11%* *49%*	29 *7%* *51%*	3 *6%* *5%*	7 *5%* *12%*	13 *11%* *24%*	7 *6%* *13%*	17 *17%* *31%* DF	8 *7%* *15%*	7 *8%* *13%*	28 *8%* *50%*	21 *10%* *38%*	15 *9%* *28%*	8 *5%* *15%*	21 *10%* *38%*
Mean	**6.01**	5.84	6.12	6.18	6.27	6.05	5.95	5.68	5.90	6.14	5.96	6.03	6.04	6.04	6.04
Standard Deviation	**1.97**	2.02	1.94	2.01	1.87	2.04	1.80	2.34	1.81	2.08	1.85	2.14	1.97	1.78	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 354

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Five ****

Base : Regular viewers of Five - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**659**	80 *12%*	111 *17%*	99 *15%*	369 *56%*	598 *91%*	55 *8%*	77 *12%*	576 *87%*	582 *88%*	355 *54%*	224 *34%*	237 *36%*
Total (Wtd)	**646**	48* *7%* *	39 *6%*	21* *3%* *	538 *83%*	596 *92%*	50* *8%* *	67* *10%* *	573 *89%*	579 *90%*	349 *54%*	226 *35%*	241 *37%*
Effective Total	**447**	74	102	92	328	403	48	49	394	398	238	157	165
10	**21** ***3%***	1 *2%* *4%*	1 *3%* *6%*	* *1%* *1%*	19 *3%* *88%*	14 *2%* *68%*	7 *14%* *32%* S	5 *7%* *22%* Y	17 *3%* *78%*	17 *3%* *78%*	13 *4%* *61%*	4 *2%* *17%*	5 *2%* *25%*
9	**22** ***3%***	1 *2%* *5%*	1 *2%* *3%*	1 *3%* *3%*	20 *4%* *89%*	22 *4%* *100%*	- - -	4 *6%* *18%*	18 *3%* *82%*	18 *3%* *82%*	10 *3%* *44%*	8 *4%* *38%*	8 *3%* *38%*
8	**65** ***10%***	5 *10%* *7%*	3 *9%* *5%*	4 *17%* *6%* R	53 *10%* *82%*	62 *10%* *95%*	3 *7%* *5%*	1 *2%* *2%*	63 *11%* *97%*	64 *11%* *98%*	43 *12%* *66%* U	19 *8%* *30%*	19 *8%* *30%*
7	**130** ***20%***	8 *17%* *6%*	7 *18%* *5%*	4 *17%* *3%*	112 *21%* *86%*	121 *20%* *93%*	9 *18%* *7%*	15 *22%* *11%*	114 *20%* *88%*	116 *20%* *89%*	62 *18%* *48%*	53 *24%* *41%*	57 *24%* *44%*
6	**96** ***15%***	8 *16%* *8%*	6 *14%* *6%*	3 *14%* *3%*	79 *15%* *83%*	89 *15%* *93%*	7 *13%* *7%*	8 *11%* *8%*	88 *15%* *92%*	88 *15%* *92%*	47 *13%* *49%*	41 *18%* *43%*	43 *18%* *45%*
5	**93** ***14%***	10 *21%* *11%*	6 *14%* *6%*	3 *14%* *3%*	74 *14%* *80%*	81 *14%* *88%*	11 *23%* *12%*	9 *14%* *10%*	79 *14%* *86%*	83 *14%* *90%*	50 *14%* *54%*	33 *15%* *36%*	37 *15%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 354

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Five ****

Base : Regular viewers of Five - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**659**	80 *12%*	111 *17%*	99 *15%*	369 *56%*	598 *91%*	55 *8%*	77 *12%*	576 *87%*	582 *88%*	355 *54%*	224 *34%*	237 *36%*
Effective Total	**447**	74	102	92	328	403	48	49	394	398	238	157	165
4	**51** ***8%***	4 *8%* *7%*	4 *10%* *7%*	1 *3%* *1%*	43 *8%* *84%*	48 *8%* *94%*	3 *7%* *6%*	10 *15%* *19%*	41 *7%* *80%*	41 *7%* *81%*	28 *8%* *54%*	14 *6%* *27%*	16 *7%* *31%*
3	**24** ***4%***	2 *5%* *10%*	3 *9%* *15%* R	1 *5%* *4%*	17 *3%* *71%*	24 *4%* *100%*	- - -	4 *5%* *15%*	20 *4%* *85%*	20 *4%* *85%*	15 *4%* *64%*	5 *2%* *22%*	5 *2%* *22%*
2	**18** ***3%***	* *1%* *2%*	1 *3%* *6%*	1 *4%* *4%*	16 *3%* *87%*	16 *3%* *84%*	3 *6%* *16%*	1 *1%* *5%*	17 *3%* *95%*	17 *3%* *95%*	8 *2%* *45%*	8 *4%* *44%*	8 *3%* *44%*
1	**14** ***2%***	1 *2%* *5%*	* *1%* *3%*	1 *3%* *5%*	12 *2%* *87%*	14 *2%* *100%*	- - -	* * *2%*	13 *2%* *98%*	13 *2%* *98%*	10 *3%* *75%*	3 *1%* *23%*	3 *1%* *23%*
Don't know	**112** ***17%***	8 *16%* *7%*	7 *18%* *6%*	4 *18%* *3%*	93 *17%* *84%*	105 *18%* *94%*	7 *13%* *6%*	11 *16%* *10%*	101 *18%* *90%*	101 *17%* *90%*	62 *18%* *56%*	38 *17%* *34%*	38 *16%* *34%*
Net: 10/9/8/7	**239** ***37%***	15 *31%* *6%*	12 *32%* *5%*	8 *39%* *3%*	203 *38%* *85%*	219 *37%* *92%*	19 *39%* *8%*	25 *37%* *10%*	212 *37%* *89%*	214 *37%* *90%*	128 *37%* *54%*	84 *37%* *35%*	90 *37%* *38%*
Net: 10/9	**43** ***7%***	2 *4%* *5%*	2 *5%* *5%*	1 *4%* *2%*	38 *7%* *89%*	36 *6%* *84%*	7 *14%* *16%* S	9 *13%* *20%*	35 *6%* *80%*	35 *6%* *80%*	23 *7%* *52%*	12 *5%* *28%*	14 *6%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 354

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Five ****

Base : Regular viewers of Five - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**659**	80 *12%*	111 *17%*	99 *15%*	369 *56%*	598 *91%*	55 *8%*	77 *12%*	576 *87%*	582 *88%*	355 *54%*	224 *34%*	237 *36%*
Effective Total	**447**	74	102	92	328	403	48	49	394	398	238	157	165
Net: 6/5/4	**239** ***37%***	22 *45%* *9%*	15 *38%* *6%*	7 *32%* *3%*	196 *36%* *82%*	218 *37%* *91%*	21 *43%* *9%*	27 *40%* *11%*	208 *36%* *87%*	213 *37%* *89%*	125 *36%* *52%*	88 *39%* *37%*	96 *40%* *40%*
Net: 3/2/1	**56** ***9%***	4 *7%* *6%*	5 *13%* *9%*	2 *11%* *4%*	45 *8%* *81%*	53 *9%* *95%*	3 *6%* *5%*	5 *7%* *8%*	51 *9%* *92%*	51 *9%* *92%*	34 *10%* *60%*	17 *7%* *30%*	17 *7%* *30%*
Mean	**6.01**	5.86	5.73	6.02	6.04	5.98	6.33	6.06	6.00	6.00	5.98	6.04	6.04
Standard Deviation	**1.97**	1.77	1.99	2.09	1.99	1.96	2.17	2.05	1.97	1.97	2.06	1.80	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 355

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**274**	129 *47%*	145 *53%*	50 *18%*	71 *26%*	51 *19%*	40 *15%*	29 *11%*	31 *11%*	47 *17%*	155 *57%*	68 *25%*	51 *19%*	28 *10%*	81 *30%*
Total (Wtd)	**287**	135* *47%* *	151* *53%* *	53* *18%* *	83* *29%* *	53* *18%* *	46* *16%* *	23** *8%* **	29** *10%* **	42* *15%* *	152 *53%*	93* *32%* *	80* *28%* *	54** *19%* **	103* *36%* *
Effective Total	**191**	92	99	34	50	37	31	19	21	33	114	50	46	25	72
10	**19** ***7%***	6 *5%* *34%*	12 *8%* *66%*	6 *10%* *29%*	2 *2%* *10%*	3 *6%* *16%*	6 *12%* *31%*	* *2%* *2%*	2 *7%* *12%*	2 *4%* *9%*	5 *3%* *24%*	12 *13%* *67%* J	11 *14%* *59%*	2 *3%* *9%*	4 *4%* *22%*
9	**28** ***10%***	17 *12%* *60%*	11 *7%* *40%*	3 *5%* *10%*	9 *11%* *33%*	10 *19%* *36%* F	1 *3%* *5%*	3 *12%* *10%*	2 *6%* *6%*	3 *8%* *12%*	18 *12%* *64%*	7 *7%* *24%*	7 *9%* *27%*	5 *8%* *17%*	14 *14%* *52%*
8	**35** ***12%***	19 *14%* *52%*	17 *11%* *48%*	* * *	15 *19%* *44%* C	7 *14%* *20%* C	5 *10%* *13%*	4 *16%* *10%*	4 *15%* *12%*	3 *8%* *9%*	19 *13%* *54%*	13 *14%* *37%*	11 *14%* *31%*	6 *11%* *17%*	12 *11%* *33%*
7	**46** ***16%***	19 *14%* *42%*	27 *18%* *58%*	7 *13%* *15%*	13 *16%* *29%*	11 *21%* *24%*	9 *20%* *21%*	4 *20%* *10%*	1 *3%* *2%*	10 *23%* *21%*	28 *18%* *61%*	8 *9%* *18%*	14 *18%* *31%*	6 *11%* *13%*	15 *15%* *34%*
6	**39** ***13%***	16 *12%* *43%*	22 *15%* *57%*	7 *13%* *18%*	15 *19%* *40%* E	1 *3%* *4%*	8 *18%* *21%* E	2 *9%* *6%*	4 *15%* *11%*	6 *14%* *15%*	24 *16%* *63%*	9 *9%* *23%*	7 *8%* *17%*	8 *15%* *21%*	16 *16%* *42%*
5	**37** ***13%***	16 *12%* *44%*	21 *14%* *56%*	8 *15%* *21%*	11 *13%* *29%*	10 *19%* *26%*	4 *8%* *9%*	2 *7%* *4%*	3 *12%* *9%*	5 *12%* *14%*	22 *14%* *59%*	10 *11%* *27%*	6 *8%* *17%*	22 *40%* *58%*	4 *4%* *12%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 355

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**274**	129 *47%*	145 *53%*	50 *18%*	71 *26%*	51 *19%*	40 *15%*	29 *11%*	31 *11%*	47 *17%*	155 *57%*	68 *25%*	51 *19%*	28 *10%*	81 *30%*
Effective Total	**191**	92	99	34	50	37	31	19	21	33	114	50	46	25	72
4	**17** ***6%***	11 *8%* *62%*	7 *4%* *38%*	7 *13%* *40%*	5 *5%* *26%*	1 *2%* *6%*	3 *6%* *15%*	* *1%* *1%*	2 *7%* *11%*	1 *3%* *6%*	10 *7%* *60%*	6 *6%* *34%*	4 *5%* *24%*	- - -	8 *8%* *45%*
3	**10** ***3%***	5 *4%* *50%*	5 *3%* *50%*	3 *5%* *27%*	2 *3%* *23%*	3 *6%* *31%*	2 *4%* *19%*	- - -	- - -	4 *8%* *36%*	3 *2%* *34%*	3 *3%* *30%*	1 *2%* *13%*	2 *4%* *23%*	4 *3%* *37%*
2	**11** ***4%***	7 *5%* *62%*	4 *3%* *38%*	3 *6%* *27%*	3 *3%* *24%*	1 *2%* *11%*	- - -	- - -	4 *15%* *38%*	2 *5%* *19%*	3 *2%* *24%*	7 *7%* *57%*	5 *6%* *42%*	3 *5%* *22%*	4 *4%* *36%*
1	**7** ***2%***	5 *4%* *78%*	1 *1%* *22%*	1 *1%* *11%*	1 *1%* *14%*	1 *3%* *20%*	1 *3%* *22%*	1 *5%* *16%*	1 *4%* *16%*	2 *5%* *34%*	4 *3%* *66%*	- - -	- - -	- - -	6 *5%* *84%*
Don't know	**38** ***13%***	14 *10%* *37%*	24 *16%* *63%*	10 *18%* *25%*	7 *8%* *18%*	3 *6%* *9%*	7 *16%* *19%*	6 *28%* *16%*	5 *17%* *13%*	4 *10%* *10%*	16 *10%* *41%*	18 *20%* *48%*	14 *17%* *36%*	2 *3%* *5%*	16 *16%* *42%*
Net: 10/9/8/7	**127** ***44%***	61 *45%* *48%*	67 *44%* *52%*	15 *28%* *12%*	40 *48%* *31%*	31 *59%* *24%* C	21 *46%* *17%*	11 *50%* *9%*	9 *31%* *7%*	18 *43%* *14%*	69 *46%* *54%*	40 *43%* *32%*	44 *54%* *34%*	18 *33%* *14%*	45 *44%* *36%*
Net: 10/9	**46** ***16%***	23 *17%* *50%*	23 *15%* *50%*	8 *15%* *18%*	11 *13%* *24%*	13 *25%* *28%*	7 *15%* *15%*	3 *14%* *7%*	4 *13%* *8%*	5 *12%* *11%*	22 *15%* *48%*	19 *21%* *41%*	18 *23%* *40%*	6 *12%* *14%*	19 *18%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 355

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**274**	129 *47%*	145 *53%*	50 *18%*	71 *26%*	51 *19%*	40 *15%*	29 *11%*	31 *11%*	47 *17%*	155 *57%*	68 *25%*	51 *19%*	28 *10%*	81 *30%*
Effective Total	**191**	92	99	34	50	37	31	19	21	33	114	50	46	25	72
Net: 6/5/4	**93** ***33%***	43 *32%* *47%*	50 *33%* *53%*	22 *41%* *23%*	31 *37%* *33%*	12 *24%* *13%*	14 *31%* *15%*	4 *17%* *4%*	10 *34%* *11%*	12 *28%* *13%*	56 *37%* *61%*	25 *27%* *27%*	17 *21%* *18%*	30 *54%* *32%*	28 *27%* *30%*
Net: 3/2/1	**28** ***10%***	17 *13%* *61%*	11 *7%* *39%*	6 *12%* *23%*	6 *7%* *21%*	6 *11%* *20%*	3 *7%* *12%*	1 *5%* *4%*	5 *18%* *19%*	8 *19%* *29%* J	10 *7%* *38%*	9 *10%* *34%*	6 *7%* *22%*	5 *9%* *17%*	13 *13%* *48%*
Mean	**6.38**	6.21	6.54	5.80	6.48	6.70	6.61	6.90	5.74	5.87	6.38	6.64	6.97	6.00	6.27
Standard Deviation	**2.24**	2.39	2.09	2.40	1.95	2.27	2.21	2.11	2.72	2.40	2.04	2.48	2.30	1.87	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 355

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**274**	39 *14%*	43 *16%*	32 *12%*	160 *58%*	239 *87%*	29 *11%*	274 *100%*	274 *100%*	170 *62%*	104 *38%*	114 *42%*
Total (Wtd)	**287**	26* *9%* *	15* *5%* *	7* *3%* *	238 *83%*	258 *90%*	28** *10%* **	287 *100%*	287 *100%*	170 *59%*	117* *41%* *	125* *44%* *
Effective Total	**191**	36	38	30	140	167	25	191	191	113	77	84
10	**19** ***7%***	* *2%* *2%*	1 *7%* *5%*	* *5%* *2%*	17 *7%* *90%*	14 *6%* *77%*	4 *15%* *23%*	19 *7%* *100%*	19 *7%* *100%*	11 *6%* *57%*	8 *7%* *43%*	8 *7%* *44%*
9	**28** ***10%***	- - -	1 *6%* *3%*	* *3%* *1%*	26 *11%* *96%* O	26 *10%* *96%*	1 *4%* *4%*	28 *10%* *100%*	28 *10%* *100%*	18 *11%* *67%*	9 *8%* *33%*	9 *7%* *33%*
8	**35** ***12%***	4 *16%* *12%*	2 *14%* *6%*	1 *11%* *2%*	28 *12%* *80%*	32 *12%* *91%*	3 *11%* *9%*	35 *12%* *100%*	35 *12%* *100%*	26 *15%* *72%*	10 *8%* *28%*	11 *9%* *32%*
7	**46** ***16%***	6 *22%* *12%*	2 *15%* *5%*	2 *29%* *4%*	36 *15%* *78%*	43 *17%* *93%*	3 *11%* *7%*	46 *16%* *100%*	46 *16%* *100%*	28 *16%* *61%*	18 *15%* *39%*	18 *14%* *39%*
6	**39** ***13%***	5 *19%* *13%*	2 *12%* *5%*	1 *18%* *3%*	31 *13%* *79%*	36 *14%* *94%*	2 *9%* *6%*	39 *13%* *100%*	39 *13%* *100%*	19 *11%* *48%*	20 *17%* *52%*	21 *17%* *54%*
5	**37** ***13%***	3 *10%* *7%*	1 *9%* *4%*	1 *13%* *2%*	32 *14%* *87%*	34 *13%* *91%*	3 *12%* *9%*	37 *13%* *100%*	37 *13%* *100%*	20 *12%* *55%*	17 *14%* *45%*	17 *13%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 355

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**274**	39 *14%*	43 *16%*	32 *12%*	160 *58%*	239 *87%*	29 *11%*	274 *100%*	274 *100%*	170 *62%*	104 *38%*	114 *42%*
Effective Total	**191**	36	38	30	140	167	25	191	191	113	77	84
4	**17** ***6%***	2 *8%* *11%*	3 *16%* *14%* R	1 *12%* *5%*	12 *5%* *69%*	14 *5%* *78%*	4 *13%* *22%*	17 *6%* *100%*	17 *6%* *100%*	11 *7%* *64%*	6 *5%* *36%*	8 *7%* *48%*
3	**10** ***3%***	2 *9%* *24%*	* *2%* *3%*	- - -	7 *3%* *73%*	8 *3%* *82%*	2 *6%* *18%*	10 *3%* *100%*	10 *3%* *100%*	4 *2%* *42%*	6 *5%* *58%*	6 *5%* *58%*
2	**11** ***4%***	- - -	- - -	- - -	11 *5%* *100%*	9 *4%* *83%*	2 *7%* *17%*	11 *4%* *100%*	11 *4%* *100%*	6 *3%* *52%*	5 *5%* *48%*	5 *4%* *48%*
1	**7** ***2%***	1 *3%* *11%*	* *2%* *5%*	- - -	6 *2%* *84%*	6 *2%* *86%*	1 *3%* *14%*	7 *2%* *100%*	7 *2%* *100%*	4 *3%* *66%*	2 *2%* *34%*	2 *2%* *34%*
Don't know	**38** ***13%***	3 *12%* *8%*	3 *18%* *7%*	1 *9%* *2%*	32 *13%* *83%*	36 *14%* *93%*	3 *9%* *7%*	38 *13%* *100%*	38 *13%* *100%*	22 *13%* *59%*	16 *13%* *41%*	19 *16%* *51%*
Net: 10/9/8/7	**127** ***44%***	10 *39%* *8%*	6 *41%* *5%*	3 *48%* *3%*	107 *45%* *84%*	116 *45%* *91%*	12 *41%* *9%*	127 *44%* *100%*	127 *44%* *100%*	83 *49%* *65%*	45 *38%* *35%*	47 *37%* *37%*
Net: 10/9	**46** ***16%***	* *2%* *1%*	2 *13%* *4%*	1 *9%* *1%*	43 *18%* *93%* O	41 *16%* *88%*	5 *19%* *12%*	46 *16%* *100%*	46 *16%* *100%*	29 *17%* *63%*	17 *15%* *37%*	17 *14%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 355

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC3 ****

Base : Regular viewers of BBC3 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**274**	39 *14%*	43 *16%*	32 *12%*	160 *58%*	239 *87%*	29 *11%*	274 *100%*	274 *100%*	170 *62%*	104 *38%*	114 *42%*
Effective Total	**191**	36	38	30	140	167	25	191	191	113	77	84
Net: 6/5/4	**93** ***33%***	9 *36%* *10%*	6 *37%* *6%*	3 *42%* *3%*	75 *31%* *80%*	84 *32%* *90%*	10 *34%* *10%*	93 *33%* *100%*	93 *33%* *100%*	50 *30%* *54%*	43 *37%* *46%*	46 *37%* *49%*
Net: 3/2/1	**28** ***10%***	3 *12%* *11%*	1 *4%* *2%*	- - -	24 *10%* *87%*	23 *9%* *84%*	5 *16%* *16%*	28 *10%* *100%*	28 *10%* *100%*	14 *8%* *52%*	13 *11%* *48%*	13 *11%* *48%*
Mean	**6.38**	5.93	6.35	6.52	6.43	6.42	6.07	6.38	6.38	6.52	6.17	6.17
Standard Deviation	**2.24**	1.91	2.18	1.71	2.30	2.18	2.72	2.24	2.24	2.24	2.24	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 356

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**165**	81 *49%*	84 *51%*	14 *8%*	32 *19%*	28 *17%*	33 *20%*	26 *16%*	32 *19%*	37 *22%*	85 *52%*	40 *24%*	28 *17%*	20 *12%*	51 *31%*
Total (Wtd)	**171**	95* *55%* *	76* *45%* *	17** *10%* **	37** *22%* **	29** *17%* **	33** *19%* **	22** *13%* **	33** *19%* **	34** *20%* **	87* *51%* *	50** *29%* **	41** *24%* **	36** *21%* **	65* *38%* *
Effective Total	**120**	61	61	9	25	22	24	17	24	27	66	29	26	18	47
10	**9** ***6%***	8 *8%* *85%*	1 *2%* *15%*	3 *18%* *32%*	* *1%* *4%*	2 *6%* *18%*	2 *7%* *24%*	2 *9%* *21%*	- - -	2 *5%* *18%*	2 *2%* *17%*	6 *12%* *65%*	4 *10%* *44%*	2 *5%* *18%*	3 *4%* *28%*
9	**17** ***10%***	13 *13%* *74%*	5 *6%* *26%*	- - -	5 *14%* *30%*	2 *5%* *9%*	3 *8%* *15%*	5 *21%* *27%*	3 *10%* *19%*	* *1%* *1%*	13 *15%* *74%*	4 *8%* *24%*	5 *11%* *28%*	4 *11%* *23%*	8 *12%* *47%*
8	**33** ***19%***	21 *22%* *64%*	12 *15%* *36%*	* * *	7 *18%* *21%*	6 *21%* *19%*	8 *24%* *24%*	8 *35%* *23%*	4 *13%* *13%*	9 *27%* *28%*	16 *19%* *50%*	7 *14%* *22%*	8 *20%* *25%*	7 *18%* *20%*	12 *18%* *36%*
7	**14** ***8%***	6 *7%* *46%*	8 *10%* *54%*	2 *14%* *17%*	2 *6%* *15%*	1 *5%* *10%*	6 *19%* *45%*	1 *3%* *5%*	1 *3%* *8%*	5 *15%* *35%*	7 *8%* *50%*	2 *4%* *15%*	3 *8%* *23%*	2 *6%* *15%*	6 *9%* *43%*
6	**30** ***17%***	16 *17%* *55%*	13 *17%* *45%*	5 *32%* *18%*	4 *12%* *15%*	6 *21%* *21%*	8 *25%* *27%*	1 *6%* *4%*	4 *13%* *15%*	3 *9%* *10%*	18 *21%* *61%*	8 *17%* *28%*	6 *15%* *21%*	4 *11%* *13%*	13 *20%* *45%*
5	**23** ***13%***	11 *11%* *47%*	12 *16%* *53%*	3 *15%* *11%*	4 *12%* *19%*	5 *18%* *22%*	3 *9%* *13%*	1 *4%* *3%*	7 *22%* *31%*	7 *20%* *29%*	9 *10%* *40%*	7 *14%* *31%*	9 *23%* *41%*	6 *16%* *25%*	4 *6%* *18%*
4	**5** ***3%***	4 *4%* *81%*	1 *1%* *19%*	- - -	- - -	2 *6%* *37%*	1 *3%* *18%*	* *2%* *8%*	2 *5%* *36%*	2 *5%* *33%*	1 *1%* *11%*	3 *5%* *57%*	- - -	- - -	3 *4%* *57%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 356

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**165**	81 *49%*	84 *51%*	14 *8%*	32 *19%*	28 *17%*	33 *20%*	26 *16%*	32 *19%*	37 *22%*	85 *52%*	40 *24%*	28 *17%*	20 *12%*	51 *31%*
Effective Total	**120**	61	61	9	25	22	24	17	24	27	66	29	26	18	47
3	**4** ***2%***	3 *3%* *78%*	1 *1%* *22%*	2 *15%* *63%*	- - -	1 *3%* *22%*	1 *2%* *15%*	- - -	- - -	- - -	1 *2%* *37%*	2 *5%* *63%*	- - -	- - -	3 *5%* *85%*
2	**5** ***3%***	4 *4%* *69%*	2 *2%* *31%*	1 *6%* *21%*	1 *3%* *21%*	- - -	- - -	* *2%* *10%*	3 *8%* *49%*	- - -	3 *3%* *51%*	3 *5%* *49%*	- - -	3 *7%* *49%*	2 *3%* *42%*
1	* *	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -	* *1%* *100%*	- - -	* * *100%*	- - -	- - -	- - -	- - -
Don't know	**31** ***18%***	9 *9%* *29%*	22 *29%* *71%* A	* * *	13 *34%* *42%*	4 *15%* *14%*	2 *5%* *5%*	4 *18%* *13%*	8 *25%* *26%*	6 *19%* *21%*	17 *20%* *56%*	7 *14%* *23%*	5 *13%* *17%*	10 *27%* *32%*	11 *17%* *36%*
Net: 10/9/8/7	**73** ***43%***	48 *51%* *66%*	25 *33%* *34%*	5 *32%* *7%*	15 *39%* *20%*	11 *37%* *15%*	19 *57%* *26%*	15 *69%* *21%*	9 *26%* *12%*	16 *48%* *22%*	38 *43%* *52%*	19 *39%* *27%*	20 *49%* *28%*	14 *40%* *20%*	28 *44%* *39%*
Net: 10/9	**27** ***16%***	21 *22%* *78%* B	6 *8%* *22%*	3 *18%* *11%*	6 *15%* *21%*	3 *11%* *12%*	5 *15%* *18%*	7 *31%* *25%*	3 *10%* *12%*	2 *6%* *7%*	14 *17%* *54%*	10 *21%* *39%*	9 *21%* *33%*	6 *16%* *21%*	11 *16%* *40%*
Net: 6/5/4	**57** ***34%***	31 *33%* *54%*	26 *34%* *46%*	8 *47%* *14%*	9 *24%* *15%*	13 *45%* *23%*	12 *36%* *21%*	2 *11%* *4%*	13 *41%* *23%*	11 *33%* *20%*	28 *32%* *48%*	18 *37%* *32%*	16 *38%* *27%*	10 *27%* *17%*	20 *31%* *35%*
Net: 3/2/1	**9** ***5%***	7 *7%* *71%*	3 *4%* *29%*	4 *21%* *38%*	1 *3%* *11%*	1 *3%* *9%*	1 *2%* *6%*	* *2%* *5%*	3 *8%* *30%*	- - -	4 *5%* *47%*	5 *10%* *53%*	- - -	3 *7%* *27%*	5 *8%* *59%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 356

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**165**	81 *49%*	84 *51%*	14 *8%*	32 *19%*	28 *17%*	33 *20%*	26 *16%*	32 *19%*	37 *22%*	85 *52%*	40 *24%*	28 *17%*	20 *12%*	51 *31%*
Effective Total	**120**	61	61	9	25	22	24	17	24	27	66	29	26	18	47
Mean	**6.73**	6.89	6.48	6.02	6.99	6.56	7.03	7.93	5.90	6.77	6.83	6.54	7.14	6.69	6.66
Standard Deviation	**1.98**	2.10	1.74	2.43	1.84	1.84	1.58	1.71	2.13	1.60	1.86	2.37	1.75	2.21	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 356

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**165**	27 *16%*	25 *15%*	14 *8%*	99 *60%*	148 *90%*	15 *9%*	165 *100%*	165 *100%*	80 *48%*	85 *52%*	92 *56%*
Total (Wtd)	**171**	16** *10%* **	8** *5%* **	3** *2%* **	143* *84%* *	156 *91%*	15** *9%* **	171 *100%*	171 *100%*	82* *48%* *	89* *52%* *	97* *57%* *
Effective Total	**120**	25	21	13	90	108	13	120	120	59	62	67
10	**9** ***6%***	- - -	* *4%* *4%*	1 *17%* *6%*	9 *6%* *90%*	7 *4%* *72%*	3 *18%* *28%*	9 *6%* *100%*	9 *6%* *100%*	4 *5%* *46%*	5 *6%* *54%*	7 *7%* *75%*
9	**17** ***10%***	- - -	- - -	* *14%* *3%*	17 *12%* *97%*	17 *11%* *100%*	- - -	17 *10%* *100%*	17 *10%* *100%*	8 *9%* *44%*	10 *11%* *56%*	13 *13%* *74%*
8	**33** ***19%***	3 *20%* *10%*	3 *31%* *8%*	* *10%* *1%*	26 *19%* *81%*	31 *20%* *94%*	2 *12%* *6%*	33 *19%* *100%*	33 *19%* *100%*	14 *17%* *41%*	19 *22%* *59%*	19 *20%* *59%*
7	**14** ***8%***	2 *11%* *13%*	- - -	1 *25%* *6%*	11 *8%* *81%*	13 *8%* *94%*	1 *5%* *6%*	14 *8%* *100%*	14 *8%* *100%*	6 *8%* *46%*	8 *8%* *54%*	10 *10%* *69%*
6	**30** ***17%***	4 *21%* *12%*	2 *23%* *7%*	1 *16%* *2%*	24 *16%* *80%*	28 *18%* *93%*	2 *13%* *7%*	30 *17%* *100%*	30 *17%* *100%*	13 *16%* *45%*	16 *18%* *55%*	17 *17%* *57%*
5	**23** ***13%***	3 *15%* *11%*	1 *14%* *5%*	- - -	19 *14%* *84%*	21 *14%* *92%*	2 *12%* *8%*	23 *13%* *100%*	23 *13%* *100%*	14 *17%* *59%*	9 *11%* *41%*	9 *10%* *41%*
4	**5** ***3%***	1 *5%* *18%*	1 *12%* *21%*	* *6%* *4%*	3 *2%* *57%*	5 *3%* *100%*	- - -	5 *3%* *100%*	5 *3%* *100%*	1 *2%* *30%*	3 *4%* *70%*	3 *3%* *70%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 356

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**165**	27 *16%*	25 *15%*	14 *8%*	99 *60%*	148 *90%*	15 *9%*	165 *100%*	165 *100%*	80 *48%*	85 *52%*	92 *56%*
Effective Total	**120**	25	21	13	90	108	13	120	120	59	62	67
3	**4** ***2%***	1 *3%* *15%*	- - -	- - -	3 *2%* *85%*	3 *2%* *78%*	1 *6%* *22%*	4 *2%* *100%*	4 *2%* *100%*	3 *4%* *85%*	1 *1%* *15%*	1 *1%* *15%*
2	**5** ***3%***	* *3%* *10%*	- - -	- - -	5 *3%* *90%*	3 *2%* *58%*	2 *15%* *42%*	5 *3%* *100%*	5 *3%* *100%*	1 *1%* *21%*	4 *5%* *79%*	4 *4%* *79%*
1	* *	- - -	* *3%* *100%*	- - -	- - -	* * *100%*	- - -	* * *100%*	* * *100%*	* * *100%*	- - -	- - -
Don't know	**31** ***18%***	3 *20%* *11%*	1 *12%* *3%*	* *12%* *1%*	26 *18%* *85%*	28 *18%* *91%*	3 *18%* *9%*	31 *18%* *100%*	31 *18%* *100%*	17 *21%* *54%*	14 *16%* *46%*	15 *15%* *47%*
Net: 10/9/8/7	**73** ***43%***	5 *31%* *7%*	3 *36%* *4%*	2 *66%* *3%*	63 *44%* *86%*	68 *44%* *93%*	5 *36%* *7%*	73 *43%* *100%*	73 *43%* *100%*	32 *39%* *43%*	41 *47%* *57%*	49 *50%* *66%*
Net: 10/9	**27** ***16%***	- - -	* *4%* *1%*	1 *31%* *4%*	25 *18%* *95%*	24 *15%* *90%*	3 *18%* *10%*	27 *16%* *100%*	27 *16%* *100%*	12 *15%* *45%*	15 *17%* *55%*	20 *20%* *74%*
Net: 6/5/4	**57** ***34%***	7 *42%* *12%*	4 *49%* *7%*	1 *22%* *1%*	46 *32%* *79%*	54 *34%* *94%*	4 *25%* *6%*	57 *34%* *100%*	57 *34%* *100%*	28 *35%* *50%*	29 *32%* *50%*	29 *30%* *51%*
Net: 3/2/1	**9** ***5%***	1 *6%* *11%*	* *3%* *3%*	- - -	8 *6%* *86%*	6 *4%* *68%*	3 *21%* *32%*	9 *5%* *100%*	9 *5%* *100%*	5 *6%* *50%*	5 *5%* *50%*	5 *5%* *50%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 356

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC4 ****

Base : Regular viewers of BBC4 - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**165**	27 *16%*	25 *15%*	14 *8%*	99 *60%*	148 *90%*	15 *9%*	165 *100%*	165 *100%*	80 *48%*	85 *52%*	92 *56%*
Effective Total	**120**	25	21	13	90	108	13	120	120	59	62	67
Mean	**6.73**	6.04	6.30	7.65	6.82	6.78	6.18	6.73	6.73	6.64	6.82	6.97
Standard Deviation	**1.98**	1.68	2.08	2.12	2.00	1.87	2.93	1.98	1.98	1.96	2.00	2.01

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 357

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC News ****

Base : Regular viewers of BBC News - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**532**	296 *56%*	236 *44%*	32 *6%*	94 *18%*	99 *19%*	105 *20%*	105 *20%*	96 *18%*	124 *23%*	273 *51%*	127 *24%*	88 *17%*	56 *11%*	162 *30%*
Total (Wtd)	**521**	299 *57%*	222 *43%*	41** *8%* **	115* *22%* *	96* *18%* *	93* *18%* *	83* *16%* *	92* *18%* *	106* *20%* *	259 *50%*	156* *30%* *	129* *25%* *	105* *20%* *	193 *37%*
Effective Total	**376**	206	171	27	67	78	71	74	67	89	205	90	82	50	150
10	**47** ***9%***	26 *9%* *55%*	21 *9%* *45%*	6 *15%* *13%*	10 *9%* *22%*	6 *6%* *13%*	3 *4%* *8%*	6 *7%* *12%*	15 *16%* *32%* F	5 *5%* *10%*	18 *7%* *38%*	24 *16%* *52%* IJ	9 *7%* *19%*	11 *11%* *24%*	20 *10%* *42%*
9	**42** ***8%***	22 *7%* *53%*	20 *9%* *47%*	6 *14%* *14%*	9 *7%* *20%*	10 *10%* *23%*	6 *7%* *15%*	4 *5%* *11%*	7 *8%* *17%*	10 *10%* *24%*	27 *10%* *63%* K	5 *3%* *13%*	9 *7%* *21%*	8 *8%* *20%*	14 *7%* *33%*
8	**133** ***26%***	81 *27%* *61%*	52 *23%* *39%*	5 *12%* *4%*	36 *31%* *27%*	28 *29%* *21%*	23 *25%* *18%*	25 *30%* *19%*	16 *17%* *12%*	23 *22%* *17%*	82 *32%* *62%* K	28 *18%* *21%*	39 *31%* *30%*	23 *22%* *17%*	48 *25%* *36%*
7	**114** ***22%***	73 *24%* *64%*	41 *19%* *36%*	6 *14%* *5%*	23 *20%* *20%*	23 *24%* *20%*	28 *31%* *25%*	17 *20%* *15%*	17 *18%* *15%*	29 *28%* *26%*	53 *21%* *47%*	31 *20%* *28%*	22 *17%* *20%*	35 *34%* *31%* L	39 *20%* *34%*
6	**62** ***12%***	38 *13%* *61%*	25 *11%* *39%*	6 *15%* *10%*	16 *14%* *26%* E	3 *4%* *5%*	13 *13%* *20%* E	9 *10%* *14%*	15 *17%* *25%* E	11 *11%* *18%*	23 *9%* *37%*	28 *18%* *45%* J	21 *17%* *34%*	13 *12%* *20%*	15 *8%* *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 357

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC News ****

Base : Regular viewers of BBC News - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**532**	296 *56%*	236 *44%*	32 *6%*	94 *18%*	99 *19%*	105 *20%*	105 *20%*	96 *18%*	124 *23%*	273 *51%*	127 *24%*	88 *17%*	56 *11%*	162 *30%*
Effective Total	**376**	206	171	27	67	78	71	74	67	89	205	90	82	50	150
5	**48** ***9%***	26 *9%* *54%*	22 *10%* *46%*	5 *12%* *10%*	10 *8%* *20%*	12 *12%* *24%*	5 *5%* *11%*	12 *14%* *25%*	4 *5%* *9%*	9 *9%* *19%*	25 *10%* *52%*	14 *9%* *29%*	13 *10%* *27%*	6 *5%* *12%*	22 *11%* *46%*
4	**26** ***5%***	14 *5%* *55%*	12 *5%* *45%*	4 *10%* *15%*	4 *3%* *15%*	3 *4%* *13%*	6 *6%* *22%*	1 *1%* *3%*	8 *9%* *31%* G	3 *3%* *14%*	11 *4%* *41%*	12 *7%* *45%*	7 *5%* *26%*	4 *4%* *15%*	10 *5%* *38%*
3	**11** ***2%***	7 *2%* *65%*	4 *2%* *35%*	* *1%* *2%*	2 *2%* *19%*	4 *5%* *40%*	1 *2%* *13%*	3 *3%* *25%*	- - -	6 *6%* *57%* K	4 *2%* *40%*	* * *4%*	2 *2%* *18%*	3 *3%* *27%*	3 *1%* *24%*
2	**3** ***1%***	* * *13%*	3 *1%* *87%*	- - -	- - -	* * *7%*	2 *2%* *63%*	* *1%* *14%*	* *1%* *16%*	* * *14%*	3 *1%* *86%*	- - -	- - -	- - -	1 *1%* *38%*
1	**6** ***1%***	2 *1%* *41%*	3 *2%* *59%*	2 *4%* *27%*	2 *2%* *33%*	- - -	2 *2%* *31%*	* *1%* *8%*	- - -	1 *1%* *23%*	1 * *18%*	3 *2%* *59%*	- - -	- - -	5 *3%* *92%*
Don't know	**29** ***6%***	9 *3%* *30%*	20 *9%* *70%* A	1 *4%* *5%*	3 *3%* *11%*	6 *7%* *22%*	3 *3%* *11%*	6 *7%* *21%*	9 *10%* *30%*	7 *6%* *22%*	12 *5%* *42%*	10 *7%* *35%*	7 *6%* *25%*	2 *2%* *8%*	15 *8%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 357

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : Regular viewers of BBC News - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**532**	296 *56%*	236 *44%*	32 *6%*	94 *18%*	99 *19%*	105 *20%*	105 *20%*	96 *18%*	124 *23%*	273 *51%*	127 *24%*	88 *17%*	56 *11%*	162 *30%*
Effective Total	**376**	206	171	27	67	78	71	74	67	89	205	90	82	50	150
Net: 10/9/8/7	**336** ***65%***	202 *68%* *60%*	134 *60%* *40%*	23 *55%* *7%*	78 *68%* *23%*	67 *69%* *20%*	62 *66%* *18%*	52 *63%* *16%*	55 *60%* *16%*	67 *64%* *20%*	180 *70%* *54%* K	89 *57%* *26%*	79 *61%* *24%*	78 *74%* *23%*	121 *63%* *36%*
Net: 10/9	**89** ***17%***	48 *16%* *54%*	41 *18%* *46%*	12 *29%* *13%*	19 *16%* *21%*	16 *16%* *18%*	10 *10%* *11%*	10 *12%* *11%*	22 *24%* *25%* F	15 *14%* *17%*	44 *17%* *50%*	30 *19%* *33%*	18 *14%* *20%*	20 *19%* *22%*	34 *17%* *38%*
Net: 6/5/4	**136** ***26%***	78 *26%* *57%*	58 *26%* *43%*	15 *37%* *11%*	30 *26%* *22%*	18 *19%* *14%*	23 *25%* *17%*	21 *26%* *16%*	28 *30%* *21%*	24 *23%* *18%*	59 *23%* *43%*	53 *34%* *39%* J	41 *32%* *30%*	22 *21%* *16%*	47 *25%* *35%*
Net: 3/2/1	**20** ***4%***	10 *3%* *50%*	10 *4%* *50%*	2 *5%* *9%*	4 *4%* *21%*	5 *5%* *23%*	5 *6%* *27%*	4 *4%* *18%*	* *1%* *3%*	8 *7%* *40%*	8 *3%* *40%*	4 *2%* *20%*	2 *2%* *10%*	3 *3%* *15%*	9 *5%* *47%*
Mean	**7.06**	7.09	7.01	6.91	7.15	7.11	6.78	7.01	7.30	6.83	7.19	6.99	7.07	7.25	6.98
Standard Deviation	**1.84**	1.74	1.98	2.31	1.79	1.76	1.83	1.73	1.88	1.86	1.72	2.01	1.62	1.62	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 357

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**532**	83 *16%*	89 *17%*	54 *10%*	306 *58%*	463 *87%*	66 *12%*	532 *100%*	532 *100%*	361 *68%*	167 *31%*	182 *34%*
Total (Wtd)	**521**	51* *10%* *	32* *6%* *	11* *2%* *	428 *82%*	456 *88%*	65* *12%* *	521 *100%*	521 *100%*	337 *65%*	181 *35%*	195 *37%*
Effective Total	**376**	80	83	48	271	321	56	376	376	254	121	131
10	**47** ***9%***	4 *7%* *8%*	3 *9%* *6%*	1 *6%* *1%*	40 *9%* *85%*	39 *9%* *85%*	7 *11%* *15%*	47 *9%* *100%*	47 *9%* *100%*	31 *9%* *67%*	15 *9%* *33%*	16 *8%* *35%*
9	**42** ***8%***	8 *16%* *19%* R	2 *8%* *6%*	1 *5%* *1%*	31 *7%* *74%*	41 *9%* *97%*	1 *2%* *3%*	42 *8%* *100%*	42 *8%* *100%*	24 *7%* *57%*	17 *9%* *41%*	17 *9%* *41%*
8	**133** ***26%***	14 *27%* *10%*	7 *23%* *6%*	2 *16%* *1%*	110 *26%* *83%*	117 *26%* *88%*	17 *26%* *12%*	133 *26%* *100%*	133 *26%* *100%*	95 *28%* *71%*	37 *20%* *28%*	41 *21%* *31%*
7	**114** ***22%***	7 *14%* *6%*	8 *25%* *7%*	2 *21%* *2%*	97 *23%* *85%*	101 *22%* *89%*	13 *20%* *11%*	114 *22%* *100%*	114 *22%* *100%*	71 *21%* *62%*	43 *24%* *38%*	45 *23%* *40%*
6	**62** ***12%***	6 *11%* *9%*	6 *19%* *10%*	1 *12%* *2%*	49 *12%* *79%*	56 *12%* *89%*	7 *11%* *11%*	62 *12%* *100%*	62 *12%* *100%*	42 *13%* *68%*	20 *11%* *32%*	24 *12%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 357

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC News ****

Base : Regular viewers of BBC News - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**532**	83 *16%*	89 *17%*	54 *10%*	306 *58%*	463 *87%*	66 *12%*	532 *100%*	532 *100%*	361 *68%*	167 *31%*	182 *34%*
Effective Total	**376**	80	83	48	271	321	56	376	376	254	121	131
5	**48** ***9%***	3 *7%* *7%*	2 *5%* *3%*	2 *19%* *4%* OPR	41 *9%* *85%*	42 *9%* *88%*	6 *9%* *12%*	48 *9%* *100%*	48 *9%* *100%*	32 *9%* *67%*	16 *9%* *33%*	17 *9%* *36%*
4	**26** ***5%***	3 *6%* *13%*	1 *4%* *5%*	1 *7%* *3%*	21 *5%* *79%*	20 *4%* *79%*	5 *8%* *21%*	26 *5%* *100%*	26 *5%* *100%*	18 *5%* *69%*	8 *4%* *31%*	8 *4%* *32%*
3	**11** ***2%***	2 *4%* *20%*	1 *3%* *9%*	* *2%* *2%*	7 *2%* *69%*	8 *2%* *79%*	2 *4%* *21%*	11 *2%* *100%*	11 *2%* *100%*	9 *3%* *84%*	2 *1%* *16%*	2 *1%* *16%*
2	**3** ***1%***	1 *3%* *48%* R	- - -	* *4%* *13%* PR	1 * *38%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	* * *7%*	3 *2%* *93%*	3 *1%* *93%*
1	**6** ***1%***	* *1%* *8%*	- - -	- - -	5 *1%* *92%*	2 *1%* *39%*	4 *6%* *61%* S	6 *1%* *100%*	6 *1%* *100%*	6 *2%* *100%*	- - -	- - -
Don't know	**29** ***6%***	2 *5%* *8%*	1 *4%* *4%*	1 *8%* *3%*	25 *6%* *85%*	26 *6%* *90%*	3 *5%* *10%*	29 *6%* *100%*	29 *6%* *100%*	9 *3%* *29%*	20 *11%* *69%* VWX	21 *11%* *73%* VWX

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 357

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - BBC News ****

Base : Regular viewers of BBC News - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**532**	83 *16%*	89 *17%*	54 *10%*	306 *58%*	463 *87%*	66 *12%*	532 *100%*	532 *100%*	361 *68%*	167 *31%*	182 *34%*
Effective Total	**376**	80	83	48	271	321	56	376	376	254	121	131
Net: 10/9/8/7	**336** ***65%***	32 *63%* *9%*	21 *65%* *6%*	5 *48%* *2%*	278 *65%* *83%* Q	298 *65%* *89%*	38 *58%* *11%*	336 *65%* *100%*	336 *65%* *100%*	221 *66%* *66%*	112 *62%* *33%*	119 *61%* *35%*
Net: 10/9	**89** ***17%***	11 *23%* *13%*	5 *17%* *6%*	1 *11%* *1%*	71 *17%* *80%*	80 *18%* *91%*	8 *13%* *9%*	89 *17%* *100%*	89 *17%* *100%*	55 *16%* *62%*	33 *18%* *37%*	33 *17%* *38%*
Net: 6/5/4	**136** ***26%***	12 *24%* *9%*	9 *28%* *7%*	4 *38%* *3%*	111 *26%* *81%*	118 *26%* *87%*	18 *28%* *13%*	136 *26%* *100%*	136 *26%* *100%*	92 *27%* *68%*	44 *24%* *32%*	50 *25%* *36%*
Net: 3/2/1	**20** ***4%***	4 *8%* *21%* R	1 *3%* *5%*	1 *6%* *3%*	14 *3%* *71%*	14 *3%* *70%*	6 *9%* *30%* S	20 *4%* *100%*	20 *4%* *100%*	15 *5%* *77%*	5 *3%* *23%*	5 *2%* *23%*
Mean	**7.06**	6.97	7.12 Q	6.41	7.08 Q	7.12	6.59	7.06	7.06	7.01	7.13	7.11
Standard Deviation	**1.84**	2.13	1.66	2.03	1.82	1.76	2.30	1.84	1.84	1.89	1.76	1.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 358

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3464**	1625 *47%*	1839 *53%*	319 *9%*	624 *18%*	643 *19%*	634 *18%*	617 *18%*	614 *18%*	693 *20%*	1863 *54%*	842 *24%*	563 *16%*	447 *13%*	961 *28%*
Total (Wtd)	**3467**	1661 *48%*	1806 *52%*	371 *11%*	703 *20%*	607 *18%*	606 *17%*	538 *16%*	643 *19%*	625 *18%*	1731 *50%*	1111 *32%*	834 *24%*	866 *25%*	1177 *34%*
Effective Total	**2385**	1121	1265	221	435	456	430	420	444	503	1345	606	520	409	880
10	**147** ***4%***	61 *4%* *41%*	87 *5%* *59%*	19 *5%* *13%*	21 *3%* *14%*	28 *5%* *19%*	25 *4%* *17%*	27 *5%* *19%*	26 *4%* *18%*	12 *2%* *8%*	65 *4%* *44%* I	71 *6%* *48%* IJ	38 *5%* *26%*	38 *4%* *25%*	50 *4%* *34%*
9	**194** ***6%***	90 *5%* *47%*	104 *6%* *53%*	39 *10%* *20%* EF GH	45 *6%* *23%*	32 *5%* *17%*	25 *4%* *13%*	20 *4%* *10%*	32 *5%* *17%*	32 *5%* *17%*	84 *5%* *43%*	78 *7%* *40%*	56 *7%* *29%*	50 *6%* *26%*	61 *5%* *31%*
8	**657** ***19%***	301 *18%* *46%*	356 *20%* *54%*	74 *20%* *11%*	152 *22%* *23%* F	106 *18%* *16%*	97 *16%* *15%*	91 *17%* *14%*	137 *21%* *21%* F	98 *16%* *15%*	348 *20%* *53%* I	212 *19%* *32%*	176 *21%* *27%*	171 *20%* *26%*	207 *18%* *31%*
7	**793** ***23%***	392 *24%* *49%*	402 *22%* *51%*	93 *25%* *12%* H	174 *25%* *22%* H	146 *24%* *18%* H	156 *26%* *20%* H	119 *22%* *15%* H	105 *16%* *13%*	142 *23%* *18%*	442 *26%* *56%* K	210 *19%* *26%*	193 *23%* *24%*	194 *22%* *24%*	277 *23%* *35%*
6	**586** ***17%***	297 *18%* *51%*	289 *16%* *49%*	51 *14%* *9%*	131 *19%* *22%*	102 *17%* *17%*	119 *20%* *20%*	80 *15%* *14%*	103 *16%* *17%*	134 *21%* *23%* JK	275 *16%* *47%*	178 *16%* *30%*	126 *15%* *22%*	162 *19%* *28%*	196 *17%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 358

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3464**	1625 *47%*	1839 *53%*	319 *9%*	624 *18%*	643 *19%*	634 *18%*	617 *18%*	614 *18%*	693 *20%*	1863 *54%*	842 *24%*	563 *16%*	447 *13%*	961 *28%*
Effective Total	**2385**	1121	1265	221	435	456	430	420	444	503	1345	606	520	409	880
5	**460** ***13%***	231 *14%* *50%*	229 *13%* *50%*	36 *10%* *8%*	80 *11%* *17%*	87 *14%* *19%*	74 *12%* *16%*	101 *19%* *22%* CD FH	81 *13%* *18%*	98 *16%* *21%*	233 *13%* *51%*	129 *12%* *28%*	107 *13%* *23%*	98 *11%* *21%*	160 *14%* *35%*
4	**164** ***5%***	82 *5%* *50%*	82 *5%* *50%*	20 *5%* *12%*	30 *4%* *19%*	36 *6%* *22%*	27 *4%* *17%*	20 *4%* *12%*	31 *5%* *19%*	40 *6%* *24%*	75 *4%* *46%*	49 *4%* *30%*	31 *4%* *19%*	31 *4%* *19%*	66 *6%* *40%*
3	**99** ***3%***	48 *3%* *48%*	51 *3%* *52%*	7 *2%* *7%*	16 *2%* *16%*	16 *3%* *16%*	22 *4%* *22%*	16 *3%* *17%*	21 *3%* *21%*	28 *4%* *28%* J	37 *2%* *37%*	34 *3%* *34%*	22 *3%* *22%*	36 *4%* *36%* N	23 *2%* *23%*
2	**44** ***1%***	28 *2%* *65%*	15 *1%* *35%*	2 *** *4%*	8 *1%* *19%*	5 *1%* *11%*	10 *2%* *24%*	9 *2%* *20%*	10 *2%* *23%*	9 *1%* *21%*	19 *1%* *43%*	16 *1%* *36%*	7 *1%* *17%*	8 *1%* *19%*	23 *2%* *52%*
1	**56** ***2%***	31 *2%* *55%*	25 *1%* *45%*	10 *3%* *18%* F	6 *1%* *11%*	8 *1%* *13%*	3 *** *5%*	16 *3%* *28%* DF	14 *2%* *25%* F	6 *1%* *10%*	22 *1%* *39%*	28 *3%* *51%* IJ	7 *1%* *12%*	15 *2%* *28%*	23 *2%* *40%*
Don't know	**267** ***8%***	100 *6%* *37%*	167 *9%* *63%* A	18 *5%* *7%*	40 *6%* *15%*	40 *7%* *15%*	46 *8%* *17%*	39 *7%* *14%*	84 *13%* *31%* CDEF G	28 *4%* *10%*	132 *8%* *50%* I	106 *10%* *40%* I	70 *8%* *26%*	63 *7%* *24%*	92 *8%* *35%*
Net: 10/9/8/7	**1792** ***52%***	844 *51%* *47%*	948 *52%* *53%*	226 *61%* *13%* EF GH	391 *56%* *22%* GH	313 *52%* *17%*	304 *50%* *17%*	257 *48%* *14%*	300 *47%* *17%*	284 *45%* *16%*	938 *54%* *52%* I	570 *51%* *32%* I	463 *55%* *26%*	452 *52%* *25%*	594 *50%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 358

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3464**	1625 *47%*	1839 *53%*	319 *9%*	624 *18%*	643 *19%*	634 *18%*	617 *18%*	614 *18%*	693 *20%*	1863 *54%*	842 *24%*	563 *16%*	447 *13%*	961 *28%*
Effective Total	**2385**	1121	1265	221	435	456	430	420	444	503	1345	606	520	409	880
Net: 10/9	**341** ***10%***	151 *9%* *44%*	191 *11%* *56%*	58 *16%* *17%* DE FGH	66 *9%* *19%*	60 *10%* *18%*	51 *8%* *15%*	48 *9%* *14%*	58 *9%* *17%*	44 *7%* *13%*	148 *9%* *43%*	149 *13%* *44%* IJ	94 *11%* *28%*	88 *10%* *26%*	111 *9%* *32%*
Net: 6/5/4	**1210** ***35%***	610 *37%* *50%*	600 *33%* *50%*	108 *29%* *9%*	241 *34%* *20%*	225 *37%* *19%* C	220 *36%* *18%*	201 *37%* *17%* C	214 *33%* *18%*	271 *43%* *22%* JK	582 *34%* *48%*	356 *32%* *29%*	265 *32%* *22%*	291 *34%* *24%*	422 *36%* *35%*
Net: 3/2/1	**199** ***6%***	108 *6%* *54%*	92 *5%* *46%*	19 *5%* *10%*	30 *4%* *15%*	29 *5%* *14%*	35 *6%* *18%*	41 *8%* *20%* D	45 *7%* *23%*	43 *7%* *21%* J	78 *5%* *39%*	78 *7%* *39%* J	36 *4%* *18%*	60 *7%* *30%*	68 *6%* *34%*
Mean	**6.54**	6.45	6.63 A	6.79 G	6.67 G	6.54	6.49	6.34	6.47	6.26	6.61 I	6.61 I	6.74 N	6.57	6.47
Standard Deviation	**1.83**	1.84	1.81	1.91	1.67	1.78	1.72	1.95	1.96	1.72	1.73	2.02	1.74	1.85	1.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 358

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3464**	499 *14%*	498 *14%*	496 *14%*	1971 *57%*	3186 *92%*	239 *7%*	648 *19%*	2767 *80%*	2808 *81%*	1824 *53%*	974 *28%*	1062 *31%*
Total (Wtd)	**3467**	312 *9%*	174 *5%*	104 *3%*	2877 *83%*	3235 *93%*	232 *7%*	615 *18%*	2805 *81%*	2844 *82%*	1808 *52%*	1028 *30%*	1115 *32%*
Effective Total	**2385**	467	459	455	1745	2190	205	440	1913	1940	1244	690	752
10	**147** ***4%***	11 *3%* *7%*	7 *4%* *5%*	4 *4%* *3%*	126 *4%* *85%*	130 *4%* *88%*	17 *7%* *12%* S	21 *3%* *14%*	126 *5%* *86%*	126 *4%* *86%*	81 *4%* *55%*	46 *4%* *31%*	50 *5%* *34%*
9	**194** ***6%***	13 *4%* *7%*	8 *5%* *4%*	6 *5%* *3%*	167 *6%* *86%*	176 *5%* *91%*	17 *8%* *9%*	29 *5%* *15%*	162 *6%* *84%*	165 *6%* *85%*	112 *6%* *58%*	51 *5%* *27%*	53 *5%* *28%*
8	**657** ***19%***	52 *17%* *8%*	32 *19%* *5%*	19 *18%* *3%*	554 *19%* *84%*	616 *19%* *94%*	41 *18%* *6%*	112 *18%* *17%*	533 *19%* *81%*	544 *19%* *83%*	374 *21%* *57%* YZ	167 *16%* *25%*	189 *17%* *29%*
7	**793** ***23%***	73 *23%* *9%*	35 *20%* *4%*	23 *22%* *3%*	663 *23%* *84%*	746 *23%* *94%*	47 *20%* *6%*	123 *20%* *16%*	656 *23%* *83%*	669 *24%* *84%*	416 *23%* *52%*	252 *25%* *32%*	270 *24%* *34%*
6	**586** ***17%***	50 *16%* *9%*	34 *20%* *6%*	18 *17%* *3%*	484 *17%* *83%*	551 *17%* *94%*	35 *15%* *6%*	106 *17%* *18%*	476 *17%* *81%*	480 *17%* *82%*	285 *16%* *49%*	194 *19%* *33%*	209 *19%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 358

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - All channels combined ****

Base : All who ever watch any of the channels - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3464**	499 *14%*	498 *14%*	496 *14%*	1971 *57%*	3186 *92%*	239 *7%*	648 *19%*	2767 *80%*	2808 *81%*	1824 *53%*	974 *28%*	1062 *31%*
Effective Total	**2385**	467	459	455	1745	2190	205	440	1913	1940	1244	690	752
5	**460** ***13%***	50 *16%* *11%*	29 *16%* *6%* R	16 *15%* *3%*	365 *13%* *79%*	430 *13%* *93%*	30 *13%* *7%*	90 *15%* *20%*	363 *13%* *79%*	369 *13%* *80%*	227 *13%* *49%*	141 *14%* *31%*	150 *13%* *33%*
4	**164** ***5%***	22 *7%* *13%* R	9 *5%* *6%*	5 *4%* *3%*	128 *4%* *78%*	151 *5%* *92%*	13 *6%* *8%*	38 *6%* *23%*	126 *4%* *77%*	126 *4%* *77%*	82 *5%* *50%*	44 *4%* *27%*	50 *4%* *30%*
3	**99** ***3%***	12 *4%* *12%*	4 *2%* *4%*	3 *3%* *3%*	81 *3%* *81%*	89 *3%* *90%*	10 *4%* *10%*	32 *5%* *32%* VWXY Z	66 *2%* *67%*	66 *2%* *67%*	49 *3%* *49%*	17 *2%* *17%*	17 *2%* *17%*
2	**44** ***1%***	3 *1%* *7%*	1 *1%* *3%*	1 *1%* *3%*	38 *1%* *87%*	41 *1%* *93%*	3 *1%* *7%*	9 *2%* *22%*	34 *1%* *78%*	34 *1%* *78%*	18 *1%* *42%*	16 *2%* *37%*	16 *1%* *37%*
1	**56** ***2%***	7 *2%* *13%*	3 *2%* *5%*	1 *1%* *2%*	45 *2%* *80%*	52 *2%* *92%*	4 *2%* *8%*	11 *2%* *19%*	43 *2%* *76%*	45 *2%* *81%*	29 *2%* *51%*	17 *2%* *29%*	17 *1%* *29%*
Don't know	**267** ***8%***	19 *6%* *7%*	12 *7%* *5%*	9 *9%* *3%*	226 *8%* *85%*	254 *8%* *95%*	13 *6%* *5%*	43 *7%* *16%*	218 *8%* *82%*	219 *8%* *82%*	135 *7%* *50%*	84 *8%* *31%*	94 *8%* *35%*
Net: 10/9/8/7	**1792** ***52%***	149 *48%* *8%*	82 *47%* *5%*	52 *49%* *3%*	1509 *52%* *84%*	1669 *52%* *93%*	123 *53%* *7%*	285 *46%* *16%*	1478 *53%* *82%* U	1504 *53%* *84%* U	983 *54%* *55%* U	516 *50%* *29%*	563 *51%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 358

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3464**	499 *14%*	498 *14%*	496 *14%*	1971 *57%*	3186 *92%*	239 *7%*	648 *19%*	2767 *80%*	2808 *81%*	1824 *53%*	974 *28%*	1062 *31%*
Effective Total	**2385**	467	459	455	1745	2190	205	440	1913	1940	1244	690	752
Net: 10/9	**341** ***10%***	24 *8%* *7%*	15 *9%* *4%*	10 *9%* *3%*	293 *10%* *86%*	307 *9%* *90%*	35 *15%* *10%* S	50 *8%* *15%*	289 *10%* *85%*	291 *10%* *85%*	193 *11%* *57%*	97 *9%* *29%*	104 *9%* *30%*
Net: 6/5/4	**1210** ***35%***	122 *39%* *10%* R	72 *41%* *6%* R	38 *37%* *3%*	978 *34%* *81%*	1131 *35%* *94%*	79 *34%* *6%*	234 *38%* *19%* X	965 *34%* *80%*	975 *34%* *81%*	594 *33%* *49%*	379 *37%* *31%*	408 *37%* *34%*
Net: 3/2/1	**199** ***6%***	22 *7%* *11%*	7 *4%* *4%*	5 *5%* *3%*	164 *6%* *82%*	182 *6%* *91%*	18 *8%* *9%*	52 *8%* *26%* VWXY Z	144 *5%* *72%*	146 *5%* *73%*	96 *5%* *48%*	50 *5%* *25%*	50 *4%* *25%*
Mean	**6.54**	6.28	6.47	6.52	6.58 O	6.54	6.59	6.29	6.60 U	6.60 U	6.64 U	6.52 U	6.55 U
Standard Deviation	**1.83**	1.88	1.76	1.77	1.83	1.81	2.03	1.90	1.81	1.81	1.82	1.78	1.76

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 359

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ****

Base : All in sample A - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1730**	829 *48%*	901 *52%*	168 *10%*	294 *17%*	308 *18%*	321 *19%*	306 *18%*	323 *19%*	346 *20%*	923 *53%*	425 *25%*	284 *16%*	226 *13%*	486 *28%*
Total (Wtd)	**1738**	844 *49%*	894 *51%*	192 *11%*	334 *19%*	289 *17%*	316 *18%*	260 *15%*	347 *20%*	306 *18%*	875 *50%*	556 *32%*	418 *24%*	437 *25%*	596 *34%*
Effective Total	**1192**	568	624	116	205	219	218	207	238	249	667	307	260	208	445
10	**279** ***16%***	113 *13%* *40%*	167 *19%* *60%* A	34 *18%* *12%*	67 *20%* *24%* H	43 *15%* *15%*	56 *18%* *20%*	36 *14%* *13%*	44 *13%* *16%*	51 *17%* *18%*	148 *17%* *53%*	81 *14%* *29%*	64 *15%* *23%*	69 *16%* *25%*	105 *18%* *38%*
9	**229** ***13%***	113 *13%* *49%*	116 *13%* *51%*	25 *13%* *11%*	49 *15%* *21%*	32 *11%* *14%*	44 *14%* *19%*	24 *9%* *11%*	55 *16%* *24%* G	35 *11%* *15%*	129 *15%* *56%*	65 *12%* *29%*	60 *14%* *26%*	72 *16%* *31%* N	60 *10%* *26%*
8	**368** ***21%***	158 *19%* *43%*	210 *24%* *57%* A	32 *17%* *9%*	79 *24%* *22%*	62 *21%* *17%*	53 *17%* *14%*	54 *21%* *15%*	87 *25%* *24%* F	74 *24%* *20%*	182 *21%* *49%*	112 *20%* *30%*	103 *25%* *28%*	80 *18%* *22%*	125 *21%* *34%*
7	**278** ***16%***	143 *17%* *51%*	135 *15%* *49%*	28 *14%* *10%*	57 *17%* *20%*	46 *16%* *17%*	56 *18%* *20%*	52 *20%* *19%* H	40 *11%* *14%*	53 *17%* *19%*	137 *16%* *49%*	88 *16%* *32%*	63 *15%* *22%*	61 *14%* *22%*	103 *17%* *37%*
6	**182** ***10%***	106 *13%* *59%* B	75 *8%* *41%*	24 *13%* *13%*	33 *10%* *18%*	46 *16%* *25%* FH	27 *8%* *15%*	29 *11%* *16%*	23 *7%* *13%*	39 *13%* *21%*	85 *10%* *47%*	58 *10%* *32%*	42 *10%* *23%*	52 *12%* *29%*	58 *10%* *32%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 359

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ****

Base : All in sample A - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1730**	829 *48%*	901 *52%*	168 *10%*	294 *17%*	308 *18%*	321 *19%*	306 *18%*	323 *19%*	346 *20%*	923 *53%*	425 *25%*	284 *16%*	226 *13%*	486 *28%*
Effective Total	**1192**	568	624	116	205	219	218	207	238	249	667	307	260	208	445
5	**157** ***9%***	87 *10%* *55%*	70 *8%* *45%*	26 *13%* *16%*	24 *7%* *15%*	23 *8%* *15%*	31 *10%* *20%*	23 *9%* *14%*	30 *9%* *19%*	25 *8%* *16%*	80 *9%* *51%*	51 *9%* *33%*	27 *7%* *17%*	44 *10%* *28%*	50 *8%* *32%*
4	**54** ***3%***	34 *4%* *63%*	20 *2%* *37%*	4 *2%* *7%*	7 *2%* *12%*	9 *3%* *16%*	11 *3%* *19%*	8 *3%* *15%*	16 *5%* *30%*	8 *3%* *14%*	28 *3%* *51%*	19 *3%* *34%*	12 *3%* *21%*	10 *2%* *19%*	26 *4%* *49%*
3	**50** ***3%***	26 *3%* *52%*	24 *3%* *48%*	4 *2%* *9%*	8 *2%* *16%*	6 *2%* *13%*	16 *5%* *32%*	9 *3%* *17%*	7 *2%* *14%*	8 *3%* *17%*	28 *3%* *56%*	14 *2%* *27%*	11 *3%* *21%*	10 *2%* *20%*	21 *4%* *42%*
2	**28** ***2%***	15 *2%* *55%*	12 *1%* *45%*	1 *1%* *4%*	3 *1%* *11%*	3 *1%* *9%*	7 *2%* *26%*	5 *2%* *20%*	8 *2%* *31%*	4 *1%* *13%*	13 *2%* *49%*	11 *2%* *38%*	4 *1%* *16%*	14 *3%* *52%*	8 *1%* *29%*
1	**47** ***3%***	26 *3%* *54%*	22 *2%* *46%*	7 *3%* *14%* DF	1 *** *3%*	12 *4%* *25%* DF	1 *** *2%*	14 *5%* *30%* DF	12 *4%* *26%* DF	2 *1%* *4%*	20 *2%* *42%*	25 *5%* *53%* I	7 *2%* *14%*	16 *4%* *33%*	20 *3%* *42%*
Don't know	**65** ***4%***	23 *3%* *35%*	42 *5%* *65%*	8 *4%* *13%*	6 *2%* *9%*	7 *3%* *12%*	14 *4%* *22%*	6 *2%* *9%*	23 *7%* *36%* DEG	7 *2%* *11%*	25 *3%* *38%*	33 *6%* *51%* IJ	26 *6%* *40%* M	9 *2%* *13%*	19 *3%* *30%*
Net: 10/9/8/7	**1155** ***66%***	527 *62%* *46%*	628 *70%* *54%* A	118 *62%* *10%*	252 *75%* *22%* CE FGH	183 *63%* *16%*	209 *66%* *18%*	166 *64%* *14%*	226 *65%* *20%*	213 *70%* *18%*	596 *68%* *52%*	346 *62%* *30%*	289 *69%* *25%*	282 *65%* *24%*	393 *66%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 359

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ****

Base : All in sample A - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1730**	829 *48%*	901 *52%*	168 *10%*	294 *17%*	308 *18%*	321 *19%*	306 *18%*	323 *19%*	346 *20%*	923 *53%*	425 *25%*	284 *16%*	226 *13%*	486 *28%*
Effective Total	**1192**	568	624	116	205	219	218	207	238	249	667	307	260	208	445
Net: 10/9	**509** ***29%***	226 *27%* *44%*	283 *32%* *56%*	59 *30%* *12%*	116 *35%* *23%* EG	75 *26%* *15%*	100 *32%* *20%* G	60 *23%* *12%*	99 *29%* *19%*	86 *28%* *17%*	277 *32%* *54%*	146 *26%* *29%*	124 *30%* *24%*	141 *32%* *28%*	165 *28%* *32%*
Net: 6/5/4	**393** ***23%***	227 *27%* *58%* B	166 *19%* *42%*	54 *28%* *14%*	64 *19%* *16%*	78 *27%* *20%*	68 *22%* *17%*	60 *23%* *15%*	70 *20%* *18%*	72 *24%* *18%*	193 *22%* *49%*	128 *23%* *33%*	81 *19%* *21%*	106 *24%* *27%*	135 *23%* *34%*
Net: 3/2/1	**125** ***7%***	67 *8%* *53%*	58 *7%* *47%*	12 *6%* *10%*	12 *4%* *10%*	21 *7%* *16%*	24 *8%* *19%*	28 *11%* *22%* D	28 *8%* *22%*	14 *5%* *11%*	62 *7%* *49%*	49 *9%* *40%*	22 *5%* *17%*	40 *9%* *32%*	49 *8%* *39%*
Mean	**7.23**	7.01	7.44 A	7.18	7.68 C EFGH	7.10	7.28	6.86	7.16	7.40	7.30	7.02	7.46	7.13	7.14
Standard Deviation	**2.22**	2.24	2.17	2.25	1.89	2.21	2.18	2.39	2.34	1.95	2.20	2.36	2.03	2.36	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 359

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ****

Base : All in sample A - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1730**	245 *14%*	249 *14%*	240 *14%*	996 *58%*	1594 *92%*	111 *6%*	332 *19%*	1367 *79%*	1386 *80%*	896 *52%*	487 *28%*	530 *31%*
Total (Wtd)	**1738**	150 *9%*	86 *5%*	50 *3%*	1452 *84%*	1631 *94%*	106* *6%* *	329 *19%*	1381 *79%*	1398 *80%*	888 *51%*	508 *29%*	550 *32%*
Effective Total	**1192**	227	227	219	882	1103	93	232	940	953	606	344	375
10	**279** ***16%***	22 *14%* *8%*	11 *13%* *4%*	8 *16%* *3%*	239 *16%* *85%*	251 *15%* *90%*	29 *27%* *10%* S	51 *15%* *18%*	227 *16%* *81%*	228 *16%* *82%*	140 *16%* *50%*	88 *17%* *32%*	96 *18%* *34%*
9	**229** ***13%***	18 *12%* *8%*	12 *14%* *5%*	7 *15%* *3%*	191 *13%* *83%*	211 *13%* *92%*	18 *17%* *8%*	45 *14%* *20%*	181 *13%* *79%*	183 *13%* *80%*	124 *14%* *54%*	59 *12%* *26%*	63 *12%* *28%*
8	**368** ***21%***	32 *22%* *9%*	18 *21%* *5%*	9 *18%* *2%*	309 *21%* *84%*	349 *21%* *95%*	19 *18%* *5%*	68 *21%* *18%*	296 *21%* *80%*	298 *21%* *81%*	181 *20%* *49%*	117 *23%* *32%*	123 *22%* *33%*
7	**278** ***16%***	26 *18%* *9%*	15 *18%* *6%*	10 *20%* *4%*	226 *16%* *81%*	262 *16%* *94%*	16 *15%* *6%*	46 *14%* *16%*	230 *17%* *83%*	233 *17%* *84%*	152 *17%* *55%*	79 *16%* *28%*	84 *15%* *30%*
6	**182** ***10%***	16 *11%* *9%*	9 *11%* *5%*	4 *8%* *2%*	152 *10%* *84%*	173 *11%* *95%*	9 *9%* *5%*	42 *13%* *23%*	136 *10%* *75%*	138 *10%* *76%*	82 *9%* *45%*	56 *11%* *31%*	59 *11%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 359

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ****

Base : All in sample A - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1730**	245 *14%*	249 *14%*	240 *14%*	996 *58%*	1594 *92%*	111 *6%*	332 *19%*	1367 *79%*	1386 *80%*	896 *52%*	487 *28%*	530 *31%*
Effective Total	**1192**	227	227	219	882	1103	93	232	940	953	606	344	375
5	**157** ***9%***	18 *12%* *11%*	12 *14%* *7%* R	5 *11%* *3%*	122 *8%* *78%*	149 *9%* *95%*	8 *8%* *5%*	27 *8%* *17%*	126 *9%* *80%*	129 *9%* *82%*	90 *10%* *57%*	40 *8%* *25%*	46 *8%* *29%*
4	**54** ***3%***	4 *3%* *7%*	1 *1%* *2%*	1 *2%* *2%*	48 *3%* *89%*	53 *3%* *98%*	1 *1%* *2%*	12 *4%* *22%*	42 *3%* *77%*	42 *3%* *78%*	28 *3%* *51%*	15 *3%* *27%*	18 *3%* *33%*
3	**50** ***3%***	4 *3%* *8%*	2 *2%* *3%*	3 *5%* *5%* P	42 *3%* *83%*	50 *3%* *100%*	- - -	12 *4%* *24%*	35 *3%* *70%*	37 *3%* *73%*	24 *3%* *47%*	13 *3%* *26%*	13 *2%* *26%*
2	**28** ***2%***	* * *	1 *1%* *3%*	- - -	27 *2%* *97%*	26 *2%* *94%*	2 *2%* *6%*	9 *3%* *33%*	19 *1%* *67%*	19 *1%* *67%*	10 *1%* *36%*	8 *2%* *31%*	8 *2%* *31%*
1	**47** ***3%***	3 *2%* *7%*	1 *1%* *3%*	1 *2%* *2%*	42 *3%* *89%*	46 *3%* *98%*	1 *1%* *2%*	8 *2%* *16%*	36 *3%* *75%*	36 *3%* *75%*	26 *3%* *56%*	9 *2%* *20%*	10 *2%* *22%*
Don't know	**65** ***4%***	6 *4%* *9%*	4 *4%* *6%*	2 *3%* *3%*	54 *4%* *83%*	62 *4%* *96%*	3 *3%* *4%*	9 *3%* *14%*	55 *4%* *84%*	55 *4%* *84%*	32 *4%* *49%*	23 *5%* *35%*	28 *5%* *44%*
Net: 10/9/8/7	**1155** ***66%***	99 *66%* *9%*	57 *66%* *5%*	35 *69%* *3%*	965 *66%* *84%*	1072 *66%* *93%*	82 *78%* *7%* S	210 *64%* *18%*	934 *68%* *81%*	942 *67%* *82%*	597 *67%* *52%*	344 *68%* *30%*	367 *67%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 359

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Importance Rating ****

Base : All in sample A - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1730**	245 *14%*	249 *14%*	240 *14%*	996 *58%*	1594 *92%*	111 *6%*	332 *19%*	1367 *79%*	1386 *80%*	896 *52%*	487 *28%*	530 *31%*
Effective Total	**1192**	227	227	219	882	1103	93	232	940	953	606	344	375
Net: 10/9	**509** ***29%***	40 *27%* *8%*	23 *27%* *5%*	15 *31%* *3%*	430 *30%* *85%*	462 *28%* *91%*	47 *44%* *9%* S	96 *29%* *19%*	408 *30%* *80%*	412 *29%* *81%*	264 *30%* *52%*	148 *29%* *29%*	160 *29%* *31%*
Net: 6/5/4	**393** ***23%***	38 *26%* *10%*	22 *26%* *6%*	11 *21%* *3%*	322 *22%* *82%*	375 *23%* *95%*	18 *17%* *5%*	81 *25%* *21%*	303 *22%* *77%*	310 *22%* *79%*	199 *22%* *51%*	111 *22%* *28%*	123 *22%* *31%*
Net: 3/2/1	**125** ***7%***	7 *5%* *6%*	4 *4%* *3%*	3 *7%* *3%*	111 *8%* *88%*	122 *7%* *98%*	3 *2%* *2%*	29 *9%* *23%*	89 *6%* *72%*	91 *7%* *73%*	60 *7%* *48%*	31 *6%* *25%*	32 *6%* *26%*
Mean	**7.23**	7.23	7.27	7.31	7.22	7.18	7.96 S	7.12	7.28	7.28	7.24	7.35	7.34
Standard Deviation	**2.22**	2.05	1.97	2.10	2.25	2.22	1.93	2.28	2.18	2.18	2.21	2.13	2.14

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 360

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1760**	813 *46%*	947 *54%*	153 *9%*	338 *19%*	340 *19%*	316 *18%*	316 *18%*	294 *17%*	350 *20%*	955 *54%*	422 *24%*	282 *16%*	225 *13%*	488 *28%*
Total (Wtd)	**1752**	832 *47%*	921 *53%*	180 *10%*	375 *21%*	324 *18%*	293 *17%*	281 *16%*	300 *17%*	322 *18%*	869 *50%*	560 *32%*	420 *24%*	435 *25%*	590 *34%*
Effective Total	**1211**	565	646	106	235	242	214	215	208	257	691	303	262	205	443
10	**221** ***13%***	106 *13%* *48%*	115 *13%* *52%*	29 *16%* *13%*	42 *11%* *19%*	38 *12%* *17%*	28 *10%* *13%*	38 *13%* *17%*	46 *15%* *21%*	31 *10%* *14%*	107 *12%* *48%*	83 *15%* *37%*	50 *12%* *22%*	50 *11%* *23%*	87 *15%* *40%*
9	**198** ***11%***	82 *10%* *41%*	116 *13%* *59%*	22 *12%* *11%*	42 *11%* *21%*	38 *12%* *19%*	33 *11%* *17%*	29 *10%* *15%*	34 *11%* *17%*	27 *8%* *14%*	101 *12%* *51%*	69 *12%* *35%*	55 *13%* *28%*	49 *11%* *25%*	70 *12%* *35%*
8	**370** ***21%***	158 *19%* *43%*	212 *23%* *57%*	45 *25%* *12%*	92 *25%* *25%*	66 *20%* *18%*	50 *17%* *14%*	59 *21%* *16%*	58 *19%* *16%*	81 *25%* *22%*	174 *20%* *47%*	115 *20%* *31%*	85 *20%* *23%*	102 *23%* *28%*	118 *20%* *32%*
7	**280** ***16%***	124 *15%* *44%*	156 *17%* *56%*	27 *15%* *10%*	71 *19%* *25%*	58 *18%* *21%*	49 *17%* *17%*	35 *13%* *13%*	40 *13%* *14%*	53 *16%* *19%*	152 *18%* *54%*	75 *13%* *27%*	70 *17%* *25%*	69 *16%* *25%*	87 *15%* *31%*
6	**219** ***12%***	113 *14%* *52%*	106 *12%* *48%*	19 *11%* *9%*	39 *10%* *18%*	37 *12%* *17%*	52 *18%* *24%* DG	28 *10%* *13%*	43 *14%* *20%*	50 *16%* *23%*	99 *11%* *45%*	70 *12%* *32%*	43 *10%* *20%*	63 *15%* *29%*	71 *12%* *32%*
5	**171** ***10%***	90 *11%* *53%*	81 *9%* *47%*	14 *8%* *8%*	27 *7%* *16%*	34 *10%* *20%*	36 *12%* *21%*	37 *13%* *22%* D	24 *8%* *14%*	36 *11%* *21%* K	101 *12%* *59%* K	34 *6%* *20%*	38 *9%* *22%*	26 *6%* *15%*	68 *12%* *40%* M

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 360

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1760**	813 *46%*	947 *54%*	153 *9%*	338 *19%*	340 *19%*	316 *18%*	316 *18%*	294 *17%*	350 *20%*	955 *54%*	422 *24%*	282 *16%*	225 *13%*	488 *28%*
Effective Total	**1211**	565	646	106	235	242	214	215	208	257	691	303	262	205	443
4	**81** ***5%***	46 *6%* *57%*	35 *4%* *43%*	9 *5%* *11%*	16 *4%* *19%*	10 *3%* *13%*	11 *4%* *14%*	16 *6%* *20%*	19 *6%* *23%*	13 *4%* *16%*	33 *4%* *41%*	35 *6%* *43%*	26 *6%* *32%*	20 *5%* *25%*	21 *4%* *26%*
3	**40** ***2%***	25 *3%* *63%*	15 *2%* *37%*	2 *1%* *4%*	10 *3%* *25%*	10 *3%* *25%*	9 *3%* *24%*	3 *1%* *9%*	6 *2%* *14%*	10 *3%* *24%*	20 *2%* *49%*	11 *2%* *27%*	12 *3%* *29%*	9 *2%* *23%*	10 *2%* *24%*
2	**50** ***3%***	24 *3%* *48%*	26 *3%* *52%*	8 *4%* *16%*	12 *3%* *24%*	8 *3%* *17%*	7 *2%* *14%*	11 *4%* *22%*	4 *1%* *8%*	8 *2%* *16%*	24 *3%* *49%*	17 *3%* *35%*	16 *4%* *32%*	11 *3%* *23%*	14 *2%* *27%*
1	**69** ***4%***	44 *5%* *63%* B	25 *3%* *37%*	5 *3%* *7%*	13 *4%* *19%*	13 *4%* *19%*	10 *3%* *15%*	14 *5%* *20%*	14 *5%* *20%*	10 *3%* *15%*	27 *3%* *39%*	32 *6%* *46%*	12 *3%* *17%*	18 *4%* *26%*	29 *5%* *42%*
Don't know	**53** ***3%***	20 *2%* *38%*	33 *4%* *62%*	1 *1%* *3%*	11 *3%* *20%*	11 *3%* *21%*	7 *2%* *13%*	10 *3%* *18%*	13 *4%* *25%*	2 *1%* *5%*	30 *3%* *58%* I	20 *4%* *38%* I	14 *3%* *26%*	18 *4%* *34%*	15 *3%* *29%*
Net: 10/9/8/7	**1069** ***61%***	469 *56%* *44%*	600 *65%* *56%* A	123 *68%* *11%* F	248 *66%* *23%* F	199 *62%* *19%*	161 *55%* *15%*	161 *57%* *15%*	177 *59%* *17%*	193 *60%* *18%*	535 *61%* *50%*	342 *61%* *32%*	260 *62%* *24%*	269 *62%* *25%*	362 *61%* *34%*
Net: 10/9	**418** ***24%***	187 *23%* *45%*	231 *25%* *55%*	50 *28%* *12%*	84 *22%* *20%*	76 *24%* *18%*	61 *21%* *15%*	66 *24%* *16%*	80 *27%* *19%*	58 *18%* *14%*	208 *24%* *50%*	152 *27%* *36%* I	105 *25%* *25%*	98 *23%* *23%*	157 *27%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 360

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1760**	813 *46%*	947 *54%*	153 *9%*	338 *19%*	340 *19%*	316 *18%*	316 *18%*	294 *17%*	350 *20%*	955 *54%*	422 *24%*	282 *16%*	225 *13%*	488 *28%*
Effective Total	**1211**	565	646	106	235	242	214	215	208	257	691	303	262	205	443
Net: 6/5/4	**471** ***27%***	249 *30%* *53%* B	222 *24%* *47%*	42 *23%* *9%*	82 *22%* *17%*	81 *25%* *17%*	99 *34%* *21%* DE	82 *29%* *17%*	85 *28%* *18%*	99 *31%* *21%*	233 *27%* *50%*	139 *25%* *29%*	107 *26%* *23%*	109 *25%* *23%*	160 *27%* *34%*
Net: 3/2/1	**159** ***9%***	93 *11%* *59%* B	66 *7%* *41%*	14 *8%* *9%*	35 *9%* *22%*	32 *10%* *20%*	27 *9%* *17%*	28 *10%* *18%*	24 *8%* *15%*	28 *9%* *18%*	71 *8%* *45%*	60 *11%* *38%*	39 *9%* *25%*	39 *9%* *24%*	52 *9%* *33%*
Mean	**6.88**	6.66	7.09 A	7.15	6.96	6.87	6.69	6.74	6.96	6.77	6.92	6.89	6.88	6.93	6.95
Standard Deviation	**2.32**	2.44	2.19	2.28	2.26	2.31	2.21	2.46	2.38	2.17	2.25	2.51	2.32	2.28	2.38

GfK NOP

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 360

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ****

Base : All in sample B - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1760**	257 *15%*	251 *14%*	257 *15%*	995 *57%*	1607 *91%*	137 *8%*	325 *18%*	1409 *80%*	1432 *81%*	936 *53%*	489 *28%*	535 *30%*
Total (Wtd)	**1752**	164 *9%*	89 *5%*	54 *3%*	1445 *82%*	1618 *92%*	134 *8%*	292 *17%*	1435 *82%*	1458 *83%*	929 *53%*	523 *30%*	569 *32%*
Effective Total	**1211**	242	234	237	878	1097	120	214	980	995	644	347	379
10	**221** ***13%***	18 *11%* *8%*	10 *12%* *5%*	5 *10%* *2%*	187 *13%* *85%*	189 *12%* *86%*	32 *24%* *14%* S	39 *13%* *18%*	179 *12%* *81%*	182 *12%* *82%*	102 *11%* *46%*	80 *15%* *36%* X	86 *15%* *39%*
9	**198** ***11%***	14 *9%* *7%*	5 *6%* *3%*	5 *9%* *2%*	173 *12%* *88%* P	186 *12%* *94%*	11 *9%* *6%*	32 *11%* *16%*	162 *11%* *82%*	166 *11%* *84%*	94 *10%* *48%*	67 *13%* *34%*	72 *13%* *36%*
8	**370** ***21%***	34 *21%* *9%*	19 *22%* *5%*	12 *22%* *3%*	306 *21%* *83%*	342 *21%* *92%*	29 *21%* *8%*	59 *20%* *16%*	302 *21%* *81%*	311 *21%* *84%*	207 *22%* *56%*	104 *20%* *28%*	114 *20%* *31%*
7	**280** ***16%***	27 *16%* *10%*	19 *22%* *7%* R	8 *16%* *3%*	226 *16%* *81%*	259 *16%* *93%*	21 *16%* *7%*	48 *17%* *17%*	232 *16%* *83%*	232 *16%* *83%*	142 *15%* *51%*	89 *17%* *32%*	102 *18%* *36%*
6	**219** ***12%***	21 *13%* *10%*	13 *15%* *6%*	7 *14%* *3%*	177 *12%* *81%*	208 *13%* *95%*	11 *8%* *5%*	35 *12%* *16%*	183 *13%* *84%*	183 *13%* *84%*	116 *12%* *53%*	67 *13%* *31%*	74 *13%* *34%*
5	**171** ***10%***	24 *14%* *14%* R	9 *10%* *5%*	7 *13%* *4%*	132 *9%* *77%*	161 *10%* *94%*	10 *7%* *6%*	27 *9%* *16%*	141 *10%* *82%*	144 *10%* *84%*	103 *11%* *60%*	41 *8%* *24%*	42 *7%* *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 360

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1760**	257 *15%*	251 *14%*	257 *15%*	995 *57%*	1607 *91%*	137 *8%*	325 *18%*	1409 *80%*	1432 *81%*	936 *53%*	489 *28%*	535 *30%*
Effective Total	**1211**	242	234	237	878	1097	120	214	980	995	644	347	379
4	**81** ***5%***	7 *4%* *8%*	4 *5%* *5%*	3 *5%* *3%*	67 *5%* *83%*	76 *5%* *93%*	5 *4%* *7%*	15 *5%* *19%*	66 *5%* *81%*	66 *5%* *81%*	44 *5%* *55%*	22 *4%* *27%*	22 *4%* *27%*
3	**40** ***2%***	6 *3%* *14%*	2 *2%* *4%*	2 *4%* *6%* R	31 *2%* *76%*	36 *2%* *88%*	5 *4%* *12%*	8 *3%* *19%*	33 *2%* *81%*	33 *2%* *81%*	25 *3%* *61%*	8 *2%* *20%*	8 *1%* *21%*
2	**50** ***3%***	5 *3%* *11%*	3 *3%* *5%*	1 *2%* *2%*	41 *3%* *82%*	47 *3%* *95%*	2 *2%* *5%*	11 *4%* *23%*	38 *3%* *77%*	38 *3%* *77%*	25 *3%* *50%*	14 *3%* *27%*	14 *2%* *27%*
1	**69** ***4%***	5 *3%* *7%*	4 *4%* *5%*	2 *4%* *3%*	58 *4%* *84%*	65 *4%* *95%*	4 *3%* *5%*	14 *5%* *21%*	51 *4%* *74%*	55 *4%* *79%*	38 *4%* *55%*	15 *3%* *22%*	16 *3%* *23%*
Don't know	**53** ***3%***	4 *2%* *7%*	1 *1%* *1%*	1 *3%* *3%*	47 *3%* *89%* P	49 *3%* *92%*	4 *3%* *8%*	4 *1%* *7%*	49 *3%* *93%*	49 *3%* *93%*	34 *4%* *64%*	15 *3%* *29%*	18 *3%* *34%*
Net: 10/9/8/7	**1069** ***61%***	93 *57%* *9%*	54 *61%* *5%*	31 *57%* *3%*	891 *62%* *83%*	976 *60%* *91%*	93 *69%* *9%*	178 *61%* *17%*	874 *61%* *82%*	890 *61%* *83%*	545 *59%* *51%*	341 *65%* *32%* X	374 *66%* *35%* X
Net: 10/9	**418** ***24%***	32 *20%* *8%*	16 *18%* *4%*	10 *19%* *2%*	360 *25%* *86%* P	375 *23%* *90%*	43 *32%* *10%* S	71 *24%* *17%*	341 *24%* *82%*	348 *24%* *83%*	196 *21%* *47%*	147 *28%* *35%* X	158 *28%* *38%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 360

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Personal Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1760**	257 *15%*	251 *14%*	257 *15%*	995 *57%*	1607 *91%*	137 *8%*	325 *18%*	1409 *80%*	1432 *81%*	936 *53%*	489 *28%*	535 *30%*
Effective Total	**1211**	242	234	237	878	1097	120	214	980	995	644	347	379
Net: 6/5/4	**471** ***27%***	51 *31%* *11%*	26 *30%* *6%*	17 *31%* *4%*	377 *26%* *80%*	444 *27%* *94%*	27 *20%* *6%*	77 *26%* *16%*	390 *27%* *83%*	393 *27%* *83%*	263 *28%* *56%*	130 *25%* *28%*	138 *24%* *29%*
Net: 3/2/1	**159** ***9%***	16 *10%* *10%*	8 *9%* *5%*	5 *10%* *3%*	130 *9%* *82%*	148 *9%* *93%*	11 *8%* *7%*	33 *11%* *21%* Z	122 *8%* *77%*	126 *9%* *79%*	87 *9%* *55%*	37 *7%* *23%*	38 *7%* *24%*
Mean	**6.88**	6.68	6.73	6.68	6.92	6.84	7.35 S	6.76	6.91	6.91	6.78	7.14 X	7.17 UX
Standard Deviation	**2.32**	2.27	2.25	2.26	2.33	2.31	2.35	2.45	2.28	2.29	2.30	2.23	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 361

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Social Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1760**	813 *46%*	947 *54%*	153 *9%*	338 *19%*	340 *19%*	316 *18%*	316 *18%*	294 *17%*	350 *20%*	955 *54%*	422 *24%*	282 *16%*	225 *13%*	488 *28%*
Total (Wtd)	**1752**	832 *47%*	921 *53%*	180 *10%*	375 *21%*	324 *18%*	293 *17%*	281 *16%*	300 *17%*	322 *18%*	869 *50%*	560 *32%*	420 *24%*	435 *25%*	590 *34%*
Effective Total	**1211**	565	646	106	235	242	214	215	208	257	691	303	262	205	443
10	**315** ***18%***	137 *17%* *44%*	178 *19%* *56%*	45 *25%* *14%* G	74 *20%* *23%*	55 *17%* *18%*	47 *16%* *15%*	42 *15%* *13%*	52 *17%* *16%*	51 *16%* *16%*	150 *17%* *48%*	114 *20%* *36%*	74 *18%* *23%*	64 *15%* *20%*	127 *22%* *40%* M
9	**239** ***14%***	102 *12%* *43%*	137 *15%* *57%*	24 *14%* *10%*	59 *16%* *25%* H	60 *19%* *25%* H	36 *12%* *15%*	34 *12%* *14%*	25 *8%* *10%*	35 *11%* *15%*	134 *15%* *56%*	69 *12%* *29%*	64 *15%* *27%*	63 *15%* *27%*	72 *12%* *30%*
8	**393** ***22%***	173 *21%* *44%*	220 *24%* *56%*	52 *29%* *13%*	87 *23%* *22%*	62 *19%* *16%*	61 *21%* *16%*	72 *26%* *18%*	57 *19%* *15%*	76 *24%* *19%*	198 *23%* *50%*	119 *21%* *30%*	80 *19%* *20%*	109 *25%* *28%*	132 *22%* *34%*
7	**245** ***14%***	119 *14%* *49%*	126 *14%* *51%*	20 *11%* *8%*	59 *16%* *24%* G	54 *17%* *22%* G	47 *16%* *19%* G	26 *9%* *11%*	39 *13%* *16%*	50 *15%* *20%*	124 *14%* *51%*	72 *13%* *29%*	63 *15%* *26%*	49 *11%* *20%*	84 *14%* *34%*
6	**197** ***11%***	110 *13%* *56%* B	87 *9%* *44%*	22 *12%* *11%* D	16 *4%* *8%*	36 *11%* *18%* D	44 *15%* *22%* D	29 *10%* *15%* D	49 *17%* *25%* D	42 *13%* *22%*	87 *10%* *44%*	67 *12%* *34%*	44 *11%* *22%*	52 *12%* *26%*	68 *11%* *34%*
5	**154** ***9%***	80 *10%* *52%*	74 *8%* *48%*	6 *4%* *4%*	37 *10%* *24%* C	22 *7%* *14%*	31 *10%* *20%* C	34 *12%* *22%* CE	25 *8%* *16%*	24 *7%* *16%*	81 *9%* *53%*	49 *9%* *32%*	45 *11%* *29%*	28 *7%* *18%*	45 *8%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 361

Absolutes/col/row percents

9 Jul 2009

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Total (Unwtd)	**1760**	813 *46%*	947 *54%*	153 *9%*	338 *19%*	340 *19%*	316 *18%*	316 *18%*	294 *17%*	350 *20%*	955 *54%*	422 *24%*	282 *16%*	225 *13%*	488 *28%*
Effective Total	**1211**	565	646	106	235	242	214	215	208	257	691	303	262	205	443
4	**44** ***3%***	18 *2%* *41%*	26 *3%* *59%*	2 *1%* *5%*	7 *2%* *15%*	6 *2%* *15%*	6 *2%* *13%*	11 *4%* *25%*	12 *4%* *28%*	13 *4%* *29%*	17 *2%* *38%*	15 *3%* *33%*	14 *3%* *31%*	12 *3%* *27%*	9 *2%* *21%*
3	**28** ***2%***	15 *2%* *54%*	13 *1%* *46%*	1 *** *2%*	8 *2%* *28%*	4 *1%* *13%*	6 *2%* *20%*	5 *2%* *16%*	5 *2%* *19%*	7 *2%* *24%*	11 *1%* *38%*	11 *2%* *38%*	8 *2%* *29%*	9 *2%* *33%*	7 *1%* *25%*
2	**24** ***1%***	17 *2%* *72%* B	7 *1%* *28%*	2 *1%* *7%*	10 *3%* *41%*	1 *** *6%*	3 *1%* *12%*	2 *1%* *8%*	6 *2%* *26%*	7 *2%* *30%*	13 *1%* *53%*	4 *1%* *17%*	9 *2%* *37%*	3 *1%* *14%*	9 *2%* *39%*
1	**28** ***2%***	21 *3%* *76%* B	7 *1%* *24%*	4 *2%* *15%*	6 *2%* *23%*	7 *2%* *24%*	1 *** *3%*	7 *3%* *27%* F	2 *1%* *8%*	6 *2%* *23%*	16 *2%* *56%*	6 *1%* *21%*	7 *2%* *24%*	6 *1%* *21%*	10 *2%* *36%*
Don't know	**86** ***5%***	40 *5%* *46%*	46 *5%* *54%*	2 *1%* *2%*	13 *3%* *15%*	15 *4%* *17%*	12 *4%* *14%*	18 *6%* *21%* C	26 *9%* *31%* CD	11 *3%* *13%*	39 *4%* *45%*	36 *6%* *42%*	12 *3%* *14%*	39 *9%* *45%* LN	26 *4%* *31%*
Net: 10/9/8/7	**1192** ***68%***	531 *64%* *45%*	661 *72%* *55%* A	141 *78%* *12%* FG H	279 *74%* *23%* FG H	233 *72%* *20%* GH	191 *65%* *16%*	175 *62%* *15%*	173 *58%* *15%*	212 *66%* *18%*	607 *70%* *51%*	373 *67%* *31%*	281 *67%* *24%*	286 *66%* *24%*	416 *70%* *35%*
Net: 10/9	**554** ***32%***	239 *29%* *43%*	315 *34%* *57%* A	70 *39%* *13%* GH	133 *35%* *24%* H	116 *36%* *21%* H	83 *28%* *15%*	76 *27%* *14%*	76 *25%* *14%*	87 *27%* *16%*	285 *33%* *51%*	182 *33%* *33%*	138 *33%* *25%*	128 *29%* *23%*	200 *34%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 361

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Social Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1760**	813 *46%*	947 *54%*	153 *9%*	338 *19%*	340 *19%*	316 *18%*	316 *18%*	294 *17%*	350 *20%*	955 *54%*	422 *24%*	282 *16%*	225 *13%*	488 *28%*
Effective Total	**1211**	565	646	106	235	242	214	215	208	257	691	303	262	205	443
Net: 6/5/4	**395** ***23%***	208 *25%* *53%*	187 *20%* *47%*	31 *17%* *8%*	59 *16%* *15%*	65 *20%* *16%*	80 *27%* *20%* CD	74 *26%* *19%* D	86 *29%* *22%* CDE	79 *25%* *20%*	185 *21%* *47%*	131 *23%* *33%*	103 *24%* *26%*	92 *21%* *23%*	122 *21%* *31%*
Net: 3/2/1	**80** ***5%***	53 *6%* *67%* B	26 *3%* *33%*	7 *4%* *8%*	24 *6%* *30%*	12 *4%* *15%*	9 *3%* *12%*	14 *5%* *17%*	14 *5%* *17%*	20 *6%* *25%*	39 *4%* *49%*	21 *4%* *26%*	24 *6%* *30%*	18 *4%* *23%*	26 *4%* *33%*
Mean	**7.47**	7.24	7.67 A	7.89 F GH	7.54	7.61	7.39	7.25	7.22	7.23	7.50	7.55	7.33	7.49	7.60
Standard Deviation	**2.06**	2.19	1.92	1.97	2.17	1.98	1.89	2.16	2.09	2.15	2.05	2.02	2.16	1.99	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 361

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Social Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1760**	257 *15%*	251 *14%*	257 *15%*	995 *57%*	1607 *91%*	137 *8%*	325 *18%*	1409 *80%*	1432 *81%*	936 *53%*	489 *28%*	535 *30%*
Total (Wtd)	**1752**	164 *9%*	89 *5%*	54 *3%*	1445 *82%*	1618 *92%*	134 *8%*	292 *17%*	1435 *82%*	1458 *83%*	929 *53%*	523 *30%*	569 *32%*
Effective Total	**1211**	242	234	237	878	1097	120	214	980	995	644	347	379
10	**315** ***18%***	28 *17%* *9%*	14 *16%* *4%*	8 *14%* *2%*	265 *18%* *84%*	274 *17%* *87%*	41 *30%* *13%* S	55 *19%* *17%*	255 *18%* *81%*	259 *18%* *82%*	158 *17%* *50%*	100 *19%* *32%*	109 *19%* *35%*
9	**239** ***14%***	23 *14%* *10%*	9 *10%* *4%*	7 *12%* *3%*	200 *14%* *84%*	228 *14%* *96%*	10 *8%* *4%*	34 *12%* *14%*	201 *14%* *84%*	205 *14%* *86%*	130 *14%* *54%*	72 *14%* *30%*	83 *15%* *35%*
8	**393** ***22%***	37 *23%* *10%*	22 *25%* *6%*	12 *21%* *3%*	322 *22%* *82%*	367 *23%* *94%*	25 *19%* *6%*	60 *20%* *15%*	325 *23%* *83%*	333 *23%* *85%*	208 *22%* *53%*	125 *24%* *32%*	135 *24%* *34%*
7	**245** ***14%***	20 *12%* *8%*	17 *19%* *7%* OR	12 *21%* *5%* OR	197 *14%* *80%*	225 *14%* *92%*	20 *15%* *8%*	44 *15%* *18%*	201 *14%* *82%*	201 *14%* *82%*	125 *13%* *51%*	75 *14%* *30%*	80 *14%* *33%*
6	**197** ***11%***	18 *11%* *9%*	9 *10%* *5%*	6 *12%* *3%*	163 *11%* *83%*	183 *11%* *93%*	13 *10%* *7%*	35 *12%* *18%*	159 *11%* *81%*	161 *11%* *82%*	104 *11%* *53%*	57 *11%* *29%*	60 *11%* *31%*
5	**154** ***9%***	21 *13%* *13%* R	10 *11%* *6%*	6 *11%* *4%*	118 *8%* *76%*	147 *9%* *95%*	8 *6%* *5%*	17 *6%* *11%*	136 *10%* *88%*	137 *9%* *89%*	95 *10%* *62%* U	42 *8%* *27%*	43 *8%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 361

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Social Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1760**	257 *15%*	251 *14%*	257 *15%*	995 *57%*	1607 *91%*	137 *8%*	325 *18%*	1409 *80%*	1432 *81%*	936 *53%*	489 *28%*	535 *30%*
Effective Total	**1211**	242	234	237	878	1097	120	214	980	995	644	347	379
4	**44** ***3%***	5 *3%* *11%*	3 *3%* *7%*	1 *2%* *2%*	35 *2%* *79%*	43 *3%* *98%*	1 *1%* *2%*	10 *3%* *22%*	33 *2%* *75%*	34 *2%* *78%*	23 *2%* *51%*	12 *2%* *27%*	12 *2%* *27%*
3	**28** ***2%***	2 *1%* *7%*	1 *2%* *5%*	* *1%* *1%*	24 *2%* *87%*	25 *2%* *89%*	3 *2%* *11%*	6 *2%* *20%*	22 *2%* *80%*	22 *2%* *80%*	17 *2%* *60%*	6 *1%* *20%*	6 *1%* *20%*
2	**24** ***1%***	* * *2%*	1 *1%* *4%*	1 *2%* *4%*	22 *1%* *90%*	20 *1%* *82%*	4 *3%* *18%*	14 *5%* *57%* VWXY Z	10 *1%* *43%*	10 *1%* *43%*	3 * *14%*	7 *1%* *29%*	7 *1%* *29%*
1	**28** ***2%***	4 *3%* *15%*	* * *1%*	1 *1%* *2%*	23 *2%* *81%*	26 *2%* *92%*	2 *2%* *8%*	6 *2%* *21%*	20 *1%* *71%*	22 *2%* *79%*	16 *2%* *56%*	6 *1%* *21%*	6 *1%* *21%*
Don't know	**86** ***5%***	5 *3%* *5%*	2 *2%* *3%*	2 *4%* *2%*	77 *5%* *90%*	79 *5%* *92%*	7 *5%* *8%*	13 *5%* *16%*	72 *5%* *84%*	72 *5%* *84%*	50 *5%* *59%*	22 *4%* *26%*	27 *5%* *32%*
Net: 10/9/8/7	**1192** ***68%***	110 *67%* *9%*	62 *70%* *5%*	37 *69%* *3%*	983 *68%* *82%*	1095 *68%* *92%*	96 *72%* *8%*	192 *66%* *16%*	982 *68%* *82%*	998 *68%* *84%*	621 *67%* *52%*	372 *71%* *31%*	408 *72%* *34%*
Net: 10/9	**554** ***32%***	52 *31%* *9%*	23 *26%* *4%*	14 *26%* *3%*	465 *32%* *84%*	503 *31%* *91%*	51 *38%* *9%*	89 *30%* *16%*	456 *32%* *82%*	464 *32%* *84%*	288 *31%* *52%*	172 *33%* *31%*	192 *34%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 361

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK - Social Importance Rating ****

Base : All in sample B - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1760**	257 *15%*	251 *14%*	257 *15%*	995 *57%*	1607 *91%*	137 *8%*	325 *18%*	1409 *80%*	1432 *81%*	936 *53%*	489 *28%*	535 *30%*
Effective Total	**1211**	242	234	237	878	1097	120	214	980	995	644	347	379
Net: 6/5/4	**395** ***23%***	43 *26%* *11%*	22 *25%* *6%*	13 *24%* *3%*	316 *22%* *80%*	373 *23%* *95%*	22 *16%* *5%*	61 *21%* *16%*	328 *23%* *83%*	332 *23%* *84%*	222 *24%* *56%*	111 *21%* *28%*	115 *20%* *29%*
Net: 3/2/1	**80** ***5%***	7 *4%* *8%*	3 *3%* *3%*	2 *3%* *2%*	69 *5%* *86%*	70 *4%* *88%*	10 *7%* *12%*	25 *9%* *31%* VWXY Z	52 *4%* *66%*	55 *4%* *69%*	36 *4%* *45%*	19 *4%* *23%*	19 *3%* *23%*
Mean	**7.47**	7.37	7.37	7.32	7.49	7.45	7.71	7.25	7.51	7.51	7.46	7.60	7.65 U
Standard Deviation	**2.06**	2.11	1.89	1.93	2.07	2.04	2.28	2.32	1.99	2.00	2.02	1.97	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 362

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes show different kinds of cultures and opinions within the UK - SUMMARY

Base : Regular viewers of each channel - Q1 and Q2 only

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2432	1105	1763	1201	58	659	274	165	532	3464	1730	1760	1760
Total (Wtd)	2438	1115	1744	1249	18	646	287	171	521	3467	1738	1752	1752
Effective Total	1678	776	1192	838	52	447	191	120	376	2385	1192	1211	1211
10	128 *5%*	69 *6%*	57 *3%*	65 *5%*	* *2%*	21 *3%*	19 *7%*	9 *6%*	47 *9%*	147 *4%*	279 *16%*	221 *13%*	315 *18%*
9	190 *8%*	90 *8%*	79 *5%*	135 *11%*	1 *6%*	22 *3%*	28 *10%*	17 *10%*	42 *8%*	194 *6%*	229 *13%*	198 *11%*	239 *14%*
8	526 *22%*	284 *26%*	264 *15%*	295 *24%*	1 *8%*	65 *10%*	35 *12%*	33 *19%*	133 *26%*	657 *19%*	368 *21%*	370 *21%*	393 *22%*
7	551 *23%*	255 *23%*	387 *22%*	229 *18%*	6 *32%*	130 *20%*	46 *16%*	14 *8%*	114 *22%*	793 *23%*	278 *16%*	280 *16%*	245 *14%*
6	394 *16%*	157 *14%*	321 *18%*	173 *14%*	2 *14%*	96 *15%*	39 *13%*	30 *17%*	62 *12%*	586 *17%*	182 *10%*	219 *12%*	197 *11%*
5	265 *11%*	104 *9%*	250 *14%*	138 *11%*	3 *16%*	93 *14%*	37 *13%*	23 *13%*	48 *9%*	460 *13%*	157 *9%*	171 *10%*	154 *9%*
4	113 *5%*	35 *3%*	117 *7%*	57 *5%*	2 *13%*	51 *8%*	17 *6%*	5 *3%*	26 *5%*	164 *5%*	54 *3%*	81 *5%*	44 *3%*
3	44 *2%*	16 *1%*	51 *3%*	21 *2%*	1 *4%*	24 *4%*	10 *3%*	4 *2%*	11 *2%*	99 *3%*	50 *3%*	40 *2%*	28 *2%*
2	37 *2%*	18 *2%*	46 *3%*	12 *1%*	- -	18 *3%*	11 *4%*	5 *3%*	3 *1%*	44 *1%*	28 *2%*	50 *3%*	24 *1%*
1	37 *2%*	13 *1%*	25 *1%*	3 *	* *2%*	14 *2%*	7 *2%*	* *	6 *1%*	56 *2%*	47 *3%*	69 *4%*	28 *2%*
Don't know	152 *6%*	73 *7%*	149 *9%*	123 *10%*	1 *3%*	112 *17%*	38 *13%*	31 *18%*	29 *6%*	267 *8%*	65 *4%*	53 *3%*	86 *5%*
Net: 10/9/8/7	1394 *57%*	699 *63%*	787 *45%*	724 *58%*	9 *48%*	239 *37%*	127 *44%*	73 *43%*	336 *65%*	1792 *52%*	1155 *66%*	1069 *61%*	1192 *68%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 362

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes show different kinds of cultures and opinions within the UK - SUMMARY

Base : Regular viewers of each channel - Q1 and Q2 only

	Q6b(c) - Summary												
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2432	1105	1763	1201	58	659	274	165	532	3464	1730	1760	1760
Effective Total	1678	776	1192	838	52	447	191	120	376	2385	1192	1211	1211
Net: 10/9	318 *13%*	159 *14%*	136 *8%*	200 *16%*	1 *8%*	43 *7%*	46 *16%*	27 *16%*	89 *17%*	341 *10%*	509 *29%*	418 *24%*	554 *32%*
Net: 6/5/4	773 *32%*	296 *27%*	688 *39%*	368 *29%*	8 *43%*	239 *37%*	93 *33%*	57 *34%*	136 *26%*	1210 *35%*	393 *23%*	471 *27%*	395 *23%*
Net: 3/2/1	118 *5%*	47 *4%*	122 *7%*	35 *3%*	1 *6%*	56 *9%*	28 *10%*	9 *5%*	20 *4%*	199 *6%*	125 *7%*	159 *9%*	80 *5%*
Mean	6.76	6.97	6.27	6.98	6.10	6.01	6.38	6.73	7.06	6.54	7.23	6.88	7.47
Standard Deviation	1.84	1.79	1.85	1.73	1.84	1.97	2.24	1.98	1.84	1.83	2.22	2.32	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 363

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2418**	1144 *47%*	1274 *53%*	182 *8%*	423 *17%*	413 *17%*	456 *19%*	425 *18%*	510 *21%*	500 *21%*	1316 *54%*	557 *23%*	418 *17%*	331 *14%*	625 *26%*
Total (Wtd)	**2403**	1129 *47%*	1275 *53%*	205 *9%*	487 *20%*	402 *17%*	431 *18%*	362 *15%*	515 *21%*	482 *20%*	1165 *48%*	756 *31%*	587 *24%*	599 *25%*	811 *34%*
Effective Total	**1661**	779	882	118	294	296	312	295	365	371	957	399	380	303	554
10	**93** ***4%***	47 *4%* *51%*	45 *4%* *49%*	10 *5%* *11%*	21 *4%* *22%*	7 *2%* *8%*	16 *4%* *17%*	16 *4%* *17%*	23 *4%* *25%*	14 *3%* *15%*	43 *4%* *47%*	35 *5%* *38%*	25 *4%* *27%*	31 *5%* *33%* N	18 *2%* *19%*
9	**233** ***10%***	111 *10%* *48%*	122 *10%* *52%*	32 *16%* *14%* GH	45 *9%* *19%*	37 *9%* *16%*	41 *10%* *18%*	30 *8%* *13%*	47 *9%* *20%*	41 *8%* *17%*	105 *9%* *45%*	88 *12%* *38%*	63 *11%* *27%*	65 *11%* *28%*	68 *8%* *29%*
8	**583** ***24%***	251 *22%* *43%*	332 *26%* *57%*	49 *24%* *8%*	89 *18%* *15%*	99 *25%* *17%*	109 *25%* *19%* D	99 *27%* *17%* D	136 *26%* *23%* D	106 *22%* *18%*	310 *27%* *53%*	167 *22%* *29%*	149 *25%* *26%*	148 *25%* *25%*	187 *23%* *32%*
7	**598** ***25%***	294 *26%* *49%*	304 *24%* *51%*	37 *18%* *6%*	159 *33%* *27%* CG H	105 *26%* *18%* H	115 *27%* *19%* H	83 *23%* *14%*	99 *19%* *17%*	150 *31%* *25%* JK	283 *24%* *47%*	165 *22%* *28%*	146 *25%* *24%*	125 *21%* *21%*	229 *28%* *38%* M
6	**344** ***14%***	171 *15%* *50%*	173 *14%* *50%*	38 *19%* *11%*	69 *14%* *20%*	53 *13%* *15%*	62 *14%* *18%*	53 *15%* *15%*	69 *13%* *20%*	66 *14%* *19%*	177 *15%* *51%*	102 *13%* *30%*	65 *11%* *19%*	96 *16%* *28%*	116 *14%* *34%*
5	**222** ***9%***	99 *9%* *45%*	123 *10%* *55%*	12 *6%* *5%*	42 *9%* *19%*	50 *12%* *23%* C	42 *10%* *19%*	31 *9%* *14%*	44 *8%* *20%*	48 *10%* *22%*	104 *9%* *47%*	70 *9%* *31%*	52 *9%* *23%*	52 *9%* *24%*	82 *10%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 363

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2418**	1144 *47%*	1274 *53%*	182 *8%*	423 *17%*	413 *17%*	456 *19%*	425 *18%*	510 *21%*	500 *21%*	1316 *54%*	557 *23%*	418 *17%*	331 *14%*	625 *26%*
Effective Total	**1661**	779	882	118	294	296	312	295	365	371	957	399	380	303	554
4	**105** ***4%***	53 *5%* *51%*	52 *4%* *49%*	9 *4%* *9%*	22 *5%* *21%*	19 *5%* *18%*	18 *4%* *17%*	8 *2%* *8%*	29 *6%* *28%* G	20 *4%* *19%*	49 *4%* *47%*	36 *5%* *34%*	24 *4%* *23%*	29 *5%* *28%*	39 *5%* *37%*
3	**42** ***2%***	21 *2%* *49%*	21 *2%* *51%*	8 *4%* *19%* E	10 *2%* *24%*	1 *** *3%*	6 *1%* *14%*	7 *2%* *16%*	10 *2%* *25%* E	9 *2%* *21%*	20 *2%* *48%*	13 *2%* *31%*	12 *2%* *28%*	6 *1%* *15%*	18 *2%* *43%*
2	**25** ***1%***	20 *2%* *79%* B	5 *** *21%*	3 *1%* *11%*	2 *** *7%*	10 *2%* *38%* DFG	* * *	1 *** *6%*	10 *2%* *39%* F	4 *1%* *14%*	9 *1%* *36%*	12 *2%* *50%*	7 *1%* *30%*	8 *1%* *30%*	6 *1%* *24%*
1	**23** ***1%***	15 *1%* *65%*	8 *1%* *35%*	2 *1%* *7%*	2 *** *7%*	6 *1%* *25%*	2 *** *7%*	9 *2%* *38%* DF	3 *1%* *15%*	3 *1%* *11%*	11 *1%* *49%*	9 *1%* *39%*	7 *1%* *33%*	9 *1%* *38%*	5 *1%* *21%*
Don't know	**136** ***6%***	46 *4%* *34%*	90 *7%* *66%* A	4 *2%* *3%*	26 *5%* *19%*	16 *4%* *12%*	20 *5%* *15%*	25 *7%* *18%* C	44 *9%* *33%* CEF	23 *5%* *17%*	54 *5%* *40%*	59 *8%* *43%* J	37 *6%* *27%*	29 *5%* *22%*	42 *5%* *31%*
Net: 10/9/8/7	**1507** ***63%***	704 *62%* *47%*	803 *63%* *53%*	128 *63%* *9%*	314 *64%* *21%*	248 *62%* *16%*	281 *65%* *19%*	229 *63%* *15%*	306 *59%* *20%*	310 *64%* *21%*	742 *64%* *49%*	455 *60%* *30%*	383 *65%* *25%*	369 *62%* *24%*	502 *62%* *33%*
Net: 10/9	**326** ***14%***	159 *14%* *49%*	167 *13%* *51%*	42 *21%* *13%* EG	66 *13%* *20%*	45 *11%* *14%*	57 *13%* *17%*	46 *13%* *14%*	70 *14%* *21%*	55 *11%* *17%*	148 *13%* *45%*	123 *16%* *38%*	88 *15%* *27%* N	96 *16%* *29%* N	86 *11%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 363

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2418**	1144 *47%*	1274 *53%*	182 *8%*	423 *17%*	413 *17%*	456 *19%*	425 *18%*	510 *21%*	500 *21%*	1316 *54%*	557 *23%*	418 *17%*	331 *14%*	625 *26%*
Effective Total	**1661**	779	882	118	294	296	312	295	365	371	957	399	380	303	554
Net: 6/5/4	**671** ***28%***	323 *29%* *48%*	347 *27%* *52%*	60 *29%* *9%*	133 *27%* *20%*	122 *30%* *18%*	122 *28%* *18%*	92 *25%* *14%*	142 *28%* *21%*	134 *28%* *20%*	330 *28%* *49%*	207 *27%* *31%*	140 *24%* *21%*	178 *30%* *27%*	237 *29%* *35%*
Net: 3/2/1	**89** ***4%***	55 *5%* *62%* B	34 *3%* *38%*	12 *6%* *14%* F	13 *3%* *15%*	16 *4%* *18%*	7 *2%* *8%*	17 *5%* *19%* F	24 *5%* *26%* F	15 *3%* *17%*	40 *3%* *45%*	34 *5%* *38%*	26 *4%* *30%*	22 *4%* *25%*	29 *4%* *32%*
Mean	**6.91**	6.83	6.98	7.00	6.92	6.74	7.01 E	6.95	6.88	6.86	6.93	6.90	6.97	6.94	6.80
Standard Deviation	**1.71**	1.80	1.62	1.87	1.58	1.74	1.53	1.78	1.82	1.58	1.67	1.85	1.78	1.81	1.61

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 363

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2418**	356 *15%*	364 *15%*	324 *13%*	1374 *57%*	2276 *94%*	105 *4%*	306 *13%*	2090 *86%*	2110 *87%*	1313 *54%*	791 *33%*	835 *35%*
Total (Wtd)	**2403**	214 *9%*	127 *5%*	66 *3%*	1996 *83%*	2278 *95%*	125* *5%* *	301 *13%*	2079 *87%*	2099 *87%*	1253 *52%*	839 *35%*	873 *36%*
Effective Total	**1661**	328	329	288	1218	1573	88	206	1439	1454	887	563	588
10	**93** ***4%***	8 *4%* *8%*	7 *5%* *7%*	5 *7%* *5%* OR	73 *4%* *79%*	90 *4%* *97%*	3 *2%* *3%*	11 *4%* *12%*	80 *4%* *86%*	81 *4%* *88%*	62 *5%* *67%* YZ	19 *2%* *21%*	19 *2%* *21%*
9	**233** ***10%***	17 *8%* *7%*	11 *9%* *5%*	9 *13%* *4%* O	196 *10%* *84%*	228 *10%* *98%*	5 *4%* *2%*	27 *9%* *11%*	204 *10%* *88%*	207 *10%* *89%*	125 *10%* *54%*	81 *10%* *35%*	95 *11%* *41%*
8	**583** ***24%***	54 *25%* *9%*	31 *24%* *5%*	14 *21%* *2%*	484 *24%* *83%*	560 *25%* *96%*	23 *19%* *4%*	84 *28%* *14%*	496 *24%* *85%*	499 *24%* *86%*	297 *24%* *51%*	203 *24%* *35%*	207 *24%* *35%*
7	**598** ***25%***	55 *26%* *9%*	27 *21%* *5%*	15 *23%* *3%*	500 *25%* *84%*	558 *24%* *93%*	40 *32%* *7%*	56 *19%* *9%*	534 *26%* *89%* U	540 *26%* *90%* U	324 *26%* *54%* U	217 *26%* *36%* U	220 *25%* *37%*
6	**344** ***14%***	36 *17%* *10%*	22 *17%* *6%*	10 *15%* *3%*	277 *14%* *81%*	321 *14%* *93%*	23 *18%* *7%*	46 *15%* *13%*	297 *14%* *86%*	298 *14%* *87%*	169 *14%* *49%*	124 *15%* *36%*	130 *15%* *38%*
5	**222** ***9%***	17 *8%* *8%*	12 *9%* *5%*	6 *10%* *3%*	187 *9%* *84%*	210 *9%* *94%*	12 *10%* *6%*	28 *9%* *13%*	190 *9%* *86%*	194 *9%* *87%*	118 *9%* *53%*	76 *9%* *34%*	79 *9%* *36%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 363

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2418**	356 *15%*	364 *15%*	324 *13%*	1374 *57%*	2276 *94%*	105 *4%*	306 *13%*	2090 *86%*	2110 *87%*	1313 *54%*	791 *33%*	835 *35%*
Effective Total	**1661**	328	329	288	1218	1573	88	206	1439	1454	887	563	588
4	**105** ***4%***	5 *2%* *5%*	4 *3%* *4%*	3 *5%* *3%*	92 *5%* *88%*	96 *4%* *92%*	9 *7%* *8%*	10 *3%* *10%*	92 *4%* *88%*	92 *4%* *88%*	53 *4%* *51%*	38 *4%* *36%*	39 *4%* *37%*
3	**42** ***2%***	3 *1%* *7%*	2 *1%* *4%*	1 *2%* *3%*	36 *2%* *86%*	40 *2%* *95%*	2 *2%* *5%*	4 *1%* *10%*	37 *2%* *90%*	37 *2%* *90%*	23 *2%* *56%*	14 *2%* *34%*	14 *2%* *34%*
2	**25** ***1%***	3 *1%* *13%*	1 *1%* *3%*	- - -	21 *1%* *84%*	23 *1%* *92%*	2 *2%* *8%*	4 *1%* *16%*	20 *1%* *80%*	21 *1%* *84%*	16 *1%* *63%*	5 *1%* *22%*	6 *1%* *25%*
1	**23** ***1%***	- - -	1 *1%* *5%* O	1 *1%* *3%* O	21 *1%* *91%*	21 *1%* *94%*	1 *1%* *6%*	3 *1%* *13%*	20 *1%* *87%*	20 *1%* *87%*	10 *1%* *43%*	10 *1%* *44%*	10 *1%* *44%*
Don't know	**136** ***6%***	16 *7%* *11%* Q	10 *8%* *7%* Q	2 *3%* *2%*	109 *5%* *80%*	132 *6%* *97%*	5 *4%* *3%*	28 *9%* *20%* VWX	109 *5%* *80%*	109 *5%* *80%*	57 *5%* *42%*	52 *6%* *38%*	52 *6%* *38%*
Net: 10/9/8/7	**1507** ***63%***	135 *63%* *9%*	76 *60%* *5%*	43 *65%* *3%*	1254 *63%* *83%*	1435 *63%* *95%*	72 *57%* *5%*	178 *59%* *12%*	1315 *63%* *87%*	1328 *63%* *88%*	808 *64%* *54%*	520 *62%* *35%*	541 *62%* *36%*
Net: 10/9	**326** ***14%***	25 *12%* *8%*	18 *14%* *5%*	14 *20%* *4%* OPR	269 *13%* *83%*	318 *14%* *97%* T	8 *7%* *3%*	38 *13%* *12%*	284 *14%* *87%*	288 *14%* *88%*	187 *15%* *58%*	101 *12%* *31%*	114 *13%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 363

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC1 ****

Base : Regular viewers of BBC1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2418**	356 *15%*	364 *15%*	324 *13%*	1374 *57%*	2276 *94%*	105 *4%*	306 *13%*	2090 *86%*	2110 *87%*	1313 *54%*	791 *33%*	835 *35%*
Effective Total	**1661**	328	329	288	1218	1573	88	206	1439	1454	887	563	588
Net: 6/5/4	**671** ***28%***	58 *27%* *9%*	37 *30%* *6%*	19 *29%* *3%*	556 *28%* *83%*	627 *28%* *93%*	44 *35%* *7%*	84 *28%* *13%*	579 *28%* *86%*	584 *28%* *87%*	340 *27%* *51%*	237 *28%* *35%*	249 *29%* *37%*
Net: 3/2/1	**89** ***4%***	6 *3%* *7%*	4 *3%* *4%*	2 *3%* *2%*	78 *4%* *87%*	84 *4%* *94%*	5 *4%* *6%*	11 *4%* *12%*	77 *4%* *86%*	78 *4%* *88%*	49 *4%* *54%*	30 *4%* *33%*	30 *3%* *34%*
Mean	**6.91**	6.99	6.98	7.07	6.89	6.93 T	6.53	6.94	6.91	6.91	6.95	6.86	6.88
Standard Deviation	**1.71**	1.55	1.69	1.78	1.72	1.71	1.64	1.73	1.70	1.71	1.73	1.66	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 364

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1229**	657 *53%*	572 *47%*	82 *7%*	153 *12%*	169 *14%*	247 *20%*	248 *20%*	324 *26%*	284 *23%*	647 *53%*	278 *23%*	199 *16%*	176 *14%*	347 *28%*
Total (Wtd)	**1207**	635 *53%*	572 *47%*	94* *8%* *	181 *15%*	167 *14%*	238 *20%*	213 *18%*	314 *26%*	269 *22%*	570 *47%*	368 *31%*	280 *23%*	302 *25%*	437 *36%*
Effective Total	**851**	442	409	50	110	125	173	178	227	213	471	198	180	161	306
10	**51** ***4%***	29 *5%* *56%*	22 *4%* *44%*	4 *5%* *8%*	7 *4%* *13%*	3 *2%* *6%*	15 *6%* *29%*	12 *6%* *23%*	10 *3%* *20%*	11 *4%* *22%*	27 *5%* *54%*	12 *3%* *24%*	16 *6%* *31%*	14 *5%* *28%*	12 *3%* *23%*
9	**129** ***11%***	71 *11%* *55%*	58 *10%* *45%*	12 *13%* *10%*	16 *9%* *12%*	31 *19%* *24%* DF H	19 *8%* *15%*	24 *11%* *19%*	26 *8%* *20%*	32 *12%* *25%*	46 *8%* *35%*	51 *14%* *40%* J	26 *9%* *20%*	41 *14%* *32%*	45 *10%* *35%*
8	**289** ***24%***	149 *24%* *52%*	139 *24%* *48%*	20 *21%* *7%*	42 *23%* *14%*	31 *19%* *11%*	62 *26%* *21%*	52 *24%* *18%*	82 *26%* *28%*	65 *24%* *23%*	147 *26%* *51%*	77 *21%* *26%*	68 *24%* *24%*	67 *22%* *23%*	107 *24%* *37%*
7	**295** ***24%***	171 *27%* *58%*	125 *22%* *42%*	16 *17%* *5%*	54 *30%* *18%*	37 *22%* *12%*	76 *32%* *26%* CG H	47 *22%* *16%*	66 *21%* *22%*	73 *27%* *25%*	146 *26%* *49%*	76 *21%* *26%*	52 *19%* *18%*	77 *25%* *26%*	120 *28%* *41%* L
6	**167** ***14%***	83 *13%* *50%*	84 *15%* *50%*	17 *18%* *10%*	23 *13%* *14%*	20 *12%* *12%*	31 *13%* *18%*	33 *16%* *20%*	43 *14%* *26%*	29 *11%* *17%*	80 *14%* *48%*	58 *16%* *35%*	41 *15%* *25%*	41 *13%* *24%*	57 *13%* *34%*
5	**88** ***7%***	46 *7%* *52%*	43 *7%* *48%*	9 *9%* *10%*	17 *10%* *20%*	12 *7%* *13%*	15 *6%* *17%*	14 *6%* *16%*	22 *7%* *24%*	23 *8%* *26%*	40 *7%* *46%*	25 *7%* *29%*	12 *4%* *13%*	25 *8%* *28%*	40 *9%* *45%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 364

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1229**	657 *53%*	572 *47%*	82 *7%*	153 *12%*	169 *14%*	247 *20%*	248 *20%*	324 *26%*	284 *23%*	647 *53%*	278 *23%*	199 *16%*	176 *14%*	347 *28%*
Effective Total	**851**	442	409	50	110	125	173	178	227	213	471	198	180	161	306
4	**52** ***4%***	32 *5%* *63%*	19 *3%* *37%*	8 *9%* *16%*	8 *4%* *15%*	5 *3%* *11%*	8 *4%* *16%*	10 *5%* *20%*	11 *4%* *22%*	6 *2%* *12%*	32 *6%* *63%*	13 *3%* *25%*	20 *7%* *39%* N	14 *5%* *27%*	11 *3%* *22%*
3	**25** ***2%***	15 *2%* *59%*	10 *2%* *41%*	1 *1%* *5%*	6 *3%* *24%*	4 *2%* *16%*	2 *1%* *8%*	1 *1%* *5%*	10 *3%* *41%*	4 *2%* *17%*	9 *2%* *38%*	11 *3%* *45%*	9 *3%* *38%* M	1 *** *5%*	11 *2%* *43%*
2	**18** ***2%***	11 *2%* *59%*	8 *1%* *41%*	3 *3%* *17%*	- - -	6 *4%* *34%* D	2 *1%* *8%*	3 *2%* *17%*	4 *1%* *23%*	5 *2%* *28%*	7 *1%* *40%*	6 *2%* *32%*	6 *2%* *33%* M	- - -	9 *2%* *49%*
1	**8** ***1%***	5 *1%* *59%*	3 *1%* *41%*	* * *3%*	2 *1%* *18%*	2 *1%* *19%*	- - -	2 *1%* *20%*	3 *1%* *41%*	- - -	5 *1%* *55%*	4 *1%* *45%*	5 *2%* *59%* N	3 *1%* *33%*	* * *
Don't know	**83** ***7%***	23 *4%* *28%*	60 *10%* *72%* A	3 *3%* *3%*	7 *4%* *8%*	15 *9%* *18%*	9 *4%* *10%*	15 *7%* *18%*	35 *11%* *42%* DF	20 *7%* *24%*	29 *5%* *35%*	34 *9%* *41%* J	25 *9%* *29%*	19 *6%* *22%*	25 *6%* *30%*
Net: 10/9/8/7	**764** ***63%***	420 *66%* *55%*	344 *60%* *45%*	52 *56%* *7%*	118 *65%* *15%*	102 *61%* *13%*	172 *72%* *22%* CE H	135 *63%* *18%*	185 *59%* *24%*	182 *68%* *24%*	366 *64%* *48%*	217 *59%* *28%*	162 *58%* *21%*	200 *66%* *26%*	284 *65%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 364

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1229**	657 *53%*	572 *47%*	82 *7%*	153 *12%*	169 *14%*	247 *20%*	248 *20%*	324 *26%*	284 *23%*	647 *53%*	278 *23%*	199 *16%*	176 *14%*	347 *28%*
Effective Total	**851**	442	409	50	110	125	173	178	227	213	471	198	180	161	306
Net: 10/9	**180** ***15%***	99 *16%* *55%*	80 *14%* *45%*	17 *18%* *9%*	22 *12%* *12%*	34 *21%* *19%* H	34 *14%* *19%*	36 *17%* *20%*	37 *12%* *20%*	43 *16%* *24%*	73 *13%* *41%*	64 *17%* *35%*	42 *15%* *23%*	56 *18%* *31%*	56 *13%* *31%*
Net: 6/5/4	**307** ***25%***	161 *25%* *52%*	146 *26%* *48%*	34 *36%* *11%*	48 *27%* *16%*	38 *22%* *12%*	54 *23%* *18%*	57 *27%* *19%*	76 *24%* *25%*	58 *22%* *19%*	153 *27%* *50%*	96 *26%* *31%*	73 *26%* *24%*	79 *26%* *26%*	108 *25%* *35%*
Net: 3/2/1	**52** ***4%***	31 *5%* *59%*	21 *4%* *41%*	5 *5%* *9%*	8 *4%* *15%*	12 *7%* *23%* F	4 *2%* *7%*	6 *3%* *12%*	18 *6%* *35%* F	10 *4%* *18%*	21 *4%* *41%*	21 *6%* *41%*	21 *7%* *40%* M	4 *1%* *8%*	20 *5%* *38%*
Mean	**6.96**	6.94	6.99	6.73	6.87	6.91	7.19	7.06	6.86	7.11	6.93	6.91	6.78	7.14	6.93
Standard Deviation	**1.74**	1.78	1.70	1.93	1.66	1.96	1.48	1.74	1.80	1.64	1.73	1.85	2.04	1.62	1.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 364

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1229**	166 *14%*	175 *14%*	166 *14%*	722 *59%*	1170 *95%*	39 *3%*	163 *13%*	1055 *86%*	1066 *87%*	603 *49%*	459 *37%*	487 *40%*
Total (Wtd)	**1207**	95 *8%*	59 *5%*	34 *3%*	1019 *84%*	1163 *96%*	44* *4%* *	157 *13%*	1036 *86%*	1050 *87%*	572 *47%*	473 *39%*	497 *41%*
Effective Total	**851**	153	160	151	639	818	33	113	730	738	407	327	344
10	**51** ***4%***	5 *5%* *10%*	3 *5%* *6%*	1 *4%* *2%*	42 *4%* *82%*	51 *4%* *100%*	- - -	6 *4%* *11%*	44 *4%* *86%*	45 *4%* *89%*	34 *6%* *67%* YZ	11 *2%* *22%*	11 *2%* *22%*
9	**129** ***11%***	9 *10%* *7%*	5 *8%* *4%*	3 *8%* *2%*	112 *11%* *87%*	125 *11%* *97%*	3 *8%* *3%*	15 *10%* *12%*	112 *11%* *87%*	114 *11%* *88%*	65 *11%* *51%*	48 *10%* *37%*	58 *12%* *45%*
8	**289** ***24%***	21 *22%* *7%*	15 *25%* *5%*	10 *31%* *4%*	243 *24%* *84%*	282 *24%* *98%*	7 *16%* *2%*	40 *26%* *14%*	249 *24%* *86%*	249 *24%* *86%*	129 *23%* *45%*	119 *25%* *41%*	122 *24%* *42%*
7	**295** ***24%***	24 *26%* *8%*	15 *25%* *5%*	7 *21%* *2%*	249 *24%* *84%*	281 *24%* *95%*	14 *33%* *5%*	40 *26%* *14%*	251 *24%* *85%*	255 *24%* *86%*	135 *24%* *46%*	119 *25%* *40%*	122 *25%* *41%*
6	**167** ***14%***	13 *14%* *8%*	8 *14%* *5%*	6 *19%* *4%*	139 *14%* *83%*	158 *14%* *95%*	9 *20%* *5%*	19 *12%* *11%*	148 *14%* *89%*	148 *14%* *89%*	76 *13%* *45%*	69 *15%* *41%*	73 *15%* *44%*
5	**88** ***7%***	6 *7%* *7%*	4 *7%* *5%*	2 *6%* *2%*	76 *7%* *86%*	87 *8%* *99%*	1 *2%* *1%*	11 *7%* *13%*	73 *7%* *82%*	77 *7%* *87%*	48 *8%* *54%*	29 *6%* *33%*	30 *6%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 364

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1229**	166 *14%*	175 *14%*	166 *14%*	722 *59%*	1170 *95%*	39 *3%*	163 *13%*	1055 *86%*	1066 *87%*	603 *49%*	459 *37%*	487 *40%*
Effective Total	**851**	153	160	151	639	818	33	113	730	738	407	327	344
4	**52** ***4%***	3 *3%* *5%*	3 *5%* *5%*	1 *2%* *2%*	45 *4%* *88%*	49 *4%* *94%*	3 *7%* *6%*	3 *2%* *6%*	48 *5%* *94%*	48 *5%* *94%*	27 *5%* *53%*	21 *4%* *41%*	22 *4%* *43%*
3	**25** ***2%***	2 *2%* *8%*	1 *2%* *5%*	1 *2%* *2%*	21 *2%* *85%*	24 *2%* *95%*	1 *3%* *5%*	5 *3%* *21%*	20 *2%* *79%*	20 *2%* *79%*	9 *2%* *37%*	11 *2%* *42%*	11 *2%* *43%*
2	**18** ***2%***	2 *2%* *11%*	1 *1%* *3%*	1 *2%* *3%*	15 *1%* *82%*	18 *2%* *98%*	* *1%* *2%*	1 *1%* *7%*	16 *2%* *87%*	17 *2%* *93%*	10 *2%* *52%*	8 *2%* *41%*	8 *2%* *45%*
1	**8** ***1%***	- - -	* *1%* *5%*	* *1%* *3%*	8 *1%* *92%*	8 *1%* *100%*	- - -	* * *3%*	8 *1%* *97%*	8 *1%* *97%*	5 *1%* *61%*	3 *1%* *36%*	3 *1%* *36%*
Don't know	**83** ***7%***	8 *9%* *10%*	4 *7%* *5%*	2 *6%* *3%*	68 *7%* *82%*	79 *7%* *95%*	4 *10%* *5%*	16 *10%* *19%*	67 *6%* *81%*	67 *6%* *81%*	32 *6%* *39%*	35 *7%* *42%*	36 *7%* *43%*
Net: 10/9/8/7	**764** ***63%***	60 *63%* *8%*	37 *63%* *5%*	21 *63%* *3%*	646 *63%* *84%*	739 *64%* *97%*	25 *57%* *3%*	101 *64%* *13%*	655 *63%* *86%*	663 *63%* *87%*	364 *64%* *48%*	298 *63%* *39%*	313 *63%* *41%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 364

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC2 ****

Base : Regular viewers of BBC2 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1229**	166 *14%*	175 *14%*	166 *14%*	722 *59%*	1170 *95%*	39 *3%*	163 *13%*	1055 *86%*	1066 *87%*	603 *49%*	459 *37%*	487 *40%*
Effective Total	**851**	153	160	151	639	818	33	113	730	738	407	327	344
Net: 10/9	**180** ***15%***	14 *15%* *8%*	8 *13%* *4%*	4 *11%* *2%*	154 *15%* *86%*	176 *15%* *98%*	3 *8%* *2%*	21 *13%* *11%*	156 *15%* *87%*	159 *15%* *89%*	99 *17%* *55%*	60 *13%* *33%*	70 *14%* *39%*
Net: 6/5/4	**307** ***25%***	22 *24%* *7%*	15 *25%* *5%*	9 *27%* *3%*	260 *26%* *85%*	294 *25%* *96%*	13 *29%* *4%*	33 *21%* *11%*	269 *26%* *88%*	274 *26%* *89%*	151 *26%* *49%*	119 *25%* *39%*	126 *25%* *41%*
Net: 3/2/1	**52** ***4%***	4 *4%* *8%*	2 *4%* *4%*	1 *4%* *3%*	44 *4%* *85%*	50 *4%* *97%*	2 *4%* *3%*	7 *4%* *13%*	44 *4%* *85%*	45 *4%* *87%*	24 *4%* *46%*	21 *4%* *41%*	22 *4%* *43%*
Mean	**6.96**	7.03	6.95	6.99	6.95	6.97	6.66	7.05	6.95	6.95	6.98	6.91	6.93
Standard Deviation	**1.74**	1.71	1.72	1.67	1.75	1.75	1.51	1.62	1.76	1.76	1.82	1.69	1.71

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 365

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1824**	784 *43%*	1040 *57%*	160 *9%*	310 *17%*	343 *19%*	354 *19%*	299 *16%*	352 *19%*	289 *16%*	1022 *56%*	478 *26%*	336 *18%*	255 *14%*	394 *22%*
Total (Wtd)	**1806**	761 *42%*	1045 *58%*	189 *10%*	356 *20%*	323 *18%*	328 *18%*	251 *14%*	360 *20%*	272 *15%*	883 *49%*	651 *36%*	482 *27%*	467 *26%*	533 *30%*
Effective Total	**1212**	509	703	106	208	232	229	201	250	208	723	337	301	231	350
10	**67** ***4%***	27 *4%* *41%*	40 *4%* *59%*	5 *3%* *7%*	14 *4%* *21%*	4 *1%* *6%*	12 *4%* *17%*	11 *4%* *16%* E	21 *6%* *32%* E	2 *1%* *3%*	21 *2%* *31%*	45 *7%* *67%* IJ	21 *4%* *32%*	23 *5%* *34%* N	10 *2%* *15%*
9	**97** ***5%***	47 *6%* *49%*	50 *5%* *51%*	19 *10%* *19%* FG	16 *5%* *17%*	22 *7%* *23%*	12 *4%* *12%*	9 *4%* *10%*	18 *5%* *19%*	16 *6%* *16%*	43 *5%* *45%*	38 *6%* *39%*	29 *6%* *30%*	25 *5%* *25%*	26 *5%* *27%*
8	**290** ***16%***	106 *14%* *36%*	184 *18%* *64%*	35 *18%* *12%*	44 *12%* *15%*	54 *17%* *19%*	51 *16%* *18%*	46 *18%* *16%*	60 *17%* *21%*	34 *12%* *12%*	161 *18%* *55%* I	96 *15%* *33%*	90 *19%* *31%*	64 *14%* *22%*	87 *16%* *30%*
7	**432** ***24%***	186 *24%* *43%*	246 *23%* *57%*	45 *24%* *10%*	89 *25%* *21%*	73 *23%* *17%*	84 *26%* *20%*	62 *25%* *14%*	78 *22%* *18%*	73 *27%* *17%*	206 *23%* *48%*	153 *24%* *35%*	122 *25%* *28%*	106 *23%* *25%*	126 *24%* *29%*
6	**339** ***19%***	139 *18%* *41%*	199 *19%* *59%*	30 *16%* *9%*	75 *21%* *22%* H	53 *16%* *16%*	83 *25%* *24%* EH	49 *20%* *15%*	48 *13%* *14%*	54 *20%* *16%*	189 *21%* *56%* K	96 *15%* *28%*	75 *16%* *22%*	105 *22%* *31%* L	102 *19%* *30%*
5	**242** ***13%***	110 *14%* *45%*	132 *13%* *55%*	18 *10%* *7%*	44 *13%* *18%*	56 *17%* *23%*	44 *13%* *18%*	34 *14%* *14%*	45 *13%* *19%*	37 *13%* *15%*	113 *13%* *47%*	92 *14%* *38%*	51 *10%* *21%*	67 *14%* *28%*	72 *13%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 365

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1824**	784 *43%*	1040 *57%*	160 *9%*	310 *17%*	343 *19%*	354 *19%*	299 *16%*	352 *19%*	289 *16%*	1022 *56%*	478 *26%*	336 *18%*	255 *14%*	394 *22%*
Effective Total	**1212**	509	703	106	208	232	229	201	250	208	723	337	301	231	350
4	**105** ***6%***	52 *7%* *49%*	54 *5%* *51%*	8 *4%* *8%*	27 *8%* *26%*	19 *6%* *18%*	17 *5%* *16%*	15 *6%* *15%*	19 *5%* *18%*	18 *7%* *17%*	50 *6%* *47%*	37 *6%* *35%*	32 *7%* *31%*	23 *5%* *22%*	34 *6%* *32%*
3	**57** ***3%***	27 *4%* *47%*	30 *3%* *53%*	9 *5%* *16%* G	17 *5%* *30%* G	6 *2%* *11%*	8 *3%* *15%* G	* * *1%*	16 *4%* *28%* G	10 *4%* *17%*	25 *3%* *43%*	23 *3%* *40%*	13 *3%* *23%*	16 *3%* *28%*	20 *4%* *35%*
2	**16** ***1%***	13 *2%* *78%* B	4 * *22%*	1 * *4%*	* * *1%*	10 *3%* *63%* DFG	1 * *8%*	* * *2%*	3 *1%* *21%*	2 *1%* *15%*	9 *1%* *55%*	5 *1%* *30%*	3 *1%* *22%*	1 * *8%*	7 *1%* *41%*
1	**29** ***2%***	17 *2%* *58%*	12 *1%* *42%*	6 *3%* *21%* F	3 *1%* *11%*	9 *3%* *32%* F	* * *1%*	3 *1%* *12%*	7 *2%* *23%*	4 *1%* *13%*	14 *2%* *49%*	11 *2%* *38%*	6 *1%* *22%*	8 *2%* *27%*	12 *2%* *43%*
Don't know	**133** ***7%***	38 *5%* *29%*	95 *9%* *71%* A	13 *7%* *10%*	25 *7%* *19%*	15 *5%* *12%*	16 *5%* *12%*	19 *8%* *14%*	44 *12%* *33%* EF	23 *9%* *17%*	54 *6%* *41%*	55 *8%* *42%*	39 *8%* *29%*	29 *6%* *22%*	38 *7%* *29%*
Net: 10/9/8/7	**886** ***49%***	366 *48%* *41%*	519 *50%* *59%*	103 *54%* *12%*	164 *46%* *18%*	154 *48%* *17%*	159 *48%* *18%*	129 *51%* *15%*	178 *49%* *20%*	124 *46%* *14%*	430 *49%* *49%*	332 *51%* *37%*	263 *54%* *30%*	217 *47%* *25%*	249 *47%* *28%*
Net: 10/9	**164** ***9%***	74 *10%* *45%*	89 *9%* *55%*	23 *12%* *14%*	30 *8%* *18%*	27 *8%* *16%*	23 *7%* *14%*	20 *8%* *12%*	40 *11%* *24%*	18 *6%* *11%*	64 *7%* *39%*	82 *13%* *50%* IJ	50 *10%* *31%*	47 *10%* *29%*	36 *7%* *22%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 365

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1824**	784 *43%*	1040 *57%*	160 *9%*	310 *17%*	343 *19%*	354 *19%*	299 *16%*	352 *19%*	289 *16%*	1022 *56%*	478 *26%*	336 *18%*	255 *14%*	394 *22%*
Effective Total	**1212**	509	703	106	208	232	229	201	250	208	723	337	301	231	350
Net: 6/5/4	**686** ***38%***	301 *40%* *44%*	385 *37%* *56%*	57 *30%* *8%*	146 *41%* *21%* H	128 *40%* *19%*	144 *44%* *21%* CH	99 *39%* *14%*	113 *31%* *16%*	109 *40%* *16%*	352 *40%* *51%*	225 *35%* *33%*	158 *33%* *23%*	195 *42%* *28%* L	207 *39%* *30%*
Net: 3/2/1	**102** ***6%***	56 *7%* *55%* B	46 *4%* *45%*	16 *8%* *16%* FG	20 *6%* *20%* G	26 *8%* *25%* FG	10 *3%* *10%*	4 *2%* *4%*	26 *7%* *25%* FG	16 *6%* *16%*	48 *5%* *47%*	38 *6%* *38%*	23 *5%* *23%*	25 *5%* *25%*	39 *7%* *38%*
Mean	**6.44**	6.31	6.54 A	6.53	6.35	6.22	6.51	6.61 E	6.51	6.26	6.42	6.55	6.62 N	6.44	6.26
Standard Deviation	**1.79**	1.89	1.71	1.97	1.73	1.92	1.51	1.63	1.97	1.67	1.72	1.93	1.80	1.78	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 365

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1824**	257 *14%*	304 *17%*	278 *15%*	985 *54%*	1721 *94%*	74 *4%*	219 *12%*	1587 *87%*	1604 *88%*	1004 *55%*	595 *33%*	625 *34%*
Total (Wtd)	**1806**	159 *9%*	106 *6%*	59 *3%*	1483 *82%*	1721 *95%*	85* *5%* *	213 *12%*	1574 *87%*	1591 *88%*	949 *53%*	638 *35%*	658 *36%*
Effective Total	**1212**	233	272	248	869	1150	62	143	1057	1068	655	411	427
10	**67** ***4%***	5 *3%* *7%*	6 *5%* *8%*	3 *5%* *4%*	54 *4%* *81%*	61 *4%* *91%*	6 *7%* *9%*	12 *5%* *17%*	55 *3%* *82%*	55 *3%* *83%*	32 *3%* *47%*	24 *4%* *35%*	24 *4%* *35%*
9	**97** ***5%***	6 *4%* *7%*	5 *5%* *5%*	5 *9%* *5%* OR	80 *5%* *83%*	93 *5%* *96%*	4 *5%* *4%*	10 *5%* *10%*	86 *5%* *89%*	87 *5%* *90%*	50 *5%* *52%*	37 *6%* *38%*	37 *6%* *38%*
8	**290** ***16%***	22 *14%* *8%*	16 *15%* *6%*	10 *18%* *4%*	242 *16%* *83%*	272 *16%* *94%*	18 *22%* *6%*	35 *17%* *12%*	254 *16%* *87%*	255 *16%* *88%*	157 *17%* *54%*	98 *15%* *34%*	102 *16%* *35%*
7	**432** ***24%***	36 *22%* *8%*	28 *27%* *7%*	15 *25%* *3%*	353 *24%* *82%*	419 *24%* *97%*	12 *14%* *3%*	40 *19%* *9%*	386 *25%* *90%*	392 *25%* *91%*	237 *25%* *55%*	155 *24%* *36%*	159 *24%* *37%*
6	**339** ***19%***	30 *19%* *9%*	19 *17%* *5%*	9 *15%* *3%*	281 *19%* *83%*	318 *18%* *94%*	21 *24%* *6%*	41 *19%* *12%*	296 *19%* *87%*	298 *19%* *88%*	200 *21%* *59%* YZ	96 *15%* *28%*	103 *16%* *31%*
5	**242** ***13%***	28 *18%* *12%* R	16 *15%* *7%*	8 *14%* *3%*	190 *13%* *78%*	233 *14%* *96%*	9 *10%* *4%*	33 *15%* *14%*	203 *13%* *84%*	207 *13%* *85%*	111 *12%* *46%*	95 *15%* *39%*	96 *15%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 365

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1824**	257 *14%*	304 *17%*	278 *15%*	985 *54%*	1721 *94%*	74 *4%*	219 *12%*	1587 *87%*	1604 *88%*	1004 *55%*	595 *33%*	625 *34%*
Effective Total	**1212**	233	272	248	869	1150	62	143	1057	1068	655	411	427
4	**105** ***6%***	8 *5%* *7%*	5 *4%* *4%*	3 *6%* *3%*	89 *6%* *85%*	100 *6%* *95%*	5 *6%* *5%*	15 *7%* *14%*	90 *6%* *85%*	91 *6%* *86%*	53 *6%* *50%*	37 *6%* *35%*	39 *6%* *37%*
3	**57** ***3%***	4 *2%* *6%*	2 *2%* *3%*	2 *3%* *3%*	50 *3%* *87%*	56 *3%* *98%*	1 *2%* *2%*	6 *3%* *11%*	51 *3%* *89%*	51 *3%* *89%*	30 *3%* *53%*	20 *3%* *36%*	22 *3%* *38%*
2	**16** ***1%***	3 *2%* *20%*	1 *1%* *7%*	* * *1%*	12 *1%* *71%*	16 *1%* *100%*	- - -	3 *1%* *17%*	12 *1%* *77%*	13 *1%* *83%*	7 *1%* *45%*	6 *1%* *38%*	6 *1%* *38%*
1	**29** ***2%***	1 * *2%*	* * *1%*	1 *2%* *4%*	27 *2%* *92%*	23 *1%* *80%*	6 *7%* *20%* S	2 *1%* *7%*	25 *2%* *87%*	27 *2%* *93%*	18 *2%* *63%*	9 *1%* *30%*	9 *1%* *30%*
Don't know	**133** ***7%***	16 *10%* *12%* Q	8 *8%* *6%*	3 *4%* *2%*	105 *7%* *79%*	129 *8%* *97%*	3 *4%* *3%*	17 *8%* *13%*	116 *7%* *87%*	116 *7%* *87%*	53 *6%* *40%*	61 *10%* *46%* X	62 *9%* *46%* X
Net: 10/9/8/7	**886** ***49%***	69 *43%* *8%*	55 *52%* *6%*	33 *56%* *4%* O	729 *49%* *82%*	845 *49%* *95%*	41 *48%* *5%*	97 *45%* *11%*	781 *50%* *88%*	789 *50%* *89%*	476 *50%* *54%*	313 *49%* *35%*	321 *49%* *36%*
Net: 10/9	**164** ***9%***	11 *7%* *7%*	11 *10%* *6%*	8 *13%* *5%* OR	134 *9%* *82%*	154 *9%* *94%*	10 *12%* *6%*	21 *10%* *13%*	141 *9%* *86%*	142 *9%* *87%*	82 *9%* *50%*	60 *9%* *37%*	60 *9%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 365

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - ITV1 ****

Base : Regular viewers of ITV1 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1824**	257 *14%*	304 *17%*	278 *15%*	985 *54%*	1721 *94%*	74 *4%*	219 *12%*	1587 *87%*	1604 *88%*	1004 *55%*	595 *33%*	625 *34%*
Effective Total	**1212**	233	272	248	869	1150	62	143	1057	1068	655	411	427
Net: 6/5/4	**686** ***38%***	66 *42%* *10%*	39 *37%* *6%*	20 *34%* *3%*	560 *38%* *82%*	651 *38%* *95%*	34 *40%* *5%*	88 *41%* *13%*	589 *37%* *86%*	595 *37%* *87%*	364 *38%* *53%*	228 *36%* *33%*	239 *36%* *35%*
Net: 3/2/1	**102** ***6%***	7 *5%* *7%*	4 *3%* *3%*	3 *5%* *3%*	88 *6%* *86%*	95 *6%* *93%*	7 *8%* *7%*	11 *5%* *11%*	88 *6%* *86%*	91 *6%* *89%*	56 *6%* *55%*	35 *6%* *35%*	37 *6%* *36%*
Mean	**6.44**	6.33	6.61	6.62	6.43	6.44	6.42	6.43	6.45	6.44	6.45	6.44	6.43
Standard Deviation	**1.79**	1.68	1.68	1.87	1.81	1.77	2.18	1.84	1.77	1.78	1.77	1.81	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 366

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1138**	497 *44%*	641 *56%*	162 *14%*	257 *23%*	184 *16%*	195 *17%*	153 *13%*	185 *16%*	217 *19%*	638 *56%*	258 *23%*	180 *16%*	157 *14%*	314 *28%*
Total (Wtd)	**1179**	505 *43%*	675 *57%*	176 *15%*	307 *26%*	170 *14%*	193 *16%*	140 *12%*	193 *16%*	222 *19%*	589 *50%*	368 *31%*	272 *23%*	292 *25%*	417 *35%*
Effective Total	**780**	335	445	102	183	131	129	110	136	165	460	186	165	142	278
10	**47** ***4%***	15 *3%* *31%*	32 *5%* *69%*	16 *9%* *33%* EF H	13 *4%* *28%*	5 *3%* *10%*	4 *2%* *8%*	6 *4%* *13%*	4 *2%* *8%*	5 *2%* *11%*	25 *4%* *53%*	17 *5%* *36%*	13 *5%* *28%*	11 *4%* *23%*	14 *3%* *30%*
9	**100** ***8%***	42 *8%* *41%*	59 *9%* *59%*	22 *13%* *22%* FH	29 *9%* *29%*	15 *9%* *15%*	10 *5%* *10%*	14 *10%* *14%*	9 *5%* *9%*	20 *9%* *20%*	53 *9%* *53%*	27 *7%* *27%*	22 *8%* *22%*	16 *5%* *16%*	44 *11%* *44%*
8	**274** ***23%***	127 *25%* *46%*	147 *22%* *54%*	45 *26%* *16%*	72 *24%* *26%*	45 *27%* *16%*	42 *22%* *15%*	31 *22%* *11%*	39 *20%* *14%*	55 *25%* *20%*	135 *23%* *49%*	83 *23%* *31%*	68 *25%* *25%*	69 *24%* *25%*	94 *23%* *35%*
7	**217** ***18%***	108 *21%* *50%*	110 *16%* *50%*	30 *17%* *14%*	61 *20%* *28%*	28 *17%* *13%*	45 *24%* *21%*	25 *17%* *11%*	28 *14%* *13%*	55 *25%* *25%* K	113 *19%* *52%*	49 *13%* *22%*	44 *16%* *20%*	43 *15%* *20%*	88 *21%* *40%*
6	**202** ***17%***	89 *18%* *44%*	113 *17%* *56%*	29 *17%* *15%*	54 *18%* *27%*	23 *14%* *11%*	37 *19%* *18%*	26 *19%* *13%*	32 *17%* *16%*	33 *15%* *17%*	107 *18%* *53%*	62 *17%* *31%*	52 *19%* *26%*	57 *19%* *28%*	66 *16%* *33%*
5	**125** ***11%***	47 *9%* *38%*	78 *12%* *62%*	12 *7%* *10%*	41 *13%* *33%*	19 *11%* *15%*	19 *10%* *15%*	12 *8%* *9%*	22 *12%* *18%*	18 *8%* *15%*	65 *11%* *52%*	42 *11%* *33%*	26 *10%* *21%*	33 *11%* *26%*	44 *11%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 366

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1138**	497 *44%*	641 *56%*	162 *14%*	257 *23%*	184 *16%*	195 *17%*	153 *13%*	185 *16%*	217 *19%*	638 *56%*	258 *23%*	180 *16%*	157 *14%*	314 *28%*
Effective Total	**780**	335	445	102	183	131	129	110	136	165	460	186	165	142	278
4	**50** ***4%***	18 *4%* *36%*	32 *5%* *64%*	6 *3%* *12%*	12 *4%* *24%*	6 *3%* *11%*	11 *6%* *22%*	8 *6%* *16%*	7 *4%* *15%*	11 *5%* *22%*	26 *4%* *52%*	13 *3%* *26%*	9 *3%* *19%*	18 *6%* *37%*	16 *4%* *32%*
3	**27** ***2%***	10 *2%* *37%*	17 *3%* *63%*	6 *4%* *22%*	5 *2%* *19%*	7 *4%* *27%* G	3 *2%* *12%*	* * *1%*	5 *3%* *18%*	5 *2%* *20%*	11 *2%* *41%*	11 *3%* *39%*	2 *1%* *8%*	11 *4%* *41%*	11 *3%* *40%*
2	**14** ***1%***	7 *1%* *52%*	7 *1%* *48%*	2 *1%* *15%*	* * *2%*	3 *2%* *22%*	4 *2%* *30%*	2 *2%* *17%*	2 *1%* *15%*	1 * *8%*	9 *1%* *62%*	4 *1%* *30%*	5 *2%* *38%*	- - -	4 *1%* *33%*
1	**17** ***1%***	10 *2%* *61%*	6 *1%* *39%*	- - -	3 *1%* *18%*	5 *3%* *29%* F	- - -	3 *2%* *21%*	5 *3%* *33%*	- - -	6 *1%* *37%*	10 *3%* *63%* I	3 *1%* *19%*	8 *3%* *47%*	5 *1%* *29%*
Don't know	**107** ***9%***	32 *6%* *30%*	75 *11%* *70%* A	7 *4%* *6%*	17 *5%* *16%*	13 *8%* *13%*	18 *9%* *17%*	13 *9%* *12%*	39 *20%* *36%* CDEF G	18 *8%* *17%*	39 *7%* *36%*	50 *14%* *47%* J	26 *10%* *24%*	27 *9%* *25%*	30 *7%* *29%*
Net: 10/9/8/7	**638** ***54%***	291 *58%* *46%*	347 *51%* *54%*	113 *64%* *18%* H	175 *57%* *27%* H	93 *55%* *15%* H	101 *52%* *16%*	75 *54%* *12%*	80 *41%* *13%*	135 *61%* *21%* K	326 *55%* *51%*	176 *48%* *28%*	148 *54%* *23%*	138 *47%* *22%*	241 *58%* *38%* M
Net: 10/9	**147** ***12%***	56 *11%* *38%*	91 *13%* *62%*	38 *22%* *26%* EF H	42 *14%* *29%*	20 *12%* *13%*	14 *7%* *9%*	20 *14%* *14%*	13 *7%* *9%*	25 *11%* *17%*	78 *13%* *53%*	44 *12%* *30%*	36 *13%* *24%*	27 *9%* *18%*	58 *14%* *39%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Effective Total	**780**	335	445	102	183	131	129	110	136	165	460	186	165	142	278
Net: 6/5/4	**377** ***32%***	154 *31%* *41%*	223 *33%* *59%*	48 *27%* *13%*	107 *35%* *28%*	48 *28%* *13%*	66 *34%* *18%*	46 *33%* *12%*	62 *32%* *16%*	63 *28%* *17%*	198 *34%* *52%*	117 *32%* *31%*	87 *32%* *23%*	108 *37%* *29%*	126 *30%* *33%*
Net: 3/2/1	**58** ***5%***	27 *5%* *48%*	30 *4%* *52%*	8 *5%* *14%*	8 *3%* *15%*	15 *9%* *26%* D	7 *4%* *13%*	6 *4%* *11%*	12 *6%* *21%*	7 *3%* *11%*	26 *4%* *45%*	25 *7%* *43%*	11 *4%* *18%*	19 *6%* *33%*	20 *5%* *35%*
Mean	**6.75**	6.75	6.76	7.18 E FH	6.85 H	6.60	6.61	6.77	6.40	6.90	6.78	6.62	6.87	6.49	6.82
Standard Deviation	**1.82**	1.81	1.84	1.81	1.69	2.02	1.62	1.92	1.92	1.57	1.79	2.02	1.80	1.92	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 366

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1138**	186 *16%*	107 *9%*	194 *17%*	651 *57%*	1074 *94%*	50 *4%*	123 *11%*	1001 *88%*	1014 *89%*	621 *55%*	389 *34%*	410 *36%*
Total (Wtd)	**1179**	117 *10%*	40* *3%* *	42 *4%*	982 *83%*	1122 *95%*	58* *5%* *	131* *11%* *	1035 *88%*	1048 *89%*	604 *51%*	441 *37%*	459 *39%*
Effective Total	**780**	172	96	174	574	739	42	88	684	692	415	276	288
10	**47** ***4%***	5 *4%* *11%*	2 *4%* *3%*	2 *6%* *5%*	38 *4%* *81%*	47 *4%* *100%*	- - -	4 *3%* *8%*	43 *4%* *91%*	43 *4%* *92%*	30 *5%* *64%*	13 *3%* *27%*	13 *3%* *28%*
9	**100** ***8%***	9 *8%* *9%*	4 *11%* *4%*	4 *11%* *4%*	82 *8%* *82%*	98 *9%* *97%*	3 *5%* *3%*	21 *16%* *21%* VWXY Z	79 *8%* *79%*	79 *8%* *79%*	45 *7%* *45%*	34 *8%* *34%*	34 *8%* *34%*
8	**274** ***23%***	24 *21%* *9%*	8 *21%* *3%*	9 *23%* *3%*	232 *24%* *85%*	264 *24%* *96%*	10 *17%* *4%*	27 *20%* *10%*	246 *24%* *90%*	247 *24%* *90%*	134 *22%* *49%*	111 *25%* *40%*	116 *25%* *42%*
7	**217** ***18%***	23 *20%* *11%*	10 *25%* *5%*	9 *21%* *4%*	175 *18%* *81%*	200 *18%* *92%*	17 *29%* *8%*	21 *16%* *10%*	195 *19%* *90%*	196 *19%* *90%*	120 *20%* *55%*	77 *17%* *35%*	83 *18%* *38%*
6	**202** ***17%***	15 *13%* *8%*	6 *15%* *3%*	6 *14%* *3%*	175 *18%* *87%*	186 *17%* *92%*	17 *29%* *8%* S	20 *15%* *10%*	177 *17%* *88%*	181 *17%* *90%*	109 *18%* *54%*	72 *16%* *36%*	73 *16%* *36%*
5	**125** ***11%***	13 *11%* *11%*	5 *12%* *4%*	4 *10%* *3%*	103 *10%* *82%*	118 *11%* *94%*	7 *13%* *6%*	16 *12%* *12%*	107 *10%* *85%*	110 *10%* *88%*	66 *11%* *53%*	43 *10%* *35%*	45 *10%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 366

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1138**	186 *16%*	107 *9%*	194 *17%*	651 *57%*	1074 *94%*	50 *4%*	123 *11%*	1001 *88%*	1014 *89%*	621 *55%*	389 *34%*	410 *36%*
Effective Total	**780**	172	96	174	574	739	42	88	684	692	415	276	288
4	**50** ***4%***	2 *2%* *4%*	3 *6%* *5%* O	1 *3%* *3%*	44 *4%* *88%*	48 *4%* *98%*	1 *2%* *2%*	7 *5%* *14%*	42 *4%* *84%*	43 *4%* *86%*	28 *5%* *57%*	15 *3%* *29%*	17 *4%* *34%*
3	**27** ***2%***	2 *2%* *6%*	1 *1%* *2%*	1 *2%* *4%*	24 *2%* *88%*	27 *2%* *100%*	* * *	2 *2%* *8%*	25 *2%* *92%*	25 *2%* *92%*	19 *3%* *68%*	7 *2%* *24%*	7 *2%* *25%*
2	**14** ***1%***	3 *3%* *23%*	* *1%* *2%*	* *1%* *3%*	10 *1%* *71%*	12 *1%* *90%*	1 *2%* *10%*	1 *1%* *9%*	11 *1%* *83%*	12 *1%* *91%*	7 *1%* *51%*	6 *1%* *40%*	6 *1%* *40%*
1	**17** ***1%***	- - -	* *1%* *3%*	* *1%* *2%*	16 *2%* *95%*	17 *1%* *100%*	- - -	2 *2%* *13%*	13 *1%* *77%*	14 *1%* *87%*	7 *1%* *41%*	8 *2%* *46%*	8 *2%* *46%*
Don't know	**107** ***9%***	19 *16%* *18%* PQR	1 *4%* *1%*	3 *8%* *3%*	83 *8%* *78%*	104 *9%* *98%*	2 *4%* *2%*	10 *8%* *10%*	96 *9%* *90%*	96 *9%* *90%*	39 *6%* *36%*	56 *13%* *53%* X	57 *12%* *53%* X
Net: 10/9/8/7	**638** ***54%***	62 *53%* *10%*	24 *61%* *4%*	25 *60%* *4%*	527 *54%* *83%*	609 *54%* *95%*	29 *50%* *5%*	72 *55%* *11%*	564 *54%* *88%*	566 *54%* *89%*	329 *55%* *52%*	235 *53%* *37%*	247 *54%* *39%*
Net: 10/9	**147** ***12%***	14 *12%* *10%*	6 *15%* *4%*	7 *16%* *5%*	121 *12%* *82%*	145 *13%* *98%*	3 *5%* *2%*	25 *19%* *17%* YZ	122 *12%* *83%*	123 *12%* *83%*	75 *12%* *51%*	47 *11%* *32%*	48 *10%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 366

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Channel 4 ****

Base : Regular viewers of Channel 4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1138**	186 *16%*	107 *9%*	194 *17%*	651 *57%*	1074 *94%*	50 *4%*	123 *11%*	1001 *88%*	1014 *89%*	621 *55%*	389 *34%*	410 *36%*
Effective Total	**780**	172	96	174	574	739	42	88	684	692	415	276	288
Net: 6/5/4	**377** ***32%***	31 *27%* *8%*	13 *33%* *3%*	12 *28%* *3%*	322 *33%* *85%*	352 *31%* *93%*	25 *43%* *7%*	43 *33%* *11%*	326 *31%* *86%*	334 *32%* *88%*	203 *34%* *54%*	130 *30%* *35%*	135 *29%* *36%*
Net: 3/2/1	**58** ***5%***	5 *4%* *9%*	1 *3%* *2%*	2 *4%* *3%*	50 *5%* *86%*	56 *5%* *97%*	2 *3%* *3%*	6 *4%* *10%*	49 *5%* *85%*	52 *5%* *90%*	32 *5%* *56%*	20 *4%* *34%*	20 *4%* *35%*
Mean	**6.75**	6.86	6.81	6.95	6.73	6.77	6.51	6.83	6.77	6.75	6.72	6.78	6.78
Standard Deviation	**1.82**	1.76	1.76	1.82	1.83	1.84	1.36	1.90	1.80	1.81	1.83	1.80	1.79

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 367

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Gender		Age					Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**39**	11 *28%*	28 *72%*	8 *21%*	9 *23%*	4 *10%*	10 *26%*	8 *21%*	8 *21%*	19 *49%*	12 *31%*
Total (Wtd)	**14**	4** *28%* **	10** *72%* **	3** *24%* **	3** *22%* **	1** *9%* **	3** *24%* **	3** *21%* **	2** *18%* **	6** *43%* **	5** *39%* **
Effective Total	**37**	10	27	8	9	4	9	8	8	18	12
10	**1** ***5%***	* *6%* *36%*	* *4%* *64%*	- - -	- - -	- - -	1 *19%* *100%*	- - -	- - -	* *4%* *36%*	* *8%* *64%*
9	**1** ***5%***	1 *17%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *24%* *100%*	- - -	* *4%* *35%*	* *8%* *65%*
8	**3** ***20%***	1 *17%* *23%*	2 *22%* *77%*	* *12%* *14%*	1 *20%* *22%*	- - -	1 *20%* *25%*	1 *38%* *39%*	* *11%* *10%*	1 *21%* *46%*	1 *23%* *44%*
7	**2** ***11%***	- - -	2 *16%* *100%*	- - -	1 *20%* *38%*	* *24%* *19%*	1 *20%* *42%*	- - -	1 *24%* *38%*	1 *9%* *36%*	* *8%* *26%*
6	**2** ***17%***	* *10%* *17%*	2 *20%* *83%*	1 *24%* *33%*	1 *20%* *26%*	* *25%* *13%*	1 *20%* *28%*	- - -	1 *22%* *23%*	1 *24%* *59%*	* *8%* *17%*
5	**2** ***17%***	* *10%* *16%*	2 *20%* *84%*	1 *42%* *59%*	* *10%* *13%*	- - -	* *12%* *18%*	* *8%* *10%*	* *15%* *16%*	1 *16%* *40%*	1 *19%* *44%*
4	***** ***2%***	* *8%* *100%*	- - -	- - -	- - -	* *26%* *100%*	- - -	- - -	* *13%* *100%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 367

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Gender		Age					Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**39**	11	28	8	9	4	10	8	8	19	12
		28%	*72%*	*21%*	*23%*	*10%*	*26%*	*21%*	*21%*	*49%*	*31%*
Effective Total	**37**	10	27	8	9	4	9	8	8	18	12
3	*	*	-	-	-	-	*	-	-	*	-
	2%	*7%*	-	-	-	-	*8%*	-	-	*5%*	-
		100%	-	-	-	-	*100%*	-	-	*100%*	-
2	*	-	*	*	-	-	-	-	-	*	-
	3%	-	*4%*	*12%*	-	-	-	-	-	*7%*	-
		-	*100%*	*100%*	-	-	-	-	-	*100%*	-
1	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
Don't know	**2**	1	1	*	1	*	-	1	*	1	1
	17%	*25%*	*14%*	*11%*	*28%*	*25%*	-	*30%*	*15%*	*11%*	*26%*
		41%	*59%*	*15%*	*36%*	*13%*	-	*36%*	*15%*	*26%*	*58%*
Net: 10/9/8/7	**6**	2	4	*	1	*	2	2	1	2	3
	41%	*40%*	*42%*	*12%*	*41%*	*24%*	*60%*	*62%*	*35%*	*39%*	*47%*
		28%	*72%*	*7%*	*22%*	*5%*	*35%*	*31%*	*15%*	*40%*	*44%*
Net: 10/9	**1**	1	*	-	-	-	1	1	-	*	1
	10%	*23%*	*4%*	-	-	-	*19%*	*24%*	-	*8%*	*16%*
		69%	*31%*	-	-	-	*49%*	*51%*	-	*35%*	*65%*
Net: 6/5/4	**5**	1	4	2	1	1	1	*	1	2	1
	36%	*28%*	*40%*	*66%*	*31%*	*50%*	*32%*	*8%*	*50%*	*39%*	*27%*
		22%	*78%*	*43%*	*19%*	*12%*	*21%*	*5%*	*25%*	*47%*	*29%*
Net: 3/2/1	**1**	*	*	*	-	-	*	-	-	1	-
	5%	*7%*	*4%*	*12%*	-	-	*8%*	-	-	*11%*	-
		41%	*59%*	*59%*	-	-	*41%*	-	-	*100%*	-

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Gender		Age					Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**39**	11 *28%*	28 *72%*	8 *21%*	9 *23%*	4 *10%*	10 *26%*	8 *21%*	8 *21%*	19 *49%*	12 *31%*
Effective Total	**37**	10	27	8	9	4	9	8	8	18	12
Mean	**6.57**	6.84	6.47	5.26	6.71	5.64	7.02	7.98	6.07	6.28	7.22
Standard Deviation	**1.91**	2.74	1.76	1.97	1.41	-	2.37	1.67	1.72	2.19	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 367

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	39 *100%*	8 *21%*	31 *79%*	31 *79%*	21 *54%*	10 *26%*	11 *28%*
Total (Wtd)	**14**	14* *100%* *	14* *100%* *	3** *21%* **	11** *79%* **	11** *79%* **	8** *55%* **	3** *25%* **	4** *27%* **
Effective Total	**37**	37	37	8	29	29	20	9	10
10	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	1 *9%* *100%*	- - -	- - -
9	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	1 *6%* *100%*	1 *6%* *100%*	- - -	1 *20%* *100%*	1 *18%* *100%*
8	**3** ***20%***	3 *20%* *100%*	3 *20%* *100%*	1 *39%* *40%*	2 *15%* *60%*	2 *15%* *60%*	1 *19%* *51%*	* *8%* *10%*	* *7%* *10%*
7	**2** ***11%***	2 *11%* *100%*	2 *11%* *100%*	- - -	2 *14%* *100%*	2 *14%* *100%*	1 *14%* *64%*	1 *17%* *36%*	1 *23%* *55%*
6	**2** ***17%***	2 *17%* *100%*	2 *17%* *100%*	- - -	2 *22%* *100%*	2 *22%* *100%*	2 *23%* *72%*	1 *19%* *28%*	1 *18%* *28%*
5	**2** ***17%***	2 *17%* *100%*	2 *17%* *100%*	* *8%* *10%*	2 *19%* *90%*	2 *19%* *90%*	2 *23%* *74%*	* *11%* *16%*	* *10%* *16%*
4	* ***2%***	* *2%* *100%*	* *2%* *100%*	* *11%* *100%*	- - -	- - -	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 367

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39	39	8	31	31	21	10	11
		100%	*100%*	*21%*	*79%*	*79%*	*54%*	*26%*	*28%*
Effective Total	**37**	37	37	8	29	29	20	9	10
3	*	*	*	-	*	*	*	-	-
	2%	*2%*	*2%*	-	*2%*	*2%*	*4%*	-	-
		100%	*100%*	-	*100%*	*100%*	*100%*	-	-
2	*	*	*	*	-	-	-	-	-
	3%	*3%*	*3%*	*14%*	-	-	-	-	-
		100%	*100%*	*100%*	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Don't know	**2**	2	2	1	2	2	1	1	1
	17%	*17%*	*17%*	*28%*	*15%*	*15%*	*10%*	*25%*	*23%*
		100%	*100%*	*34%*	*66%*	*66%*	*30%*	*36%*	*36%*
Net: 10/9/8/7	**6**	6	6	1	5	5	3	2	2
	41%	*41%*	*41%*	*39%*	*42%*	*42%*	*41%*	*45%*	*49%*
		100%	*100%*	*19%*	*81%*	*81%*	*54%*	*27%*	*32%*
Net: 10/9	**1**	1	1	-	1	1	1	1	1
	10%	*10%*	*10%*	-	*12%*	*12%*	*9%*	*20%*	*18%*
		100%	*100%*	-	*100%*	*100%*	*49%*	*51%*	*51%*
Net: 6/5/4	**5**	5	5	1	4	4	3	1	1
	36%	*36%*	*36%*	*19%*	*41%*	*41%*	*46%*	*30%*	*28%*
		100%	*100%*	*11%*	*89%*	*89%*	*69%*	*20%*	*20%*
Net: 3/2/1	**1**	1	1	*	*	*	*	-	-
	5%	*5%*	*5%*	*14%*	*2%*	*2%*	*4%*	-	-
		100%	*100%*	*59%*	*41%*	*41%*	*41%*	-	-

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 367

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - S4C ****

Base : Regular viewers of S4C - Q3 and Q4 only

		Nation	Ethnic Origin	TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**39**	39 *100%*	39 *100%*	8 *21%*	31 *79%*	31 *79%*	21 *54%*	10 *26%*	11 *28%*
Effective Total	**37**	37	37	8	29	29	20	9	10
Mean	**6.57**	6.57	6.57	5.89	6.71	6.71	6.57	7.09	7.08
Standard Deviation	**1.91**	1.91	1.91	3.40	1.72	1.72	1.81	1.82	1.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 368

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**603**	251 *42%*	352 *58%*	51 *8%*	113 *19%*	82 *14%*	120 *20%*	101 *17%*	132 *22%*	84 *14%*	346 *57%*	167 *28%*	99 *16%*	81 *13%*	149 *25%*
Total (Wtd)	**601**	259 *43%*	343 *57%*	65* *11%* *	120* *20%* *	82* *14%* *	109* *18%* *	92* *15%* *	134* *22%* *	81* *14%* *	307 *51%*	213 *35%*	142* *24%* *	139* *23%* *	203 *34%*
Effective Total	**419**	173	246	35	78	60	83	72	97	62	254	118	90	72	134
10	**19** ***3%***	9 *4%* *48%*	10 *3%* *52%*	* *1%* *2%*	3 *3%* *17%*	1 *2%* *7%*	4 *3%* *20%*	5 *5%* *24%*	6 *4%* *30%*	1 *2%* *8%*	6 *2%* *33%*	11 *5%* *59%*	2 *1%* *9%*	10 *7%* *55%* N	2 *1%* *12%*
9	**25** ***4%***	11 *4%* *44%*	14 *4%* *56%*	- - -	2 *2%* *10%*	7 *8%* *27%*	3 *2%* *10%*	6 *7%* *25%*	7 *5%* *28%*	4 *4%* *15%*	8 *2%* *31%*	14 *6%* *55%*	4 *3%* *15%*	8 *6%* *34%*	7 *3%* *27%*
8	**66** ***11%***	20 *8%* *29%*	47 *14%* *71%* A	11 *17%* *17%*	13 *11%* *20%*	16 *19%* *24%* FH	9 *8%* *13%*	9 *10%* *14%*	9 *7%* *13%*	8 *10%* *13%*	43 *14%* *64%*	15 *7%* *23%*	10 *7%* *16%*	20 *14%* *30%*	26 *13%* *40%*
7	**100** ***17%***	44 *17%* *44%*	56 *16%* *56%*	10 *16%* *10%*	16 *13%* *16%*	12 *14%* *12%*	25 *22%* *24%*	17 *18%* *17%*	21 *16%* *21%*	9 *11%* *9%*	57 *18%* *56%*	35 *16%* *34%*	37 *26%* *37%* N	21 *15%* *21%*	26 *13%* *26%*
6	**92** ***15%***	46 *18%* *50%*	46 *13%* *50%*	15 *23%* *16%*	15 *13%* *17%*	8 *10%* *9%*	19 *17%* *20%*	18 *19%* *19%*	17 *13%* *19%*	13 *16%* *14%*	57 *18%* *61%*	23 *11%* *25%*	20 *14%* *21%*	22 *16%* *24%*	30 *15%* *33%*
5	**107** ***18%***	49 *19%* *46%*	58 *17%* *54%*	12 *19%* *11%*	34 *28%* *32%* GH	16 *19%* *15%*	18 *16%* *16%*	9 *10%* *9%*	19 *14%* *17%*	20 *25%* *19%*	49 *16%* *46%*	38 *18%* *35%*	23 *16%* *21%*	28 *20%* *26%*	39 *19%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 368

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**603**	251 *42%*	352 *58%*	51 *8%*	113 *19%*	82 *14%*	120 *20%*	101 *17%*	132 *22%*	84 *14%*	346 *57%*	167 *28%*	99 *16%*	81 *13%*	149 *25%*
Effective Total	**419**	173	246	35	78	60	83	72	97	62	254	118	90	72	134
4	**42** ***7%***	27 *10%* *64%* B	15 *4%* *36%*	4 *6%* *10%*	10 *8%* *23%*	4 *5%* *11%*	6 *6%* *15%*	8 *9%* *19%*	10 *7%* *23%*	5 *6%* *11%*	29 *9%* *68%*	9 *4%* *21%*	7 *5%* *17%*	11 *8%* *27%*	16 *8%* *38%*
3	**31** ***5%***	12 *5%* *38%*	19 *6%* *62%*	2 *4%* *8%*	7 *6%* *21%*	7 *8%* *21%* G	8 *7%* *26%* G	* * *1%*	7 *6%* *24%*	6 *7%* *18%*	14 *4%* *44%*	12 *6%* *38%*	10 *7%* *32%*	6 *5%* *20%*	12 *6%* *39%*
2	**10** ***2%***	5 *2%* *56%*	4 *1%* *44%*	- - -	1 *1%* *12%*	2 *3%* *22%*	1 * *5%*	1 *2%* *15%*	5 *3%* *46%*	1 *1%* *11%*	2 *1%* *16%*	7 *3%* *73%* J	5 *4%* *51%*	- - -	2 *1%* *17%*
1	**14** ***2%***	8 *3%* *55%*	6 *2%* *45%*	3 *4%* *21%*	1 *1%* *6%*	2 *3%* *18%*	1 *1%* *10%*	6 *6%* *42%* DH	* * *3%*	3 *3%* *20%*	5 *2%* *35%*	6 *3%* *44%*	3 *2%* *22%*	4 *3%* *27%*	4 *2%* *28%*
Don't know	**94** ***16%***	27 *10%* *29%*	67 *20%* *71%* A	7 *10%* *7%*	18 *15%* *19%*	7 *8%* *7%*	17 *16%* *18%*	12 *14%* *13%*	33 *25%* *35%* E	11 *14%* *12%*	39 *13%* *42%*	43 *20%* *46%*	21 *15%* *23%*	9 *6%* *9%*	39 *19%* *41%* M
Net: 10/9/8/7	**211** ***35%***	84 *32%* *40%*	127 *37%* *60%*	22 *34%* *10%*	35 *29%* *16%*	36 *43%* *17%*	39 *36%* *19%*	37 *40%* *17%*	42 *32%* *20%*	23 *28%* *11%*	113 *37%* *54%*	75 *35%* *36%*	52 *37%* *25%*	59 *43%* *28%*	61 *30%* *29%*
Net: 10/9	**44** ***7%***	20 *8%* *46%*	24 *7%* *54%*	* *1%* *1%*	6 *5%* *13%*	8 *10%* *18%*	6 *6%* *14%*	11 *12%* *25%* C	13 *10%* *29%*	5 *6%* *11%*	14 *5%* *32%*	25 *12%* *57%* J	5 *4%* *12%*	19 *13%* *43%* LN	9 *4%* *21%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 368

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**603**	251 *42%*	352 *58%*	51 *8%*	113 *19%*	82 *14%*	120 *20%*	101 *17%*	132 *22%*	84 *14%*	346 *57%*	167 *28%*	99 *16%*	81 *13%*	149 *25%*
Effective Total	**419**	173	246	35	78	60	83	72	97	62	254	118	90	72	134
Net: 6/5/4	**242** ***40%***	123 *47%* *51%* B	119 *35%* *49%*	31 *48%* *13%*	59 *49%* *24%* H	28 *35%* *12%*	43 *39%* *18%*	35 *38%* *15%*	46 *34%* *19%*	38 *46%* *16%*	134 *44%* *56%* K	70 *33%* *29%*	50 *35%* *21%*	61 *44%* *25%*	85 *42%* *35%*
Net: 3/2/1	**55** ***9%***	25 *10%* *46%*	30 *9%* *54%*	5 *8%* *10%*	9 *7%* *16%*	11 *14%* *20%*	10 *9%* *18%*	8 *8%* *14%*	12 *9%* *23%*	10 *12%* *18%*	20 *7%* *37%*	25 *12%* *46%*	18 *13%* *33%*	10 *7%* *18%*	18 *9%* *32%*
Mean	**5.98**	5.80	6.13	5.88	5.81	6.05	6.01	6.13	6.01	5.68	6.04	6.01	5.77	6.29	5.85
Standard Deviation	**1.96**	1.97	1.94	1.78	1.74	2.16	1.81	2.24	2.05	1.98	1.76	2.24	1.90	2.07	1.85

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 368

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**603**	107 *18%*	90 *15%*	77 *13%*	329 *55%*	559 *93%*	34 *6%*	53 *9%*	541 *90%*	549 *91%*	322 *53%*	227 *38%*	238 *39%*
Total (Wtd)	**601**	66* *11%* *	34* *6%* *	17* *3%* *	484 *81%*	561 *93%*	40* *7%* *	51* *8%* *	540 *90%*	548 *91%*	304 *50%*	245 *41%*	255 *42%*
Effective Total	**419**	99	83	69	292	389	30	39	375	379	218	162	169
10	**19** ***3%***	3 *4%* *14%*	1 *4%* *7%*	1 *4%* *3%*	14 *3%* *75%*	16 *3%* *83%*	3 *8%* *17%*	2 *3%* *9%*	17 *3%* *89%*	17 *3%* *91%*	10 *3%* *52%*	8 *3%* *39%*	8 *3%* *39%*
9	**25** ***4%***	4 *5%* *14%*	2 *5%* *7%*	1 *4%* *3%*	19 *4%* *76%*	25 *4%* *100%*	- - -	- - -	25 *5%* *100%*	25 *5%* *100%*	9 *3%* *34%*	16 *7%* *66%*	16 *6%* *66%*
8	**66** ***11%***	5 *8%* *8%*	3 *9%* *4%*	2 *13%* *3%*	56 *12%* *85%*	64 *11%* *96%*	3 *7%* *4%*	8 *15%* *12%*	59 *11%* *88%*	59 *11%* *88%*	36 *12%* *55%*	22 *9%* *33%*	25 *10%* *38%*
7	**100** ***17%***	11 *16%* *11%*	4 *11%* *4%*	2 *14%* *2%*	84 *17%* *83%*	96 *17%* *96%*	4 *11%* *4%*	6 *11%* *6%*	93 *17%* *93%*	95 *17%* *94%*	50 *17%* *50%*	44 *18%* *44%*	47 *18%* *47%*
6	**92** ***15%***	9 *14%* *10%*	7 *20%* *7%*	4 *23%* *4%*	72 *15%* *78%*	85 *15%* *93%*	7 *17%* *7%*	8 *15%* *8%*	82 *15%* *89%*	82 *15%* *89%*	53 *17%* *57%*	29 *12%* *31%*	31 *12%* *34%*
5	**107** ***18%***	9 *14%* *8%*	5 *16%* *5%*	3 *19%* *3%*	90 *19%* *84%*	98 *17%* *91%*	10 *24%* *9%*	5 *10%* *5%*	97 *18%* *90%*	102 *19%* *95%*	64 *21%* *60%*	38 *16%* *35%*	39 *15%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 368

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**603**	107 *18%*	90 *15%*	77 *13%*	329 *55%*	559 *93%*	34 *6%*	53 *9%*	541 *90%*	549 *91%*	322 *53%*	227 *38%*	238 *39%*
Effective Total	**419**	99	83	69	292	389	30	39	375	379	218	162	169
4	**42** ***7%***	3 *4%* *7%*	4 *11%* *9%*	1 *8%* *3%*	34 *7%* *81%*	36 *6%* *85%*	6 *16%* *15%*	8 *16%* *19%* VWYZ	33 *6%* *78%*	34 *6%* *81%*	20 *7%* *49%*	14 *6%* *33%*	15 *6%* *36%*
3	**31** ***5%***	1 *1%* *2%*	2 *5%* *6%* O	* *3%* *1%*	29 *6%* *91%*	31 *6%* *100%*	- - -	- - -	31 *6%* *100%*	31 *6%* *100%*	18 *6%* *58%*	13 *5%* *42%*	13 *5%* *42%*
2	**10** ***2%***	2 *4%* *25%*	1 *2%* *7%*	- - -	7 *1%* *68%*	10 *2%* *100%*	- - -	- - -	10 *2%* *100%*	10 *2%* *100%*	2 *1%* *21%*	8 *3%* *79%*	8 *3%* *79%*
1	**14** ***2%***	2 *3%* *15%*	* *1%* *3%*	1 *4%* *5%*	11 *2%* *77%*	11 *2%* *79%*	3 *7%* *21%*	3 *6%* *23%* YZ	11 *2%* *77%*	11 *2%* *77%*	8 *3%* *58%*	3 *1%* *19%*	3 *1%* *19%*
Don't know	**94** ***16%***	18 *27%* *19%* QR	6 *17%* *6%*	2 *10%* *2%*	69 *14%* *73%*	90 *16%* *95%*	4 *11%* *5%*	11 *22%* *12%* X	83 *15%* *88%*	83 *15%* *88%*	33 *11%* *35%*	50 *20%* *53%* X	50 *20%* *54%* X
Net: 10/9/8/7	**211** ***35%***	22 *34%* *11%*	10 *29%* *5%*	6 *34%* *3%*	173 *36%* *82%*	200 *36%* *95%*	10 *26%* *5%*	15 *30%* *7%*	194 *36%* *92%*	196 *36%* *93%*	105 *35%* *50%*	90 *37%* *43%*	96 *38%* *46%*
Net: 10/9	**44** ***7%***	6 *9%* *14%*	3 *9%* *7%*	1 *8%* *3%*	33 *7%* *76%*	41 *7%* *93%*	3 *8%* *7%*	2 *3%* *4%*	42 *8%* *95%*	42 *8%* *96%*	18 *6%* *42%*	24 *10%* *54%*	24 *9%* *54%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 368

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Five ****

Base : Regular viewers of Five - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**603**	107 *18%*	90 *15%*	77 *13%*	329 *55%*	559 *93%*	34 *6%*	53 *9%*	541 *90%*	549 *91%*	322 *53%*	227 *38%*	238 *39%*
Effective Total	**419**	99	83	69	292	389	30	39	375	379	218	162	169
Net: 6/5/4	**242** ***40%***	21 *32%* *9%*	16 *46%* *6%*	8 *50%* *3%* O	196 *41%* *81%*	219 *39%* *91%*	23 *56%* *9%*	21 *42%* *9%*	212 *39%* *88%*	218 *40%* *90%*	137 *45%* *57%* YZ	81 *33%* *33%*	85 *33%* *35%*
Net: 3/2/1	**55** ***9%***	5 *8%* *9%*	3 *8%* *5%*	1 *6%* *2%*	46 *9%* *84%*	52 *9%* *95%*	3 *7%* *5%*	3 *6%* *6%*	52 *10%* *94%*	52 *9%* *94%*	28 *9%* *51%*	24 *10%* *43%*	24 *9%* *43%*
Mean	**5.98**	6.12	5.92	6.06	5.97	6.01	5.61	5.78	6.01	6.00	5.93	6.09	6.11
Standard Deviation	**1.96**	2.16	2.01	1.96	1.94	1.94	2.19	2.15	1.96	1.95	1.90	2.03	2.01

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 369

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**267**	131 *49%*	136 *51%*	55 *21%*	68 *25%*	58 *22%*	31 *12%*	25 *9%*	30 *11%*	34 *13%*	160 *60%*	69 *26%*	39 *15%*	41 *15%*	58 *22%*
Total (Wtd)	**289**	150* *52%* *	139* *48%* *	80* *28%* *	79* *27%* *	56* *19%* *	30** *11%* **	20** *7%* **	25** *8%* **	34** *12%* **	155 *54%*	101* *35%* *	62* *22%* *	86* *30%* *	84* *29%* *
Effective Total	**175**	85	92	38	46	42	21	17	20	24	115	46	35	38	52
10	**9** ***3%***	4 *3%* *42%*	5 *4%* *58%*	3 *4%* *36%*	5 *6%* *52%*	1 *1%* *6%*	* *1%* *3%*	- - -	* *1%* *3%*	- - -	4 *3%* *45%*	5 *5%* *55%*	3 *5%* *36%*	4 *4%* *39%*	- - -
9	**24** ***8%***	11 *7%* *45%*	13 *10%* *55%*	11 *13%* *44%*	5 *6%* *19%*	5 *9%* *21%*	1 *5%* *6%*	1 *3%* *3%*	2 *7%* *7%*	3 *9%* *13%*	12 *8%* *49%*	9 *9%* *38%*	7 *12%* *30%*	6 *7%* *23%*	9 *11%* *37%*
8	**36** ***12%***	15 *10%* *43%*	20 *15%* *57%*	5 *6%* *14%*	7 *8%* *18%*	6 *11%* *17%*	6 *20%* *17%*	3 *17%* *9%*	9 *36%* *25%*	2 *7%* *6%*	18 *12%* *51%*	15 *15%* *42%*	13 *21%* *37%*	5 *6%* *14%*	13 *15%* *36%*
7	**54** ***18%***	29 *19%* *54%*	25 *18%* *46%*	23 *29%* *43%*	11 *14%* *21%*	10 *19%* *19%*	2 *7%* *4%*	3 *13%* *5%*	4 *17%* *8%*	2 *6%* *4%*	32 *21%* *60%*	19 *19%* *36%*	5 *8%* *9%*	18 *21%* *34%*	19 *22%* *35%*
6	**45** ***16%***	22 *15%* *50%*	23 *16%* *50%*	8 *10%* *18%*	20 *26%* *45%* E	3 *5%* *6%*	10 *32%* *22%*	4 *21%* *9%*	- - -	9 *26%* *19%*	27 *17%* *59%*	10 *10%* *22%*	8 *13%* *18%*	15 *18%* *34%*	15 *18%* *33%*
5	**28** ***10%***	20 *13%* *71%*	8 *6%* *29%*	6 *7%* *21%*	12 *15%* *42%*	5 *10%* *19%*	5 *16%* *17%*	* *1%* *1%*	* *1%* *1%*	5 *14%* *16%*	12 *8%* *44%*	11 *11%* *40%*	6 *10%* *23%*	11 *12%* *37%*	4 *5%* *15%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 369

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**267**	131 *49%*	136 *51%*	55 *21%*	68 *25%*	58 *22%*	31 *12%*	25 *9%*	30 *11%*	34 *13%*	160 *60%*	69 *26%*	39 *15%*	41 *15%*	58 *22%*
Effective Total	**175**	85	92	38	46	42	21	17	20	24	115	46	35	38	52
4	**33** ***12%***	26 *17%* *78%* B	7 *5%* *22%*	14 *18%* *43%*	4 *5%* *13%*	9 *16%* *27%*	2 *8%* *7%*	1 *7%* *4%*	2 *9%* *7%*	5 *15%* *15%*	18 *12%* *54%*	10 *10%* *31%*	8 *13%* *25%*	12 *14%* *35%*	8 *9%* *24%*
3	**7** ***3%***	4 *3%* *56%*	3 *2%* *44%*	1 *1%* *16%*	4 *5%* *56%*	1 *2%* *15%*	- - -	- - -	1 *4%* *14%*	1 *2%* *11%*	5 *3%* *61%*	2 *2%* *28%*	* * *	- - -	3 *4%* *41%*
2	**4** ***1%***	3 *2%* *72%*	1 *1%* *28%*	- - -	- - -	4 *7%* *100%*	- - -	- - -	- - -	1 *3%* *28%*	3 *2%* *72%*	- - -	1 *2%* *30%*	2 *2%* *42%*	1 *1%* *28%*
1	**9** ***3%***	6 *4%* *67%*	3 *2%* *33%*	3 *4%* *33%*	2 *3%* *23%*	3 *5%* *32%*	* *1%* *2%*	1 *5%* *11%*	- - -	1 *4%* *16%*	5 *3%* *54%*	3 *3%* *30%*	3 *4%* *30%*	4 *4%* *41%*	2 *3%* *24%*
Don't know	**39** ***14%***	9 *6%* *24%*	30 *21%* *76%* A	5 *7%* *13%*	9 *11%* *23%*	9 *16%* *23%*	3 *11%* *8%*	7 *34%* *17%*	6 *25%* *16%*	5 *14%* *12%*	19 *12%* *48%*	16 *16%* *40%*	7 *12%* *18%*	11 *12%* *27%*	10 *12%* *26%*
Net: 10/9/8/7	**123** ***42%***	59 *39%* *48%*	64 *46%* *52%*	42 *53%* *34%*	27 *35%* *22%*	22 *40%* *18%*	10 *33%* *8%*	6 *33%* *5%*	15 *61%* *12%*	7 *22%* *6%*	67 *43%* *54%*	49 *48%* *40%*	29 *46%* *23%*	32 *38%* *26%*	40 *48%* *33%*
Net: 10/9	**33** ***12%***	15 *10%* *44%*	19 *13%* *56%*	14 *17%* *42%*	9 *12%* *28%*	6 *10%* *17%*	2 *6%* *5%*	1 *3%* *2%*	2 *8%* *6%*	3 *9%* *9%*	16 *10%* *48%*	14 *14%* *42%*	10 *17%* *31%*	9 *11%* *28%*	9 *11%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 369

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**267**	131 *49%*	136 *51%*	55 *21%*	68 *25%*	58 *22%*	31 *12%*	25 *9%*	30 *11%*	34 *13%*	160 *60%*	69 *26%*	39 *15%*	41 *15%*	58 *22%*
Effective Total	**175**	85	92	38	46	42	21	17	20	24	115	46	35	38	52
Net: 6/5/4	**107** ***37%***	69 *46%* *64%* B	38 *27%* *36%*	28 *36%* *27%*	36 *46%* *34%*	17 *30%* *16%*	17 *56%* *16%*	6 *28%* *5%*	2 *10%* *2%*	18 *54%* *17%*	57 *37%* *54%*	31 *31%* *29%*	23 *36%* *21%*	38 *44%* *35%*	27 *32%* *25%*
Net: 3/2/1	**20** ***7%***	13 *9%* *64%*	7 *5%* *36%*	4 *5%* *20%*	6 *8%* *30%*	8 *14%* *39%*	* *1%* *1%*	1 *5%* *5%*	1 *4%* *5%*	3 *10%* *16%*	12 *8%* *60%*	5 *5%* *24%*	4 *6%* *19%*	5 *6%* *26%*	6 *8%* *31%*
Mean	**6.22**	5.87	6.68 A	6.34	6.20	5.64	6.36	6.25	7.08	5.56	6.17	6.53	6.44	6.00	6.35
Standard Deviation	**2.07**	2.08	1.97	2.12	1.98	2.42	1.51	2.05	1.79	2.06	2.05	2.06	2.32	2.08	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 369

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**267**	48 *18%*	41 *15%*	40 *15%*	138 *52%*	258 *97%*	8 *3%*	267 *100%*	267 *100%*	162 *61%*	104 *39%*	110 *41%*
Total (Wtd)	**289**	32* *11%* *	16* *6%* *	9* *3%* *	233 *80%*	279 *97%*	10** *3%* **	289 *100%*	289 *100%*	173 *60%*	116* *40%* *	124* *43%* *
Effective Total	**175**	44	37	38	121	169	6	175	175	107	68	73
10	**9** ***3%***	2 *5%* *19%*	* *2%* *3%*	* *3%* *3%*	7 *3%* *75%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	7 *4%* *78%*	2 *2%* *22%*	2 *2%* *22%*
9	**24** ***8%***	1 *3%* *5%*	1 *4%* *2%*	1 *10%* *4%*	22 *9%* *89%*	23 *8%* *95%*	1 *13%* *5%*	24 *8%* *100%*	24 *8%* *100%*	12 *7%* *48%*	13 *11%* *52%*	13 *10%* *52%*
8	**36** ***12%***	2 *6%* *5%*	2 *10%* *4%*	1 *16%* *4%*	31 *13%* *87%*	36 *13%* *100%*	- - -	36 *12%* *100%*	36 *12%* *100%*	25 *15%* *70%*	11 *9%* *30%*	13 *11%* *36%*
7	**54** ***18%***	7 *23%* *14%*	3 *19%* *6%*	1 *17%* *3%*	42 *18%* *78%*	51 *18%* *95%*	3 *27%* *5%*	54 *18%* *100%*	54 *18%* *100%*	36 *21%* *68%*	17 *15%* *32%*	21 *17%* *39%*
6	**45** ***16%***	5 *16%* *12%*	1 *7%* *2%*	* *5%* *1%*	38 *17%* *85%*	43 *16%* *96%*	2 *18%* *4%*	45 *16%* *100%*	45 *16%* *100%*	30 *17%* *66%*	15 *13%* *34%*	16 *13%* *36%*
5	**28** ***10%***	2 *5%* *6%*	3 *22%* *12%* OR	2 *22%* *7%* OR	21 *9%* *75%*	28 *10%* *98%*	1 *6%* *2%*	28 *10%* *100%*	28 *10%* *100%*	17 *10%* *61%*	11 *10%* *39%*	11 *9%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 369

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**267**	48 *18%*	41 *15%*	40 *15%*	138 *52%*	258 *97%*	8 *3%*	267 *100%*	267 *100%*	162 *61%*	104 *39%*	110 *41%*
Effective Total	**175**	44	37	38	121	169	6	175	175	107	68	73
4	**33** ***12%***	3 *10%* *9%*	1 *9%* *4%*	1 *11%* *3%*	28 *12%* *84%*	33 *12%* *100%*	- - -	33 *12%* *100%*	33 *12%* *100%*	19 *11%* *58%*	14 *12%* *41%*	14 *11%* *41%*
3	**7** ***3%***	3 *9%* *38%* R	2 *10%* *21%* R	- - -	3 *1%* *41%*	7 *3%* *100%*	- - -	7 *3%* *100%*	7 *3%* *100%*	5 *3%* *70%*	2 *2%* *30%*	2 *2%* *30%*
2	**4** ***1%***	- - -	- - -	- - -	4 *2%* *100%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	1 *1%* *28%*	3 *3%* *72%*	3 *2%* *72%*
1	**9** ***3%***	- - -	- - -	* *4%* *4%* O	9 *4%* *96%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	3 *2%* *33%*	6 *5%* *67%*	6 *5%* *67%*
Don't know	**39** ***14%***	7 *22%* *18%*	3 *18%* *7%*	1 *12%* *3%*	28 *12%* *72%*	36 *13%* *91%*	4 *36%* *9%*	39 *14%* *100%*	39 *14%* *100%*	17 *10%* *43%*	23 *19%* *57%*	23 *18%* *57%*
Net: 10/9/8/7	**123** ***42%***	12 *37%* *10%*	6 *35%* *5%*	4 *45%* *3%*	101 *43%* *82%*	119 *43%* *97%*	4 *40%* *3%*	123 *42%* *100%*	123 *42%* *100%*	80 *46%* *65%*	42 *37%* *35%*	49 *39%* *40%*
Net: 10/9	**33** ***12%***	3 *9%* *8%*	1 *6%* *3%*	1 *13%* *3%*	29 *12%* *86%*	32 *11%* *96%*	1 *13%* *4%*	33 *12%* *100%*	33 *12%* *100%*	19 *11%* *56%*	15 *13%* *44%*	15 *12%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 369

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC3 ****

Base : Regular viewers of BBC3 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**267**	48 *18%*	41 *15%*	40 *15%*	138 *52%*	258 *97%*	8 *3%*	267 *100%*	267 *100%*	162 *61%*	104 *39%*	110 *41%*
Effective Total	**175**	44	37	38	121	169	6	175	175	107	68	73
Net: 6/5/4	**107** ***37%***	10 *31%* *9%*	6 *37%* *6%*	3 *38%* *3%*	87 *38%* *82%*	104 *37%* *98%*	2 *24%* *2%*	107 *37%* *100%*	107 *37%* *100%*	66 *38%* *62%*	40 *34%* *37%*	41 *33%* *39%*
Net: 3/2/1	**20** ***7%***	3 *9%* *14%*	2 *10%* *8%*	* *4%* *2%*	16 *7%* *77%*	20 *7%* *100%*	- - -	20 *7%* *100%*	20 *7%* *100%*	9 *5%* *46%*	11 *10%* *54%*	11 *9%* *54%*
Mean	**6.22**	6.19	5.87	6.26	6.25	6.21	6.92	6.22	6.22	6.38	5.98	6.06
Standard Deviation	**2.07**	1.95	1.88	2.24	2.10	2.08	1.32	2.07	2.07	1.91	2.30	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 370

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**152**	86 *57%*	66 *43%*	17 *11%*	21 *14%*	17 *11%*	26 *17%*	32 *21%*	39 *26%*	36 *24%*	73 *48%*	39 *26%*	11 *7%*	17 *11%*	44 *29%*
Total (Wtd)	**129**	64* *49%* *	65* *51%* *	12** *9%* **	23** *18%* **	18** *14%* **	25** *19%* **	24** *19%* **	26** *20%* **	34** *26%* **	58* *45%* *	37** *29%* **	13** *10%* **	26** *20%* **	56* *44%* *
Effective Total	**102**	56	47	12	15	15	17	21	26	27	51	25	9	14	40
10	**7** ***6%***	3 *4%* *36%*	5 *7%* *64%*	- - -	2 *9%* *29%*	- - -	3 *12%* *40%*	1 *4%* *14%*	1 *5%* *17%*	1 *4%* *18%*	6 *10%* *79%*	* *1%* *4%*	1 *10%* *18%*	4 *14%* *51%*	2 *3%* *27%*
9	**11** ***8%***	5 *7%* *42%*	6 *10%* *58%*	- - -	2 *7%* *15%*	3 *16%* *26%*	3 *11%* *25%*	2 *9%* *19%*	2 *6%* *15%*	2 *7%* *22%*	6 *11%* *57%*	2 *6%* *22%*	4 *31%* *38%*	- - -	5 *9%* *45%*
8	**26** ***20%***	13 *21%* *51%*	13 *20%* *49%*	* *2%* *1%*	5 *22%* *20%*	2 *14%* *9%*	4 *14%* *14%*	9 *39%* *36%*	5 *20%* *20%*	7 *19%* *25%*	10 *17%* *38%*	10 *26%* *37%*	4 *33%* *17%*	4 *14%* *14%*	13 *23%* *49%*
7	**33** ***26%***	16 *25%* *49%*	17 *26%* *51%*	4 *33%* *12%*	6 *25%* *18%*	6 *33%* *18%*	10 *39%* *29%*	2 *8%* *6%*	6 *21%* *17%*	12 *34%* *35%*	10 *17%* *29%*	12 *32%* *36%*	1 *8%* *3%*	10 *38%* *29%*	13 *23%* *39%*
6	**17** ***13%***	10 *16%* *59%*	7 *11%* *41%*	2 *15%* *11%*	3 *14%* *19%*	3 *18%* *19%*	3 *13%* *19%*	4 *15%* *21%*	2 *7%* *11%*	4 *12%* *24%*	9 *16%* *54%*	4 *10%* *22%*	- - -	1 *5%* *7%*	9 *17%* *56%*
5	**10** ***8%***	3 *5%* *32%*	7 *11%* *68%*	3 *27%* *31%*	2 *7%* *16%*	1 *7%* *13%*	* *1%* *3%*	3 *11%* *26%*	1 *5%* *12%*	1 *3%* *10%*	9 *16%* *88%*	* *1%* *2%*	2 *18%* *23%*	3 *10%* *26%*	3 *5%* *29%*
4	**5** ***4%***	3 *5%* *59%*	2 *3%* *41%*	- - -	2 *10%* *43%*	* *2%* *6%*	2 *7%* *33%*	- - -	1 *4%* *18%*	3 *9%* *58%*	2 *3%* *29%*	1 *2%* *13%*	- - -	2 *7%* *36%*	1 *2%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 370

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**152**	86 *57%*	66 *43%*	17 *11%*	21 *14%*	17 *11%*	26 *17%*	32 *21%*	39 *26%*	36 *24%*	73 *48%*	39 *26%*	11 *7%*	17 *11%*	44 *29%*
Effective Total	**102**	56	47	12	15	15	17	21	26	27	51	25	9	14	40
3	**2** ***2%***	1 *1%* *30%*	2 *2%* *70%*	* *2%* *10%*	- - -	- - -	- - -	2 *9%* *90%*	- - -	* *1%* *20%*	* * *10%*	2 *4%* *70%*	- - -	- - -	2 *3%* *70%*
2	* *	* *1%* *100%*	- - -	* *3%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	- - -	* *1%* *100%*	- - -	- - -	- - -
1	**3** ***3%***	- - -	3 *5%* *100%*	- - -	1 *6%* *44%*	- - -	- - -	* *1%* *7%*	2 *6%* *49%*	- - -	1 *2%* *44%*	2 *5%* *56%*	- - -	- - -	3 *5%* *93%*
Don't know	**13** ***10%***	10 *15%* *74%*	4 *5%* *26%*	2 *19%* *17%*	* *1%* *2%*	2 *11%* *15%*	1 *2%* *5%*	1 *5%* *9%*	7 *27%* *53%*	3 *10%* *25%*	5 *9%* *40%*	5 *12%* *35%*	- - -	3 *12%* *23%*	5 *9%* *40%*
Net: 10/9/8/7	**77** ***60%***	36 *57%* *47%*	41 *62%* *53%*	4 *35%* *5%*	15 *62%* *19%*	11 *62%* *15%*	19 *76%* *24%*	15 *60%* *19%*	14 *52%* *18%*	22 *64%* *28%*	31 *54%* *40%*	24 *65%* *31%*	11 *82%* *14%*	17 *65%* *22%*	33 *58%* *43%*
Net: 10/9	**18** ***14%***	7 *11%* *40%*	11 *17%* *60%*	- - -	4 *16%* *20%*	3 *16%* *16%*	6 *22%* *31%*	3 *13%* *17%*	3 *11%* *16%*	4 *11%* *20%*	12 *20%* *65%*	3 *7%* *15%*	5 *41%* *30%*	4 *14%* *20%*	7 *12%* *38%*
Net: 6/5/4	**33** ***25%***	17 *26%* *51%*	16 *25%* *49%*	5 *42%* *15%*	7 *31%* *22%*	5 *27%* *15%*	5 *22%* *16%*	6 *26%* *19%*	4 *16%* *13%*	8 *24%* *25%*	20 *34%* *61%*	5 *13%* *14%*	2 *18%* *7%*	6 *23%* *18%*	14 *24%* *42%*
Net: 3/2/1	**6** ***5%***	1 *2%* *18%*	5 *8%* *82%*	1 *5%* *10%*	1 *6%* *24%*	- - -	- - -	2 *10%* *39%*	2 *6%* *27%*	* *1%* *8%*	2 *3%* *28%*	4 *10%* *65%*	- - -	- - -	5 *8%* *78%*
Mean	**6.86**	6.98	6.76	5.90	6.67	7.08	7.34	6.91	6.75	6.93	6.94	6.67	7.88	7.09	6.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 370

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**152**	86 *57%*	66 *43%*	17 *11%*	21 *14%*	17 *11%*	26 *17%*	32 *21%*	39 *26%*	36 *24%*	73 *48%*	39 *26%*	11 *7%*	17 *11%*	44 *29%*
Effective Total	**102**	56	47	12	15	15	17	21	26	27	51	25	9	14	40
Standard Deviation	**1.87**	1.54	2.13	1.35	2.22	1.28	1.58	1.93	2.28	1.55	1.96	2.04	1.61	1.73	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 370

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**152**	27 *18%*	28 *18%*	25 *16%*	72 *47%*	143 *94%*	8 *5%*	152 *100%*	152 *100%*	86 *57%*	64 *42%*	69 *45%*
Total (Wtd)	**129**	18** *14%* **	10** *7%* **	6** *4%* **	95* *74%* *	120* *93%* *	9** *7%* **	129 *100%*	129 *100%*	73* *57%* *	54* *42%* *	57* *44%* *
Effective Total	**102**	24	26	24	63	95	6	102	102	57	43	46
10	**7** ***6%***	- - -	- - -	* *4%* *4%*	7 *7%* *96%*	7 *6%* *100%*	- - -	7 *6%* *100%*	7 *6%* *100%*	5 *6%* *64%*	3 *5%* *36%*	3 *4%* *36%*
9	**11** ***8%***	1 *5%* *9%*	* *4%* *4%*	* *8%* *4%*	9 *9%* *83%*	10 *8%* *90%*	1 *12%* *10%*	11 *8%* *100%*	11 *8%* *100%*	6 *8%* *51%*	5 *10%* *49%*	7 *12%* *64%*
8	**26** ***20%***	3 *15%* *11%*	2 *17%* *6%*	1 *15%* *3%*	21 *22%* *80%*	26 *22%* *100%*	- - -	26 *20%* *100%*	26 *20%* *100%*	17 *23%* *64%*	9 *17%* *36%*	10 *17%* *38%*
7	**33** ***26%***	7 *37%* *20%*	2 *24%* *7%*	* *3%* *	24 *25%* *72%*	29 *24%* *87%*	4 *52%* *13%*	33 *26%* *100%*	33 *26%* *100%*	21 *29%* *64%*	12 *22%* *36%*	12 *22%* *37%*
6	**17** ***13%***	4 *20%* *21%*	1 *14%* *8%*	1 *22%* *7%*	11 *11%* *63%*	15 *13%* *90%*	2 *20%* *10%*	17 *13%* *100%*	17 *13%* *100%*	8 *11%* *48%*	9 *16%* *52%*	9 *16%* *55%*
5	**10** ***8%***	1 *7%* *12%*	1 *7%* *7%*	* *8%* *4%*	8 *8%* *77%*	10 *8%* *91%*	1 *12%* *9%*	10 *8%* *100%*	10 *8%* *100%*	7 *10%* *67%*	3 *6%* *33%*	3 *6%* *33%*
4	**5** ***4%***	1 *7%* *24%*	1 *10%* *18%*	- - -	3 *3%* *58%*	5 *4%* *100%*	- - -	5 *4%* *100%*	5 *4%* *100%*	2 *2%* *31%*	2 *4%* *41%*	2 *4%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 370

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**152**	27 *18%*	28 *18%*	25 *16%*	72 *47%*	143 *94%*	8 *5%*	152 *100%*	152 *100%*	86 *57%*	64 *42%*	69 *45%*
Effective Total	**102**	24	26	24	63	95	6	102	102	57	43	46
3	**2** ***2%***	* *2%* *20%*	- - -	* *4%* *10%*	2 *2%* *70%*	2 *2%* *100%*	- - -	2 *2%* *100%*	2 *2%* *100%*	2 *3%* *100%*	- - -	- - -
2	* *	- - -	- - -	* *7%* *100%*	- - -	- - -	* *4%* *100%*	* * *100%*	* * *100%*	* *1%* *100%*	- - -	- - -
1	**3** ***3%***	- - -	- - -	* *4%* *7%*	3 *3%* *93%*	3 *3%* *100%*	- - -	3 *3%* *100%*	3 *3%* *100%*	- - -	3 *6%* *100%*	3 *6%* *100%*
Don't know	**13** ***10%***	1 *7%* *9%*	2 *23%* *17%*	2 *26%* *11%*	8 *9%* *63%*	13 *11%* *100%*	- - -	13 *10%* *100%*	13 *10%* *100%*	6 *8%* *45%*	7 *13%* *55%*	7 *13%* *55%*
Net: 10/9/8/7	**77** ***60%***	10 *57%* *14%*	4 *46%* *6%*	2 *29%* *2%*	60 *63%* *78%*	71 *59%* *93%*	5 *64%* *7%*	77 *60%* *100%*	77 *60%* *100%*	48 *65%* *62%*	29 *54%* *38%*	32 *55%* *41%*
Net: 10/9	**18** ***14%***	1 *5%* *5%*	* *4%* *2%*	1 *12%* *4%*	16 *17%* *88%*	17 *14%* *94%*	1 *12%* *6%*	18 *14%* *100%*	18 *14%* *100%*	10 *14%* *56%*	8 *14%* *44%*	9 *17%* *53%*
Net: 6/5/4	**33** ***25%***	6 *34%* *19%*	3 *31%* *9%*	2 *30%* *5%*	22 *23%* *67%*	30 *25%* *92%*	3 *32%* *8%*	33 *25%* *100%*	33 *25%* *100%*	17 *23%* *51%*	15 *27%* *44%*	15 *26%* *46%*
Net: 3/2/1	**6** ***5%***	* *2%* *8%*	- - -	1 *15%* *14%*	5 *5%* *78%*	6 *5%* *94%*	* *4%* *6%*	6 *5%* *100%*	6 *5%* *100%*	3 *4%* *45%*	3 *6%* *55%*	3 *6%* *55%*
Mean	**6.86**	6.59	6.58	6.07	6.98	6.88	6.59	6.86	6.86	7.05	6.69	6.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 370

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC4 ****

Base : Regular viewers of BBC4 - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**152**	27 *18%*	28 *18%*	25 *16%*	72 *47%*	143 *94%*	8 *5%*	152 *100%*	152 *100%*	86 *57%*	64 *42%*	69 *45%*
Effective Total	**102**	24	26	24	63	95	6	102	102	57	43	46
Standard Deviation	**1.87**	1.39	1.52	2.83	1.95	1.90	1.53	1.87	1.87	1.63	2.14	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 371

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**975**	537 *55%*	438 *45%*	43 *4%*	147 *15%*	167 *17%*	204 *21%*	190 *19%*	217 *22%*	199 *20%*	542 *56%*	221 *23%*	180 *18%*	126 *13%*	243 *25%*
Total (Wtd)	**931**	521 *56%*	410 *44%*	53** *6%* **	163 *18%*	151 *16%*	198 *21%*	160 *17%*	206 *22%*	174 *19%*	478 *51%*	280 *30%*	249 *27%*	218 *23%*	301 *32%*
Effective Total	**671**	371	301	29	106	120	144	131	149	140	400	154	162	116	216
10	**75** ***8%***	43 *8%* *58%*	31 *8%* *42%*	3 *6%* *4%*	11 *7%* *15%*	8 *5%* *11%*	14 *7%* *18%*	14 *8%* *18%*	25 *12%* *34%*	15 *9%* *20%*	33 *7%* *44%*	27 *10%* *36%*	21 *9%* *29%*	13 *6%* *17%*	24 *8%* *32%*
9	**133** ***14%***	62 *12%* *47%*	71 *17%* *53%*	6 *11%* *4%*	27 *17%* *20%*	26 *17%* *19%*	26 *13%* *20%*	21 *13%* *16%*	27 *13%* *20%*	18 *10%* *14%*	76 *16%* *57%*	38 *14%* *29%*	36 *15%* *27%*	31 *14%* *24%*	47 *16%* *36%*
8	**215** ***23%***	131 *25%* *61%*	83 *20%* *39%*	12 *22%* *5%*	21 *13%* *10%*	40 *26%* *19%* D	56 *28%* *26%* D	38 *24%* *18%* D	48 *23%* *22%* D	43 *25%* *20%*	116 *24%* *54%*	55 *20%* *26%*	54 *22%* *25%*	57 *26%* *26%*	67 *22%* *31%*
7	**202** ***22%***	121 *23%* *60%*	81 *20%* *40%*	11 *22%* *6%*	43 *26%* *21%* H	30 *20%* *15%*	48 *24%* *24%* H	40 *25%* *20%* H	30 *15%* *15%*	36 *21%* *18%*	115 *24%* *57%*	51 *18%* *25%*	48 *19%* *24%*	46 *21%* *23%*	74 *24%* *36%*
6	**111** ***12%***	52 *10%* *47%*	59 *14%* *53%*	2 *4%* *2%*	28 *17%* *26%* E	9 *6%* *8%*	23 *11%* *20%*	19 *12%* *17%*	29 *14%* *27%* E	19 *11%* *17%*	49 *10%* *44%*	42 *15%* *38%*	37 *15%* *34%*	21 *10%* *19%*	31 *10%* *28%*
5	**85** ***9%***	55 *10%* *64%*	30 *7%* *36%*	9 *17%* *11%*	14 *9%* *17%*	18 *12%* *21%*	18 *9%* *22%*	14 *9%* *17%*	12 *6%* *14%*	19 *11%* *23%*	44 *9%* *52%*	21 *8%* *25%*	21 *8%* *24%*	28 *13%* *33%*	23 *8%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 371

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**975**	537 *55%*	438 *45%*	43 *4%*	147 *15%*	167 *17%*	204 *21%*	190 *19%*	217 *22%*	199 *20%*	542 *56%*	221 *23%*	180 *18%*	126 *13%*	243 *25%*
Effective Total	**671**	371	301	29	106	120	144	131	149	140	400	154	162	116	216
4	**23** ***2%***	16 *3%* *72%*	6 *2%* *28%*	1 *2%* *6%*	10 *6%* *46%* EGH	1 *** *2%*	7 *4%* *32%*	1 *1%* *4%*	2 *1%* *10%*	6 *3%* *25%*	15 *3%* *64%*	3 *1%* *11%*	2 *1%* *11%*	7 *3%* *29%*	9 *3%* *38%*
3	**22** ***2%***	14 *3%* *61%*	9 *2%* *39%*	- - -	2 *1%* *10%*	8 *5%* *36%*	4 *2%* *16%*	2 *2%* *11%*	6 *3%* *27%*	2 *1%* *7%*	9 *2%* *38%*	12 *4%* *55%*	8 *3%* *37%*	2 *1%* *9%*	9 *3%* *40%*
2	**9** ***1%***	5 *1%* *52%*	4 *1%* *48%*	3 *5%* *31%*	* *** *3%*	3 *2%* *30%*	- - -	1 *1%* *12%*	2 *1%* *25%*	1 *1%* *16%*	2 *1%* *28%*	5 *2%* *56%*	3 *1%* *30%*	2 *1%* *25%*	4 *1%* *43%*
1	**7** ***1%***	4 *1%* *50%*	4 *1%* *50%*	4 *8%* *53%*	- - -	2 *1%* *30%*	1 *** *8%*	1 *** *9%*	- - -	- - -	2 *** *27%*	5 *2%* *73%*	3 *1%* *37%*	- - -	3 *1%* *45%*
Don't know	**50** ***5%***	19 *4%* *37%*	32 *8%* *63%* A	2 *3%* *3%*	6 *3%* *11%*	7 *5%* *15%*	2 *1%* *4%*	9 *6%* *18%* F	25 *12%* *49%* DEF	15 *8%* *29%* J	17 *4%* *33%*	19 *7%* *37%*	15 *6%* *30%*	10 *5%* *21%*	10 *3%* *19%*
Net: 10/9/8/7	**624** ***67%***	358 *69%* *57%*	266 *65%* *43%*	32 *61%* *5%*	102 *63%* *16%*	103 *68%* *17%*	144 *73%* *23%*	113 *71%* *18%*	130 *63%* *21%*	112 *64%* *18%*	340 *71%* *54%* K	172 *62%* *28%*	160 *64%* *26%*	147 *67%* *24%*	212 *70%* *34%*
Net: 10/9	**207** ***22%***	105 *20%* *51%*	102 *25%* *49%*	9 *17%* *4%*	38 *23%* *18%*	34 *22%* *16%*	40 *20%* *19%*	35 *22%* *17%*	52 *25%* *25%*	33 *19%* *16%*	109 *23%* *53%*	66 *23%* *32%*	58 *23%* *28%*	44 *20%* *21%*	71 *24%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 371

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**975**	537 *55%*	438 *45%*	43 *4%*	147 *15%*	167 *17%*	204 *21%*	190 *19%*	217 *22%*	199 *20%*	542 *56%*	221 *23%*	180 *18%*	126 *13%*	243 *25%*
Effective Total	**671**	371	301	29	106	120	144	131	149	140	400	154	162	116	216
Net: 6/5/4	**218** ***23%***	123 *24%* *56%*	95 *23%* *44%*	12 *23%* *6%*	53 *32%* *24%* EH	28 *18%* *13%*	48 *24%* *22%*	34 *21%* *16%*	43 *21%* *20%*	44 *25%* *20%*	108 *23%* *50%*	66 *24%* *30%*	61 *24%* *28%*	56 *26%* *26%*	63 *21%* *29%*
Net: 3/2/1	**39** ***4%***	22 *4%* *57%*	17 *4%* *43%*	7 *13%* *17%*	2 *2%* *6%*	13 *9%* *34%* DF G	4 *2%* *11%*	4 *3%* *11%*	8 *4%* *21%*	3 *2%* *8%*	13 *3%* *34%*	23 *8%* *59%* IJ	14 *5%* *35%*	4 *2%* *11%*	16 *5%* *42%*
Mean	**7.20**	7.15	7.27	6.44	7.07	7.06	7.26	7.35	7.45	7.22	7.27	7.06	7.18	7.20	7.19
Standard Deviation	**1.81**	1.81	1.81	2.48	1.69	2.01	1.62	1.63	1.81	1.68	1.69	2.08	1.88	1.66	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 371

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	146 *15%*	148 *15%*	132 *14%*	549 *56%*	885 *91%*	71 *7%*	975 *100%*	975 *100%*	615 *63%*	358 *37%*	372 *38%*
Total (Wtd)	**931**	87 *9%*	50 *5%*	26 *3%*	768 *82%*	843 *90%*	89* *10%* *	931 *100%*	931 *100%*	577 *62%*	352 *38%*	362 *39%*
Effective Total	**671**	136	135	121	486	608	63	671	671	420	249	254
10	**75** ***8%***	8 *9%* *11%*	5 *10%* *7%*	4 *14%* *5%* R	58 *8%* *78%*	71 *8%* *95%*	4 *4%* *5%*	75 *8%* *100%*	75 *8%* *100%*	43 *8%* *58%*	31 *9%* *42%*	32 *9%* *43%*
9	**133** ***14%***	8 *9%* *6%*	7 *13%* *5%*	3 *10%* *2%*	115 *15%* *87%*	127 *15%* *96%*	6 *7%* *4%*	133 *14%* *100%*	133 *14%* *100%*	88 *15%* *67%*	44 *13%* *33%*	47 *13%* *36%*
8	**215** ***23%***	19 *21%* *9%*	12 *23%* *5%*	7 *25%* *3%*	178 *23%* *83%*	194 *23%* *90%*	21 *24%* *10%*	215 *23%* *100%*	215 *23%* *100%*	133 *23%* *62%*	81 *23%* *38%*	84 *23%* *39%*
7	**202** ***22%***	21 *24%* *10%*	8 *15%* *4%*	6 *21%* *3%*	168 *22%* *83%*	179 *21%* *88%*	23 *26%* *12%*	202 *22%* *100%*	202 *22%* *100%*	123 *21%* *61%*	79 *22%* *39%*	80 *22%* *39%*
6	**111** ***12%***	12 *13%* *11%*	6 *12%* *5%*	3 *12%* *3%*	90 *12%* *81%*	98 *12%* *89%*	13 *14%* *11%*	111 *12%* *100%*	111 *12%* *100%*	75 *13%* *68%*	34 *10%* *31%*	36 *10%* *33%*
5	**85** ***9%***	8 *9%* *9%*	3 *7%* *4%*	2 *6%* *2%*	72 *9%* *85%*	78 *9%* *92%*	6 *7%* *7%*	85 *9%* *100%*	85 *9%* *100%*	46 *8%* *54%*	39 *11%* *46%*	39 *11%* *46%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 371

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	146 *15%*	148 *15%*	132 *14%*	549 *56%*	885 *91%*	71 *7%*	975 *100%*	975 *100%*	615 *63%*	358 *37%*	372 *38%*
Effective Total	**671**	136	135	121	486	608	63	671	671	420	249	254
4	**23** ***2%***	2 *2%* *8%*	2 *5%* *10%*	1 *3%* *4%*	18 *2%* *78%*	16 *2%* *72%*	6 *7%* *28%* S	23 *2%* *100%*	23 *2%* *100%*	16 *3%* *70%*	7 *2%* *30%*	7 *2%* *30%*
3	**22** ***2%***	1 *1%* *2%*	2 *4%* *9%* O	1 *2%* *3%*	19 *3%* *86%*	21 *3%* *94%*	1 *2%* *6%*	22 *2%* *100%*	22 *2%* *100%*	13 *2%* *58%*	9 *3%* *42%*	10 *3%* *44%*
2	**9** ***1%***	- - -	- - -	* *1%* *3%*	9 *1%* *97%*	9 *1%* *100%*	- - -	9 *1%* *100%*	9 *1%* *100%*	7 *1%* *74%*	2 *1%* *26%*	2 *1%* *26%*
1	**7** ***1%***	1 *1%* *8%*	* *1%* *6%*	* *2%* *6%*	6 *1%* *81%*	4 * *55%*	3 *4%* *45%* S	7 *1%* *100%*	7 *1%* *100%*	7 *1%* *100%*	* * *	* * *
Don't know	**50** ***5%***	9 *11%* *18%* R	5 *10%* *10%* R	1 *4%* *2%*	35 *5%* *69%*	46 *5%* *92%*	4 *5%* *8%*	50 *5%* *100%*	50 *5%* *100%*	25 *4%* *50%*	25 *7%* *50%*	25 *7%* *50%*
Net: 10/9/8/7	**624** ***67%***	56 *64%* *9%*	31 *62%* *5%*	18 *70%* *3%*	519 *68%* *83%*	570 *68%* *91%*	54 *61%* *9%*	624 *67%* *100%*	624 *67%* *100%*	388 *67%* *62%*	235 *67%* *38%*	243 *67%* *39%*
Net: 10/9	**207** ***22%***	16 *18%* *8%*	12 *23%* *6%*	6 *24%* *3%*	173 *23%* *84%*	197 *23%* *95%* T	10 *11%* *5%*	207 *22%* *100%*	207 *22%* *100%*	132 *23%* *64%*	75 *21%* *36%*	79 *22%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 371

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC News ****

Base : Regular viewers of BBC News - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	146 *15%*	148 *15%*	132 *14%*	549 *56%*	885 *91%*	71 *7%*	975 *100%*	975 *100%*	615 *63%*	358 *37%*	372 *38%*
Effective Total	**671**	136	135	121	486	608	63	671	671	420	249	254
Net: 6/5/4	**218** ***23%***	21 *24%* *10%*	12 *23%* *5%*	6 *21%* *3%*	180 *23%* *82%*	193 *23%* *88%*	25 *29%* *12%*	218 *23%* *100%*	218 *23%* *100%*	137 *24%* *63%*	80 *23%* *37%*	82 *23%* *37%*
Net: 3/2/1	**39** ***4%***	1 *1%* *3%*	2 *5%* *6%*	1 *5%* *3%*	34 *4%* *88%*	34 *4%* *88%*	5 *5%* *12%*	39 *4%* *100%*	39 *4%* *100%*	27 *5%* *70%*	12 *3%* *30%*	12 *3%* *31%*
Mean	**7.20**	7.27	7.22	7.32	7.19	7.25 T	6.69	7.20	7.20	7.17	7.25	7.27
Standard Deviation	**1.81**	1.63	1.96	1.98	1.82	1.79	1.93	1.81	1.81	1.86	1.73	1.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 372

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ****

Base : Regular viewers of BBC Parliament - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**5** ***9%***	4 *13%* *86%*	1 *3%* *14%*	1 *9%* *14%*	- - -	- - -	- - -	- - -	4 *17%* *86%*	1 *10%* *14%*	- - -	4 *15%* *86%*	- - -	2 *16%* *51%*	- - -
9	**7** ***15%***	5 *18%* *73%*	2 *10%* *27%*	1 *9%* *10%*	- - -	3 *95%* *43%*	- - -	2 *30%* *22%*	2 *9%* *25%*	1 *16%* *14%*	3 *14%* *35%*	4 *15%* *51%*	- - -	1 *9%* *17%*	5 *34%* *65%*
8	**6** ***13%***	2 *8%* *36%*	4 *21%* *64%*	* *3%* *4%*	1 *21%* *23%*	- - -	- - -	* *8%* *7%*	4 *19%* *66%*	- - -	2 *13%* *36%*	4 *16%* *64%*	2 *17%* *28%*	- - -	3 *22%* *49%*
7	**10** ***19%***	8 *25%* *81%*	2 *10%* *19%*	- - -	1 *9%* *7%*	- - -	3 *68%* *30%*	1 *18%* *10%*	5 *23%* *53%*	3 *51%* *34%*	4 *23%* *43%*	2 *8%* *23%*	1 *11%* *12%*	4 *27%* *40%*	3 *22%* *33%*
6	**4** ***8%***	1 *2%* *16%*	3 *18%* *84%*	- - -	2 *32%* *55%*	- - -	- - -	- - -	2 *8%* *45%*	- - -	2 *10%* *43%*	2 *9%* *57%*	2 *16%* *41%*	- - -	2 *11%* *39%*
5	**4** ***8%***	3 *11%* *88%*	* *2%* *12%*	* *6%* *12%*	- - -	- - -	- - -	1 *18%* *25%*	2 *11%* *62%*	- - -	2 *11%* *49%*	2 *8%* *51%*	3 *25%* *68%*	- - -	* * *
4	**2** ***5%***	1 *2%* *28%*	2 *9%* *72%*	- - -	- - -	- - -	- - -	- - -	2 *11%* *100%*	- - -	* *1%* *10%*	2 *9%* *90%*	2 *17%* *72%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 372

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ****

Base : Regular viewers of BBC Parliament - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**3** ***7%***	3 *12%* *100%*	- - -	3 *47%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	- - -	3 *14%* *100%*	- - -	3 *25%* *100%*	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**8** ***16%***	3 *10%* *37%*	5 *26%* *63%*	2 *26%* *25%*	3 *38%* *33%*	* *5%* *2%*	1 *32%* *17%*	1 *26%* *18%*	* *2%* *5%*	1 *22%* *18%*	5 *28%* *63%*	2 *6%* *19%*	1 *13%* *17%*	3 *24%* *43%*	2 *11%* *19%*
Net: 10/9/8/7	**28** ***56%***	19 *63%* *69%*	9 *45%* *31%*	2 *21%* *6%*	2 *30%* *8%*	3 *95%* *11%*	3 *68%* *10%*	3 *56%* *11%*	15 *68%* *54%*	5 *78%* *18%*	9 *50%* *32%*	14 *54%* *50%*	3 *28%* *11%*	7 *52%* *26%*	11 *78%* *40%*
Net: 10/9	**12** ***24%***	9 *30%* *78%*	3 *14%* *22%*	1 *18%* *11%*	- - -	3 *95%* *27%*	- - -	2 *30%* *14%*	6 *26%* *48%*	2 *27%* *14%*	3 *14%* *22%*	8 *30%* *64%*	- - -	4 *25%* *30%*	5 *34%* *40%*
Net: 6/5/4	**10** ***21%***	5 *16%* *45%*	6 *29%* *55%*	* *6%* *4%*	2 *32%* *22%*	- - -	- - -	1 *18%* *9%*	7 *30%* *64%*	- - -	4 *22%* *37%*	7 *26%* *63%*	6 *59%* *59%*	- - -	2 *11%* *15%*
Net: 3/2/1	**3** ***7%***	3 *12%* *100%*	- - -	3 *47%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	- - -	3 *14%* *100%*	- - -	3 *25%* *100%*	- - -
Mean	**7.04**	7.04	7.03	4.95	6.83	9.00	7.00	7.44	7.25	7.81	7.10	6.84	5.84	6.58	7.88

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 372

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ****

Base : Regular viewers of BBC Parliament - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**2.07**	2.26	1.72	3.09	1.03	0.00	0.00	1.82	1.95	1.30	1.42	2.47	1.49	2.85	1.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 372

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ****

Base : Regular viewers of BBC Parliament - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**5** ***9%***	1 *23%* *30%*	1 *26%* *19%*	- - -	2 *6%* *51%*	5 *10%* *100%*	- - -	5 *9%* *100%*	5 *9%* *100%*	1 *4%* *24%*	3 *14%* *76%*	4 *15%* *86%*
9	**7** ***15%***	1 *19%* *15%*	* *7%* *3%*	* * *	6 *16%* *82%*	6 *13%* *86%*	1 *41%* *14%*	7 *15%* *100%*	7 *15%* *100%*	4 *18%* *60%*	3 *12%* *40%*	3 *12%* *40%*
8	**6** ***13%***	* *8%* *7%*	* *13%* *6%*	1 *36%* *9%*	5 *13%* *77%*	6 *14%* *100%*	- - -	6 *13%* *100%*	6 *13%* *100%*	3 *10%* *41%*	4 *15%* *59%*	4 *15%* *59%*
7	**10** ***19%***	1 *24%* *15%*	- - -	- - -	8 *21%* *85%*	10 *20%* *100%*	- - -	10 *19%* *100%*	10 *19%* *100%*	6 *23%* *61%*	4 *15%* *39%*	4 *15%* *39%*
6	**4** ***8%***	- - -	1 *20%* *16%*	* *9%* *4%*	3 *8%* *80%*	4 *9%* *100%*	- - -	4 *8%* *100%*	4 *8%* *100%*	2 *10%* *61%*	2 *6%* *39%*	2 *6%* *39%*
5	**4** ***8%***	* *8%* *12%*	- - -	1 *44%* *19%*	3 *7%* *69%*	4 *8%* *100%*	- - -	4 *8%* *100%*	4 *8%* *100%*	3 *12%* *81%*	1 *3%* *19%*	1 *3%* *19%*
4	**2** ***5%***	- - -	1 *21%* *28%*	- - -	2 *5%* *72%*	2 *5%* *100%*	- - -	2 *5%* *100%*	2 *5%* *100%*	* *1%* *10%*	2 *9%* *90%*	2 *9%* *90%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 372

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ****

Base : Regular viewers of BBC Parliament - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**3** ***7%***	- - -	- - -	- - -	3 *9%* *100%*	3 *7%* *100%*	- - -	3 *7%* *100%*	3 *7%* *100%*	- - -	3 *14%* *100%*	3 *14%* *100%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**8** ***16%***	1 *19%* *14%*	* *13%* *5%*	* *11%* *2%*	6 *16%* *78%*	6 *14%* *81%*	2 *59%* *19%*	8 *16%* *100%*	8 *16%* *100%*	5 *21%* *67%*	3 *11%* *33%*	3 *11%* *33%*
Net: 10/9/8/7	**28** ***56%***	4 *73%* *16%*	1 *46%* *5%*	1 *36%* *2%*	21 *55%* *77%*	27 *57%* *96%*	1 *41%* *4%*	28 *56%* *100%*	28 *56%* *100%*	14 *56%* *50%*	14 *56%* *50%*	14 *57%* *51%*
Net: 10/9	**12** ***24%***	2 *41%* *20%*	1 *33%* *9%*	* * *	8 *22%* *70%*	11 *23%* *91%*	1 *41%* *9%*	12 *24%* *100%*	12 *24%* *100%*	6 *22%* *47%*	6 *26%* *53%*	7 *27%* *57%*
Net: 6/5/4	**10** ***21%***	* *8%* *4%*	1 *41%* *13%*	1 *53%* *8%*	8 *20%* *74%*	10 *22%* *100%*	- - -	10 *21%* *100%*	10 *21%* *100%*	6 *23%* *56%*	5 *19%* *44%*	5 *18%* *44%*
Net: 3/2/1	**3** ***7%***	- - -	- - -	- - -	3 *9%* *100%*	3 *7%* *100%*	- - -	3 *7%* *100%*	3 *7%* *100%*	- - -	3 *14%* *100%*	3 *14%* *100%*
Mean	**7.04**	8.20	7.26	6.32	6.88	6.99	9.00	7.04	7.04	7.27	6.82	6.88

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 372

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - BBC Parliament ****

Base : Regular viewers of BBC Parliament - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**2.07**	1.77	2.91	-	2.07	2.07	-	2.07	2.07	1.56	2.46	2.48

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 373

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3334**	1594 *48%*	1740 *52%*	289 *9%*	591 *18%*	595 *18%*	634 *19%*	557 *17%*	653 *20%*	617 *19%*	1859 *56%*	789 *24%*	563 *17%*	463 *14%*	853 *26%*
Total (Wtd)	**3331**	1592 *48%*	1739 *52%*	338 *10%*	679 *20%*	565 *17%*	609 *18%*	483 *15%*	655 *20%*	598 *18%*	1666 *50%*	1067 *32%*	802 *24%*	833 *25%*	1129 *34%*
Effective Total	**2282**	1085	1197	190	415	418	433	387	465	459	1349	562	510	425	758
10	**133** ***4%***	44 *3%* *33%*	88 *5%* *67%* A	19 *6%* *14%*	21 *3%* *16%*	15 *3%* *11%*	21 *4%* *16%*	21 *4%* *16%*	35 *5%* *27%* E	8 *1%* *6%*	59 *4%* *45%* I	65 *6%* *49%* IJ	37 *5%* *28%*	40 *5%* *30%*	31 *3%* *23%*
9	**200** ***6%***	86 *5%* *43%*	114 *7%* *57%*	26 *8%* *13%*	32 *5%* *16%*	43 *8%* *21%*	31 *5%* *15%*	27 *6%* *14%*	41 *6%* *21%*	24 *4%* *12%*	95 *6%* *48%*	80 *8%* *40%* I	51 *6%* *26%*	47 *6%* *23%*	68 *6%* *34%*
8	**638** ***19%***	280 *18%* *44%*	357 *21%* *56%*	69 *20%* *11%*	108 *16%* *17%*	108 *19%* *17%*	124 *20%* *19%*	101 *21%* *16%*	126 *19%* *20%*	101 *17%* *16%*	320 *19%* *50%*	217 *20%* *34%*	171 *21%* *27%*	157 *19%* *25%*	201 *18%* *31%*
7	**799** ***24%***	394 *25%* *49%*	405 *23%* *51%*	75 *22%* *9%*	176 *26%* *22%*	136 *24%* *17%*	157 *26%* *20%*	120 *25%* *15%*	134 *21%* *17%*	160 *27%* *20%* K	425 *26%* *53%* K	214 *20%* *27%*	197 *25%* *25%*	176 *21%* *22%*	287 *25%* *36%*
6	**611** ***18%***	302 *19%* *49%*	309 *18%* *51%*	66 *20%* *11%*	164 *24%* *27%* EF GH	89 *16%* *15%*	109 *18%* *18%*	80 *17%* *13%*	102 *16%* *17%*	140 *23%* *23%* JK	299 *18%* *49%*	172 *16%* *28%*	127 *16%* *21%*	171 *21%* *28%*	209 *19%* *34%*
5	**429** ***13%***	225 *14%* *53%*	203 *12%* *47%*	41 *12%* *10%*	85 *13%* *20%*	85 *15%* *20%*	81 *13%* *19%*	60 *12%* *14%*	77 *12%* *18%*	76 *13%* *18%*	214 *13%* *50%*	138 *13%* *32%*	88 *11%* *21%*	108 *13%* *25%*	166 *15%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 373

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3334**	1594 *48%*	1740 *52%*	289 *9%*	591 *18%*	595 *18%*	634 *19%*	557 *17%*	653 *20%*	617 *19%*	1859 *56%*	789 *24%*	563 *17%*	463 *14%*	853 *26%*
Effective Total	**2282**	1085	1197	190	415	418	433	387	465	459	1349	562	510	425	758
4	**140** ***4%***	72 *5%* *52%*	68 *4%* *48%*	10 *3%* *7%*	31 *5%* *22%*	32 *6%* *23%* G	26 *4%* *18%*	12 *3%* *9%*	30 *5%* *21%*	28 *5%* *20%*	75 *4%* *54%*	38 *4%* *27%*	39 *5%* *28%*	26 *3%* *19%*	49 *4%* *35%*
3	**88** ***3%***	61 *4%* *69%* B	27 *2%* *31%*	11 *3%* *13%*	19 *3%* *21%*	11 *2%* *13%*	18 *3%* *20%*	7 *1%* *8%*	22 *3%* *25%*	14 *2%* *16%*	43 *3%* *49%*	31 *3%* *35%*	19 *2%* *22%*	25 *3%* *28%*	31 *3%* *35%*
2	**35** ***1%***	24 *2%* *68%* B	11 *1%* *32%*	4 *1%* *12%*	1 *** *2%*	11 *2%* *32%* D	5 *1%* *14%*	5 *1%* *13%*	10 *2%* *28%* D	7 *1%* *20%*	20 *1%* *56%*	8 *1%* *23%*	11 *1%* *30%*	10 *1%* *28%*	8 *1%* *24%*
1	**30** ***1%***	20 *1%* *65%*	11 *1%* *35%*	6 *2%* *19%*	3 *** *11%*	7 *1%* *24%*	3 *** *9%*	9 *2%* *30%* FH	2 *** *7%*	2 *** *6%*	14 *1%* *47%*	14 *1%* *47%*	8 *1%* *26%*	11 *1%* *37%*	8 *1%* *26%*
Don't know	**228** ***7%***	84 *5%* *37%*	144 *8%* *63%* A	10 *3%* *4%*	40 *6%* *17%*	27 *5%* *12%*	35 *6%* *15%*	41 *8%* *18%* CE	75 *11%* *33%* CDEF	39 *7%* *17%*	100 *6%* *44%*	89 *8%* *39%*	54 *7%* *23%*	62 *7%* *27%*	70 *6%* *31%*
Net: 10/9/8/7	**1769** ***53%***	804 *50%* *45%*	965 *56%* *55%* A	190 *56%* *11%*	337 *50%* *19%*	302 *53%* *17%*	333 *55%* *19%*	269 *56%* *15%*	337 *51%* *19%*	293 *49%* *17%*	900 *54%* *51%*	576 *54%* *33%*	456 *57%* *26%* M	420 *50%* *24%*	587 *52%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 373

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3334**	1594 *48%*	1740 *52%*	289 *9%*	591 *18%*	595 *18%*	634 *19%*	557 *17%*	653 *20%*	617 *19%*	1859 *56%*	789 *24%*	563 *17%*	463 *14%*	853 *26%*
Effective Total	**2282**	1085	1197	190	415	418	433	387	465	459	1349	562	510	425	758
Net: 10/9	**333** ***10%***	130 *8%* *39%*	203 *12%* *61%* A	45 *13%* *14%* D	52 *8%* *16%*	57 *10%* *17%*	52 *9%* *16%*	48 *10%* *15%*	77 *12%* *23%* D	32 *5%* *10%*	155 *9%* *46%* I	146 *14%* *44%* IJ	88 *11%* *26%*	87 *10%* *26%*	99 *9%* *30%*
Net: 6/5/4	**1180** ***35%***	600 *38%* *51%* B	580 *33%* *49%*	117 *35%* *10%*	280 *41%* *24%* GH	206 *36%* *17%*	215 *35%* *18%*	152 *32%* *13%*	209 *32%* *18%*	243 *41%* *21%* JK	588 *35%* *50%*	348 *33%* *29%*	254 *32%* *22%*	305 *37%* *26%*	424 *38%* *36%* L
Net: 3/2/1	**154** ***5%***	105 *7%* *68%* B	49 *3%* *32%*	21 *6%* *14%*	23 *3%* *15%*	30 *5%* *19%*	25 *4%* *16%*	21 *4%* *13%*	34 *5%* *22%*	23 *4%* *15%*	77 *5%* *50%*	54 *5%* *35%*	38 *5%* *25%*	46 *6%* *30%*	47 *4%* *31%*
Mean	**6.63**	6.43	6.81 A	6.70	6.55	6.51	6.64	6.72	6.69	6.46	6.60	6.76 I	6.71	6.60	6.55
Standard Deviation	**1.72**	1.76	1.66	1.85	1.54	1.79	1.63	1.75	1.82	1.51	1.70	1.85	1.77	1.79	1.64

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 373

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3334**	498 *15%*	477 *14%*	480 *14%*	1879 *56%*	3102 *93%*	183 *5%*	440 *13%*	2857 *86%*	2885 *87%*	1836 *55%*	1040 *31%*	1099 *33%*
Total (Wtd)	**3331**	301 *9%*	167 *5%*	100 *3%*	2764 *83%*	3101 *93%*	229 *7%*	439 *13%*	2850 *86%*	2881 *86%*	1775 *53%*	1097 *33%*	1146 *34%*
Effective Total	**2282**	455	431	427	1669	2126	156	299	1957	1976	1239	731	768
10	**133** ***4%***	12 *4%* *9%*	7 *4%* *5%*	6 *6%* *4%*	108 *4%* *81%*	127 *4%* *95%*	6 *3%* *5%*	18 *4%* *14%*	114 *4%* *86%*	115 *4%* *86%*	73 *4%* *55%*	41 *4%* *31%*	42 *4%* *32%*
9	**200** ***6%***	16 *5%* *8%*	12 *7%* *6%*	6 *6%* *3%*	166 *6%* *83%*	192 *6%* *96%*	8 *4%* *4%*	22 *5%* *11%*	175 *6%* *88%*	177 *6%* *89%*	118 *7%* *59%*	59 *5%* *29%*	65 *6%* *33%*
8	**638** ***19%***	54 *18%* *8%*	35 *21%* *5%*	21 *21%* *3%*	529 *19%* *83%*	597 *19%* *94%*	40 *18%* *6%*	90 *20%* *14%*	541 *19%* *85%*	548 *19%* *86%*	346 *20%* *54%*	202 *18%* *32%*	211 *18%* *33%*
7	**799** ***24%***	77 *26%* *10%*	40 *24%* *5%*	22 *22%* *3%*	660 *24%* *83%*	749 *24%* *94%*	50 *22%* *6%*	68 *15%* *8%*	718 *25%* *90%* U	727 *25%* *91%* U	458 *26%* *57%* U	266 *24%* *33%* U	274 *24%* *34%* U
6	**611** ***18%***	57 *19%* *9%*	28 *17%* *5%*	19 *19%* *3%*	507 *18%* *83%*	566 *18%* *93%*	45 *20%* *7%*	95 *22%* *15%*	510 *18%* *84%*	517 *18%* *85%*	297 *17%* *49%*	220 *20%* *36%*	229 *20%* *38%*
5	**429** ***13%***	38 *13%* *9%*	18 *11%* *4%*	11 *11%* *3%*	362 *13%* *84%*	385 *12%* *90%*	43 *19%* *10%* S	51 *12%* *12%*	371 *13%* *87%*	376 *13%* *88%*	253 *14%* *59%* Y	122 *11%* *28%*	130 *11%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 373

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3334**	498 *15%*	477 *14%*	480 *14%*	1879 *56%*	3102 *93%*	183 *5%*	440 *13%*	2857 *86%*	2885 *87%*	1836 *55%*	1040 *31%*	1099 *33%*
Effective Total	**2282**	455	431	427	1669	2126	156	299	1957	1976	1239	731	768
4	**140** ***4%***	12 *4%* *8%*	8 *5%* *6%*	5 *5%* *4%*	115 *4%* *82%*	125 *4%* *89%*	15 *7%* *11%*	21 *5%* *15%*	118 *4%* *84%*	119 *4%* *85%*	69 *4%* *50%*	47 *4%* *34%*	51 *4%* *36%*
3	**88** ***3%***	5 *2%* *6%*	5 *3%* *6%*	3 *3%* *3%*	75 *3%* *85%*	83 *3%* *94%*	5 *2%* *6%*	10 *2%* *11%*	75 *3%* *85%*	75 *3%* *85%*	45 *3%* *51%*	30 *3%* *34%*	31 *3%* *35%*
2	**35** ***1%***	4 *1%* *13%*	1 *** *2%*	1 *1%* *3%*	29 *1%* *82%*	35 *1%* *100%*	- - -	7 *2%* *20%*	26 *1%* *74%*	27 *1%* *77%*	19 *1%* *55%*	8 *1%* *22%*	9 *1%* *24%*
1	**30** ***1%***	1 *** *3%*	1 *1%* *5%*	1 *1%* *3%*	27 *1%* *89%*	25 *1%* *83%*	5 *2%* *17%*	7 *2%* *22%*	23 *1%* *78%*	23 *1%* *78%*	12 *1%* *40%*	11 *1%* *38%*	11 *1%* *38%*
Don't know	**228** ***7%***	25 *8%* *11%*	12 *7%* *5%*	5 *5%* *2%*	186 *7%* *82%*	218 *7%* *95%*	11 *5%* *5%*	52 *12%* *23%* VWX	177 *6%* *77%*	177 *6%* *77%*	84 *5%* *37%*	91 *8%* *40%* VWX	93 *8%* *41%* X
Net: 10/9/8/7	**1769** ***53%***	159 *53%* *9%*	93 *56%* *5%*	54 *55%* *3%*	1463 *53%* *83%*	1664 *54%* *94%*	105 *46%* *6%*	198 *45%* *11%*	1549 *54%* *88%* U	1567 *54%* *89%* U	997 *56%* *56%* U	568 *52%* *32%*	592 *52%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 373

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - All channels combined ****

Base : All who ever watch any of the channels - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3334**	498 *15%*	477 *14%*	480 *14%*	1879 *56%*	3102 *93%*	183 *5%*	440 *13%*	2857 *86%*	2885 *87%*	1836 *55%*	1040 *31%*	1099 *33%*
Effective Total	**2282**	455	431	427	1669	2126	156	299	1957	1976	1239	731	768
Net: 10/9	**333** ***10%***	28 *9%* *8%*	19 *11%* *6%*	12 *12%* *4%*	274 *10%* *82%*	318 *10%* *96%*	14 *6%* *4%*	40 *9%* *12%*	290 *10%* *87%*	292 *10%* *88%*	192 *11%* *58%*	100 *9%* *30%*	108 *9%* *32%*
Net: 6/5/4	**1180** ***35%***	107 *35%* *9%*	54 *33%* *5%*	35 *35%* *3%*	983 *36%* *83%*	1076 *35%* *91%*	104 *45%* *9%* S	166 *38%* *14%*	1000 *35%* *85%*	1012 *35%* *86%*	619 *35%* *52%*	389 *35%* *33%*	410 *36%* *35%*
Net: 3/2/1	**154** ***5%***	11 *4%* *7%*	7 *4%* *5%*	5 *5%* *3%*	131 *5%* *85%*	143 *5%* *93%*	10 *4%* *7%*	24 *5%* *15%*	125 *4%* *81%*	126 *4%* *82%*	76 *4%* *49%*	50 *5%* *32%*	51 *4%* *33%*
Mean	**6.63**	6.66	6.73	6.69	6.61	6.65 T	6.30	6.52	6.65	6.65	6.67	6.61	6.61
Standard Deviation	**1.72**	1.64	1.72	1.80	1.72	1.72	1.72	1.84	1.70	1.70	1.70	1.69	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 374

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1673**	784 *47%*	889 *53%*	149 *9%*	295 *18%*	306 *18%*	307 *18%*	289 *17%*	322 *19%*	313 *19%*	912 *55%*	411 *25%*	272 *16%*	243 *15%*	422 *25%*
Total (Wtd)	**1680**	784 *47%*	897 *53%*	176* *10%* *	343 *20%*	293 *17%*	278 *17%*	245 *15%*	347 *21%*	290 *17%*	827 *49%*	563 *34%*	396 *24%*	445 *26%*	553 *33%*
Effective Total	**1141**	528	613	98	211	213	196	197	238	227	664	295	247	224	379
10	**275** ***16%***	113 *14%* *41%*	162 *18%* *59%*	30 *17%* *11%*	45 *13%* *16%*	57 *20%* *21%*	54 *19%* *20%*	43 *18%* *16%*	45 *13%* *16%*	45 *16%* *16%*	130 *16%* *47%*	100 *18%* *36%*	86 *22%* *31%* N	67 *15%* *24%*	83 *15%* *30%*
9	**256** ***15%***	115 *15%* *45%*	141 *16%* *55%*	24 *14%* *9%*	59 *17%* *23%* G	47 *16%* *18%*	47 *17%* *18%* G	24 *10%* *9%*	55 *16%* *21%*	58 *20%* *23%* J	107 *13%* *42%*	92 *16%* *36%*	35 *9%* *14%*	84 *19%* *33%* L	90 *16%* *35%* L
8	**401** ***24%***	198 *25%* *49%*	202 *23%* *51%*	57 *32%* *14%* DE	74 *21%* *18%*	58 *20%* *15%*	74 *27%* *18%*	53 *22%* *13%*	85 *25%* *21%*	82 *28%* *20%* K	202 *24%* *50%*	117 *21%* *29%*	99 *25%* *25%*	89 *20%* *22%*	151 *27%* *38%* M
7	**294** ***18%***	131 *17%* *44%*	163 *18%* *56%*	26 *15%* *9%*	71 *21%* *24%*	54 *19%* *18%*	47 *17%* *16%*	44 *18%* *15%*	52 *15%* *18%*	44 *15%* *15%*	157 *19%* *53%*	93 *17%* *32%*	67 *17%* *23%*	77 *17%* *26%*	98 *18%* *33%*
6	**150** ***9%***	77 *10%* *51%*	73 *8%* *49%*	13 *8%* *9%*	30 *9%* *20%*	26 *9%* *18%*	17 *6%* *11%*	27 *11%* *18%*	36 *11%* *24%*	19 *6%* *12%*	75 *9%* *50%*	56 *10%* *37%*	39 *10%* *26%*	33 *7%* *22%*	44 *8%* *30%*
5	**129** ***8%***	60 *8%* *47%*	69 *8%* *53%*	7 *4%* *6%*	26 *8%* *20%*	18 *6%* *14%*	17 *6%* *13%*	27 *11%* *21%* C	34 *10%* *26%*	20 *7%* *16%*	67 *8%* *52%*	42 *7%* *32%*	26 *7%* *20%*	44 *10%* *34%*	36 *7%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 374

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1673**	784 *47%*	889 *53%*	149 *9%*	295 *18%*	306 *18%*	307 *18%*	289 *17%*	322 *19%*	313 *19%*	912 *55%*	411 *25%*	272 *16%*	243 *15%*	422 *25%*
Effective Total	**1141**	528	613	98	211	213	196	197	238	227	664	295	247	224	379
4	**38** ***2%***	17 *2%* *46%*	20 *2%* *54%*	4 *2%* *10%*	12 *4%* *33%* G	5 *2%* *13%*	6 *2%* *15%*	1 *** *3%*	10 *3%* *27%*	9 *3%* *24%*	20 *2%* *53%*	8 *1%* *22%*	7 *2%* *19%*	11 *3%* *30%*	12 *2%* *31%*
3	**37** ***2%***	25 *3%* *69%* B	11 *1%* *31%*	6 *4%* *18%*	9 *3%* *25%*	8 *3%* *22%*	5 *2%* *13%*	2 *1%* *7%*	6 *2%* *16%*	2 *1%* *5%*	22 *3%* *61%*	13 *2%* *35%*	11 *3%* *31%*	5 *1%* *15%*	14 *2%* *38%*
2	**9** ***1%***	4 *1%* *46%*	5 *1%* *54%*	2 *1%* *21%*	2 *1%* *25%*	* * *3%*	* * *4%*	1 *** *11%*	3 *1%* *35%*	- - -	8 *1%* *92%*	1 *** *8%*	1 *** *12%*	2 *** *23%*	4 *1%* *51%*
1	**32** ***2%***	14 *2%* *46%*	17 *2%* *54%*	2 *1%* *6%*	4 *1%* *11%*	12 *4%* *39%* DH	4 *1%* *13%*	7 *3%* *22%*	3 *1%* *9%*	5 *2%* *17%*	16 *2%* *50%*	11 *2%* *33%*	8 *2%* *25%*	11 *2%* *34%*	8 *1%* *25%*
Don't know	**61** ***4%***	29 *4%* *47%*	33 *4%* *53%*	5 *3%* *8%*	11 *3%* *18%*	6 *2%* *10%*	7 *3%* *12%*	14 *6%* *23%* E	18 *5%* *29%*	6 *2%* *10%*	24 *3%* *39%*	31 *6%* *51%* J	16 *4%* *27%*	22 *5%* *35%*	12 *2%* *19%*
Net: 10/9/8/7	**1226** ***73%***	557 *71%* *45%*	669 *75%* *55%*	137 *78%* *11%*	249 *73%* *20%*	217 *74%* *18%*	222 *80%* *18%* GH	165 *67%* *13%*	236 *68%* *19%*	228 *79%* *19%* J	596 *72%* *49%*	402 *71%* *33%*	287 *72%* *23%*	317 *71%* *26%*	423 *76%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 374

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1673**	784 *47%*	889 *53%*	149 *9%*	295 *18%*	306 *18%*	307 *18%*	289 *17%*	322 *19%*	313 *19%*	912 *55%*	411 *25%*	272 *16%*	243 *15%*	422 *25%*
Effective Total	**1141**	528	613	98	211	213	196	197	238	227	664	295	247	224	379
Net: 10/9	**531** ***32%***	227 *29%* *43%*	303 *34%* *57%*	54 *31%* *10%*	104 *30%* *20%*	104 *36%* *20%*	101 *36%* *19%*	67 *27%* *13%*	100 *29%* *19%*	103 *35%* *19%*	236 *29%* *45%*	192 *34%* *36%*	121 *31%* *23%*	151 *34%* *28%*	174 *31%* *33%*
Net: 6/5/4	**316** ***19%***	154 *20%* *49%*	162 *18%* *51%*	24 *14%* *8%*	68 *20%* *21%*	49 *17%* *16%*	39 *14%* *12%*	55 *23%* *18%* F	80 *23%* *25%* CF	48 *17%* *15%*	162 *20%* *51%*	106 *19%* *34%*	72 *18%* *23%*	89 *20%* *28%*	92 *17%* *29%*
Net: 3/2/1	**77** ***5%***	44 *6%* *57%*	33 *4%* *43%*	10 *6%* *13%*	15 *4%* *20%*	21 *7%* *27%*	9 *3%* *12%*	10 *4%* *14%*	12 *3%* *15%*	7 *2%* *9%*	46 *6%* *60%*	24 *4%* *31%*	20 *5%* *27%*	18 *4%* *23%*	26 *5%* *34%*
Mean	**7.52**	7.41	7.61	7.65	7.42	7.49	7.81 D GH	7.39	7.42	7.73 J	7.39	7.60	7.57	7.49	7.56
Standard Deviation	**1.99**	2.01	1.97	1.94	1.93	2.22	1.86	2.05	1.91	1.85	2.04	1.98	2.05	2.04	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 374

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1673**	254 *15%*	239 *14%*	243 *15%*	937 *56%*	1552 *93%*	95 *6%*	235 *14%*	1414 *85%*	1427 *85%*	901 *54%*	523 *31%*	544 *33%*
Total (Wtd)	**1680**	153 *9%*	82 *5%*	50 *3%*	1394 *83%*	1562 *93%*	119* *7%* *	251 *15%*	1401 *83%*	1414 *84%*	867 *52%*	545 *32%*	563 *34%*
Effective Total	**1141**	230	214	215	835	1060	81	161	967	974	607	365	377
10	**275** ***16%***	14 *9%* *5%*	15 *19%* *6%* O	9 *18%* *3%* O	236 *17%* *86%* O	251 *16%* *92%*	23 *20%* *8%*	48 *19%* *17%*	220 *16%* *80%*	222 *16%* *81%*	138 *16%* *50%*	84 *15%* *31%*	87 *16%* *32%*
9	**256** ***15%***	27 *18%* *11%*	10 *13%* *4%*	9 *18%* *4%*	210 *15%* *82%*	233 *15%* *91%*	23 *19%* *9%*	33 *13%* *13%*	217 *15%* *85%*	222 *16%* *87%*	154 *18%* *60%* YZ	69 *13%* *27%*	72 *13%* *28%*
8	**401** ***24%***	32 *21%* *8%*	20 *25%* *5%*	10 *19%* *2%*	339 *24%* *85%*	376 *24%* *94%*	25 *21%* *6%*	55 *22%* *14%*	343 *25%* *86%*	344 *24%* *86%*	191 *22%* *48%*	153 *28%* *38%* X	158 *28%* *39%* X
7	**294** ***18%***	29 *19%* *10%*	14 *18%* *5%*	8 *17%* *3%*	242 *17%* *82%*	277 *18%* *94%*	17 *15%* *6%*	55 *22%* *19%*	235 *17%* *80%*	235 *17%* *80%*	143 *17%* *49%*	92 *17%* *31%*	93 *17%* *32%*
6	**150** ***9%***	19 *12%* *13%*	8 *9%* *5%*	6 *12%* *4%*	117 *8%* *78%*	141 *9%* *94%*	8 *7%* *6%*	16 *6%* *11%*	130 *9%* *87%*	130 *9%* *87%*	87 *10%* *58%*	43 *8%* *29%*	48 *8%* *32%*
5	**129** ***8%***	14 *9%* *11%*	7 *8%* *5%*	2 *5%* *2%*	106 *8%* *82%*	121 *8%* *94%*	7 *6%* *6%*	21 *8%* *16%*	103 *7%* *80%*	107 *8%* *83%*	66 *8%* *51%*	42 *8%* *32%*	42 *7%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 374

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1673**	254 *15%*	239 *14%*	243 *15%*	937 *56%*	1552 *93%*	95 *6%*	235 *14%*	1414 *85%*	1427 *85%*	901 *54%*	523 *31%*	544 *33%*
Effective Total	**1141**	230	214	215	835	1060	81	161	967	974	607	365	377
4	**38** ***2%***	4 *3%* *11%*	2 *2%* *4%*	2 *3%* *4%*	30 *2%* *81%*	35 *2%* *93%*	3 *2%* *7%*	* * *1%*	37 *3%* *99%* U	37 *3%* *99%* U	23 *3%* *61%* U	14 *3%* *36%*	14 *2%* *37%*
3	**37** ***2%***	4 *3%* *11%*	1 *1%* *3%*	1 *2%* *2%*	31 *2%* *84%*	32 *2%* *87%*	5 *4%* *13%*	1 * *3%*	35 *3%* *97%*	35 *2%* *97%*	26 *3%* *72%*	9 *2%* *25%*	9 *2%* *25%*
2	**9** ***1%***	- - -	* * *4%*	1 *2%* *11%* OR	7 *1%* *86%*	9 *1%* *100%*	- - -	- - -	9 *1%* *100%*	9 *1%* *100%*	6 *1%* *65%*	2 * *23%*	2 * *23%*
1	**32** ***2%***	3 *2%* *9%*	1 *2%* *4%*	1 *2%* *3%*	27 *2%* *85%*	29 *2%* *91%*	3 *2%* *9%*	6 *2%* *18%*	26 *2%* *82%*	26 *2%* *82%*	12 *1%* *38%*	14 *3%* *44%*	14 *2%* *44%*
Don't know	**61** ***4%***	7 *5%* *12%*	3 *4%* *5%*	1 *3%* *2%*	50 *4%* *81%*	57 *4%* *92%*	5 *4%* *8%*	15 *6%* *25%* X	46 *3%* *75%*	46 *3%* *75%*	22 *2%* *35%*	24 *4%* *40%*	24 *4%* *40%*
Net: 10/9/8/7	**1226** ***73%***	102 *67%* *8%*	61 *73%* *5%*	36 *72%* *3%*	1027 *74%* *84%* O	1138 *73%* *93%*	88 *74%* *7%*	192 *76%* *16%*	1015 *72%* *83%*	1023 *72%* *83%*	626 *72%* *51%*	398 *73%* *32%*	410 *73%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 374

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Importance Rating ****

Base : All in sample A - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1673**	254 *15%*	239 *14%*	243 *15%*	937 *56%*	1552 *93%*	95 *6%*	235 *14%*	1414 *85%*	1427 *85%*	901 *54%*	523 *31%*	544 *33%*
Effective Total	**1141**	230	214	215	835	1060	81	161	967	974	607	365	377
Net: 10/9	**531** ***32%***	41 *27%* *8%*	26 *31%* *5%*	18 *36%* *3%* O	445 *32%* *84%*	484 *31%* *91%*	46 *39%* *9%*	81 *32%* *15%*	437 *31%* *82%*	444 *31%* *84%*	292 *34%* *55%*	153 *28%* *29%*	160 *28%* *30%*
Net: 6/5/4	**316** ***19%***	37 *24%* *12%* R	16 *19%* *5%*	10 *20%* *3%*	253 *18%* *80%*	298 *19%* *94%*	18 *16%* *6%*	37 *15%* *12%*	270 *19%* *86%*	275 *19%* *87%*	176 *20%* *56%*	98 *18%* *31%*	103 *18%* *33%*
Net: 3/2/1	**77** ***5%***	7 *4%* *9%*	3 *3%* *4%*	3 *5%* *4%*	65 *5%* *84%*	70 *4%* *90%*	7 *6%* *9%*	7 *3%* *9%*	70 *5%* *91%*	70 *5%* *91%*	44 *5%* *57%*	25 *5%* *33%*	25 *4%* *33%*
Mean	**7.52**	7.25	7.61	7.54	7.54	7.51	7.66	7.71	7.48	7.48	7.50	7.47	7.48
Standard Deviation	**1.99**	1.92	1.93	2.11	2.00	1.98	2.13	1.88	2.01	2.01	2.00	2.01	2.00

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 375

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Total (Wtd)	**1675**	827 *49%*	848 *51%*	167* *10%* *	348 *21%*	275 *16%*	334 *20%*	241 *14%*	308 *18%*	314 *19%*	850 *51%*	510 *30%*	409 *24%*	394 *24%*	587 *35%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
10	**159** ***10%***	86 *10%* *54%*	73 *9%* *46%*	16 *10%* *10%*	41 *12%* *26%* E	17 *6%* *10%*	26 *8%* *17%*	19 *8%* *12%*	40 *13%* *25%* E	28 *9%* *18%*	73 *9%* *46%*	58 *11%* *37%*	46 *11%* *29%*	33 *8%* *21%*	48 *8%* *30%*
9	**177** ***11%***	74 *9%* *42%*	103 *12%* *58%*	20 *12%* *11%*	23 *7%* *13%*	33 *12%* *19%* D	33 *10%* *19%*	36 *15%* *20%* D	32 *10%* *18%*	37 *12%* *21%*	82 *10%* *46%*	57 *11%* *32%*	50 *12%* *28%*	37 *9%* *21%*	65 *11%* *37%*
8	**401** ***24%***	194 *24%* *49%*	206 *24%* *51%*	29 *17%* *7%*	78 *22%* *20%*	64 *23%* *16%*	93 *28%* *23%* C	60 *25%* *15%*	75 *24%* *19%*	79 *25%* *20%*	220 *26%* *55%*	103 *20%* *26%*	98 *24%* *24%*	101 *26%* *25%*	132 *22%* *33%*
7	**320** ***19%***	161 *19%* *50%*	160 *19%* *50%*	31 *19%* *10%*	67 *19%* *21%*	58 *21%* *18%*	70 *21%* *22%*	51 *21%* *16%*	44 *14%* *14%*	72 *23%* *22%* K	170 *20%* *53%*	79 *15%* *25%*	68 *17%* *21%*	87 *22%* *27%*	114 *19%* *35%*
6	**213** ***13%***	81 *10%* *38%*	132 *16%* *62%* A	28 *17%* *13%* G	57 *16%* *27%* G	31 *11%* *15%*	36 *11%* *17%*	19 *8%* *9%*	42 *14%* *20%*	30 *10%* *14%*	113 *13%* *53%*	70 *14%* *33%*	48 *12%* *23%*	52 *13%* *24%*	77 *13%* *36%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 375

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
5	**192** ***11%***	105 *13%* *54%*	88 *10%* *46%*	13 *8%* *7%*	49 *14%* *25%*	33 *12%* *17%*	45 *13%* *23%*	20 *8%* *10%*	33 *11%* *17%*	37 *12%* *19%*	94 *11%* *49%*	62 *12%* *32%*	46 *11%* *24%*	36 *9%* *18%*	76 *13%* *39%*
4	**55** ***3%***	31 *4%* *56%*	24 *3%* *44%*	12 *7%* *23%* DH	8 *2%* *14%*	9 *3%* *16%*	10 *3%* *18%*	10 *4%* *19%*	6 *2%* *11%*	9 *3%* *17%*	25 *3%* *46%*	20 *4%* *37%*	8 *2%* *14%*	14 *4%* *26%*	23 *4%* *41%*
3	**42** ***3%***	30 *4%* *72%* B	12 *1%* *28%*	11 *7%* *26%* FG	7 *2%* *18%*	8 *3%* *19%*	5 *1%* *11%*	4 *2%* *10%*	7 *2%* *16%*	4 *1%* *10%*	21 *2%* *50%*	17 *3%* *40%*	18 *4%* *42%*	5 *1%* *13%*	13 *2%* *30%*
2	**32** ***2%***	23 *3%* *71%* B	9 *1%* *29%*	- - -	6 *2%* *18%*	6 *2%* *19%*	5 *2%* *16%*	3 *1%* *10%*	12 *4%* *36%* C	4 *1%* *13%*	12 *1%* *36%*	16 *3%* *51%*	6 *2%* *20%*	10 *3%* *32%*	10 *2%* *32%*
1	**55** ***3%***	34 *4%* *62%*	21 *2%* *38%*	7 *4%* *12%*	9 *3%* *17%*	12 *4%* *21%*	6 *2%* *12%*	12 *5%* *22%*	9 *3%* *16%*	9 *3%* *16%*	27 *3%* *50%*	19 *4%* *34%*	12 *3%* *23%*	17 *4%* *31%*	19 *3%* *35%*
Don't know	**28** ***2%***	8 *1%* *27%*	21 *2%* *73%* A	* * *	3 *1%* *12%*	5 *2%* *19%*	4 *1%* *13%*	7 *3%* *24%*	9 *3%* *33%*	5 *2%* *18%*	14 *2%* *49%*	10 *2%* *34%*	8 *2%* *30%*	2 * *6%*	11 *2%* *39%*
Net: 10/9/8/7	**1057** ***63%***	516 *62%* *49%*	542 *64%* *51%*	96 *58%* *9%*	209 *60%* *20%*	171 *62%* *16%*	223 *67%* *21%*	165 *69%* *16%*	191 *62%* *18%*	216 *69%* *20%* K	545 *64%* *52%*	297 *58%* *28%*	262 *64%* *25%*	258 *66%* *24%*	359 *61%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 375

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
Net: 10/9	**336** ***20%***	160 *19%* *48%*	176 *21%* *52%*	36 *22%* *11%*	64 *18%* *19%*	50 *18%* *15%*	59 *18%* *18%*	55 *23%* *16%*	72 *23%* *22%*	65 *21%* *19%*	155 *18%* *46%*	116 *23%* *34%*	96 *23%* *29%*	70 *18%* *21%*	113 *19%* *34%*
Net: 6/5/4	**460** ***27%***	217 *26%* *47%*	244 *29%* *53%*	53 *32%* *12%* G	113 *33%* *25%* G	73 *26%* *16%*	91 *27%* *20%*	49 *20%* *11%*	81 *26%* *18%*	76 *24%* *17%*	231 *27%* *50%*	153 *30%* *33%*	102 *25%* *22%*	102 *26%* *22%*	176 *30%* *38%*
Net: 3/2/1	**129** ***8%***	87 *11%* *67%* B	42 *5%* *33%*	18 *11%* *14%*	23 *6%* *17%*	26 *9%* *20%*	16 *5%* *12%*	20 *8%* *15%*	27 *9%* *21%*	17 *5%* *13%*	60 *7%* *47%*	52 *10%* *40%*	36 *9%* *28%*	33 *8%* *25%*	42 *7%* *33%*
Mean	**6.88**	6.73	7.04 A	6.66	6.87	6.72	7.00	6.96	6.99	7.05	6.90	6.75	6.99	6.83	6.81
Standard Deviation	**2.13**	2.28	1.95	2.25	2.06	2.18	1.91	2.23	2.25	2.00	2.06	2.31	2.18	2.15	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 375

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Total (Wtd)	**1675**	149 *9%*	85 *5%*	50 *3%*	1390 *83%*	1561 *93%*	113* *7%* *	196 *12%*	1455 *87%*	1474 *88%*	913 *55%*	555 *33%*	585 *35%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
10	**159** ***10%***	20 *13%* *12%*	8 *9%* *5%*	5 *10%* *3%*	126 *9%* *79%*	148 *10%* *93%*	11 *9%* *7%*	20 *10%* *12%*	135 *9%* *85%*	138 *9%* *87%*	92 *10%* *58%*	45 *8%* *28%*	49 *8%* *31%*
9	**177** ***11%***	13 *9%* *7%*	7 *8%* *4%*	4 *9%* *2%*	152 *11%* *86%*	168 *11%* *95%*	8 *7%* *5%*	17 *9%* *10%*	158 *11%* *89%*	159 *11%* *90%*	91 *10%* *52%*	68 *12%* *38%*	70 *12%* *40%*
8	**401** ***24%***	38 *25%* *9%*	21 *25%* *5%*	11 *21%* *3%*	331 *24%* *83%*	370 *24%* *92%*	31 *27%* *8%*	39 *20%* *10%*	360 *25%* *90%*	361 *25%* *90%*	224 *25%* *56%*	135 *24%* *34%*	140 *24%* *35%*
7	**320** ***19%***	28 *19%* *9%*	14 *17%* *4%*	9 *19%* *3%*	269 *19%* *84%*	301 *19%* *94%*	19 *17%* *6%*	21 *11%* *7%*	289 *20%* *90%* U	297 *20%* *93%* U	183 *20%* *57%* U	113 *20%* *35%* U	123 *21%* *38%* U
6	**213** ***13%***	18 *12%* *8%*	12 *14%* *6%*	6 *11%* *3%*	177 *13%* *83%*	202 *13%* *95%*	10 *9%* *5%*	28 *14%* *13%*	180 *12%* *85%*	185 *13%* *87%*	121 *13%* *57%*	63 *11%* *30%*	65 *11%* *31%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 375

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
5	**192** ***11%***	17 *11%* *9%*	11 *13%* *6%*	7 *14%* *4%*	157 *11%* *82%*	171 *11%* *89%*	22 *19%* *11%* S	28 *14%* *15%*	162 *11%* *84%*	163 *11%* *85%*	105 *12%* *55%*	57 *10%* *30%*	64 *11%* *33%*
4	**55** ***3%***	5 *3%* *9%*	2 *3%* *4%*	3 *5%* *5%*	45 *3%* *82%*	50 *3%* *90%*	5 *5%* *10%*	14 *7%* *26%* VWXY Z	41 *3%* *74%*	41 *3%* *74%*	29 *3%* *53%*	12 *2%* *21%*	12 *2%* *22%*
3	**42** ***3%***	3 *2%* *7%*	1 *2%* *3%*	2 *4%* *5%*	35 *3%* *84%*	40 *3%* *96%*	2 *1%* *4%*	5 *3%* *12%*	37 *3%* *88%*	37 *3%* *88%*	18 *2%* *42%*	19 *3%* *46%*	20 *3%* *48%*
2	**32** ***2%***	2 *1%* *5%*	2 *2%* *6%*	2 *3%* *5%*	27 *2%* *84%*	32 *2%* *100%*	- - -	5 *3%* *16%*	27 *2%* *84%*	27 *2%* *84%*	18 *2%* *54%*	9 *2%* *29%*	9 *2%* *29%*
1	**55** ***3%***	3 *2%* *5%*	2 *3%* *4%*	1 *2%* *2%*	49 *4%* *89%*	52 *3%* *94%*	3 *3%* *6%*	10 *5%* *18%*	45 *3%* *82%*	45 *3%* *82%*	25 *3%* *46%*	20 *4%* *36%*	20 *3%* *36%*
Don't know	**28** ***2%***	3 *2%* *11%*	3 *4%* *11%* R	1 *2%* *3%*	21 *2%* *75%*	26 *2%* *93%*	2 *2%* *7%*	8 *4%* *30%* VWX	20 *1%* *70%*	20 *1%* *70%*	8 *1%* *28%*	12 *2%* *42%*	13 *2%* *47%*
Net: 10/9/8/7	**1057** ***63%***	98 *66%* *9%*	51 *60%* *5%*	29 *59%* *3%*	878 *63%* *83%*	988 *63%* *93%*	69 *61%* *7%*	97 *50%* *9%*	943 *65%* *89%* U	956 *65%* *90%* U	590 *65%* *56%* U	362 *65%* *34%* U	381 *65%* *36%* U

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 375

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Personal Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
Net: 10/9	**336** ***20%***	33 *22%* *10%*	15 *18%* *4%*	9 *18%* *3%*	279 *20%* *83%*	317 *20%* *94%*	19 *17%* *6%*	37 *19%* *11%*	294 *20%* *87%*	298 *20%* *89%*	183 *20%* *54%*	113 *20%* *34%*	119 *20%* *35%*
Net: 6/5/4	**460** ***27%***	39 *26%* *9%*	26 *30%* *6%*	15 *30%* *3%*	380 *27%* *83%*	422 *27%* *92%*	38 *33%* *8%*	70 *36%* *15%* VWYZ	383 *26%* *83%*	389 *26%* *84%*	255 *28%* *55%*	132 *24%* *29%*	141 *24%* *31%*
Net: 3/2/1	**129** ***8%***	8 *5%* *6%*	6 *7%* *4%*	5 *10%* *4%* O	111 *8%* *86%*	125 *8%* *96%*	5 *4%* *4%*	20 *10%* *16%*	109 *7%* *84%*	109 *7%* *84%*	61 *7%* *47%*	48 *9%* *37%*	49 *8%* *38%*
Mean	**6.88**	7.13 Q	6.87	6.66	6.87	6.89	6.86	6.47	6.93 U	6.94 U	6.95 U	6.91 U	6.91 U
Standard Deviation	**2.13**	2.02	2.07	2.23	2.14	2.14	2.00	2.39	2.09	2.09	2.06	2.13	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 376

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Total (Wtd)	**1675**	827 *49%*	848 *51%*	167* *10%* *	348 *21%*	275 *16%*	334 *20%*	241 *14%*	308 *18%*	314 *19%*	850 *51%*	510 *30%*	409 *24%*	394 *24%*	587 *35%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
10	**233** ***14%***	121 *15%* *52%*	112 *13%* *48%*	31 *19%* *14%*	49 *14%* *21%*	37 *14%* *16%*	41 *12%* *18%*	28 *11%* *12%*	47 *15%* *20%*	47 *15%* *20%*	112 *13%* *48%*	74 *14%* *32%*	54 *13%* *23%*	56 *14%* *24%*	80 *14%* *34%*
9	**217** ***13%***	101 *12%* *47%*	116 *14%* *53%*	20 *12%* *9%*	41 *12%* *19%*	35 *13%* *16%*	50 *15%* *23%*	36 *15%* *17%*	35 *11%* *16%*	43 *14%* *20%*	100 *12%* *46%*	73 *14%* *34%*	71 *17%* *33%*	43 *11%* *20%*	74 *13%* *34%*
8	**402** ***24%***	189 *23%* *47%*	213 *25%* *53%*	43 *25%* *11%*	78 *22%* *19%*	62 *23%* *15%*	79 *24%* *20%*	68 *28%* *17%*	71 *23%* *18%*	71 *22%* *18%*	218 *26%* *54%*	114 *22%* *28%*	92 *23%* *23%*	96 *24%* *24%*	144 *25%* *36%*
7	**325** ***19%***	156 *19%* *48%*	169 *20%* *52%*	30 *18%* *9%*	86 *25%* *26%* EH	46 *17%* *14%*	69 *21%* *21%*	46 *19%* *14%*	48 *16%* *15%*	76 *24%* *23%* K	170 *20%* *52%*	79 *16%* *24%*	72 *18%* *22%*	77 *20%* *24%*	119 *20%* *37%*
6	**193** ***12%***	89 *11%* *46%*	105 *12%* *54%*	20 *12%* *11%*	34 *10%* *18%*	42 *15%* *22%* G	39 *12%* *20%*	17 *7%* *9%*	40 *13%* *21%*	30 *9%* *15%*	101 *12%* *52%*	63 *12%* *32%*	51 *13%* *27%*	47 *12%* *24%*	65 *11%* *34%*
5	**140** ***8%***	83 *10%* *59%* B	57 *7%* *41%*	12 *7%* *9%*	37 *11%* *27%*	25 *9%* *18%*	19 *6%* *14%*	23 *10%* *17%*	23 *7%* *17%*	21 *7%* *15%*	71 *8%* *51%*	48 *9%* *35%*	31 *8%* *22%*	29 *7%* *21%*	51 *9%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 376

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
4	**40** ***2%***	25 *3%* *63%*	15 *2%* *37%*	7 *4%* *18%*	5 *1%* *12%*	7 *2%* *16%*	11 *3%* *27%*	4 *2%* *10%*	7 *2%* *17%*	4 *1%* *11%*	17 *2%* *42%*	19 *4%* *47%*	7 *2%* *18%*	14 *3%* *34%*	12 *2%* *30%*
3	**22** ***1%***	14 *2%* *65%*	8 *1%* *35%*	2 *1%* *9%*	4 *1%* *17%*	3 *1%* *11%*	8 *2%* *36%*	2 *1%* *11%*	3 *1%* *15%*	7 *2%* *30%*	9 *1%* *40%*	7 *1%* *30%*	8 *2%* *37%*	4 *1%* *17%*	7 *1%* *30%*
2	**10** ***1%***	6 *1%* *55%*	5 *1%* *45%*	- - -	2 *1%* *22%*	3 *1%* *28%*	1 *** *6%*	* * *2%*	4 *1%* *42%*	- - -	6 *1%* *60%*	4 *1%* *40%*	3 *1%* *25%*	4 *1%* *36%*	2 * *16%*
1	**21** ***1%***	14 *2%* *69%*	7 *1%* *31%*	2 *1%* *8%*	3 *1%* *14%*	5 *2%* *23%*	2 *1%* *11%*	5 *2%* *25%*	4 *1%* *17%*	2 *1%* *11%*	12 *1%* *58%*	6 *1%* *31%*	2 * *8%*	9 *2%* *42%*	9 *1%* *41%*
Don't know	**71** ***4%***	29 *3%* *40%*	42 *5%* *60%*	* * *	9 *2%* *12%*	11 *4%* *16%* C	13 *4%* *19%* C	12 *5%* *16%* C	26 *9%* *37%* CDF	13 *4%* *19%*	34 *4%* *48%*	24 *5%* *33%*	18 *4%* *25%*	16 *4%* *22%*	24 *4%* *34%*
Net: 10/9/8/7	**1177** ***70%***	567 *69%* *48%*	610 *72%* *52%*	124 *74%* *11%*	254 *73%* *22%*	180 *65%* *15%*	240 *72%* *20%*	177 *73%* *15%*	201 *65%* *17%*	237 *75%* *20%* K	600 *71%* *51%*	340 *67%* *29%*	289 *71%* *25%*	272 *69%* *23%*	418 *71%* *35%*
Net: 10/9	**450** ***27%***	222 *27%* *49%*	228 *27%* *51%*	51 *31%* *11%*	90 *26%* *20%*	72 *26%* *16%*	91 *27%* *20%*	64 *26%* *14%*	82 *27%* *18%*	90 *29%* *20%*	213 *25%* *47%*	147 *29%* *33%*	124 *30%* *28%*	99 *25%* *22%*	155 *26%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 376

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1682**	825 *49%*	857 *51%*	144 *9%*	304 *18%*	294 *17%*	330 *20%*	269 *16%*	331 *20%*	311 *18%*	957 *57%*	382 *23%*	293 *17%*	222 *13%*	439 *26%*
Effective Total	**1154**	566	588	95	210	208	238	190	227	236	693	269	265	203	387
Net: 6/5/4	**373** ***22%***	197 *24%* *53%*	176 *21%* *47%*	40 *24%* *11%*	76 *22%* *21%*	74 *27%* *20%* G	69 *21%* *19%*	44 *18%* *12%*	69 *23%* *19%*	55 *17%* *15%*	188 *22%* *51%*	130 *25%* *35%* I	90 *22%* *24%*	90 *23%* *24%*	128 *22%* *34%*
Net: 3/2/1	**54** ***3%***	34 *4%* *64%*	19 *2%* *36%*	4 *2%* *7%*	9 *3%* *17%*	10 *4%* *19%*	11 *3%* *21%*	8 *3%* *15%*	11 *4%* *21%*	9 *3%* *17%*	27 *3%* *51%*	17 *3%* *32%*	13 *3%* *23%*	16 *4%* *30%*	17 *3%* *32%*
Mean	**7.42**	7.31	7.53	7.55	7.41	7.29	7.45	7.46	7.42	7.57	7.40	7.37	7.52	7.31	7.43
Standard Deviation	**1.86**	1.98	1.73	1.87	1.79	1.95	1.79	1.87	1.95	1.75	1.84	1.96	1.79	1.99	1.84

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 376

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Total (Wtd)	**1675**	149 *9%*	85 *5%*	50 *3%*	1390 *83%*	1561 *93%*	113* *7%* *	196 *12%*	1455 *87%*	1474 *88%*	913 *55%*	555 *33%*	585 *35%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
10	**233** ***14%***	22 *14%* *9%*	15 *18%* *6%*	6 *13%* *3%*	190 *14%* *82%*	214 *14%* *92%*	19 *17%* *8%*	29 *15%* *12%*	198 *14%* *85%*	201 *14%* *86%*	130 *14%* *56%*	68 *12%* *29%*	75 *13%* *32%*
9	**217** ***13%***	15 *10%* *7%*	8 *10%* *4%*	5 *11%* *3%*	188 *14%* *87%*	206 *13%* *95%*	12 *10%* *5%*	19 *10%* *9%*	196 *13%* *90%*	198 *13%* *91%*	123 *13%* *56%*	75 *13%* *34%*	76 *13%* *35%*
8	**402** ***24%***	39 *26%* *10%*	19 *22%* *5%*	11 *23%* *3%*	332 *24%* *83%*	372 *24%* *93%*	30 *27%* *7%*	43 *22%* *11%*	357 *25%* *89%*	359 *24%* *89%*	224 *24%* *56%*	134 *24%* *33%*	142 *24%* *35%*
7	**325** ***19%***	29 *20%* *9%*	17 *20%* *5%*	10 *21%* *3%*	268 *19%* *82%*	309 *20%* *95%*	16 *14%* *5%*	25 *13%* *8%*	293 *20%* *90%* U	301 *20%* *92%* U	180 *20%* *55%* U	120 *22%* *37%* U	123 *21%* *38%* U
6	**193** ***12%***	15 *10%* *8%*	10 *12%* *5%*	5 *10%* *3%*	164 *12%* *85%*	180 *12%* *93%*	13 *12%* *7%*	31 *16%* *16%* YZ	161 *11%* *83%*	162 *11%* *84%*	115 *13%* *59%*	48 *9%* *25%*	52 *9%* *27%*
5	**140** ***8%***	15 *10%* *11%*	7 *9%* *5%*	5 *11%* *4%*	111 *8%* *80%*	125 *8%* *89%*	15 *13%* *11%*	26 *13%* *18%* VWX	111 *8%* *79%*	113 *8%* *81%*	70 *8%* *50%*	43 *8%* *31%*	46 *8%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 376

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
4	**40** ***2%***	3 *2%* *8%*	1 *2%* *3%*	2 *5%* *6%* PR	33 *2%* *82%*	40 *3%* *100%*	- - -	4 *2%* *9%*	36 *2%* *91%*	36 *2%* *91%*	24 *3%* *59%*	13 *2%* *31%*	14 *2%* *34%*
3	**22** ***1%***	2 *1%* *8%*	1 *1%* *5%*	1 *1%* *2%*	19 *1%* *84%*	21 *1%* *95%*	1 *1%* *5%*	- - -	22 *2%* *100%*	22 *2%* *100%*	11 *1%* *50%*	11 *2%* *50%*	11 *2%* *50%*
2	**10** ***1%***	1 *1%* *11%*	1 *1%* *5%*	1 *1%* *6%*	8 *1%* *77%*	10 *1%* *100%*	- - -	2 *1%* *17%*	9 *1%* *83%*	9 *1%* *83%*	6 *1%* *59%*	2 *** *24%*	2 *** *24%*
1	**21** ***1%***	1 *** *3%*	1 *1%* *3%*	1 *1%* *3%*	19 *1%* *91%*	19 *1%* *93%*	2 *1%* *7%*	3 *2%* *15%*	18 *1%* *85%*	18 *1%* *85%*	9 *1%* *45%*	8 *1%* *39%*	8 *1%* *39%*
Don't know	**71** ***4%***	7 *5%* *10%*	5 *6%* *7%*	2 *3%* *2%*	58 *4%* *81%*	65 *4%* *92%*	6 *5%* *8%*	15 *8%* *22%* VWX	56 *4%* *78%*	56 *4%* *78%*	23 *2%* *32%*	33 *6%* *46%* X	34 *6%* *49%* X
Net: 10/9/8/7	**1177** ***70%***	105 *71%* *9%*	59 *69%* *5%*	34 *67%* *3%*	979 *70%* *83%*	1100 *70%* *93%*	77 *68%* *7%*	115 *59%* *10%*	1043 *72%* *89%* U	1058 *72%* *90%* U	656 *72%* *56%* U	397 *72%* *34%* U	417 *71%* *35%* U
Net: 10/9	**450** ***27%***	37 *25%* *8%*	23 *27%* *5%*	12 *24%* *3%*	378 *27%* *84%*	419 *27%* *93%*	31 *27%* *7%*	48 *24%* *11%*	393 *27%* *87%*	399 *27%* *89%*	253 *28%* *56%*	143 *26%* *32%*	151 *26%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 376

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Its programmes offer a range of opinions of subjects and issues - Social Importance Rating ****

Base : All in sample B - Q3 and Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1682**	246 *15%*	240 *14%*	242 *14%*	954 *57%*	1569 *93%*	90 *5%*	212 *13%*	1449 *86%*	1464 *87%*	939 *56%*	519 *31%*	557 *33%*
Effective Total	**1154**	227	219	216	845	1078	76	144	995	1007	635	368	392
Net: 6/5/4	**373** ***22%***	33 *22%* *9%*	19 *22%* *5%*	13 *26%* *3%*	308 *22%* *83%*	345 *22%* *93%*	28 *25%* *7%*	60 *31%* *16%* VWXY Z	308 *21%* *82%*	311 *21%* *83%*	208 *23%* *56%*	103 *19%* *28%*	112 *19%* *30%*
Net: 3/2/1	**54** ***3%***	4 *2%* *7%*	2 *3%* *4%*	2 *4%* *3%*	46 *3%* *86%*	51 *3%* *95%*	3 *2%* *5%*	5 *2%* *9%*	49 *3%* *91%*	49 *3%* *91%*	27 *3%* *50%*	22 *4%* *41%*	22 *4%* *41%*
Mean	**7.42**	7.44	7.50	7.19	7.42	7.42	7.51	7.26	7.44	7.44	7.45	7.40	7.42
Standard Deviation	**1.86**	1.79	1.85	1.98	1.87	1.86	1.86	1.96	1.85	1.85	1.83	1.87	1.87

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 377

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes offer a range of opinions of subjects and issues - SUMMARY

Base : Regular viewers of each channel - Q3 and Q4 only

	Q6b(c) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2418	1229	1824	1138	39	603	267	152	975	52	3334	1673	1682	1682
Total (Wtd)	2403	1207	1806	1179	14	601	289	129	931	50	3331	1680	1675	1675
Effective Total	1661	851	1212	780	37	419	175	102	671	33	2282	1141	1154	1154
10	93 *4%*	51 *4%*	67 *4%*	47 *4%*	1 *5%*	19 *3%*	9 *3%*	7 *6%*	75 *8%*	5 *9%*	133 *4%*	275 *16%*	159 *10%*	233 *14%*
9	233 *10%*	129 *11%*	97 *5%*	100 *8%*	1 *5%*	25 *4%*	24 *8%*	11 *8%*	133 *14%*	7 *15%*	200 *6%*	256 *15%*	177 *11%*	217 *13%*
8	583 *24%*	289 *24%*	290 *16%*	274 *23%*	3 *20%*	66 *11%*	36 *12%*	26 *20%*	215 *23%*	6 *13%*	638 *19%*	401 *24%*	401 *24%*	402 *24%*
7	598 *25%*	295 *24%*	432 *24%*	217 *18%*	2 *11%*	100 *17%*	54 *18%*	33 *26%*	202 *22%*	10 *19%*	799 *24%*	294 *18%*	320 *19%*	325 *19%*
6	344 *14%*	167 *14%*	339 *19%*	202 *17%*	2 *17%*	92 *15%*	45 *16%*	17 *13%*	111 *12%*	4 *8%*	611 *18%*	150 *9%*	213 *13%*	193 *12%*
5	222 *9%*	88 *7%*	242 *13%*	125 *11%*	2 *17%*	107 *18%*	28 *10%*	10 *8%*	85 *9%*	4 *8%*	429 *13%*	129 *8%*	192 *11%*	140 *8%*
4	105 *4%*	52 *4%*	105 *6%*	50 *4%*	* *2%*	42 *7%*	33 *12%*	5 *4%*	23 *2%*	2 *5%*	140 *4%*	38 *2%*	55 *3%*	40 *2%*
3	42 *2%*	25 *2%*	57 *3%*	27 *2%*	* *2%*	31 *5%*	7 *3%*	2 *2%*	22 *2%*	3 *7%*	88 *3%*	37 *2%*	42 *3%*	22 *1%*
2	25 *1%*	18 *2%*	16 *1%*	14 *1%*	* *3%*	10 *2%*	4 *1%*	* *	9 *1%*	- -	35 *1%*	9 *1%*	32 *2%*	10 *1%*
1	23 *1%*	8 *1%*	29 *2%*	17 *1%*	- -	14 *2%*	9 *3%*	3 *3%*	7 *1%*	- -	30 *1%*	32 *2%*	55 *3%*	21 *1%*
Don't know	136 *6%*	83 *7%*	133 *7%*	107 *9%*	2 *17%*	94 *16%*	39 *14%*	13 *10%*	50 *5%*	8 *16%*	228 *7%*	61 *4%*	28 *2%*	71 *4%*
Net: 10/9/8/7	1507 *63%*	764 *63%*	886 *49%*	638 *54%*	6 *41%*	211 *35%*	123 *42%*	77 *60%*	624 *67%*	28 *56%*	1769 *53%*	1226 *73%*	1057 *63%*	1177 *70%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 377

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Its programmes offer a range of opinions of subjects and issues - SUMMARY

Base : Regular viewers of each channel - Q3 and Q4 only

	Q6b(c) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2418	1229	1824	1138	39	603	267	152	975	52	3334	1673	1682	1682
Effective Total	1661	851	1212	780	37	419	175	102	671	33	2282	1141	1154	1154
Net: 10/9	326 *14%*	180 *15%*	164 *9%*	147 *12%*	1 *10%*	44 *7%*	33 *12%*	18 *14%*	207 *22%*	12 *24%*	333 *10%*	531 *32%*	336 *20%*	450 *27%*
Net: 6/5/4	671 *28%*	307 *25%*	686 *38%*	377 *32%*	5 *36%*	242 *40%*	107 *37%*	33 *25%*	218 *23%*	10 *21%*	1180 *35%*	316 *19%*	460 *27%*	373 *22%*
Net: 3/2/1	89 *4%*	52 *4%*	102 *6%*	58 *5%*	1 *5%*	55 *9%*	20 *7%*	6 *5%*	39 *4%*	3 *7%*	154 *5%*	77 *5%*	129 *8%*	54 *3%*
Mean	6.91	6.96	6.44	6.75	6.57	5.98	6.22	6.86	7.20	7.04	6.63	7.52	6.88	7.42
Standard Deviation	1.71	1.74	1.79	1.82	1.91	1.96	2.07	1.87	1.81	2.07	1.72	1.99	2.13	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 378

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - BBC1 ****

Base : Regular viewers of BBC1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**960**	379 *39%*	581 *61%*	35 *4%*	291 *30%*	392 *41%*	216 *23%*	23 *2%*	2 *	227 *24%*	590 *61%*	128 *13%*	148 *15%*	130 *14%*	276 *29%*
Total (Wtd)	**974**	384 *39%*	591 *61%*	49** *5%* **	331 *34%*	374 *38%*	199 *20%*	18** *2%* ** * **	3**	222 *23%*	570 *58%*	183* *19%* *	225 *23%*	249 *26%*	341 *35%*
Effective Total	**670**	270	401	26	203	285	150	15	2	170	429	90	137	122	253
10	**89** ***9%***	26 *7%* *30%*	62 *11%* *70%*	6 *13%* *7%*	36 *11%* *40%*	31 *8%* *35%*	15 *8%* *17%*	1 *6%* *1%*	- - -	19 *8%* *21%*	52 *9%* *59%*	18 *10%* *20%*	24 *11%* *27%*	17 *7%* *19%*	34 *10%* *38%*
9	**81** ***8%***	31 *8%* *39%*	49 *8%* *61%*	9 *19%* *12%*	28 *9%* *35%*	29 *8%* *36%*	12 *6%* *15%*	2 *9%* *2%*	- - -	24 *11%* *30%*	47 *8%* *58%*	9 *5%* *12%*	20 *9%* *25%*	19 *8%* *23%*	29 *9%* *36%*
8	**186** ***19%***	77 *20%* *41%*	109 *18%* *59%*	8 *16%* *4%*	58 *17%* *31%*	80 *21%* *43%*	35 *17%* *19%*	6 *31%* *3%*	- - -	34 *15%* *18%*	120 *21%* *65%*	31 *17%* *17%*	39 *17%* *21%*	47 *19%* *25%*	66 *19%* *36%*
7	**181** ***19%***	81 *21%* *45%*	99 *17%* *55%*	2 *3%* *1%*	60 *18%* *33%*	77 *21%* *43%*	38 *19%* *21%*	3 *14%* *1%*	2 *63%* *1%*	27 *12%* *15%*	111 *19%* *61%* I	43 *23%* *24%* I	42 *19%* *23%*	57 *23%* *32%*	52 *15%* *29%*
6	**98** ***10%***	39 *10%* *40%*	59 *10%* *60%*	10 *19%* *10%*	35 *11%* *36%*	36 *10%* *37%*	15 *8%* *15%*	2 *11%* *2%*	- - -	21 *9%* *21%*	65 *11%* *66%*	13 *7%* *13%*	23 *10%* *24%*	21 *8%* *21%*	34 *10%* *35%*
5	**96** ***10%***	31 *8%* *32%*	66 *11%* *68%*	11 *22%* *11%*	32 *10%* *33%*	35 *9%* *36%*	19 *9%* *19%*	* *1%* *	- - -	19 *9%* *20%*	45 *8%* *46%*	33 *18%* *34%* IJ	27 *12%* *28%*	20 *8%* *21%*	39 *11%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 378

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - BBC1 ****

Base : Regular viewers of BBC1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**960**	379 *39%*	581 *61%*	35 *4%*	291 *30%*	392 *41%*	216 *23%*	23 *2%*	2 *	227 *24%*	590 *61%*	128 *13%*	148 *15%*	130 *14%*	276 *29%*
Effective Total	**670**	270	401	26	203	285	150	15	2	170	429	90	137	122	253
4	**59** ***6%***	25 *6%* *42%*	34 *6%* *58%*	- - -	29 *9%* *49%*	20 *5%* *33%*	8 *4%* *14%*	1 *7%* *2%*	1 *37%* *2%*	15 *7%* *25%*	30 *5%* *51%*	14 *8%* *24%*	16 *7%* *28%*	14 *6%* *24%*	19 *6%* *32%*
3	**32** ***3%***	16 *4%* *50%*	16 *3%* *50%*	* *1%* *1%*	16 *5%* *50%* E	5 *1%* *17%*	10 *5%* *32%* E	* *1%* *1%*	- - -	13 *6%* *40%*	16 *3%* *49%*	4 *2%* *11%*	4 *2%* *11%*	14 *5%* *42%*	8 *2%* *26%*
2	**19** ***2%***	8 *2%* *41%*	11 *2%* *59%*	- - -	9 *3%* *50%*	5 *1%* *27%*	2 *1%* *11%*	2 *12%* *12%*	- - -	6 *3%* *32%*	7 *1%* *39%*	5 *3%* *29%*	4 *2%* *21%*	4 *2%* *23%*	7 *2%* *37%*
1	**9** ***1%***	4 *1%* *43%*	5 *1%* *57%*	3 *6%* *36%*	* * *5%*	5 *1%* *60%*	- - -	- - -	- - -	2 *1%* *24%*	7 *1%* *76%*	- - -	3 *1%* *35%*	2 *1%* *19%*	3 *1%* *39%*
Don't know	**126** ***13%***	46 *12%* *36%*	80 *14%* *64%*	* *1%* *	28 *8%* *22%*	51 *14%* *41%*	45 *23%* *36%* DE	1 *7%* *1%*	- - -	42 *19%* *33%* JK	70 *12%* *56%*	14 *8%* *11%*	22 *10%* *18%*	34 *14%* *27%*	50 *15%* *39%*
Net: 10/9/8/7	**536** ***55%***	216 *56%* *40%*	320 *54%* *60%*	25 *51%* *5%*	182 *55%* *34%*	217 *58%* *40%*	99 *50%* *19%*	11 *60%* *2%*	2 *63%* *	105 *47%* *20%*	330 *58%* *62%* I	101 *55%* *19%*	126 *56%* *23%*	140 *56%* *26%*	181 *53%* *34%*
Net: 10/9	**169** ***17%***	58 *15%* *34%*	112 *19%* *66%*	16 *32%* *9%*	64 *19%* *38%*	60 *16%* *36%*	27 *14%* *16%*	3 *15%* *2%*	- - -	43 *19%* *25%*	99 *17%* *59%*	27 *15%* *16%*	44 *20%* *26%*	36 *14%* *21%*	63 *18%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 378

Absolutes/col/row percents

9 Jul 2009

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Base : Regular viewers of BBC1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**960**	379 *39%*	581 *61%*	35 *4%*	291 *30%*	392 *41%*	216 *23%*	23 *2%*	2 *	227 *24%*	590 *61%*	128 *13%*	148 *15%*	130 *14%*	276 *29%*
Effective Total	**670**	270	401	26	203	285	150	15	2	170	429	90	137	122	253
Net: 6/5/4	**253** ***26%***	94 *25%* *37%*	159 *27%* *63%*	20 *41%* *8%*	96 *29%* *38%*	91 *24%* *36%*	42 *21%* *17%*	3 *19%* *1%*	1 *37%* *	54 *24%* *21%*	140 *24%* *55%*	59 *32%* *23%*	67 *30%* *26%*	55 *22%* *22%*	92 *27%* *36%*
Net: 3/2/1	**59** ***6%***	27 *7%* *46%*	32 *5%* *54%*	3 *7%* *6%*	26 *8%* *43%*	16 *4%* *26%*	12 *6%* *21%*	3 *14%* *4%*	- - -	21 *9%* *35%*	30 *5%* *50%*	9 *5%* *15%*	10 *5%* *18%*	19 *8%* *33%*	19 *6%* *32%*
Mean	**6.85**	6.76	6.91	6.88	6.75	6.96	6.85	6.64	5.90	6.68	6.98	6.66	6.87	6.75	6.89
Standard Deviation	**2.06**	2.03	2.08	2.37	2.15	1.95	1.97	2.44	1.83	2.29	1.99	2.00	2.08	2.02	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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**** It provides a wide range of high quality and UK-made programmes for children - BBC1 ****

Base : Regular viewers of BBC1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**960**	121 *13%*	143 *15%*	142 *15%*	554 *58%*	868 *90%*	80 *8%*	94 *10%*	863 *90%*	866 *90%*	621 *65%*	242 *25%*	262 *27%*
Total (Wtd)	**974**	76 *8%*	53 *5%*	31 *3%*	815 *84%*	895 *92%*	80* *8%* *	82* *8%* *	889 *91%*	893 *92%*	639 *66%*	251 *26%*	269 *28%*
Effective Total	**670**	112	132	134	497	605	69	57	611	613	438	172	187
10	**89** ***9%***	7 *10%* *8%*	4 *7%* *4%*	3 *11%* *4%*	75 *9%* *84%*	81 *9%* *91%*	8 *10%* *9%*	3 *4%* *4%*	86 *10%* *96%*	86 *10%* *96%*	59 *9%* *66%*	27 *11%* *30%*	29 *11%* *33%*
9	**81** ***8%***	4 *5%* *5%*	5 *10%* *7%*	3 *10%* *4%*	68 *8%* *85%*	69 *8%* *86%*	12 *15%* *14%*	15 *19%* *19%* VWXY Z	65 *7%* *81%*	65 *7%* *81%*	47 *7%* *58%*	19 *8%* *23%*	19 *7%* *23%*
8	**186** ***19%***	13 *17%* *7%*	14 *27%* *8%* R	6 *19%* *3%*	153 *19%* *82%*	174 *19%* *94%*	11 *14%* *6%*	18 *22%* *10%*	168 *19%* *90%*	168 *19%* *90%*	127 *20%* *69%*	40 *16%* *22%*	44 *16%* *23%*
7	**181** ***19%***	16 *21%* *9%*	9 *16%* *5%*	4 *13%* *2%*	152 *19%* *84%*	164 *18%* *91%*	17 *21%* *9%*	16 *19%* *9%*	163 *18%* *90%*	165 *18%* *91%*	121 *19%* *67%*	43 *17%* *24%*	48 *18%* *26%*
6	**98** ***10%***	8 *10%* *8%*	6 *12%* *7%*	6 *19%* *6%* R	78 *10%* *80%*	86 *10%* *87%*	12 *16%* *13%*	7 *9%* *8%*	91 *10%* *92%*	91 *10%* *92%*	67 *11%* *69%*	23 *9%* *24%*	26 *9%* *26%*
5	**96** ***10%***	3 *5%* *4%*	5 *9%* *5%*	3 *8%* *3%*	86 *11%* *89%*	90 *10%* *94%*	6 *8%* *6%*	6 *8%* *7%*	88 *10%* *92%*	90 *10%* *93%*	67 *10%* *69%*	21 *8%* *22%*	23 *9%* *24%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 378

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**960**	121 *13%*	143 *15%*	142 *15%*	554 *58%*	868 *90%*	80 *8%*	94 *10%*	863 *90%*	866 *90%*	621 *65%*	242 *25%*	262 *27%*
Effective Total	**670**	112	132	134	497	605	69	57	611	613	438	172	187
4	**59** ***6%***	6 *8%* *10%*	2 *4%* *4%*	1 *5%* *2%*	49 *6%* *84%*	53 *6%* *91%*	5 *7%* *9%*	5 *6%* *8%*	54 *6%* *92%*	54 *6%* *92%*	32 *5%* *54%*	22 *9%* *38%*	22 *8%* *38%*
3	**32** ***3%***	4 *6%* *14%*	1 *1%* *2%*	1 *4%* *4%*	25 *3%* *80%*	32 *4%* *100%*	* * *	3 *4%* *9%*	29 *3%* *91%*	29 *3%* *91%*	20 *3%* *62%*	9 *4%* *29%*	10 *4%* *31%*
2	**19** ***2%***	2 *3%* *12%*	* *1%* *2%*	1 *3%* *5%*	15 *2%* *81%*	17 *2%* *91%*	2 *2%* *9%*	1 *1%* *3%*	18 *2%* *97%*	18 *2%* *97%*	14 *2%* *73%*	5 *2%* *24%*	5 *2%* *24%*
1	**9** ***1%***	- - -	* *1%* *5%*	* *1%* *2%*	8 *1%* *93%*	7 *1%* *75%*	2 *3%* *25%*	1 *1%* *14%*	7 *1%* *86%*	7 *1%* *86%*	6 *1%* *66%*	2 *1%* *20%*	2 *1%* *20%*
Don't know	**126** ***13%***	11 *15%* *9%*	6 *11%* *5%*	2 *8%* *2%*	106 *13%* *84%*	121 *14%* *96%*	5 *6%* *4%*	6 *7%* *5%*	120 *13%* *95%*	120 *13%* *95%*	80 *13%* *64%*	40 *16%* *32%*	43 *16%* *34%*
Net: 10/9/8/7	**536** ***55%***	41 *54%* *8%*	32 *60%* *6%*	16 *52%* *3%*	447 *55%* *83%*	488 *55%* *91%*	47 *60%* *9%*	52 *64%* *10%*	481 *54%* *90%*	484 *54%* *90%*	354 *55%* *66%*	129 *51%* *24%*	140 *52%* *26%*
Net: 10/9	**169** ***17%***	11 *15%* *7%*	9 *17%* *5%*	6 *21%* *4%*	143 *18%* *84%*	150 *17%* *89%*	19 *24%* *11%*	18 *23%* *11%*	151 *17%* *89%*	151 *17%* *89%*	106 *17%* *62%*	46 *18%* *27%*	48 *18%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Base : Regular viewers of BBC1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**960**	121 *13%*	143 *15%*	142 *15%*	554 *58%*	868 *90%*	80 *8%*	94 *10%*	863 *90%*	866 *90%*	621 *65%*	242 *25%*	262 *27%*
Effective Total	**670**	112	132	134	497	605	69	57	611	613	438	172	187
Net: 6/5/4	**253** ***26%***	17 *23%* *7%*	14 *26%* *5%*	10 *31%* *4%*	213 *26%* *84%*	230 *26%* *91%*	24 *30%* *9%*	19 *23%* *7%*	233 *26%* *92%*	234 *26%* *93%*	166 *26%* *66%*	66 *27%* *26%*	71 *26%* *28%*
Net: 3/2/1	**59** ***6%***	7 *9%* *11%*	2 *3%* *3%*	3 *8%* *4%*	49 *6%* *82%*	56 *6%* *94%*	4 *5%* *6%*	5 *6%* *8%*	55 *6%* *92%*	55 *6%* *92%*	39 *6%* *66%*	16 *6%* *26%*	16 *6%* *27%*
Mean	**6.85**	6.73	7.11	6.84	6.84	6.84	6.96	7.02	6.84	6.83	6.85	6.79	6.82
Standard Deviation	**2.06**	2.14	1.81	2.17	2.07	2.05	2.12	1.97	2.07	2.07	2.04	2.16	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 379

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - BBC2 ****

Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**326**	166 *51%*	160 *49%*	10 *3%*	68 *21%*	131 *40%*	103 *32%*	12 *4%*	1 *	100 *31%*	186 *57%*	35 *11%*	45 *14%*	48 *15%*	103 *32%*
Total (Wtd)	**333**	163 *49%*	170 *51%*	11** *3%* **	77* *23%* *	129* *39%* *	104* *31%* *	11** *3%* ** * **	1**	93* *28%* *	192 *58%*	48** *14%* **	64* *19%* *	89* *27%* *	128* *38%* *
Effective Total	**237**	117	120	6	50	96	76	9	1	76	142	25	41	47	96
10	**12** ***4%***	3 *2%* *29%*	8 *5%* *71%*	- - -	8 *11%* *70%* EF	4 *3%* *30%*	- - -	- - -	- - -	2 *2%* *15%*	9 *4%* *71%*	2 *3%* *14%*	2 *3%* *14%*	2 *2%* *18%*	7 *5%* *58%*
9	**15** ***4%***	9 *5%* *58%*	6 *4%* *42%*	- - -	6 *8%* *42%*	5 *4%* *37%*	2 *2%* *15%*	1 *9%* *7%*	- - -	4 *5%* *30%*	10 *5%* *68%*	* *1%* *2%*	3 *4%* *20%*	2 *2%* *14%*	8 *6%* *56%*
8	**37** ***11%***	16 *10%* *44%*	21 *12%* *56%*	3 *28%* *8%*	12 *16%* *33%*	10 *8%* *28%*	8 *8%* *21%*	4 *36%* *10%*	- - -	9 *9%* *23%*	21 *11%* *55%*	8 *17%* *22%*	13 *20%* *34%* M	3 *4%* *9%*	16 *13%* *44%*
7	**46** ***14%***	28 *17%* *60%*	18 *11%* *40%*	* * *	10 *13%* *21%*	18 *14%* *39%*	16 *15%* *35%*	2 *22%* *5%*	- - -	6 *6%* *12%*	31 *16%* *67%* I	9 *20%* *20%*	9 *13%* *18%*	15 *17%* *33%*	16 *13%* *35%*
6	**36** ***11%***	13 *8%* *36%*	23 *14%* *64%*	2 *15%* *5%*	9 *12%* *26%*	16 *13%* *45%*	9 *8%* *24%*	- - -	- - -	11 *12%* *31%*	23 *12%* *64%*	2 *4%* *5%*	7 *11%* *20%*	9 *11%* *26%*	14 *11%* *39%*
5	**28** ***8%***	18 *11%* *65%*	10 *6%* *35%*	- - -	5 *7%* *18%*	13 *10%* *45%*	10 *10%* *37%*	- - -	- - -	9 *10%* *32%*	14 *7%* *51%*	5 *10%* *18%*	4 *6%* *13%*	12 *13%* *41%*	9 *7%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**326**	166 *51%*	160 *49%*	10 *3%*	68 *21%*	131 *40%*	103 *32%*	12 *4%*	1 *	100 *31%*	186 *57%*	35 *11%*	45 *14%*	48 *15%*	103 *32%*
Effective Total	**237**	117	120	6	50	96	76	9	1	76	142	25	41	47	96
4	**26** ***8%***	15 *9%* *58%*	11 *7%* *42%*	- - -	6 *8%* *22%*	12 *9%* *45%*	7 *6%* *25%*	1 *10%* *4%*	1 *100%* *4%*	6 *6%* *21%*	19 *10%* *73%*	2 *3%* *6%*	5 *8%* *20%*	5 *6%* *21%*	10 *8%* *38%*
3	**12** ***3%***	7 *4%* *61%*	5 *3%* *39%*	* *2%* *2%*	1 *2%* *12%*	7 *6%* *64%*	2 *2%* *20%*	* *2%* *2%*	- - -	4 *5%* *37%*	6 *3%* *53%*	1 *2%* *10%*	1 *2%* *12%*	1 *2%* *12%*	2 *2%* *21%*
2	**14** ***4%***	6 *4%* *40%*	9 *5%* *60%*	2 *22%* *17%*	4 *5%* *25%*	4 *3%* *28%*	4 *4%* *30%*	- - -	- - -	6 *6%* *40%*	6 *3%* *40%*	3 *6%* *20%*	4 *6%* *26%*	2 *2%* *12%*	5 *4%* *38%*
1	**17** ***5%***	14 *8%* *81%* B	3 *2%* *19%*	1 *14%* *9%*	5 *6%* *27%*	10 *8%* *61%* F	1 *1%* *3%*	- - -	- - -	9 *10%* *52%* J	2 *1%* *11%*	6 *13%* *36%*	3 *4%* *16%*	6 *7%* *37%*	6 *5%* *35%*
Don't know	**89** ***27%***	33 *21%* *37%*	56 *33%* *63%* A	2 *20%* *2%*	10 *14%* *12%*	29 *23%* *33%*	45 *43%* *51%* DE	2 *20%* *2%*	- - -	28 *30%* *31%*	51 *27%* *58%*	10 *20%* *11%*	14 *22%* *16%*	30 *34%* *34%*	33 *26%* *37%*
Net: 10/9/8/7	**111** ***33%***	56 *35%* *51%*	54 *32%* *49%*	3 *28%* *3%*	37 *48%* *33%* EF	38 *29%* *34%*	26 *25%* *24%*	7 *68%* *7%*	- - -	21 *22%* *19%*	70 *37%* *64%* I	20 *41%* *18%*	26 *40%* *23%*	23 *26%* *21%*	48 *37%* *43%*
Net: 10/9	**27** ***8%***	12 *7%* *45%*	15 *9%* *55%*	- - -	15 *19%* *55%* EF	9 *7%* *34%*	2 *2%* *8%*	1 *9%* *4%*	- - -	6 *7%* *24%*	18 *10%* *69%*	2 *4%* *7%*	5 *7%* *17%*	4 *5%* *16%*	15 *12%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 379

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - BBC2 ****

Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**326**	166 *51%*	160 *49%*	10 *3%*	68 *21%*	131 *40%*	103 *32%*	12 *4%*	1 *	100 *31%*	186 *57%*	35 *11%*	45 *14%*	48 *15%*	103 *32%*
Effective Total	**237**	117	120	6	50	96	76	9	1	76	142	25	41	47	96
Net: 6/5/4	**91** ***27%***	46 *29%* *51%*	44 *26%* *49%*	2 *15%* *2%*	20 *26%* *22%*	41 *31%* *45%*	26 *25%* *29%*	1 *10%* *1%*	1 *100%* *1%*	26 *27%* *28%*	57 *30%* *63%*	8 *17%* *9%*	16 *25%* *18%*	27 *30%* *29%*	33 *26%* *37%*
Net: 3/2/1	**43** ***13%***	27 *16%* *62%*	16 *10%* *38%*	4 *38%* *10%*	10 *12%* *22%*	22 *17%* *51%*	7 *7%* *17%*	* *2%* *1%*	- - -	19 *20%* *44%* J	14 *7%* *32%*	10 *21%* *24%*	8 *12%* *18%*	9 *11%* *22%*	14 *11%* *32%*
Mean	**5.82**	5.52	6.14	4.65	6.42 E	5.43	5.79	7.18	4.00	5.13	6.23 I	5.46	6.06	5.52	6.14
Standard Deviation	**2.40**	2.46	2.31	3.09	2.62	2.43	1.88	1.69	-	2.63	2.10	2.76	2.37	2.28	2.47

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Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**326**	45 *14%*	47 *14%*	38 *12%*	196 *60%*	304 *93%*	18 *6%*	29 *9%*	296 *91%*	297 *91%*	193 *59%*	102 *31%*	112 *34%*
Total (Wtd)	**333**	28* *8%* *	16* *5%* *	8* *2%* *	281 *84%*	316 *95%*	17** *5%* **	27** *8%* **	306 *92%*	306 *92%*	197 *59%*	107* *32%* *	116* *35%* *
Effective Total	**237**	41	44	36	179	222	16	18	219	219	141	76	84
10	**12** ***4%***	1 *2%* *5%*	1 *4%* *5%*	- - -	11 *4%* *90%*	10 *3%* *86%*	2 *9%* *14%*	2 *8%* *18%*	10 *3%* *82%*	10 *3%* *82%*	6 *3%* *51%*	4 *3%* *31%*	5 *4%* *41%*
9	**15** ***4%***	1 *2%* *4%*	* *2%* *3%*	1 *8%* *5%*	13 *5%* *89%*	13 *4%* *87%*	2 *11%* *13%*	* *1%* *1%*	15 *5%* *99%*	15 *5%* *99%*	11 *6%* *74%*	4 *3%* *25%*	4 *3%* *25%*
8	**37** ***11%***	2 *8%* *6%*	2 *12%* *5%*	1 *10%* *2%*	33 *12%* *87%*	36 *11%* *96%*	1 *8%* *4%*	5 *18%* *13%*	32 *11%* *87%*	32 *11%* *87%*	20 *10%* *54%*	12 *11%* *33%*	14 *12%* *36%*
7	**46** ***14%***	2 *9%* *5%*	3 *19%* *6%*	1 *12%* *2%*	40 *14%* *86%*	45 *14%* *96%*	2 *11%* *4%*	1 *3%* *2%*	46 *15%* *98%*	46 *15%* *98%*	32 *16%* *68%*	13 *12%* *27%*	14 *12%* *31%*
6	**36** ***11%***	2 *7%* *5%*	2 *10%* *5%*	2 *20%* *5%*	31 *11%* *86%*	34 *11%* *94%*	2 *13%* *6%*	2 *7%* *6%*	34 *11%* *94%*	34 *11%* *94%*	25 *13%* *69%*	9 *9%* *25%*	9 *8%* *25%*
5	**28** ***8%***	1 *4%* *4%*	2 *10%* *6%*	1 *10%* *3%*	25 *9%* *87%*	26 *8%* *94%*	2 *10%* *6%*	3 *12%* *12%*	25 *8%* *88%*	25 *8%* *88%*	13 *7%* *47%*	12 *11%* *41%*	12 *10%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 379

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - BBC2 ****

Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**326**	45 *14%*	47 *14%*	38 *12%*	196 *60%*	304 *93%*	18 *6%*	29 *9%*	296 *91%*	297 *91%*	193 *59%*	102 *31%*	112 *34%*
Effective Total	**237**	41	44	36	179	222	16	18	219	219	141	76	84
4	**26** ***8%***	3 *11%* *12%*	2 *15%* *9%*	* *2%* *1%*	21 *7%* *78%*	26 *8%* *98%*	* *2%* *2%*	2 *7%* *7%*	25 *8%* *93%*	25 *8%* *93%*	16 *8%* *60%*	9 *8%* *33%*	11 *10%* *43%*
3	**12** ***3%***	4 *14%* *33%* R	1 *9%* *12%* R	1 *13%* *10%* R	5 *2%* *45%*	10 *3%* *88%*	1 *8%* *12%*	1 *2%* *5%*	11 *4%* *95%*	11 *4%* *95%*	8 *4%* *72%*	3 *2%* *23%*	3 *2%* *23%*
2	**14** ***4%***	2 *9%* *17%*	1 *4%* *5%*	* *5%* *3%*	11 *4%* *76%*	14 *5%* *100%*	- - -	- - -	14 *5%* *100%*	14 *5%* *100%*	6 *3%* *44%*	8 *7%* *56%*	8 *7%* *56%*
1	**17** ***5%***	1 *3%* *5%*	* *2%* *2%*	1 *10%* *5%*	15 *5%* *88%*	16 *5%* *95%*	1 *5%* *5%*	- - -	17 *6%* *100%*	17 *6%* *100%*	10 *5%* *60%*	7 *6%* *40%*	8 *7%* *48%*
Don't know	**89** ***27%***	9 *32%* *10%* PQ	2 *12%* *2%*	1 *10%* *1%*	78 *28%* *87%* PQ	85 *27%* *96%*	4 *22%* *4%*	11 *41%* *12%*	78 *26%* *88%*	78 *26%* *88%*	49 *25%* *55%*	28 *26%* *31%*	29 *25%* *32%*
Net: 10/9/8/7	**111** ***33%***	6 *20%* *5%*	6 *37%* *5%*	2 *30%* *2%*	97 *34%* *87%*	104 *33%* *94%*	7 *40%* *6%*	8 *31%* *7%*	102 *33%* *93%*	102 *33%* *93%*	69 *35%* *62%*	32 *30%* *29%*	36 *31%* *33%*
Net: 10/9	**27** ***8%***	1 *4%* *4%*	1 *6%* *4%*	1 *8%* *3%*	24 *8%* *90%*	23 *7%* *87%*	4 *20%* *13%*	2 *9%* *9%*	24 *8%* *91%*	24 *8%* *91%*	17 *9%* *64%*	7 *7%* *27%*	8 *7%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 379

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - BBC2 ****

Base : Regular viewers of BBC2 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**326**	45 *14%*	47 *14%*	38 *12%*	196 *60%*	304 *93%*	18 *6%*	29 *9%*	296 *91%*	297 *91%*	193 *59%*	102 *31%*	112 *34%*
Effective Total	**237**	41	44	36	179	222	16	18	219	219	141	76	84
Net: 6/5/4	**91** ***27%***	6 *22%* *7%*	6 *36%* *6%*	3 *32%* *3%*	76 *27%* *84%*	86 *27%* *95%*	4 *26%* *5%*	7 *27%* *8%*	83 *27%* *92%*	83 *27%* *92%*	54 *28%* *60%*	29 *27%* *32%*	32 *28%* *36%*
Net: 3/2/1	**43** ***13%***	7 *26%* *17%* R	2 *15%* *6%*	2 *28%* *5%* R	31 *11%* *72%*	41 *13%* *95%*	2 *13%* *5%*	1 *2%* *1%*	42 *14%* *99%*	42 *14%* *99%*	25 *13%* *58%*	17 *16%* *41%*	19 *16%* *44%*
Mean	**5.82**	4.79	5.68	5.26	5.94	5.78	6.45	6.71	5.75	5.75	5.88	5.49	5.50
Standard Deviation	**2.40**	2.45	2.24	2.62	2.39	2.39	2.60	2.09	2.42	2.42	2.36	2.53	2.57

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 380

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - ITV1 ****

Base : Regular viewers of ITV1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**725**	266 *37%*	459 *63%*	32 *4%*	215 *30%*	296 *41%*	164 *23%*	16 *2%*	139 *19%*	450 *62%*	119 *16%*	128 *18%*	99 *14%*	171 *24%*
Total (Wtd)	**733**	270 *37%*	464 *63%*	42** *6%* **	241 *33%*	282 *38%*	155 *21%*	13** *2%* **	136 *18%*	429 *59%*	168* *23%* *	193 *26%*	191* *26%* *	220 *30%*
Effective Total	**492**	182	310	22	145	207	114	10	105	321	82	114	94	156
10	**37** ***5%***	10 *4%* *26%*	27 *6%* *74%*	6 *13%* *15%*	11 *5%* *31%*	11 *4%* *31%*	8 *5%* *23%*	- - -	3 *2%* *7%*	23 *5%* *62%*	11 *7%* *31%*	15 *8%* *42%* M	2 *1%* *4%*	14 *6%* *37%* M
9	**39** ***5%***	15 *6%* *38%*	24 *5%* *62%*	3 *8%* *9%*	20 *8%* *52%* F	12 *4%* *31%*	3 *2%* *7%*	* *2%* *1%*	3 *2%* *7%*	20 *5%* *50%*	17 *10%* *43%* I	16 *8%* *41%*	6 *3%* *16%*	8 *4%* *21%*
8	**98** ***13%***	33 *12%* *33%*	66 *14%* *67%*	4 *11%* *5%*	33 *14%* *34%*	39 *14%* *40%*	17 *11%* *18%*	4 *30%* *4%*	16 *12%* *17%*	66 *15%* *67%*	16 *9%* *16%*	21 *11%* *21%*	32 *17%* *32%*	23 *10%* *23%*
7	**107** ***15%***	55 *20%* *52%* B	52 *11%* *48%*	8 *19%* *7%*	25 *10%* *23%*	44 *16%* *41%*	28 *18%* *26%*	2 *16%* *2%*	18 *14%* *17%*	63 *15%* *59%*	26 *15%* *24%*	30 *16%* *28%*	23 *12%* *22%*	36 *16%* *34%*
6	**107** ***15%***	39 *14%* *36%*	69 *15%* *64%*	6 *15%* *6%*	37 *15%* *35%*	51 *18%* *47%* F	12 *8%* *11%*	1 *9%* *1%*	18 *13%* *17%*	70 *16%* *65%*	19 *11%* *18%*	28 *15%* *26%*	35 *19%* *33%*	28 *13%* *26%*
5	**87** ***12%***	28 *10%* *32%*	59 *13%* *68%*	6 *15%* *7%*	34 *14%* *39%*	29 *10%* *34%*	17 *11%* *20%*	- - -	18 *13%* *20%*	55 *13%* *63%*	14 *8%* *16%*	28 *15%* *32%*	23 *12%* *26%*	22 *10%* *26%*

Ofcom PSB Tracker : 2008

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Base : Regular viewers of ITV1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**725**	266 *37%*	459 *63%*	32 *4%*	215 *30%*	296 *41%*	164 *23%*	16 *2%*	139 *19%*	450 *62%*	119 *16%*	128 *18%*	99 *14%*	171 *24%*
Effective Total	**492**	182	310	22	145	207	114	10	105	321	82	114	94	156
4	**52** ***7%***	14 *5%* *28%*	38 *8%* *72%*	1 *3%* *2%*	21 *9%* *41%*	18 *6%* *35%*	11 *7%* *22%*	* *1%* *	17 *12%* *32%* J	24 *6%* *46%*	11 *7%* *22%*	14 *7%* *26%*	11 *6%* *22%*	16 *7%* *30%*
3	**41** ***6%***	21 *8%* *51%*	20 *4%* *49%*	2 *5%* *5%*	15 *6%* *36%*	17 *6%* *42%*	5 *3%* *11%*	2 *17%* *5%*	7 *5%* *18%*	19 *4%* *46%*	15 *9%* *36%*	8 *4%* *20%*	17 *9%* *40%*	11 *5%* *27%*
2	**22** ***3%***	6 *2%* *29%*	16 *3%* *71%*	1 *3%* *5%*	14 *6%* *65%* E	3 *1%* *14%*	4 *2%* *16%*	- - -	5 *4%* *23%*	9 *2%* *42%*	8 *5%* *35%*	4 *2%* *18%*	4 *2%* *18%*	8 *4%* *36%*
1	**27** ***4%***	9 *3%* *31%*	19 *4%* *69%*	3 *7%* *11%*	8 *3%* *30%*	13 *4%* *46%*	4 *2%* *13%*	- - -	8 *6%* *27%*	12 *3%* *45%*	8 *4%* *27%*	4 *2%* *16%*	5 *3%* *20%*	15 *7%* *54%*
Don't know	**115** ***16%***	40 *15%* *35%*	75 *16%* *65%*	* *1%* *	21 *9%* *18%*	44 *16%* *39%* D	46 *30%* *40%* DE	3 *25%* *3%*	23 *17%* *20%*	69 *16%* *60%*	24 *14%* *21%*	24 *13%* *21%*	32 *17%* *28%*	40 *18%* *35%*
Net: 10/9/8/7	**281** ***38%***	112 *42%* *40%*	168 *36%* *60%*	21 *51%* *8%*	90 *37%* *32%*	107 *38%* *38%*	57 *36%* *20%*	6 *48%* *2%*	40 *30%* *14%*	171 *40%* *61%*	70 *41%* *25%*	83 *43%* *29%*	63 *33%* *22%*	81 *37%* *29%*
Net: 10/9	**76** ***10%***	24 *9%* *32%*	51 *11%* *68%*	9 *22%* *12%*	32 *13%* *42%*	23 *8%* *31%*	11 *7%* *15%*	* *2%* *	5 *4%* *7%*	42 *10%* *56%*	28 *17%* *37%* I	31 *16%* *42%* M	8 *4%* *11%*	22 *10%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**725**	266 *37%*	459 *63%*	32 *4%*	215 *30%*	296 *41%*	164 *23%*	16 *2%*	139 *19%*	450 *62%*	119 *16%*	128 *18%*	99 *14%*	171 *24%*
Effective Total	**492**	182	310	22	145	207	114	10	105	321	82	114	94	156
Net: 6/5/4	**246** ***34%***	81 *30%* *33%*	166 *36%* *67%*	14 *33%* *6%*	93 *38%* *38%* F	98 *35%* *40%*	41 *26%* *16%*	1 *10%* *1%*	53 *39%* *21%*	149 *35%* *60%*	45 *27%* *18%*	70 *36%* *28%*	69 *36%* *28%*	66 *30%* *27%*
Net: 3/2/1	**91** ***12%***	36 *13%* *40%*	55 *12%* *60%*	6 *15%* *7%*	38 *16%* *41%*	33 *12%* *36%*	12 *8%* *13%*	2 *17%* *2%*	20 *15%* *22%*	41 *10%* *45%*	30 *18%* *33%* J	16 *8%* *18%*	26 *14%* *29%*	34 *15%* *37%*
Mean	**6.04**	6.07	6.03	6.35	5.90	6.05	6.17	6.37	5.45	6.24 I	6.02	6.39	5.84	5.82
Standard Deviation	**2.26**	2.16	2.32	2.57	2.35	2.17	2.16	2.10	2.19	2.13	2.54	2.19	2.03	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 380

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - ITV1 ****

Base : Regular viewers of ITV1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**725**	91 *13%*	131 *18%*	105 *14%*	398 *55%*	671 *93%*	43 *6%*	73 *10%*	649 *90%*	652 *90%*	481 *66%*	171 *24%*	191 *26%*
Total (Wtd)	**733**	57* *8%* *	49 *7%*	23* *3%* *	604 *82%*	692 *94%*	41* *6%* *	64* *9%* *	664 *90%*	670 *91%*	490 *67%*	180 *25%*	199 *27%*
Effective Total	**492**	83	120	99	355	457	37	43	446	449	329	119	134
10	**37** ***5%***	3 *5%* *7%*	2 *3%* *5%*	2 *7%* *4%*	31 *5%* *84%*	34 *5%* *93%*	3 *7%* *7%*	4 *6%* *10%*	33 *5%* *90%*	33 *5%* *90%*	23 *5%* *64%*	10 *5%* *27%*	10 *5%* *27%*
9	**39** ***5%***	3 *6%* *9%*	3 *7%* *9%*	2 *7%* *4%*	31 *5%* *79%*	37 *5%* *94%*	2 *6%* *6%*	5 *8%* *12%*	34 *5%* *88%*	34 *5%* *88%*	23 *5%* *58%*	12 *6%* *30%*	12 *6%* *30%*
8	**98** ***13%***	9 *15%* *9%*	11 *23%* *11%* R	3 *14%* *3%*	75 *12%* *77%*	94 *14%* *95%*	5 *11%* *5%*	5 *8%* *5%*	94 *14%* *95%*	94 *14%* *95%*	73 *15%* *74%*	20 *11%* *21%*	23 *12%* *23%*
7	**107** ***15%***	8 *14%* *7%*	6 *13%* *6%*	3 *13%* *3%*	89 *15%* *84%*	102 *15%* *96%*	4 *11%* *4%*	13 *20%* *12%*	94 *14%* *88%*	94 *14%* *88%*	75 *15%* *71%*	19 *10%* *18%*	23 *11%* *21%*
6	**107** ***15%***	8 *14%* *7%*	4 *9%* *4%*	4 *17%* *4%* P	91 *15%* *85%*	100 *14%* *93%*	8 *18%* *7%*	6 *10%* *6%*	99 *15%* *92%*	101 *15%* *94%*	71 *14%* *66%*	30 *17%* *28%*	39 *19%* *36%*
5	**87** ***12%***	5 *9%* *6%*	6 *12%* *7%*	3 *13%* *3%*	73 *12%* *84%*	82 *12%* *94%*	5 *12%* *6%*	5 *8%* *6%*	80 *12%* *92%*	82 *12%* *94%*	64 *13%* *74%*	17 *10%* *20%*	18 *9%* *20%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 380

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - ITV1 ****

Base : Regular viewers of ITV1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**725**	91 *13%*	131 *18%*	105 *14%*	398 *55%*	671 *93%*	43 *6%*	73 *10%*	649 *90%*	652 *90%*	481 *66%*	171 *24%*	191 *26%*
Effective Total	**492**	83	120	99	355	457	37	43	446	449	329	119	134
4	**52** ***7%***	5 *8%* *9%*	6 *11%* *11%*	1 *6%* *3%*	41 *7%* *78%*	49 *7%* *94%*	3 *8%* *6%*	7 *11%* *14%*	45 *7%* *86%*	45 *7%* *86%*	31 *6%* *60%*	14 *8%* *27%*	14 *7%* *27%*
3	**41** ***6%***	3 *4%* *6%*	2 *3%* *4%*	2 *7%* *4%*	36 *6%* *86%*	40 *6%* *97%*	1 *3%* *3%*	7 *11%* *17%*	32 *5%* *77%*	34 *5%* *83%*	28 *6%* *67%*	6 *4%* *15%*	7 *4%* *17%*
2	**22** ***3%***	4 *7%* *17%*	2 *3%* *7%*	1 *4%* *4%*	16 *3%* *72%*	22 *3%* *100%*	- - -	2 *3%* *8%*	20 *3%* *92%*	20 *3%* *92%*	13 *3%* *59%*	7 *4%* *33%*	7 *4%* *33%*
1	**27** ***4%***	2 *3%* *7%*	1 *1%* *3%*	* *2%* *1%*	25 *4%* *90%*	23 *3%* *84%*	4 *11%* *16%* S	3 *5%* *11%*	24 *4%* *89%*	24 *4%* *89%*	15 *3%* *54%*	10 *5%* *35%*	10 *5%* *35%*
Don't know	**115** ***16%***	9 *16%* *8%*	7 *15%* *6%*	2 *10%* *2%*	97 *16%* *84%*	110 *16%* *95%*	6 *14%* *5%*	7 *11%* *6%*	108 *16%* *94%*	108 *16%* *94%*	73 *15%* *64%*	35 *19%* *30%*	37 *19%* *33%*
Net: 10/9/8/7	**281** ***38%***	23 *39%* *8%*	23 *46%* *8%*	9 *41%* *3%*	226 *37%* *81%*	266 *39%* *95%*	14 *35%* *5%*	26 *41%* *9%*	255 *38%* *91%*	255 *38%* *91%*	194 *40%* *69%*	61 *34%* *22%*	67 *34%* *24%*
Net: 10/9	**76** ***10%***	6 *11%* *8%*	5 *10%* *7%*	3 *14%* *4%*	61 *10%* *81%*	71 *10%* *93%*	5 *13%* *7%*	8 *13%* *11%*	67 *10%* *89%*	67 *10%* *89%*	46 *9%* *61%*	21 *12%* *28%*	21 *11%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 380

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - ITV1 ****

Base : Regular viewers of ITV1 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**725**	91 *13%*	131 *18%*	105 *14%*	398 *55%*	671 *93%*	43 *6%*	73 *10%*	649 *90%*	652 *90%*	481 *66%*	171 *24%*	191 *26%*
Effective Total	**492**	83	120	99	355	457	37	43	446	449	329	119	134
Net: 6/5/4	**246** ***34%***	17 *30%* *7%*	16 *32%* *6%*	8 *37%* *3%*	205 *34%* *83%*	231 *33%* *94%*	16 *38%* *6%*	19 *30%* *8%*	224 *34%* *91%*	228 *34%* *92%*	167 *34%* *68%*	61 *34%* *25%*	70 *35%* *28%*
Net: 3/2/1	**91** ***12%***	8 *14%* *9%*	4 *8%* *4%*	3 *12%* *3%*	76 *13%* *84%*	85 *12%* *94%*	6 *14%* *6%*	12 *19%* *13%*	77 *12%* *85%*	79 *12%* *87%*	56 *11%* *61%*	23 *13%* *26%*	24 *12%* *26%*
Mean	**6.04**	6.00	6.34	6.24	6.02	6.05	5.86	5.80	6.08	6.07	6.11	5.94	5.99
Standard Deviation	**2.26**	2.39	2.15	2.26	2.26	2.24	2.56	2.43	2.24	2.24	2.17	2.43	2.33

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 381

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Channel 4 ****

Base : Regular viewers of Channel 4 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**486**	181 *37%*	305 *63%*	22 *5%*	176 *36%*	188 *39%*	85 *17%*	13 *3%*	97 *20%*	309 *64%*	73 *15%*	82 *17%*	61 *13%*	145 *30%*
Total (Wtd)	**512**	185 *36%*	327 *64%*	26** *5%* **	214 *42%*	178 *35%*	80* *16%* *	13** *3%* **	99* *19%* *	302 *59%*	111* *22%* *	128* *25%* *	120* *23%* *	184 *36%*
Effective Total	**339**	126	213	15	126	138	57	10	77	223	52	75	57	131
10	**9** ***2%***	3 *2%* *37%*	6 *2%* *63%*	2 *7%* *19%*	5 *2%* *49%*	1 * *6%*	1 *2%* *14%*	1 *8%* *12%*	1 *1%* *6%*	8 *3%* *83%* I	1 *1%* *11%*	3 *2%* *33%*	2 *2%* *23%*	3 *1%* *27%*
9	**4** ***1%***	1 *1%* *30%*	3 *1%* *70%*	- - -	1 *1%* *34%*	1 *1%* *36%*	1 *2%* *30%*	- - -	3 *3%* *62%*	2 *1%* *38%*	- - -	- - -	- - -	4 *2%* *92%*
8	**26** ***5%***	19 *10%* *74%* B	7 *2%* *26%*	- - -	13 *6%* *50%*	8 *5%* *32%*	1 *1%* *4%*	4 *29%* *15%*	- - -	21 *7%* *83%* I	4 *4%* *17%*	5 *4%* *20%*	9 *7%* *34%*	8 *4%* *29%*
7	**43** ***8%***	11 *6%* *25%*	32 *10%* *75%*	7 *26%* *16%*	16 *8%* *37%*	13 *7%* *31%*	5 *7%* *13%*	1 *11%* *3%*	9 *9%* *21%*	26 *9%* *61%*	8 *7%* *18%*	12 *9%* *28%*	13 *11%* *30%*	10 *5%* *23%*
6	**67** ***13%***	27 *15%* *40%*	40 *12%* *60%*	3 *12%* *5%*	27 *13%* *41%*	25 *14%* *37%*	11 *14%* *16%*	1 *8%* *2%*	3 *3%* *4%*	52 *17%* *77%* I	13 *12%* *19%*	16 *12%* *23%*	17 *14%* *25%*	24 *13%* *36%*
5	**67** ***13%***	19 *10%* *28%*	49 *15%* *72%*	5 *19%* *7%*	36 *17%* *53%*	19 *11%* *29%*	7 *9%* *11%*	- - -	9 *9%* *14%*	40 *13%* *59%*	18 *16%* *27%*	23 *18%* *34%*	10 *9%* *15%*	25 *13%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 381

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Channel 4 ****

Base : Regular viewers of Channel 4 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**486**	181 *37%*	305 *63%*	22 *5%*	176 *36%*	188 *39%*	85 *17%*	13 *3%*	97 *20%*	309 *64%*	73 *15%*	82 *17%*	61 *13%*	145 *30%*
Effective Total	**339**	126	213	15	126	138	57	10	77	223	52	75	57	131
4	**52** ***10%***	24 *13%* *45%*	29 *9%* *55%*	1 *5%* *2%*	23 *11%* *44%*	23 *13%* *44%*	4 *6%* *9%*	* *2%* *	15 *15%* *29%*	25 *8%* *47%*	13 *12%* *25%*	18 *14%* *35%*	9 *8%* *18%*	18 *10%* *35%*
3	**61** ***12%***	17 *9%* *27%*	45 *14%* *73%*	3 *11%* *5%*	34 *16%* *56%*	19 *11%* *31%*	5 *6%* *8%*	* *1%* *	14 *15%* *24%*	33 *11%* *54%*	14 *12%* *23%*	10 *8%* *17%*	16 *13%* *26%*	24 *13%* *39%*
2	**42** ***8%***	13 *7%* *32%*	28 *9%* *68%*	3 *10%* *6%*	19 *9%* *44%*	15 *8%* *35%*	6 *7%* *14%*	- - -	11 *11%* *27%*	21 *7%* *51%*	9 *8%* *22%*	11 *8%* *26%*	8 *6%* *18%*	16 *9%* *39%*
1	**27** ***5%***	9 *5%* *34%*	18 *5%* *66%*	- - -	12 *6%* *45%*	12 *7%* *44%*	3 *4%* *11%*	- - -	10 *10%* *38%*	13 *4%* *51%*	3 *3%* *11%*	6 *5%* *24%*	7 *6%* *26%*	7 *4%* *26%*
Don't know	**114** ***22%***	42 *23%* *37%*	72 *22%* *63%*	3 *11%* *2%*	28 *13%* *25%*	43 *24%* *38%* D	35 *43%* *30%* DE	5 *41%* *5%*	25 *25%* *22%*	61 *20%* *53%*	28 *25%* *25%*	23 *18%* *20%*	29 *24%* *26%*	46 *25%* *41%*
Net: 10/9/8/7	**82** ***16%***	35 *19%* *42%*	48 *15%* *58%*	9 *33%* *10%*	35 *16%* *42%*	24 *13%* *29%*	9 *11%* *11%*	6 *48%* *8%*	12 *12%* *15%*	57 *19%* *69%*	13 *12%* *16%*	20 *16%* *25%*	24 *20%* *29%*	24 *13%* *29%*
Net: 10/9	**13** ***3%***	5 *3%* *35%*	9 *3%* *65%*	2 *7%* *13%*	6 *3%* *44%*	2 *1%* *15%*	3 *3%* *19%*	1 *8%* *8%*	3 *3%* *23%*	9 *3%* *70%*	1 *1%* *7%*	3 *2%* *23%*	2 *2%* *16%*	6 *3%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 381

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**486**	181 *37%*	305 *63%*	22 *5%*	176 *36%*	188 *39%*	85 *17%*	13 *3%*	97 *20%*	309 *64%*	73 *15%*	82 *17%*	61 *13%*	145 *30%*
Effective Total	**339**	126	213	15	126	138	57	10	77	223	52	75	57	131
Net: 6/5/4	**187** ***36%***	69 *38%* *37%*	118 *36%* *63%*	9 *36%* *5%*	86 *40%* *46%*	67 *38%* *36%*	23 *28%* *12%*	1 *10%* *1%*	27 *27%* *14%*	116 *39%* *62%*	44 *40%* *23%*	57 *45%* *30%*	36 *30%* *20%*	67 *36%* *36%*
Net: 3/2/1	**129** ***25%***	39 *21%* *30%*	90 *28%* *70%*	5 *21%* *4%*	65 *30%* *50%*	45 *25%* *35%*	14 *17%* *11%*	* *1%* *	36 *36%* *28%* J	68 *22%* *52%*	26 *23%* *20%*	27 *21%* *21%*	30 *25%* *23%*	47 *26%* *37%*
Mean	**4.72**	4.96	4.58	5.46	4.63	4.51	4.83	7.60	3.87	5.02 I	4.60	4.75	4.87	4.65
Standard Deviation	**2.15**	2.22	2.10	2.18	2.12	2.06	2.21	1.57	2.13	2.17	1.89	2.06	2.24	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 381

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Channel 4 ****

Base : Regular viewers of Channel 4 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**486**	67 *14%*	53 *11%*	78 *16%*	288 *59%*	448 *92%*	31 *6%*	32 *7%*	449 *92%*	453 *93%*	327 *67%*	125 *26%*	141 *29%*
Total (Wtd)	**512**	43* *8%* *	20* *4%* *	17* *3%* *	432 *84%*	483 *94%*	29** *6%* **	28** *5%* **	477 *93%*	484 *94%*	349 *68%*	133* *26%* *	146 *29%*
Effective Total	**339**	62	48	75	255	315	26	20	316	319	228	90	100
10	**9** ***2%***	1 *1%* *6%*	1 *3%* *6%*	* *2%* *4%*	8 *2%* *83%*	9 *2%* *100%*	- - -	- - -	9 *2%* *100%*	9 *2%* *100%*	6 *2%* *69%*	3 *2%* *31%*	3 *2%* *37%*
9	**4** ***1%***	- - -	* *2%* *8%*	- - -	4 *1%* *92%*	4 *1%* *100%*	- - -	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*	- - -	- - -
8	**26** ***5%***	3 *7%* *11%*	1 *4%* *3%*	1 *5%* *3%*	21 *5%* *83%*	23 *5%* *89%*	3 *10%* *11%*	1 *5%* *5%*	25 *5%* *95%*	25 *5%* *95%*	17 *5%* *65%*	8 *6%* *30%*	8 *5%* *30%*
7	**43** ***8%***	5 *11%* *11%*	3 *13%* *6%*	1 *6%* *3%*	35 *8%* *81%*	41 *9%* *96%*	2 *6%* *4%*	9 *31%* *20%*	34 *7%* *80%*	34 *7%* *80%*	23 *7%* *53%*	11 *9%* *27%*	13 *9%* *30%*
6	**67** ***13%***	5 *13%* *8%*	2 *12%* *3%*	3 *15%* *4%*	57 *13%* *84%*	62 *13%* *92%*	5 *19%* *8%*	4 *15%* *6%*	61 *13%* *91%*	63 *13%* *94%*	49 *14%* *72%*	14 *11%* *21%*	17 *11%* *25%*
5	**67** ***13%***	5 *11%* *7%*	2 *11%* *3%*	3 *17%* *4%*	58 *13%* *85%*	65 *13%* *96%*	3 *10%* *4%*	3 *10%* *4%*	63 *13%* *93%* Z	65 *13%* *96%* Z	55 *16%* *81%* YZ	9 *6%* *13%*	9 *6%* *13%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 381

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Channel 4 ****

Base : Regular viewers of Channel 4 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**486**	67 *14%*	53 *11%*	78 *16%*	288 *59%*	448 *92%*	31 *6%*	32 *7%*	449 *92%*	453 *93%*	327 *67%*	125 *26%*	141 *29%*
Effective Total	**339**	62	48	75	255	315	26	20	316	319	228	90	100
4	**52** ***10%***	2 *4%* *3%*	2 *10%* *4%*	3 *16%* *5%* O	46 *11%* *88%*	48 *10%* *92%*	4 *14%* *8%*	2 *8%* *4%*	50 *11%* *96%*	50 *10%* *96%*	40 *12%* *77%*	10 *7%* *19%*	11 *8%* *21%*
3	**61** ***12%***	6 *14%* *10%*	2 *11%* *3%*	3 *15%* *4%*	50 *12%* *82%*	60 *12%* *98%*	1 *4%* *2%*	1 *4%* *2%*	58 *12%* *94%*	60 *12%* *98%*	44 *13%* *72%*	16 *12%* *26%*	20 *14%* *33%*
2	**42** ***8%***	5 *12%* *12%*	1 *4%* *2%*	1 *6%* *2%*	35 *8%* *83%*	40 *8%* *97%*	1 *4%* *3%*	- - -	41 *9%* *100%*	42 *9%* *100%*	31 *9%* *74%*	11 *8%* *26%*	11 *7%* *26%*
1	**27** ***5%***	3 *7%* *12%*	2 *12%* *9%* R	1 *6%* *4%*	20 *5%* *76%*	23 *5%* *87%*	3 *12%* *13%*	3 *10%* *11%*	23 *5%* *87%*	23 *5%* *87%*	12 *3%* *45%*	11 *8%* *42%*	11 *8%* *43%*
Don't know	**114** ***22%***	9 *20%* *8%*	4 *21%* *4%*	2 *12%* *2%*	99 *23%* *87%* Q	107 *22%* *94%*	6 *22%* *6%*	5 *17%* *4%*	109 *23%* *96%*	109 *22%* *96%*	68 *20%* *60%*	41 *30%* *36%* X	44 *30%* *38%* X
Net: 10/9/8/7	**82** ***16%***	8 *19%* *10%*	4 *21%* *5%*	2 *13%* *3%*	68 *16%* *82%*	78 *16%* *94%*	5 *15%* *5%*	10 *35%* *12%*	72 *15%* *88%*	72 *15%* *88%*	50 *14%* *61%*	22 *17%* *27%*	24 *17%* *29%*
Net: 10/9	**13** ***3%***	1 *1%* *4%*	1 *5%* *7%*	* *2%* *3%*	12 *3%* *86%*	13 *3%* *100%*	- - -	- - -	13 *3%* *100%*	13 *3%* *100%*	11 *3%* *79%*	3 *2%* *21%*	3 *2%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 381

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Channel 4 ****

Base : Regular viewers of Channel 4 who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**486**	67 *14%*	53 *11%*	78 *16%*	288 *59%*	448 *92%*	31 *6%*	32 *7%*	449 *92%*	453 *93%*	327 *67%*	125 *26%*	141 *29%*
Effective Total	**339**	62	48	75	255	315	26	20	316	319	228	90	100
Net: 6/5/4	**187** ***36%***	12 *28%* *6%*	6 *32%* *3%*	8 *48%* *4%* O	160 *37%* *86%*	175 *36%* *93%*	12 *42%* *7%*	9 *33%* *5%*	174 *36%* *93%* YZ	178 *37%* *95%* YZ	144 *41%* *77%* YZ	33 *25%* *18%*	36 *25%* *19%*
Net: 3/2/1	**129** ***25%***	14 *33%* *11%*	5 *26%* *4%*	5 *27%* *4%*	105 *24%* *81%*	124 *26%* *95%*	6 *20%* *5%*	4 *15%* *3%*	122 *26%* *94%*	125 *26%* *96%*	87 *25%* *67%*	38 *28%* *29%*	42 *29%* *33%*
Mean	**4.72**	4.55	4.77	4.62	4.74	4.72	4.71	5.39	4.69	4.68	4.73	4.53	4.56
Standard Deviation	**2.15**	2.31	2.51	2.04	2.13	2.15	2.25	2.12	2.15	2.14	2.06	2.40	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 382

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - S4C ****

Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age				Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**23**	7 *30%*	16 *70%*	4 *17%*	12 *52%*	6 *26%*	1 *4%*	7 *30%*	13 *57%*	3 *13%*
Total (Wtd)	**8**	3** *31%* **	6** *69%* **	2** *19%* **	4** *54%* **	2** *24%* **	*** *3%* **	2** *28%* **	4** *53%* **	2** *19%* **
Effective Total	**22**	7	16	4	11	6	1	7	13	3
10	* ***4%***	- - -	* *5%* *100%*	- - -	* *7%* *100%*	- - -	- - -	* *13%* *100%*	- - -	- - -
9	* ***4%***	- - -	* *6%* *100%*	- - -	* *7%* *100%*	- - -	- - -	- - -	* *7%* *100%*	- - -
8	**1** ***14%***	1 *26%* *57%*	* *9%* *43%*	- - -	* *11%* *43%*	1 *34%* *57%*	- - -	1 *29%* *57%*	- - -	* *32%* *43%*
7	**2** ***24%***	1 *50%* *65%*	1 *12%* *35%*	1 *50%* *40%*	1 *12%* *28%*	1 *32%* *32%*	- - -	1 *30%* *35%*	1 *17%* *37%*	1 *36%* *28%*
6	**1** ***14%***	- - -	1 *20%* *100%*	- - -	1 *26%* *100%*	- - -	- - -	- - -	1 *15%* *57%*	* *32%* *43%*
5	**1** ***8%***	- - -	1 *11%* *100%*	- - -	1 *14%* *100%*	- - -	- - -	- - -	1 *15%* *100%*	- - -
4	* ***5%***	- - -	* *7%* *100%*	* *26%* *100%*	- - -	- - -	- - -	- - -	* *9%* *100%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 382

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - S4C ****

Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age				Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**23**	7 *30%*	16 *70%*	4 *17%*	12 *52%*	6 *26%*	1 *4%*	7 *30%*	13 *57%*	3 *13%*
Effective Total	**22**	7	16	4	11	6	1	7	13	3
3	**1** ***9%***	- - -	1 *13%* *100%*	* *24%* *54%*	* *7%* *46%*	- - -	- - -	- - -	1 *16%* *100%*	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***19%***	1 *24%* *39%*	1 *17%* *61%*	- - -	1 *14%* *40%*	1 *34%* *42%*	* *100%* *18%*	1 *28%* *41%*	1 *21%* *59%*	- - -
Net: 10/9/8/7	**4** ***46%***	2 *76%* *52%*	2 *32%* *48%*	1 *50%* *21%*	2 *38%* *45%*	1 *66%* *35%*	- - -	2 *72%* *44%*	1 *24%* *28%*	1 *68%* *28%*
Net: 10/9	**1** ***8%***	- - -	1 *11%* *100%*	- - -	1 *14%* *100%*	- - -	- - -	* *13%* *49%*	* *7%* *51%*	- - -
Net: 6/5/4	**2** ***27%***	- - -	2 *39%* *100%*	* *26%* *18%*	2 *41%* *82%*	- - -	- - -	- - -	2 *39%* *78%*	* *32%* *22%*
Net: 3/2/1	**1** ***9%***	- - -	1 *13%* *100%*	* *24%* *54%*	* *7%* *46%*	- - -	- - -	- - -	1 *16%* *100%*	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 382

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - S4C ****

Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age				Social grade		
		Male (A)	Female (B)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**23**	7 *30%*	16 *70%*	4 *17%*	12 *52%*	6 *26%*	1 *4%*	7 *30%*	13 *57%*	3 *13%*
Effective Total	**22**	7	16	4	11	6	1	7	13	3
Mean	**6.43**	7.34	6.06	5.24	6.55	7.51	-	7.96	5.45	7.00
Standard Deviation	**1.97**	-	2.27	-	2.14	-	-	-	2.14	-

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 382

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - S4C ****

Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**23**	23 *100%*	23 *100%*	4 *17%*	19 *83%*	19 *83%*	15 *65%*	4 *17%*	4 *17%*
Total (Wtd)	**8**	8** *100%* **	8** *100%* **	1** *18%* **	7** *82%* **	7** *82%* **	5** *63%* **	2** *19%* **	2** *19%* **
Effective Total	**22**	22	22	4	18	18	15	4	4
10	* ***4%***	* *4%* *100%*	* *4%* *100%*	- - -	* *5%* *100%*	* *5%* *100%*	- - -	* *20%* *100%*	* *20%* *100%*
9	* ***4%***	* *4%* *100%*	* *4%* *100%*	- - -	* *5%* *100%*	* *5%* *100%*	* *6%* *100%*	- - -	- - -
8	**1** ***14%***	1 *14%* *100%*	1 *14%* *100%*	1 *56%* *71%*	* *5%* *29%*	* *5%* *29%*	* *7%* *29%*	- - -	- - -
7	**2** ***24%***	2 *24%* *100%*	2 *24%* *100%*	* *21%* *16%*	2 *24%* *84%*	2 *24%* *84%*	1 *14%* *37%*	1 *59%* *47%*	1 *59%* *47%*
6	**1** ***14%***	1 *14%* *100%*	1 *14%* *100%*	* *23%* *29%*	1 *12%* *71%*	1 *12%* *71%*	* *9%* *43%*	* *21%* *29%*	* *21%* *29%*
5	**1** ***8%***	1 *8%* *100%*	1 *8%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	1 *12%* *100%*	- - -	- - -
4	* ***5%***	* *5%* *100%*	* *5%* *100%*	- - -	* *6%* *100%*	* *6%* *100%*	* *8%* *100%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 382

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - S4C ****

Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**23**	23 *100%*	23 *100%*	4 *17%*	19 *83%*	19 *83%*	15 *65%*	4 *17%*	4 *17%*
Effective Total	**22**	22	22	4	18	18	15	4	4
3	**1** ***9%***	1 *9%* *100%*	1 *9%* *100%*	- - -	1 *11%* *100%*	1 *11%* *100%*	1 *14%* *100%*	- - -	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***19%***	2 *19%* *100%*	2 *19%* *100%*	- - -	2 *23%* *100%*	2 *23%* *100%*	2 *30%* *100%*	- - -	- - -
Net: 10/9/8/7	**4** ***46%***	4 *46%* *100%*	4 *46%* *100%*	1 *77%* *30%*	3 *39%* *70%*	3 *39%* *70%*	1 *27%* *37%*	1 *79%* *33%*	1 *79%* *33%*
Net: 10/9	**1** ***8%***	1 *8%* *100%*	1 *8%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	* *6%* *51%*	* *20%* *49%*	* *20%* *49%*
Net: 6/5/4	**2** ***27%***	2 *27%* *100%*	2 *27%* *100%*	* *23%* *15%*	2 *28%* *85%*	2 *28%* *85%*	2 *30%* *70%*	* *21%* *15%*	* *21%* *15%*
Net: 3/2/1	**1** ***9%***	1 *9%* *100%*	1 *9%* *100%*	- - -	1 *11%* *100%*	1 *11%* *100%*	1 *14%* *100%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 382

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - S4C ****

Base : Regular viewers of S4C who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation	Ethnic Origin	TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**23**	23 *100%*	23 *100%*	4 *17%*	19 *83%*	19 *83%*	15 *65%*	4 *17%*	4 *17%*
Effective Total	**22**	22	22	4	18	18	15	4	4
Mean	**6.43**	6.43	6.43	7.33	6.18	6.18	5.66	7.38	7.38
Standard Deviation	**1.97**	1.97	1.97	-	2.15	2.15	2.25	-	-

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 383

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Five ****

Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**265**	90 *34%*	175 *66%*	14 *5%*	93 *35%*	93 *35%*	55 *21%*	10 *4%*	42 *16%*	180 *68%*	40 *15%*	36 *14%*	39 *15%*	74 *28%*
Total (Wtd)	**269**	93* *34%* *	176 *66%*	19** *7%* **	105* *39%* *	81* *30%* *	54* *20%* *	10** *4%* **	40* *15%* *	175 *65%*	54** *20%* **	54* *20%* *	75* *28%* *	93* *34%* *
Effective Total	**182**	63	119	10	64	65	40	7	32	127	27	34	36	66
10	**9** ***3%***	3 *3%* *29%*	6 *4%* *71%*	* * *	4 *4%* *51%*	2 *2%* *21%*	1 *2%* *15%*	1 *11%* *12%*	- - -	7 *4%* *79%*	2 *3%* *21%*	1 *2%* *15%*	2 *3%* *24%*	4 *4%* *43%*
9	**12** ***4%***	1 *2%* *12%*	10 *6%* *88%*	4 *21%* *34%*	5 *5%* *44%*	3 *3%* *22%*	- - -	- - -	* *1%* *2%*	8 *5%* *70%*	3 *6%* *28%*	3 *6%* *27%*	5 *7%* *46%*	2 *2%* *17%*
8	**22** ***8%***	7 *7%* *31%*	15 *8%* *69%*	- - -	9 *9%* *42%*	7 *9%* *33%*	3 *6%* *14%*	2 *23%* *11%*	2 *5%* *9%*	16 *9%* *73%*	4 *7%* *18%*	3 *6%* *15%*	8 *10%* *36%*	6 *6%* *27%*
7	**39** ***14%***	10 *11%* *26%*	29 *16%* *74%*	- - -	22 *20%* *55%*	11 *14%* *29%*	6 *11%* *15%*	- - -	7 *17%* *18%*	21 *12%* *54%*	11 *20%* *28%*	9 *17%* *24%*	8 *11%* *20%*	15 *16%* *38%*
6	**31** ***11%***	12 *13%* *38%*	19 *11%* *62%*	1 *3%* *2%*	15 *14%* *48%*	12 *15%* *40%*	3 *6%* *10%*	- - -	2 *5%* *7%*	23 *13%* *73%*	6 *11%* *20%*	13 *24%* *42%* N	10 *14%* *34%* N	3 *3%* *8%*
5	**32** ***12%***	12 *13%* *36%*	21 *12%* *64%*	3 *14%* *8%*	17 *16%* *52%*	6 *8%* *19%*	7 *13%* *21%*	- - -	6 *16%* *20%*	23 *13%* *71%*	3 *5%* *9%*	4 *7%* *12%*	7 *9%* *21%*	15 *16%* *45%*
4	**19** ***7%***	8 *9%* *42%*	11 *6%* *58%*	2 *12%* *12%*	5 *5%* *29%*	8 *10%* *42%*	3 *6%* *18%*	- - -	3 *9%* *18%*	15 *9%* *82%*	- - -	4 *8%* *24%*	8 *10%* *41%*	2 *3%* *13%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 383

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Five ****

Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**265**	90 *34%*	175 *66%*	14 *5%*	93 *35%*	93 *35%*	55 *21%*	10 *4%*	42 *16%*	180 *68%*	40 *15%*	36 *14%*	39 *15%*	74 *28%*
Effective Total	**182**	63	119	10	64	65	40	7	32	127	27	34	36	66
3	**12** ***4%***	8 *9%* *66%*	4 *2%* *34%*	- - -	7 *6%* *57%*	1 *1%* *9%*	4 *7%* *33%*	* *2%* *1%*	1 *2%* *6%*	5 *3%* *44%*	6 *11%* *50%*	1 *3%* *12%*	2 *3%* *17%*	5 *5%* *41%*
2	**18** ***7%***	5 *5%* *26%*	13 *7%* *74%*	1 *7%* *8%*	6 *6%* *33%*	3 *3%* *15%*	7 *12%* *38%*	1 *10%* *6%*	3 *7%* *16%*	10 *6%* *58%*	5 *9%* *26%*	3 *5%* *16%*	7 *9%* *38%*	7 *7%* *37%*
1	**14** ***5%***	3 *4%* *25%*	10 *6%* *75%*	5 *28%* *38%*	1 *1%* *5%*	6 *8%* *47%* D	1 *2%* *9%*	- - -	3 *7%* *22%*	8 *4%* *56%*	3 *5%* *22%*	3 *6%* *22%*	2 *2%* *12%*	7 *8%* *52%*
Don't know	**62** ***23%***	24 *26%* *39%*	38 *22%* *61%*	3 *15%* *5%*	14 *14%* *23%*	21 *26%* *34%*	18 *34%* *30%* D	5 *54%* *9%*	13 *31%* *20%*	38 *22%* *61%*	11 *21%* *18%*	9 *16%* *14%*	16 *22%* *26%*	28 *30%* *45%*
Net: 10/9/8/7	**81** ***30%***	21 *23%* *26%*	60 *34%* *74%*	4 *21%* *5%*	40 *38%* *50%* F	23 *28%* *28%*	10 *19%* *13%*	3 *34%* *4%*	9 *23%* *11%*	52 *30%* *64%*	20 *37%* *25%*	17 *32%* *21%*	23 *31%* *29%*	26 *29%* *33%*
Net: 10/9	**21** ***8%***	4 *4%* *20%*	17 *9%* *80%*	4 *21%* *19%*	10 *9%* *47%*	5 *6%* *22%*	1 *2%* *6%*	1 *11%* *5%*	* *1%* *1%*	15 *9%* *74%*	5 *10%* *25%*	5 *8%* *22%*	8 *10%* *37%*	6 *6%* *28%*
Net: 6/5/4	**82** ***31%***	31 *34%* *38%*	51 *29%* *62%*	5 *29%* *7%*	37 *35%* *45%*	26 *32%* *32%*	13 *24%* *16%*	- - -	12 *30%* *15%*	61 *35%* *74%*	9 *17%* *11%*	21 *39%* *26%*	25 *33%* *30%*	20 *21%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 383

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Five ****

Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**265**	90 *34%*	175 *66%*	14 *5%*	93 *35%*	93 *35%*	55 *21%*	10 *4%*	42 *16%*	180 *68%*	40 *15%*	36 *14%*	39 *15%*	74 *28%*
Effective Total	**182**	63	119	10	64	65	40	7	32	127	27	34	36	66
Net: 3/2/1	**43** ***16%***	16 *17%* *37%*	27 *15%* *63%*	7 *35%* *15%*	13 *13%* *31%*	10 *13%* *24%*	12 *22%* *27%*	1 *12%* *3%*	7 *16%* *15%*	23 *13%* *54%*	14 *25%* *31%*	7 *13%* *17%*	10 *14%* *24%*	19 *20%* *43%*
Mean	**5.55**	5.28	5.69	4.33	5.98	5.54	4.85	6.99	4.91	5.68	5.58	5.72	5.75	5.25
Standard Deviation	**2.39**	2.22	2.46	3.22	2.08	2.39	2.33	3.35	2.21	2.35	2.61	2.24	2.37	2.60

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 383

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Five ****

Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**265**	36 *14%*	42 *16%*	38 *14%*	149 *56%*	233 *88%*	29 *11%*	19 *7%*	244 *92%*	246 *93%*	169 *64%*	77 *29%*	81 *31%*
Total (Wtd)	**269**	22* *8%* *	17* *6%* *	8* *3%* *	221 *82%*	241 *90%*	27** *10%* **	14** *5%* **	251 *93%*	255 *95%*	182 *68%*	73* *27%* *	77* *29%* *
Effective Total	**182**	34	39	36	132	158	27	11	170	171	118	53	57
10	**9** ***3%***	* * *	1 *8%* *14%*	* *3%* *3%*	7 *3%* *83%*	8 *3%* *86%*	1 *5%* *14%*	1 *5%* *7%*	8 *3%* *93%*	8 *3%* *93%*	6 *4%* *73%*	2 *2%* *20%*	2 *2%* *20%*
9	**12** ***4%***	1 *3%* *6%*	- - -	* *5%* *4%*	11 *5%* *90%*	11 *5%* *93%*	1 *3%* *7%*	- - -	12 *5%* *100%*	12 *5%* *100%*	10 *6%* *88%*	1 *2%* *12%*	1 *2%* *12%*
8	**22** ***8%***	2 *10%* *11%*	2 *13%* *10%*	* *5%* *2%*	17 *8%* *77%*	20 *8%* *92%*	2 *6%* *8%*	1 *10%* *6%*	20 *8%* *94%*	20 *8%* *94%*	13 *7%* *60%*	7 *10%* *34%*	7 *9%* *34%*
7	**39** ***14%***	4 *17%* *10%*	2 *14%* *6%*	* *5%* *1%*	32 *15%* *83%*	36 *15%* *93%*	3 *10%* *7%*	1 *7%* *2%*	36 *14%* *92%*	38 *15%* *98%*	22 *12%* *56%*	16 *22%* *41%*	17 *22%* *44%*
6	**31** ***11%***	2 *8%* *6%*	2 *13%* *7%*	1 *14%* *4%*	26 *12%* *84%*	27 *11%* *88%*	4 *14%* *12%*	- - -	31 *12%* *100%*	31 *12%* *100%*	25 *14%* *82%*	6 *8%* *18%*	7 *9%* *24%*
5	**32** ***12%***	5 *20%* *14%*	1 *6%* *3%*	2 *19%* *5%*	25 *11%* *78%*	27 *11%* *82%*	6 *22%* *18%*	1 *4%* *2%*	30 *12%* *93%*	32 *13%* *98%*	23 *13%* *72%*	9 *12%* *26%*	9 *11%* *26%*
4	**19** ***7%***	3 *13%* *16%*	1 *4%* *4%*	1 *8%* *3%*	15 *7%* *77%*	19 *8%* *100%*	- - -	3 *23%* *17%*	16 *6%* *83%*	16 *6%* *83%*	8 *4%* *41%*	8 *11%* *43%*	8 *11%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 383

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Five ****

Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**265**	36 *14%*	42 *16%*	38 *14%*	149 *56%*	233 *88%*	29 *11%*	19 *7%*	244 *92%*	246 *93%*	169 *64%*	77 *29%*	81 *31%*
Effective Total	**182**	34	39	36	132	158	27	11	170	171	118	53	57
3	**12** ***4%***	2 *7%* *13%*	1 *9%* *12%*	1 *7%* *5%*	8 *4%* *70%*	12 *5%* *100%*	- - -	* *3%* *3%*	12 *5%* *97%*	12 *5%* *97%*	9 *5%* *76%*	3 *3%* *21%*	3 *4%* *25%*
2	**18** ***7%***	- - -	1 *7%* *7%*	* *5%* *2%*	16 *7%* *91%*	13 *5%* *75%*	4 *16%* *25%*	2 *13%* *10%*	16 *6%* *90%*	16 *6%* *90%*	13 *7%* *76%*	2 *3%* *13%*	2 *3%* *13%*
1	**14** ***5%***	1 *2%* *4%*	1 *4%* *5%*	1 *9%* *5%*	12 *5%* *86%*	12 *5%* *90%*	1 *5%* *10%*	1 *9%* *9%*	12 *5%* *91%*	12 *5%* *91%*	10 *6%* *74%*	2 *3%* *17%*	2 *3%* *17%*
Don't know	**62** ***23%***	4 *19%* *7%*	4 *23%* *6%*	2 *20%* *3%*	53 *24%* *84%*	57 *24%* *91%*	5 *20%* *9%*	4 *27%* *6%*	59 *23%* *94%*	59 *23%* *94%*	42 *23%* *67%*	17 *23%* *27%*	18 *23%* *28%*
Net: 10/9/8/7	**81** ***30%***	7 *31%* *8%*	6 *35%* *7%*	2 *19%* *2%*	67 *30%* *82%*	74 *31%* *92%*	7 *24%* *8%*	3 *21%* *4%*	76 *30%* *94%*	78 *31%* *96%*	52 *28%* *64%*	26 *36%* *33%*	28 *36%* *34%*
Net: 10/9	**21** ***8%***	1 *3%* *3%*	1 *8%* *6%*	1 *8%* *3%*	18 *8%* *87%*	19 *8%* *90%*	2 *8%* *10%*	1 *5%* *3%*	20 *8%* *97%*	20 *8%* *97%*	17 *9%* *82%*	3 *4%* *15%*	3 *4%* *15%*
Net: 6/5/4	**82** ***31%***	9 *41%* *11%*	4 *23%* *5%*	3 *41%* *4%*	66 *30%* *80%*	72 *30%* *88%*	10 *35%* *12%*	4 *27%* *5%*	77 *31%* *93%*	78 *31%* *95%*	56 *31%* *68%*	22 *30%* *27%*	24 *31%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 383

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Five ****

Base : Regular viewers of Five who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**265**	36 *14%*	42 *16%*	38 *14%*	149 *56%*	233 *88%*	29 *11%*	19 *7%*	244 *92%*	246 *93%*	169 *64%*	77 *29%*	81 *31%*
Effective Total	**182**	34	39	36	132	158	27	11	170	171	118	53	57
Net: 3/2/1	**43** ***16%***	2 *10%* *5%*	3 *20%* *8%*	2 *20%* *4%*	36 *16%* *84%*	38 *16%* *87%*	6 *21%* *13%*	3 *25%* *8%*	40 *16%* *92%*	40 *16%* *92%*	33 *18%* *75%*	7 *10%* *17%*	8 *10%* *18%*
Mean	**5.55**	5.59	5.77	5.09	5.55	5.59	5.26	4.47	5.60	5.61	5.54	5.79	5.80
Standard Deviation	**2.39**	1.88	2.64	2.60	2.43	2.37	2.53	2.77	2.38	2.36	2.46	2.11	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 384

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - All channels combined ****

Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1354**	555 *41%*	799 *59%*	49 *4%*	410 *30%*	569 *42%*	285 *21%*	33 *2%*	4 *	299 *22%*	840 *62%*	187 *14%*	211 *16%*	180 *13%*	382 *28%*
Total (Wtd)	**1357**	554 *41%*	803 *59%*	61* *4%* *	464 *34%*	528 *39%*	273 *20%*	26** *2%* ** * **	5**	288 *21%*	799 *59%*	270 *20%*	313 *23%*	344 *25%*	473 *35%*
Effective Total	**933**	387	546	31	283	406	200	23	4	224	609	131	190	167	351
10	**75** ***6%***	18 *3%* *24%*	57 *7%* *76%* A	14 *23%* *18%* DE F	26 *6%* *34%*	25 *5%* *34%*	9 *3%* *12%*	1 *5%* *2%*	- - -	7 *2%* *9%*	43 *5%* *57%*	25 *9%* *33%* I	31 *10%* *41%* M	11 *3%* *15%*	25 *5%* *33%*
9	**73** ***5%***	31 *6%* *42%*	42 *5%* *58%*	5 *8%* *7%*	27 *6%* *37%*	32 *6%* *43%*	8 *3%* *11%*	1 *4%* *1%*	- - -	12 *4%* *17%*	46 *6%* *63%*	14 *5%* *20%*	15 *5%* *21%*	23 *7%* *31%*	25 *5%* *35%*
8	**212** ***16%***	77 *14%* *36%*	135 *17%* *64%*	15 *24%* *7%*	79 *17%* *37%*	80 *15%* *38%*	34 *12%* *16%*	3 *12%* *2%*	2 *34%* *1%*	33 *12%* *16%*	127 *16%* *60%*	51 *19%* *24%*	46 *15%* *22%*	56 *16%* *26%*	71 *15%* *33%*
7	**249** ***18%***	107 *19%* *43%*	142 *18%* *57%*	5 *8%* *2%*	92 *20%* *37%*	101 *19%* *41%*	47 *17%* *19%*	3 *12%* *1%*	1 *18%* *	45 *16%* *18%*	160 *20%* *64%*	44 *16%* *18%*	47 *15%* *19%*	65 *19%* *26%*	90 *19%* *36%*
6	**187** ***14%***	81 *15%* *43%*	106 *13%* *57%*	5 *8%* *3%*	64 *14%* *34%*	71 *14%* *38%*	40 *15%* *22%*	5 *20%* *3%*	2 *31%* *1%*	39 *14%* *21%*	116 *15%* *62%*	32 *12%* *17%*	51 *16%* *27%*	49 *14%* *26%*	52 *11%* *28%*
5	**162** ***12%***	49 *9%* *30%*	113 *14%* *70%* A	7 *12%* *5%*	61 *13%* *38%*	69 *13%* *43%*	23 *8%* *14%*	1 *5%* *1%*	- - -	38 *13%* *24%*	85 *11%* *53%*	38 *14%* *24%*	55 *17%* *34%* MN	29 *8%* *18%*	54 *11%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 384

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - All channels combined ****

Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1354**	555 *41%*	799 *59%*	49 *4%*	410 *30%*	569 *42%*	285 *21%*	33 *2%*	4 *	299 *22%*	840 *62%*	187 *14%*	211 *16%*	180 *13%*	382 *28%*
Effective Total	**933**	387	546	31	283	406	200	23	4	224	609	131	190	167	351
4	**118** ***9%***	60 *11%* *50%*	59 *7%* *50%*	5 *9%* *4%*	34 *7%* *29%*	49 *9%* *42%*	27 *10%* *23%*	1 *5%* *1%*	1 *18%* *1%*	30 *10%* *25%*	68 *9%* *58%*	20 *7%* *17%*	15 *5%* *13%*	32 *9%* *27%*	53 *11%* *45%* L
3	**53** ***4%***	29 *5%* *54%*	25 *3%* *46%*	* *1%* *1%*	22 *5%* *42%*	14 *3%* *27%*	13 *5%* *24%*	4 *14%* *7%*	- - -	15 *5%* *29%*	28 *3%* *52%*	10 *4%* *19%*	8 *3%* *15%*	16 *5%* *30%*	19 *4%* *35%*
2	**29** ***2%***	15 *3%* *53%*	14 *2%* *47%*	- - -	16 *3%* *55%*	7 *1%* *25%*	6 *2%* *20%*	* *1%* *1%*	- - -	15 *5%* *52%* J	9 *1%* *32%*	5 *2%* *16%*	6 *2%* *19%*	7 *2%* *25%*	10 *2%* *34%*
1	**31** ***2%***	13 *2%* *43%*	18 *2%* *57%*	2 *4%* *8%*	8 *2%* *26%*	16 *3%* *53%*	3 *1%* *10%*	1 *5%* *4%*	- - -	6 *2%* *18%*	19 *2%* *60%*	7 *3%* *22%*	8 *3%* *27%*	4 *1%* *12%*	15 *3%* *48%*
Don't know	**167** ***12%***	74 *13%* *44%*	93 *12%* *56%*	2 *3%* *1%*	34 *7%* *20%*	63 *12%* *38%* D	64 *23%* *38%* CDE	4 *17%* *3%*	- - -	48 *17%* *29%* K	97 *12%* *58%*	22 *8%* *13%*	31 *10%* *19%*	53 *15%* *31%*	59 *12%* *35%*
Net: 10/9/8/7	**609** ***45%***	233 *42%* *38%*	375 *47%* *62%*	39 *63%* *6%* EF	224 *48%* *37%* F	237 *45%* *39%* F	98 *36%* *16%*	9 *34%* *1%*	3 *52%* *	98 *34%* *16%*	377 *47%* *62%* I	135 *50%* *22%* I	139 *44%* *23%*	155 *45%* *25%*	212 *45%* *35%*
Net: 10/9	**148** ***11%***	49 *9%* *33%*	99 *12%* *67%*	19 *31%* *13%* DE F	53 *11%* *36%*	57 *11%* *38%*	17 *6%* *12%*	2 *9%* *2%*	- - -	19 *7%* *13%*	89 *11%* *60%*	39 *15%* *27%* I	46 *15%* *31%*	34 *10%* *23%*	51 *11%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 384

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - All channels combined ****

Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1354**	555 *41%*	799 *59%*	49 *4%*	410 *30%*	569 *42%*	285 *21%*	33 *2%*	4 *	299 *22%*	840 *62%*	187 *14%*	211 *16%*	180 *13%*	382 *28%*
Effective Total	**933**	387	546	31	283	406	200	23	4	224	609	131	190	167	351
Net: 6/5/4	**468** ***34%***	190 *34%* *41%*	278 *35%* *59%*	17 *29%* *4%*	160 *34%* *34%*	189 *36%* *41%*	91 *33%* *19%*	8 *30%* *2%*	3 *48%* *1%*	107 *37%* *23%*	270 *34%* *58%*	91 *34%* *19%*	121 *39%* *26%*	109 *32%* *23%*	159 *34%* *34%*
Net: 3/2/1	**113** ***8%***	57 *10%* *50%*	56 *7%* *50%*	3 *5%* *2%*	47 *10%* *41%*	38 *7%* *33%*	21 *8%* *19%*	5 *19%* *4%*	- - -	36 *12%* *32%* J	56 *7%* *49%*	22 *8%* *19%*	22 *7%* *20%*	27 *8%* *24%*	43 *9%* *38%*
Mean	**6.30**	6.10	6.45 A	7.26 D EF	6.31	6.29	6.10	5.84	6.50	5.77	6.41 I	6.52 I	6.47	6.35	6.19
Standard Deviation	**2.09**	2.09	2.08	2.39	2.09	2.07	1.97	2.39	1.56	2.10	2.03	2.18	2.14	1.98	2.17

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 384

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - All channels combined ****

Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1354**	177 *13%*	193 *14%*	211 *16%*	773 *57%*	1204 *89%*	131 *10%*	144 *11%*	1199 *89%*	1206 *89%*	881 *65%*	321 *24%*	350 *26%*
Total (Wtd)	**1357**	111 *8%*	71 *5%*	45 *3%*	1129 *83%*	1226 *90%*	131 *10%*	134* *10%* *	1210 *89%*	1219 *90%*	885 *65%*	329 *24%*	356 *26%*
Effective Total	**933**	164	178	196	686	826	111	95	830	834	604	227	248
10	**75** ***6%***	1 *1%* *2%*	5 *6%* *6%* O	3 *6%* *3%* O	67 *6%* *89%* O	66 *5%* *88%*	9 *7%* *12%*	6 *4%* *8%*	70 *6%* *92%*	70 *6%* *92%*	54 *6%* *72%*	16 *5%* *21%*	16 *4%* *21%*
9	**73** ***5%***	4 *4%* *6%*	4 *5%* *5%*	2 *4%* *2%*	63 *6%* *87%*	65 *5%* *89%*	8 *6%* *11%*	6 *5%* *9%*	66 *5%* *91%*	66 *5%* *91%*	55 *6%* *76%*	11 *3%* *15%*	15 *4%* *21%*
8	**212** ***16%***	15 *14%* *7%*	17 *24%* *8%* OQR	7 *15%* *3%*	173 *15%* *82%*	190 *16%* *90%*	22 *17%* *10%*	25 *19%* *12%*	184 *15%* *87%*	187 *15%* *88%*	131 *15%* *62%*	56 *17%* *26%*	60 *17%* *28%*
7	**249** ***18%***	22 *20%* *9%*	14 *20%* *6%*	10 *23%* *4%*	202 *18%* *81%*	225 *18%* *91%*	24 *18%* *9%*	15 *11%* *6%*	234 *19%* *94%* U	234 *19%* *94%*	168 *19%* *68%*	66 *20%* *26%*	69 *19%* *28%*
6	**187** ***14%***	21 *19%* *11%* P	7 *10%* *4%*	7 *15%* *4%*	152 *14%* *81%*	167 *14%* *89%*	20 *16%* *11%*	19 *14%* *10%*	162 *13%* *87%*	167 *14%* *89%*	113 *13%* *60%*	52 *16%* *28%*	60 *17%* *32%*
5	**162** ***12%***	11 *10%* *7%*	7 *10%* *4%*	7 *14%* *4%*	137 *12%* *85%*	147 *12%* *91%*	14 *11%* *9%*	23 *18%* *14%*	138 *11%* *85%*	138 *11%* *86%*	96 *11%* *59%*	43 *13%* *26%*	45 *13%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 384

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - All channels combined ****

Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1354**	177 *13%*	193 *14%*	211 *16%*	773 *57%*	1204 *89%*	131 *10%*	144 *11%*	1199 *89%*	1206 *89%*	881 *65%*	321 *24%*	350 *26%*
Effective Total	**933**	164	178	196	686	826	111	95	830	834	604	227	248
4	**118** ***9%***	9 *8%* *7%*	6 *9%* *5%*	3 *8%* *3%*	100 *9%* *84%*	108 *9%* *91%*	10 *8%* *9%*	10 *7%* *8%*	109 *9%* *92%*	109 *9%* *92%*	87 *10%* *74%*	20 *6%* *17%*	21 *6%* *18%*
3	**53** ***4%***	7 *6%* *13%*	2 *2%* *3%*	2 *4%* *3%*	43 *4%* *80%*	52 *4%* *98%*	1 *1%* *2%*	3 *3%* *6%*	48 *4%* *91%*	48 *4%* *91%*	34 *4%* *64%*	13 *4%* *24%*	14 *4%* *25%*
2	**29** ***2%***	4 *4%* *13%*	* *1%* *1%*	2 *4%* *7%* P	23 *2%* *79%*	26 *2%* *88%*	4 *3%* *12%*	3 *3%* *11%*	26 *2%* *89%*	26 *2%* *89%*	18 *2%* *62%*	8 *2%* *27%*	8 *2%* *27%*
1	**31** ***2%***	3 *2%* *8%*	1 *1%* *2%*	1 *2%* *3%*	27 *2%* *87%*	21 *2%* *70%*	9 *7%* *30%* S	4 *3%* *13%*	25 *2%* *82%*	25 *2%* *82%*	23 *3%* *73%*	3 *1%* *9%*	3 *1%* *9%*
Don't know	**167** ***12%***	13 *12%* *8%*	9 *12%* *5%*	3 *6%* *2%*	142 *13%* *85%* Q	157 *13%* *94%*	10 *7%* *6%*	19 *14%* *11%*	148 *12%* *88%*	148 *12%* *89%*	106 *12%* *63%*	42 *13%* *25%*	46 *13%* *27%*
Net: 10/9/8/7	**609** ***45%***	43 *39%* *7%*	39 *55%* *6%* OR	21 *47%* *3%*	505 *45%* *83%*	547 *45%* *90%*	62 *48%* *10%*	52 *39%* *9%*	554 *46%* *91%*	557 *46%* *91%*	409 *46%* *67%*	148 *45%* *24%*	160 *45%* *26%*
Net: 10/9	**148** ***11%***	5 *5%* *4%*	8 *12%* *6%* O	4 *9%* *3%*	130 *12%* *88%* O	131 *11%* *89%*	17 *13%* *11%*	12 *9%* *8%*	136 *11%* *92%*	136 *11%* *92%*	109 *12%* *74%*	27 *8%* *18%*	31 *9%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 384

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - All channels combined ****

Base : All who ever watch any of the channels who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1354**	177 *13%*	193 *14%*	211 *16%*	773 *57%*	1204 *89%*	131 *10%*	144 *11%*	1199 *89%*	1206 *89%*	881 *65%*	321 *24%*	350 *26%*
Effective Total	**933**	164	178	196	686	826	111	95	830	834	604	227	248
Net: 6/5/4	**468** ***34%***	41 *37%* *9%*	20 *28%* *4%*	17 *37%* *4%*	389 *34%* *83%*	423 *34%* *90%*	45 *34%* *10%*	52 *39%* *11%*	409 *34%* *87%*	414 *34%* *88%*	296 *33%* *63%*	115 *35%* *25%*	127 *36%* *27%*
Net: 3/2/1	**113** ***8%***	14 *12%* *12%* P	3 *4%* *3%*	4 *10%* *4%* P	93 *8%* *82%*	99 *8%* *88%*	14 *11%* *12%*	11 *8%* *10%*	100 *8%* *88%*	100 *8%* *88%*	75 *8%* *66%*	24 *7%* *21%*	24 *7%* *21%*
Mean	**6.30**	5.92	6.77 OQR	6.21	6.32 O	6.31	6.22	6.17	6.33	6.33	6.33	6.37	6.40
Standard Deviation	**2.09**	1.97	1.91	2.06	2.11	2.06	2.38	2.11	2.09	2.08	2.14	1.90	1.88

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 385

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Importance Rating ****

Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**670**	270 *40%*	400 *60%*	30 *4%*	199 *30%*	274 *41%*	153 *23%*	11 *2%*	156 *23%*	413 *62%*	85 *13%*	104 *16%*	102 *15%*	173 *26%*
Total (Wtd)	**676**	266 *39%*	410 *61%*	40** *6%* **	229 *34%*	255 *38%*	145 *21%*	7** *1%* **	150 *22%*	393 *58%*	133* *20%* *	153* *23%* *	200* *30%* *	212 *31%*
Effective Total	**452**	179	273	19	138	193	103	6	115	294	61	93	95	159
10	**142** ***21%***	46 *17%* *33%*	96 *23%* *67%*	24 *59%* *17%*	53 *23%* *37%*	41 *16%* *29%*	23 *16%* *16%*	1 *17%* *1%*	24 *16%* *17%*	86 *22%* *60%*	32 *24%* *22%*	39 *25%* *27%*	39 *19%* *27%*	44 *21%* *31%*
9	**95** ***14%***	43 *16%* *46%*	52 *13%* *54%*	7 *18%* *7%*	31 *13%* *32%*	37 *15%* *39%*	20 *14%* *21%*	- - -	30 *20%* *31%* J	45 *12%* *48%*	20 *15%* *21%*	16 *10%* *16%*	30 *15%* *32%*	33 *15%* *35%*
8	**181** ***27%***	69 *26%* *38%*	113 *27%* *62%*	6 *14%* *3%*	59 *26%* *33%*	71 *28%* *39%*	43 *30%* *24%*	2 *27%* *1%*	35 *23%* *19%*	120 *31%* *66%*	26 *20%* *14%*	44 *29%* *24%*	54 *27%* *30%*	54 *26%* *30%*
7	**90** ***13%***	34 *13%* *37%*	57 *14%* *63%*	2 *4%* *2%*	32 *14%* *35%*	33 *13%* *37%*	23 *16%* *26%*	* *6%* *	18 *12%* *19%*	56 *14%* *62%*	16 *12%* *18%*	22 *14%* *24%*	25 *12%* *27%*	24 *11%* *26%*
6	**39** ***6%***	12 *5%* *31%*	27 *7%* *69%*	1 *3%* *3%*	14 *6%* *37%*	13 *5%* *34%*	10 *7%* *26%*	- - -	8 *5%* *20%*	24 *6%* *62%*	7 *5%* *18%*	11 *7%* *29%* M	- - -	21 *10%* *53%* M
5	**46** ***7%***	22 *8%* *48%*	24 *6%* *52%*	- - -	13 *6%* *28%*	25 *10%* *54%*	8 *6%* *18%*	- - -	10 *7%* *23%*	19 *5%* *40%*	17 *13%* *37%* J	1 *1%* *3%*	27 *13%* *58%* LN	11 *5%* *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 385

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Importance Rating ****

Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**670**	270 *40%*	400 *60%*	30 *4%*	199 *30%*	274 *41%*	153 *23%*	11 *2%*	156 *23%*	413 *62%*	85 *13%*	104 *16%*	102 *15%*	173 *26%*
Effective Total	**452**	179	273	19	138	193	103	6	115	294	61	93	95	159
4	**22** ***3%***	11 *4%* *52%*	11 *3%* *48%*	* *1%* *2%*	11 *5%* *52%* F	9 *3%* *40%*	* * *2%*	1 *15%* *5%*	7 *4%* *31%*	13 *3%* *60%*	2 *2%* *10%*	6 *4%* *28%*	6 *3%* *26%*	8 *4%* *36%*
3	**10** ***1%***	2 *1%* *19%*	8 *2%* *81%*	- - -	4 *2%* *38%*	5 *2%* *50%*	1 *1%* *12%*	- - -	3 *2%* *34%*	4 *1%* *39%*	3 *2%* *27%*	- - -	4 *2%* *39%*	4 *2%* *43%*
2	**7** ***1%***	2 *1%* *23%*	6 *1%* *77%*	- - -	2 *1%* *21%*	2 *1%* *31%*	1 *1%* *17%*	2 *31%* *31%*	3 *2%* *40%*	2 *1%* *29%*	2 *2%* *31%*	3 *2%* *40%*	2 *1%* *31%*	1 *1%* *17%*
1	**21** ***3%***	12 *5%* *58%*	9 *2%* *42%*	- - -	3 *1%* *16%*	12 *5%* *57%*	6 *4%* *27%*	- - -	9 *6%* *41%*	10 *2%* *46%*	3 *2%* *13%*	4 *3%* *20%*	7 *3%* *31%*	9 *4%* *40%*
Don't know	**22** ***3%***	13 *5%* *58%*	9 *2%* *42%*	* *1%* *2%*	6 *3%* *29%*	7 *3%* *32%*	8 *6%* *37%*	* *4%* *1%*	4 *2%* *16%*	14 *4%* *64%*	5 *3%* *20%*	6 *4%* *27%*	8 *4%* *36%*	4 *2%* *16%*
Net: 10/9/8/7	**509** ***75%***	192 *72%* *38%*	317 *77%* *62%*	38 *95%* *7%*	175 *76%* *34%*	182 *71%* *36%*	110 *76%* *22%*	4 *50%* *1%*	107 *71%* *21%*	308 *78%* *61%*	94 *71%* *18%*	121 *79%* *24%*	147 *73%* *29%*	155 *73%* *31%*
Net: 10/9	**237** ***35%***	89 *34%* *38%*	147 *36%* *62%*	31 *77%* *13%*	84 *37%* *35%*	78 *31%* *33%*	43 *30%* *18%*	1 *17%* *1%*	54 *36%* *23%*	131 *33%* *55%*	52 *39%* *22%*	55 *36%* *23%*	69 *34%* *29%*	77 *36%* *33%*
Net: 6/5/4	**107** ***16%***	46 *17%* *43%*	61 *15%* *57%*	1 *4%* *1%*	39 *17%* *36%*	47 *18%* *44%*	19 *13%* *18%*	1 *15%* *1%*	25 *17%* *23%*	56 *14%* *52%*	26 *20%* *25%*	19 *12%* *18%*	33 *16%* *30%*	40 *19%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 385

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**670**	270 *40%*	400 *60%*	30 *4%*	199 *30%*	274 *41%*	153 *23%*	11 *2%*	156 *23%*	413 *62%*	85 *13%*	104 *16%*	102 *15%*	173 *26%*
Effective Total	**452**	179	273	19	138	193	103	6	115	294	61	93	95	159
Net: 3/2/1	**38** ***6%***	16 *6%* *41%*	23 *6%* *59%*	- - -	9 *4%* *23%*	19 *8%* *50%*	8 *6%* *21%*	2 *31%* *6%*	15 *10%* *39%* J	16 *4%* *41%*	8 *6%* *20%*	7 *5%* *18%*	13 *6%* *33%*	14 *7%* *37%*
Mean	**7.61**	7.45	7.71	9.24	7.73	7.31	7.59	5.74	7.27	7.75 I	7.58	7.82	7.48	7.54
Standard Deviation	**2.18**	2.29	2.11	1.18	2.05	2.32	2.07	3.37	2.50	2.01	2.25	2.11	2.28	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 385

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Importance Rating ****

Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**670**	88 *13%*	97 *14%*	106 *16%*	379 *57%*	599 *89%*	60 *9%*	70 *10%*	592 *88%*	596 *89%*	439 *66%*	157 *23%*	169 *25%*
Total (Wtd)	**676**	53* *8%* *	35* *5%* *	23 *3%*	565 *84%*	616 *91%*	60* *9%* *	71* *10%* *	598 *88%*	602 *89%*	436 *65%*	166 *24%*	175 *26%*
Effective Total	**452**	79	88	101	334	404	51	47	400	402	293	110	117
10	**142** ***21%***	8 *15%* *6%*	7 *21%* *5%*	5 *21%* *3%*	122 *22%* *86%*	123 *20%* *86%*	19 *32%* *14%* S	23 *32%* *16%* VWX	119 *20%* *84%*	119 *20%* *84%*	84 *19%* *59%*	35 *21%* *25%*	35 *20%* *25%*
9	**95** ***14%***	7 *14%* *8%*	5 *14%* *5%*	4 *19%* *5%*	79 *14%* *83%*	87 *14%* *92%*	8 *13%* *8%*	7 *9%* *7%*	88 *15%* *93%*	88 *15%* *93%*	69 *16%* *73%*	19 *11%* *20%*	21 *12%* *23%*
8	**181** ***27%***	15 *28%* *8%*	9 *26%* *5%*	5 *22%* *3%*	153 *27%* *84%*	168 *27%* *93%*	13 *22%* *7%*	20 *28%* *11%*	158 *26%* *87%*	162 *27%* *89%*	114 *26%* *63%*	48 *29%* *26%*	48 *27%* *26%*
7	**90** ***13%***	11 *21%* *12%*	6 *16%* *6%*	4 *16%* *4%*	70 *12%* *78%*	80 *13%* *88%*	11 *18%* *12%*	5 *8%* *6%*	85 *14%* *94%*	85 *14%* *94%*	67 *15%* *74%*	18 *11%* *20%*	21 *12%* *23%*
6	**39** ***6%***	4 *8%* *11%*	2 *4%* *4%*	1 *6%* *4%*	32 *6%* *82%*	32 *5%* *83%*	6 *11%* *17%*	4 *6%* *10%*	35 *6%* *90%*	35 *6%* *90%*	24 *5%* *61%*	11 *7%* *29%*	13 *7%* *33%*
5	**46** ***7%***	4 *7%* *8%*	2 *6%* *5%*	1 *5%* *3%*	39 *7%* *85%*	46 *7%* *99%*	* *1%* *1%*	7 *11%* *16%*	39 *6%* *84%*	39 *6%* *84%*	30 *7%* *65%*	9 *5%* *19%*	10 *6%* *23%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Importance Rating ****

Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**670**	88 *13%*	97 *14%*	106 *16%*	379 *57%*	599 *89%*	60 *9%*	70 *10%*	592 *88%*	596 *89%*	439 *66%*	157 *23%*	169 *25%*
Effective Total	**452**	79	88	101	334	404	51	47	400	402	293	110	117
4	**22** ***3%***	1 *1%* *3%*	1 *2%* *3%*	1 *3%* *3%*	20 *4%* *91%*	21 *3%* *95%*	1 *2%* *5%*	3 *5%* *15%*	18 *3%* *85%*	18 *3%* *85%*	12 *3%* *57%*	6 *4%* *28%*	6 *3%* *28%*
3	**10** ***1%***	1 *2%* *9%*	1 *2%* *7%*	* *1%* *2%*	8 *1%* *82%*	10 *2%* *100%*	- - -	- - -	10 *2%* *100%*	10 *2%* *100%*	3 *1%* *32%*	7 *4%* *68%* X	7 *4%* *70%* X
2	**7** ***1%***	1 *1%* *8%*	* *1%* *4%*	- - -	6 *1%* *88%*	7 *1%* *100%*	- - -	- - -	7 *1%* *100%*	7 *1%* *100%*	7 *2%* *100%*	- - -	- - -
1	**21** ***3%***	1 *1%* *3%*	1 *2%* *3%*	1 *2%* *3%*	19 *3%* *91%*	21 *3%* *100%*	- - -	- - -	18 *3%* *86%*	18 *3%* *86%*	12 *3%* *56%*	6 *4%* *30%*	6 *4%* *30%*
Don't know	**22** ***3%***	2 *3%* *7%*	2 *6%* *10%*	1 *4%* *4%*	18 *3%* *79%*	21 *3%* *96%*	1 *2%* *4%*	1 *2%* *5%*	21 *3%* *94%*	21 *3%* *94%*	14 *3%* *63%*	7 *4%* *31%*	7 *4%* *31%*
Net: 10/9/8/7	**509** ***75%***	41 *78%* *8%*	27 *76%* *5%*	18 *78%* *3%*	423 *75%* *83%*	458 *74%* *90%*	51 *85%* *10%*	55 *77%* *11%*	450 *75%* *88%*	454 *75%* *89%*	334 *77%* *66%*	120 *72%* *24%*	126 *72%* *25%*
Net: 10/9	**237** ***35%***	15 *29%* *6%*	12 *35%* *5%*	9 *40%* *4%*	200 *35%* *85%*	210 *34%* *89%*	27 *45%* *11%*	30 *42%* *12%*	207 *35%* *88%*	207 *34%* *88%*	154 *35%* *65%*	54 *32%* *23%*	57 *32%* *24%*
Net: 6/5/4	**107** ***16%***	8 *16%* *8%*	4 *13%* *4%*	3 *15%* *3%*	91 *16%* *85%*	99 *16%* *93%*	8 *13%* *7%*	15 *21%* *14%*	92 *15%* *86%*	92 *15%* *86%*	66 *15%* *62%*	26 *16%* *24%*	29 *17%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 385

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Importance Rating ****

Base : All in sample A who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**670**	88 *13%*	97 *14%*	106 *16%*	379 *57%*	599 *89%*	60 *9%*	70 *10%*	592 *88%*	596 *89%*	439 *66%*	157 *23%*	169 *25%*
Effective Total	**452**	79	88	101	334	404	51	47	400	402	293	110	117
Net: 3/2/1	**38** ***6%***	2 *4%* *5%*	2 *5%* *5%*	1 *3%* *2%*	34 *6%* *88%*	38 *6%* *100%*	- - -	- - -	35 *6%* *92%*	35 *6%* *92%*	22 *5%* *58%*	13 *8%* *34%* U	13 *8%* *35%*
Mean	**7.61**	7.60	7.73	7.82	7.60	7.54	8.30 S	8.05	7.59	7.59	7.63	7.49	7.47
Standard Deviation	**2.18**	1.83	2.09	2.04	2.23	2.23	1.53	1.87	2.18	2.17	2.12	2.30	2.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 386

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Personal Importance Rating ****

Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**696**	291 *42%*	405 *58%*	19 *3%*	216 *31%*	301 *43%*	133 *19%*	22 *3%*	4 *1%*	148 *21%*	431 *62%*	104 *15%*	109 *16%*	80 *11%*	212 *30%*
Total (Wtd)	**690**	292 *42%*	398 *58%*	21** *3%* **	238 *35%*	277 *40%*	130* *19%* *	19** *3%* **	5** *1%* **	142 *21%*	409 *59%*	139* *20%* *	162* *24%* *	147* *21%* *	263 *38%*
Effective Total	**489**	212	277	13	148	217	98	17	4	112	319	72	98	74	195
10	**134** ***19%***	51 *18%* *38%*	83 *21%* *62%*	4 *19%* *3%*	59 *25%* *44%* E	44 *16%* *32%*	21 *16%* *16%*	4 *22%* *3%*	3 *48%* *2%*	29 *20%* *22%*	81 *20%* *60%*	25 *18%* *19%*	37 *23%* *28%* M	15 *10%* *11%*	59 *22%* *44%* M
9	**91** ***13%***	34 *12%* *38%*	56 *14%* *62%*	2 *11%* *2%*	38 *16%* *42%*	36 *13%* *40%*	12 *9%* *13%*	2 *9%* *2%*	- - -	25 *17%* *27%*	44 *11%* *49%*	22 *16%* *24%*	27 *17%* *30%*	12 *8%* *13%*	39 *15%* *43%*
8	**138** ***20%***	61 *21%* *44%*	78 *19%* *56%*	7 *32%* *5%*	49 *20%* *35%*	53 *19%* *38%*	24 *19%* *17%*	6 *34%* *5%*	- - -	20 *14%* *15%*	89 *22%* *65%*	29 *21%* *21%*	33 *20%* *24%*	40 *27%* *29%*	43 *16%* *31%*
7	**78** ***11%***	41 *14%* *53%*	36 *9%* *47%*	3 *14%* *4%*	28 *12%* *35%*	27 *10%* *34%*	20 *16%* *26%*	* *2%* *1%*	- - -	10 *7%* *12%*	53 *13%* *68%*	15 *11%* *20%*	18 *11%* *23%*	16 *11%* *21%*	26 *10%* *33%*
6	**62** ***9%***	31 *11%* *49%*	31 *8%* *51%*	5 *23%* *8%*	19 *8%* *31%*	25 *9%* *41%*	9 *7%* *14%*	1 *6%* *2%*	3 *52%* *5%*	12 *8%* *19%*	34 *8%* *54%*	16 *12%* *27%*	10 *6%* *16%*	12 *8%* *19%*	31 *12%* *50%*
5	**58** ***8%***	24 *8%* *41%*	34 *9%* *59%*	* * *	14 *6%* *24%*	34 *12%* *58%* D	10 *8%* *18%*	- - -	- - -	13 *9%* *22%*	37 *9%* *64%*	8 *6%* *14%*	16 *10%* *28%*	14 *10%* *25%*	18 *7%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 386

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Personal Importance Rating ****

Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**696**	291 *42%*	405 *58%*	19 *3%*	216 *31%*	301 *43%*	133 *19%*	22 *3%*	4 *1%*	148 *21%*	431 *62%*	104 *15%*	109 *16%*	80 *11%*	212 *30%*
Effective Total	**489**	212	277	13	148	217	98	17	4	112	319	72	98	74	195
4	**36** ***5%***	12 *4%* *34%*	23 *6%* *66%*	* *1%* *1%*	13 *5%* *36%*	12 *4%* *34%*	9 *7%* *26%*	1 *6%* *3%*	- - -	6 *4%* *18%*	19 *5%* *55%*	10 *7%* *27%*	6 *4%* *18%*	12 *8%* *34%*	12 *4%* *33%*
3	**19** ***3%***	8 *3%* *43%*	11 *3%* *57%*	- - -	4 *2%* *21%*	9 *3%* *47%*	6 *4%* *31%*	* *1%* *1%*	- - -	6 *4%* *34%* J	5 *1%* *24%*	8 *6%* *42%* J	2 *1%* *12%*	5 *3%* *26%*	8 *3%* *42%*
2	**23** ***3%***	12 *4%* *54%*	10 *3%* *46%*	- - -	8 *3%* *36%*	11 *4%* *50%*	3 *3%* *15%*	- - -	- - -	6 *4%* *25%*	16 *4%* *70%*	1 *1%* *5%*	4 *3%* *19%*	7 *5%* *31%*	7 *3%* *31%*
1	**29** ***4%***	10 *3%* *35%*	19 *5%* *65%*	- - -	5 *2%* *17%*	19 *7%* *64%* D	3 *3%* *11%*	2 *12%* *8%*	- - -	11 *8%* *37%* K	17 *4%* *58%*	1 *1%* *4%*	4 *2%* *13%*	9 *6%* *30%*	13 *5%* *44%*
Don't know	**23** ***3%***	7 *2%* *32%*	16 *4%* *68%*	- - -	2 *1%* *9%*	7 *3%* *33%*	12 *9%* *52%* DE	2 *8%* *7%*	- - -	4 *3%* *19%*	14 *4%* *63%*	4 *3%* *18%*	4 *3%* *18%*	5 *3%* *20%*	8 *3%* *36%*
Net: 10/9/8/7	**441** ***64%***	188 *64%* *43%*	253 *64%* *57%*	16 *76%* *4%*	173 *73%* *39%* EF	159 *57%* *36%*	77 *60%* *18%*	13 *67%* *3%*	3 *48%* *1%*	83 *59%* *19%*	267 *65%* *60%*	91 *65%* *21%*	115 *71%* *26%*	83 *56%* *19%*	166 *63%* *38%*
Net: 10/9	**225** ***33%***	86 *29%* *38%*	139 *35%* *62%*	6 *30%* *3%*	97 *41%* *43%* EF	80 *29%* *36%*	33 *25%* *15%*	6 *31%* *3%*	3 *48%* *1%*	54 *38%* *24%*	125 *30%* *55%*	47 *34%* *21%*	64 *40%* *29%* M	27 *18%* *12%*	98 *37%* *43%* M

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Total (Unwtd)	**696**	291 *42%*	405 *58%*	19 *3%*	216 *31%*	301 *43%*	133 *19%*	22 *3%*	4 *1%*	148 *21%*	431 *62%*	104 *15%*	109 *16%*	80 *11%*	212 *30%*
Effective Total	**489**	212	277	13	148	217	98	17	4	112	319	72	98	74	195
Net: 6/5/4	**156** ***23%***	66 *23%* *43%*	89 *22%* *57%*	5 *24%* *3%*	46 *19%* *30%*	71 *26%* *46%*	28 *22%* *18%*	2 *12%* *1%*	3 *52%* *2%*	31 *22%* *20%*	90 *22%* *58%*	34 *25%* *22%*	33 *20%* *21%*	38 *26%* *25%*	61 *23%* *39%*
Net: 3/2/1	**71** ***10%***	30 *10%* *43%*	40 *10%* *57%*	- - -	17 *7%* *24%*	39 *14%* *55%* D	12 *10%* *17%*	2 *13%* *3%*	- - -	23 *16%* *33%* J	38 *9%* *53%*	10 *7%* *14%*	11 *7%* *15%*	21 *14%* *29%*	28 *11%* *39%*
Mean	**7.11**	7.05	7.15	7.85	7.55 E	6.71	6.96	7.21	7.93	6.85	7.13	7.31	7.52 M	6.46	7.20 M
Standard Deviation	**2.52**	2.44	2.58	1.49	2.34	2.69	2.43	2.98	2.21	2.89	2.48	2.22	2.32	2.57	2.58

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Total (Unwtd)	**696**	90 *13%*	96 *14%*	109 *16%*	401 *58%*	612 *88%*	76 *11%*	77 *11%*	612 *88%*	615 *88%*	447 *64%*	164 *24%*	182 *26%*
Total (Wtd)	**690**	58* *8%* *	36* *5%* *	24* *3%* *	572 *83%*	614 *89%*	76* *11%* *	65* *9%* *	617 *89%*	621 *90%*	454 *66%*	164 *24%*	182 *26%*
Effective Total	**489**	85	90	99	359	426	65	50	434	436	315	118	133
10	**134** ***19%***	13 *21%* *9%*	7 *19%* *5%*	5 *19%* *3%*	111 *19%* *82%*	116 *19%* *87%*	18 *23%* *13%*	9 *14%* *7%*	124 *20%* *92%*	124 *20%* *92%*	84 *19%* *63%*	40 *24%* *30%*	40 *22%* *30%*
9	**91** ***13%***	6 *10%* *6%*	5 *14%* *6%*	2 *8%* *2%*	78 *14%* *86%*	81 *13%* *89%*	10 *13%* *11%*	9 *13%* *10%*	81 *13%* *90%*	81 *13%* *90%*	53 *12%* *59%*	28 *17%* *31%*	33 *18%* *36%*
8	**138** ***20%***	10 *17%* *7%*	8 *23%* *6%*	4 *18%* *3%*	116 *20%* *84%*	125 *20%* *90%*	14 *18%* *10%*	13 *20%* *9%*	123 *20%* *89%*	125 *20%* *91%*	85 *19%* *62%*	37 *23%* *27%*	42 *23%* *30%*
7	**78** ***11%***	10 *16%* *12%*	5 *13%* *6%*	3 *14%* *4%*	60 *10%* *77%*	74 *12%* *95%*	4 *5%* *5%*	4 *6%* *5%*	73 *12%* *94%*	74 *12%* *95%*	54 *12%* *70%*	20 *12%* *26%*	21 *11%* *27%*
6	**62** ***9%***	3 *6%* *5%*	2 *7%* *4%*	3 *14%* *5%*	53 *9%* *86%*	46 *8%* *75%*	16 *21%* *25%* S	3 *5%* *5%*	58 *9%* *93%* YZ	58 *9%* *93%* YZ	52 *12%* *84%* YZ	6 *4%* *9%*	6 *3%* *9%*
5	**58** ***8%***	5 *8%* *8%*	2 *7%* *4%*	2 *10%* *4%*	48 *8%* *84%*	50 *8%* *86%*	8 *10%* *14%*	11 *18%* *20%* VWX	47 *8%* *80%*	47 *8%* *80%*	33 *7%* *57%*	14 *8%* *23%*	17 *9%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 386

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Personal Importance Rating ****

Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**696**	90 *13%*	96 *14%*	109 *16%*	401 *58%*	612 *88%*	76 *11%*	77 *11%*	612 *88%*	615 *88%*	447 *64%*	164 *24%*	182 *26%*
Effective Total	**489**	85	90	99	359	426	65	50	434	436	315	118	133
4	**36** ***5%***	3 *5%* *9%*	1 *2%* *2%*	2 *7%* *5%*	30 *5%* *84%*	32 *5%* *91%*	3 *4%* *9%*	4 *6%* *11%*	32 *5%* *89%*	32 *5%* *89%*	25 *6%* *70%*	7 *4%* *19%*	8 *4%* *22%*
3	**19** ***3%***	1 *2%* *8%*	1 *4%* *7%*	1 *3%* *4%*	15 *3%* *81%*	19 *3%* *100%*	- - -	1 *2%* *8%*	17 *3%* *92%*	17 *3%* *92%*	16 *4%* *88%*	1 *** *4%*	1 *** *4%*
2	**23** ***3%***	3 *5%* *12%*	1 *4%* *6%*	- - -	19 *3%* *81%*	21 *3%* *91%*	2 *3%* *9%*	3 *4%* *12%*	20 *3%* *88%*	20 *3%* *88%*	16 *3%* *68%*	5 *3%* *20%*	5 *3%* *20%*
1	**29** ***4%***	2 *4%* *7%*	* *1%* *1%*	1 *6%* *5%* P	26 *4%* *87%*	28 *5%* *97%*	1 *1%* *3%*	5 *7%* *16%*	23 *4%* *80%*	23 *4%* *80%*	19 *4%* *65%*	3 *2%* *11%*	6 *3%* *19%*
Don't know	**23** ***3%***	3 *5%* *12%*	3 *7%* *12%* R	1 *2%* *2%*	17 *3%* *74%*	22 *4%* *95%*	1 *2%* *5%*	3 *4%* *12%*	19 *3%* *85%*	20 *3%* *88%*	15 *3%* *67%*	5 *3%* *20%*	5 *3%* *21%*
Net: 10/9/8/7	**441** ***64%***	38 *65%* *9%*	25 *69%* *6%*	14 *59%* *3%*	364 *64%* *83%*	396 *64%* *90%*	45 *59%* *10%*	34 *53%* *8%*	401 *65%* *91%*	404 *65%* *92%*	277 *61%* *63%*	125 *76%* *28%* UVWX	136 *75%* *31%* UVWX
Net: 10/9	**225** ***33%***	18 *31%* *8%*	12 *33%* *5%*	6 *27%* *3%*	189 *33%* *84%*	197 *32%* *88%*	28 *36%* *12%*	18 *28%* *8%*	205 *33%* *91%*	205 *33%* *91%*	137 *30%* *61%*	68 *41%* *30%* X	73 *40%* *32%* X

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 386

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**696**	90 *13%*	96 *14%*	109 *16%*	401 *58%*	612 *88%*	76 *11%*	77 *11%*	612 *88%*	615 *88%*	447 *64%*	164 *24%*	182 *26%*
Effective Total	**489**	85	90	99	359	426	65	50	434	436	315	118	133
Net: 6/5/4	**156** ***23%***	11 *20%* *7%*	6 *16%* *4%*	7 *30%* *5%* P	132 *23%* *85%*	129 *21%* *83%*	27 *35%* *17%* S	19 *29%* *12%*	136 *22%* *88%*	136 *22%* *88%*	110 *24%* *71%*	26 *16%* *17%*	30 *17%* *20%*
Net: 3/2/1	**71** ***10%***	6 *11%* *9%*	3 *9%* *4%*	2 *9%* *3%*	59 *10%* *84%*	68 *11%* *96%*	3 *4%* *4%*	9 *14%* *12%*	61 *10%* *86%*	61 *10%* *86%*	51 *11%* *72%*	8 *5%* *12%*	11 *6%* *15%*
Mean	**7.11**	7.07	7.45	6.90	7.10	7.07	7.39	6.56	7.17	7.17	6.98	7.72 UVWX	7.60 UX
Standard Deviation	**2.52**	2.59	2.29	2.51	2.54	2.56	2.21	2.76	2.49	2.48	2.53	2.23	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 387

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Social Importance Rating ****

Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**696**	291 *42%*	405 *58%*	19 *3%*	216 *31%*	301 *43%*	133 *19%*	22 *3%*	4 *1%*	148 *21%*	431 *62%*	104 *15%*	109 *16%*	80 *11%*	212 *30%*
Total (Wtd)	**690**	292 *42%*	398 *58%*	21** *3%* **	238 *35%*	277 *40%*	130* *19%* *	19** *3%* **	5** *1%* **	142 *21%*	409 *59%*	139* *20%* *	162* *24%* *	147* *21%* *	263 *38%*
Effective Total	**489**	212	277	13	148	217	98	17	4	112	319	72	98	74	195
10	**139** ***20%***	55 *19%* *40%*	84 *21%* *60%*	2 *10%* *1%*	57 *24%* *41%*	49 *18%* *35%*	26 *20%* *19%*	4 *22%* *3%*	2 *31%* *1%*	30 *21%* *21%*	85 *21%* *61%*	25 *18%* *18%*	41 *26%* *30%* M	15 *10%* *11%*	58 *22%* *42%* M
9	**79** ***11%***	31 *11%* *39%*	48 *12%* *61%*	7 *32%* *8%*	25 *10%* *31%*	36 *13%* *45%*	11 *8%* *14%*	1 *7%* *2%*	- - -	16 *11%* *20%*	39 *9%* *49%*	25 *18%* *32%* J	20 *12%* *25%*	16 *11%* *21%*	32 *12%* *40%*
8	**147** ***21%***	65 *22%* *44%*	82 *21%* *56%*	2 *11%* *2%*	51 *21%* *35%*	53 *19%* *36%*	31 *24%* *21%*	7 *35%* *4%*	3 *52%* *2%*	23 *16%* *16%*	97 *24%* *66%*	27 *19%* *18%*	37 *23%* *25%*	38 *26%* *26%*	41 *16%* *28%*
7	**97** ***14%***	48 *16%* *49%*	49 *12%* *51%*	3 *17%* *4%*	34 *14%* *35%*	39 *14%* *40%*	19 *15%* *20%*	2 *11%* *2%*	- - -	11 *8%* *12%*	71 *17%* *73%* I	15 *11%* *15%*	19 *12%* *19%*	25 *17%* *26%*	34 *13%* *35%*
6	**88** ***13%***	38 *13%* *43%*	50 *13%* *57%*	2 *9%* *2%*	31 *13%* *35%*	41 *15%* *47%*	12 *10%* *14%*	1 *6%* *1%*	1 *18%* *1%*	25 *18%* *28%*	45 *11%* *51%*	18 *13%* *21%*	8 *5%* *9%*	21 *14%* *24%* L	47 *18%* *53%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 387

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Social Importance Rating ****

Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**696**	291 *42%*	405 *58%*	19 *3%*	216 *31%*	301 *43%*	133 *19%*	22 *3%*	4 *1%*	148 *21%*	431 *62%*	104 *15%*	109 *16%*	80 *11%*	212 *30%*
Effective Total	**489**	212	277	13	148	217	98	17	4	112	319	72	98	74	195
5	**60** ***9%***	26 *9%* *43%*	34 *8%* *57%*	3 *13%* *5%*	16 *7%* *27%*	28 *10%* *46%*	13 *10%* *22%*	* *1%* *	- - -	16 *11%* *27%*	29 *7%* *49%*	14 *10%* *24%*	21 *13%* *35%* M	6 *4%* *10%*	21 *8%* *35%*
4	**20** ***3%***	6 *2%* *31%*	14 *3%* *69%*	- - -	11 *5%* *55%*	7 *2%* *33%*	2 *2%* *12%*	- - -	- - -	6 *4%* *32%*	7 *2%* *36%*	6 *5%* *32%*	4 *2%* *19%*	8 *6%* *42%*	7 *3%* *34%*
3	**7** ***1%***	4 *1%* *59%*	3 *1%* *41%*	- - -	3 *1%* *38%*	2 *1%* *27%*	1 *1%* *20%*	1 *6%* *15%*	- - -	2 *2%* *33%*	5 *1%* *67%*	- - -	- - -	2 *1%* *24%*	5 *2%* *71%*
2	**6** ***1%***	4 *1%* *62%*	2 *1%* *38%*	- - -	4 *2%* *60%*	3 *1%* *40%*	- - -	- - -	- - -	2 *1%* *26%*	4 *1%* *69%*	* * *5%*	2 *1%* *26%*	2 *1%* *27%*	2 *1%* *36%*
1	**14** ***2%***	4 *1%* *29%*	10 *3%* *71%*	- - -	3 *1%* *23%*	9 *3%* *66%*	* * *2%*	1 *6%* *8%*	- - -	4 *3%* *26%*	8 *2%* *56%*	2 *2%* *17%*	4 *2%* *26%*	5 *4%* *37%*	4 *2%* *31%*
Don't know	**32** ***5%***	10 *4%* *33%*	21 *5%* *67%*	2 *8%* *5%*	5 *2%* *15%*	11 *4%* *36%*	12 *10%* *39%* D	1 *7%* *4%*	- - -	7 *5%* *22%*	19 *5%* *60%*	6 *4%* *18%*	7 *4%* *22%*	8 *5%* *25%*	12 *5%* *37%*
Net: 10/9/8/7	**463** ***67%***	199 *68%* *43%*	264 *66%* *57%*	14 *70%* *3%*	166 *70%* *36%*	176 *64%* *38%*	87 *67%* *19%*	14 *75%* *3%*	5 *82%* *1%*	80 *56%* *17%*	291 *71%* *63%* I	92 *66%* *20%*	117 *72%* *25%*	95 *65%* *20%*	165 *63%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 387

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**696**	291 *42%*	405 *58%*	19 *3%*	216 *31%*	301 *43%*	133 *19%*	22 *3%*	4 *1%*	148 *21%*	431 *62%*	104 *15%*	109 *16%*	80 *11%*	212 *30%*
Effective Total	**489**	212	277	13	148	217	98	17	4	112	319	72	98	74	195
Net: 10/9	**219** ***32%***	86 *30%* *39%*	132 *33%* *61%*	9 *42%* *4%*	81 *34%* *37%*	84 *30%* *39%*	37 *29%* *17%*	5 *29%* *3%*	2 *31%* *1%*	45 *32%* *21%*	124 *30%* *56%*	50 *36%* *23%*	61 *38%* *28%* M	31 *21%* *14%*	90 *34%* *41%* M
Net: 6/5/4	**168** ***24%***	70 *24%* *42%*	98 *25%* *58%*	5 *22%* *3%*	58 *24%* *34%*	76 *27%* *45%*	28 *22%* *17%*	1 *7%* *1%*	1 *18%* *1%*	47 *33%* *28%* J	82 *20%* *49%*	39 *28%* *23%*	33 *20%* *20%*	35 *24%* *21%*	75 *28%* *44%*
Net: 3/2/1	**28** ***4%***	12 *4%* *44%*	15 *4%* *56%*	- - -	10 *4%* *36%*	14 *5%* *50%*	2 *1%* *6%*	2 *12%* *8%*	- - -	8 *5%* *28%*	17 *4%* *62%*	3 *2%* *10%*	5 *3%* *19%*	9 *6%* *31%*	12 *4%* *42%*
Mean	**7.47**	7.44	7.50	7.76	7.54	7.29	7.67	7.50	8.25	7.20	7.55	7.52	7.70	7.08	7.44
Standard Deviation	**2.09**	2.02	2.14	1.65	2.12	2.18	1.80	2.54	1.51	2.29	2.03	2.03	2.15	2.11	2.12

Ofcom PSB Tracker : 2008

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Total (Wtd)	**690**	58* *8%* *	36* *5%* *	24* *3%* *	572 *83%*	614 *89%*	76* *11%* *	65* *9%* *	617 *89%*	621 *90%*	454 *66%*	164 *24%*	182 *26%*
Effective Total	**489**	85	90	99	359	426	65	50	434	436	315	118	133
10	**139** ***20%***	14 *25%* *10%*	7 *19%* *5%*	4 *18%* *3%*	114 *20%* *82%*	122 *20%* *87%*	18 *23%* *13%*	10 *16%* *7%*	128 *21%* *92%*	128 *21%* *92%*	89 *20%* *64%*	37 *23%* *27%*	38 *21%* *27%*
9	**79** ***11%***	4 *6%* *5%*	5 *13%* *6%*	3 *11%* *3%*	68 *12%* *86%*	65 *11%* *82%*	14 *19%* *18%*	8 *13%* *10%*	71 *12%* *90%*	71 *11%* *90%*	48 *11%* *60%*	23 *14%* *29%*	27 *15%* *34%*
8	**147** ***21%***	14 *25%* *10%*	12 *32%* *8%* R	5 *22%* *3%*	116 *20%* *79%*	135 *22%* *92%*	12 *16%* *8%*	11 *17%* *8%*	133 *22%* *90%*	135 *22%* *92%*	98 *22%* *67%*	36 *22%* *24%*	41 *22%* *28%*
7	**97** ***14%***	7 *12%* *7%*	6 *18%* *7%*	5 *22%* *5%* R	79 *14%* *81%*	91 *15%* *94%*	6 *8%* *6%*	10 *15%* *10%*	88 *14%* *90%*	88 *14%* *90%*	60 *13%* *62%*	27 *17%* *28%*	30 *16%* *30%*
6	**88** ***13%***	7 *13%* *8%*	3 *7%* *3%*	2 *9%* *2%*	76 *13%* *86%*	76 *12%* *86%*	12 *16%* *14%*	12 *18%* *13%* Z	77 *12%* *87%*	77 *12%* *87%*	64 *14%* *72%*	13 *8%* *14%*	14 *8%* *16%*

Ofcom PSB Tracker : 2008

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Effective Total	**489**	85	90	99	359	426	65	50	434	436	315	118	133
5	**60** ***9%***	8 *14%* *13%* P	1 *4%* *2%*	3 *11%* *4%*	48 *8%* *80%*	54 *9%* *91%*	6 *7%* *9%*	8 *12%* *13%*	51 *8%* *86%*	51 *8%* *86%*	43 *9%* *72%*	7 *4%* *12%*	10 *6%* *17%*
4	**20** ***3%***	- - -	- - -	1 *4%* *5%* OP	19 *3%* *95%*	16 *3%* *78%*	4 *6%* *22%*	1 *2%* *6%*	19 *3%* *94%*	19 *3%* *94%*	13 *3%* *67%*	5 *3%* *26%*	6 *4%* *32%*
3	**7** ***1%***	- - -	- - -	* *2%* *6%*	7 *1%* *94%*	6 *1%* *82%*	1 *2%* *18%*	1 *2%* *18%*	6 *1%* *82%*	6 *1%* *82%*	6 *1%* *82%*	* * *	1 *1%* *15%*
2	**6** ***1%***	- - -	* *1%* *6%*	* *1%* *5%*	6 *1%* *88%*	6 *1%* *86%*	1 *1%* *14%*	1 *1%* *14%*	4 *1%* *64%*	6 *1%* *86%*	5 *1%* *81%*	* * *5%*	* * *5%*
1	**14** ***2%***	1 *1%* *4%*	* *1%* *2%*	- - -	13 *2%* *94%*	13 *2%* *94%*	1 *1%* *6%*	1 *2%* *9%*	12 *2%* *83%*	12 *2%* *83%*	6 *1%* *45%*	5 *3%* *38%*	5 *3%* *38%*
Don't know	**32** ***5%***	3 *5%* *9%*	2 *5%* *6%*	* *1%* *	27 *5%* *84%*	31 *5%* *96%*	1 *2%* *4%*	2 *3%* *6%*	30 *5%* *93%*	30 *5%* *94%*	21 *5%* *65%*	9 *6%* *29%*	9 *5%* *29%*
Net: 10/9/8/7	**463** ***67%***	39 *68%* *8%*	29 *82%* *6%* OR	17 *72%* *4%*	377 *66%* *81%*	413 *67%* *89%*	50 *66%* *11%*	39 *61%* *8%*	419 *68%* *91%*	422 *68%* *91%*	295 *65%* *64%*	123 *75%* *27%* X	135 *74%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 387

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children - Social Importance Rating ****

Base : All in sample B who are parents/carers of children in household (Data for Q1-Q3 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**696**	90 *13%*	96 *14%*	109 *16%*	401 *58%*	612 *88%*	76 *11%*	77 *11%*	612 *88%*	615 *88%*	447 *64%*	164 *24%*	182 *26%*
Effective Total	**489**	85	90	99	359	426	65	50	434	436	315	118	133
Net: 10/9	**219** ***32%***	18 *31%* *8%*	11 *32%* *5%*	7 *28%* *3%*	183 *32%* *83%*	187 *30%* *85%*	32 *42%* *15%*	18 *28%* *8%*	199 *32%* *91%*	199 *32%* *91%*	137 *30%* *63%*	61 *37%* *28%*	65 *35%* *30%*
Net: 6/5/4	**168** ***24%***	15 *26%* *9%* P	4 *11%* *2%*	6 *24%* *3%* P	143 *25%* *85%* P	146 *24%* *87%*	22 *29%* *13%*	20 *31%* *12%* YZ	147 *24%* *87%*	147 *24%* *87%*	120 *27%* *72%* YZ	25 *15%* *15%*	31 *17%* *18%*
Net: 3/2/1	**28** ***4%***	1 *1%* *2%*	1 *2%* *3%*	1 *3%* *3%*	26 *4%* *93%*	25 *4%* *89%*	3 *4%* *11%*	3 *5%* *12%*	22 *3%* *78%*	23 *4%* *84%*	17 *4%* *63%*	6 *3%* *21%*	7 *4%* *24%*
Mean	**7.47**	7.69	7.93 QR	7.39	7.43	7.46	7.57	7.18	7.53	7.51	7.42	7.76	7.67
Standard Deviation	**2.09**	1.87	1.65	1.94	2.14	2.08	2.18	2.10	2.05	2.07	2.06	2.08	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 388

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It provides a wide range of high quality and UK-made programmes for children - SUMMARY

Base : Regular viewers of each channel who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	Q6b(c) - Summary									
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	960	326	725	486	23	265	1354	670	696	696
Total (Wtd)	974	333	733	512	8	269	1357	676	690	690
Effective Total	670	237	492	339	22	182	933	452	489	489
10	89 *9%*	12 *4%*	37 *5%*	9 *2%*	* *4%*	9 *3%*	75 *6%*	142 *21%*	134 *19%*	139 *20%*
9	81 *8%*	15 *4%*	39 *5%*	4 *1%*	* *4%*	12 *4%*	73 *5%*	95 *14%*	91 *13%*	79 *11%*
8	186 *19%*	37 *11%*	98 *13%*	26 *5%*	1 *14%*	22 *8%*	212 *16%*	181 *27%*	138 *20%*	147 *21%*
7	181 *19%*	46 *14%*	107 *15%*	43 *8%*	2 *24%*	39 *14%*	249 *18%*	90 *13%*	78 *11%*	97 *14%*
6	98 *10%*	36 *11%*	107 *15%*	67 *13%*	1 *14%*	31 *11%*	187 *14%*	39 *6%*	62 *9%*	88 *13%*
5	96 *10%*	28 *8%*	87 *12%*	67 *13%*	1 *8%*	32 *12%*	162 *12%*	46 *7%*	58 *8%*	60 *9%*
4	59 *6%*	26 *8%*	52 *7%*	52 *10%*	* *5%*	19 *7%*	118 *9%*	22 *3%*	36 *5%*	20 *3%*
3	32 *3%*	12 *3%*	41 *6%*	61 *12%*	1 *9%*	12 *4%*	53 *4%*	10 *1%*	19 *3%*	7 *1%*
2	19 *2%*	14 *4%*	22 *3%*	42 *8%*	- -	18 *7%*	29 *2%*	7 *1%*	23 *3%*	6 *1%*
1	9 *1%*	17 *5%*	27 *4%*	27 *5%*	- -	14 *5%*	31 *2%*	21 *3%*	29 *4%*	14 *2%*
Don't know	126 *13%*	89 *27%*	115 *16%*	114 *22%*	2 *19%*	62 *23%*	167 *12%*	22 *3%*	23 *3%*	32 *5%*
Net: 10/9/8/7	536 *55%*	111 *33%*	281 *38%*	82 *16%*	4 *46%*	81 *30%*	609 *45%*	509 *75%*	441 *64%*	463 *67%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 388

Absolutes/col/row percents

9 Jul 2009

Q6b(c) It provides a wide range of high quality and UK-made programmes for children - SUMMARY

Base : Regular viewers of each channel who are parents/carers of children in household (Data for Q1-Q3 2008 only)

	Q6b(c) - Summary									
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	960	326	725	486	23	265	1354	670	696	696
Effective Total	670	237	492	339	22	182	933	452	489	489
Net: 10/9	169 *17%*	27 *8%*	76 *10%*	13 *3%*	1 *8%*	21 *8%*	148 *11%*	237 *35%*	225 *33%*	219 *32%*
Net: 6/5/4	253 *26%*	91 *27%*	246 *34%*	187 *36%*	2 *27%*	82 *31%*	468 *34%*	107 *16%*	156 *23%*	168 *24%*
Net: 3/2/1	59 *6%*	43 *13%*	91 *12%*	129 *25%*	1 *9%*	43 *16%*	113 *8%*	38 *6%*	71 *10%*	28 *4%*
Mean	6.85	5.82	6.04	4.72	6.43	5.55	6.30	7.61	7.11	7.47
Standard Deviation	2.06	2.40	2.26	2.15	1.97	2.39	2.09	2.18	2.52	2.09

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**202** ***4%***	84 *4%* *42%*	118 *5%* *58%*	16 *4%* *8%*	30 *3%* *15%*	24 *3%* *12%*	32 *4%* *16%*	33 *4%* *16%*	68 *7%* *33%* DEF	19 *2%* *9%*	81 *3%* *40%* I	102 *7%* *50%* IJ	56 *5%* *28%*	57 *5%* *28%*	54 *3%* *27%*
9	**259** ***5%***	136 *6%* *52%*	123 *5%* *48%*	21 *5%* *8%*	35 *4%* *13%*	36 *4%* *14%*	34 *4%* *13%*	46 *6%* *18%* D	88 *9%* *34%* DEF	39 *4%* *15%*	101 *4%* *39%*	119 *8%* *46%* IJ	83 *7%* *32%* N	62 *5%* *24%*	73 *4%* *28%*
8	**718** ***15%***	333 *15%* *46%*	385 *15%* *54%*	61 *14%* *8%*	122 *13%* *17%*	89 *11%* *12%*	107 *12%* *15%*	126 *16%* *18%* EF	214 *21%* *30%* CDEF G	114 *12%* *16%*	346 *15%* *48%*	257 *17%* *36%* I	191 *16%* *27%*	175 *14%* *24%*	229 *14%* *32%*
7	**873** ***18%***	427 *19%* *49%*	446 *17%* *51%*	79 *19%* *9%*	166 *17%* *19%*	136 *17%* *16%*	185 *22%* *21%* DE G	128 *17%* *15%*	179 *18%* *20%*	154 *16%* *18%*	433 *18%* *50%*	286 *19%* *33%*	202 *17%* *23%*	227 *19%* *26%*	280 *17%* *32%*
6	**781** ***16%***	374 *17%* *48%*	407 *16%* *52%*	66 *16%* *8%*	171 *18%* *22%* H	140 *17%* *18%* H	144 *17%* *18%* H	132 *17%* *17%* H	129 *13%* *16%*	163 *17%* *21%*	399 *17%* *51%*	220 *14%* *28%*	185 *16%* *24%*	205 *17%* *26%*	253 *16%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**646** ***13%***	321 *14%* *50%*	325 *13%* *50%*	51 *12%* *8%*	156 *16%* *24%* H	131 *16%* *20%* H	109 *13%* *17%*	99 *13%* *15%*	100 *10%* *15%*	148 *16%* *23%* K	324 *14%* *50%*	174 *11%* *27%*	151 *13%* *23%*	159 *13%* *25%*	228 *14%* *35%*
4	**375** ***8%***	179 *8%* *48%*	196 *8%* *52%*	38 *9%* *10%*	81 *8%* *22%*	63 *8%* *17%*	71 *8%* *19%*	49 *6%* *13%*	73 *7%* *19%*	77 *8%* *21%*	196 *8%* *52%*	101 *7%* *27%*	81 *7%* *22%*	84 *7%* *22%*	144 *9%* *38%*
3	**222** ***5%***	95 *4%* *43%*	128 *5%* *57%*	26 *6%* *12%*	44 *5%* *20%*	44 *5%* *20%*	37 *4%* *17%*	35 *5%* *16%*	36 *4%* *16%*	57 *6%* *26%* K	116 *5%* *52%* K	49 *3%* *22%*	57 *5%* *26%*	61 *5%* *28%*	64 *4%* *29%*
2	**187** ***4%***	83 *4%* *44%*	104 *4%* *56%*	18 *4%* *10%*	34 *4%* *18%*	44 *5%* *23%* H	44 *5%* *23%* H	26 *3%* *14%*	22 *2%* *12%*	43 *5%* *23%*	92 *4%* *49%*	52 *3%* *28%*	44 *4%* *24%*	48 *4%* *26%*	67 *4%* *35%*
1	**184** ***4%***	87 *4%* *47%*	97 *4%* *53%*	28 *7%* *15%* FH	39 *4%* *21%*	37 *4%* *20%* H	22 *3%* *12%*	35 *5%* *19%* H	23 *2%* *13%*	49 *5%* *27%*	83 *4%* *45%*	52 *3%* *28%*	48 *4%* *26%*	41 *3%* *22%*	74 *5%* *40%*
Don't know	**393** ***8%***	138 *6%* *35%*	254 *10%* *65%* A	22 *5%* *6%*	92 *9%* *23%* C	76 *9%* *19%* C	70 *8%* *18%*	55 *7%* *14%*	75 *7%* *19%*	90 *9%* *23%*	177 *8%* *45%*	125 *8%* *32%*	79 *7%* *20%*	99 *8%* *25%*	166 *10%* *42%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**2052** ***42%***	979 *43%* *48%*	1073 *42%* *52%*	176 *41%* *9%*	352 *36%* *17%*	285 *35%* *14%*	358 *42%* *17%* E	333 *44%* *16%* DE	548 *54%* *27%* CDEF G	327 *34%* *16%*	961 *41%* *47%* I	765 *50%* *37%* IJ	532 *45%* *26%* N	521 *43%* *25%*	636 *39%* *31%*
Net: 10/9	**461** ***10%***	220 *10%* *48%*	242 *9%* *52%*	37 *9%* *8%*	65 *7%* *14%*	60 *7%* *13%*	66 *8%* *14%*	79 *10%* *17%* D	155 *15%* *34%* CDEF G	58 *6%* *13%*	182 *8%* *39%*	221 *14%* *48%* IJ	139 *12%* *30%* N	119 *10%* *26%*	127 *8%* *28%*
Net: 6/5/4	**1802** ***37%***	874 *39%* *49%*	928 *36%* *51%*	154 *36%* *9%*	408 *42%* *23%* GH	334 *41%* *19%* H	324 *38%* *18%* H	279 *37%* *15%* H	301 *30%* *17%*	388 *41%* *22%* K	919 *39%* *51%* K	495 *32%* *27%*	417 *35%* *23%*	448 *37%* *25%*	625 *38%* *35%*
Net: 3/2/1	**594** ***12%***	265 *12%* *45%*	329 *13%* *55%*	72 *17%* *12%* H	117 *12%* *20%* H	124 *15%* *21%* H	103 *12%* *17%* H	96 *13%* *16%* H	81 *8%* *14%*	149 *16%* *25%* JK	291 *12%* *49%*	154 *10%* *26%*	150 *13%* *25%*	150 *12%* *25%*	205 *13%* *35%*
Mean	**6.04**	6.05	6.03	5.78	5.83	5.69	5.98 E	6.10 D E	6.63 CDE FG	5.64	5.96 I	6.40 IJ	6.14 N	6.08	5.88
Standard Deviation	**2.18**	2.14	2.21	2.32	2.09	2.18	2.09	2.22	2.12	2.16	2.12	2.22	2.24	2.16	2.19

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**202** ***4%***	16 *4%* *8%*	10 *4%* *5%*	8 *6%* *4%* R	168 *4%* *83%*	187 *4%* *92%*	16 *6%* *8%*	33 *5%* *16%*	169 *4%* *84%*	169 *4%* *84%*	98 *4%* *49%*	71 *4%* *35%*	76 *4%* *38%*
9	**259** ***5%***	19 *5%* *7%*	12 *5%* *5%*	11 *8%* *4%* OPR	217 *5%* *84%*	253 *6%* *98%* T	6 *2%* *2%*	35 *5%* *14%*	224 *5%* *86%*	224 *5%* *86%*	132 *5%* *51%*	91 *6%* *35%*	99 *6%* *38%*
8	**718** ***15%***	49 *12%* *7%*	46 *18%* *6%* OR	28 *21%* *4%* OR	595 *15%* *83%* O	675 *15%* *94%*	43 *16%* *6%*	133 *19%* *19%* VWXY Z	574 *14%* *80%*	584 *14%* *81%*	351 *14%* *49%*	231 *14%* *32%*	249 *15%* *35%*
7	**873** ***18%***	83 *20%* *10%*	49 *19%* *6%*	31 *22%* *4%* R	710 *18%* *81%*	833 *18%* *95%*	40 *15%* *5%*	128 *18%* *15%*	734 *18%* *84%*	743 *18%* *85%*	482 *19%* *55%*	260 *16%* *30%*	278 *16%* *32%*
6	**781** ***16%***	74 *18%* *9%*	44 *17%* *6%*	20 *14%* *3%*	643 *16%* *82%*	734 *16%* *94%*	47 *18%* *6%*	111 *16%* *14%*	657 *16%* *84%*	668 *16%* *86%*	390 *16%* *50%*	277 *17%* *35%*	284 *17%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**646** ***13%***	63 *15%* *10%* Q	31 *12%* *5%*	14 *11%* *2%*	538 *13%* *83%*	600 *13%* *93%*	46 *17%* *7%*	89 *12%* *14%*	551 *14%* *85%*	555 *13%* *86%*	351 *14%* *54%*	201 *13%* *31%*	212 *13%* *33%*
4	**375** ***8%***	32 *8%* *9%*	25 *10%* *7%* Q	8 *6%* *2%*	309 *8%* *82%*	352 *8%* *94%*	23 *8%* *6%*	56 *8%* *15%*	315 *8%* *84%*	319 *8%* *85%*	196 *8%* *52%*	122 *8%* *32%*	126 *7%* *33%*
3	**222** ***5%***	23 *6%* *10%*	10 *4%* *4%*	7 *5%* *3%*	183 *5%* *82%*	217 *5%* *98%*	5 *2%* *2%*	31 *4%* *14%*	191 *5%* *86%*	192 *5%* *86%*	100 *4%* *45%*	91 *6%* *41%* X	97 *6%* *43%* X
2	**187** ***4%***	18 *4%* *9%* Q	8 *3%* *4%*	2 *2%* *1%*	159 *4%* *85%* Q	179 *4%* *95%*	8 *3%* *5%*	22 *3%* *12%*	162 *4%* *87%*	166 *4%* *88%*	111 *4%* *59%*	55 *3%* *29%*	62 *4%* *33%*
1	**184** ***4%***	13 *3%* *7%*	6 *2%* *3%*	2 *1%* *1%*	164 *4%* *89%* PQ	166 *4%* *90%*	18 *7%* *10%* S	22 *3%* *12%*	161 *4%* *87%*	162 *4%* *88%*	111 *4%* *61%*	51 *3%* *28%*	52 *3%* *28%*
Don't know	**393** ***8%***	28 *7%* *7%* Q	16 *6%* *4%*	5 *4%* *1%*	344 *9%* *88%* PQ	376 *8%* *96%*	16 *6%* *4%*	51 *7%* *13%*	340 *8%* *87%*	341 *8%* *87%*	194 *8%* *49%*	147 *9%* *37%*	156 *9%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**2052** ***42%***	167 *40%* *8%*	117 *45%* *6%* O	79 *57%* *4%* OPR	1690 *42%* *82%*	1948 *43%* *95%*	104 *39%* *5%*	330 *46%* *16%* Y	1702 *42%* *83%*	1721 *42%* *84%*	1062 *42%* *52%*	652 *41%* *32%*	701 *41%* *34%*
Net: 10/9	**461** ***10%***	35 *8%* *8%*	22 *8%* *5%*	19 *14%* *4%* OPR	385 *10%* *83%*	440 *10%* *95%*	22 *8%* *5%*	68 *10%* *15%*	393 *10%* *85%*	393 *10%* *85%*	230 *9%* *50%*	162 *10%* *35%*	175 *10%* *38%*
Net: 6/5/4	**1802** ***37%***	169 *41%* *9%* Q	101 *39%* *6%* Q	43 *31%* *2%*	1489 *37%* *83%* Q	1687 *37%* *94%*	115 *43%* *6%*	256 *36%* *14%*	1523 *37%* *85%*	1542 *37%* *86%*	938 *37%* *52%*	599 *38%* *33%*	622 *37%* *34%*
Net: 3/2/1	**594** ***12%***	53 *13%* *9%* PQ	24 *9%* *4%*	11 *8%* *2%*	506 *13%* *85%* PQ	563 *12%* *95%*	31 *12%* *5%*	74 *10%* *12%*	514 *13%* *87%*	520 *13%* *88%*	322 *13%* *54%*	197 *12%* *33%*	211 *12%* *35%*
Mean	**6.04**	5.93	6.17 O	6.63 OPR	6.02	6.04	5.91	6.22 X	6.01	6.00	5.97	6.06	6.07
Standard Deviation	**2.18**	2.10	2.03	1.98	2.20	2.17	2.26	2.12	2.19	2.19	2.20	2.17	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Total (Wtd)	**4841**	240 *5%*	535 *11%*	403 *8%*	138 *3%*	417 *9%*	254 *5%*	429 *9%*	535 *11%*	257 *5%*	471 *10%*	773 *16%*	388 *8%*	4029 *83%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
10	**202** ***4%***	12 *5%* *6%* K	22 *4%* *11%* K	22 *6%* *11%* K	8 *6%* *4%* HKM	16 *4%* *8%* K	19 *7%* *9%* K	22 *5%* *11%* K	17 *3%* *8%*	10 *4%* *5%* K	27 *6%* *13%* K	12 *1%* *6%*	16 *4%* *8%* K	168 *4%* *83%* K
9	**259** ***5%***	14 *6%* *6%*	40 *8%* *16%* HJ	28 *7%* *11%* J	11 *8%* *4%* EHIJKM	19 *5%* *7%*	11 *4%* *4%*	32 *8%* *13%* HJ	18 *3%* *7%*	12 *5%* *5%*	15 *3%* *6%*	38 *5%* *15%*	19 *5%* *7%*	217 *5%* *84%*
8	**718** ***15%***	42 *17%* *6%*	76 *14%* *11%*	73 *18%* *10%* E	28 *21%* *4%* BEGHJKLM	49 *12%* *7%*	48 *19%* *7%* E	51 *12%* *7%*	76 *14%* *11%*	46 *18%* *6%* EGJM	59 *13%* *8%*	116 *15%* *16%*	53 *14%* *7%*	595 *15%* *83%* E
7	**873** ***18%***	38 *16%* *4%*	88 *16%* *10%*	76 *19%* *9%*	31 *22%* *4%* BKM	83 *20%* *10%*	43 *17%* *5%*	78 *18%* *9%*	107 *20%* *12%*	49 *19%* *6%*	87 *18%* *10%*	127 *16%* *15%*	66 *17%* *8%*	710 *18%* *81%*
6	**781** ***16%***	34 *14%* *4%*	97 *18%* *12%*	54 *14%* *7%*	20 *14%* *3%*	74 *18%* *9%*	42 *17%* *5%*	55 *13%* *7%*	107 *20%* *14%* G	44 *17%* *6%*	73 *15%* *9%*	117 *15%* *15%*	64 *17%* *8%*	643 *16%* *82%*
5	**646** ***13%***	38 *16%* *6%*	64 *12%* *10%*	49 *12%* *8%*	14 *11%* *2%*	63 *15%* *10%* D	23 *9%* *4%*	62 *15%* *10%*	74 *14%* *11%*	31 *12%* *5%*	64 *14%* *10%*	107 *14%* *17%*	56 *14%* *9%*	538 *13%* *83%*
4	**375** ***8%***	22 *9%* *6%*	38 *7%* *10%*	22 *5%* *6%*	8 *6%* *2%*	32 *8%* *9%*	13 *5%* *3%*	25 *6%* *7%*	46 *9%* *12%*	25 *10%* *7%* CD	41 *9%* *11%*	68 *9%* *18%*	35 *9%* *9%*	309 *8%* *82%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
3	**222** ***5%***	10 *4%* *5%*	24 *4%* *11%*	23 *6%* *10%*	7 *5%* *3%*	23 *6%* *10%*	12 *5%* *5%*	25 *6%* *11%*	24 *5%* *11%*	10 *4%* *4%*	14 *3%* *6%*	26 *3%* *12%*	24 *6%* *11%*	183 *5%* *82%*
2	**187** ***4%***	4 *2%* *2%*	27 *5%* *15%* D	13 *3%* *7%*	2 *2%* *1%*	18 *4%* *9%* D	11 *4%* *6%*	23 *5%* *12%* D	14 *3%* *8%*	8 *3%* *4%*	20 *4%* *11%*	36 *5%* *19%* D	11 *3%* *6%*	159 *4%* *85%* D
1	**184** ***4%***	13 *6%* *7%* D	20 *4%* *11%* D	15 *4%* *8%*	2 *1%* *1%*	13 *3%* *7%*	8 *3%* *4%*	15 *3%* *8%*	18 *3%* *10%*	6 *2%* *3%*	21 *4%* *11%* D	34 *4%* *18%* D	20 *5%* *11%* D	164 *4%* *89%* DI
Don't know	**393** ***8%***	12 *5%* *3%*	40 *8%* *10%* D	27 *7%* *7%*	5 *4%* *1%*	28 *7%* *7%* D	23 *9%* *6%* D	40 *9%* *10%* D	36 *7%* *9%*	16 *6%* *4%*	51 *11%* *13%* ADEIL	92 *12%* *23%* ABCDEHIL M	24 *6%* *6%*	344 *9%* *88%* DI
Net: 10/9/8/7	**2052** ***42%***	107 *44%* *5%*	226 *42%* *11%*	200 *50%* *10%* EHJKLM	79 *57%* *4%* ABCEGHIJ KLM	167 *40%* *8%*	121 *48%* *6%* K	183 *43%* *9%*	217 *41%* *11%*	117 *45%* *6%* EK	188 *40%* *9%*	294 *38%* *14%*	154 *40%* *8%*	1690 *42%* *82%*
Net: 10/9	**461** ***10%***	26 *11%* *6%*	62 *12%* *13%* HK	51 *13%* *11%* HK	19 *14%* *4%* EHIJKLM	35 *8%* *8%*	30 *12%* *7%* K	54 *13%* *12%* HK	35 *6%* *8%*	22 *8%* *5%*	42 *9%* *9%*	50 *6%* *11%*	35 *9%* *8%*	385 *10%* *83%* K
Net: 6/5/4	**1802** ***37%***	94 *39%* *5%*	198 *37%* *11%*	125 *31%* *7%*	43 *31%* *2%*	169 *41%* *9%* CDF	79 *31%* *4%*	143 *33%* *8%*	226 *42%* *13%* CDFG	101 *39%* *6%* CD	178 *38%* *10%* D	292 *38%* *16%* D	155 *40%* *9%* CD	1489 *37%* *83%* D

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 389

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**4850**	164 *3%*	371 *8%*	276 *6%*	663 *14%*	687 *14%*	140 *3%*	224 *5%*	290 *6%*	741 *15%*	378 *8%*	613 *13%*	303 *6%*	2759 *57%*
Effective Total	**3339**	152	344	252	601	639	126	205	268	677	335	558	275	2454
Net: 3/2/1	**594** ***12%***	28 *12%* *5%*	71 *13%* *12%* D	51 *13%* *9%*	11 *8%* *2%*	53 *13%* *9%* DI	31 *12%* *5%*	62 *15%* *10%* DI	57 *11%* *10%*	24 *9%* *4%*	55 *12%* *9%*	96 *12%* *16%* D	55 *14%* *9%* DI	506 *13%* *85%* DI
Mean	**6.04**	6.07	6.06	6.29 EKL	6.63 ABCEGH IJKLM	5.93	6.33 K	6.03	5.99	6.17 EK	5.97	5.83	5.87	6.02
Standard Deviation	**2.18**	2.25	2.23	2.24	1.98	2.10	2.26	2.30	2.00	2.03	2.23	2.15	2.21	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**57** ***2%***	27 *2%* *47%*	30 *3%* *53%*	5 *3%* *9%*	4 *1%* *7%*	6 *2%* *10%*	8 *2%* *14%*	6 *1%* *11%*	28 *5%* *48%* DFG	6 *1%* *11%*	15 *1%* *27%*	36 *5%* *63%* IJ	13 *3%* *23%*	22 *4%* *39%* N	11 *1%* *19%*
9	**79** ***3%***	43 *4%* *55%*	36 *3%* *45%*	2 *1%* *3%*	6 *2%* *7%*	13 *4%* *17%*	9 *2%* *11%*	19 *4%* *24%*	30 *5%* *38%* DF	18 *4%* *23%*	33 *3%* *42%*	28 *4%* *35%*	26 *5%* *33%* N	19 *3%* *24%*	21 *2%* *27%*
8	**221** ***10%***	100 *9%* *45%*	121 *11%* *55%*	13 *8%* *6%*	37 *11%* *17%*	22 *7%* *10%*	28 *6%* *13%*	48 *11%* *22%* F	72 *12%* *33%* EF	37 *8%* *17%*	98 *9%* *44%*	86 *11%* *39%*	50 *10%* *23%*	44 *8%* *20%*	79 *9%* *36%*
7	**323** ***14%***	169 *14%* *52%*	154 *13%* *48%*	27 *16%* *8%*	43 *13%* *13%*	34 *10%* *11%*	59 *14%* *18%*	55 *13%* *17%*	105 *17%* *32%* E	67 *14%* *21%*	131 *12%* *41%*	125 *17%* *39%* J	65 *12%* *20%*	80 *14%* *25%*	114 *14%* *35%*
6	**369** ***16%***	195 *17%* *53%*	174 *15%* *47%*	42 *24%* *11%* EG H	53 *16%* *14%*	44 *13%* *12%*	82 *19%* *22%*	60 *14%* *16%*	88 *14%* *24%*	71 *14%* *19%*	190 *18%* *52%*	108 *14%* *29%*	91 *17%* *25%*	102 *17%* *28%*	110 *13%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**357** ***15%***	189 *16%* *53%*	169 *15%* *47%*	23 *13%* *6%*	67 *20%* *19%* EH	38 *12%* *11%*	74 *17%* *21%*	73 *17%* *20%*	82 *13%* *23%*	73 *15%* *20%*	169 *16%* *47%*	115 *15%* *32%*	86 *16%* *24%*	81 *14%* *23%*	136 *16%* *38%*
4	**212** ***9%***	114 *10%* *53%*	99 *9%* *47%*	10 *6%* *5%*	32 *9%* *15%*	36 *11%* *17%*	43 *10%* *20%*	39 *9%* *18%*	53 *9%* *25%*	53 *11%* *25%* K	110 *10%* *52%* K	49 *7%* *23%*	42 *8%* *20%*	60 *10%* *28%*	80 *9%* *38%*
3	**148** ***6%***	86 *7%* *58%*	62 *5%* *42%*	17 *10%* *11%*	25 *7%* *17%*	28 *9%* *19%*	25 *6%* *17%*	22 *5%* *15%*	31 *5%* *21%*	43 *9%* *29%* J	56 *5%* *38%*	49 *7%* *33%*	34 *6%* *23%*	40 *7%* *27%*	58 *7%* *39%*
2	**145** ***6%***	80 *7%* *55%*	65 *6%* *45%*	10 *6%* *7%*	15 *4%* *10%*	33 *10%* *22%* DH	29 *7%* *20%*	28 *7%* *19%*	30 *5%* *21%*	30 *6%* *21%*	73 *7%* *51%*	42 *6%* *29%*	32 *6%* *22%*	34 *6%* *23%*	60 *7%* *41%*
1	**132** ***6%***	70 *6%* *53%*	63 *5%* *47%*	16 *9%* *12%* H	25 *7%* *19%* H	24 *7%* *18%* H	23 *5%* *17%*	22 *5%* *17%*	22 *4%* *17%*	34 *7%* *26%*	67 *6%* *51%*	31 *4%* *24%*	33 *6%* *25%*	27 *5%* *20%*	58 *7%* *43%*
Don't know	**277** ***12%***	102 *9%* *37%*	174 *15%* *63%* A	8 *5%* *3%*	29 *9%* *11%*	52 *16%* *19%* CD	57 *13%* *20%* C	55 *13%* *20%* C	75 *12%* *27%* C	61 *12%* *22%*	135 *13%* *49%*	81 *11%* *29%*	53 *10%* *19%*	79 *14%* *29%*	117 *14%* *42%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9/8/7	**681** ***29%***	340 *29%* *50%*	341 *30%* *50%*	47 *27%* *7%*	90 *27%* *13%*	76 *23%* *11%*	104 *24%* *15%*	129 *30%* *19%*	235 *38%* *35%* CDEF G	129 *26%* *19%*	278 *26%* *41%*	274 *37%* *40%* IJ	156 *30%* *23%*	166 *28%* *24%*	225 *27%* *33%*
Net: 10/9	**136** ***6%***	70 *6%* *52%*	66 *6%* *48%*	7 *4%* *5%*	10 *3%* *7%*	19 *6%* *14%*	17 *4%* *12%*	25 *6%* *18%*	58 *9%* *43%* DF	24 *5%* *18%*	49 *4%* *36%*	64 *8%* *47%* IJ	40 *8%* *29%* N	41 *7%* *30%* N	32 *4%* *24%*
Net: 6/5/4	**939** ***40%***	497 *42%* *53%*	442 *39%* *47%*	74 *43%* *8%*	152 *45%* *16%* EH	119 *36%* *13%*	199 *46%* *21%* EH	171 *40%* *18%*	223 *36%* *24%*	197 *40%* *21%*	469 *44%* *50%* K	272 *36%* *29%*	219 *42%* *23%*	243 *41%* *26%*	326 *39%* *35%*
Net: 3/2/1	**425** ***18%***	236 *20%* *55%*	189 *17%* *45%*	43 *25%* *10%* H	64 *19%* *15%*	85 *26%* *20%* FG H	77 *18%* *18%*	73 *17%* *17%*	83 *14%* *20%*	107 *22%* *25%*	196 *18%* *46%*	122 *16%* *29%*	99 *19%* *23%*	100 *17%* *23%*	175 *21%* *41%*
Mean	**5.40**	5.31	5.49	5.19	5.23	4.91	5.23	5.44 E	5.89 CDE FG	5.13	5.26	5.76 IJ	5.44	5.47	5.15
Standard Deviation	**2.24**	2.23	2.25	2.28	2.14	2.37	2.09	2.22	2.24	2.23	2.19	2.28	2.29	2.23	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**57** ***2%***	6 *3%* *10%*	3 *2%* *5%*	2 *4%* *4%*	47 *2%* *82%*	53 *2%* *93%*	4 *5%* *7%*	9 *3%* *16%*	48 *2%* *84%*	48 *2%* *84%*	28 *3%* *49%*	20 *2%* *35%*	23 *2%* *40%*
9	**79** ***3%***	5 *3%* *6%*	5 *4%* *6%*	3 *4%* *3%*	66 *3%* *84%*	75 *3%* *95%*	4 *5%* *5%*	10 *3%* *13%*	68 *4%* *86%*	68 *3%* *87%*	30 *3%* *39%*	38 *4%* *48%*	38 *4%* *49%*
8	**221** ***10%***	21 *11%* *10%*	18 *15%* *8%* R	8 *14%* *4%* R	174 *9%* *79%*	208 *9%* *94%*	13 *15%* *6%*	42 *12%* *19%*	173 *9%* *78%*	179 *9%* *81%*	87 *8%* *39%*	91 *10%* *41%*	94 *10%* *43%*
7	**323** ***14%***	32 *17%* *10%*	24 *20%* *7%* R	8 *14%* *2%*	260 *13%* *80%*	312 *14%* *97%*	11 *12%* *3%*	47 *13%* *15%*	273 *14%* *84%*	276 *14%* *85%*	156 *15%* *48%*	119 *13%* *37%*	124 *13%* *38%*
6	**369** ***16%***	34 *18%* *9%*	22 *18%* *6%*	10 *18%* *3%*	303 *15%* *82%*	349 *16%* *95%*	20 *23%* *5%*	56 *15%* *15%*	306 *16%* *83%*	313 *16%* *85%*	171 *16%* *46%*	142 *16%* *38%*	151 *16%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**357** ***15%***	31 *16%* *9%*	15 *12%* *4%*	9 *16%* *3%*	303 *15%* *85%*	346 *15%* *97%*	11 *13%* *3%*	54 *15%* *15%*	299 *16%* *84%*	303 *16%* *85%*	164 *16%* *46%*	136 *15%* *38%*	147 *15%* *41%*
4	**212** ***9%***	14 *7%* *6%*	11 *9%* *5%*	6 *10%* *3%*	182 *9%* *86%*	208 *9%* *98%*	5 *5%* *2%*	43 *12%* *20%*	170 *9%* *80%*	170 *9%* *80%*	98 *9%* *46%*	71 *8%* *33%*	77 *8%* *36%*
3	**148** ***6%***	8 *4%* *6%*	6 *5%* *4%*	3 *5%* *2%*	131 *7%* *88%*	146 *7%* *99%*	2 *2%* *1%*	13 *3%* *9%*	134 *7%* *91%* U	135 *7%* *91%* U	60 *6%* *40%*	76 *8%* *51%* U	79 *8%* *53%* U
2	**145** ***6%***	12 *6%* *8%*	5 *4%* *3%*	3 *6%* *2%*	125 *6%* *86%*	140 *6%* *97%*	5 *5%* *3%*	24 *7%* *17%*	120 *6%* *83%*	121 *6%* *83%*	69 *7%* *48%*	52 *6%* *36%*	59 *6%* *40%*
1	**132** ***6%***	9 *5%* *7%*	4 *3%* *3%*	2 *3%* *1%*	117 *6%* *89%*	128 *6%* *97%*	4 *5%* *3%*	18 *5%* *14%*	113 *6%* *85%*	114 *6%* *86%*	76 *7%* *58%* YZ	38 *4%* *28%*	39 *4%* *30%*
Don't know	**277** ***12%***	16 *8%* *6%*	8 *6%* *3%*	3 *6%* *1%*	250 *13%* *90%* OPQ	267 *12%* *97%*	9 *10%* *3%*	50 *14%* *18%*	225 *12%* *81%*	226 *12%* *82%*	102 *10%* *37%*	124 *14%* *45%* X	128 *13%* *46%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9/8/7	**681** ***29%***	63 *34%* *9%* R	50 *41%* *7%* R	21 *36%* *3%* R	547 *28%* *80%*	648 *29%* *95%*	32 *36%* *5%*	109 *30%* *16%*	562 *29%* *83%*	571 *29%* *84%*	302 *29%* *44%*	268 *30%* *39%*	280 *29%* *41%*
Net: 10/9	**136** ***6%***	11 *6%* *8%*	7 *6%* *5%*	5 *8%* *4%*	113 *6%* *83%*	128 *6%* *94%*	8 *9%* *6%*	20 *5%* *15%*	116 *6%* *85%*	116 *6%* *85%*	58 *6%* *43%*	58 *6%* *43%*	61 *6%* *45%*
Net: 6/5/4	**939** ***40%***	79 *42%* *8%*	48 *40%* *5%*	25 *44%* *3%*	787 *40%* *84%*	903 *40%* *96%*	36 *41%* *4%*	152 *42%* *16%*	775 *40%* *83%*	786 *40%* *84%*	434 *42%* *46%*	349 *38%* *37%*	374 *39%* *40%*
Net: 3/2/1	**425** ***18%***	29 *16%* *7%*	15 *12%* *3%*	8 *14%* *2%*	373 *19%* *88%* PQ	414 *19%* *97%*	11 *12%* *3%*	55 *15%* *13%*	367 *19%* *86%*	370 *19%* *87%*	205 *20%* *48%*	165 *18%* *39%*	177 *18%* *42%*
Mean	**5.40**	5.62	5.92 R	5.80 R	5.33	5.37	5.99 S	5.48	5.37	5.38	5.29	5.48	5.46
Standard Deviation	**2.24**	2.18	2.06	2.19	2.25	2.24	2.25	2.22	2.25	2.24	2.28	2.21	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Total (Wtd)	**2321**	110* *5%* *	233 *10%*	184 *8%*	57 *2%*	187 *8%*	130* *6%* *	197* *8%* *	261 *11%*	120 *5%*	228 *10%*	396 *17%*	219 *9%*	1958 *84%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
10	**57** ***2%***	2 *2%* *4%*	5 *2%* *9%*	6 *3%* *10%*	2 *4%* *4%* KL	6 *3%* *10%* L	5 *4%* *9%*	10 *5%* *17%* KL	8 *3%* *14%*	3 *2%* *5%*	5 *2%* *9%*	4 *1%* *8%*	1 *1%* *2%*	47 *2%* *82%*
9	**79** ***3%***	5 *5%* *7%*	15 *6%* *19%* L	6 *3%* *8%*	3 *4%* *3%* L	5 *3%* *6%*	5 *4%* *7%*	8 *4%* *10%*	6 *2%* *7%*	5 *4%* *6%*	7 *3%* *9%*	10 *3%* *13%*	3 *1%* *4%*	66 *3%* *84%*
8	**221** ***10%***	6 *5%* *3%*	22 *9%* *10%*	23 *12%* *10%*	8 *14%* *4%* AGHM	21 *11%* *10%*	13 *10%* *6%*	11 *6%* *5%*	20 *8%* *9%*	18 *15%* *8%* AGHKLM	26 *11%* *12%*	35 *9%* *16%*	18 *8%* *8%*	174 *9%* *79%*
7	**323** ***14%***	11 *10%* *3%*	24 *10%* *8%*	30 *16%* *9%*	8 *14%* *2%*	32 *17%* *10%*	18 *14%* *6%*	31 *16%* *10%*	31 *12%* *10%*	24 *20%* *7%* ABHKM	30 *13%* *9%*	54 *14%* *17%*	30 *14%* *9%*	260 *13%* *80%*
6	**369** ***16%***	17 *16%* *5%*	41 *18%* *11%*	33 *18%* *9%*	10 *18%* *3%* L	34 *18%* *9%* L	18 *14%* *5%*	29 *15%* *8%*	55 *21%* *15%* KL	22 *18%* *6%* L	37 *16%* *10%*	51 *13%* *14%*	22 *10%* *6%*	303 *15%* *82%*
5	**357** ***15%***	24 *22%* *7%*	33 *14%* *9%*	28 *15%* *8%*	9 *16%* *3%*	31 *16%* *9%*	17 *13%* *5%*	26 *13%* *7%*	38 *14%* *11%*	15 *12%* *4%*	35 *15%* *10%*	59 *15%* *16%*	42 *19%* *12%*	303 *15%* *85%*
4	**212** ***9%***	7 *7%* *3%*	24 *10%* *11%*	11 *6%* *5%*	6 *10%* *3%*	14 *7%* *6%*	15 *12%* *7%*	11 *5%* *5%*	34 *13%* *16%*	11 *9%* *5%*	20 *9%* *10%*	36 *9%* *17%*	23 *11%* *11%*	182 *9%* *86%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

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Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
3	**148** ***6%***	7 *6%* *5%*	17 *7%* *12%*	10 *5%* *6%*	3 *5%* *2%*	8 *4%* *6%*	5 *4%* *3%*	18 *9%* *12%*	17 *6%* *11%*	6 *5%* *4%*	8 *3%* *5%*	29 *7%* *20%*	21 *10%* *14%* EJ	131 *7%* *88%*
2	**145** ***6%***	11 *10%* *8%*	12 *5%* *8%*	9 *5%* *6%*	3 *6%* *2%*	12 *6%* *8%*	8 *6%* *5%*	10 *5%* *7%*	16 *6%* *11%*	5 *4%* *3%*	14 *6%* *10%*	33 *8%* *23%* I	12 *6%* *9%*	125 *6%* *86%*
1	**132** ***6%***	10 *9%* *7%*	16 *7%* *12%*	7 *4%* *5%*	2 *3%* *1%*	9 *5%* *7%*	3 *3%* *2%*	8 *4%* *6%*	15 *6%* *11%*	4 *3%* *3%*	14 *6%* *10%*	27 *7%* *20%*	17 *8%* *13%*	117 *6%* *89%*
Don't know	**277** ***12%***	10 *9%* *4%*	23 *10%* *8%*	21 *11%* *8%*	3 *6%* *1%*	16 *8%* *6%*	22 *17%* *8%* DEI	35 *18%* *13%* DEHI	22 *9%* *8%*	8 *6%* *3%*	32 *14%* *11%* DI	57 *14%* *20%* DEI	29 *13%* *10%* DI	250 *13%* *90%* DEI
Net: 10/9/8/7	**681** ***29%***	24 *22%* *4%*	66 *29%* *10%*	65 *35%* *10%* L	21 *36%* *3%* AHKLM	63 *34%* *9%* KLM	41 *32%* *6%*	60 *30%* *9%*	65 *25%* *9%*	50 *41%* *7%* ABGHJKL M	69 *30%* *10%*	104 *26%* *15%*	52 *24%* *8%*	547 *28%* *80%*
Net: 10/9	**136** ***6%***	7 *7%* *5%*	20 *9%* *15%* KL	12 *7%* *9%*	5 *8%* *4%* KL	11 *6%* *8%* L	10 *8%* *8%* L	17 *9%* *13%* L	14 *5%* *10%*	7 *6%* *5%* L	13 *6%* *9%*	15 *4%* *11%*	4 *2%* *3%*	113 *6%* *83%* L
Net: 6/5/4	**939** ***40%***	48 *44%* *5%*	98 *42%* *10%*	72 *39%* *8%*	25 *44%* *3%*	79 *42%* *8%*	50 *39%* *5%*	66 *33%* *7%*	127 *49%* *14%* GK	48 *40%* *5%*	92 *40%* *10%*	146 *37%* *16%*	88 *40%* *9%*	787 *40%* *84%*
Net: 3/2/1	**425** ***18%***	27 *25%* *6%* DI	45 *20%* *11%*	26 *14%* *6%*	8 *14%* *2%*	29 *16%* *7%*	16 *12%* *4%*	36 *19%* *9%*	47 *18%* *11%*	15 *12%* *3%*	35 *15%* *8%*	89 *23%* *21%* DEI	50 *23%* *12%* DI	373 *19%* *88%* DI

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 390

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2334**	75 *3%*	162 *7%*	133 *6%*	283 *12%*	323 *14%*	76 *3%*	106 *5%*	145 *6%*	357 *15%*	186 *8%*	316 *14%*	172 *7%*	1371 *59%*
Effective Total	**1627**	71	148	121	258	302	69	96	134	326	167	286	158	1221
Mean	**5.40**	4.96	5.39	5.79 AKLM	5.80 AHKLM	5.62 AKL	5.73 L	5.58 L	5.27	5.92 ABHKLM	5.51 L	5.08	4.92	5.33 L
Standard Deviation	**2.24**	2.33	2.33	2.15	2.19	2.18	2.20	2.33	2.16	2.06	2.25	2.27	2.15	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**162** ***5%***	68 *4%* *42%*	94 *5%* *58%*	16 *4%* *10%*	22 *3%* *14%*	22 *3%* *13%*	29 *5%* *18%*	29 *5%* *18%*	44 *6%* *27%* DE	17 *3%* *11%*	62 *4%* *39%*	82 *6%* *51%* IJ	57 *6%* *35%*	37 *4%* *23%*	42 *4%* *26%*
9	**193** ***5%***	92 *6%* *48%*	101 *5%* *52%*	23 *6%* *12%*	34 *5%* *18%*	34 *5%* *18%*	21 *3%* *11%*	19 *4%* *10%*	62 *9%* *32%* DEFG	14 *3%* *7%*	83 *5%* *43%* I	96 *8%* *50%* IJ	70 *7%* *36%*	45 *5%* *23%*	52 *5%* *27%*
8	**519** ***15%***	205 *14%* *40%*	314 *15%* *60%*	44 *12%* *8%*	84 *12%* *16%*	81 *12%* *16%*	92 *14%* *18%*	88 *17%* *17%*	130 *19%* *25%* CDE	71 *13%* *14%*	257 *15%* *50%*	191 *15%* *37%*	182 *19%* *35%* MN	104 *12%* *20%*	148 *14%* *29%*
7	**570** ***16%***	240 *16%* *42%*	330 *16%* *58%*	52 *14%* *9%*	88 *13%* *15%*	106 *16%* *19%*	128 *20%* *22%* D	82 *16%* *14%*	114 *16%* *20%*	72 *13%* *13%*	290 *17%* *51%*	208 *16%* *36%*	174 *18%* *31%* N	153 *17%* *27%* N	139 *13%* *24%*
6	**548** ***15%***	244 *16%* *45%*	304 *15%* *55%*	45 *12%* *8%*	122 *18%* *22%* E	81 *13%* *15%*	98 *15%* *18%*	95 *18%* *17%* E	107 *15%* *20%*	94 *17%* *17%*	253 *15%* *46%*	202 *16%* *37%*	142 *15%* *26%*	135 *15%* *25%*	159 *15%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**487** ***14%***	217 *14%* *44%*	271 *13%* *56%*	63 *17%* *13%* H	94 *14%* *19%* H	110 *17%* *23%* H	82 *13%* *17%*	75 *14%* *15%* H	62 *9%* *13%*	85 *15%* *17%* K	263 *15%* *54%* K	140 *11%* *29%*	96 *10%* *20%*	140 *16%* *29%* L	150 *14%* *31%* L
4	**248** ***7%***	125 *8%* *50%* B	123 *6%* *50%*	28 *8%* *11%*	51 *8%* *21%*	53 *8%* *21%* G	53 *8%* *21%* G	24 *5%* *10%*	39 *6%* *16%*	41 *7%* *17%*	132 *8%* *53%*	74 *6%* *30%*	41 *4%* *17%*	61 *7%* *24%*	92 *9%* *37%* L
3	**204** ***6%***	87 *6%* *43%*	117 *6%* *57%*	29 *8%* *14%* H	50 *7%* *24%* H	39 *6%* *19%*	30 *5%* *15%*	30 *6%* *15%*	26 *4%* *13%*	35 *6%* *17%*	113 *7%* *55%* K	55 *4%* *27%*	60 *6%* *30%*	53 *6%* *26%*	53 *5%* *26%*
2	**160** ***5%***	61 *4%* *38%*	99 *5%* *62%*	19 *5%* *12%*	33 *5%* *20%*	30 *5%* *19%*	38 *6%* *23%* H	18 *3%* *11%*	22 *3%* *14%*	33 *6%* *20%*	78 *5%* *49%*	50 *4%* *31%*	27 *3%* *17%*	38 *4%* *24%*	62 *6%* *38%* L
1	**131** ***4%***	60 *4%* *46%*	71 *3%* *54%*	26 *7%* *20%* DF H	25 *4%* *19%*	32 *5%* *25%* FH	11 *2%* *8%*	21 *4%* *16%* F	16 *2%* *12%*	26 *5%* *20%*	58 *3%* *45%*	46 *4%* *36%*	25 *3%* *19%*	44 *5%* *34%*	44 *4%* *33%*
Don't know	**329** ***9%***	121 *8%* *37%*	208 *10%* *63%*	16 *4%* *5%*	76 *11%* *23%* C	56 *9%* *17%*	57 *9%* *17%* C	50 *9%* *15%* C	73 *11%* *22%* C	65 *12%* *20%* J	137 *8%* *42%*	127 *10%* *39%*	84 *9%* *26%*	77 *9%* *24%*	126 *12%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9/8/7	**1444** ***41%***	605 *40%* *42%*	839 *41%* *58%*	135 *37%* *9%*	228 *34%* *16%*	243 *38%* *17%*	271 *42%* *19%* D	218 *41%* *15%* D	350 *50%* *24%* CDEF G	174 *31%* *12%*	693 *40%* *48%* I	577 *45%* *40%* IJ	483 *50%* *33%* MN	339 *38%* *23%*	381 *36%* *26%*
Net: 10/9	**355** ***10%***	160 *11%* *45%*	195 *10%* *55%*	39 *11%* *11%*	56 *8%* *16%*	56 *9%* *16%*	50 *8%* *14%*	48 *9%* *13%*	106 *15%* *30%* DEFG	31 *6%* *9%*	145 *8%* *41%*	178 *14%* *50%* IJ	127 *13%* *36%* MN	82 *9%* *23%*	94 *9%* *26%*
Net: 6/5/4	**1284** ***36%***	585 *39%* *46%* B	698 *34%* *54%*	136 *38%* *11%*	268 *39%* *21%* H	244 *38%* *19%* H	233 *36%* *18%* H	194 *37%* *15%* H	209 *30%* *16%*	220 *40%* *17%* K	648 *38%* *50%* K	416 *33%* *32%*	280 *29%* *22%*	335 *38%* *26%* L	400 *38%* *31%* L
Net: 3/2/1	**494** ***14%***	208 *14%* *42%*	286 *14%* *58%*	75 *21%* *15%* FG H	107 *16%* *22%* H	102 *16%* *21%* H	78 *12%* *16%*	68 *13%* *14%*	64 *9%* *13%*	94 *17%* *19%* K	249 *14%* *50%*	151 *12%* *31%*	113 *12%* *23%*	135 *15%* *27%*	158 *15%* *32%*
Mean	**5.98**	5.95	6.01	5.58	5.74	5.73	6.02 C	6.09 C DE	6.56 CDE FG	5.57	5.90 I	6.28 IJ	6.43 MN	5.82	5.79
Standard Deviation	**2.24**	2.23	2.24	2.43	2.21	2.26	2.11	2.19	2.16	2.22	2.18	2.28	2.18	2.25	2.28

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**162** ***5%***	16 *5%* *10%*	6 *3%* *4%*	5 *4%* *3%*	135 *5%* *83%*	150 *4%* *93%*	12 *7%* *7%*	23 *5%* *14%*	137 *5%* *85%*	138 *5%* *86%*	83 *4%* *51%*	55 *5%* *34%*	64 *5%* *40%*
9	**193** ***5%***	11 *3%* *6%*	8 *4%* *4%*	7 *6%* *4%* O	167 *6%* *87%*	187 *6%* *97%*	6 *4%* *3%*	35 *7%* *18%*	156 *5%* *81%*	158 *5%* *82%*	95 *5%* *49%*	63 *5%* *33%*	65 *5%* *34%*
8	**519** ***15%***	39 *12%* *7%*	27 *13%* *5%*	19 *17%* *4%* O	434 *15%* *84%*	497 *15%* *96%*	22 *12%* *4%*	80 *16%* *15%*	432 *14%* *83%*	439 *14%* *85%*	274 *14%* *53%*	164 *14%* *32%*	172 *14%* *33%*
7	**570** ***16%***	49 *15%* *9%*	32 *15%* *6%*	22 *19%* *4%*	467 *16%* *82%*	551 *16%* *97%*	19 *11%* *3%*	62 *12%* *11%*	495 *16%* *87%*	505 *17%* *89%*	326 *17%* *57%* U	175 *15%* *31%*	185 *15%* *33%*
6	**548** ***15%***	54 *17%* *10%*	39 *19%* *7%* R	19 *17%* *4%*	436 *15%* *80%*	516 *15%* *94%*	33 *19%* *6%*	77 *16%* *14%*	463 *15%* *84%*	469 *15%* *86%*	287 *15%* *52%*	182 *16%* *33%*	190 *16%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**487** ***14%***	49 *15%* *10%*	39 *19%* *8%* QR	15 *13%* *3%*	385 *13%* *79%*	456 *14%* *94%*	31 *18%* *6%*	78 *16%* *16%*	405 *13%* *83%*	410 *13%* *84%*	250 *13%* *51%*	159 *14%* *33%*	168 *14%* *34%*
4	**248** ***7%***	25 *8%* *10%*	18 *9%* *7%*	10 *9%* *4%*	194 *7%* *78%*	237 *7%* *96%*	10 *6%* *4%*	34 *7%* *14%*	212 *7%* *85%*	213 *7%* *86%*	133 *7%* *54%*	80 *7%* *32%*	85 *7%* *34%*
3	**204** ***6%***	21 *7%* *10%*	9 *4%* *5%*	7 *6%* *3%*	166 *6%* *82%*	198 *6%* *97%*	6 *3%* *3%*	25 *5%* *12%*	178 *6%* *88%*	178 *6%* *88%*	122 *6%* *60%*	56 *5%* *28%*	66 *5%* *32%*
2	**160** ***5%***	19 *6%* *12%*	10 *5%* *6%*	4 *4%* *3%*	127 *4%* *79%*	150 *4%* *94%*	10 *6%* *6%*	13 *3%* *8%*	142 *5%* *89%*	147 *5%* *92%*	92 *5%* *57%*	55 *5%* *35%*	57 *5%* *36%*
1	**131** ***4%***	9 *3%* *7%*	6 *3%* *5%*	2 *2%* *1%*	113 *4%* *86%* Q	117 *3%* *90%*	13 *8%* *10%* S	18 *4%* *14%*	111 *4%* *85%*	112 *4%* *86%*	71 *4%* *55%*	41 *4%* *31%*	42 *3%* *32%*
Don't know	**329** ***9%***	23 *7%* *7%* Q	14 *7%* *4%* Q	4 *3%* *1%*	288 *10%* *87%* PQ	316 *9%* *96%*	13 *7%* *4%*	52 *10%* *16%*	274 *9%* *83%*	277 *9%* *84%*	157 *8%* *48%*	119 *10%* *36%*	127 *10%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9/8/7	**1444** ***41%***	115 *36%* *8%*	73 *35%* *5%*	53 *47%* *4%* OPR	1203 *41%* *83%* P	1384 *41%* *96%*	59 *34%* *4%*	201 *40%* *14%*	1220 *41%* *84%*	1240 *41%* *86%*	778 *41%* *54%*	457 *40%* *32%*	486 *40%* *34%*
Net: 10/9	**355** ***10%***	27 *9%* *8%*	14 *7%* *4%*	12 *10%* *3%* P	302 *10%* *85%* P	337 *10%* *95%*	18 *10%* *5%*	59 *12%* *17%*	293 *10%* *83%*	296 *10%* *83%*	178 *9%* *50%*	118 *10%* *33%*	129 *11%* *36%*
Net: 6/5/4	**1284** ***36%***	128 *41%* *10%* R	96 *46%* *7%* QR	44 *39%* *3%*	1015 *35%* *79%*	1209 *36%* *94%*	74 *42%* *6%*	190 *38%* *15%*	1080 *36%* *84%*	1092 *36%* *85%*	670 *35%* *52%*	422 *37%* *33%*	443 *36%* *34%*
Net: 3/2/1	**494** ***14%***	50 *16%* *10%*	25 *12%* *5%*	13 *12%* *3%*	406 *14%* *82%*	465 *14%* *94%*	30 *17%* *6%*	57 *11%* *11%*	432 *14%* *87%*	438 *14%* *89%*	285 *15%* *58%*	152 *13%* *31%*	165 *14%* *33%*
Mean	**5.98**	5.78	5.80	6.16 OP	6.01	6.00	5.71	6.12	5.96	5.96	5.93	6.00	6.00
Standard Deviation	**2.24**	2.21	2.05	2.07	2.26	2.22	2.43	2.21	2.24	2.24	2.24	2.24	2.25

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Total (Wtd)	**3551**	209 *6%*	430 *12%*	321 *9%*	115 *3%*	316 *9%*	161* *5%* *	336 *9%*	389 *11%*	208 *6%*	292 *8%*	505 *14%*	267 *8%*	2912 *82%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
10	**162** ***5%***	13 *6%* *8%*	27 *6%* *17%* IK	16 *5%* *10%*	5 *4%* *3%*	16 *5%* *10%* K	9 *5%* *5%*	14 *4%* *8%*	14 *4%* *9%*	6 *3%* *4%*	15 *5%* *9%*	13 *2%* *8%*	14 *5%* *9%*	135 *5%* *83%*
9	**193** ***5%***	17 *8%* *9%* EJ	28 *7%* *15%* J	24 *8%* *13%* EJ	7 *6%* *4%* EJ	11 *3%* *6%*	10 *6%* *5%*	20 *6%* *11%*	15 *4%* *8%*	8 *4%* *4%*	6 *2%* *3%*	24 *5%* *12%*	22 *8%* *11%* EIJ	167 *6%* *87%* J
8	**519** ***15%***	46 *22%* *9%* EGHIJM	70 *16%* *13%* GJ	66 *21%* *13%* EGHIJM	19 *17%* *4%* EGJ	39 *12%* *7%*	26 *16%* *5%*	32 *9%* *6%*	46 *12%* *9%*	27 *13%* *5%*	26 *9%* *5%*	84 *17%* *16%* GJ	37 *14%* *7%*	434 *15%* *84%* J
7	**570** ***16%***	32 *15%* *6%*	84 *20%* *15%* K	58 *18%* *10%* K	22 *19%* *4%* K	49 *15%* *9%*	32 *20%* *6%* K	51 *15%* *9%*	70 *18%* *12%* K	32 *15%* *6%*	45 *15%* *8%*	56 *11%* *10%*	38 *14%* *7%*	467 *16%* *82%* K
6	**548** ***15%***	36 *17%* *7%* C	75 *17%* *14%* C	31 *10%* *6%*	19 *17%* *4%* C	54 *17%* *10%* C	24 *15%* *4%*	39 *12%* *7%*	72 *18%* *13%* C	39 *19%* *7%* CGKM	52 *18%* *10%* C	67 *13%* *12%*	40 *15%* *7%*	436 *15%* *80%* C
5	**487** ***14%***	27 *13%* *6%*	34 *8%* *7%*	35 *11%* *7%*	15 *13%* *3%* B	49 *15%* *10%* B	17 *11%* *3%*	67 *20%* *14%* BCDM	56 *14%* *11%* B	39 *19%* *8%* BCDM	40 *14%* *8%* B	76 *15%* *15%* B	34 *13%* *7%*	385 *13%* *79%* B
4	**248** ***7%***	3 *2%* *1%*	22 *5%* *9%*	17 *5%* *7%*	10 *9%* *4%* AB	25 *8%* *10%* A	7 *4%* *3%*	24 *7%* *10%* A	30 *8%* *12%* A	18 *9%* *7%* AB	28 *9%* *11%* A	43 *8%* *17%* A	21 *8%* *9%* A	194 *7%* *78%* A

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
3	**204** ***6%***	14 *6%* *7%*	28 *6%* *14%*	19 *6%* *9%*	7 *6%* *3%*	21 *7%* *10%*	10 *6%* *5%*	24 *7%* *12%*	19 *5%* *10%*	9 *4%* *5%*	9 *3%* *4%*	26 *5%* *13%*	17 *7%* *9%*	166 *6%* *82%*
2	**160** ***5%***	6 *3%* *4%*	16 *4%* *10%*	5 *2%* *3%*	4 *4%* *3%*	19 *6%* *12%* C	3 *2%* *2%*	20 *6%* *13%* C	14 *4%* *9%*	10 *5%* *6%* C	19 *6%* *12%* C	32 *6%* *20%* C	11 *4%* *7%*	127 *4%* *79%*
1	**131** ***4%***	6 *3%* *5%*	10 *2%* *8%*	9 *3%* *7%*	2 *2%* *1%*	9 *3%* *7%*	7 *4%* *5%*	15 *4%* *11%*	22 *6%* *17%* D	6 *3%* *5%*	13 *4%* *10%*	24 *5%* *18%* D	7 *3%* *5%*	113 *4%* *86%* D
Don't know	**329** ***9%***	9 *4%* *3%*	35 *8%* *11%* D	40 *13%* *12%* ADEI	4 *3%* *1%*	23 *7%* *7%* D	17 *10%* *5%* D	31 *9%* *9%* D	30 *8%* *9%* D	14 *7%* *4%* D	39 *13%* *12%* ADEI	62 *12%* *19%* ADEI	25 *9%* *8%* D	288 *10%* *87%* ADI
Net: 10/9/8/7	**1444** ***41%***	108 *52%* *8%* EGHIJKM	210 *49%* *15%* EGHIJKM	165 *51%* *11%* EGHIJKM	53 *47%* *4%* EGHIJKM	115 *36%* *8%*	76 *48%* *5%* IJK	117 *35%* *8%*	146 *37%* *10%*	73 *35%* *5%*	93 *32%* *6%*	177 *35%* *12%*	111 *42%* *8%* J	1203 *41%* *83%* IJK
Net: 10/9	**355** ***10%***	30 *15%* *9%* HIJK	56 *13%* *16%* IK	41 *13%* *11%* IK	12 *10%* *3%* I	27 *9%* *8%*	18 *11%* *5%*	34 *10%* *10%*	29 *8%* *8%*	14 *7%* *4%*	22 *7%* *6%*	36 *7%* *10%*	36 *13%* *10%* IK	302 *10%* *85%* I
Net: 6/5/4	**1284** ***36%***	66 *32%* *5%*	131 *30%* *10%*	83 *26%* *6%*	44 *39%* *3%* BC	128 *41%* *10%* BCM	48 *30%* *4%*	129 *38%* *10%* C	158 *41%* *12%* BC	96 *46%* *7%* ABCDFKLM	120 *41%* *9%* BC	185 *37%* *14%* C	95 *36%* *7%* C	1015 *35%* *79%* C
Net: 3/2/1	**494** ***14%***	26 *12%* *5%*	54 *13%* *11%*	33 *10%* *7%*	13 *12%* *3%*	50 *16%* *10%*	20 *12%* *4%*	59 *18%* *12%* C	56 *14%* *11%*	25 *12%* *5%*	41 *14%* *8%*	81 *16%* *16%*	36 *13%* *7%*	406 *14%* *82%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 391

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - ITV1 ****

Base : Regular viewers of ITV1

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3587**	136 *4%*	295 *8%*	221 *6%*	542 *15%*	508 *14%*	88 *2%*	172 *5%*	210 *6%*	596 *17%*	233 *6%*	384 *11%*	202 *6%*	1941 *54%*
Effective Total	**2404**	126	270	199	491	470	79	160	191	541	204	348	182	1721
Mean	**5.98**	6.50 EGHIJK M	6.36 EGHIJK M	6.49 EGHIJK M	6.16 EGIJK	5.78	6.28 GK	5.63	5.79	5.80	5.67	5.69	6.10	6.01 K
Standard Deviation	**2.24**	2.18	2.19	2.17	2.07	2.21	2.23	2.30	2.20	2.05	2.25	2.30	2.26	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 392

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**225** ***3%***	90 *3%* *40%*	135 *4%* *60%* A	22 *3%* *10%*	46 *3%* *20%*	33 *3%* *15%*	30 *2%* *13%*	35 *3%* *16%*	58 *4%* *26%* F	18 *2%* *8%*	80 *2%* *36%*	126 *6%* *56%* IJ	68 *4%* *30%* N	60 *4%* *27%*	56 *2%* *25%*
9	**248** ***4%***	101 *3%* *41%*	147 *4%* *59%*	26 *4%* *11%*	39 *3%* *16%*	41 *3%* *16%*	32 *3%* *13%*	37 *4%* *15%*	73 *6%* *30%* DEFG	26 *2%* *11%*	107 *3%* *43%*	115 *5%* *46%* IJ	68 *4%* *27%*	69 *4%* *28%*	74 *3%* *30%*
8	**737** ***11%***	338 *10%* *46%*	398 *11%* *54%*	80 *11%* *11%* D	93 *7%* *13%*	101 *9%* *14%*	129 *11%* *17%* D	132 *13%* *18%* DE	203 *16%* *27%* CDEF	104 *8%* *14%*	343 *10%* *47%*	290 *13%* *39%* IJ	213 *13%* *29%* MN	163 *10%* *22%*	228 *10%* *31%*
7	**1154** ***17%***	553 *17%* *48%*	601 *17%* *52%*	123 *17%* *11%*	231 *17%* *20%*	186 *16%* *16%*	209 *17%* *18%*	172 *17%* *15%*	233 *18%* *20%*	160 *13%* *14%*	593 *17%* *51%* I	401 *18%* *35%* I	293 *18%* *25%*	282 *17%* *24%*	380 *16%* *33%*
6	**1109** ***16%***	555 *17%* *50%*	554 *16%* *50%*	116 *16%* *10%*	240 *17%* *22%*	177 *15%* *16%*	208 *17%* *19%*	174 *17%* *16%*	194 *15%* *17%*	185 *15%* *17%*	564 *17%* *51%*	360 *17%* *32%*	261 *16%* *24%*	298 *18%* *27%*	351 *15%* *32%*
5	**1114** ***16%***	539 *17%* *48%*	575 *16%* *52%*	116 *16%* *10%*	252 *18%* *23%* H	228 *20%* *21%* FG H	183 *15%* *16%*	159 *16%* *14%*	175 *14%* *16%*	218 *18%* *20%* K	627 *18%* *56%* K	269 *12%* *24%*	259 *16%* *23%*	245 *14%* *22%*	402 *17%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 392

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
4	**634** ***9%***	355 *11%* *56%* B	279 *8%* *44%*	74 *10%* *12%* H	154 *11%* *24%* GH	110 *9%* *17%* H	131 *11%* *21%* GH	78 *8%* *12%*	88 *7%* *14%*	157 *13%* *25%* JK	321 *9%* *51%* K	156 *7%* *25%*	128 *8%* *20%*	162 *10%* *26%*	228 *10%* *36%*
3	**379** ***6%***	176 *5%* *46%*	203 *6%* *54%*	40 *6%* *11%*	96 *7%* *25%* H	66 *6%* *17%*	68 *6%* *18%*	48 *5%* *13%*	61 *5%* *16%*	78 *6%* *21%*	195 *6%* *52%*	105 *5%* *28%*	87 *5%* *23%*	111 *7%* *29%*	121 *5%* *32%*
2	**293** ***4%***	152 *5%* *52%*	141 *4%* *48%*	34 *5%* *11%*	44 *3%* *15%*	61 *5%* *21%* DH	77 *6%* *26%* DG H	39 *4%* *13%*	38 *3%* *13%*	64 *5%* *22%* K	155 *5%* *53%*	75 *3%* *25%*	57 *3%* *20%*	71 *4%* *24%*	110 *5%* *37%*
1	**299** ***4%***	165 *5%* *55%* B	134 *4%* *45%*	48 *7%* *16%* FH	67 *5%* *22%* FH	60 *5%* *20%* FH	31 *3%* *10%*	56 *5%* *19%* FH	37 *3%* *12%*	76 *6%* *25%* JK	131 *4%* *44%*	92 *4%* *31%*	62 *4%* *21%*	77 *5%* *26%*	123 *5%* *41%*
Don't know	**606** ***9%***	229 *7%* *38%*	377 *11%* *62%* A	30 *4%* *5%*	121 *9%* *20%* C	109 *9%* *18%* C	116 *10%* *19%* C	91 *9%* *15%* C	137 *11%* *23%* C	137 *11%* *23%* J	280 *8%* *46%*	189 *9%* *31%*	141 *9%* *23%*	161 *9%* *27%*	234 *10%* *39%*
Net: 10/9/8/7	**2364** ***35%***	1083 *33%* *46%*	1282 *36%* *54%* A	252 *35%* *11%* D	409 *30%* *17%*	360 *31%* *15%*	400 *33%* *17%*	376 *37%* *16%* DE	568 *44%* *24%* CDEF G	308 *25%* *13%*	1124 *33%* *48%* I	932 *43%* *39%* IJ	642 *39%* *27%* MN	574 *34%* *24%*	738 *32%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 392

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9	**473** ***7%***	191 *6%* *40%*	282 *8%* *60%* A	49 *7%* *10%*	85 *6%* *18%*	74 *6%* *16%*	62 *5%* *13%*	72 *7%* *15%*	132 *10%* *28%* DEFG	45 *4%* *9%*	187 *6%* *40%* I	241 *11%* *51%* IJ	135 *8%* *29%* N	129 *8%* *27%*	130 *6%* *27%*
Net: 6/5/4	**2857** ***42%***	1449 *45%* *51%* B	1408 *40%* *49%*	305 *43%* *11%* H	645 *47%* *23%* GH	515 *44%* *18%* H	523 *43%* *18%* H	411 *40%* *14%* H	457 *35%* *16%*	560 *46%* *20%* K	1512 *45%* *53%* K	785 *36%* *27%*	648 *40%* *23%*	706 *42%* *25%*	980 *43%* *34%*
Net: 3/2/1	**971** ***14%***	493 *15%* *51%*	479 *14%* *49%*	122 *17%* *13%* H	207 *15%* *21%* H	187 *16%* *19%* H	176 *14%* *18%* H	143 *14%* *15%* H	136 *10%* *14%*	218 *18%* *22%* JK	481 *14%* *50%*	272 *12%* *28%*	206 *13%* *21%*	258 *15%* *27%*	354 *15%* *36%* L
Mean	**5.69**	5.57	5.81 A	5.55	5.49	5.48	5.61	5.78 D E	6.19 CDE FG	5.19	5.61 I	6.09 IJ	5.92 MN	5.67	5.52
Standard Deviation	**2.15**	2.13	2.15	2.24	2.08	2.16	2.06	2.19	2.12	2.12	2.06	2.24	2.14	2.18	2.16

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 392

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**225** ***3%***	23 *4%* *10%*	13 *4%* *6%*	5 *3%* *2%*	184 *3%* *82%*	204 *3%* *90%*	21 *5%* *9%*	37 *3%* *16%*	187 *3%* *83%*	188 *3%* *84%*	124 *3%* *55%*	64 *3%* *29%*	73 *3%* *32%*
9	**248** ***4%***	16 *3%* *7%*	14 *4%* *5%*	8 *4%* *3%*	210 *4%* *85%*	234 *4%* *94%*	14 *3%* *6%*	39 *4%* *16%*	207 *4%* *84%*	210 *4%* *84%*	131 *4%* *53%*	78 *4%* *32%*	82 *4%* *33%*
8	**737** ***11%***	58 *9%* *8%*	48 *14%* *6%* OR	26 *13%* *4%* O	604 *11%* *82%*	688 *11%* *93%*	48 *11%* *7%*	131 *12%* *18%* Z	589 *10%* *80%*	603 *11%* *82%*	393 *11%* *53%*	207 *10%* *28%*	217 *10%* *30%*
7	**1154** ***17%***	99 *16%* *9%*	62 *18%* *5%*	39 *19%* *3%*	955 *17%* *83%*	1071 *17%* *93%*	83 *18%* *7%*	159 *15%* *14%*	982 *17%* *85%*	992 *17%* *86%*	619 *17%* *54%*	371 *17%* *32%*	388 *17%* *34%*
6	**1109** ***16%***	100 *16%* *9%*	62 *18%* *6%*	36 *18%* *3%*	909 *16%* *82%*	1025 *16%* *92%*	84 *18%* *8%*	173 *16%* *16%*	919 *16%* *83%*	935 *16%* *84%*	575 *16%* *52%*	356 *17%* *32%*	381 *17%* *34%*
5	**1114** ***16%***	117 *19%* *11%* R	56 *16%* *5%*	34 *17%* *3%*	907 *16%* *81%*	1036 *16%* *93%*	78 *17%* *7%*	156 *15%* *14%*	940 *17%* *84%*	955 *17%* *86%*	619 *17%* *56%*	336 *16%* *30%*	362 *16%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 392

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
4	**634** ***9%***	66 *11%* *10%*	31 *9%* *5%*	20 *10%* *3%*	517 *9%* *82%*	594 *9%* *94%*	40 *9%* *6%*	111 *11%* *18%*	516 *9%* *81%*	520 *9%* *82%*	326 *9%* *51%*	191 *9%* *30%*	202 *9%* *32%*
3	**379** ***6%***	32 *5%* *8%*	15 *4%* *4%*	13 *6%* *3%*	319 *6%* *84%*	362 *6%* *96%*	17 *4%* *4%*	41 *4%* *11%*	337 *6%* *89%* U	337 *6%* *89%* U	220 *6%* *58%* U	114 *5%* *30%*	127 *6%* *34%*
2	**293** ***4%***	37 *6%* *12%* PQR	11 *3%* *4%*	8 *4%* *3%*	238 *4%* *81%*	275 *4%* *94%*	19 *4%* *6%*	50 *5%* *17%*	241 *4%* *82%*	243 *4%* *83%*	138 *4%* *47%*	104 *5%* *36%*	113 *5%* *39%*
1	**299** ***4%***	24 *4%* *8%* Q	9 *3%* *3%*	4 *2%* *2%*	262 *5%* *88%* PQ	273 *4%* *91%*	26 *6%* *9%*	46 *4%* *15%*	248 *4%* *83%*	252 *4%* *84%*	161 *4%* *54%*	90 *4%* *30%*	94 *4%* *31%*
Don't know	**606** ***9%***	40 *7%* *7%*	20 *6%* *3%*	10 *5%* *2%*	535 *9%* *88%* OPQ	575 *9%* *95%*	31 *7%* *5%*	112 *11%* *19%* X	488 *9%* *81%*	491 *9%* *81%*	277 *8%* *46%*	212 *10%* *35%* X	222 *10%* *37%* X
Net: 10/9/8/7	**2364** ***35%***	196 *32%* *8%*	136 *40%* *6%* OR	78 *38%* *3%* OR	1954 *35%* *83%*	2197 *35%* *93%*	167 *36%* *7%*	366 *35%* *15%*	1965 *35%* *83%*	1993 *35%* *84%*	1267 *35%* *54%*	721 *34%* *31%*	760 *34%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9	**473** ***7%***	39 *6%* *8%*	26 *8%* *6%*	13 *7%* *3%*	395 *7%* *83%*	438 *7%* *93%*	35 *8%* *7%*	75 *7%* *16%*	394 *7%* *83%*	398 *7%* *84%*	255 *7%* *54%*	143 *7%* *30%*	154 *7%* *33%*
Net: 6/5/4	**2857** ***42%***	284 *46%* *10%* R	149 *44%* *5%*	91 *44%* *3%*	2334 *41%* *82%*	2654 *42%* *93%*	203 *44%* *7%*	440 *42%* *15%*	2375 *42%* *83%*	2410 *42%* *84%*	1519 *42%* *53%*	883 *42%* *31%*	945 *42%* *33%*
Net: 3/2/1	**971** ***14%***	92 *15%* *10%* P	35 *10%* *4%*	25 *12%* *3%*	818 *15%* *84%* P	910 *14%* *94%*	61 *13%* *6%*	137 *13%* *14%*	826 *15%* *85%*	832 *15%* *86%*	519 *14%* *53%*	309 *15%* *32%*	334 *15%* *34%*
Mean	**5.69**	5.55	5.99 OR	5.84 O	5.68	5.69	5.76	5.74	5.68	5.68	5.70	5.66	5.65
Standard Deviation	**2.15**	2.13	2.01	1.99	2.16	2.15	2.19	2.18	2.14	2.14	2.14	2.14	2.15

GfK NOP

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Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Total (Wtd)	**6799**	352 *5%*	733 *11%*	550 *8%*	204 *3%*	613 *9%*	352 *5%*	599 *9%*	747 *11%*	341 *5%*	737 *11%*	1060 *16%*	509 *7%*	5641 *83%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
10	**225** ***3%***	14 *4%* *6%* K	31 *4%* *14%* K	23 *4%* *10%* K	5 *3%* *2%*	23 *4%* *10%* K	13 *4%* *6%*	27 *4%* *12%* K	20 *3%* *9%*	13 *4%* *6%* K	26 *4%* *12%* K	17 *2%* *8%*	13 *3%* *6%*	184 *3%* *82%* K
9	**248** ***4%***	14 *4%* *5%*	32 *4%* *13%* J	22 *4%* *9%*	8 *4%* *3%* J	16 *3%* *7%*	10 *3%* *4%*	28 *5%* *11%* J	31 *4%* *13%*	14 *4%* *5%* J	15 *2%* *6%*	36 *3%* *15%*	23 *5%* *9%* J	210 *4%* *85%* J
8	**737** ***11%***	44 *12%* *6%*	96 *13%* *13%* EGL	73 *13%* *10%* GL	26 *13%* *4%* EGHKL	58 *9%* *8%*	49 *14%* *7%* GL	48 *8%* *7%*	67 *9%* *9%*	48 *14%* *6%* EGHKLM	85 *12%* *12%*	104 *10%* *14%*	39 *8%* *5%*	604 *11%* *82%*
7	**1154** ***17%***	52 *15%* *4%*	124 *17%* *11%*	117 *21%* *10%* EFJKM	39 *19%* *3%* F	99 *16%* *9%*	43 *12%* *4%*	111 *19%* *10%*	128 *17%* *11%*	62 *18%* *5%* F	115 *16%* *10%*	172 *16%* *15%*	93 *18%* *8%*	955 *17%* *83%*
6	**1109** ***16%***	51 *14%* *5%*	126 *17%* *11%*	83 *15%* *7%*	36 *18%* *3%*	100 *16%* *9%*	48 *14%* *4%*	95 *16%* *9%*	155 *21%* *14%* FKLM	62 *18%* *6%*	118 *16%* *11%*	159 *15%* *14%*	73 *14%* *7%*	909 *16%* *82%*
5	**1114** ***16%***	66 *19%* *6%*	115 *16%* *10%*	79 *14%* *7%*	34 *17%* *3%*	117 *19%* *11%* CGM	47 *13%* *4%*	85 *14%* *8%*	113 *15%* *10%*	56 *16%* *5%*	135 *18%* *12%*	180 *17%* *16%*	87 *17%* *8%*	907 *16%* *81%*
4	**634** ***9%***	33 *9%* *5%*	55 *7%* *9%*	40 *7%* *6%*	20 *10%* *3%*	66 *11%* *10%* B	32 *9%* *5%*	64 *11%* *10%*	66 *9%* *10%*	31 *9%* *5%*	65 *9%* *10%*	111 *10%* *18%*	52 *10%* *8%*	517 *9%* *82%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 392

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All who ever watch any of the channels

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
3	**379** ***6%***	23 *7%* *6%*	40 *5%* *11%*	23 *4%* *6%*	13 *6%* *3%* K	32 *5%* *8%*	31 *9%* *8%* CIK	32 *5%* *8%*	49 *6%* *13%*	15 *4%* *4%*	41 *6%* *11%*	46 *4%* *12%*	34 *7%* *9%*	319 *6%* *84%*
2	**293** ***4%***	18 *5%* *6%*	23 *3%* *8%*	16 *3%* *5%*	8 *4%* *3%*	37 *6%* *12%* BCDIM	13 *4%* *4%*	29 *5%* *10%*	29 *4%* *10%*	11 *3%* *4%*	29 *4%* *10%*	57 *5%* *20%*	24 *5%* *8%*	238 *4%* *81%*
1	**299** ***4%***	15 *4%* *5%*	29 *4%* *10%*	17 *3%* *6%*	4 *2%* *2%*	24 *4%* *8%* D	12 *3%* *4%*	30 *5%* *10%* D	35 *5%* *12%* D	9 *3%* *3%*	42 *6%* *14%* DI	55 *5%* *18%* DI	27 *5%* *9%* DI	262 *5%* *88%* DI
Don't know	**606** ***9%***	23 *7%* *4%*	61 *8%* *10%* D	57 *10%* *9%* DEI	10 *5%* *2%*	40 *7%* *7%*	56 *16%* *9%* ABDEGHIJ LM	51 *8%* *8%* D	55 *7%* *9%*	20 *6%* *3%*	66 *9%* *11%* DI	123 *12%* *20%* ADEHI	45 *9%* *7%* D	535 *9%* *88%* DEI
Net: 10/9/8/7	**2364** ***35%***	123 *35%* *5%*	284 *39%* *12%* EK	235 *43%* *10%* EFHJKLM	78 *38%* *3%* EJKM	196 *32%* *8%*	114 *32%* *5%*	214 *36%* *9%*	246 *33%* *10%*	136 *40%* *6%* EHJKLM	241 *33%* *10%*	329 *31%* *14%*	168 *33%* *7%*	1954 *35%* *83%*
Net: 10/9	**473** ***7%***	27 *8%* *6%*	63 *9%* *13%* K	45 *8%* *9%* K	13 *7%* *3%*	39 *6%* *8%*	23 *7%* *5%*	54 *9%* *11%* K	52 *7%* *11%*	26 *8%* *6%* K	41 *6%* *9%*	53 *5%* *11%*	36 *7%* *8%*	395 *7%* *83%*
Net: 6/5/4	**2857** ***42%***	149 *42%* *5%*	297 *40%* *10%*	202 *37%* *7%*	91 *44%* *3%* CF	284 *46%* *10%* BCFM	127 *36%* *4%*	244 *41%* *9%*	334 *45%* *12%* C	149 *44%* *5%* C	318 *43%* *11%*	450 *42%* *16%*	212 *42%* *7%*	2334 *41%* *82%*
Net: 3/2/1	**971** ***14%***	57 *16%* *6%* CI	93 *13%* *10%*	57 *10%* *6%*	25 *12%* *3%*	92 *15%* *10%* CI	56 *16%* *6%*	91 *15%* *9%* I	112 *15%* *12%* I	35 *10%* *4%*	111 *15%* *11%* CI	158 *15%* *16%* CI	84 *17%* *9%* CI	818 *15%* *84%* CI

GfK NOP

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	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**6798**	234 *3%*	507 *7%*	385 *6%*	976 *14%*	997 *15%*	196 *3%*	312 *5%*	402 *6%*	975 *14%*	594 *9%*	825 *12%*	395 *6%*	3850 *57%*
Effective Total	**4667**	218	465	347	882	923	178	287	368	890	523	749	361	3415
Mean	**5.69**	5.65	5.93 EJKLM	6.08 AEGHJK LM	5.84 EJKL	5.55	5.69	5.68	5.65	5.99 AEGHJK LM	5.59	5.48	5.50	5.68 K
Standard Deviation	**2.15**	2.22	2.15	2.07	1.99	2.13	2.23	2.25	2.10	2.01	2.17	2.13	2.18	2.16

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**413** ***12%***	179 *11%* *43%*	235 *13%* *57%*	31 *9%* *8%*	60 *9%* *15%*	67 *12%* *16%*	83 *14%* *20%* CD	66 *13%* *16%*	105 *15%* *25%* CD	55 *9%* *13%*	189 *11%* *46%*	169 *15%* *41%* IJ	118 *14%* *28%* MN	90 *10%* *22%*	124 *11%* *30%*
9	**369** ***11%***	180 *11%* *49%*	189 *11%* *51%*	52 *14%* *14%* D	57 *8%* *15%*	54 *9%* *15%*	59 *10%* *16%*	54 *11%* *15%*	93 *13%* *25%* D	40 *7%* *11%*	172 *10%* *47%* I	157 *14%* *43%* IJ	92 *11%* *25%*	101 *11%* *27%*	104 *9%* *28%*
8	**726** ***21%***	341 *21%* *47%*	385 *21%* *53%*	73 *20%* *10%*	115 *17%* *16%*	115 *20%* *16%*	111 *19%* *15%*	129 *25%* *18%* DE F	183 *26%* *25%* DEF	118 *20%* *16%*	367 *22%* *51%*	241 *22%* *33%*	184 *23%* *25%*	188 *21%* *26%*	225 *20%* *31%*
7	**599** ***18%***	278 *17%* *46%*	320 *18%* *54%*	70 *19%* *12%*	134 *20%* *22%* H	99 *17%* *17%*	119 *20%* *20%* H	79 *16%* *13%*	97 *14%* *16%*	112 *19%* *19%*	306 *18%* *51%*	180 *16%* *30%*	135 *17%* *23%*	149 *17%* *25%*	203 *18%* *34%*
6	**375** ***11%***	190 *12%* *51%*	186 *10%* *49%*	35 *10%* *9%*	94 *14%* *25%* H	70 *12%* *19%*	65 *11%* *17%*	51 *10%* *14%*	60 *9%* *16%*	72 *12%* *19%*	198 *12%* *53%*	105 *9%* *28%*	89 *11%* *24%*	100 *11%* *27%*	126 *11%* *33%*

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Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**370** ***11%***	168 *10%* *45%*	202 *11%* *55%*	28 *8%* *8%*	96 *14%* *26%* CF G	76 *13%* *20%* CG	54 *9%* *15%*	43 *9%* *12%*	73 *11%* *20%*	86 *14%* *23%* JK	185 *11%* *50%*	100 *9%* *27%*	80 *10%* *22%*	81 *9%* *22%*	151 *13%* *41%* M
4	**150** ***4%***	82 *5%* *55%*	68 *4%* *45%*	18 *5%* *12%*	37 *6%* *25%*	27 *5%* *18%*	27 *5%* *18%*	19 *4%* *12%*	22 *3%* *14%*	28 *5%* *19%*	81 *5%* *54%*	40 *4%* *27%*	35 *4%* *23%*	42 *5%* *28%*	57 *5%* *38%*
3	**102** ***3%***	52 *3%* *51%*	49 *3%* *49%*	15 *4%* *15%*	32 *5%* *32%* GH	13 *2%* *13%*	17 *3%* *16%*	11 *2%* *11%*	14 *2%* *13%*	22 *4%* *22%*	52 *3%* *52%*	27 *2%* *26%*	24 *3%* *24%*	30 *3%* *30%*	35 *3%* *35%*
2	**91** ***3%***	54 *3%* *60%*	37 *2%* *40%*	15 *4%* *17%*	13 *2%* *14%*	14 *2%* *15%*	19 *3%* *21%*	14 *3%* *16%*	16 *2%* *17%*	28 *5%* *30%* JK	39 *2%* *42%*	25 *2%* *27%*	11 *1%* *12%*	37 *4%* *41%* L	39 *3%* *43%* L
1	**106** ***3%***	53 *3%* *50%*	54 *3%* *50%*	14 *4%* *13%* H	17 *3%* *16%* H	29 *5%* *27%* H	22 *4%* *21%* H	18 *4%* *17%* H	6 *1%* *5%*	24 *4%* *22%*	58 *3%* *55%*	24 *2%* *23%*	26 *3%* *25%*	28 *3%* *26%*	41 *4%* *39%*
Don't know	**117** ***3%***	50 *3%* *42%*	68 *4%* *58%*	15 *4%* *13%*	20 *3%* *17%*	19 *3%* *16%*	17 *3%* *14%*	21 *4%* *18%*	26 *4%* *22%*	11 *2%* *9%*	56 *3%* *48%*	51 *5%* *43%* I	20 *3%* *17%*	36 *4%* *31%*	44 *4%* *37%*
Net: 10/9/8/7	**2107** ***62%***	978 *60%* *46%*	1129 *63%* *54%*	227 *62%* *11%*	366 *54%* *17%*	335 *58%* *16%*	372 *63%* *18%* D	328 *65%* *16%* DE	478 *69%* *23%* DE	325 *55%* *15%*	1033 *61%* *49%* I	748 *67%* *36%* IJ	529 *65%* *25%* N	528 *60%* *25%*	656 *57%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**782** ***23%***	359 *22%* *46%*	423 *24%* *54%*	84 *23%* *11%*	117 *17%* *15%*	121 *21%* *15%*	142 *24%* *18%* D	120 *24%* *15%* D	198 *29%* *25%* DE	95 *16%* *12%*	361 *21%* *46%* I	326 *29%* *42%* IJ	210 *26%* *27%* N	191 *22%* *24%*	228 *20%* *29%*
Net: 6/5/4	**896** ***26%***	440 *27%* *49%*	456 *25%* *51%*	82 *22%* *9%*	228 *34%* *25%* CF GH	172 *30%* *19%* CG H	146 *25%* *16%*	113 *22%* *13%*	155 *22%* *17%*	186 *31%* *21%* K	464 *27%* *52%* K	245 *22%* *27%*	204 *25%* *23%*	223 *25%* *25%*	334 *29%* *37%*
Net: 3/2/1	**299** ***9%***	159 *10%* *53%*	139 *8%* *47%*	44 *12%* *15%* H	63 *9%* *21%* H	56 *10%* *19%* H	58 *10%* *19%* H	43 *9%* *15%* H	35 *5%* *12%*	74 *12%* *25%* JK	149 *9%* *50%*	76 *7%* *25%*	61 *7%* *20%*	95 *11%* *32%*	116 *10%* *39%*
Mean	**6.89**	6.79	6.98 A	6.73	6.56	6.69	6.88 D	7.04 D E	7.37 CDE FG	6.43	6.83 I	7.24 IJ	7.08 MN	6.76	6.66
Standard Deviation	**2.26**	2.29	2.22	2.37	2.15	2.34	2.34	2.29	2.04	2.32	2.24	2.19	2.22	2.33	2.31

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**413** ***12%***	42 *14%* *10%*	25 *15%* *6%*	15 *15%* *4%*	332 *12%* *80%*	384 *12%* *93%*	29 *13%* *7%*	64 *11%* *15%*	348 *12%* *84%*	348 *12%* *84%*	222 *13%* *54%*	127 *12%* *31%*	136 *12%* *33%*
9	**369** ***11%***	38 *13%* *10%*	20 *12%* *5%*	14 *14%* *4%* R	297 *10%* *81%*	341 *11%* *93%*	27 *12%* *7%*	57 *10%* *15%*	308 *11%* *83%*	312 *11%* *85%*	198 *11%* *54%*	114 *11%* *31%*	116 *10%* *31%*
8	**726** ***21%***	65 *21%* *9%*	37 *22%* *5%*	27 *26%* *4%* R	597 *21%* *82%*	677 *21%* *93%*	48 *21%* *7%*	134 *23%* *18%*	586 *21%* *81%*	591 *21%* *81%*	384 *22%* *53%*	207 *20%* *28%*	220 *20%* *30%*
7	**599** ***18%***	62 *20%* *10%*	31 *18%* *5%*	19 *19%* *3%*	487 *17%* *81%*	557 *17%* *93%*	41 *18%* *7%*	100 *17%* *17%*	488 *18%* *82%*	496 *18%* *83%*	324 *18%* *54%*	172 *16%* *29%*	185 *17%* *31%*
6	**375** ***11%***	28 *9%* *8%*	21 *12%* *5%*	11 *11%* *3%*	315 *11%* *84%*	355 *11%* *95%*	20 *9%* *5%*	52 *9%* *14%*	309 *11%* *82%*	312 *11%* *83%*	178 *10%* *47%*	134 *13%* *36%*	138 *12%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**370** ***11%***	33 *11%* *9%*	18 *11%* *5%*	8 *8%* *2%*	312 *11%* *84%* Q	350 *11%* *94%*	21 *9%* *6%*	65 *11%* *17%*	299 *11%* *81%*	304 *11%* *82%*	172 *10%* *46%*	132 *13%* *36%*	143 *13%* *39%* X
4	**150** ***4%***	9 *3%* *6%*	5 *3%* *3%*	3 *3%* *2%*	134 *5%* *89%*	142 *4%* *95%*	8 *3%* *5%*	26 *5%* *18%*	124 *4%* *82%*	124 *4%* *82%*	81 *5%* *54%*	41 *4%* *27%*	43 *4%* *29%*
3	**102** ***3%***	8 *3%* *8%*	4 *2%* *4%*	1 *1%* *1%*	89 *3%* *88%* Q	93 *3%* *91%*	9 *4%* *9%*	23 *4%* *23%*	76 *3%* *75%*	77 *3%* *76%*	53 *3%* *52%*	24 *2%* *24%*	26 *2%* *25%*
2	**91** ***3%***	1 *** *1%*	1 *1%* *1%*	1 *1%* *1%*	87 *3%* *96%* OP	84 *3%* *92%*	7 *3%* *8%*	17 *3%* *18%*	71 *3%* *78%*	73 *3%* *80%*	40 *2%* *44%*	32 *3%* *36%*	35 *3%* *39%*
1	**106** ***3%***	5 *2%* *5%*	4 *3%* *4%*	1 *1%* *1%*	95 *3%* *90%* Q	100 *3%* *94%*	6 *3%* *6%*	16 *3%* *15%*	86 *3%* *81%*	86 *3%* *81%*	51 *3%* *48%*	35 *3%* *33%*	35 *3%* *33%*
Don't know	**117** ***3%***	13 *4%* *11%* Q	3 *2%* *3%*	1 *1%* *1%*	100 *4%* *85%* Q	108 *3%* *92%*	9 *4%* *8%*	27 *5%* *23%*	86 *3%* *74%*	88 *3%* *75%*	51 *3%* *43%*	37 *3%* *31%*	37 *3%* *31%*
Net: 10/9/8/7	**2107** ***62%***	207 *68%* *10%* R	112 *67%* *5%* R	74 *74%* *4%* PR	1714 *60%* *81%*	1961 *61%* *93%*	146 *65%* *7%*	355 *61%* *17%*	1730 *62%* *82%*	1748 *62%* *83%*	1128 *64%* *54%* YZ	619 *59%* *29%*	657 *59%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**782** ***23%***	80 *26%* *10%*	44 *26%* *6%*	29 *29%* *4%* R	629 *22%* *80%*	726 *23%* *93%*	56 *25%* *7%*	121 *21%* *15%*	655 *24%* *84%*	660 *23%* *84%*	420 *24%* *54%*	240 *23%* *31%*	252 *23%* *32%*
Net: 6/5/4	**896** ***26%***	70 *23%* *8%*	44 *26%* *5%*	22 *22%* *2%*	760 *27%* *85%* Q	847 *27%* *95%*	48 *21%* *5%*	143 *25%* *16%*	732 *26%* *82%*	740 *26%* *83%*	431 *25%* *48%*	306 *29%* *34%* X	324 *29%* *36%* X
Net: 3/2/1	**299** ***9%***	14 *5%* *5%*	9 *6%* *3%*	4 *4%* *1%*	272 *10%* *91%* OPQ	277 *9%* *93%*	22 *10%* *7%*	56 *10%* *19%*	234 *8%* *78%*	236 *8%* *79%*	145 *8%* *48%*	91 *9%* *31%*	96 *9%* *32%*
Mean	**6.89**	7.27 R	7.19 R	7.45 R	6.81	6.88	6.99	6.84	6.92	6.92	6.98	6.83	6.83
Standard Deviation	**2.26**	2.00	2.09	1.92	2.30	2.25	2.29	2.26	2.25	2.25	2.23	2.27	2.27

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Total (Wtd)	**3418**	171 *5%*	366 *11%*	277 *8%*	101 *3%*	303 *9%*	187* *5%* *	314 *9%*	381 *11%*	168 *5%*	363 *11%*	541 *16%*	246 *7%*	2846 *83%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
10	**413** ***12%***	31 *18%* *8%* GHKM	57 *16%* *14%* K	29 *11%* *7%*	15 *15%* *4%* K	42 *14%* *10%* K	25 *13%* *6%*	29 *9%* *7%*	37 *10%* *9%*	25 *15%* *6%* K	45 *13%* *11%*	47 *9%* *11%*	32 *13%* *8%*	332 *12%* *80%*
9	**369** ***11%***	20 *12%* *5%*	36 *10%* *10%*	36 *13%* *10%*	14 *14%* *4%* JLM	38 *13%* *10%* J	16 *8%* *4%*	37 *12%* *10%*	48 *13%* *13%*	20 *12%* *5%*	28 *8%* *8%*	57 *11%* *16%*	18 *7%* *5%*	297 *10%* *81%*
8	**726** ***21%***	45 *26%* *6%* J	73 *20%* *10%*	67 *24%* *9%*	27 *26%* *4%* JKM	65 *21%* *9%*	39 *21%* *5%*	71 *23%* *10%*	78 *20%* *11%*	37 *22%* *5%*	60 *16%* *8%*	109 *20%* *15%*	56 *23%* *8%*	597 *21%* *82%*
7	**599** ***18%***	31 *18%* *5%*	58 *16%* *10%*	46 *17%* *8%*	19 *19%* *3%*	62 *20%* *10%* G	35 *19%* *6%*	42 *13%* *7%*	73 *19%* *12%*	31 *18%* *5%*	67 *19%* *11%*	97 *18%* *16%*	38 *15%* *6%*	487 *17%* *81%*
6	**375** ***11%***	15 *9%* *4%*	36 *10%* *9%*	38 *14%* *10%*	11 *11%* *3%*	28 *9%* *8%*	17 *9%* *5%*	37 *12%* *10%*	46 *12%* *12%*	21 *12%* *5%*	38 *10%* *10%*	59 *11%* *16%*	29 *12%* *8%*	315 *11%* *84%*
5	**370** ***11%***	14 *8%* *4%*	42 *11%* *11%*	25 *9%* *7%*	8 *8%* *2%*	33 *11%* *9%*	14 *8%* *4%*	27 *8%* *7%*	39 *10%* *11%*	18 *11%* *5%*	55 *15%* *15%* CDGM	67 *12%* *18%* D	29 *12%* *8%*	312 *11%* *84%* D
4	**150** ***4%***	5 *3%* *3%*	19 *5%* *13%*	11 *4%* *7%*	3 *3%* *2%*	9 *3%* *6%*	1 *1%* *1%*	27 *9%* *18%* DEFIKM	14 *4%* *9%*	5 *3%* *3%*	23 *6%* *15%* EFI	18 *3%* *12%*	16 *6%* *11%* EF	134 *5%* *89%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
3	**102** ***3%***	9 *5%* *8%* D	11 *3%* *11%*	4 *1%* *4%*	1 *1%* *1%*	8 *3%* *8%*	10 *6%* *10%* D	6 *2%* *6%*	13 *4%* *13%*	4 *2%* *4%*	12 *3%* *11%*	16 *3%* *16%*	7 *3%* *7%*	89 *3%* *88%* D
2	**91** ***3%***	- - -	9 *3%* *10%* E	1 *** *1%*	1 *1%* *1%*	1 *** *1%*	10 *5%* *11%* ACEI	13 *4%* *15%* ACEI	14 *4%* *15%* CEI	1 *1%* *1%*	14 *4%* *16%* ACEI	21 *4%* *23%* ACEI	4 *2%* *5%*	87 *3%* *96%* CEI
1	**106** ***3%***	- - -	17 *5%* *16%* ADJ	9 *3%* *9%*	1 *1%* *1%*	5 *2%* *5%*	5 *3%* *5%*	5 *1%* *4%*	18 *5%* *17%* AJ	4 *3%* *4%* A	5 *1%* *5%*	24 *4%* *22%* ADEJ	12 *5%* *12%* ADEJ	95 *3%* *90%* D
Don't know	**117** ***3%***	1 *1%* *1%*	8 *2%* *7%*	11 *4%* *9%* H	1 *1%* *1%*	13 *4%* *11%* DH	15 *8%* *12%* ABDHILM	20 *6%* *17%* ADHIL	2 *** *1%*	3 *2%* *3%*	16 *4%* *13%* DH	24 *4%* *20%* DH	4 *2%* *4%*	100 *4%* *85%* DH
Net: 10/9/8/7	**2107** ***62%***	127 *74%* *6%* BFGHJKL M	224 *61%* *11%*	178 *64%* *8%*	74 *74%* *4%* BCFGHIJ KLM	207 *68%* *10%* GJKLM	114 *61%* *5%*	179 *57%* *9%*	235 *62%* *11%*	112 *67%* *5%* GJKM	200 *55%* *10%*	311 *58%* *15%*	144 *59%* *7%*	1714 *60%* *81%*
Net: 10/9	**782** ***23%***	52 *30%* *7%* JK	93 *26%* *12%*	65 *23%* *8%*	29 *29%* *4%* JKLM	80 *26%* *10%* K	40 *22%* *5%*	66 *21%* *8%*	85 *22%* *11%*	44 *26%* *6%* K	74 *20%* *9%*	105 *19%* *13%*	50 *20%* *6%*	629 *22%* *80%*
Net: 6/5/4	**896** ***26%***	34 *20%* *4%*	96 *26%* *11%*	74 *27%* *8%*	22 *22%* *2%*	70 *23%* *8%*	33 *17%* *4%*	91 *29%* *10%* F	99 *26%* *11%*	44 *26%* *5%*	116 *32%* *13%* ADEF	145 *27%* *16%*	73 *30%* *8%* DF	760 *27%* *85%* DF
Net: 3/2/1	**299** ***9%***	9 *5%* *3%*	37 *10%* *12%* DEI	15 *5%* *5%*	4 *4%* *1%*	14 *5%* *5%*	26 *14%* *9%* ACDEI	24 *8%* *8%*	45 *12%* *15%* CDEI	9 *6%* *3%*	31 *9%* *10%* D	61 *11%* *20%* CDEI	24 *10%* *8%* DE	272 *10%* *91%* DEI

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 393

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Importance Rating ****

Base : All in sample A

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3403**	114 *3%*	249 *7%*	193 *6%*	483 *14%*	499 *15%*	104 *3%*	161 *5%*	204 *6%*	488 *14%*	294 *9%*	417 *12%*	197 *6%*	1933 *57%*
Effective Total	**2333**	106	225	176	434	457	93	149	189	441	260	383	180	1716
Mean	**6.89**	7.51 BFGHJK LM	6.86	7.10 JK	7.45 BFGHJK LM	7.27 BGHJKL M	6.82	6.80	6.71	7.19 HJKLM	6.68	6.62	6.71	6.81
Standard Deviation	**2.26**	1.91	2.43	2.07	1.92	2.00	2.43	2.23	2.35	2.09	2.24	2.34	2.37	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**309** ***9%***	147 *9%* *48%*	162 *9%* *52%*	26 *7%* *8%*	59 *8%* *19%*	40 *7%* *13%*	39 *6%* *13%*	56 *11%* *18%* EF	88 *14%* *28%* CDEF	33 *5%* *11%*	134 *8%* *43%*	142 *13%* *46%* IJ	75 *9%* *24%*	67 *8%* *22%*	92 *8%* *30%*
9	**275** ***8%***	123 *7%* *45%*	152 *9%* *55%*	20 *6%* *7%*	47 *6%* *17%*	42 *7%* *15%*	49 *8%* *18%*	53 *10%* *19%*	65 *11%* *24%* CD	39 *6%* *14%*	130 *8%* *47%*	106 *10%* *38%* I	73 *9%* *26%*	55 *7%* *20%*	92 *8%* *33%*
8	**645** ***19%***	323 *19%* *50%*	322 *18%* *50%*	54 *16%* *8%*	110 *15%* *17%*	99 *16%* *15%*	121 *19%* *19%*	129 *25%* *20%* CD E	132 *22%* *21%* DE	102 *16%* *16%*	336 *20%* *52%*	207 *19%* *32%*	173 *21%* *27%* N	167 *20%* *26%* N	179 *15%* *28%*
7	**613** ***18%***	298 *18%* *49%*	315 *18%* *51%*	50 *14%* *8%*	139 *19%* *23%*	96 *16%* *16%*	121 *19%* *20%*	99 *19%* *16%*	108 *18%* *18%*	126 *20%* *21%*	296 *17%* *48%*	191 *18%* *31%*	148 *18%* *24%*	163 *20%* *27%*	200 *17%* *33%*
6	**403** ***12%***	176 *11%* *44%*	227 *13%* *56%*	42 *12%* *11%*	89 *12%* *22%* G	84 *14%* *21%* GH	88 *14%* *22%* GH	42 *8%* *10%*	57 *9%* *14%*	68 *11%* *17%*	227 *13%* *56%*	108 *10%* *27%*	92 *11%* *23%*	98 *12%* *24%*	144 *12%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**426** ***12%***	214 *13%* *50%*	211 *12%* *50%*	52 *15%* *12%* H	103 *14%* *24%* H	78 *13%* *18%*	69 *11%* *16%*	67 *13%* *16%*	57 *9%* *13%*	86 *14%* *20%* K	235 *14%* *55%* K	104 *10%* *25%*	96 *12%* *23%*	102 *12%* *24%*	163 *14%* *38%*
4	**198** ***6%***	98 *6%* *50%*	100 *6%* *50%*	39 *11%* *20%* DE FGH	42 *6%* *21%*	39 *6%* *19%*	35 *6%* *18%*	19 *4%* *9%*	24 *4%* *12%*	36 *6%* *18%*	105 *6%* *53%*	58 *5%* *29%*	45 *5%* *23%*	40 *5%* *20%*	85 *7%* *43%*
3	**152** ***4%***	76 *5%* *50%*	76 *4%* *50%*	17 *5%* *11%*	29 *4%* *19%*	26 *4%* *17%*	35 *6%* *23%*	16 *3%* *10%*	30 *5%* *19%*	38 *6%* *25%*	74 *4%* *49%*	40 *4%* *26%*	42 *5%* *27%*	42 *5%* *27%*	54 *5%* *35%*
2	**140** ***4%***	78 *5%* *56%*	62 *4%* *44%*	22 *6%* *16%* GH	45 *6%* *32%* GH	31 *5%* *22%* GH	22 *3%* *16%*	9 *2%* *7%*	11 *2%* *8%*	41 *6%* *29%* JK	58 *3%* *41%*	41 *4%* *29%*	30 *4%* *22%*	29 *4%* *21%*	61 *5%* *44%*
1	**154** ***5%***	85 *5%* *55%*	70 *4%* *45%*	22 *6%* *14%* H	33 *5%* *22%*	44 *7%* *29%* FG H	23 *4%* *15%*	15 *3%* *10%*	17 *3%* *11%*	44 *7%* *28%* JK	70 *4%* *45%*	40 *4%* *26%*	34 *4%* *22%*	38 *5%* *25%*	64 *5%* *41%*
Don't know	**111** ***3%***	40 *2%* *36%*	71 *4%* *64%* A	2 *1%* *2%*	28 *4%* *25%* C	19 *3%* *17%* C	25 *4%* *22%* C	17 *3%* *16%* C	20 *3%* *18%* C	23 *4%* *21%*	54 *3%* *49%*	33 *3%* *30%*	22 *3%* *20%*	29 *4%* *26%*	44 *4%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**1842** ***54%***	891 *54%* *48%*	951 *54%* *52%*	150 *43%* *8%*	354 *49%* *19%*	277 *46%* *15%*	329 *53%* *18%* C	336 *64%* *18%* CD EF	394 *65%* *21%* CDEF	301 *47%* *16%*	896 *52%* *49%*	646 *60%* *35%* IJ	468 *56%* *25%* N	451 *54%* *24%* N	563 *48%* *31%*
Net: 10/9	**584** ***17%***	270 *16%* *46%*	314 *18%* *54%*	46 *13%* *8%*	105 *15%* *18%*	82 *14%* *14%*	88 *14%* *15%*	108 *21%* *19%* CD EF	153 *25%* *26%* CDEF	73 *11%* *12%*	264 *15%* *45%* I	248 *23%* *42%* IJ	147 *18%* *25%*	122 *15%* *21%*	184 *16%* *31%*
Net: 6/5/4	**1027** ***30%***	489 *29%* *48%*	538 *30%* *52%*	134 *39%* *13%* GH	234 *32%* *23%* GH	201 *34%* *20%* GH	193 *31%* *19%* GH	127 *24%* *12%*	138 *23%* *13%*	190 *30%* *18%*	567 *33%* *55%* K	270 *25%* *26%*	233 *28%* *23%*	240 *29%* *23%*	393 *33%* *38%* L
Net: 3/2/1	**446** ***13%***	239 *14%* *53%*	208 *12%* *47%*	61 *18%* *14%* GH	107 *15%* *24%* GH	101 *17%* *23%* GH	80 *13%* *18%* G	40 *8%* *9%*	57 *9%* *13%*	123 *19%* *27%* JK	202 *12%* *45%*	121 *11%* *27%*	105 *13%* *24%*	109 *13%* *24%*	178 *15%* *40%*
Mean	**6.41**	6.32	6.49	5.84	6.16	6.00	6.36 C E	6.94 C DEF	7.02 CDE F	5.88	6.39 I	6.76 IJ	6.51 N	6.39	6.13
Standard Deviation	**2.38**	2.43	2.33	2.48	2.40	2.49	2.25	2.16	2.27	2.47	2.29	2.41	2.35	2.32	2.44

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**309** ***9%***	41 *13%* *13%* R	22 *12%* *7%* R	13 *12%* *4%* R	233 *8%* *75%*	275 *9%* *89%*	34 *14%* *11%* S	48 *10%* *16%*	255 *9%* *83%*	261 *9%* *84%*	165 *9%* *53%*	95 *9%* *31%*	105 *9%* *34%*
9	**275** ***8%***	30 *10%* *11%*	14 *8%* *5%*	11 *10%* *4%*	220 *8%* *80%*	259 *8%* *94%*	17 *7%* *6%*	43 *9%* *15%*	229 *8%* *83%*	233 *8%* *84%*	141 *8%* *51%*	90 *8%* *33%*	97 *8%* *35%*
8	**645** ***19%***	66 *21%* *10%*	38 *22%* *6%*	22 *21%* *3%*	519 *18%* *80%*	605 *19%* *94%*	41 *16%* *6%*	89 *18%* *14%*	548 *19%* *85%*	556 *19%* *86%*	339 *18%* *52%*	215 *20%* *33%*	224 *19%* *35%*
7	**613** ***18%***	56 *18%* *9%*	27 *16%* *4%*	19 *19%* *3%*	510 *18%* *83%*	566 *18%* *92%*	47 *19%* *8%*	65 *13%* *11%*	541 *19%* *88%* U	548 *19%* *89%* U	346 *19%* *56%* U	199 *19%* *33%* U	215 *19%* *35%* U
6	**403** ***12%***	38 *12%* *9%*	18 *11%* *5%*	12 *11%* *3%*	335 *12%* *83%*	374 *12%* *93%*	29 *12%* *7%*	62 *13%* *15%*	332 *11%* *82%*	340 *12%* *84%*	215 *12%* *53%*	125 *12%* *31%*	134 *12%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**426** ***12%***	29 *9%* *7%*	22 *12%* *5%*	14 *14%* *3%* O	361 *13%* *85%* O	389 *12%* *91%*	37 *15%* *9%*	54 *11%* *13%*	366 *13%* *86%*	370 *13%* *87%*	242 *13%* *57%*	127 *12%* *30%*	136 *12%* *32%*
4	**198** ***6%***	12 *4%* *6%*	12 *7%* *6%* O	5 *4%* *2%*	169 *6%* *85%*	186 *6%* *94%*	13 *5%* *6%*	37 *8%* *19%*	158 *5%* *80%*	161 *6%* *81%*	105 *6%* *53%*	56 *5%* *28%*	57 *5%* *29%*
3	**152** ***4%***	8 *3%* *6%*	4 *3%* *3%*	3 *2%* *2%*	137 *5%* *90%* PQ	149 *5%* *98%* T	3 *1%* *2%*	28 *6%* *18%*	125 *4%* *82%*	125 *4%* *82%*	81 *4%* *53%*	43 *4%* *29%*	50 *4%* *33%*
2	**140** ***4%***	14 *4%* *10%* PQ	4 *2%* *3%*	2 *2%* *1%*	120 *4%* *86%* PQ	130 *4%* *93%*	9 *4%* *7%*	15 *3%* *11%*	121 *4%* *87%*	123 *4%* *88%*	76 *4%* *55%*	45 *4%* *33%*	50 *4%* *36%*
1	**154** ***5%***	9 *3%* *6%*	8 *4%* *5%*	3 *2%* *2%*	135 *5%* *88%* Q	148 *5%* *96%*	7 *3%* *4%*	29 *6%* *19%*	123 *4%* *80%*	123 *4%* *80%*	75 *4%* *48%*	47 *4%* *30%*	50 *4%* *32%*
Don't know	**111** ***3%***	9 *3%* *8%*	5 *3%* *5%*	2 *2%* *2%*	95 *3%* *86%*	100 *3%* *90%*	11 *5%* *10%*	18 *4%* *16%*	93 *3%* *84%*	93 *3%* *84%*	58 *3%* *52%*	34 *3%* *31%*	37 *3%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**1842** ***54%***	194 *62%* *11%* R	101 *58%* *5%* R	65 *62%* *4%* R	1482 *52%* *80%*	1704 *54%* *92%*	138 *56%* *8%*	244 *50%* *13%*	1573 *54%* *85%*	1597 *54%* *87%*	989 *54%* *54%*	600 *56%* *33%*	640 *56%* *35%*
Net: 10/9	**584** ***17%***	71 *23%* *12%* R	36 *20%* *6%* R	24 *23%* *4%* R	453 *16%* *78%*	533 *17%* *91%*	51 *21%* *9%*	91 *19%* *16%*	484 *17%* *83%*	493 *17%* *84%*	305 *17%* *52%*	185 *17%* *32%*	201 *17%* *34%*
Net: 6/5/4	**1027** ***30%***	79 *25%* *8%*	52 *30%* *5%*	30 *29%* *3%*	866 *31%* *84%* O	949 *30%* *92%*	78 *32%* *8%*	154 *31%* *15%*	856 *30%* *83%*	871 *30%* *85%*	563 *31%* *55%*	308 *29%* *30%*	326 *28%* *32%*
Net: 3/2/1	**446** ***13%***	31 *10%* *7%*	16 *9%* *3%*	7 *7%* *2%*	392 *14%* *88%* OPQ	427 *13%* *96%* T	19 *8%* *4%*	72 *15%* *16%*	369 *13%* *83%*	371 *13%* *83%*	232 *13%* *52%*	136 *13%* *30%*	149 *13%* *33%*
Mean	**6.41**	6.87 R	6.71 R	6.94 R	6.32	6.38	6.73	6.31	6.42	6.43	6.41	6.48	6.47
Standard Deviation	**2.38**	2.32	2.35	2.15	2.39	2.38	2.28	2.51	2.35	2.35	2.34	2.36	2.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**309** ***9%***	14 *8%* *5%*	32 *8%* *10%*	29 *11%* *9%*	13 *12%* *4%* HKLM	41 *13%* *13%* HKLM	17 *10%* *6%*	26 *9%* *9%*	23 *6%* *7%*	22 *12%* *7%* HKLM	42 *11%* *14%* K	31 *6%* *10%*	19 *7%* *6%*	233 *8%* *75%*
9	**275** ***8%***	23 *13%* *8%* H	32 *8%* *12%*	18 *7%* *7%*	11 *10%* *4%* H	30 *10%* *11%* H	9 *6%* *3%*	27 *9%* *10%*	19 *5%* *7%*	14 *8%* *5%*	32 *8%* *11%*	42 *8%* *15%*	19 *7%* *7%*	220 *8%* *80%*
8	**645** ***19%***	36 *20%* *6%*	67 *18%* *10%*	70 *25%* *11%* JKM	22 *21%* *3%* JK	66 *21%* *10%* JK	44 *25%* *7%* JK	48 *16%* *7%*	75 *20%* *12%* J	38 *22%* *6%* JK	51 *13%* *8%*	80 *15%* *12%*	48 *18%* *7%*	519 *18%* *80%* J
7	**613** ***18%***	28 *15%* *5%*	82 *22%* *13%* CIK	38 *14%* *6%*	19 *19%* *3%*	56 *18%* *9%*	30 *18%* *5%*	51 *18%* *8%*	82 *22%* *13%* CK	27 *16%* *4%*	64 *17%* *10%*	78 *15%* *13%*	58 *22%* *9%*	510 *18%* *83%*
6	**403** ***12%***	15 *8%* *4%*	49 *13%* *12%*	28 *10%* *7%*	12 *11%* *3%*	38 *12%* *9%*	13 *7%* *3%*	30 *10%* *7%*	56 *15%* *14%*	18 *11%* *5%*	50 *13%* *12%*	67 *13%* *17%*	28 *10%* *7%*	335 *12%* *83%*
5	**426** ***12%***	21 *11%* *5%*	45 *12%* *11%*	30 *11%* *7%*	14 *14%* *3%* E	29 *9%* *7%*	30 *17%* *7%* EH	39 *13%* *9%*	33 *9%* *8%*	22 *12%* *5%*	55 *14%* *13%* E	81 *16%* *19%* EH	27 *10%* *6%*	361 *13%* *85%* E
4	**198** ***6%***	14 *8%* *7%*	12 *3%* *6%*	19 *7%* *10%*	5 *4%* *2%*	12 *4%* *6%*	9 *5%* *5%*	13 *4%* *6%*	18 *5%* *9%*	12 *7%* *6%* BE	32 *8%* *16%* BE	36 *7%* *18%* B	17 *6%* *8%*	169 *6%* *85%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
3	**152** ***4%***	12 *7%* *8%*	20 *5%* *13%*	9 *3%* *6%*	3 *2%* *2%*	8 *3%* *6%*	4 *3%* *3%*	13 *4%* *8%*	24 *7%* *16%* DEI	4 *3%* *3%*	14 *4%* *9%*	17 *3%* *11%*	22 *8%* *14%* DEIJKM	137 *5%* *90%* DI
2	**140** ***4%***	1 *1%* *1%*	16 *4%* *12%*	13 *5%* *9%*	2 *2%* *1%*	14 *4%* *10%* ADI	4 *2%* *3%*	14 *5%* *10%*	11 *3%* *8%*	4 *2%* *3%*	18 *5%* *13%*	29 *6%* *21%* ADI	14 *5%* *10%* A	120 *4%* *86%* DI
1	**154** ***5%***	14 *8%* *9%* BDE	10 *3%* *6%*	10 *4%* *7%*	3 *2%* *2%*	9 *3%* *6%*	8 *5%* *5%*	15 *5%* *10%*	14 *4%* *9%*	8 *4%* *5%*	16 *4%* *11%*	38 *7%* *25%* BDEM	9 *3%* *6%*	135 *5%* *88%* D
Don't know	**111** ***3%***	3 *2%* *3%*	10 *3%* *9%*	9 *3%* *8%*	2 *2%* *2%*	9 *3%* *8%*	2 *1%* *2%*	15 *5%* *13%*	12 *3%* *11%*	5 *3%* *5%*	13 *3%* *12%*	22 *4%* *20%*	8 *3%* *7%*	95 *3%* *86%*
Net: 10/9/8/7	**1842** ***54%***	101 *56%* *5%* K	213 *57%* *12%* K	155 *57%* *8%* K	65 *62%* *4%* GJKLM	194 *62%* *11%* GJKM	101 *59%* *5%* K	152 *52%* *8%*	198 *54%* *11%* K	101 *58%* *5%* JKM	189 *49%* *10%*	231 *44%* *13%*	143 *54%* *8%* K	1482 *52%* *80%* K
Net: 10/9	**584** ***17%***	37 *20%* *6%* H	63 *17%* *11%*	47 *17%* *8%*	24 *23%* *4%* HKLM	71 *23%* *12%* HKLM	27 *16%* *5%*	53 *18%* *9%*	42 *11%* *7%*	36 *20%* *6%* HKLM	74 *19%* *13%* H	73 *14%* *12%*	37 *14%* *6%*	453 *16%* *78%*
Net: 6/5/4	**1027** ***30%***	50 *27%* *5%*	106 *28%* *10%*	77 *28%* *8%*	30 *29%* *3%*	79 *25%* *8%*	51 *30%* *5%*	82 *28%* *8%*	106 *29%* *10%*	52 *30%* *5%*	137 *35%* *13%* E	184 *35%* *18%* EL	71 *27%* *7%*	866 *31%* *84%* E
Net: 3/2/1	**446** ***13%***	27 *15%* *6%* D	46 *12%* *10%* D	32 *12%* *7%*	7 *7%* *2%*	31 *10%* *7%*	17 *10%* *4%*	42 *14%* *9%* D	50 *14%* *11%* D	16 *9%* *3%*	49 *13%* *11%* D	85 *16%* *19%* DEI	44 *17%* *10%* DEI	392 *14%* *88%* DEI

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 394

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Mean	**6.41**	6.37	6.54 K	6.56 K	6.94 ABGHJK LM	6.87 AGHJKL M	6.56 K	6.36	6.34	6.71 JKLM	6.30	5.95	6.23	6.32 K
Standard Deviation	**2.38**	2.53	2.23	2.40	2.15	2.32	2.31	2.47	2.22	2.35	2.43	2.48	2.35	2.39

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**353** ***10%***	167 *10%* *47%*	186 *10%* *53%*	38 *11%* *11%*	74 *10%* *21%*	48 *8%* *13%*	51 *8%* *14%*	51 *10%* *14%*	90 *15%* *26%* DEFG	43 *7%* *12%*	159 *9%* *45%*	150 *14%* *43%* IJ	84 *10%* *24%*	80 *10%* *23%*	106 *9%* *30%*
9	**301** ***9%***	132 *8%* *44%*	169 *10%* *56%*	21 *6%* *7%*	59 *8%* *20%*	43 *7%* *14%*	61 *10%* *20%*	53 *10%* *18%*	65 *11%* *21%*	45 *7%* *15%*	126 *7%* *42%*	130 *12%* *43%* IJ	91 *11%* *30%* M	57 *7%* *19%*	102 *9%* *34%*
8	**684** ***20%***	345 *21%* *50%*	339 *19%* *50%*	74 *21%* *11%*	123 *17%* *18%*	108 *18%* *16%*	126 *20%* *18%*	141 *27%* *21%* DE FH	111 *18%* *16%*	115 *18%* *17%*	362 *21%* *53%*	206 *19%* *30%*	162 *20%* *24%*	184 *22%* *27%*	209 *18%* *31%*
7	**653** ***19%***	301 *18%* *46%*	352 *20%* *54%*	67 *19%* *10%*	147 *20%* *23%*	118 *20%* *18%*	134 *21%* *21%*	84 *16%* *13%*	103 *17%* *16%*	132 *21%* *20%*	336 *20%* *51%*	185 *17%* *28%*	153 *18%* *23%*	166 *20%* *25%*	234 *20%* *36%*
6	**427** ***12%***	208 *13%* *49%*	219 *12%* *51%*	47 *13%* *11%*	87 *12%* *20%*	84 *14%* *20%*	81 *13%* *19%*	54 *10%* *13%*	74 *12%* *17%*	72 *11%* *17%*	233 *14%* *55%*	121 *11%* *28%*	99 *12%* *23%*	95 *11%* *22%*	159 *14%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**445** ***13%***	216 *13%* *49%*	229 *13%* *51%*	46 *13%* *10%*	109 *15%* *24%* H	87 *15%* *20%* H	85 *14%* *19%* H	65 *12%* *15%*	53 *9%* *12%*	97 *15%* *22%* K	241 *14%* *54%* K	106 *10%* *24%*	106 *13%* *24%*	102 *12%* *23%*	165 *14%* *37%*
4	**162** ***5%***	93 *6%* *57%* B	69 *4%* *43%*	19 *5%* *12%*	40 *6%* *25%*	34 *6%* *21%*	29 *5%* *18%*	19 *4%* *11%*	22 *4%* *13%*	40 *6%* *25%* K	83 *5%* *51%*	40 *4%* *24%*	42 *5%* *26%*	34 *4%* *21%*	58 *5%* *36%*
3	**82** ***2%***	47 *3%* *57%*	35 *2%* *43%*	9 *2%* *11%*	14 *2%* *17%*	15 *2%* *18%*	16 *3%* *20%*	12 *2%* *14%*	16 *3%* *20%*	12 *2%* *15%*	42 *2%* *52%*	27 *3%* *33%*	22 *3%* *27%*	23 *3%* *28%*	23 *2%* *28%*
2	**64** ***2%***	32 *2%* *50%*	32 *2%* *50%*	6 *2%* *10%*	16 *2%* *26%*	15 *2%* *23%*	11 *2%* *17%*	6 *1%* *10%*	8 *1%* *13%*	23 *4%* *36%* JK	29 *2%* *45%*	12 *1%* *19%*	14 *2%* *23%*	16 *2%* *24%*	22 *2%* *34%*
1	**64** ***2%***	45 *3%* *71%* B	19 *1%* *29%*	15 *4%* *24%* DF H	12 *2%* *18%*	15 *2%* *23%* F	3 *** *5%*	10 *2%* *16%* F	10 *2%* *15%*	17 *3%* *26%*	25 *1%* *39%*	22 *2%* *35%*	16 *2%* *25%*	17 *2%* *27%*	25 *2%* *40%*
Don't know	**192** ***6%***	72 *4%* *37%*	120 *7%* *63%* A	5 *1%* *3%*	41 *6%* *21%* C	33 *6%* *17%* C	30 *5%* *16%* C	26 *5%* *14%* C	56 *9%* *29%* CDEF G	39 *6%* *20%*	82 *5%* *43%*	71 *7%* *37%*	40 *5%* *21%*	56 *7%* *29%*	75 *6%* *39%*
Net: 10/9/8/7	**1992** ***58%***	946 *57%* *47%*	1046 *59%* *53%*	200 *58%* *10%*	404 *56%* *20%*	316 *53%* *16%*	372 *59%* *19%* E	329 *63%* *16%* DE	370 *61%* *19%* E	336 *53%* *17%*	984 *57%* *49%*	672 *63%* *34%* IJ	490 *59%* *25%*	486 *59%* *24%*	651 *55%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**654** ***19%***	299 *18%* *46%*	355 *20%* *54%*	59 *17%* *9%*	133 *18%* *20%*	90 *15%* *14%*	111 *18%* *17%*	104 *20%* *16%*	155 *25%* *24%* CDEF	89 *14%* *14%*	285 *17%* *44%*	280 *26%* *43%* IJ	175 *21%* *27%*	136 *16%* *21%*	208 *18%* *32%*
Net: 6/5/4	**1033** ***30%***	517 *31%* *50%*	516 *29%* *50%*	112 *32%* *11%* H	236 *33%* *23%* GH	205 *34%* *20%* GH	194 *31%* *19%* H	138 *26%* *13%*	149 *24%* *14%*	209 *33%* *20%* K	558 *32%* *54%* K	267 *25%* *26%*	247 *30%* *24%*	231 *28%* *22%*	382 *32%* *37%*
Net: 3/2/1	**210** ***6%***	124 *7%* *59%* B	86 *5%* *41%*	30 *9%* *15%*	42 *6%* *20%*	44 *7%* *21%*	30 *5%* *14%*	29 *6%* *14%*	34 *6%* *16%*	52 *8%* *25%* J	96 *6%* *46%*	61 *6%* *29%*	53 *6%* *25%*	55 *7%* *26%*	70 *6%* *33%*
Mean	**6.85**	6.73	6.96 A	6.64	6.75	6.57	6.87 E	7.03 C E	7.19 CDE F	6.47	6.79 I	7.16 IJ	6.87	6.82	6.74
Standard Deviation	**2.07**	2.15	1.98	2.24	2.07	2.09	1.90	2.02	2.11	2.14	1.99	2.12	2.10	2.06	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**353** ***10%***	43 *14%* *12%* R	27 *16%* *8%* R	13 *13%* *4%* R	270 *10%* *76%*	314 *10%* *89%*	39 *16%* *11%* S	64 *13%* *18%*	282 *10%* *80%*	289 *10%* *82%*	183 *10%* *52%*	105 *10%* *30%*	111 *10%* *32%*
9	**301** ***9%***	22 *7%* *7%*	17 *10%* *6%*	13 *12%* *4%* OR	249 *9%* *83%*	288 *9%* *96%*	13 *5%* *4%*	32 *7%* *11%*	266 *9%* *88%*	269 *9%* *89%*	166 *9%* *55%*	102 *9%* *34%*	111 *10%* *37%*
8	**684** ***20%***	69 *22%* *10%*	38 *22%* *6%*	22 *21%* *3%*	555 *20%* *81%*	634 *20%* *93%*	50 *20%* *7%*	84 *17%* *12%*	592 *20%* *87%*	599 *20%* *88%*	363 *20%* *53%*	233 *22%* *34%*	245 *21%* *36%*
7	**653** ***19%***	52 *17%* *8%*	27 *15%* *4%*	22 *21%* *3%* P	552 *19%* *85%* P	599 *19%* *92%*	54 *22%* *8%*	89 *18%* *14%*	554 *19%* *85%*	563 *19%* *86%*	357 *19%* *55%*	203 *19%* *31%*	218 *19%* *33%*
6	**427** ***12%***	45 *14%* *11%* Q	19 *11%* *4%*	10 *10%* *2%*	353 *12%* *83%*	397 *12%* *93%*	29 *12%* *7%*	60 *12%* *14%*	360 *12%* *84%*	364 *12%* *85%*	236 *13%* *55%*	128 *12%* *30%*	139 *12%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**445** ***13%***	38 *12%* *9%*	20 *12%* *5%*	13 *12%* *3%*	373 *13%* *84%*	412 *13%* *93%*	33 *13%* *7%*	63 *13%* *14%*	375 *13%* *84%*	381 *13%* *86%*	257 *14%* *58%*	122 *11%* *27%*	132 *11%* *30%*
4	**162** ***5%***	14 *4%* *8%*	11 *6%* *7%*	4 *4%* *2%*	134 *5%* *83%*	156 *5%* *96%*	6 *2%* *4%*	22 *4%* *13%*	136 *5%* *84%*	141 *5%* *87%*	91 *5%* *56%*	49 *5%* *30%*	53 *5%* *33%*
3	**82** ***2%***	8 *3%* *10%*	3 *2%* *4%*	2 *2%* *3%*	68 *2%* *83%*	80 *3%* *98%*	1 *1%* *2%*	13 *3%* *16%*	68 *2%* *84%*	68 *2%* *84%*	38 *2%* *47%*	30 *3%* *37%*	31 *3%* *39%*
2	**64** ***2%***	8 *2%* *12%*	4 *2%* *6%*	1 *1%* *1%*	52 *2%* *81%*	60 *2%* *94%*	4 *2%* *6%*	14 *3%* *23%*	48 *2%* *76%*	49 *2%* *77%*	29 *2%* *45%*	20 *2%* *31%*	20 *2%* *31%*
1	**64** ***2%***	3 *1%* *5%*	1 *** *1%*	1 *1%* *2%*	59 *2%* *91%* P	57 *2%* *88%*	8 *3%* *12%*	19 *4%* *29%* VWX	44 *2%* *69%*	44 *2%* *69%*	23 *1%* *36%*	21 *2%* *32%*	23 *2%* *35%*
Don't know	**192** ***6%***	10 *3%* *5%*	8 *4%* *4%*	3 *3%* *2%*	170 *6%* *89%* OQ	182 *6%* *95%*	10 *4%* *5%*	28 *6%* *15%*	164 *6%* *85%*	164 *6%* *85%*	99 *5%* *52%*	65 *6%* *34%*	70 *6%* *36%*
Net: 10/9/8/7	**1992** ***58%***	187 *60%* *9%*	109 *62%* *5%*	70 *67%* *4%* OR	1626 *57%* *82%*	1835 *58%* *92%*	156 *63%* *8%*	269 *55%* *13%*	1695 *59%* *85%*	1721 *59%* *86%*	1069 *58%* *54%*	643 *60%* *32%*	685 *59%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**654** ***19%***	66 *21%* *10%*	44 *25%* *7%* R	26 *25%* *4%* R	519 *18%* *79%*	602 *19%* *92%*	52 *21%* *8%*	96 *20%* *15%*	548 *19%* *84%*	558 *19%* *85%*	348 *19%* *53%*	206 *19%* *32%*	223 *19%* *34%*
Net: 6/5/4	**1033** ***30%***	97 *31%* *9%*	50 *29%* *5%*	27 *25%* *3%*	860 *30%* *83%* Q	965 *30%* *93%*	68 *27%* *7%*	144 *30%* *14%*	871 *30%* *84%*	886 *30%* *86%*	584 *32%* *57%*	299 *28%* *29%*	324 *28%* *31%*
Net: 3/2/1	**210** ***6%***	19 *6%* *9%*	8 *5%* *4%*	4 *4%* *2%*	178 *6%* *85%*	197 *6%* *94%*	13 *5%* *6%*	47 *10%* *22%* VWX	161 *6%* *77%*	162 *6%* *77%*	90 *5%* *43%*	71 *7%* *34%*	74 *6%* *35%*
Mean	**6.85**	6.96	7.15 R	7.19 R	6.80	6.83	7.04	6.67	6.88	6.88	6.88	6.89	6.89
Standard Deviation	**2.07**	2.09	2.08	1.97	2.07	2.07	2.12	2.33	2.02	2.02	1.99	2.08	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Total (Wtd)	**3427**	181 *5%*	374 *11%*	273 *8%*	105 *3%*	313 *9%*	171* *5%* *	290 *8%*	367 *11%*	174 *5%*	388 *11%*	523 *15%*	267 *8%*	2835 *83%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
10	**353** ***10%***	15 *8%* *4%*	35 *9%* *10%*	34 *12%* *10%* K	13 *13%* *4%* HKLM	43 *14%* *12%* HKLM	21 *12%* *6%*	32 *11%* *9%*	27 *7%* *8%*	27 *16%* *8%* ABHKLM	52 *13%* *15%* HKLM	36 *7%* *10%*	18 *7%* *5%*	270 *10%* *76%*
9	**301** ***9%***	22 *12%* *7%* H	41 *11%* *14%* H	28 *10%* *9%* H	13 *12%* *4%* EHJM	22 *7%* *7%*	13 *7%* *4%*	27 *9%* *9%*	17 *5%* *6%*	17 *10%* *6%* H	28 *7%* *9%*	48 *9%* *16%*	26 *10%* *9%*	249 *9%* *83%*
8	**684** ***20%***	34 *19%* *5%*	65 *17%* *10%*	63 *23%* *9%* J	22 *21%* *3%* J	69 *22%* *10%* J	39 *23%* *6%*	49 *17%* *7%*	96 *26%* *14%* BGJKM	38 *22%* *6%* J	58 *15%* *8%*	97 *18%* *14%*	55 *20%* *8%*	555 *20%* *81%*
7	**653** ***19%***	31 *17%* *5%*	72 *19%* *11%*	49 *18%* *8%*	22 *21%* *3%* I	52 *17%* *8%*	25 *15%* *4%*	56 *19%* *9%*	85 *23%* *13%* IK	27 *15%* *4%*	88 *23%* *13%* IK	84 *16%* *13%*	62 *23%* *10%* IK	552 *19%* *85%* I
6	**427** ***12%***	18 *10%* *4%*	59 *16%* *14%* CDF	21 *8%* *5%*	10 *10%* *2%*	45 *14%* *11%* CDF	12 *7%* *3%*	37 *13%* *9%*	47 *13%* *11%*	19 *11%* *4%*	56 *15%* *13%* C	73 *14%* *17%* C	30 *11%* *7%*	353 *12%* *83%*
5	**445** ***13%***	29 *16%* *7%*	47 *13%* *11%*	30 *11%* *7%*	13 *12%* *3%*	38 *12%* *9%*	30 *17%* *7%*	35 *12%* *8%*	37 *10%* *8%*	20 *12%* *5%*	49 *13%* *11%*	84 *16%* *19%*	32 *12%* *7%*	373 *13%* *84%*
4	**162** ***5%***	12 *7%* *7%*	15 *4%* *9%*	15 *6%* *9%*	4 *4%* *2%*	14 *4%* *8%*	4 *3%* *3%*	11 *4%* *7%*	19 *5%* *12%*	11 *6%* *7%*	19 *5%* *12%*	30 *6%* *18%*	9 *3%* *6%*	134 *5%* *83%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
3	**82** ***2%***	6 *3%* *7%*	11 *3%* *13%*	5 *2%* *6%*	2 *2%* *3%*	8 *3%* *10%*	1 *1%* *2%*	8 *3%* *10%*	13 *4%* *16%*	3 *2%* *4%*	6 *1%* *7%*	12 *2%* *15%*	5 *2%* *6%*	68 *2%* *83%*
2	**64** ***2%***	1 *1%* *2%*	8 *2%* *13%*	5 *2%* *7%*	1 *1%* *1%*	8 *2%* *12%*	3 *2%* *5%*	8 *3%* *13%*	4 *1%* *6%*	4 *2%* *6%*	7 *2%* *11%*	9 *2%* *14%*	6 *2%* *10%*	52 *2%* *81%*
1	**64** ***2%***	5 *3%* *7%*	4 *1%* *7%*	7 *3%* *11%*	1 *1%* *2%*	3 *1%* *5%*	5 *3%* *7%*	9 *3%* *15%*	3 *1%* *5%*	1 *** *1%*	8 *2%* *12%*	12 *2%* *18%*	6 *2%* *9%*	59 *2%* *91%* I
Don't know	**192** ***6%***	8 *4%* *4%*	16 *4%* *9%*	16 *6%* *8%*	3 *3%* *2%*	10 *3%* *5%*	19 *11%* *10%* BDEIJ	18 *6%* *9%*	19 *5%* *10%*	8 *4%* *4%*	18 *5%* *9%*	38 *7%* *20%* DE	18 *7%* *10%*	170 *6%* *89%* DE
Net: 10/9/8/7	**1992** ***58%***	102 *56%* *5%*	213 *57%* *11%*	175 *64%* *9%* K	70 *67%* *4%* ABEGJKM	187 *60%* *9%* K	97 *57%* *5%*	164 *56%* *8%*	225 *61%* *11%* K	109 *62%* *5%* K	225 *58%* *11%*	265 *51%* *13%*	160 *60%* *8%* K	1626 *57%* *82%* K
Net: 10/9	**654** ***19%***	37 *20%* *6%*	76 *20%* *12%* H	62 *23%* *9%* H	26 *25%* *4%* HKLM	66 *21%* *10%* H	33 *19%* *5%*	59 *20%* *9%* H	44 *12%* *7%*	44 *25%* *7%* HKLM	80 *21%* *12%* H	85 *16%* *13%*	44 *16%* *7%*	519 *18%* *79%* H
Net: 6/5/4	**1033** ***30%***	59 *33%* *6%*	121 *32%* *12%*	66 *24%* *6%*	27 *25%* *3%*	97 *31%* *9%*	46 *27%* *4%*	83 *29%* *8%*	103 *28%* *10%*	50 *29%* *5%*	124 *32%* *12%*	187 *36%* *18%* CDILM	71 *27%* *7%*	860 *30%* *83%* D
Net: 3/2/1	**210** ***6%***	12 *7%* *6%*	24 *6%* *11%*	17 *6%* *8%*	4 *4%* *2%*	19 *6%* *9%*	9 *5%* *4%*	26 *9%* *12%*	20 *6%* *10%*	8 *5%* *4%*	21 *5%* *10%*	33 *6%* *16%*	17 *6%* *8%*	178 *6%* *85%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 395

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - Social Importance Rating ****

Base : All in sample B

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3442**	120 *3%*	263 *8%*	192 *6%*	499 *14%*	503 *15%*	94 *3%*	154 *4%*	199 *6%*	491 *14%*	313 *9%*	413 *12%*	201 *6%*	1949 *57%*
Effective Total	**2365**	112	245	170	453	470	86	141	180	453	274	370	184	1723
Mean	**6.85**	6.72	6.84	7.03 K	7.19 ABGHKL M	6.96 K	6.94	6.74	6.83	7.15 KM	6.87	6.61	6.81	6.80
Standard Deviation	**2.07**	2.14	2.02	2.17	1.97	2.09	2.18	2.25	1.85	2.08	2.08	2.06	2.00	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 396

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	6799	3418	3427	3427
Effective Total	3339	1627	2404	4667	2333	2365	2365
10	202 *4%*	57 *2%*	162 *5%*	225 *3%*	413 *12%*	309 *9%*	353 *10%*
9	259 *5%*	79 *3%*	193 *5%*	248 *4%*	369 *11%*	275 *8%*	301 *9%*
8	718 *15%*	221 *10%*	519 *15%*	737 *11%*	726 *21%*	645 *19%*	684 *20%*
7	873 *18%*	323 *14%*	570 *16%*	1154 *17%*	599 *18%*	613 *18%*	653 *19%*
6	781 *16%*	369 *16%*	548 *15%*	1109 *16%*	375 *11%*	403 *12%*	427 *12%*
5	646 *13%*	357 *15%*	487 *14%*	1114 *16%*	370 *11%*	426 *12%*	445 *13%*
4	375 *8%*	212 *9%*	248 *7%*	634 *9%*	150 *4%*	198 *6%*	162 *5%*
3	222 *5%*	148 *6%*	204 *6%*	379 *6%*	102 *3%*	152 *4%*	82 *2%*
2	187 *4%*	145 *6%*	160 *5%*	293 *4%*	91 *3%*	140 *4%*	64 *2%*
1	184 *4%*	132 *6%*	131 *4%*	299 *4%*	106 *3%*	154 *5%*	64 *2%*
Don't know	393 *8%*	277 *12%*	329 *9%*	606 *9%*	117 *3%*	111 *3%*	192 *6%*
Net: 10/9/8/7	2052 *42%*	681 *29%*	1444 *41%*	2364 *35%*	2107 *62%*	1842 *54%*	1992 *58%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 396

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/nation - SUMMARY

Base : Regular viewers of each channel

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	6798	3403	3442	3442
Effective Total	3339	1627	2404	4667	2333	2365	2365
Net: 10/9	461 *10%*	136 *6%*	355 *10%*	473 *7%*	782 *23%*	584 *17%*	654 *19%*
Net: 6/5/4	1802 *37%*	939 *40%*	1284 *36%*	2857 *42%*	896 *26%*	1027 *30%*	1033 *30%*
Net: 3/2/1	594 *12%*	425 *18%*	494 *14%*	971 *14%*	299 *9%*	446 *13%*	210 *6%*
Mean	6.04	5.40	5.98	5.69	6.89	6.41	6.85
Standard Deviation	2.18	2.24	2.24	2.15	2.26	2.38	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Total (Wtd)	**4029**	1898 *47%*	2131 *53%*	352 *9%*	822 *20%*	680 *17%*	697 *17%*	622 *15%*	853 *21%*	805 *20%*	1948 *48%*	1276 *32%*	1178 *29%*	1218 *30%*	1632 *41%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
10	**168** ***4%***	68 *4%* *41%*	99 *5%* *59%*	14 *4%* *8%*	22 *3%* *13%*	20 *3%* *12%*	27 *4%* *16%*	25 *4%* *15%*	59 *7%* *35%* DEF	17 *2%* *10%*	66 *3%* *39%*	85 *7%* *51%* IJ	56 *5%* *33%*	57 *5%* *34%*	54 *3%* *32%*
9	**217** ***5%***	113 *6%* *52%*	105 *5%* *48%*	16 *5%* *7%*	28 *3%* *13%*	27 *4%* *13%*	27 *4%* *12%*	39 *6%* *18%* D	80 *9%* *37%* CDEF	32 *4%* *15%*	83 *4%* *38%*	103 *8%* *47%* IJ	83 *7%* *38%* N	62 *5%* *28%*	73 *4%* *33%*
8	**595** ***15%***	279 *15%* *47%*	316 *15%* *53%*	48 *14%* *8%*	101 *12%* *17%*	74 *11%* *13%*	84 *12%* *14%*	102 *16%* *17%* E	185 *22%* *31%* CDEF G	94 *12%* *16%*	282 *14%* *47%*	219 *17%* *37%* I	191 *16%* *32%*	175 *14%* *29%*	229 *14%* *38%*
7	**710** ***18%***	354 *19%* *50%*	356 *17%* *50%*	61 *17%* *9%*	137 *17%* *19%*	106 *16%* *15%*	150 *22%* *21%* E	104 *17%* *15%*	151 *18%* *21%*	125 *15%* *18%*	354 *18%* *50%*	231 *18%* *33%*	202 *17%* *28%*	227 *19%* *32%*	280 *17%* *39%*
6	**643** ***16%***	314 *17%* *49%*	329 *15%* *51%*	51 *14%* *8%*	149 *18%* *23%* H	114 *17%* *18%*	118 *17%* *18%*	104 *17%* *16%*	107 *13%* *17%*	137 *17%* *21%*	332 *17%* *52%*	174 *14%* *27%*	185 *16%* *29%*	205 *17%* *32%*	253 *16%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
5	**538** ***13%***	274 *14%* *51%*	264 *12%* *49%*	45 *13%* *8%*	133 *16%* *25%* H	110 *16%* *21%* H	88 *13%* *16%*	83 *13%* *15%* H	79 *9%* *15%*	124 *15%* *23%* K	272 *14%* *51%*	143 *11%* *26%*	151 *13%* *28%*	159 *13%* *30%*	228 *14%* *42%*
4	**309** ***8%***	150 *8%* *49%*	159 *7%* *51%*	31 *9%* *10%*	66 *8%* *21%*	52 *8%* *17%*	57 *8%* *18%*	40 *6%* *13%*	63 *7%* *20%*	65 *8%* *21%*	159 *8%* *51%*	85 *7%* *28%*	81 *7%* *26%*	84 *7%* *27%*	144 *9%* *47%*
3	**183** ***5%***	74 *4%* *41%*	109 *5%* *59%*	25 *7%* *13%* H	35 *4%* *19%*	35 *5%* *19%*	31 *5%* *17%*	27 *4%* *15%*	30 *3%* *16%*	48 *6%* *26%* K	93 *5%* *51%*	42 *3%* *23%*	57 *5%* *31%*	61 *5%* *34%*	64 *4%* *35%*
2	**159** ***4%***	69 *4%* *44%*	90 *4%* *56%*	16 *5%* *10%* H	31 *4%* *20%*	38 *6%* *24%* H	39 *6%* *24%* H	19 *3%* *12%*	16 *2%* *10%*	38 *5%* *24%*	79 *4%* *49%*	42 *3%* *27%*	44 *4%* *28%*	48 *4%* *30%*	67 *4%* *42%*
1	**164** ***4%***	77 *4%* *47%*	86 *4%* *53%*	25 *7%* *15%* FH	36 *4%* *22%*	34 *5%* *21%* FH	16 *2%* *10%*	32 *5%* *20%* FH	19 *2%* *12%*	45 *6%* *28%*	73 *4%* *45%*	45 *4%* *27%*	48 *4%* *30%*	41 *3%* *25%*	74 *5%* *45%*
Don't know	**344** ***9%***	126 *7%* *37%*	218 *10%* *63%* A	20 *6%* *6%*	83 *10%* *24%*	69 *10%* *20%*	61 *9%* *18%*	46 *7%* *13%*	64 *8%* *19%*	81 *10%* *23%*	156 *8%* *45%*	108 *8%* *31%*	79 *7%* *23%*	99 *8%* *29%*	166 *10%* *48%* L
Net: 10/9/8/7	**1690** ***42%***	814 *43%* *48%*	876 *41%* *52%*	139 *39%* *8%*	289 *35%* *17%*	228 *34%* *14%*	288 *41%* *17%* E	270 *43%* *16%* DE	476 *56%* *28%* CDEF G	267 *33%* *16%*	785 *40%* *46%* I	638 *50%* *38%* IJ	532 *45%* *32%* N	521 *43%* *31%*	636 *39%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2759**	1307 *47%*	1452 *53%*	210 *8%*	492 *18%*	482 *17%*	492 *18%*	481 *17%*	593 *21%*	598 *22%*	1457 *53%*	651 *24%*	811 *29%*	654 *24%*	1294 *47%*
Effective Total	**2454**	1152	1302	182	445	443	435	432	537	562	1366	606	749	598	1168
Net: 10/9	**385** ***10%***	181 *10%* *47%*	204 *10%* *53%*	30 *8%* *8%*	50 *6%* *13%*	48 *7%* *12%*	54 *8%* *14%*	65 *10%* *17%* D	139 *16%* *36%* CDEF G	48 *6%* *13%*	149 *8%* *39%*	188 *15%* *49%* IJ	139 *12%* *36%* N	119 *10%* *31%*	127 *8%* *33%*
Net: 6/5/4	**1489** ***37%***	738 *39%* *50%*	752 *35%* *50%*	127 *36%* *9%*	348 *42%* *23%* H	276 *41%* *19%* H	262 *38%* *18%* H	227 *36%* *15%* H	249 *29%* *17%*	326 *40%* *22%* K	762 *39%* *51%* K	401 *31%* *27%*	417 *35%* *28%*	448 *37%* *30%*	625 *38%* *42%*
Net: 3/2/1	**506** ***13%***	221 *12%* *44%*	285 *13%* *56%*	66 *19%* *13%* DF H	102 *12%* *20%* H	107 *16%* *21%* H	87 *12%* *17%* H	79 *13%* *16%* H	65 *8%* *13%*	132 *16%* *26%* JK	245 *13%* *48%*	129 *10%* *26%*	150 *13%* *30%*	150 *12%* *30%*	205 *13%* *41%*
Mean	**6.02**	6.04	6.00	5.66	5.78	5.63	5.96 E	6.07 C E	6.69 CDE FG	5.58	5.93 I	6.42 IJ	6.14 N	6.08	5.88
Standard Deviation	**2.20**	2.15	2.24	2.37	2.09	2.21	2.10	2.24	2.11	2.20	2.13	2.24	2.24	2.16	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Total (Wtd)	**4029**	4029 *100%*	3772 *94%*	256 *6%*	589 *15%*	3394 *84%*	3434 *85%*	2061 *51%*	1362 *34%*	1434 *36%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
10	**168** ***4%***	168 *4%* *100%*	152 *4%* *91%*	15 *6%* *9%*	25 *4%* *15%*	142 *4%* *85%*	142 *4%* *85%*	79 *4%* *47%*	63 *5%* *38%*	65 *5%* *39%*
9	**217** ***5%***	217 *5%* *100%*	211 *6%* *97%*	6 *2%* *3%*	32 *5%* *15%*	186 *5%* *85%*	186 *5%* *85%*	104 *5%* *48%*	81 *6%* *37%*	87 *6%* *40%*
8	**595** ***15%***	595 *15%* *100%*	553 *15%* *93%*	41 *16%* *7%*	110 *19%* *18%* VWXY	476 *14%* *80%*	485 *14%* *82%*	291 *14%* *49%*	191 *14%* *32%*	206 *14%* *35%*
7	**710** ***18%***	710 *18%* *100%*	672 *18%* *95%*	38 *15%* *5%*	99 *17%* *14%*	601 *18%* *85%*	609 *18%* *86%*	380 *18%* *54%*	227 *17%* *32%*	241 *17%* *34%*
6	**643** ***16%***	643 *16%* *100%*	599 *16%* *93%*	44 *17%* *7%*	91 *16%* *14%*	540 *16%* *84%*	550 *16%* *86%*	313 *15%* *49%*	236 *17%* *37%*	240 *17%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

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**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
5	**538** ***13%***	538 *13%* *100%*	494 *13%* *92%*	43 *17%* *8%*	74 *13%* *14%*	457 *13%* *85%*	461 *13%* *86%*	294 *14%* *55%*	164 *12%* *31%*	174 *12%* *32%*
4	**309** ***8%***	309 *8%* *100%*	287 *8%* *93%*	22 *9%* *7%*	51 *9%* *16%*	255 *8%* *83%*	258 *8%* *84%*	158 *8%* *51%*	99 *7%* *32%*	101 *7%* *33%*
3	**183** ***5%***	183 *5%* *100%*	178 *5%* *97%*	5 *2%* *3%*	26 *4%* *14%*	156 *5%* *85%*	157 *5%* *86%*	79 *4%* *43%*	77 *6%* *42%* X	82 *6%* *45%* X
2	**159** ***4%***	159 *4%* *100%*	151 *4%* *95%*	8 *3%* *5%*	17 *3%* *11%*	139 *4%* *87%*	142 *4%* *89%*	97 *5%* *61%*	45 *3%* *28%*	50 *4%* *32%*
1	**164** ***4%***	164 *4%* *100%*	146 *4%* *89%*	18 *7%* *11%* S	19 *3%* *11%*	144 *4%* *88%*	145 *4%* *89%*	100 *5%* *61%*	45 *3%* *27%*	46 *3%* *28%*
Don't know	**344** ***9%***	344 *9%* *100%*	329 *9%* *96%*	15 *6%* *4%*	45 *8%* *13%*	298 *9%* *86%*	299 *9%* *87%*	165 *8%* *48%*	134 *10%* *39%*	142 *10%* *41%*
Net: 10/9/8/7	**1690** ***42%***	1690 *42%* *100%*	1589 *42%* *94%*	101 *39%* *6%*	267 *45%* *16%*	1405 *41%* *83%*	1422 *41%* *84%*	855 *41%* *51%*	562 *41%* *33%*	599 *42%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2759**	2759 *100%*	2498 *91%*	223 *8%*	400 *14%*	2328 *84%*	2356 *85%*	1419 *51%*	927 *34%*	978 *35%*
Effective Total	**2454**	2454	2264	199	359	2065	2092	1265	818	863
Net: 10/9	**385** ***10%***	385 *10%* *100%*	364 *10%* *94%*	21 *8%* *6%*	57 *10%* *15%*	328 *10%* *85%*	328 *10%* *85%*	183 *9%* *47%*	144 *11%* *37%*	152 *11%* *40%*
Net: 6/5/4	**1489** ***37%***	1489 *37%* *100%*	1380 *37%* *93%*	110 *43%* *7%*	216 *37%* *15%*	1253 *37%* *84%*	1269 *37%* *85%*	765 *37%* *51%*	499 *37%* *34%*	515 *36%* *35%*
Net: 3/2/1	**506** ***13%***	506 *13%* *100%*	474 *13%* *94%*	31 *12%* *6%*	61 *10%* *12%*	439 *13%* *87%*	444 *13%* *88%*	277 *13%* *55%*	167 *12%* *33%*	178 *12%* *35%*
Mean	**6.02**	6.02	6.03	5.90	6.19	5.99	5.99	5.92	6.09	6.09
Standard Deviation	**2.20**	2.20	2.19	2.29	2.13	2.21	2.21	2.23	2.18	2.18

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Total (Wtd)	**4029**	240 *6%*	535 *13%*	403 *10%*	-** - **	-** - **	254 *6%*	429 *11%*	535 *13%*	-** - **	471 *12%*	773 *19%*	388 *10%*	4029 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
10	**168** ***4%***	12 *5%* *7%* K	22 *4%* *13%* K	22 *6%* *13%* K	- - -	- - -	19 *7%* *11%* K	22 *5%* *13%* K	17 *3%* *10%*	- - -	27 *6%* *16%* K	12 *1%* *7%*	16 *4%* *10%* K	168 *4%* *100%* K
9	**217** ***5%***	14 *6%* *7%*	40 *8%* *19%* HJ	28 *7%* *13%* J	- - -	- - -	11 *4%* *5%*	32 *8%* *15%* HJ	18 *3%* *8%*	- - -	15 *3%* *7%*	38 *5%* *18%*	19 *5%* *9%*	217 *5%* *100%*
8	**595** ***15%***	42 *17%* *7%*	76 *14%* *13%*	73 *18%* *12%*	- - -	- - -	48 *19%* *8%*	51 *12%* *9%*	76 *14%* *13%*	- - -	59 *13%* *10%*	116 *15%* *20%*	53 *14%* *9%*	595 *15%* *100%*
7	**710** ***18%***	38 *16%* *5%*	88 *16%* *12%*	76 *19%* *11%*	- - -	- - -	43 *17%* *6%*	78 *18%* *11%*	107 *20%* *15%*	- - -	87 *18%* *12%*	127 *16%* *18%*	66 *17%* *9%*	710 *18%* *100%*
6	**643** ***16%***	34 *14%* *5%*	97 *18%* *15%*	54 *14%* *8%*	- - -	- - -	42 *17%* *7%*	55 *13%* *9%*	107 *20%* *17%* G	- - -	73 *15%* *11%*	117 *15%* *18%*	64 *17%* *10%*	643 *16%* *100%*
5	**538** ***13%***	38 *16%* *7%*	64 *12%* *12%*	49 *12%* *9%*	- - -	- - -	23 *9%* *4%*	62 *15%* *12%*	74 *14%* *14%*	- - -	64 *14%* *12%*	107 *14%* *20%*	56 *14%* *10%*	538 *13%* *100%*
4	**309** ***8%***	22 *9%* *7%*	38 *7%* *12%*	22 *5%* *7%*	- - -	- - -	13 *5%* *4%*	25 *6%* *8%*	46 *9%* *15%*	- - -	41 *9%* *13%*	68 *9%* *22%*	35 *9%* *11%*	309 *8%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
3	**183** ***5%***	10 *4%* *6%*	24 *4%* *13%*	23 *6%* *13%*	- - -	- - -	12 *5%* *7%*	25 *6%* *14%*	24 *5%* *13%*	- - -	14 *3%* *8%*	26 *3%* *14%*	24 *6%* *13%*	183 *5%* *100%*
2	**159** ***4%***	4 *2%* *3%*	27 *5%* *17%*	13 *3%* *8%*	- - -	- - -	11 *4%* *7%*	23 *5%* *14%*	14 *3%* *9%*	- - -	20 *4%* *12%*	36 *5%* *23%*	11 *3%* *7%*	159 *4%* *100%*
1	**164** ***4%***	13 *6%* *8%*	20 *4%* *12%*	15 *4%* *9%*	- - -	- - -	8 *3%* *5%*	15 *3%* *9%*	18 *3%* *11%*	- - -	21 *4%* *13%*	34 *4%* *21%*	20 *5%* *12%*	164 *4%* *100%*
Don't know	**344** ***9%***	12 *5%* *3%*	40 *8%* *12%*	27 *7%* *8%*	- - -	- - -	23 *9%* *7%*	40 *9%* *12%*	36 *7%* *10%*	- - -	51 *11%* *15%* AL	92 *12%* *27%* ABCHLM	24 *6%* *7%*	344 *9%* *100%*
Net: 10/9/8/7	**1690** ***42%***	107 *44%* *6%*	226 *42%* *13%*	200 *50%* *12%* HJKLM	- - -	- - -	121 *48%* *7%* K	183 *43%* *11%*	217 *41%* *13%*	- - -	188 *40%* *11%*	294 *38%* *17%*	154 *40%* *9%*	1690 *42%* *100%*
Net: 10/9	**385** ***10%***	26 *11%* *7%*	62 *12%* *16%* HK	51 *13%* *13%* HK	- - -	- - -	30 *12%* *8%* K	54 *13%* *14%* HK	35 *6%* *9%*	- - -	42 *9%* *11%*	50 *6%* *13%*	35 *9%* *9%*	385 *10%* *100%* K
Net: 6/5/4	**1489** ***37%***	94 *39%* *6%*	198 *37%* *13%*	125 *31%* *8%*	- - -	- - -	79 *31%* *5%*	143 *33%* *10%*	226 *42%* *15%* CFG	- - -	178 *38%* *12%*	292 *38%* *20%*	155 *40%* *10%* C	1489 *37%* *100%*
Net: 3/2/1	**506** ***13%***	28 *12%* *6%*	71 *13%* *14%*	51 *13%* *10%*	- - -	- - -	31 *12%* *6%*	62 *15%* *12%*	57 *11%* *11%*	- - -	55 *12%* *11%*	96 *12%* *19%*	55 *14%* *11%*	506 *13%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 397

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC1 ****

Base : Regular viewers of BBC1 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**2759**	164 *6%*	371 *13%*	276 *10%*	- -	- -	140 *5%*	224 *8%*	290 *11%*	- -	378 *14%*	613 *22%*	303 *11%*	2759 *100%*
Effective Total	**2454**	152	344	252	-	-	126	205	268	-	335	558	275	2454
Mean	**6.02**	6.07	6.06	6.29 KL	-	-	6.33 K	6.03	5.99	-	5.97	5.83	5.87	6.02
Standard Deviation	**2.20**	2.25	2.23	2.24	-	-	2.26	2.30	2.00	-	2.23	2.15	2.21	2.20

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Total (Wtd)	**1958**	986 *50%*	972 *50%*	153* *8%* *	291 *15%*	282 *14%*	357 *18%*	353 *18%*	521 *27%*	415 *21%*	908 *46%*	635 *32%*	526 *27%*	588 *30%*	843 *43%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
10	**47** ***2%***	22 *2%* *47%*	25 *3%* *53%*	5 *3%* *10%*	3 *1%* *7%*	6 *2%* *12%*	6 *2%* *14%*	4 *1%* *9%*	23 *4%* *49%* G	6 *1%* *12%*	10 *1%* *21%*	32 *5%* *67%* IJ	13 *3%* *29%*	22 *4%* *48%* N	11 *1%* *24%*
9	**66** ***3%***	37 *4%* *55%*	30 *3%* *45%*	1 *1%* *2%*	4 *2%* *7%*	9 *3%* *14%*	7 *2%* *11%*	17 *5%* *25%*	28 *5%* *42%* D	16 *4%* *24%*	27 *3%* *41%*	24 *4%* *36%*	26 *5%* *40%* N	19 *3%* *29%*	21 *2%* *32%*
8	**174** ***9%***	76 *8%* *44%*	98 *10%* *56%*	11 *7%* *6%*	33 *11%* *19%* F	16 *6%* *9%*	19 *5%* *11%*	40 *11%* *23%* EF	54 *10%* *31%* F	28 *7%* *16%*	75 *8%* *43%*	71 *11%* *41%*	50 *10%* *29%*	44 *8%* *26%*	79 *9%* *45%*
7	**260** ***13%***	138 *14%* *53%*	122 *13%* *47%*	24 *16%* *9%*	34 *12%* *13%*	27 *10%* *11%*	44 *12%* *17%*	41 *12%* *16%*	89 *17%* *34%* E	52 *12%* *20%*	104 *11%* *40%*	104 *16%* *40%* J	65 *12%* *25%*	80 *14%* *31%*	114 *14%* *44%*
6	**303** ***15%***	160 *16%* *53%*	143 *15%* *47%*	36 *24%* *12%* EG H	44 *15%* *15%*	35 *12%* *11%*	65 *18%* *22%*	48 *14%* *16%*	74 *14%* *25%*	57 *14%* *19%*	156 *17%* *52%*	89 *14%* *29%*	91 *17%* *30%*	102 *17%* *34%*	110 *13%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
5	**303** ***15%***	158 *16%* *52%*	145 *15%* *48%*	21 *14%* *7%*	59 *20%* *20%* EH	30 *11%* *10%*	62 *17%* *20%*	61 *17%* *20%*	69 *13%* *23%*	57 *14%* *19%*	147 *16%* *49%*	98 *15%* *32%*	86 *16%* *28%*	81 *14%* *27%*	136 *16%* *45%*
4	**182** ***9%***	95 *10%* *52%*	87 *9%* *48%*	7 *5%* *4%*	28 *10%* *15%*	31 *11%* *17%*	37 *10%* *20%*	33 *9%* *18%*	46 *9%* *25%*	45 *11%* *24%*	95 *10%* *52%*	43 *7%* *23%*	42 *8%* *23%*	60 *10%* *33%*	80 *9%* *44%*
3	**131** ***7%***	76 *8%* *58%*	55 *6%* *42%*	15 *10%* *12%*	22 *8%* *17%*	27 *10%* *21%*	21 *6%* *16%*	19 *5%* *14%*	26 *5%* *20%*	40 *10%* *31%* J	47 *5%* *36%*	44 *7%* *34%*	34 *6%* *26%*	40 *7%* *30%*	58 *7%* *44%*
2	**125** ***6%***	68 *7%* *54%*	57 *6%* *46%*	9 *6%* *7%*	13 *4%* *10%*	29 *10%* *23%* DH	25 *7%* *20%*	24 *7%* *19%*	26 *5%* *21%*	28 *7%* *22%*	61 *7%* *49%*	36 *6%* *29%*	32 *6%* *25%*	34 *6%* *27%*	60 *7%* *48%*
1	**117** ***6%***	61 *6%* *52%*	56 *6%* *48%*	16 *10%* *14%* H	23 *8%* *20%*	23 *8%* *20%* H	20 *6%* *17%*	17 *5%* *14%*	19 *4%* *16%*	32 *8%* *27%*	59 *6%* *50%*	26 *4%* *22%*	33 *6%* *28%*	27 *5%* *23%*	58 *7%* *49%*
Don't know	**250** ***13%***	95 *10%* *38%*	155 *16%* *62%* A	8 *5%* *3%*	28 *9%* *11%*	49 *17%* *20%* CD	51 *14%* *20%* C	50 *14%* *20%* C	66 *13%* *26%*	54 *13%* *22%*	126 *14%* *50%*	70 *11%* *28%*	53 *10%* *21%*	79 *14%* *32%*	117 *14%* *47%*
Net: 10/9/8/7	**547** ***28%***	273 *28%* *50%*	274 *28%* *50%*	41 *27%* *7%*	75 *26%* *14%*	58 *21%* *11%*	77 *22%* *14%*	102 *29%* *19%*	194 *37%* *36%* DEFG	101 *24%* *18%*	216 *24%* *39%*	230 *36%* *42%* IJ	156 *30%* *28%*	166 *28%* *30%*	225 *27%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1371**	689 *50%*	682 *50%*	90 *7%*	176 *13%*	200 *15%*	252 *18%*	283 *21%*	363 *26%*	318 *23%*	691 *50%*	338 *25%*	370 *27%*	327 *24%*	674 *49%*
Effective Total	**1221**	603	618	77	159	186	232	251	328	300	648	312	341	297	611
Net: 10/9	**113** ***6%***	59 *6%* *52%*	54 *6%* *48%*	6 *4%* *5%*	8 *3%* *7%*	15 *5%* *13%*	14 *4%* *12%*	21 *6%* *19%*	51 *10%* *45%* DF	21 *5%* *19%*	37 *4%* *32%*	55 *9%* *49%* J	40 *8%* *35%* N	41 *7%* *37%* N	32 *4%* *28%*
Net: 6/5/4	**787** ***40%***	413 *42%* *52%*	374 *38%* *48%*	65 *42%* *8%*	131 *45%* *17%* E	96 *34%* *12%*	164 *46%* *21%* EH	143 *40%* *18%*	189 *36%* *24%*	159 *38%* *20%*	398 *44%* *51%* K	230 *36%* *29%*	219 *42%* *28%*	243 *41%* *31%*	326 *39%* *41%*
Net: 3/2/1	**373** ***19%***	205 *21%* *55%*	169 *17%* *45%*	40 *26%* *11%* H	58 *20%* *16%*	78 *28%* *21%* FG H	66 *18%* *18%*	59 *17%* *16%*	72 *14%* *19%*	100 *24%* *27%* JK	167 *18%* *45%*	106 *17%* *28%*	99 *19%* *27%*	100 *17%* *27%*	175 *21%* *47%*
Mean	**5.33**	5.26	5.40	5.11	5.16	4.74	5.13	5.43 E	5.85 CDE FG	5.00	5.18	5.74 IJ	5.44	5.47	5.15
Standard Deviation	**2.25**	2.24	2.27	2.30	2.15	2.39	2.10	2.21	2.25	2.28	2.17	2.29	2.29	2.23	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Total (Wtd)	**1958**	1958 *100%*	1872 *96%*	85* *4%* *	308 *16%*	1628 *83%*	1650 *84%*	855 *44%*	789 *40%*	831 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
10	**47** ***2%***	47 *2%* *100%*	43 *2%* *91%*	4 *5%* *9%*	8 *3%* *17%*	39 *2%* *83%*	39 *2%* *83%*	23 *3%* *50%*	16 *2%* *33%*	17 *2%* *37%*
9	**66** ***3%***	66 *3%* *100%*	62 *3%* *94%*	4 *5%* *6%*	9 *3%* *14%*	57 *4%* *86%*	57 *3%* *86%*	23 *3%* *35%*	34 *4%* *52%*	34 *4%* *52%*
8	**174** ***9%***	174 *9%* *100%*	162 *9%* *93%*	12 *15%* *7%*	32 *10%* *18%*	136 *8%* *78%*	142 *9%* *82%*	69 *8%* *40%*	72 *9%* *41%*	75 *9%* *43%*
7	**260** ***13%***	260 *13%* *100%*	249 *13%* *96%*	10 *12%* *4%*	35 *11%* *14%*	222 *14%* *85%*	225 *14%* *86%*	121 *14%* *47%*	103 *13%* *40%*	107 *13%* *41%*
6	**303** ***15%***	303 *15%* *100%*	283 *15%* *94%*	20 *23%* *6%*	45 *15%* *15%*	252 *15%* *83%*	258 *16%* *85%*	137 *16%* *45%*	121 *15%* *40%*	128 *15%* *42%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
5	**303** ***15%***	303 *15%* *100%*	291 *16%* *96%*	11 *13%* *4%*	45 *15%* *15%*	254 *16%* *84%*	258 *16%* *85%*	136 *16%* *45%*	119 *15%* *39%*	129 *16%* *43%*
4	**182** ***9%***	182 *9%* *100%*	178 *10%* *98%*	4 *5%* *2%*	39 *13%* *22%*	143 *9%* *78%*	143 *9%* *78%*	78 *9%* *43%*	64 *8%* *35%*	69 *8%* *38%*
3	**131** ***7%***	131 *7%* *100%*	129 *7%* *99%*	2 *2%* *1%*	11 *4%* *9%*	119 *7%* *91%*	120 *7%* *91%*	52 *6%* *40%*	68 *9%* *52%* U	70 *8%* *54%* U
2	**125** ***6%***	125 *6%* *100%*	121 *6%* *97%*	4 *5%* *3%*	21 *7%* *17%*	104 *6%* *83%*	104 *6%* *83%*	58 *7%* *46%*	46 *6%* *36%*	52 *6%* *41%*
1	**117** ***6%***	117 *6%* *100%*	113 *6%* *96%*	4 *5%* *4%*	17 *5%* *14%*	100 *6%* *85%*	101 *6%* *86%*	69 *8%* *59%* YZ	32 *4%* *27%*	33 *4%* *28%*
Don't know	**250** ***13%***	250 *13%* *100%*	241 *13%* *97%*	9 *10%* *3%*	45 *15%* *18%*	203 *12%* *81%*	205 *12%* *82%*	90 *11%* *36%*	114 *15%* *46%*	117 *14%* *47%*
Net: 10/9/8/7	**547** ***28%***	547 *28%* *100%*	516 *28%* *94%*	31 *36%* *6%*	84 *27%* *15%*	454 *28%* *83%*	463 *28%* *85%*	236 *28%* *43%*	225 *28%* *41%*	234 *28%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1371**	1371 *100%*	1272 *93%*	74 *5%*	216 *16%*	1140 *83%*	1155 *84%*	605 *44%*	544 *40%*	573 *42%*
Effective Total	**1221**	1221	1157	67	194	1013	1027	540	483	509
Net: 10/9	**113** ***6%***	113 *6%* *100%*	105 *6%* *93%*	8 *10%* *7%*	17 *5%* *15%*	96 *6%* *85%*	96 *6%* *85%*	46 *5%* *41%*	50 *6%* *44%*	52 *6%* *46%*
Net: 6/5/4	**787** ***40%***	787 *40%* *100%*	752 *40%* *96%*	35 *41%* *4%*	129 *42%* *16%*	648 *40%* *82%*	658 *40%* *84%*	350 *41%* *44%*	305 *39%* *39%*	326 *39%* *41%*
Net: 3/2/1	**373** ***19%***	373 *19%* *100%*	363 *19%* *97%*	10 *12%* *3%*	49 *16%* *13%*	322 *20%* *86%*	324 *20%* *87%*	179 *21%* *48%*	145 *18%* *39%*	155 *19%* *42%*
Mean	**5.33**	5.33	5.29	6.00 S	5.36	5.31	5.32	5.21	5.44	5.41
Standard Deviation	**2.25**	2.25	2.25	2.25	2.25	2.26	2.26	2.31	2.20	2.20

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1371**	75 *5%*	162 *12%*	133 *10%*	- -	- -	76 *6%*	106 *8%*	145 *11%*	- -	186 *14%*	316 *23%*	172 *13%*	1371 *100%*
Total (Wtd)	**1958**	110* *6%* *	233 *12%*	184 *9%*	-** - **	-** - **	130* *7%* *	197* *10%* *	261 *13%*	-** - **	228 *12%*	396 *20%*	219 *11%*	1958 *100%*
Effective Total	**1221**	71	148	121	-	-	69	96	134	-	167	286	158	1221
10	**47** ***2%***	2 *2%* *5%*	5 *2%* *11%*	6 *3%* *12%*	- - -	- - -	5 *4%* *11%*	10 *5%* *20%* KL	8 *3%* *17%*	- - -	5 *2%* *11%*	4 *1%* *10%*	1 *1%* *3%*	47 *2%* *100%*
9	**66** ***3%***	5 *5%* *8%*	15 *6%* *22%* L	6 *3%* *9%*	- - -	- - -	5 *4%* *8%*	8 *4%* *12%*	6 *2%* *9%*	- - -	7 *3%* *11%*	10 *3%* *16%*	3 *1%* *5%*	66 *3%* *100%*
8	**174** ***9%***	6 *5%* *3%*	22 *9%* *13%*	23 *12%* *13%*	- - -	- - -	13 *10%* *8%*	11 *6%* *7%*	20 *8%* *11%*	- - -	26 *11%* *15%*	35 *9%* *20%*	18 *8%* *10%*	174 *9%* *100%*
7	**260** ***13%***	11 *10%* *4%*	24 *10%* *9%*	30 *16%* *12%*	- - -	- - -	18 *14%* *7%*	31 *16%* *12%*	31 *12%* *12%*	- - -	30 *13%* *12%*	54 *14%* *21%*	30 *14%* *11%*	260 *13%* *100%*
6	**303** ***15%***	17 *16%* *6%*	41 *18%* *14%*	33 *18%* *11%*	- - -	- - -	18 *14%* *6%*	29 *15%* *10%*	55 *21%* *18%* KL	- - -	37 *16%* *12%*	51 *13%* *17%*	22 *10%* *7%*	303 *15%* *100%*
5	**303** ***15%***	24 *22%* *8%*	33 *14%* *11%*	28 *15%* *9%*	- - -	- - -	17 *13%* *6%*	26 *13%* *9%*	38 *14%* *13%*	- - -	35 *15%* *12%*	59 *15%* *19%*	42 *19%* *14%*	303 *15%* *100%*
4	**182** ***9%***	7 *7%* *4%*	24 *10%* *13%*	11 *6%* *6%*	- - -	- - -	15 *12%* *8%*	11 *5%* *6%*	34 *13%* *18%*	- - -	20 *9%* *11%*	36 *9%* *20%*	23 *11%* *13%*	182 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1371**	75 *5%*	162 *12%*	133 *10%*	- -	- -	76 *6%*	106 *8%*	145 *11%*	- -	186 *14%*	316 *23%*	172 *13%*	1371 *100%*
Effective Total	**1221**	71	148	121	-	-	69	96	134	-	167	286	158	1221
3	**131** ***7%***	7 *6%* *5%*	17 *7%* *13%*	10 *5%* *7%*	- - -	- - -	5 *4%* *4%*	18 *9%* *14%*	17 *6%* *13%*	- - -	8 *3%* *6%*	29 *7%* *22%*	21 *10%* *16%* J	131 *7%* *100%*
2	**125** ***6%***	11 *10%* *9%*	12 *5%* *9%*	9 *5%* *7%*	- - -	- - -	8 *6%* *6%*	10 *5%* *8%*	16 *6%* *13%*	- - -	14 *6%* *11%*	33 *8%* *27%*	12 *6%* *10%*	125 *6%* *100%*
1	**117** ***6%***	10 *9%* *8%*	16 *7%* *14%*	7 *4%* *6%*	- - -	- - -	3 *3%* *3%*	8 *4%* *7%*	15 *6%* *13%*	- - -	14 *6%* *12%*	27 *7%* *23%*	17 *8%* *14%*	117 *6%* *100%*
Don't know	**250** ***13%***	10 *9%* *4%*	23 *10%* *9%*	21 *11%* *8%*	- - -	- - -	22 *17%* *9%*	35 *18%* *14%* H	22 *9%* *9%*	- - -	32 *14%* *13%*	57 *14%* *23%*	29 *13%* *12%*	250 *13%* *100%*
Net: 10/9/8/7	**547** ***28%***	24 *22%* *4%*	66 *29%* *12%*	65 *35%* *12%* L	- - -	- - -	41 *32%* *8%*	60 *30%* *11%*	65 *25%* *12%*	- - -	69 *30%* *13%*	104 *26%* *19%*	52 *24%* *10%*	547 *28%* *100%*
Net: 10/9	**113** ***6%***	7 *7%* *7%*	20 *9%* *18%* KL	12 *7%* *11%*	- - -	- - -	10 *8%* *9%* L	17 *9%* *15%* L	14 *5%* *12%*	- - -	13 *6%* *11%*	15 *4%* *13%*	4 *2%* *4%*	113 *6%* *100%* L
Net: 6/5/4	**787** ***40%***	48 *44%* *6%*	98 *42%* *12%*	72 *39%* *9%*	- - -	- - -	50 *39%* *6%*	66 *33%* *8%*	127 *49%* *16%* GK	- - -	92 *40%* *12%*	146 *37%* *18%*	88 *40%* *11%*	787 *40%* *100%*
Net: 3/2/1	**373** ***19%***	27 *25%* *7%*	45 *20%* *12%*	26 *14%* *7%*	- - -	- - -	16 *12%* *4%*	36 *19%* *10%*	47 *18%* *13%*	- - -	35 *15%* *9%*	89 *23%* *24%*	50 *23%* *13%*	373 *19%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 398

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - BBC2 ****

Base : Regular viewers of BBC2 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1371**	75 *5%*	162 *12%*	133 *10%*	- -	- -	76 *6%*	106 *8%*	145 *11%*	- -	186 *14%*	316 *23%*	172 *13%*	1371 *100%*
Effective Total	**1221**	71	148	121	-	-	69	96	134	-	167	286	158	1221
Mean	**5.33**	4.96	5.39	5.79 AKLM	-	-	5.73 L	5.58 L	5.27	-	5.51 L	5.08	4.92	5.33 L
Standard Deviation	**2.25**	2.33	2.33	2.15	-	-	2.20	2.33	2.16	-	2.25	2.27	2.15	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Total (Wtd)	**2912**	1252 *43%*	1660 *57%*	303 *10%*	564 *19%*	528 *18%*	505 *17%*	427 *15%*	585 *20%*	463 *16%*	1404 *48%*	1045 *36%*	960 *33%*	887 *30%*	1065 *37%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
10	**135** ***5%***	58 *5%* *43%*	77 *5%* *57%*	15 *5%* *11%*	14 *3%* *11%*	18 *3%* *14%*	26 *5%* *20%*	22 *5%* *16%*	39 *7%* *29%* D	16 *3%* *12%*	51 *4%* *38%*	68 *7%* *51%* J	57 *6%* *42%*	37 *4%* *27%*	42 *4%* *31%*
9	**167** ***6%***	82 *7%* *49%*	85 *5%* *51%*	21 *7%* *12%*	31 *5%* *18%*	30 *6%* *18%*	15 *3%* *9%*	16 *4%* *10%*	55 *9%* *33%* FG	12 *3%* *7%*	71 *5%* *43%*	84 *8%* *50%* IJ	70 *7%* *42%*	45 *5%* *27%*	52 *5%* *31%*
8	**434** ***15%***	170 *14%* *39%*	264 *16%* *61%*	35 *11%* *8%*	72 *13%* *17%*	67 *13%* *15%*	75 *15%* *17%*	76 *18%* *18%*	109 *19%* *25%* CDE	64 *14%* *15%*	217 *15%* *50%*	153 *15%* *35%*	182 *19%* *42%* MN	104 *12%* *24%*	148 *14%* *34%*
7	**467** ***16%***	196 *16%* *42%*	271 *16%* *58%*	44 *14%* *9%*	74 *13%* *16%*	79 *15%* *17%*	107 *21%* *23%* DE	66 *15%* *14%*	98 *17%* *21%*	56 *12%* *12%*	235 *17%* *50%* I	176 *17%* *38%*	174 *18%* *37%* N	153 *17%* *33%* N	139 *13%* *30%*
6	**436** ***15%***	194 *16%* *44%*	242 *15%* *56%*	29 *10%* *7%*	99 *18%* *23%* C	66 *12%* *15%*	75 *15%* *17%*	76 *18%* *17%* C	91 *16%* *21%*	77 *17%* *18%*	198 *14%* *45%*	162 *15%* *37%*	142 *15%* *33%*	135 *15%* *31%*	159 *15%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
5	**385** ***13%***	174 *14%* *45%*	212 *13%* *55%*	55 *18%* *14%* FH	81 *14%* *21%* H	90 *17%* *23%* FH	55 *11%* *14%*	58 *14%* *15%* H	47 *8%* *12%*	73 *16%* *19%* K	207 *15%* *54%* K	105 *10%* *27%*	96 *10%* *25%*	140 *16%* *36%* L	150 *14%* *39%* L
4	**194** ***7%***	96 *8%* *50%*	97 *6%* *50%*	23 *8%* *12%*	40 *7%* *20%*	45 *8%* *23%* G	38 *8%* *20%*	16 *4%* *9%*	31 *5%* *16%*	31 *7%* *16%*	104 *7%* *54%*	59 *6%* *30%*	41 *4%* *21%*	61 *7%* *31%*	92 *9%* *47%* L
3	**166** ***6%***	72 *6%* *43%*	95 *6%* *57%*	28 *9%* *17%* H	39 *7%* *23%*	31 *6%* *18%*	23 *4%* *14%*	25 *6%* *15%*	22 *4%* *13%*	28 *6%* *17%*	92 *7%* *56%*	46 *4%* *28%*	60 *6%* *36%*	53 *6%* *32%*	53 *5%* *32%*
2	**127** ***4%***	47 *4%* *37%*	80 *5%* *63%*	17 *6%* *14%*	26 *5%* *21%*	21 *4%* *17%*	33 *6%* *26%* GH	12 *3%* *9%*	18 *3%* *14%*	25 *5%* *20%*	59 *4%* *47%*	42 *4%* *33%*	27 *3%* *22%*	38 *4%* *30%*	62 *6%* *49%* L
1	**113** ***4%***	51 *4%* *45%*	62 *4%* *55%*	23 *8%* *21%* FH	22 *4%* *19%*	29 *6%* *26%* FH	7 *1%* *7%*	18 *4%* *16%* F	13 *2%* *12%*	23 *5%* *21%*	49 *3%* *43%*	41 *4%* *36%*	25 *3%* *23%*	44 *5%* *39%*	44 *4%* *39%*
Don't know	**288** ***10%***	111 *9%* *39%*	177 *11%* *61%*	14 *5%* *5%*	67 *12%* *23%* C	53 *10%* *18%* C	50 *10%* *17%* C	42 *10%* *14%*	63 *11%* *22%* C	59 *13%* *20%* J	120 *9%* *42%*	109 *10%* *38%*	84 *9%* *29%*	77 *9%* *27%*	126 *12%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1941**	832 *43%*	1109 *57%*	177 *9%*	332 *17%*	361 *19%*	341 *18%*	325 *17%*	398 *21%*	341 *18%*	1037 *53%*	525 *27%*	652 *34%*	470 *24%*	819 *42%*
Effective Total	**1721**	729	992	156	298	330	303	287	360	323	973	488	595	430	734
Net: 10/9/8/7	**1203** ***41%***	506 *40%* *42%*	696 *42%* *58%*	114 *38%* *9%*	191 *34%* *16%*	194 *37%* *16%*	223 *44%* *19%* D	180 *42%* *15%* D	300 *51%* *25%* CDEG	147 *32%* *12%*	575 *41%* *48%* I	481 *46%* *40%* I	483 *50%* *40%* MN	339 *38%* *28%*	381 *36%* *32%*
Net: 10/9	**302** ***10%***	140 *11%* *46%*	162 *10%* *54%*	36 *12%* *12%*	45 *8%* *15%*	48 *9%* *16%*	41 *8%* *14%*	38 *9%* *13%*	93 *16%* *31%* DEFG	27 *6%* *9%*	122 *9%* *41%*	152 *15%* *50%* IJ	127 *13%* *42%* MN	82 *9%* *27%*	94 *9%* *31%*
Net: 6/5/4	**1015** ***35%***	464 *37%* *46%*	551 *33%* *54%*	107 *35%* *11%*	219 *39%* *22%* H	200 *38%* *20%* H	169 *33%* *17%*	151 *35%* *15%*	169 *29%* *17%*	181 *39%* *18%* K	508 *36%* *50%*	326 *31%* *32%*	280 *29%* *28%*	335 *38%* *33%* L	400 *38%* *39%* L
Net: 3/2/1	**406** ***14%***	170 *14%* *42%*	236 *14%* *58%*	68 *22%* *17%* FG H	87 *15%* *21%* H	81 *15%* *20%* H	63 *12%* *15%*	55 *13%* *14%*	53 *9%* *13%*	76 *17%* *19%*	200 *14%* *49%*	129 *12%* *32%*	113 *12%* *28%*	135 *15%* *33%*	158 *15%* *39%*
Mean	**6.01**	5.99	6.03	5.54	5.76	5.73	6.09 C	6.13 C E	6.62 CDE FG	5.61	5.93 I	6.29 IJ	6.43 MN	5.82	5.79
Standard Deviation	**2.26**	2.25	2.26	2.50	2.19	2.29	2.14	2.19	2.16	2.25	2.19	2.31	2.18	2.25	2.28

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Total (Wtd)	**2912**	2912 *100%*	2743 *94%*	169 *6%*	399 *14%*	2471 *85%*	2508 *86%*	1529 *53%*	972 *33%*	1027 *35%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
10	**135** ***5%***	135 *5%* *100%*	123 *5%* *92%*	11 *7%* *8%*	19 *5%* *14%*	114 *5%* *84%*	115 *5%* *86%*	68 *4%* *50%*	48 *5%* *35%*	54 *5%* *40%*
9	**167** ***6%***	167 *6%* *100%*	161 *6%* *96%*	6 *4%* *4%*	32 *8%* *19%*	134 *5%* *80%*	135 *5%* *81%*	80 *5%* *48%*	55 *6%* *33%*	57 *6%* *34%*
8	**434** ***15%***	434 *15%* *100%*	413 *15%* *95%*	21 *12%* *5%*	62 *16%* *14%*	366 *15%* *84%*	372 *15%* *86%*	233 *15%* *54%*	138 *14%* *32%*	145 *14%* *33%*
7	**467** ***16%***	467 *16%* *100%*	449 *16%* *96%*	18 *10%* *4%*	46 *12%* *10%*	409 *17%* *88%*	418 *17%* *90%* U	261 *17%* *56%* U	153 *16%* *33%*	161 *16%* *34%*
6	**436** ***15%***	436 *15%* *100%*	405 *15%* *93%*	32 *19%* *7%*	60 *15%* *14%*	369 *15%* *84%*	375 *15%* *86%*	223 *15%* *51%*	151 *16%* *35%*	157 *15%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
5	**385** ***13%***	385 *13%* *100%*	355 *13%* *92%*	30 *18%* *8%*	63 *16%* *16%*	320 *13%* *83%*	322 *13%* *84%*	192 *13%* *50%*	129 *13%* *34%*	136 *13%* *35%*
4	**194** ***7%***	194 *7%* *100%*	184 *7%* *95%*	10 *6%* *5%*	26 *7%* *14%*	166 *7%* *86%*	167 *7%* *86%*	103 *7%* *53%*	64 *7%* *33%*	67 *7%* *35%*
3	**166** ***6%***	166 *6%* *100%*	161 *6%* *97%*	5 *3%* *3%*	22 *5%* *13%*	145 *6%* *87%*	145 *6%* *87%*	99 *6%* *60%*	45 *5%* *27%*	53 *5%* *32%*
2	**127** ***4%***	127 *4%* *100%*	117 *4%* *92%*	10 *6%* *8%*	8 *2%* *7%*	114 *5%* *90%*	118 *5%* *93%*	75 *5%* *60%*	43 *4%* *34%*	44 *4%* *35%*
1	**113** ***4%***	113 *4%* *100%*	100 *4%* *88%*	13 *8%* *12%* S	16 *4%* *14%*	96 *4%* *85%*	97 *4%* *86%*	61 *4%* *54%*	36 *4%* *32%*	37 *4%* *33%*
Don't know	**288** ***10%***	288 *10%* *100%*	275 *10%* *96%*	13 *7%* *4%*	44 *11%* *15%*	240 *10%* *84%*	244 *10%* *85%*	134 *9%* *46%*	109 *11%* *38%*	115 *11%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1941**	1941 *100%*	1762 *91%*	149 *8%*	261 *13%*	1654 *85%*	1678 *86%*	1021 *53%*	651 *34%*	690 *36%*
Effective Total	**1721**	1721	1596	134	235	1462	1485	906	573	608
Net: 10/9/8/7	**1203** ***41%***	1203 *41%* *100%*	1146 *42%* *95%*	56 *33%* *5%*	160 *40%* *13%*	1022 *41%* *85%*	1040 *41%* *87%*	641 *42%* *53%*	394 *41%* *33%*	416 *41%* *35%*
Net: 10/9	**302** ***10%***	302 *10%* *100%*	284 *10%* *94%*	18 *10%* *6%*	52 *13%* *17%*	247 *10%* *82%*	250 *10%* *83%*	147 *10%* *49%*	103 *11%* *34%*	110 *11%* *37%*
Net: 6/5/4	**1015** ***35%***	1015 *35%* *100%*	944 *34%* *93%*	72 *42%* *7%*	149 *37%* *15%*	854 *35%* *84%*	864 *34%* *85%*	518 *34%* *51%*	345 *36%* *34%*	361 *35%* *36%*
Net: 3/2/1	**406** ***14%***	406 *14%* *100%*	378 *14%* *93%*	28 *17%* *7%*	46 *12%* *11%*	354 *14%* *87%*	360 *14%* *89%*	236 *15%* *58%*	124 *13%* *31%*	135 *13%* *33%*
Mean	**6.01**	6.01	6.03	5.70	6.14	5.99	5.99	5.95	6.05	6.05
Standard Deviation	**2.26**	2.26	2.24	2.45	2.24	2.26	2.26	2.28	2.24	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Total (Wtd)	**2912**	209 *7%*	430 *15%*	321 *11%*	-** - **	-** - **	161* *6%* *	336 *12%*	389 *13%*	-** - **	292 *10%*	505 *17%*	267 *9%*	2912 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
10	**135** ***5%***	13 *6%* *10%*	27 *6%* *20%* K	16 *5%* *12%*	- - -	- - -	9 *5%* *6%*	14 *4%* *10%*	14 *4%* *11%*	- - -	15 *5%* *11%*	13 *2%* *9%*	14 *5%* *10%*	135 *5%* *100%*
9	**167** ***6%***	17 *8%* *10%* J	28 *7%* *17%* J	24 *8%* *15%* J	- - -	- - -	10 *6%* *6%*	20 *6%* *12%*	15 *4%* *9%*	- - -	6 *2%* *4%*	24 *5%* *14%*	22 *8%* *13%* J	167 *6%* *100%* J
8	**434** ***15%***	46 *22%* *11%* GHJM	70 *16%* *16%* GJ	66 *21%* *15%* GHJM	- - -	- - -	26 *16%* *6%*	32 *9%* *7%*	46 *12%* *11%*	- - -	26 *9%* *6%*	84 *17%* *19%* GJ	37 *14%* *9%*	434 *15%* *100%* J
7	**467** ***16%***	32 *15%* *7%*	84 *20%* *18%* K	58 *18%* *12%* K	- - -	- - -	32 *20%* *7%* K	51 *15%* *11%*	70 *18%* *15%* K	- - -	45 *15%* *10%*	56 *11%* *12%*	38 *14%* *8%*	467 *16%* *100%* K
6	**436** ***15%***	36 *17%* *8%* C	75 *17%* *17%* C	31 *10%* *7%*	- - -	- - -	24 *15%* *6%*	39 *12%* *9%*	72 *18%* *16%* C	- - -	52 *18%* *12%* C	67 *13%* *15%*	40 *15%* *9%*	436 *15%* *100%* C
5	**385** ***13%***	27 *13%* *7%*	34 *8%* *9%*	35 *11%* *9%*	- - -	- - -	17 *11%* *4%*	67 *20%* *17%* BCM	56 *14%* *15%* B	- - -	40 *14%* *10%* B	76 *15%* *20%* B	34 *13%* *9%*	385 *13%* *100%* B
4	**194** ***7%***	3 *2%* *2%*	22 *5%* *11%*	17 *5%* *9%*	- - -	- - -	7 *4%* *3%*	24 *7%* *12%* A	30 *8%* *16%* A	- - -	28 *9%* *14%* A	43 *8%* *22%* A	21 *8%* *11%* A	194 *7%* *100%* A

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
3	**166** ***6%***	14 *6%* *8%*	28 *6%* *17%*	19 *6%* *11%*	- - -	- - -	10 *6%* *6%*	24 *7%* *15%*	19 *5%* *12%*	- - -	9 *3%* *5%*	26 *5%* *16%*	17 *7%* *11%*	166 *6%* *100%*
2	**127** ***4%***	6 *3%* *4%*	16 *4%* *13%*	5 *2%* *4%*	- - -	- - -	3 *2%* *3%*	20 *6%* *16%* C	14 *4%* *11%*	- - -	19 *6%* *15%* C	32 *6%* *25%* C	11 *4%* *9%*	127 *4%* *100%*
1	**113** ***4%***	6 *3%* *6%*	10 *2%* *9%*	9 *3%* *8%*	- - -	- - -	7 *4%* *6%*	15 *4%* *13%*	22 *6%* *19%*	- - -	13 *4%* *11%*	24 *5%* *21%*	7 *3%* *6%*	113 *4%* *100%*
Don't know	**288** ***10%***	9 *4%* *3%*	35 *8%* *12%*	40 *13%* *14%* A	- - -	- - -	17 *10%* *6%*	31 *9%* *11%*	30 *8%* *10%*	- - -	39 *13%* *14%* A	62 *12%* *21%* A	25 *9%* *9%*	288 *10%* *100%* A
Net: 10/9/8/7	**1203** ***41%***	108 *52%* *9%* GHJKM	210 *49%* *17%* GHJKM	165 *51%* *14%* GHJKM	- - -	- - -	76 *48%* *6%* JK	117 *35%* *10%*	146 *37%* *12%*	- - -	93 *32%* *8%*	177 *35%* *15%*	111 *42%* *9%* J	1203 *41%* *100%* JK
Net: 10/9	**302** ***10%***	30 *15%* *10%* HJK	56 *13%* *18%* K	41 *13%* *13%* K	- - -	- - -	18 *11%* *6%*	34 *10%* *11%*	29 *8%* *10%*	- - -	22 *7%* *7%*	36 *7%* *12%*	36 *13%* *12%* K	302 *10%* *100%*
Net: 6/5/4	**1015** ***35%***	66 *32%* *7%*	131 *30%* *13%*	83 *26%* *8%*	- - -	- - -	48 *30%* *5%*	129 *38%* *13%* C	158 *41%* *16%* BC	- - -	120 *41%* *12%* BC	185 *37%* *18%* C	95 *36%* *9%* C	1015 *35%* *100%* C
Net: 3/2/1	**406** ***14%***	26 *12%* *6%*	54 *13%* *13%*	33 *10%* *8%*	- - -	- - -	20 *12%* *5%*	59 *18%* *15%* C	56 *14%* *14%*	- - -	41 *14%* *10%*	81 *16%* *20%*	36 *13%* *9%*	406 *14%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 399

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - ITV1 ****

Base : Regular viewers of ITV1 in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1941**	136 *7%*	295 *15%*	221 *11%*	- -	- -	88 *5%*	172 *9%*	210 *11%*	- -	233 *12%*	384 *20%*	202 *10%*	1941 *100%*
Effective Total	**1721**	126	270	199	-	-	79	160	191	-	204	348	182	1721
Mean	**6.01**	6.50 GHJKM	6.36 GHJKM	6.49 GHJKM	-	-	6.28 GK	5.63	5.79	-	5.67	5.69	6.10	6.01 K
Standard Deviation	**2.26**	2.18	2.19	2.17	-	-	2.23	2.30	2.20	-	2.25	2.30	2.26	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 400

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Total (Wtd)	**5641**	2729 *48%*	2912 *52%*	595 *11%*	1157 *21%*	963 *17%*	995 *18%*	838 *15%*	1092 *19%*	1033 *18%*	2813 *50%*	1795 *32%*	1636 *29%*	1699 *30%*	2306 *41%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
10	**184** ***3%***	74 *3%* *40%*	110 *4%* *60%*	18 *3%* *10%*	38 *3%* *21%*	28 *3%* *15%*	25 *3%* *14%*	28 *3%* *15%*	47 *4%* *26%*	17 *2%* *9%*	64 *2%* *34%*	104 *6%* *57%* IJ	68 *4%* *37%* N	60 *4%* *33%*	56 *2%* *31%*
9	**210** ***4%***	87 *3%* *41%*	123 *4%* *59%*	22 *4%* *11%*	35 *3%* *17%*	32 *3%* *15%*	23 *2%* *11%*	33 *4%* *16%*	65 *6%* *31%* DEF	23 *2%* *11%*	91 *3%* *43%*	96 *5%* *45%* IJ	68 *4%* *32%*	69 *4%* *33%*	74 *3%* *35%*
8	**604** ***11%***	282 *10%* *47%*	322 *11%* *53%*	64 *11%* *11%* D	71 *6%* *12%*	78 *8%* *13%*	106 *11%* *18%* D	108 *13%* *18%* DE	178 *16%* *29%* CDEF	89 *9%* *15%*	282 *10%* *47%*	234 *13%* *39%* IJ	213 *13%* *35%* MN	163 *10%* *27%*	228 *10%* *38%*
7	**955** ***17%***	460 *17%* *48%*	495 *17%* *52%*	97 *16%* *10%*	204 *18%* *21%*	151 *16%* *16%*	167 *17%* *17%*	139 *17%* *15%*	198 *18%* *21%*	131 *13%* *14%*	493 *18%* *52%* I	331 *18%* *35%* I	293 *18%* *31%*	282 *17%* *29%*	380 *16%* *40%*
6	**909** ***16%***	462 *17%* *51%*	447 *15%* *49%*	98 *16%* *11%*	195 *17%* *21%*	143 *15%* *16%*	171 *17%* *19%*	144 *17%* *16%*	159 *15%* *17%*	152 *15%* *17%*	457 *16%* *50%*	301 *17%* *33%*	261 *16%* *29%*	298 *18%* *33%*	351 *15%* *39%*
5	**907** ***16%***	448 *16%* *49%*	459 *16%* *51%*	95 *16%* *10%*	210 *18%* *23%* H	183 *19%* *20%* FH	147 *15%* *16%*	132 *16%* *15%*	140 *13%* *15%*	180 *17%* *20%* K	518 *18%* *57%* K	209 *12%* *23%*	259 *16%* *29%*	245 *14%* *27%*	402 *17%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 400

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
4	**517** ***9%***	294 *11%* *57%* B	223 *8%* *43%*	64 *11%* *12%* H	132 *11%* *26%* GH	85 *9%* *17%*	105 *11%* *20%* GH	60 *7%* *12%*	70 *6%* *14%*	128 *12%* *25%* JK	262 *9%* *51%* K	127 *7%* *25%*	128 *8%* *25%*	162 *10%* *31%*	228 *10%* *44%*
3	**319** ***6%***	146 *5%* *46%*	172 *6%* *54%*	39 *7%* *12%*	72 *6%* *23%*	60 *6%* *19%*	57 *6%* *18%*	38 *5%* *12%*	52 *5%* *16%*	66 *6%* *21%*	159 *6%* *50%*	94 *5%* *29%*	87 *5%* *27%*	111 *7%* *35%*	121 *5%* *38%*
2	**238** ***4%***	124 *5%* *52%*	114 *4%* *48%*	29 *5%* *12%*	32 *3%* *13%*	49 *5%* *20%* DH	68 *7%* *29%* DG H	30 *4%* *12%*	31 *3%* *13%*	54 *5%* *23%* K	127 *5%* *53%*	57 *3%* *24%*	57 *3%* *24%*	71 *4%* *30%*	110 *5%* *46%*
1	**262** ***5%***	144 *5%* *55%*	118 *4%* *45%*	44 *7%* *17%* FH	59 *5%* *22%* F	55 *6%* *21%* FH	24 *2%* *9%*	48 *6%* *19%* FH	33 *3%* *12%*	69 *7%* *26%* J	110 *4%* *42%*	83 *5%* *32%*	62 *4%* *24%*	77 *5%* *29%*	123 *5%* *47%*
Don't know	**535** ***9%***	209 *8%* *39%*	326 *11%* *61%* A	26 *4%* *5%*	108 *9%* *20%* C	98 *10%* *18%* C	103 *10%* *19%* C	78 *9%* *15%* C	120 *11%* *22%* C	124 *12%* *23%* JK	251 *9%* *47%*	161 *9%* *30%*	141 *9%* *26%*	161 *9%* *30%*	234 *10%* *44%*
Net: 10/9/8/7	**1954** ***35%***	902 *33%* *46%*	1051 *36%* *54%*	201 *34%* *10%*	348 *30%* *18%*	290 *30%* *15%*	320 *32%* *16%*	307 *37%* *16%* DE	488 *45%* *25%* CDEF G	260 *25%* *13%*	929 *33%* *48%* I	765 *43%* *39%* IJ	642 *39%* *33%* MN	574 *34%* *29%*	738 *32%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 400

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - All channels combined ****

Base : All who ever watch any of the channels in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3850**	1861 *48%*	1989 *52%*	352 *9%*	701 *18%*	691 *18%*	690 *18%*	648 *17%*	751 *20%*	770 *20%*	2093 *54%*	909 *24%*	1126 *29%*	910 *24%*	1814 *47%*
Effective Total	**3415**	1641	1773	307	631	630	616	579	681	723	1964	845	1029	833	1633
Net: 10/9	**395** ***7%***	161 *6%* *41%*	234 *8%* *59%* A	40 *7%* *10%*	74 *6%* *19%*	61 *6%* *15%*	48 *5%* *12%*	61 *7%* *15%*	112 *10%* *28%* DEF	40 *4%* *10%*	155 *6%* *39%*	200 *11%* *51%* IJ	135 *8%* *34%* N	129 *8%* *33%*	130 *6%* *33%*
Net: 6/5/4	**2334** ***41%***	1204 *44%* *52%* B	1129 *39%* *48%*	257 *43%* *11%* H	538 *47%* *23%* GH	411 *43%* *18%* H	423 *42%* *18%* H	336 *40%* *14%* H	369 *34%* *16%*	460 *45%* *20%* K	1237 *44%* *53%* K	636 *35%* *27%*	648 *40%* *28%*	706 *42%* *30%*	980 *43%* *42%*
Net: 3/2/1	**818** ***15%***	414 *15%* *51%*	405 *14%* *49%*	111 *19%* *14%* H	163 *14%* *20%*	163 *17%* *20%* H	149 *15%* *18%* H	116 *14%* *14%*	116 *11%* *14%*	189 *18%* *23%* JK	396 *14%* *48%*	234 *13%* *29%*	206 *13%* *25%*	258 *15%* *32%*	354 *15%* *43%* L
Mean	**5.68**	5.56	5.80 A	5.45	5.52	5.44	5.58	5.78 C DE	6.22 CDE FG	5.17	5.61 I	6.07 IJ	5.92 MN	5.67	5.52
Standard Deviation	**2.16**	2.14	2.18	2.27	2.08	2.19	2.07	2.20	2.13	2.16	2.06	2.26	2.14	2.18	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 400

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - All channels combined ****

Base : All who ever watch any of the channels in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Total (Wtd)	**5641**	5641 *100%*	5195 *92%*	445 *8%*	873 *15%*	4689 *83%*	4751 *84%*	2930 *52%*	1807 *32%*	1916 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
10	**184** ***3%***	184 *3%* *100%*	164 *3%* *89%*	21 *5%* *11%*	28 *3%* *15%*	154 *3%* *84%*	156 *3%* *85%*	104 *4%* *56%*	52 *3%* *28%*	57 *3%* *31%*
9	**210** ***4%***	210 *4%* *100%*	196 *4%* *93%*	14 *3%* *7%*	33 *4%* *16%*	176 *4%* *84%*	177 *4%* *84%*	107 *4%* *51%*	70 *4%* *33%*	72 *4%* *34%*
8	**604** ***11%***	604 *11%* *100%*	557 *11%* *92%*	47 *11%* *8%*	107 *12%* *18%*	482 *10%* *80%*	495 *10%* *82%*	320 *11%* *53%*	172 *10%* *29%*	181 *9%* *30%*
7	**955** ***17%***	955 *17%* *100%*	874 *17%* *92%*	80 *18%* *8%*	121 *14%* *13%*	822 *18%* *86%* U	830 *17%* *87%* U	504 *17%* *53%*	325 *18%* *34%* U	340 *18%* *36%* U
6	**909** ***16%***	909 *16%* *100%*	828 *16%* *91%*	81 *18%* *9%*	141 *16%* *16%*	752 *16%* *83%*	767 *16%* *84%*	464 *16%* *51%*	301 *17%* *33%*	319 *17%* *35%*
5	**907** ***16%***	907 *16%* *100%*	831 *16%* *92%*	76 *17%* *8%*	130 *15%* *14%*	761 *16%* *84%*	774 *16%* *85%*	493 *17%* *54%*	280 *16%* *31%*	303 *16%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
4	**517** ***9%***	517 *9%* *100%*	479 *9%* *93%*	39 *9%* *7%*	95 *11%* *18%*	416 *9%* *80%*	419 *9%* *81%*	265 *9%* *51%*	152 *8%* *29%*	160 *8%* *31%*
3	**319** ***6%***	319 *6%* *100%*	304 *6%* *95%*	15 *3%* *5%*	34 *4%* *11%*	285 *6%* *89%* U	285 *6%* *89%*	186 *6%* *58%* U	96 *5%* *30%*	108 *6%* *34%*
2	**238** ***4%***	238 *4%* *100%*	219 *4%* *92%*	19 *4%* *8%*	40 *5%* *17%*	196 *4%* *82%*	197 *4%* *83%*	111 *4%* *47%*	87 *5%* *37%*	95 *5%* *40%*
1	**262** ***5%***	262 *5%* *100%*	236 *5%* *90%*	25 *6%* *10%*	42 *5%* *16%*	215 *5%* *82%*	218 *5%* *83%*	140 *5%* *53%*	79 *4%* *30%*	82 *4%* *31%*
Don't know	**535** ***9%***	535 *9%* *100%*	506 *10%* *95%*	29 *7%* *5%*	101 *12%* *19%* X	428 *9%* *80%*	432 *9%* *81%*	238 *8%* *44%*	192 *11%* *36%* X	200 *10%* *37%* X
Net: 10/9/8/7	**1954** ***35%***	1954 *35%* *100%*	1791 *34%* *92%*	162 *36%* *8%*	290 *33%* *15%*	1636 *35%* *84%*	1658 *35%* *85%*	1034 *35%* *53%*	620 *34%* *32%*	650 *34%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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Total (Unwtd)	**3850**	3850 *100%*	3413 *89%*	377 *10%*	598 *16%*	3200 *83%*	3240 *84%*	2002 *52%*	1226 *32%*	1305 *34%*
Effective Total	**3415**	3415	3093	335	538	2830	2866	1773	1083	1153
Net: 10/9	**395** ***7%***	395 *7%* *100%*	360 *7%* *91%*	35 *8%* *9%*	61 *7%* *16%*	331 *7%* *84%*	333 *7%* *84%*	211 *7%* *53%*	122 *7%* *31%*	129 *7%* *33%*
Net: 6/5/4	**2334** ***41%***	2334 *41%* *100%*	2138 *41%* *92%*	195 *44%* *8%*	366 *42%* *16%*	1930 *41%* *83%*	1960 *41%* *84%*	1222 *42%* *52%*	733 *41%* *31%*	782 *41%* *33%*
Net: 3/2/1	**818** ***15%***	818 *15%* *100%*	759 *15%* *93%*	59 *13%* *7%*	116 *13%* *14%*	696 *15%* *85%*	701 *15%* *86%*	436 *15%* *53%*	262 *14%* *32%*	284 *15%* *35%*
Mean	**5.68**	5.68	5.67	5.76	5.68	5.68	5.68	5.69	5.68	5.66
Standard Deviation	**2.16**	2.16	2.16	2.19	2.20	2.16	2.16	2.17	2.14	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 400

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All who ever watch any of the channels in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Total (Wtd)	**5641**	352 *6%*	733 *13%*	550 *10%*	-** - **	-** - **	352 *6%*	599 *11%*	747 *13%*	-** - **	737 *13%*	1060 *19%*	509 *9%*	5641 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
10	**184** ***3%***	14 *4%* *8%* K	31 *4%* *17%* K	23 *4%* *12%* K	- - -	- - -	13 *4%* *7%*	27 *4%* *15%* K	20 *3%* *11%*	- - -	26 *4%* *14%* K	17 *2%* *9%*	13 *3%* *7%*	184 *3%* *100%* K
9	**210** ***4%***	14 *4%* *6%*	32 *4%* *15%* J	22 *4%* *10%*	- - -	- - -	10 *3%* *5%*	28 *5%* *13%* J	31 *4%* *15%*	- - -	15 *2%* *7%*	36 *3%* *17%*	23 *5%* *11%* J	210 *4%* *100%* J
8	**604** ***11%***	44 *12%* *7%*	96 *13%* *16%* GL	73 *13%* *12%* GL	- - -	- - -	49 *14%* *8%* GL	48 *8%* *8%*	67 *9%* *11%*	- - -	85 *12%* *14%*	104 *10%* *17%*	39 *8%* *6%*	604 *11%* *100%*
7	**955** ***17%***	52 *15%* *5%*	124 *17%* *13%*	117 *21%* *12%* FJKM	- - -	- - -	43 *12%* *4%*	111 *19%* *12%*	128 *17%* *13%*	- - -	115 *16%* *12%*	172 *16%* *18%*	93 *18%* *10%*	955 *17%* *100%*
6	**909** ***16%***	51 *14%* *6%*	126 *17%* *14%*	83 *15%* *9%*	- - -	- - -	48 *14%* *5%*	95 *16%* *10%*	155 *21%* *17%* FKLM	- - -	118 *16%* *13%*	159 *15%* *17%*	73 *14%* *8%*	909 *16%* *100%*
5	**907** ***16%***	66 *19%* *7%*	115 *16%* *13%*	79 *14%* *9%*	- - -	- - -	47 *13%* *5%*	85 *14%* *9%*	113 *15%* *12%*	- - -	135 *18%* *15%*	180 *17%* *20%*	87 *17%* *10%*	907 *16%* *100%*
4	**517** ***9%***	33 *9%* *6%*	55 *7%* *11%*	40 *7%* *8%*	- - -	- - -	32 *9%* *6%*	64 *11%* *12%*	66 *9%* *13%*	- - -	65 *9%* *13%*	111 *10%* *21%*	52 *10%* *10%*	517 *9%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 400

Absolutes/col/row percents

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	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
3	**319** ***6%***	23 *7%* *7%*	40 *5%* *13%*	23 *4%* *7%*	- - -	- - -	31 *9%* *10%* CK	32 *5%* *10%*	49 *6%* *15%*	- - -	41 *6%* *13%*	46 *4%* *14%*	34 *7%* *11%*	319 *6%* *100%*
2	**238** ***4%***	18 *5%* *8%*	23 *3%* *10%*	16 *3%* *7%*	- - -	- - -	13 *4%* *5%*	29 *5%* *12%*	29 *4%* *12%*	- - -	29 *4%* *12%*	57 *5%* *24%*	24 *5%* *10%*	238 *4%* *100%*
1	**262** ***5%***	15 *4%* *6%*	29 *4%* *11%*	17 *3%* *7%*	- - -	- - -	12 *3%* *5%*	30 *5%* *11%*	35 *5%* *13%*	- - -	42 *6%* *16%*	55 *5%* *21%*	27 *5%* *10%*	262 *5%* *100%*
Don't know	**535** ***9%***	23 *7%* *4%*	61 *8%* *11%*	57 *10%* *11%*	- - -	- - -	56 *16%* *10%* ABGHJLM	51 *8%* *9%*	55 *7%* *10%*	- - -	66 *9%* *12%*	123 *12%* *23%* AH	45 *9%* *8%*	535 *9%* *100%*
Net: 10/9/8/7	**1954** ***35%***	123 *35%* *6%*	284 *39%* *15%* K	235 *43%* *12%* FHJKLM	- - -	- - -	114 *32%* *6%*	214 *36%* *11%*	246 *33%* *13%*	- - -	241 *33%* *12%*	329 *31%* *17%*	168 *33%* *9%*	1954 *35%* *100%*
Net: 10/9	**395** ***7%***	27 *8%* *7%*	63 *9%* *16%* K	45 *8%* *11%* K	- - -	- - -	23 *7%* *6%*	54 *9%* *14%* K	52 *7%* *13%*	- - -	41 *6%* *10%*	53 *5%* *14%*	36 *7%* *9%*	395 *7%* *100%*
Net: 6/5/4	**2334** ***41%***	149 *42%* *6%*	297 *40%* *13%*	202 *37%* *9%*	- - -	- - -	127 *36%* *5%*	244 *41%* *10%*	334 *45%* *14%* C	- - -	318 *43%* *14%*	450 *42%* *19%*	212 *42%* *9%*	2334 *41%* *100%*
Net: 3/2/1	**818** ***15%***	57 *16%* *7%* C	93 *13%* *11%*	57 *10%* *7%*	- - -	- - -	56 *16%* *7%*	91 *15%* *11%*	112 *15%* *14%*	- - -	111 *15%* *14%* C	158 *15%* *19%* C	84 *17%* *10%* C	818 *15%* *100%* C

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
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Total (Unwtd)	**3850**	234 *6%*	507 *13%*	385 *10%*	- -	- -	196 *5%*	312 *8%*	402 *10%*	- -	594 *15%*	825 *21%*	395 *10%*	3850 *100%*
Effective Total	**3415**	218	465	347	-	-	178	287	368	-	523	749	361	3415
Mean	**5.68**	5.65	5.93 JKLM	6.08 AGHJKLM	-	-	5.69	5.68	5.65	-	5.59	5.48	5.50	5.68 K
Standard Deviation	**2.16**	2.22	2.15	2.07	-	-	2.23	2.25	2.10	-	2.17	2.13	2.18	2.16

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9 Jul 2009

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Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Total (Wtd)	**2846**	1371 *48%*	1475 *52%*	309 *11%*	572 *20%*	474 *17%*	488 *17%*	412 *14%*	592 *21%*	498 *17%*	1420 *50%*	928 *33%*	814 *29%*	882 *31%*	1149 *40%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
10	**332** ***12%***	146 *11%* *44%*	186 *13%* *56%*	24 *8%* *7%*	45 *8%* *14%*	53 *11%* *16%*	67 *14%* *20%* CD	51 *12%* *15%*	92 *15%* *28%* CD	43 *9%* *13%*	147 *10%* *44%*	142 *15%* *43%* IJ	118 *14%* *35%* MN	90 *10%* *27%*	124 *11%* *37%*
9	**297** ***10%***	148 *11%* *50%*	149 *10%* *50%*	43 *14%* *15%* D	42 *7%* *14%*	47 *10%* *16%*	44 *9%* *15%*	40 *10%* *14%*	80 *13%* *27%* D	29 *6%* *10%*	140 *10%* *47%* I	128 *14%* *43%* IJ	92 *11%* *31%*	101 *11%* *34%*	104 *9%* *35%*
8	**597** ***21%***	281 *21%* *47%*	316 *21%* *53%*	61 *20%* *10%*	94 *16%* *16%*	89 *19%* *15%*	90 *18%* *15%*	108 *26%* *18%* DE F	155 *26%* *26%* DEF	94 *19%* *16%*	301 *21%* *50%*	202 *22%* *34%*	184 *23%* *31%*	188 *21%* *31%*	225 *20%* *38%*
7	**487** ***17%***	226 *16%* *46%*	261 *18%* *54%*	56 *18%* *11%*	112 *20%* *23%* H	76 *16%* *16%*	99 *20%* *20%* H	62 *15%* *13%*	82 *14%* *17%*	91 *18%* *19%*	253 *18%* *52%*	143 *15%* *29%*	135 *17%* *28%*	149 *17%* *31%*	203 *18%* *42%*
6	**315** ***11%***	162 *12%* *52%*	153 *10%* *48%*	29 *9%* *9%*	86 *15%* *27%* H	54 *11%* *17%*	54 *11%* *17%*	42 *10%* *13%*	50 *8%* *16%*	64 *13%* *20%*	164 *12%* *52%*	87 *9%* *28%*	89 *11%* *28%*	100 *11%* *32%*	126 *11%* *40%*

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
5	**312** ***11%***	145 *11%* *47%*	166 *11%* *53%*	24 *8%* *8%*	85 *15%* *27%* CF G	66 *14%* *21%* CF G	43 *9%* *14%*	34 *8%* *11%*	60 *10%* *19%*	74 *15%* *24%* K	156 *11%* *50%*	81 *9%* *26%*	80 *10%* *26%*	81 *9%* *26%*	151 *13%* *49%* M
4	**134** ***5%***	73 *5%* *55%*	60 *4%* *45%*	17 *6%* *13%*	33 *6%* *24%*	25 *5%* *19%*	23 *5%* *17%*	17 *4%* *12%*	19 *3%* *14%*	25 *5%* *18%*	75 *5%* *56%*	34 *4%* *26%*	35 *4%* *26%*	42 *5%* *32%*	57 *5%* *43%*
3	**89** ***3%***	44 *3%* *49%*	46 *3%* *51%*	14 *5%* *16%*	30 *5%* *33%* GH	11 *2%* *12%*	15 *3%* *17%*	9 *2%* *10%*	11 *2%* *13%*	20 *4%* *22%*	45 *3%* *51%*	24 *3%* *27%*	24 *3%* *27%*	30 *3%* *34%*	35 *3%* *39%*
2	**87** ***3%***	53 *4%* *61%*	34 *2%* *39%*	15 *5%* *17%*	11 *2%* *13%*	13 *3%* *15%*	18 *4%* *20%*	14 *4%* *17%*	16 *3%* *18%*	27 *5%* *31%* JK	37 *3%* *42%*	24 *3%* *27%*	11 *1%* *12%*	37 *4%* *43%* L	39 *3%* *45%* L
1	**95** ***3%***	47 *3%* *49%*	48 *3%* *51%*	13 *4%* *13%* H	16 *3%* *17%* H	26 *5%* *27%* H	19 *4%* *20%* H	17 *4%* *17%* H	5 *1%* *5%*	21 *4%* *22%*	54 *4%* *57%*	20 *2%* *21%*	26 *3%* *28%*	28 *3%* *29%*	41 *4%* *43%*
Don't know	**100** ***4%***	45 *3%* *45%*	55 *4%* *55%*	13 *4%* *13%*	17 *3%* *17%*	15 *3%* *15%*	16 *3%* *16%*	17 *4%* *17%*	22 *4%* *22%*	10 *2%* *10%*	49 *3%* *49%*	42 *4%* *42%*	20 *3%* *20%*	36 *4%* *36%*	44 *4%* *44%*
Net: 10/9/8/7	**1714** ***60%***	801 *58%* *47%*	912 *62%* *53%*	184 *60%* *11%*	294 *51%* *17%*	265 *56%* *15%*	300 *62%* *18%* D	262 *64%* *15%* D	409 *69%* *24%* CDEF	258 *52%* *15%*	840 *59%* *49%* I	616 *66%* *36%* IJ	529 *65%* *31%* N	528 *60%* *31%*	656 *57%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 401

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Importance Rating ****

Base : All in sample A in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1933**	936 *48%*	997 *52%*	182 *9%*	346 *18%*	335 *17%*	339 *18%*	322 *17%*	401 *21%*	371 *19%*	1049 *54%*	476 *25%*	556 *29%*	469 *24%*	908 *47%*
Effective Total	**1716**	822	895	160	314	307	296	288	366	351	981	440	507	431	822
Net: 10/9	**629** ***22%***	294 *21%* *47%*	335 *23%* *53%*	67 *22%* *11%*	88 *15%* *14%*	100 *21%* *16%*	112 *23%* *18%* D	92 *22%* *15%* D	172 *29%* *27%* DE	72 *15%* *11%*	286 *20%* *45%* I	271 *29%* *43%* IJ	210 *26%* *33%* N	191 *22%* *30%*	228 *20%* *36%*
Net: 6/5/4	**760** ***27%***	381 *28%* *50%*	380 *26%* *50%*	70 *23%* *9%*	204 *36%* *27%* CF GH	145 *31%* *19%* GH	120 *25%* *16%*	93 *23%* *12%*	129 *22%* *17%*	163 *33%* *21%* K	395 *28%* *52%* K	202 *22%* *27%*	204 *25%* *27%*	223 *25%* *29%*	334 *29%* *44%*
Net: 3/2/1	**272** ***10%***	144 *10%* *53%*	128 *9%* *47%*	42 *14%* *15%* H	57 *10%* *21%* H	49 *10%* *18%* H	52 *11%* *19%* H	40 *10%* *15%* H	32 *5%* *12%*	67 *14%* *25%* JK	136 *10%* *50%*	68 *7%* *25%*	61 *7%* *22%*	95 *11%* *35%*	116 *10%* *43%*
Mean	**6.81**	6.71	6.90	6.60	6.44	6.61	6.80 D	6.94 D	7.37 CDE FG	6.30	6.73 I	7.22 IJ	7.08 MN	6.76	6.66
Standard Deviation	**2.30**	2.33	2.26	2.43	2.15	2.40	2.38	2.34	2.07	2.34	2.28	2.23	2.22	2.33	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 401

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Importance Rating ****

Base : All in sample A in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Total (Wtd)	**2846**	2846 *100%*	2630 *92%*	215 *8%*	492 *17%*	2304 *81%*	2329 *82%*	1430 *50%*	896 *31%*	945 *33%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
10	**332** ***12%***	332 *12%* *100%*	305 *12%* *92%*	27 *12%* *8%*	50 *10%* *15%*	281 *12%* *85%*	281 *12%* *85%*	175 *12%* *53%*	106 *12%* *32%*	112 *12%* *34%*
9	**297** ***10%***	297 *10%* *100%*	270 *10%* *91%*	27 *12%* *9%*	50 *10%* *17%*	244 *11%* *82%*	247 *11%* *83%*	156 *11%* *53%*	91 *10%* *31%*	93 *10%* *31%*
8	**597** ***21%***	597 *21%* *100%*	551 *21%* *92%*	46 *21%* *8%*	109 *22%* *18%*	483 *21%* *81%*	488 *21%* *82%*	312 *22%* *52%*	176 *20%* *29%*	186 *20%* *31%*
7	**487** ***17%***	487 *17%* *100%*	449 *17%* *92%*	38 *18%* *8%*	84 *17%* *17%*	395 *17%* *81%*	402 *17%* *82%*	254 *18%* *52%*	148 *16%* *30%*	159 *17%* *33%*
6	**315** ***11%***	315 *11%* *100%*	296 *11%* *94%*	19 *9%* *6%*	44 *9%* *14%*	258 *11%* *82%*	260 *11%* *83%*	145 *10%* *46%*	114 *13%* *36%*	119 *13%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 401

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample A in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
5	**312** ***11%***	312 *11%* *100%*	291 *11%* *93%*	20 *9%* *6%*	55 *11%* *18%*	251 *11%* *80%*	255 *11%* *82%*	143 *10%* *46%*	112 *13%* *36%*	122 *13%* *39%*
4	**134** ***5%***	134 *5%* *100%*	126 *5%* *94%*	8 *4%* *6%*	25 *5%* *18%*	109 *5%* *82%*	109 *5%* *82%*	75 *5%* *56%*	32 *4%* *24%*	34 *4%* *26%*
3	**89** ***3%***	89 *3%* *100%*	81 *3%* *90%*	9 *4%* *10%*	23 *5%* *25%*	65 *3%* *73%*	65 *3%* *73%*	45 *3%* *50%*	21 *2%* *23%*	22 *2%* *25%*
2	**87** ***3%***	87 *3%* *100%*	80 *3%* *92%*	7 *3%* *8%*	17 *3%* *19%*	67 *3%* *77%*	69 *3%* *79%*	37 *3%* *43%*	32 *4%* *36%*	34 *4%* *39%*
1	**95** ***3%***	95 *3%* *100%*	89 *3%* *93%*	6 *3%* *7%*	13 *3%* *14%*	78 *3%* *81%*	78 *3%* *81%*	46 *3%* *48%*	32 *4%* *33%*	32 *3%* *33%*
Don't know	**100** ***4%***	100 *4%* *100%*	91 *3%* *91%*	9 *4%* *9%*	23 *5%* *23%*	73 *3%* *73%*	74 *3%* *74%*	41 *3%* *41%*	33 *4%* *33%*	33 *4%* *33%*
Net: 10/9/8/7	**1714** ***60%***	1714 *60%* *100%*	1576 *60%* *92%*	137 *64%* *8%*	293 *59%* *17%*	1403 *61%* *82%*	1419 *61%* *83%*	898 *63%* *52%*	520 *58%* *30%*	550 *58%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 401

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Importance Rating ****

Base : All in sample A in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1933**	1933 *100%*	1719 *89%*	179 *9%*	329 *17%*	1571 *81%*	1587 *82%*	969 *50%*	614 *32%*	649 *34%*
Effective Total	**1716**	1716	1562	160	297	1391	1406	862	541	572
Net: 10/9	**629** ***22%***	629 *22%* *100%*	576 *22%* *91%*	54 *25%* *9%*	100 *20%* *16%*	526 *23%* *84%*	529 *23%* *84%*	332 *23%* *53%*	197 *22%* *31%*	205 *22%* *33%*
Net: 6/5/4	**760** ***27%***	760 *27%* *100%*	713 *27%* *94%*	47 *22%* *6%*	124 *25%* *16%*	618 *27%* *81%*	625 *27%* *82%*	363 *25%* *48%*	259 *29%* *34%*	275 *29%* *36%*
Net: 3/2/1	**272** ***10%***	272 *10%* *100%*	250 *9%* *92%*	22 *10%* *8%*	53 *11%* *19%*	210 *9%* *77%*	212 *9%* *78%*	128 *9%* *47%*	84 *9%* *31%*	88 *9%* *32%*
Mean	**6.81**	6.81	6.80	6.95	6.74	6.85	6.85	6.90	6.78	6.78
Standard Deviation	**2.30**	2.30	2.30	2.32	2.30	2.29	2.29	2.28	2.30	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 401

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Importance Rating ****

Base : All in sample A in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Total (Wtd)	**2846**	171 *6%*	366 *13%*	277 *10%*	-** - **	-** - **	187* *7%* *	314 *11%*	381 *13%*	-** - **	363 *13%*	541 *19%*	246 *9%*	2846 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
10	**332** ***12%***	31 *18%* *9%* GHKM	57 *16%* *17%* K	29 *11%* *9%*	- - -	- - -	25 *13%* *7%*	29 *9%* *9%*	37 *10%* *11%*	- - -	45 *13%* *14%*	47 *9%* *14%*	32 *13%* *10%*	332 *12%* *100%*
9	**297** ***10%***	20 *12%* *7%*	36 *10%* *12%*	36 *13%* *12%*	- - -	- - -	16 *8%* *5%*	37 *12%* *13%*	48 *13%* *16%*	- - -	28 *8%* *10%*	57 *11%* *19%*	18 *7%* *6%*	297 *10%* *100%*
8	**597** ***21%***	45 *26%* *7%* J	73 *20%* *12%*	67 *24%* *11%*	- - -	- - -	39 *21%* *6%*	71 *23%* *12%*	78 *20%* *13%*	- - -	60 *16%* *10%*	109 *20%* *18%*	56 *23%* *9%*	597 *21%* *100%*
7	**487** ***17%***	31 *18%* *6%*	58 *16%* *12%*	46 *17%* *9%*	- - -	- - -	35 *19%* *7%*	42 *13%* *9%*	73 *19%* *15%*	- - -	67 *19%* *14%*	97 *18%* *20%*	38 *15%* *8%*	487 *17%* *100%*
6	**315** ***11%***	15 *9%* *5%*	36 *10%* *11%*	38 *14%* *12%*	- - -	- - -	17 *9%* *5%*	37 *12%* *12%*	46 *12%* *15%*	- - -	38 *10%* *12%*	59 *11%* *19%*	29 *12%* *9%*	315 *11%* *100%*
5	**312** ***11%***	14 *8%* *4%*	42 *11%* *13%*	25 *9%* *8%*	- - -	- - -	14 *8%* *5%*	27 *8%* *9%*	39 *10%* *13%*	- - -	55 *15%* *18%* CGM	67 *12%* *22%*	29 *12%* *9%*	312 *11%* *100%*
4	**134** ***5%***	5 *3%* *4%*	19 *5%* *14%*	11 *4%* *8%*	- - -	- - -	1 *1%* *1%*	27 *9%* *20%* FKM	14 *4%* *10%*	- - -	23 *6%* *17%* F	18 *3%* *14%*	16 *6%* *12%* F	134 *5%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

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	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
3	**89** ***3%***	9 *5%* *10%*	11 *3%* *13%*	4 *1%* *5%*	- - -	- - -	10 *6%* *12%*	6 *2%* *7%*	13 *4%* *15%*	- - -	12 *3%* *13%*	16 *3%* *18%*	7 *3%* *8%*	89 *3%* *100%*
2	**87** ***3%***	- - -	9 *3%* *11%*	1 * *1%*	- - -	- - -	10 *5%* *12%* AC	13 *4%* *15%* AC	14 *4%* *16%* C	- - -	14 *4%* *16%* AC	21 *4%* *24%* AC	4 *2%* *5%*	87 *3%* *100%* C
1	**95** ***3%***	- - -	17 *5%* *18%* AJ	9 *3%* *10%*	- - -	- - -	5 *3%* *5%*	5 *1%* *5%*	18 *5%* *19%* AJ	- - -	5 *1%* *5%*	24 *4%* *25%* AJ	12 *5%* *13%* AJ	95 *3%* *100%*
Don't know	**100** ***4%***	1 *1%* *1%*	8 *2%* *8%*	11 *4%* *11%* H	- - -	- - -	15 *8%* *15%* ABHLM	20 *6%* *20%* AHL	2 * *2%*	- - -	16 *4%* *16%* H	24 *4%* *24%* H	4 *2%* *4%*	100 *4%* *100%* H
Net: 10/9/8/7	**1714** ***60%***	127 *74%* *7%* BFGHJKL M	224 *61%* *13%*	178 *64%* *10%*	- - -	- - -	114 *61%* *7%*	179 *57%* *10%*	235 *62%* *14%*	- - -	200 *55%* *12%*	311 *58%* *18%*	144 *59%* *8%*	1714 *60%* *100%*
Net: 10/9	**629** ***22%***	52 *30%* *8%* JK	93 *26%* *15%*	65 *23%* *10%*	- - -	- - -	40 *22%* *6%*	66 *21%* *11%*	85 *22%* *14%*	- - -	74 *20%* *12%*	105 *19%* *17%*	50 *20%* *8%*	629 *22%* *100%*
Net: 6/5/4	**760** ***27%***	34 *20%* *4%*	96 *26%* *13%*	74 *27%* *10%*	- - -	- - -	33 *17%* *4%*	91 *29%* *12%* F	99 *26%* *13%*	- - -	116 *32%* *15%* AF	145 *27%* *19%*	73 *30%* *10%* F	760 *27%* *100%* F
Net: 3/2/1	**272** ***10%***	9 *5%* *3%*	37 *10%* *14%*	15 *5%* *5%*	- - -	- - -	26 *14%* *10%* AC	24 *8%* *9%*	45 *12%* *17%* C	- - -	31 *9%* *11%*	61 *11%* *22%* C	24 *10%* *9%*	272 *10%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1933**	114 *6%*	249 *13%*	193 *10%*	- -	- -	104 *5%*	161 *8%*	204 *11%*	- -	294 *15%*	417 *22%*	197 *10%*	1933 *100%*
Effective Total	**1716**	106	225	176	-	-	93	149	189	-	260	383	180	1716
Mean	**6.81**	7.51 BFGHJK LM	6.86	7.10 JK	-	-	6.82	6.80	6.71	-	6.68	6.62	6.71	6.81
Standard Deviation	**2.30**	1.91	2.43	2.07	-	-	2.43	2.23	2.35	-	2.24	2.34	2.37	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**233** ***8%***	107 *8%* *46%*	126 *9%* *54%*	19 *7%* *8%*	45 *8%* *19%*	31 *6%* *14%*	25 *5%* *11%*	41 *9%* *17%* F	69 *14%* *30%* CDEF	24 *4%* *10%*	99 *7%* *42%*	110 *13%* *47%* IJ	75 *9%* *32%*	67 *8%* *29%*	92 *8%* *39%*
9	**220** ***8%***	99 *7%* *45%*	121 *8%* *55%*	16 *6%* *7%*	39 *7%* *18%*	29 *6%* *13%*	36 *7%* *17%*	44 *10%* *20%* E	55 *11%* *25%* DE	31 *6%* *14%*	100 *7%* *45%*	89 *10%* *41%* I	73 *9%* *33%*	55 *7%* *25%*	92 *8%* *42%*
8	**519** ***18%***	263 *19%* *51%*	255 *18%* *49%*	43 *15%* *8%*	91 *15%* *17%*	78 *16%* *15%*	96 *19%* *18%*	106 *25%* *20%* CD E	105 *21%* *20%*	86 *16%* *17%*	273 *19%* *53%*	160 *18%* *31%*	173 *21%* *33%* N	167 *20%* *32%* N	179 *15%* *34%*
7	**510** ***18%***	252 *18%* *49%*	258 *18%* *51%*	42 *14%* *8%*	115 *19%* *22%*	78 *16%* *15%*	100 *20%* *20%*	87 *20%* *17%*	90 *18%* *18%*	109 *20%* *21%*	243 *17%* *48%*	159 *18%* *31%*	148 *18%* *29%*	163 *20%* *32%*	200 *17%* *39%*
6	**335** ***12%***	149 *11%* *44%*	186 *13%* *56%*	36 *13%* *11%*	67 *11%* *20%*	73 *15%* *22%* G	75 *15%* *23%* G	32 *7%* *10%*	50 *10%* *15%*	55 *10%* *17%*	193 *14%* *58%* K	86 *10%* *26%*	92 *11%* *28%*	98 *12%* *29%*	144 *12%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
5	**361** ***13%***	185 *13%* *51%*	176 *12%* *49%*	41 *14%* *11%*	89 *15%* *25%* H	67 *14%* *19%*	56 *11%* *16%*	59 *14%* *16%*	49 *10%* *13%*	74 *14%* *20%*	196 *14%* *54%*	92 *10%* *25%*	96 *12%* *27%*	102 *12%* *28%*	163 *14%* *45%*
4	**169** ***6%***	84 *6%* *49%*	86 *6%* *51%*	36 *12%* *21%* DF GH	34 *6%* *20%*	36 *7%* *21%* G	29 *6%* *17%*	15 *3%* *9%*	19 *4%* *11%*	31 *6%* *18%*	88 *6%* *52%*	50 *6%* *30%*	45 *5%* *27%*	40 *5%* *23%*	85 *7%* *50%*
3	**137** ***5%***	70 *5%* *51%*	67 *5%* *49%*	15 *5%* *11%*	24 *4%* *18%*	24 *5%* *18%*	33 *7%* *24%*	14 *3%* *10%*	27 *5%* *20%*	33 *6%* *24%*	68 *5%* *50%*	36 *4%* *26%*	42 *5%* *30%*	42 *5%* *30%*	54 *5%* *39%*
2	**120** ***4%***	67 *5%* *55%*	54 *4%* *45%*	19 *7%* *16%* GH	43 *7%* *35%* GH	25 *5%* *21%* GH	19 *4%* *16%*	6 *1%* *5%*	8 *2%* *7%*	38 *7%* *31%* JK	50 *4%* *42%*	32 *4%* *27%*	30 *4%* *25%*	29 *4%* *24%*	61 *5%* *51%*
1	**135** ***5%***	73 *5%* *54%*	62 *4%* *46%*	21 *7%* *16%* GH	29 *5%* *21%*	40 *8%* *29%* FG H	19 *4%* *14%*	11 *3%* *8%*	15 *3%* *11%*	42 *8%* *31%* JK	60 *4%* *44%*	34 *4%* *25%*	34 *4%* *25%*	38 *5%* *28%*	64 *5%* *47%*
Don't know	**95** ***3%***	35 *3%* *37%*	60 *4%* *63%*	1 *** *2%*	25 *4%* *26%* C	15 *3%* *16%*	21 *4%* *23%* C	15 *4%* *16%* C	17 *3%* *17%*	20 *4%* *21%*	47 *3%* *49%*	28 *3%* *29%*	22 *3%* *23%*	29 *4%* *31%*	44 *4%* *46%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 10/9/8/7	**1482** ***52%***	722 *52%* *49%*	760 *52%* *51%*	121 *42%* *8%*	290 *48%* *20%*	217 *44%* *15%*	257 *50%* *17%*	277 *64%* *19%* CD EF	319 *63%* *22%* CDEF	249 *46%* *17%*	714 *50%* *48%*	518 *59%* *35%* IJ	468 *56%* *32%* N	451 *54%* *30%* N	563 *48%* *38%*
Net: 10/9	**453** ***16%***	207 *15%* *46%*	247 *17%* *54%*	36 *12%* *8%*	85 *14%* *19%*	60 *12%* *13%*	61 *12%* *14%*	85 *20%* *19%* EF	125 *25%* *27%* CDEF	54 *10%* *12%*	199 *14%* *44%* I	200 *23%* *44%* IJ	147 *18%* *33%*	122 *15%* *27%*	184 *16%* *41%*
Net: 6/5/4	**866** ***31%***	418 *30%* *48%*	448 *31%* *52%*	114 *39%* *13%* GH	190 *32%* *22%* H	176 *35%* *20%* GH	161 *31%* *19%* H	107 *25%* *12%*	118 *23%* *14%*	160 *30%* *19%*	477 *34%* *55%* K	228 *26%* *26%*	233 *28%* *27%*	240 *29%* *28%*	393 *33%* *45%* L
Net: 3/2/1	**392** ***14%***	209 *15%* *53%*	183 *13%* *47%*	55 *19%* *14%* GH	96 *16%* *24%* GH	89 *18%* *23%* GH	72 *14%* *18%* G	31 *7%* *8%*	50 *10%* *13%*	112 *21%* *29%* JK	178 *13%* *45%*	102 *12%* *26%*	105 *13%* *27%*	109 *13%* *28%*	178 *15%* *45%*
Mean	**6.32**	6.23	6.40	5.71	6.09	5.87	6.23 C	6.92 C DEF	6.96 CDE F	5.76	6.30 I	6.70 IJ	6.51 N	6.39	6.13
Standard Deviation	**2.39**	2.42	2.35	2.50	2.43	2.48	2.24	2.11	2.28	2.48	2.29	2.41	2.35	2.32	2.44

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**233** ***8%***	233 *8%* *100%*	199 *8%* *86%*	34 *14%* *14%* S	36 *9%* *15%*	192 *8%* *82%*	197 *8%* *85%*	121 *8%* *52%*	76 *8%* *32%*	80 *8%* *35%*
9	**220** ***8%***	220 *8%* *100%*	204 *8%* *93%*	16 *7%* *7%*	32 *8%* *15%*	186 *8%* *84%*	188 *8%* *85%*	110 *7%* *50%*	77 *8%* *35%*	83 *8%* *38%*
8	**519** ***18%***	519 *18%* *100%*	480 *18%* *93%*	39 *16%* *7%*	62 *16%* *12%*	450 *19%* *87%*	457 *19%* *88%*	274 *18%* *53%*	180 *20%* *35%*	187 *19%* *36%*
7	**510** ***18%***	510 *18%* *100%*	464 *18%* *91%*	46 *19%* *9%*	48 *12%* *9%*	456 *19%* *89%* U	463 *19%* *91%* U	287 *19%* *56%* U	173 *19%* *34%* U	186 *19%* *36%* U
6	**335** ***12%***	335 *12%* *100%*	307 *12%* *92%*	28 *12%* *8%*	54 *14%* *16%*	272 *11%* *81%*	280 *11%* *83%*	178 *12%* *53%*	102 *11%* *30%*	110 *11%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
5	**361** ***13%***	361 *13%* *100%*	325 *13%* *90%*	36 *15%* *10%*	46 *12%* *13%*	310 *13%* *86%*	314 *13%* *87%*	204 *14%* *57%*	109 *12%* *30%*	116 *12%* *32%*
4	**169** ***6%***	169 *6%* *100%*	157 *6%* *93%*	13 *5%* *7%*	34 *9%* *20%* Z	133 *6%* *78%*	136 *6%* *80%*	88 *6%* *52%*	48 *5%* *28%*	48 *5%* *28%*
3	**137** ***5%***	137 *5%* *100%*	134 *5%* *98%* T	3 *1%* *2%*	26 *7%* *19%*	111 *5%* *81%*	111 *5%* *81%*	74 *5%* *54%*	37 *4%* *27%*	43 *4%* *31%*
2	**120** ***4%***	120 *4%* *100%*	111 *4%* *93%*	9 *4%* *7%*	12 *3%* *10%*	108 *4%* *90%*	108 *4%* *90%*	66 *4%* *55%*	41 *4%* *34%*	45 *5%* *37%*
1	**135** ***5%***	135 *5%* *100%*	129 *5%* *95%*	6 *3%* *5%*	26 *7%* *19%*	107 *4%* *79%*	107 *4%* *79%*	63 *4%* *46%*	43 *5%* *32%*	45 *5%* *33%*
Don't know	**95** ***3%***	95 *3%* *100%*	84 *3%* *89%*	11 *4%* *11%*	16 *4%* *17%*	79 *3%* *83%*	79 *3%* *83%*	48 *3%* *51%*	29 *3%* *31%*	32 *3%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 10/9/8/7	**1482** ***52%***	1482 *52%* *100%*	1348 *52%* *91%*	135 *56%* *9%*	177 *45%* *12%*	1284 *53%* *87%* U	1305 *54%* *88%* U	792 *52%* *53%*	506 *55%* *34%* U	536 *55%* *36%* U
Net: 10/9	**453** ***16%***	453 *16%* *100%*	404 *16%* *89%*	50 *21%* *11%*	68 *17%* *15%*	377 *16%* *83%*	385 *16%* *85%*	232 *15%* *51%*	152 *17%* *34%*	163 *17%* *36%*
Net: 6/5/4	**866** ***31%***	866 *31%* *100%*	789 *30%* *91%*	77 *32%* *9%*	134 *34%* *15%*	714 *30%* *83%*	729 *30%* *84%*	470 *31%* *54%*	259 *28%* *30%*	274 *28%* *32%*
Net: 3/2/1	**392** ***14%***	392 *14%* *100%*	374 *14%* *95%* T	18 *8%* *5%*	64 *16%* *16%*	325 *14%* *83%*	325 *13%* *83%*	202 *13%* *52%*	120 *13%* *31%*	133 *14%* *34%*
Mean	**6.32**	6.32	6.28	6.73 S	6.12	6.35	6.36	6.32	6.42	6.41
Standard Deviation	**2.39**	2.39	2.39	2.27	2.53	2.36	2.36	2.34	2.38	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Total (Wtd)	**2835**	181 *6%*	374 *13%*	273 *10%*	-** - **	-** - **	171* *6%* *	290 *10%*	367 *13%*	-** - **	388 *14%*	523 *18%*	267 *9%*	2835 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
10	**233** ***8%***	14 *8%* *6%*	32 *8%* *14%*	29 *11%* *12%*	- - -	- - -	17 *10%* *7%*	26 *9%* *11%*	23 *6%* *10%*	- - -	42 *11%* *18%* K	31 *6%* *13%*	19 *7%* *8%*	233 *8%* *100%*
9	**220** ***8%***	23 *13%* *10%* H	32 *8%* *14%*	18 *7%* *8%*	- - -	- - -	9 *6%* *4%*	27 *9%* *12%*	19 *5%* *8%*	- - -	32 *8%* *14%*	42 *8%* *19%*	19 *7%* *9%*	220 *8%* *100%*
8	**519** ***18%***	36 *20%* *7%*	67 *18%* *13%*	70 *25%* *13%* JKM	- - -	- - -	44 *25%* *8%* JK	48 *16%* *9%*	75 *20%* *15%* J	- - -	51 *13%* *10%*	80 *15%* *15%*	48 *18%* *9%*	519 *18%* *100%* J
7	**510** ***18%***	28 *15%* *5%*	82 *22%* *16%* CK	38 *14%* *7%*	- - -	- - -	30 *18%* *6%*	51 *18%* *10%*	82 *22%* *16%* CK	- - -	64 *17%* *13%*	78 *15%* *15%*	58 *22%* *11%*	510 *18%* *100%*
6	**335** ***12%***	15 *8%* *5%*	49 *13%* *15%*	28 *10%* *8%*	- - -	- - -	13 *7%* *4%*	30 *10%* *9%*	56 *15%* *17%*	- - -	50 *13%* *15%*	67 *13%* *20%*	28 *10%* *8%*	335 *12%* *100%*
5	**361** ***13%***	21 *11%* *6%*	45 *12%* *13%*	30 *11%* *8%*	- - -	- - -	30 *17%* *8%* H	39 *13%* *11%*	33 *9%* *9%*	- - -	55 *14%* *15%*	81 *16%* *22%* H	27 *10%* *7%*	361 *13%* *100%*
4	**169** ***6%***	14 *8%* *8%*	12 *3%* *7%*	19 *7%* *11%*	- - -	- - -	9 *5%* *5%*	13 *4%* *7%*	18 *5%* *10%*	- - -	32 *8%* *19%* B	36 *7%* *21%* B	17 *6%* *10%*	169 *6%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 402

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
3	**137** ***5%***	12 *7%* *9%*	20 *5%* *15%*	9 *3%* *7%*	- - -	- - -	4 *3%* *3%*	13 *4%* *9%*	24 *7%* *18%*	- - -	14 *4%* *10%*	17 *3%* *13%*	22 *8%* *16%* JKM	137 *5%* *100%*
2	**120** ***4%***	1 *1%* *1%*	16 *4%* *13%*	13 *5%* *10%*	- - -	- - -	4 *2%* *3%*	14 *5%* *12%*	11 *3%* *9%*	- - -	18 *5%* *15%*	29 *6%* *24%* A	14 *5%* *11%* A	120 *4%* *100%*
1	**135** ***5%***	14 *8%* *10%* B	10 *3%* *7%*	10 *4%* *8%*	- - -	- - -	8 *5%* *6%*	15 *5%* *11%*	14 *4%* *10%*	- - -	16 *4%* *12%*	38 *7%* *28%* BM	9 *3%* *6%*	135 *5%* *100%*
Don't know	**95** ***3%***	3 *2%* *3%*	10 *3%* *10%*	9 *3%* *9%*	- - -	- - -	2 *1%* *2%*	15 *5%* *15%*	12 *3%* *13%*	- - -	13 *3%* *14%*	22 *4%* *24%*	8 *3%* *9%*	95 *3%* *100%*
Net: 10/9/8/7	**1482** ***52%***	101 *56%* *7%* K	213 *57%* *14%* K	155 *57%* *10%* K	- - -	- - -	101 *59%* *7%* K	152 *52%* *10%*	198 *54%* *13%* K	- - -	189 *49%* *13%*	231 *44%* *16%*	143 *54%* *10%* K	1482 *52%* *100%* K
Net: 10/9	**453** ***16%***	37 *20%* *8%* H	63 *17%* *14%*	47 *17%* *10%*	- - -	- - -	27 *16%* *6%*	53 *18%* *12%*	42 *11%* *9%*	- - -	74 *19%* *16%* H	73 *14%* *16%*	37 *14%* *8%*	453 *16%* *100%*
Net: 6/5/4	**866** ***31%***	50 *27%* *6%*	106 *28%* *12%*	77 *28%* *9%*	- - -	- - -	51 *30%* *6%*	82 *28%* *9%*	106 *29%* *12%*	- - -	137 *35%* *16%*	184 *35%* *21%* L	71 *27%* *8%*	866 *31%* *100%*
Net: 3/2/1	**392** ***14%***	27 *15%* *7%*	46 *12%* *12%*	32 *12%* *8%*	- - -	- - -	17 *10%* *4%*	42 *14%* *11%*	50 *14%* *13%*	- - -	49 *13%* *12%*	85 *16%* *22%*	44 *17%* *11%*	392 *14%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Personal Importance Rating ****

Base : All in sample B in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
Mean	**6.32**	6.37	6.54 K	6.56 K	-	-	6.56 K	6.36	6.34	-	6.30	5.95	6.23	6.32 K
Standard Deviation	**2.39**	2.53	2.23	2.40	-	-	2.31	2.47	2.22	-	2.43	2.48	2.35	2.39

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Total (Wtd)	**2835**	1385 *49%*	1450 *51%*	290 *10%*	601 *21%*	497 *18%*	511 *18%*	431 *15%*	503 *18%*	543 *19%*	1416 *50%*	877 *31%*	829 *29%*	829 *29%*	1177 *42%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
10	**270** ***10%***	123 *9%* *46%*	146 *10%* *54%*	29 *10%* *11%*	57 *9%* *21%*	38 *8%* *14%*	35 *7%* *13%*	36 *8%* *13%*	73 *14%* *27%* EFG	34 *6%* *13%*	117 *8%* *44%*	118 *13%* *44%* IJ	84 *10%* *31%*	80 *10%* *30%*	106 *9%* *39%*
9	**249** ***9%***	112 *8%* *45%*	138 *10%* *55%*	16 *5%* *6%*	51 *8%* *20%*	32 *7%* *13%*	46 *9%* *18%*	47 *11%* *19%*	57 *11%* *23%* CE	38 *7%* *15%*	99 *7%* *40%*	112 *13%* *45%* IJ	91 *11%* *36%* M	57 *7%* *23%*	102 *9%* *41%*
8	**555** ***20%***	292 *21%* *53%*	264 *18%* *47%*	61 *21%* *11%*	98 *16%* *18%*	89 *18%* *16%*	102 *20%* *18%*	121 *28%* *22%* DE FH	85 *17%* *15%*	99 *18%* *18%*	295 *21%* *53%*	162 *18%* *29%*	162 *20%* *29%*	184 *22%* *33%*	209 *18%* *38%*
7	**552** ***19%***	255 *18%* *46%*	297 *20%* *54%*	56 *19%* *10%*	127 *21%* *23%*	101 *20%* *18%*	111 *22%* *20%*	71 *16%* *13%*	86 *17%* *16%*	115 *21%* *21%*	285 *20%* *52%*	152 *17%* *28%*	153 *18%* *28%*	166 *20%* *30%*	234 *20%* *42%*
6	**353** ***12%***	172 *12%* *49%*	181 *12%* *51%*	39 *14%* *11%*	69 *11%* *20%*	70 *14%* *20%*	67 *13%* *19%*	43 *10%* *12%*	65 *13%* *18%*	58 *11%* *16%*	196 *14%* *55%*	99 *11%* *28%*	99 *12%* *28%*	95 *11%* *27%*	159 *14%* *45%*
5	**373** ***13%***	182 *13%* *49%*	191 *13%* *51%*	39 *13%* *10%*	92 *15%* *25%* H	70 *14%* *19%* H	74 *15%* *20%* H	55 *13%* *15%*	43 *8%* *11%*	80 *15%* *22%* K	205 *14%* *55%* K	88 *10%* *24%*	106 *13%* *28%*	102 *12%* *27%*	165 *14%* *44%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
4	**134** ***5%***	79 *6%* *59%*	55 *4%* *41%*	17 *6%* *13%*	32 *5%* *24%*	30 *6%* *22%*	23 *4%* *17%*	15 *4%* *11%*	17 *3%* *13%*	36 *7%* *27%*	66 *5%* *49%*	32 *4%* *24%*	42 *5%* *31%*	34 *4%* *25%*	58 *5%* *43%*
3	**68** ***2%***	42 *3%* *62%*	26 *2%* *38%*	8 *3%* *12%*	10 *2%* *15%*	14 *3%* *20%*	14 *3%* *20%*	9 *2%* *13%*	13 *3%* *20%*	10 *2%* *15%*	35 *2%* *52%*	22 *3%* *33%*	22 *3%* *33%*	23 *3%* *34%*	23 *2%* *34%*
2	**52** ***2%***	25 *2%* *48%*	27 *2%* *52%*	5 *2%* *10%*	16 *3%* *30%*	12 *2%* *22%*	9 *2%* *18%*	3 *1%* *6%*	7 *1%* *13%*	20 *4%* *39%* JK	23 *2%* *44%*	9 *1%* *17%*	14 *2%* *28%*	16 *2%* *30%*	22 *2%* *42%*
1	**59** ***2%***	40 *3%* *69%* B	19 *1%* *31%*	15 *5%* *26%* DF H	9 *2%* *16%*	13 *3%* *23%* F	3 *1%* *4%*	9 *2%* *16%*	9 *2%* *15%*	17 *3%* *28%*	21 *2%* *36%*	21 *2%* *36%*	16 *2%* *28%*	17 *2%* *29%*	25 *2%* *43%*
Don't know	**170** ***6%***	63 *5%* *37%*	107 *7%* *63%* A	5 *2%* *3%*	39 *6%* *23%* C	29 *6%* *17%* C	27 *5%* *16%*	23 *5%* *13%*	48 *10%* *28%* CFG	35 *6%* *21%*	74 *5%* *43%*	62 *7%* *36%*	40 *5%* *23%*	56 *7%* *33%*	75 *6%* *44%*
Net: 10/9/8/7	**1626** ***57%***	781 *56%* *48%*	845 *58%* *52%*	162 *56%* *10%*	333 *55%* *20%*	260 *52%* *16%*	294 *58%* *18%*	275 *64%* *17%* DE	301 *60%* *18%*	286 *53%* *18%*	796 *56%* *49%*	544 *62%* *33%* IJ	490 *59%* *30%*	486 *59%* *30%*	651 *55%* *40%*
Net: 10/9	**519** ***18%***	235 *17%* *45%*	284 *20%* *55%*	45 *16%* *9%*	108 *18%* *21%*	70 *14%* *14%*	81 *16%* *16%*	83 *19%* *16%*	130 *26%* *25%* CDEF	72 *13%* *14%*	217 *15%* *42%*	230 *26%* *44%* IJ	175 *21%* *34%*	136 *16%* *26%*	208 *18%* *40%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1949**	946 *49%*	1003 *51%*	173 *9%*	366 *19%*	363 *19%*	355 *18%*	331 *17%*	352 *18%*	405 *21%*	1063 *55%*	438 *22%*	575 *30%*	447 *23%*	927 *48%*
Effective Total	**1723**	836	887	149	326	330	322	294	317	378	1000	408	527	408	827
Net: 6/5/4	**860** ***30%***	434 *31%* *50%*	427 *29%* *50%*	95 *33%* *11%*	193 *32%* *22%* H	170 *34%* *20%* GH	164 *32%* *19%* H	112 *26%* *13%*	125 *25%* *15%*	174 *32%* *20%* K	467 *33%* *54%* K	219 *25%* *25%*	247 *30%* *29%*	231 *28%* *27%*	382 *32%* *44%*
Net: 3/2/1	**178** ***6%***	107 *8%* *60%* B	71 *5%* *40%*	28 *10%* *16%*	36 *6%* *20%*	39 *8%* *22%*	26 *5%* *14%*	21 *5%* *12%*	29 *6%* *16%*	47 *9%* *26%* J	79 *6%* *45%*	52 *6%* *29%*	53 *6%* *30%*	55 *7%* *31%*	70 *6%* *39%*
Mean	**6.80**	6.68	6.93 A	6.51	6.72	6.52	6.79	7.05 C E	7.16 CDE F	6.42	6.75 I	7.14 IJ	6.87	6.82	6.74
Standard Deviation	**2.07**	2.14	1.99	2.28	2.07	2.10	1.88	1.97	2.13	2.16	1.96	2.14	2.10	2.06	2.06

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
**** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Total (Wtd)	**2835**	2835 *100%*	2595 *92%*	240 *8%*	391 *14%*	2402 *85%*	2438 *86%*	1513 *53%*	915 *32%*	976 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
10	**270** ***10%***	270 *10%* *100%*	232 *9%* *86%*	37 *15%* *14%* S	49 *13%* *18%*	214 *9%* *79%*	221 *9%* *82%*	139 *9%* *52%*	80 *9%* *30%*	83 *8%* *31%*
9	**249** ***9%***	249 *9%* *100%*	236 *9%* *95%*	13 *5%* *5%*	24 *6%* *10%*	223 *9%* *89%*	225 *9%* *90%*	134 *9%* *54%*	90 *10%* *36%*	98 *10%* *39%*
8	**555** ***20%***	555 *20%* *100%*	506 *19%* *91%*	49 *21%* *9%*	60 *15%* *11%*	490 *20%* *88%*	495 *20%* *89%*	292 *19%* *53%*	201 *22%* *36%* U	211 *22%* *38%* U
7	**552** ***19%***	552 *19%* *100%*	500 *19%* *90%*	53 *22%* *10%*	66 *17%* *12%*	476 *20%* *86%*	484 *20%* *88%*	305 *20%* *55%*	177 *19%* *32%*	189 *19%* *34%*
6	**353** ***12%***	353 *12%* *100%*	326 *13%* *92%*	27 *11%* *8%*	52 *13%* *15%*	295 *12%* *84%*	298 *12%* *84%*	197 *13%* *56%*	101 *11%* *29%*	111 *11%* *31%*
5	**373** ***13%***	373 *13%* *100%*	341 *13%* *91%*	32 *13%* *9%*	54 *14%* *15%*	313 *13%* *84%*	319 *13%* *85%*	211 *14%* *56%*	106 *12%* *28%*	114 *12%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in England

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
4	**134** ***5%***	134 *5%* *100%*	128 *5%* *96%*	6 *3%* *4%*	19 *5%* *14%*	110 *5%* *82%*	115 *5%* *86%*	72 *5%* *54%*	42 *5%* *32%*	45 *5%* *34%*
3	**68** ***2%***	68 *2%* *100%*	66 *3%* *98%*	1 *1%* *2%*	13 *3%* *19%*	55 *2%* *81%*	55 *2%* *81%*	31 *2%* *45%*	24 *3%* *35%*	25 *3%* *37%*
2	**52** ***2%***	52 *2%* *100%*	48 *2%* *92%*	4 *2%* *8%*	12 *3%* *23%*	40 *2%* *77%*	40 *2%* *77%*	24 *2%* *46%*	16 *2%* *31%*	16 *2%* *31%*
1	**59** ***2%***	59 *2%* *100%*	51 *2%* *87%*	8 *3%* *13%*	17 *4%* *29%* VWX	41 *2%* *69%*	41 *2%* *69%*	21 *1%* *36%*	20 *2%* *34%*	22 *2%* *36%*
Don't know	**170** ***6%***	170 *6%* *100%*	161 *6%* *94%*	10 *4%* *6%*	25 *6%* *15%*	145 *6%* *85%*	145 *6%* *85%*	88 *6%* *52%*	57 *6%* *34%*	62 *6%* *36%*
Net: 10/9/8/7	**1626** ***57%***	1626 *57%* *100%*	1474 *57%* *91%*	152 *63%* *9%*	199 *51%* *12%*	1403 *58%* *86%* U	1426 *58%* *88%* U	870 *57%* *53%*	548 *60%* *34%* U	581 *60%* *36%* U
Net: 10/9	**519** ***18%***	519 *18%* *100%*	469 *18%* *90%*	50 *21%* *10%*	73 *19%* *14%*	437 *18%* *84%*	446 *18%* *86%*	273 *18%* *53%*	170 *19%* *33%*	181 *19%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1949**	1949 *100%*	1714 *88%*	208 *11%*	279 *14%*	1641 *84%*	1665 *85%*	1043 *54%*	614 *32%*	659 *34%*
Effective Total	**1723**	1723	1547	183	248	1450	1471	920	544	584
Net: 6/5/4	**860** ***30%***	860 *30%* *100%*	795 *31%* *92%*	65 *27%* *8%*	125 *32%* *15%*	719 *30%* *84%*	732 *30%* *85%*	480 *32%* *56%*	249 *27%* *29%*	270 *28%* *31%*
Net: 3/2/1	**178** ***6%***	178 *6%* *100%*	165 *6%* *93%*	13 *5%* *7%*	42 *11%* *23%* VWXY Z	135 *6%* *76%*	135 *6%* *76%*	76 *5%* *42%*	60 *7%* *34%*	63 *6%* *35%*
Mean	**6.80**	6.80	6.78	7.02	6.52	6.85 U	6.85 U	6.84 U	6.87 U	6.86 U
Standard Deviation	**2.07**	2.07	2.06	2.13	2.38	2.01	2.01	1.98	2.07	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Total (Wtd)	**2835**	181 *6%*	374 *13%*	273 *10%*	-** - **	-** - **	171* *6%* *	290 *10%*	367 *13%*	-** - **	388 *14%*	523 *18%*	267 *9%*	2835 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
10	**270** ***10%***	15 *8%* *6%*	35 *9%* *13%*	34 *12%* *13%* K	- - -	- - -	21 *12%* *8%*	32 *11%* *12%*	27 *7%* *10%*	- - -	52 *13%* *19%* HKLM	36 *7%* *13%*	18 *7%* *7%*	270 *10%* *100%*
9	**249** ***9%***	22 *12%* *9%* H	41 *11%* *17%* H	28 *10%* *11%* H	- - -	- - -	13 *7%* *5%*	27 *9%* *11%*	17 *5%* *7%*	- - -	28 *7%* *11%*	48 *9%* *19%*	26 *10%* *10%*	249 *9%* *100%*
8	**555** ***20%***	34 *19%* *6%*	65 *17%* *12%*	63 *23%* *11%* J	- - -	- - -	39 *23%* *7%*	49 *17%* *9%*	96 *26%* *17%* BGJKM	- - -	58 *15%* *10%*	97 *18%* *17%*	55 *20%* *10%*	555 *20%* *100%*
7	**552** ***19%***	31 *17%* *6%*	72 *19%* *13%*	49 *18%* *9%*	- - -	- - -	25 *15%* *5%*	56 *19%* *10%*	85 *23%* *15%* K	- - -	88 *23%* *16%* K	84 *16%* *15%*	62 *23%* *11%* K	552 *19%* *100%*
6	**353** ***12%***	18 *10%* *5%*	59 *16%* *17%* CF	21 *8%* *6%*	- - -	- - -	12 *7%* *3%*	37 *13%* *10%*	47 *13%* *13%*	- - -	56 *15%* *16%* C	73 *14%* *21%* C	30 *11%* *9%*	353 *12%* *100%*
5	**373** ***13%***	29 *16%* *8%*	47 *13%* *13%*	30 *11%* *8%*	- - -	- - -	30 *17%* *8%*	35 *12%* *9%*	37 *10%* *10%*	- - -	49 *13%* *13%*	84 *16%* *22%*	32 *12%* *9%*	373 *13%* *100%*
4	**134** ***5%***	12 *7%* *9%*	15 *4%* *11%*	15 *6%* *11%*	- - -	- - -	4 *3%* *3%*	11 *4%* *8%*	19 *5%* *14%*	- - -	19 *5%* *14%*	30 *6%* *22%*	9 *3%* *7%*	134 *5%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

	TOTAL	Region/Nation												
		North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
3	**68** ***2%***	6 *3%* *9%*	11 *3%* *16%*	5 *2%* *8%*	- - -	- - -	1 *1%* *2%*	8 *3%* *12%*	13 *4%* *20%*	- - -	6 *1%* *9%*	12 *2%* *18%*	5 *2%* *7%*	68 *2%* *100%*
2	**52** ***2%***	1 *1%* *3%*	8 *2%* *16%*	5 *2%* *9%*	- - -	- - -	3 *2%* *7%*	8 *3%* *16%*	4 *1%* *7%*	- - -	7 *2%* *13%*	9 *2%* *17%*	6 *2%* *12%*	52 *2%* *100%*
1	**59** ***2%***	5 *3%* *8%*	4 *1%* *7%*	7 *3%* *12%*	- - -	- - -	5 *3%* *8%*	9 *3%* *16%*	3 *1%* *5%*	- - -	8 *2%* *13%*	12 *2%* *20%*	6 *2%* *10%*	59 *2%* *100%*
Don't know	**170** ***6%***	8 *4%* *5%*	16 *4%* *10%*	16 *6%* *9%*	- - -	- - -	19 *11%* *11%* BJ	18 *6%* *10%*	19 *5%* *11%*	- - -	18 *5%* *10%*	38 *7%* *22%*	18 *7%* *11%*	170 *6%* *100%*
Net: 10/9/8/7	**1626** ***57%***	102 *56%* *6%*	213 *57%* *13%*	175 *64%* *11%* K	- - -	- - -	97 *57%* *6%*	164 *56%* *10%*	225 *61%* *14%* K	- - -	225 *58%* *14%*	265 *51%* *16%*	160 *60%* *10%* K	1626 *57%* *100%* K
Net: 10/9	**519** ***18%***	37 *20%* *7%*	76 *20%* *15%* H	62 *23%* *12%* H	- - -	- - -	33 *19%* *6%*	59 *20%* *11%* H	44 *12%* *9%*	- - -	80 *21%* *15%* H	85 *16%* *16%*	44 *16%* *8%*	519 *18%* *100%* H
Net: 6/5/4	**860** ***30%***	59 *33%* *7%*	121 *32%* *14%*	66 *24%* *8%*	- - -	- - -	46 *27%* *5%*	83 *29%* *10%*	103 *28%* *12%*	- - -	124 *32%* *14%*	187 *36%* *22%* CLM	71 *27%* *8%*	860 *30%* *100%*
Net: 3/2/1	**178** ***6%***	12 *7%* *7%*	24 *6%* *13%*	17 *6%* *9%*	- - -	- - -	9 *5%* *5%*	26 *9%* *14%*	20 *6%* *11%*	- - -	21 *5%* *12%*	33 *6%* *18%*	17 *6%* *10%*	178 *6%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L/M
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 403

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about my region, made for people in my region - Social Importance Rating ****

Base : All in sample B in England

		Region/Nation												
	TOTAL	North East (A)	North West (B)	Yorkshire and Humberside (C)	Northern Ireland (D)	Scotland (E)	East Anglia (F)	East Midlands (G)	West Midlands (H)	Wales (I)	Greater London (J)	South East (K)	South West (L)	England (M)
Total (Unwtd)	**1949**	120 *6%*	263 *13%*	192 *10%*	- -	- -	94 *5%*	154 *8%*	199 *10%*	- -	313 *16%*	413 *21%*	201 *10%*	1949 *100%*
Effective Total	**1723**	112	245	170	-	-	86	141	180	-	274	370	184	1723
Mean	**6.80**	6.72	6.84	7.03 K	-	-	6.94	6.74	6.83	-	6.87	6.61	6.81	6.80
Standard Deviation	**2.07**	2.14	2.02	2.17	-	-	2.18	2.25	1.85	-	2.08	2.06	2.00	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 404

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about my region, made for people in my region - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1371	1941	3850	1933	1949	1949
Total (Wtd)	4029	1958	2912	5641	2846	2835	2835
Effective Total	2454	1221	1721	3415	1716	1723	1723
10	168 *4%*	47 *2%*	135 *5%*	184 *3%*	332 *12%*	233 *8%*	270 *10%*
9	217 *5%*	66 *3%*	167 *6%*	210 *4%*	297 *10%*	220 *8%*	249 *9%*
8	595 *15%*	174 *9%*	434 *15%*	604 *11%*	597 *21%*	519 *18%*	555 *20%*
7	710 *18%*	260 *13%*	467 *16%*	955 *17%*	487 *17%*	510 *18%*	552 *19%*
6	643 *16%*	303 *15%*	436 *15%*	909 *16%*	315 *11%*	335 *12%*	353 *12%*
5	538 *13%*	303 *15%*	385 *13%*	907 *16%*	312 *11%*	361 *13%*	373 *13%*
4	309 *8%*	182 *9%*	194 *7%*	517 *9%*	134 *5%*	169 *6%*	134 *5%*
3	183 *5%*	131 *7%*	166 *6%*	319 *6%*	89 *3%*	137 *5%*	68 *2%*
2	159 *4%*	125 *6%*	127 *4%*	238 *4%*	87 *3%*	120 *4%*	52 *2%*
1	164 *4%*	117 *6%*	113 *4%*	262 *5%*	95 *3%*	135 *5%*	59 *2%*
Don't know	344 *9%*	250 *13%*	288 *10%*	535 *9%*	100 *4%*	95 *3%*	170 *6%*
Net: 10/9/8/7	1690 *42%*	547 *28%*	1203 *41%*	1954 *35%*	1714 *60%*	1482 *52%*	1626 *57%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 404

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about my region, made for people in my region - SUMMARY

Base : Regular viewers of each channel in England

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	2759	1371	1941	3850	1933	1949	1949
Effective Total	2454	1221	1721	3415	1716	1723	1723
Net: 10/9	385 *10%*	113 *6%*	302 *10%*	395 *7%*	629 *22%*	453 *16%*	519 *18%*
Net: 6/5/4	1489 *37%*	787 *40%*	1015 *35%*	2334 *41%*	760 *27%*	866 *31%*	860 *30%*
Net: 3/2/1	506 *13%*	373 *19%*	406 *14%*	818 *15%*	272 *10%*	392 *14%*	178 *6%*
Mean	6.02	5.33	6.01	5.68	6.81	6.32	6.80
Standard Deviation	2.20	2.25	2.26	2.16	2.30	2.39	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 405

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Total (Wtd)	**417**	182 *44%*	235 *56%*	36* *9%* *	64* *15%* *	75 *18%*	80 *19%*	76 *18%*	85 *20%*	77 *18%*	205 *49%*	136 *33%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
10	**16** ***4%***	8 *4%* *46%*	9 *4%* *54%*	1 *2%* *4%*	5 *7%* *29%* EF	1 *1%* *7%*	1 *1%* *4%*	3 *4%* *21%*	6 *7%* *36%* EF	1 *1%* *6%*	7 *3%* *43%*	8 *6%* *51%* I
9	**19** ***5%***	11 *6%* *56%*	8 *3%* *44%*	2 *7%* *13%*	3 *4%* *15%*	5 *7%* *26%*	3 *4%* *15%*	2 *3%* *13%*	3 *4%* *18%*	3 *4%* *17%*	8 *4%* *44%*	7 *5%* *38%*
8	**49** ***12%***	22 *12%* *44%*	27 *11%* *56%*	5 *14%* *10%*	5 *8%* *11%*	6 *9%* *13%*	7 *9%* *15%*	9 *12%* *19%*	15 *18%* *31%* EF	6 *8%* *13%*	25 *12%* *52%*	17 *12%* *35%*
7	**83** ***20%***	37 *21%* *45%*	46 *19%* *55%*	10 *28%* *12%*	13 *19%* *15%*	15 *21%* *19%*	19 *23%* *22%*	13 *17%* *15%*	14 *16%* *17%*	15 *20%* *18%*	41 *20%* *49%*	27 *20%* *33%*
6	**74** ***18%***	33 *18%* *44%*	41 *18%* *56%*	9 *24%* *12%* D	7 *11%* *9%*	15 *20%* *21%*	13 *16%* *17%*	18 *23%* *24%* D	13 *15%* *17%*	12 *16%* *17%*	34 *17%* *46%*	28 *21%* *38%*
5	**63** ***15%***	24 *13%* *38%*	39 *16%* *62%*	3 *9%* *5%*	14 *21%* *22%*	12 *15%* *18%*	12 *15%* *19%*	9 *12%* *14%*	13 *15%* *21%*	15 *19%* *23%*	32 *15%* *50%*	17 *12%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 405

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
4	**32** ***8%***	16 *9%* *48%*	17 *7%* *52%*	3 *8%* *8%*	7 *10%* *20%*	4 *6%* *13%*	9 *11%* *27%*	5 *7%* *15%*	5 *6%* *15%*	6 *7%* *17%*	20 *10%* *62%* K	7 *5%* *20%*
3	**23** ***6%***	11 *6%* *48%*	12 *5%* *52%*	1 *3%* *5%*	5 *7%* *21%*	6 *8%* *26%*	4 *5%* *16%*	4 *6%* *19%*	3 *4%* *14%*	6 *8%* *28%* K	13 *6%* *57%*	3 *3%* *15%*
2	**18** ***4%***	8 *5%* *47%*	9 *4%* *53%*	- - -	2 *3%* *12%*	3 *4%* *18%*	3 *3%* *14%*	4 *5%* *23%*	6 *7%* *34%*	4 *5%* *21%*	7 *3%* *38%*	7 *5%* *41%*
1	**13** ***3%***	7 *4%* *57%*	5 *2%* *43%*	1 *4%* *11%*	1 *1%* *5%*	2 *3%* *16%*	5 *6%* *35%*	2 *3%* *17%*	2 *2%* *15%*	3 *4%* *25%*	6 *3%* *50%*	3 *2%* *25%*
Don't know	**28** ***7%***	6 *3%* *21%*	22 *9%* *79%* A	1 *2%* *2%*	4 *6%* *15%*	5 *7%* *18%*	6 *8%* *22%*	6 *8%* *22%*	6 *7%* *20%*	5 *7%* *18%*	12 *6%* *43%*	11 *8%* *39%*
Net: 10/9/8/7	**167** ***40%***	77 *42%* *46%*	90 *38%* *54%*	18 *50%* *11%*	25 *39%* *15%*	28 *37%* *17%*	29 *37%* *18%*	28 *37%* *17%*	38 *45%* *23%*	26 *34%* *15%*	81 *40%* *49%*	60 *44%* *36%*
Net: 10/9	**35** ***8%***	18 *10%* *52%*	17 *7%* *48%*	3 *9%* *9%*	7 *12%* *21%*	6 *8%* *17%*	4 *4%* *10%*	6 *8%* *17%*	9 *11%* *26%* F	4 *5%* *12%*	15 *7%* *44%*	16 *12%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 405

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**687**	306 *45%*	381 *55%*	46 *7%*	90 *13%*	128 *19%*	136 *20%*	139 *20%*	147 *21%*	141 *21%*	373 *54%*	168 *24%*
Effective Total	**639**	283	356	42	86	124	128	131	137	138	363	161
Net: 6/5/4	**169** ***41%***	73 *40%* *43%*	97 *41%* *57%*	15 *41%* *9%*	27 *43%* *16%*	31 *41%* *18%*	34 *42%* *20%*	32 *42%* *19%*	30 *36%* *18%*	33 *42%* *19%*	86 *42%* *51%*	51 *38%* *30%*
Net: 3/2/1	**53** ***13%***	27 *15%* *50%*	27 *11%* *50%*	2 *7%* *5%*	7 *12%* *14%*	11 *15%* *21%*	11 *13%* *20%*	10 *14%* *19%*	11 *13%* *21%*	13 *17%* *25%*	26 *13%* *49%*	14 *10%* *26%*
Mean	**5.93**	5.91	5.94	6.32 F	5.96	5.80	5.60	5.92	6.15 F	5.52	5.86	6.26 I
Standard Deviation	**2.10**	2.19	2.02	1.85	2.12	2.03	2.05	2.12	2.26	2.07	2.07	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 405

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Total (Wtd)	**417**	417 *100%*	411 *98%*	6** *2%* **	61* *15%* *	354 *85%*	356 *85%*	223 *53%*	132 *32%*	142 *34%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
10	**16** ***4%***	16 *4%* *100%*	16 *4%* *100%*	- - -	3 *5%* *19%*	13 *4%* *81%*	13 *4%* *81%*	8 *4%* *49%*	5 *4%* *32%*	8 *6%* *48%*
9	**19** ***5%***	19 *5%* *100%*	19 *5%* *100%*	- - -	1 *2%* *6%*	18 *5%* *94%*	18 *5%* *94%*	13 *6%* *70%*	5 *3%* *24%*	5 *3%* *24%*
8	**49** ***12%***	49 *12%* *100%*	48 *12%* *99%*	* *5%* *1%*	10 *16%* *20%* X	39 *11%* *80%*	39 *11%* *80%*	19 *9%* *40%*	19 *14%* *39%* X	19 *14%* *40%*
7	**83** ***20%***	83 *20%* *100%*	81 *20%* *98%*	2 *32%* *2%*	15 *25%* *18%* YZ	68 *19%* *82%* YZ	68 *19%* *82%* YZ	54 *24%* *65%* YZ	14 *11%* *17%*	16 *11%* *19%*
6	**74** ***18%***	74 *18%* *100%*	72 *18%* *98%*	2 *27%* *2%*	12 *19%* *16%*	61 *17%* *83%*	62 *18%* *84%*	38 *17%* *52%*	24 *18%* *33%*	26 *18%* *35%*
5	**63** ***15%***	63 *15%* *100%*	61 *15%* *97%*	2 *26%* *3%*	7 *12%* *12%*	56 *16%* *88%*	56 *16%* *88%*	30 *13%* *48%*	26 *19%* *41%*	26 *18%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 405

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 100%	672 98%	12 2%	104 15%	580 84%	583 85%	366 53%	215 31%	230 33%
Effective Total	**639**	639	628	11	95	541	543	341	201	214
4	**32** **8%**	32 8% 100%	32 8% 100%	- - -	3 4% 8%	29 8% 90%	30 8% 92%	17 7% 51%	13 10% 41%	14 10% 44%
3	**23** **6%**	23 6% 100%	23 6% 100%	- - -	3 4% 12%	20 6% 88%	20 6% 88%	12 6% 53%	8 6% 35%	9 6% 38%
2	**18** **4%**	18 4% 100%	18 4% 100%	- - -	4 6% 20%	14 4% 80%	14 4% 80%	7 3% 38%	7 6% 42%	8 6% 46%
1	**13** **3%**	13 3% 100%	13 3% 100%	- - -	2 3% 14%	11 3% 86%	11 3% 86%	8 4% 61%	3 2% 25%	3 2% 25%
Don't know	**28** **7%**	28 7% 100%	27 7% 98%	1 10% 2%	3 5% 10%	25 7% 90%	25 7% 90%	17 8% 61%	7 6% 27%	8 6% 29%
Net: 10/9/8/7	**167** **40%**	167 40% 100%	165 40% 99%	2 37% 1%	29 47% 17% YZ	138 39% 83%	138 39% 83%	94 42% 56% YZ	43 32% 26%	48 34% 29%
Net: 10/9	**35** **8%**	35 8% 100%	35 9% 100%	- - -	4 7% 12%	31 9% 88%	31 9% 88%	21 10% 60%	10 7% 28%	12 9% 35%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 405

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC1 ****

Base : Regular viewers of BBC1 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**687**	687 *100%*	672 *98%*	12 *2%*	104 *15%*	580 *84%*	583 *85%*	366 *53%*	215 *31%*	230 *33%*
Effective Total	**639**	639	628	11	95	541	543	341	201	214
Net: 6/5/4	**169** ***41%***	169 *41%* *100%*	166 *40%* *98%*	3 *53%* *2%*	21 *35%* *13%*	146 *41%* *86%*	148 *42%* *87%*	85 *38%* *50%*	63 *48%* *37%* UX	66 *47%* *39%* X
Net: 3/2/1	**53** ***13%***	53 *13%* *100%*	53 *13%* *100%*	- - -	8 *13%* *15%*	45 *13%* *85%*	45 *13%* *85%*	27 *12%* *50%*	19 *14%* *35%*	20 *14%* *37%*
Mean	**5.93**	5.93	5.92	6.19	6.12	5.89	5.89	5.99	5.72	5.79
Standard Deviation	**2.10**	2.10	2.11	1.01	2.11	2.10	2.09	2.08	2.11	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 406

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Total (Wtd)	**187**	93 *50%*	94 *50%*	7** *4%* **	22* *12%* *	24* *13%* *	42* *23%* *	39* *21%* *	53* *28%* *	44* *23%* *	89 *48%*	54* *29%* *
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
10	**6** ***3%***	3 *3%* *47%*	3 *3%* *53%*	1 *11%* *12%*	1 *3%* *12%*	- - -	1 *1%* *9%*	* *1%* *9%*	3 *6%* *59%*	- - -	3 *3%* *49%*	3 *5%* *51%*
9	**5** ***3%***	2 *2%* *35%*	3 *3%* *65%*	1 *11%* *14%*	- - -	2 *9%* *45%* FG	- - -	* *1%* *9%*	2 *3%* *31%*	1 *2%* *20%*	3 *4%* *66%*	1 *1%* *14%*
8	**21** ***11%***	11 *12%* *53%*	10 *11%* *47%*	- - -	2 *9%* *10%*	3 *11%* *13%*	5 *11%* *21%*	3 *9%* *16%*	8 *16%* *40%*	4 *10%* *21%*	11 *12%* *52%*	6 *11%* *28%*
7	**32** ***17%***	14 *16%* *46%*	17 *18%* *54%*	1 *10%* *2%*	3 *15%* *11%*	3 *11%* *9%*	7 *16%* *21%*	8 *22%* *27%*	10 *19%* *31%*	9 *21%* *29%*	13 *14%* *40%*	10 *18%* *31%*
6	**34** ***18%***	16 *18%* *48%*	18 *19%* *52%*	3 *38%* *7%*	6 *28%* *18%* H	3 *14%* *10%*	9 *21%* *26%*	7 *18%* *21%*	6 *11%* *17%*	6 *14%* *18%*	20 *22%* *58%*	8 *15%* *24%*

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
5	**31** ***16%***	16 *17%* *52%*	15 *16%* *48%*	- - -	5 *23%* *17%*	5 *21%* *17%*	7 *16%* *21%*	6 *15%* *19%*	8 *15%* *26%*	12 *26%* *37%* J	11 *12%* *35%*	8 *16%* *28%*
4	**14** ***7%***	8 *8%* *56%*	6 *6%* *44%*	1 *11%* *5%*	1 *3%* *5%*	3 *11%* *19%*	4 *10%* *31%*	2 *5%* *13%*	4 *7%* *26%*	5 *10%* *33%*	7 *7%* *48%*	3 *5%* *19%*
3	**8** ***4%***	6 *6%* *66%*	3 *3%* *34%*	1 *11%* *8%*	1 *7%* *18%*	1 *2%* *7%*	2 *5%* *28%*	1 *3%* *14%*	2 *4%* *26%*	1 *3%* *15%*	5 *6%* *59%*	2 *4%* *26%*
2	**12** ***6%***	8 *9%* *67%*	4 *4%* *33%*	- - -	1 *3%* *6%*	3 *11%* *22%*	4 *9%* *31%*	2 *6%* *20%*	3 *5%* *23%*	1 *2%* *9%*	7 *8%* *57%*	4 *8%* *34%*
1	**9** ***5%***	6 *6%* *67%*	3 *3%* *33%*	- - -	- - -	1 *5%* *13%*	2 *5%* *26%*	4 *10%* *44%*	2 *3%* *18%*	1 *3%* *15%*	5 *6%* *60%*	2 *4%* *25%*
Don't know	**16** ***8%***	3 *3%* *19%*	13 *13%* *81%* A	1 *10%* *4%*	2 *8%* *11%*	1 *5%* *7%*	3 *7%* *19%*	4 *9%* *23%*	6 *11%* *36%*	3 *7%* *21%*	5 *6%* *33%*	7 *13%* *47%*
Net: 10/9/8/7	**63** ***34%***	30 *32%* *47%*	33 *35%* *53%*	2 *31%* *3%*	6 *28%* *10%*	8 *32%* *12%*	12 *27%* *18%*	13 *33%* *20%*	23 *44%* *36%* F	14 *33%* *23%*	30 *33%* *47%*	19 *35%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 406

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**323**	160 *50%*	163 *50%*	10 *3%*	32 *10%*	42 *13%*	71 *22%*	72 *22%*	96 *30%*	82 *25%*	167 *52%*	70 *22%*
Effective Total	**302**	149	154	9	30	41	68	68	89	80	161	69
Net: 10/9	**11** ***6%***	4 *5%* *41%*	6 *7%* *59%*	1 *21%* *13%*	1 *3%* *6%*	2 *9%* *21%* F	1 *1%* *5%*	1 *2%* *9%*	5 *9%* *46%* F	1 *2%* *9%*	6 *7%* *57%*	4 *7%* *34%*
Net: 6/5/4	**79** ***42%***	40 *43%* *51%*	39 *41%* *49%*	3 *49%* *4%*	12 *55%* *15%* H	11 *46%* *14%*	20 *46%* *25%*	15 *38%* *19%*	17 *33%* *22%*	22 *51%* *28%*	37 *42%* *47%*	19 *35%* *24%*
Net: 3/2/1	**29** ***16%***	20 *21%* *67%* B	10 *10%* *33%*	1 *11%* *2%*	2 *10%* *7%*	4 *18%* *15%*	8 *20%* *28%*	7 *19%* *25%*	7 *12%* *22%*	4 *8%* *13%*	17 *19%* *59%* I	9 *16%* *29%*
Mean	**5.62**	5.36	5.91 A	6.34	5.83	5.42	5.23	5.33	6.09 FG	5.64	5.55	5.73
Standard Deviation	**2.18**	2.27	2.05	2.31	1.67	2.30	2.10	2.29	2.27	1.76	2.31	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 406

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Total (Wtd)	**187**	187 *100%*	186 *99%*	1** *1%* **	32* *17%* *	155 *83%*	155 *83%*	94 *50%*	62 *33%*	68 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
10	**6** ***3%***	6 *3%* *100%*	6 *3%* *100%*	- - -	1 *2%* *9%*	5 *3%* *91%*	5 *3%* *91%*	2 *2%* *26%*	4 *6%* *65%*	5 *7%* *79%* X
9	**5** ***3%***	5 *3%* *100%*	5 *3%* *100%*	- - -	1 *3%* *17%*	4 *3%* *83%*	4 *3%* *83%*	3 *3%* *51%*	2 *3%* *32%*	2 *2%* *32%*
8	**21** ***11%***	21 *11%* *100%*	21 *11%* *98%*	* *41%* *2%*	5 *15%* *22%*	16 *11%* *78%*	16 *11%* *78%*	7 *7%* *31%*	10 *16%* *47%* X	10 *15%* *49%* X
7	**32** ***17%***	32 *17%* *100%*	32 *17%* *100%*	- - -	7 *24%* *23%* YZ	24 *16%* *77%*	24 *16%* *77%*	18 *19%* *57%*	6 *10%* *19%*	7 *11%* *23%*
6	**34** ***18%***	34 *18%* *100%*	34 *18%* *100%*	- - -	5 *16%* *15%*	28 *18%* *83%*	29 *19%* *85%*	18 *20%* *54%*	10 *17%* *31%*	12 *17%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 406

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
5	**31** ***16%***	31 *16%* *100%*	31 *17%* *100%*	- - -	5 *14%* *15%*	26 *17%* *85%*	26 *17%* *85%*	15 *16%* *50%*	11 *17%* *35%*	11 *16%* *35%*
4	**14** ***7%***	14 *7%* *100%*	14 *7%* *100%*	- - -	2 *5%* *11%*	12 *8%* *89%*	12 *8%* *89%*	10 *11%* *75%* YZ	2 *3%* *14%*	3 *4%* *20%*
3	**8** ***4%***	8 *4%* *100%*	8 *5%* *100%*	- - -	1 *4%* *15%*	7 *5%* *85%*	7 *5%* *85%*	3 *3%* *34%*	4 *7%* *51%*	4 *6%* *51%*
2	**12** ***6%***	12 *6%* *100%*	12 *6%* *100%*	- - -	2 *6%* *15%*	10 *7%* *85%*	10 *7%* *85%*	6 *6%* *49%*	4 *7%* *36%*	5 *8%* *43%*
1	**9** ***5%***	9 *5%* *100%*	9 *5%* *100%*	- - -	1 *2%* *6%*	8 *5%* *94%*	8 *5%* *94%*	5 *5%* *52%*	4 *6%* *42%*	4 *6%* *42%*
Don't know	**16** ***8%***	16 *8%* *100%*	15 *8%* *96%*	1 *59%* *4%*	3 *10%* *21%*	12 *8%* *79%*	12 *8%* *79%*	8 *8%* *49%*	5 *8%* *30%*	5 *8%* *34%*
Net: 10/9/8/7	**63** ***34%***	63 *34%* *100%*	63 *34%* *99%*	* *41%* *1%*	13 *43%* *21%*	50 *32%* *79%*	50 *32%* *79%*	29 *31%* *45%*	21 *35%* *34%*	24 *35%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 406

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - BBC2 ****

Base : Regular viewers of BBC2 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**323**	323 *100%*	320 *99%*	2 *1%*	58 *18%*	264 *82%*	265 *82%*	159 *49%*	106 *33%*	115 *36%*
Effective Total	**302**	302	300	2	54	248	249	148	100	109
Net: 10/9	**11** ***6%***	11 *6%* *100%*	11 *6%* *100%*	- - -	1 *4%* *13%*	9 *6%* *87%*	9 *6%* *87%*	4 *4%* *37%*	5 *9%* *50%*	6 *9%* *57%*
Net: 6/5/4	**79** ***42%***	79 *42%* *100%*	79 *42%* *100%*	- - -	11 *36%* *14%*	67 *43%* *85%*	67 *43%* *86%*	44 *47%* *56%*	23 *38%* *29%*	25 *37%* *32%*
Net: 3/2/1	**29** ***16%***	29 *16%* *100%*	29 *16%* *100%*	- - -	4 *11%* *12%*	26 *17%* *88%*	26 *17%* *88%*	13 *14%* *46%*	12 *20%* *42%*	13 *20%* *45%*
Mean	**5.62**	5.62	5.62	8.00	6.01	5.54	5.54	5.46	5.67	5.71
Standard Deviation	**2.18**	2.18	2.18	-	1.96	2.22	2.21	2.05	2.45	2.45

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 407

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Total (Wtd)	**316**	130 *41%*	186 *59%*	31* *10%* *	46* *15%* *	58* *18%* *	65 *21%*	55* *17%* *	61* *19%* *	43* *14%* *	157 *50%*	116 *37%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
10	**16** ***5%***	6 *5%* *39%*	10 *5%* *61%*	- - -	4 *9%* *27%*	2 *4%* *14%*	2 *2%* *10%*	4 *7%* *23%*	4 *7%* *27%*	1 *3%* *8%*	7 *4%* *41%*	8 *7%* *51%*
9	**11** ***3%***	6 *4%* *52%*	5 *3%* *48%*	1 *2%* *6%*	- - -	2 *4%* *19%*	4 *6%* *34%*	2 *4%* *19%*	2 *4%* *22%*	1 *1%* *5%*	6 *4%* *51%*	5 *4%* *44%*
8	**39** ***12%***	16 *12%* *42%*	23 *12%* *58%*	5 *16%* *13%*	3 *7%* *9%*	6 *10%* *15%*	7 *10%* *17%*	4 *8%* *12%*	14 *23%* *35%* DEFG	1 *1%* *1%*	19 *12%* *48%* I	20 *17%* *50%* I
7	**49** ***15%***	18 *14%* *38%*	30 *16%* *62%*	3 *10%* *7%*	5 *10%* *9%*	15 *27%* *32%* CD H	10 *15%* *21%*	8 *15%* *17%*	7 *12%* *15%*	9 *21%* *19%*	24 *15%* *49%*	16 *13%* *32%*
6	**54** ***17%***	24 *19%* *45%*	30 *16%* *55%*	11 *37%* *21%* DE FH	8 *18%* *15%*	5 *9%* *10%*	10 *15%* *19%*	12 *21%* *22%* E	7 *12%* *13%*	7 *16%* *13%*	28 *18%* *51%*	20 *17%* *36%*
5	**49** ***15%***	19 *14%* *38%*	30 *16%* *62%*	4 *14%* *9%*	6 *12%* *12%*	10 *17%* *20%*	13 *20%* *27%*	9 *16%* *18%*	7 *12%* *15%*	4 *9%* *8%*	25 *16%* *52%*	20 *17%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 407

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
4	**25** ***8%***	13 *10%* *52%*	12 *6%* *48%*	3 *10%* *12%*	4 *9%* *17%*	3 *5%* *10%*	7 *11%* *28%*	4 *6%* *14%*	5 *8%* *19%*	5 *13%* *22%*	13 *8%* *52%*	7 *6%* *26%*
3	**21** ***7%***	8 *6%* *37%*	13 *7%* *63%*	1 *2%* *3%*	7 *15%* *32%* CFG	5 *9%* *25%*	3 *5%* *14%*	2 *4%* *10%*	3 *5%* *15%*	4 *10%* *21%*	12 *7%* *56%*	5 *4%* *23%*
2	**19** ***6%***	8 *6%* *43%*	11 *6%* *57%*	1 *2%* *3%*	4 *9%* *20%*	5 *8%* *25%*	3 *5%* *16%*	4 *7%* *19%*	3 *5%* *16%*	5 *12%* *26%* K	10 *7%* *53%*	4 *4%* *21%*
1	**9** ***3%***	6 *5%* *64%*	3 *2%* *36%*	1 *4%* *15%*	- - -	3 *5%* *29%*	2 *3%* *21%*	2 *4%* *22%*	1 *2%* *13%*	2 *5%* *22%*	4 *3%* *44%*	3 *3%* *34%*
Don't know	**23** ***7%***	5 *4%* *20%*	19 *10%* *80%* A	1 *2%* *3%*	5 *11%* *21%*	2 *3%* *9%*	5 *8%* *22%*	4 *8%* *19%*	6 *10%* *27%*	4 *9%* *17%*	9 *6%* *41%*	10 *8%* *42%*
Net: 10/9/8/7	**115** ***36%***	47 *36%* *41%*	68 *37%* *59%*	9 *29%* *8%*	12 *27%* *11%*	26 *44%* *22%* D	22 *34%* *19%*	19 *34%* *16%*	28 *46%* *24%* D	11 *27%* *10%*	55 *35%* *48%*	48 *42%* *42%* I
Net: 10/9	**27** ***9%***	12 *9%* *44%*	15 *8%* *56%*	1 *2%* *3%*	4 *9%* *16%*	4 *7%* *16%*	5 *8%* *19%*	6 *10%* *21%*	7 *11%* *25%*	2 *4%* *7%*	12 *8%* *45%*	13 *11%* *48%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 407

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**508**	214 *42%*	294 *58%*	40 *8%*	63 *12%*	97 *19%*	107 *21%*	97 *19%*	103 *20%*	79 *16%*	283 *56%*	142 *28%*
Effective Total	**470**	197	273	36	59	92	100	91	98	77	275	136
Net: 6/5/4	**128** ***41%***	56 *43%* *44%*	72 *39%* *56%*	19 *61%* *15%* DE H	18 *39%* *14%*	18 *30%* *14%*	30 *46%* *24%* EH	24 *44%* *19%*	19 *32%* *15%*	16 *37%* *13%*	66 *42%* *52%*	46 *39%* *36%*
Net: 3/2/1	**50** ***16%***	22 *17%* *44%*	28 *15%* *56%*	3 *9%* *5%*	11 *23%* *21%*	13 *22%* *26%*	8 *12%* *16%*	8 *15%* *16%*	7 *12%* *15%*	11 *27%* *23%* JK	26 *17%* *53%*	12 *11%* *24%*
Mean	**5.78**	5.69	5.86	5.78	5.47	5.62	5.69	5.81	6.27	4.94	5.70 I	6.21 IJ
Standard Deviation	**2.21**	2.29	2.16	1.80	2.35	2.32	2.09	2.28	2.30	2.23	2.18	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 407

Absolutes/col/row percents

9 Jul 2009

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**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Total (Wtd)	**316**	316 *100%*	311 *99%*	5** *1%* **	50* *16%* *	265 *84%*	266 *84%*	169 *54%*	97 *31%*	103 *33%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
10	**16** ***5%***	16 *5%* *100%*	16 *5%* *100%*	- - -	3 *6%* *17%*	13 *5%* *83%*	13 *5%* *83%*	8 *5%* *53%*	5 *5%* *30%*	7 *7%* *45%*
9	**11** ***3%***	11 *3%* *100%*	11 *4%* *100%*	- - -	1 *1%* *5%*	10 *4%* *95%*	10 *4%* *95%*	7 *4%* *66%*	3 *3%* *29%*	3 *3%* *29%*
8	**39** ***12%***	39 *12%* *100%*	39 *12%* *99%*	* *7%* *1%*	10 *20%* *25%* VWX	29 *11%* *75%*	29 *11%* *75%*	16 *9%* *41%*	13 *14%* *34%*	13 *13%* *34%*
7	**49** ***15%***	49 *15%* *100%*	48 *15%* *97%*	1 *30%* *3%*	8 *17%* *17%*	40 *15%* *83%*	40 *15%* *83%*	31 *18%* *63%* Y	10 *10%* *20%*	11 *11%* *23%*
6	**54** ***17%***	54 *17%* *100%*	54 *17%* *99%*	1 *11%* *1%*	7 *13%* *12%*	47 *18%* *87%*	47 *18%* *88%*	29 *17%* *53%*	19 *19%* *35%*	19 *18%* *35%*
5	**49** ***15%***	49 *15%* *100%*	48 *15%* *99%*	1 *13%* *1%*	6 *13%* *13%*	41 *16%* *84%*	42 *16%* *87%*	26 *16%* *54%*	16 *16%* *33%*	16 *15%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 407

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
4	**25** ***8%***	25 *8%* *100%*	24 *8%* *97%*	1 *18%* *3%*	3 *7%* *14%*	22 *8%* *86%*	22 *8%* *86%*	14 *8%* *55%*	8 *8%* *31%*	8 *8%* *31%*
3	**21** ***7%***	21 *7%* *100%*	21 *7%* *98%*	* *9%* *2%*	3 *5%* *12%*	18 *7%* *88%*	18 *7%* *88%*	11 *7%* *53%*	7 *8%* *35%*	9 *9%* *43%*
2	**19** ***6%***	19 *6%* *100%*	19 *6%* *97%*	1 *13%* *3%*	3 *6%* *15%*	16 *6%* *85%*	16 *6%* *85%*	8 *5%* *41%*	8 *9%* *43%*	8 *8%* *43%*
1	**9** ***3%***	9 *3%* *100%*	9 *3%* *100%*	- - -	1 *2%* *13%*	8 *3%* *87%*	8 *3%* *87%*	6 *3%* *63%*	2 *2%* *25%*	2 *2%* *25%*
Don't know	**23** ***7%***	23 *7%* *100%*	23 *7%* *100%*	- - -	5 *10%* *21%*	18 *7%* *79%*	18 *7%* *79%*	13 *7%* *54%*	6 *6%* *24%*	6 *6%* *27%*
Net: 10/9/8/7	**115** ***36%***	115 *36%* *100%*	113 *36%* *98%*	2 *37%* *2%*	22 *43%* *19%*	93 *35%* *81%*	93 *35%* *81%*	62 *37%* *54%*	31 *32%* *27%*	35 *34%* *31%*
Net: 10/9	**27** ***9%***	27 *9%* *100%*	27 *9%* *100%*	- - -	3 *7%* *13%*	24 *9%* *87%*	24 *9%* *87%*	16 *9%* *58%*	8 *8%* *29%*	10 *10%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 407

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - ITV1 ****

Base : Regular viewers of ITV1 in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**508**	508 *100%*	497 *98%*	8 *2%*	80 *16%*	425 *84%*	428 *84%*	275 *54%*	153 *30%*	162 *32%*
Effective Total	**470**	470	462	7	74	392	395	253	143	151
Net: 6/5/4	**128** ***41%***	128 *41%* *100%*	126 *41%* *98%*	2 *42%* *2%*	16 *33%* *13%*	110 *42%* *86%*	112 *42%* *87%*	69 *41%* *54%*	43 *44%* *33%*	43 *41%* *33%*
Net: 3/2/1	**50** ***16%***	50 *16%* *100%*	49 *16%* *98%*	1 *21%* *2%*	7 *14%* *13%*	43 *16%* *87%*	43 *16%* *87%*	25 *15%* *50%*	18 *19%* *36%*	20 *19%* *39%*
Mean	**5.78**	5.78	5.79	5.19	6.05	5.74	5.74	5.80	5.62	5.72
Standard Deviation	**2.21**	2.21	2.22	2.12	2.23	2.22	2.21	2.19	2.26	2.33

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 408

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Total (Wtd)	**613**	272 *44%*	341 *56%*	59* *10%* *	111 *18%*	114 *19%*	112 *18%*	98 *16%*	119 *19%*	101 *16%*	308 *50%*	204 *33%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
10	**23** ***4%***	10 *4%* *42%*	13 *4%* *58%*	3 *5%* *14%*	4 *3%* *16%*	2 *2%* *9%*	2 *2%* *10%*	3 *4%* *15%*	8 *7%* *37%* EF	1 *1%* *3%*	9 *3%* *39%*	13 *6%* *58%* IJ
9	**16** ***3%***	7 *2%* *41%*	10 *3%* *59%*	2 *3%* *11%*	1 *1%* *4%*	3 *3%* *21%*	5 *4%* *28%* D	1 *1%* *7%*	4 *4%* *28%*	1 *1%* *4%*	7 *2%* *40%*	9 *4%* *55%* I
8	**58** ***9%***	23 *8%* *39%*	35 *10%* *61%*	7 *12%* *12%*	8 *7%* *14%*	11 *10%* *19%*	10 *9%* *17%*	11 *11%* *19%*	11 *9%* *19%*	5 *5%* *9%*	27 *9%* *46%*	26 *13%* *45%* I
7	**99** ***16%***	47 *17%* *47%*	52 *15%* *53%*	13 *22%* *13%* D	12 *10%* *12%*	18 *16%* *18%*	20 *18%* *21%* D	18 *18%* *18%* D	18 *15%* *18%*	13 *13%* *14%*	48 *16%* *48%*	38 *18%* *38%*
6	**100** ***16%***	48 *17%* *47%*	53 *16%* *53%*	11 *18%* *11%*	20 *18%* *20%*	16 *14%* *16%*	16 *14%* *16%*	16 *16%* *16%*	22 *18%* *21%*	15 *14%* *15%*	56 *18%* *55%*	30 *15%* *30%*
5	**117** ***19%***	43 *16%* *37%*	74 *22%* *63%* A	13 *22%* *11%*	22 *19%* *18%*	27 *23%* *23%*	19 *17%* *16%*	16 *16%* *13%*	21 *18%* *18%*	22 *22%* *19%*	61 *20%* *52%*	33 *16%* *29%*

Ofcom PSB Tracker : 2008

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Table 408

Absolutes/col/row percents

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**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
4	**66** ***11%***	35 *13%* *53%*	31 *9%* *47%*	4 *7%* *6%*	12 *11%* *19%*	14 *13%* *22%*	15 *14%* *23%*	10 *11%* *15%*	10 *8%* *15%*	17 *17%* *26%* K	35 *11%* *53%* K	14 *7%* *21%*
3	**32** ***5%***	16 *6%* *51%*	16 *5%* *49%*	- - -	13 *12%* *41%* CEG H	2 *2%* *7%*	7 *6%* *21%* C	4 *4%* *14%*	5 *5%* *17%*	8 *8%* *25%* K	18 *6%* *55%*	6 *3%* *19%*
2	**37** ***6%***	20 *7%* *54%*	17 *5%* *46%*	3 *5%* *8%*	8 *7%* *21%*	9 *8%* *25%*	5 *4%* *14%*	6 *6%* *16%*	6 *5%* *16%*	7 *7%* *20%*	18 *6%* *50%*	11 *5%* *30%*
1	**24** ***4%***	14 *5%* *60%*	10 *3%* *40%*	2 *3%* *7%*	5 *4%* *20%*	4 *4%* *17%*	5 *5%* *22%*	5 *5%* *20%*	3 *3%* *14%*	5 *5%* *20%*	14 *5%* *60%*	5 *2%* *20%*
Don't know	**40** ***7%***	10 *4%* *24%*	31 *9%* *76%* A	2 *3%* *4%*	7 *7%* *18%*	7 *6%* *16%*	7 *7%* *18%*	7 *8%* *18%*	10 *8%* *25%*	7 *7%* *17%*	15 *5%* *38%*	18 *9%* *45%* J
Net: 10/9/8/7	**196** ***32%***	86 *32%* *44%*	110 *32%* *56%*	25 *43%* *13%* D	24 *22%* *12%*	35 *31%* *18%*	37 *33%* *19%* D	33 *34%* *17%* D	42 *35%* *21%* D	20 *20%* *10%*	90 *29%* *46%* I	86 *42%* *44%* IJ
Net: 10/9	**39** ***6%***	16 *6%* *42%*	23 *7%* *58%*	5 *9%* *13%*	4 *4%* *11%*	5 *5%* *14%*	7 *6%* *18%*	5 *5%* *12%*	13 *11%* *33%* DEG	1 *1%* *4%*	16 *5%* *40%* I	22 *11%* *57%* IJ

Ofcom PSB Tracker : 2008

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**997**	448 *45%*	549 *55%*	78 *8%*	155 *16%*	196 *20%*	186 *19%*	180 *18%*	200 *20%*	183 *18%*	549 *55%*	251 *25%*
Effective Total	**923**	414	509	70	149	184	175	168	188	179	533	241
Net: 6/5/4	**284** ***46%***	126 *46%* *44%*	158 *46%* *56%*	27 *47%* *10%*	54 *49%* *19%*	57 *50%* *20%*	50 *45%* *18%*	42 *43%* *15%*	53 *44%* *19%*	54 *54%* *19%* K	152 *49%* *54%* K	78 *38%* *27%*
Net: 3/2/1	**92** ***15%***	50 *18%* *54%* B	42 *12%* *46%*	5 *8%* *5%*	25 *23%* *28%* CE H	16 *14%* *17%*	17 *15%* *19%*	15 *16%* *16%*	14 *12%* *16%*	20 *20%* *22%* K	50 *16%* *55%* K	22 *11%* *24%*
Mean	**5.55**	5.38	5.70 A	6.08 D EF	5.08	5.44	5.48	5.55	5.91 DE	4.88	5.41 I	6.12 IJ
Standard Deviation	**2.13**	2.19	2.06	2.01	2.09	2.04	2.12	2.17	2.19	1.89	2.09	2.17

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Base : All who ever watch any of the channels in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Total (Wtd)	**613**	613 *100%*	603 *98%*	10** *2%* **	92 *15%*	517 *84%*	520 *85%*	339 *55%*	179 *29%*	190 *31%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
10	**23** ***4%***	23 *4%* *100%*	23 *4%* *100%*	- - -	5 *5%* *20%*	18 *4%* *80%*	18 *4%* *80%*	11 *3%* *49%*	7 *4%* *31%*	9 *5%* *41%*
9	**16** ***3%***	16 *3%* *100%*	16 *3%* *100%*	- - -	2 *2%* *14%*	14 *3%* *86%*	14 *3%* *86%*	11 *3%* *68%*	3 *2%* *18%*	4 *2%* *23%*
8	**58** ***9%***	58 *9%* *100%*	58 *10%* *99%*	1 *6%* *1%*	12 *13%* *20%*	46 *9%* *79%*	46 *9%* *80%*	29 *9%* *50%*	17 *10%* *30%*	18 *9%* *31%*
7	**99** ***16%***	99 *16%* *100%*	97 *16%* *99%*	1 *13%* *1%*	22 *24%* *22%* VWYZ	76 *15%* *77%*	77 *15%* *78%*	57 *17%* *58%* YZ	20 *11%* *20%*	21 *11%* *21%*
6	**100** ***16%***	100 *16%* *100%*	98 *16%* *98%*	2 *23%* *2%*	12 *13%* *12%*	88 *17%* *88%*	89 *17%* *88%*	55 *16%* *54%*	33 *19%* *33%*	36 *19%* *36%*
5	**117** ***19%***	117 *19%* *100%*	115 *19%* *98%*	2 *20%* *2%*	13 *14%* *11%*	103 *20%* *88%*	104 *20%* *89%*	69 *20%* *59%*	35 *19%* *30%*	36 *19%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 408

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
4	**66** ***11%***	66 *11%* *100%*	65 *11%* *98%*	1 *14%* *2%*	8 *8%* *11%*	58 *11%* *88%*	59 *11%* *89%*	36 *11%* *55%*	22 *13%* *34%*	23 *12%* *35%*
3	**32** ***5%***	32 *5%* *100%*	31 *5%* *97%*	1 *9%* *3%*	4 *5%* *13%*	27 *5%* *85%*	27 *5%* *85%*	17 *5%* *53%*	10 *6%* *32%*	11 *6%* *34%*
2	**37** ***6%***	37 *6%* *100%*	37 *6%* *100%*	- - -	7 *7%* *19%*	30 *6%* *81%*	30 *6%* *81%*	17 *5%* *46%*	13 *7%* *35%*	14 *7%* *37%*
1	**24** ***4%***	24 *4%* *100%*	23 *4%* *98%*	1 *6%* *2%*	3 *3%* *11%*	21 *4%* *89%*	21 *4%* *89%*	14 *4%* *58%*	7 *4%* *31%*	7 *4%* *31%*
Don't know	**40** ***7%***	40 *7%* *100%*	39 *7%* *98%*	1 *9%* *2%*	6 *6%* *14%*	35 *7%* *86%*	35 *7%* *86%*	23 *7%* *58%*	11 *6%* *27%*	11 *6%* *28%*
Net: 10/9/8/7	**196** ***32%***	196 *32%* *100%*	194 *32%* *99%*	2 *19%* *1%*	40 *44%* *21%* VWXY Z	154 *30%* *79%*	156 *30%* *79%*	108 *32%* *55%*	48 *27%* *24%*	52 *27%* *26%*
Net: 10/9	**39** ***6%***	39 *6%* *100%*	39 *6%* *100%*	- - -	7 *8%* *18%*	32 *6%* *82%*	32 *6%* *82%*	22 *7%* *57%*	10 *6%* *26%*	13 *7%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 408

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - All channels combined ****

Base : All who ever watch any of the channels in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**997**	997 *100%*	973 *98%*	19 *2%*	153 *15%*	838 *84%*	843 *85%*	553 *55%*	287 *29%*	304 *30%*
Effective Total	**923**	923	905	18	140	777	782	509	269	284
Net: 6/5/4	**284** ***46%***	284 *46%* *100%*	278 *46%* *98%*	6 *57%* *2%*	32 *35%* *11%*	249 *48%* *88%* U	252 *48%* *89%* U	160 *47%* *56%* U	90 *50%* *32%* U	95 *50%* *34%* U
Net: 3/2/1	**92** ***15%***	92 *15%* *100%*	91 *15%* *98%*	2 *14%* *2%*	14 *15%* *15%*	78 *15%* *84%*	78 *15%* *84%*	48 *14%* *52%*	30 *17%* *33%*	32 *17%* *34%*
Mean	**5.55**	5.55	5.56	5.14	5.87 Y	5.50	5.50	5.57	5.37	5.43
Standard Deviation	**2.13**	2.13	2.13	1.81	2.22	2.11	2.11	2.09	2.14	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 409

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Total (Wtd)	**303**	129 *43%*	174 *57%*	30* *10%* *	51* *17%* *	64 *21%*	49* *16%* *	49* *16%* *	60* *20%* *	48* *16%* *	151 *50%*	104 *34%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
10	**42** ***14%***	17 *13%* *40%*	25 *14%* *60%*	4 *12%* *9%*	7 *15%* *18%*	8 *12%* *19%*	7 *15%* *18%*	7 *15%* *17%*	8 *13%* *19%*	6 *13%* *15%*	23 *15%* *55%*	13 *12%* *31%*
9	**38** ***13%***	14 *11%* *37%*	24 *14%* *63%*	6 *20%* *16%*	6 *11%* *16%*	5 *8%* *13%*	7 *14%* *18%*	7 *15%* *19%*	7 *11%* *18%*	4 *9%* *11%*	18 *12%* *47%*	16 *15%* *42%*
8	**65** ***21%***	30 *24%* *47%*	34 *20%* *53%*	5 *17%* *8%*	9 *18%* *15%*	15 *23%* *23%*	7 *15%* *11%*	11 *22%* *16%*	17 *29%* *27%* F	12 *24%* *18%*	32 *21%* *50%*	21 *20%* *32%*
7	**62** ***20%***	26 *20%* *42%*	36 *21%* *58%*	8 *26%* *13%*	11 *21%* *17%*	14 *23%* *23%*	11 *22%* *17%*	10 *20%* *16%*	8 *14%* *14%*	11 *22%* *17%*	29 *19%* *47%*	22 *22%* *36%*
6	**28** ***9%***	12 *9%* *41%*	17 *10%* *59%*	2 *8%* *8%*	4 *7%* *12%*	8 *13%* *30%*	5 *11%* *18%*	3 *7%* *12%*	5 *9%* *19%*	3 *7%* *12%*	18 *12%* *64%*	7 *7%* *25%*
5	**33** ***11%***	13 *10%* *39%*	20 *11%* *61%*	2 *8%* *7%*	7 *13%* *20%*	6 *9%* *18%*	5 *10%* *15%*	5 *9%* *14%*	8 *14%* *26%*	6 *13%* *19%*	15 *10%* *45%*	12 *11%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 409

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
4	**9** ***3%***	6 *4%* *67%*	3 *2%* *33%*	- - -	3 *6%* *37%*	1 *2%* *13%*	3 *6%* *37%*	* *1%* *5%*	1 *1%* *8%*	2 *5%* *28%*	4 *2%* *41%*	3 *3%* *31%*
3	**8** ***3%***	6 *5%* *77%* B	2 *1%* *23%*	1 *2%* *9%*	1 *3%* *19%*	1 *2%* *14%*	1 *2%* *15%*	2 *3%* *22%*	2 *3%* *21%*	2 *3%* *22%*	5 *3%* *59%*	2 *1%* *20%*
2	**1** *****	- - -	1 *1%* *100%*	- - -	1 *1%* *56%*	- - -	1 *1%* *44%*	- - -	- - -	- - -	1 *1%* *100%*	- - -
1	**5** ***2%***	3 *2%* *51%*	3 *1%* *49%*	- - -	1 *1%* *12%*	2 *3%* *42%*	1 *1%* *11%*	1 *2%* *21%*	1 *1%* *14%*	2 *3%* *31%*	2 *1%* *41%*	2 *1%* *28%*
Don't know	**13** ***4%***	3 *2%* *23%*	10 *6%* *77%*	2 *6%* *14%*	2 *3%* *13%*	3 *5%* *23%*	1 *2%* *7%*	3 *6%* *22%*	3 *5%* *22%*	* *1%* *4%*	5 *3%* *37%*	8 *7%* *59%* I
Net: 10/9/8/7	**207** ***68%***	87 *68%* *42%*	119 *68%* *58%*	23 *76%* *11%*	34 *66%* *16%*	42 *66%* *20%*	32 *67%* *16%*	35 *71%* *17%*	41 *67%* *20%*	33 *67%* *16%*	102 *68%* *49%*	72 *69%* *35%*
Net: 10/9	**80** ***26%***	31 *24%* *39%*	49 *28%* *61%*	10 *33%* *12%*	13 *26%* *17%*	13 *20%* *16%*	14 *30%* *18%*	14 *30%* *18%*	15 *25%* *19%*	10 *21%* *13%*	41 *27%* *51%*	29 *28%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 409

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	217 *43%*	282 *57%*	41 *8%*	72 *14%*	110 *22%*	83 *17%*	92 *18%*	100 *20%*	88 *18%*	270 *54%*	129 *26%*
Effective Total	**457**	198	259	35	69	101	79	86	93	86	263	123
Net: 6/5/4	**70** ***23%***	30 *23%* *43%*	40 *23%* *57%*	5 *16%* *7%*	13 *26%* *19%*	15 *24%* *22%*	13 *27%* *19%*	8 *17%* *12%*	14 *24%* *21%*	12 *25%* *17%*	36 *24%* *52%*	21 *20%* *31%*
Net: 3/2/1	**14** ***5%***	9 *7%* *61%*	6 *3%* *39%*	1 *2%* *5%*	3 *5%* *19%*	3 *5%* *23%*	2 *5%* *16%*	3 *6%* *20%*	2 *4%* *17%*	3 *7%* *23%*	8 *5%* *55%*	3 *3%* *21%*
Mean	**7.27**	7.12	7.39	7.65	7.10	7.12	7.18	7.42	7.35	6.98	7.28	7.39
Standard Deviation	**2.00**	2.08	1.92	1.65	2.13	2.02	2.09	2.05	1.92	2.16	2.01	1.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 409

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ****

Base : All in sample A in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 100%	484 97%	12 2%	79 16%	417 84%	419 84%	283 57%	135 27%	142 28%
Total (Wtd)	**303**	303 100%	297 98%	6** 2% **	48* 16% *	254 84%	256 84%	170 56%	85 28%	89 29%
Effective Total	**457**	457	446	11	72	382	384	257	127	133
10	**42** **14%**	42 14% 100%	40 14% 97%	1 21% 3%	7 14% 16%	35 14% 84%	35 14% 84%	23 13% 54%	12 15% 30%	13 15% 32%
9	**38** **13%**	38 13% 100%	37 13% 98%	1 10% 2%	4 8% 10%	33 13% 88%	34 13% 90%	22 13% 58%	12 14% 32%	13 14% 34%
8	**65** **21%**	65 21% 100%	64 22% 99%	1 10% 1%	14 29% 21%	51 20% 79%	51 20% 79%	34 20% 52%	17 20% 26%	18 20% 28%
7	**62** **20%**	62 20% 100%	59 20% 95%	3 51% 5%	9 18% 14%	53 21% 86%	53 21% 86%	42 25% 67% YZ	12 14% 19%	12 14% 20%
6	**28** **9%**	28 9% 100%	28 9% 98%	1 9% 2%	4 8% 14%	24 9% 84%	24 10% 86%	15 9% 54%	9 11% 32%	9 10% 32%
5	**33** **11%**	33 11% 100%	33 11% 100%	- - -	6 12% 18%	27 11% 82%	27 10% 82%	16 9% 48%	11 13% 34%	12 13% 36%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 409

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ****

Base : All in sample A in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 100%	484 97%	12 2%	79 16%	417 84%	419 84%	283 57%	135 27%	142 28%
Effective Total	**457**	457	446	11	72	382	384	257	127	133
4	**9** **3%**	9 3% 100%	9 3% 100%	- - -	* 1% 5%	8 3% 95%	8 3% 95%	3 2% 34%	5 6% 60% X	5 6% 60% X
3	**8** **3%**	8 3% 100%	8 3% 100%	- - -	1 1% 9%	7 3% 91%	7 3% 91%	5 3% 64%	2 2% 27%	2 2% 27%
2	**1** *	1 * 100%	1 * 100%	- - -	- - -	1 * 100%	1 * 100%	1 * 56%	1 1% 44%	1 1% 44%
1	**5** **2%**	5 2% 100%	5 2% 100%	- - -	1 2% 14%	5 2% 86%	5 2% 86%	3 2% 51%	2 2% 35%	2 2% 35%
Don't know	**13** **4%**	13 4% 100%	13 4% 100%	- - -	3 6% 22%	10 4% 78%	10 4% 78%	7 4% 57%	3 3% 21%	3 3% 21%
Net: 10/9/8/7	**207** **68%**	207 68% 100%	201 68% 97%	6 91% 3%	33 69% 16%	173 68% 84%	174 68% 84%	120 71% 58%	53 62% 26%	56 63% 27%
Net: 10/9	**80** **26%**	80 26% 100%	78 26% 97%	2 31% 3%	11 22% 13%	69 27% 86%	69 27% 87%	45 26% 56%	24 29% 31%	26 29% 33%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 409

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Importance Rating ****

Base : All in sample A in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	12 *2%*	79 *16%*	417 *84%*	419 *84%*	283 *57%*	135 *27%*	142 *28%*
Effective Total	**457**	457	446	11	72	382	384	257	127	133
Net: 6/5/4	**70** ***23%***	70 *23%* *100%*	69 *23%* *99%*	1 *9%* *1%*	10 *22%* *15%*	59 *23%* *84%*	59 *23%* *85%*	34 *20%* *49%*	25 *30%* *36%* X	26 *29%* *37%* X
Net: 3/2/1	**14** ***5%***	14 *5%* *100%*	14 *5%* *100%*	- - -	1 *3%* *10%*	13 *5%* *90%*	13 *5%* *90%*	8 *5%* *58%*	4 *5%* *31%*	4 *5%* *31%*
Mean	**7.27**	7.27	7.26	7.84	7.38	7.25	7.25	7.31	7.12	7.15
Standard Deviation	**2.00**	2.00	2.01	1.45	1.87	2.02	2.02	1.94	2.18	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 410

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**41** ***13%***	23 *16%* *56%*	18 *11%* *44%*	3 *11%* *8%*	6 *9%* *13%*	4 *8%* *10%*	8 *13%* *20%*	7 *15%* *18%*	12 *21%* *29%* DE	4 *7%* *9%*	19 *12%* *47%*	19 *18%* *45%* I
9	**30** ***10%***	13 *9%* *43%*	17 *10%* *57%*	3 *9%* *9%*	4 *7%* *15%*	5 *11%* *18%*	8 *13%* *27%*	4 *8%* *13%*	6 *10%* *19%*	6 *11%* *20%*	16 *10%* *55%*	8 *7%* *25%*
8	**66** ***21%***	34 *23%* *51%*	32 *19%* *49%*	5 *16%* *7%*	11 *18%* *17%*	9 *18%* *14%*	14 *21%* *20%*	12 *25%* *18%*	15 *26%* *23%*	10 *18%* *14%*	34 *21%* *51%*	23 *23%* *35%*
7	**56** ***18%***	27 *19%* *48%*	29 *17%* *52%*	5 *16%* *9%*	12 *20%* *22%*	10 *20%* *18%*	12 *18%* *21%*	7 *14%* *13%*	10 *18%* *18%*	11 *20%* *19%*	29 *18%* *52%*	16 *16%* *29%*
6	**38** ***12%***	14 *10%* *38%*	24 *14%* *62%*	4 *13%* *10%*	12 *19%* *31%* H	5 *11%* *14%*	8 *13%* *21%*	6 *12%* *16%*	3 *5%* *8%*	7 *13%* *18%*	18 *11%* *46%*	14 *13%* *36%*
5	**29** ***9%***	11 *8%* *39%*	17 *10%* *61%*	6 *20%* *21%* DH	4 *7%* *14%*	5 *10%* *18%*	6 *10%* *21%*	4 *9%* *15%*	3 *5%* *11%*	6 *12%* *22%* K	18 *11%* *63%* K	4 *4%* *15%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 410

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**12** ***4%***	5 *4%* *45%*	7 *4%* *55%*	1 *2%* *6%*	3 *6%* *28%*	2 *3%* *14%*	2 *4%* *19%*	1 *3%* *12%*	2 *4%* *21%*	2 *3%* *15%*	8 *5%* *68%*	2 *2%* *17%*
3	**8** ***3%***	3 *2%* *37%*	5 *3%* *63%*	1 *5%* *17%* F	3 *4%* *30%*	2 *3%* *19%*	- - -	* *1%* *5%*	2 *4%* *29%* F	3 *6%* *38%* J	3 *2%* *31%*	3 *3%* *30%*
2	**14** ***4%***	9 *6%* *62%*	5 *3%* *38%*	2 *8%* *17%*	1 *2%* *10%*	4 *9%* *31%* F	1 *2%* *7%*	3 *6%* *19%*	2 *4%* *15%*	2 *4%* *17%*	4 *3%* *29%*	8 *8%* *54%* J
1	**9** ***3%***	3 *2%* *38%*	6 *3%* *62%*	- - -	3 *5%* *35%*	1 *2%* *12%*	1 *2%* *15%*	2 *5%* *27%*	1 *2%* *11%*	1 *1%* *6%*	5 *3%* *55%*	4 *4%* *39%*
Don't know	**9** ***3%***	3 *2%* *29%*	6 *4%* *71%*	- - -	2 *3%* *20%*	2 *5%* *26%*	3 *5%* *34%*	1 *2%* *11%*	1 *1%* *9%*	2 *4%* *24%*	5 *3%* *53%*	2 *2%* *22%*
Net: 10/9/8/7	**194** ***62%***	97 *67%* *50%*	97 *58%* *50%*	16 *53%* *8%*	33 *54%* *17%*	29 *57%* *15%*	42 *66%* *22%*	31 *63%* *16%*	44 *75%* *23%* CDE	30 *56%* *15%*	98 *62%* *51%*	65 *65%* *34%*
Net: 10/9	**71** ***23%***	36 *25%* *50%*	36 *21%* *50%*	6 *20%* *9%*	10 *16%* *14%*	10 *19%* *13%*	16 *26%* *23%*	11 *23%* *16%*	18 *31%* *25%* D	10 *18%* *14%*	36 *23%* *50%*	26 *26%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 410

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**79** ***25%***	31 *21%* *39%*	48 *29%* *61%*	11 *35%* *13%* H	19 *31%* *24%* H	12 *24%* *15%*	16 *26%* *21%*	12 *24%* *15%*	9 *15%* *11%*	15 *28%* *19%*	44 *28%* *56%*	20 *20%* *25%*
Net: 3/2/1	**31** ***10%***	15 *10%* *49%*	16 *10%* *51%*	4 *13%* *12%*	7 *12%* *23%*	7 *14%* *23%* F	2 *4%* *8%*	6 *11%* *18%*	5 *9%* *17%*	6 *11%* *19%*	12 *7%* *37%*	14 *14%* *43%*
Mean	**6.87**	6.99	6.77	6.51	6.50	6.52	7.24 D E	6.87	7.36 DE	6.60	6.91	6.96
Standard Deviation	**2.32**	2.36	2.28	2.30	2.31	2.42	2.03	2.50	2.32	2.17	2.23	2.53

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 410

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**41** ***13%***	41 *13%* *100%*	41 *13%* *99%*	1 *13%* *1%*	8 *16%* *18%*	34 *13%* *82%*	34 *13%* *82%*	22 *13%* *53%*	11 *12%* *27%*	14 *14%* *34%*
9	**30** ***10%***	30 *10%* *100%*	29 *10%* *98%*	1 *14%* *2%*	6 *13%* *21%*	24 *9%* *79%*	24 *9%* *79%*	16 *10%* *54%*	7 *8%* *25%*	7 *7%* *25%*
8	**66** ***21%***	66 *21%* *100%*	65 *21%* *98%*	1 *29%* *2%*	12 *26%* *19%*	53 *20%* *80%*	54 *20%* *81%*	33 *19%* *49%*	21 *22%* *32%*	22 *21%* *33%*
7	**56** ***18%***	56 *18%* *100%*	56 *18%* *99%*	1 *13%* *1%*	9 *19%* *16%*	47 *18%* *83%*	47 *18%* *83%*	34 *20%* *61%*	13 *13%* *23%*	14 *14%* *25%*
6	**38** ***12%***	38 *12%* *100%*	37 *12%* *98%*	1 *19%* *2%*	4 *9%* *11%*	34 *13%* *89%*	34 *13%* *89%*	18 *11%* *48%*	15 *16%* *41%*	15 *15%* *41%*
5	**29** ***9%***	29 *9%* *100%*	29 *9%* *100%*	- - -	2 *5%* *8%*	27 *10%* *92%*	27 *10%* *92%*	18 *10%* *61%*	9 *9%* *31%*	9 *9%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 410

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**12** ***4%***	12 *4%* *100%*	12 *4%* *100%*	- - -	- - -	12 *5%* *100%*	12 *5%* *100%*	8 *5%* *66%*	4 *4%* *34%*	4 *4%* *34%*
3	**8** ***3%***	8 *3%* *100%*	8 *3%* *100%*	- - -	* * *	8 *3%* *100%*	8 *3%* *100%*	4 *2%* *42%*	5 *5%* *57%*	5 *5%* *57%*
2	**14** ***4%***	14 *4%* *100%*	14 *5%* *100%*	- - -	3 *6%* *21%*	9 *4%* *66%*	11 *4%* *79%*	8 *4%* *54%*	4 *4%* *25%*	4 *3%* *25%*
1	**9** ***3%***	9 *3%* *100%*	8 *3%* *93%*	1 *13%* *7%*	2 *4%* *18%*	7 *3%* *82%*	7 *3%* *82%*	4 *3%* *49%*	2 *3%* *27%*	3 *3%* *37%*
Don't know	**9** ***3%***	9 *3%* *100%*	9 *3%* *100%*	- - -	1 *1%* *6%*	8 *3%* *94%*	8 *3%* *94%*	5 *3%* *56%*	3 *4%* *38%*	4 *4%* *45%*
Net: 10/9/8/7	**194** ***62%***	194 *62%* *100%*	191 *62%* *98%*	3 *69%* *2%*	35 *75%* *18%* VWXY Z	157 *60%* *81%*	158 *60%* *82%*	105 *62%* *54%*	52 *55%* *27%*	57 *57%* *30%*
Net: 10/9	**71** ***23%***	71 *23%* *100%*	70 *23%* *98%*	1 *27%* *2%*	14 *30%* *20%*	57 *22%* *80%*	57 *22%* *80%*	38 *23%* *54%*	18 *19%* *26%*	22 *21%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 410

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Personal Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**79** ***25%***	79 *25%* *100%*	78 *25%* *99%*	1 *19%* *1%*	7 *14%* *8%*	72 *27%* *92%* U	72 *27%* *92%* U	44 *26%* *56%* U	28 *30%* *36%* U	28 *28%* *36%* U
Net: 3/2/1	**31** ***10%***	31 *10%* *100%*	31 *10%* *98%*	1 *13%* *2%*	5 *10%* *15%*	25 *10%* *80%*	27 *10%* *85%*	16 *9%* *49%*	11 *11%* *34%*	12 *12%* *37%*
Mean	**6.87**	6.87	6.87	6.99	7.32	6.82	6.79	6.85	6.69	6.76
Standard Deviation	**2.32**	2.32	2.31	2.95	2.34	2.28	2.31	2.29	2.31	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 411

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Total (Wtd)	**313**	146 *47%*	167 *53%*	30* *10%* *	61* *20%* *	50* *16%* *	64* *20%* *	49* *16%* *	59* *19%* *	53* *17%* *	159 *51%*	101 *32%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
10	**43** ***14%***	25 *17%* *58%* B	18 *11%* *42%*	5 *17%* *12%*	8 *12%* *17%*	3 *7%* *8%*	9 *14%* *21%*	7 *15%* *17%*	11 *19%* *25%* E	5 *9%* *12%*	22 *14%* *52%*	16 *16%* *37%*
9	**22** ***7%***	9 *6%* *42%*	13 *8%* *58%*	1 *5%* *6%*	2 *3%* *9%*	4 *8%* *17%*	10 *16%* *45%* DGH	2 *4%* *8%*	3 *6%* *16%*	4 *8%* *20%*	11 *7%* *51%*	7 *7%* *30%*
8	**69** ***22%***	31 *21%* *45%*	38 *23%* *55%*	7 *22%* *10%*	15 *24%* *22%*	10 *19%* *14%*	12 *18%* *17%*	10 *20%* *14%*	16 *27%* *23%*	9 *18%* *14%*	36 *23%* *53%*	23 *23%* *33%*
7	**52** ***17%***	24 *16%* *46%*	28 *17%* *54%*	6 *21%* *12%*	11 *17%* *20%*	7 *15%* *14%*	13 *20%* *24%*	7 *14%* *13%*	9 *15%* *16%*	10 *19%* *19%*	25 *16%* *47%*	17 *17%* *33%*
6	**45** ***14%***	21 *14%* *46%*	24 *14%* *54%*	4 *13%* *9%*	10 *17%* *23%* H	10 *19%* *22%* H	9 *13%* *19%*	8 *17%* *18%* H	4 *7%* *9%*	9 *16%* *19%*	23 *15%* *52%*	13 *13%* *29%*
5	**38** ***12%***	17 *11%* *43%*	22 *13%* *57%*	5 *16%* *13%*	6 *10%* *16%*	9 *19%* *25%* F	4 *7%* *11%*	7 *14%* *18%*	7 *11%* *17%*	9 *17%* *24%*	17 *11%* *44%*	12 *12%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

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Table 411

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**503**	235 *47%*	268 *53%*	40 *8%*	85 *17%*	86 *17%*	103 *20%*	88 *17%*	100 *20%*	96 *19%*	281 *56%*	123 *24%*
Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
4	**14** ***4%***	7 *5%* *50%*	7 *4%* *50%*	1 *2%* *5%*	4 *7%* *31%*	1 *2%* *8%*	3 *5%* *23%*	2 *4%* *14%*	3 *4%* *19%*	1 *2%* *8%*	10 *6%* *70%*	3 *3%* *22%*
3	**8** ***3%***	1 *1%* *18%*	7 *4%* *82%* A	1 *2%* *9%*	3 *4%* *32%*	1 *1%* *6%*	1 *2%* *12%*	1 *3%* *15%*	2 *3%* *25%*	1 *2%* *15%*	4 *3%* *54%*	3 *3%* *32%*
2	**8** ***2%***	4 *3%* *57%*	3 *2%* *43%*	1 *2%* *9%*	- - -	2 *4%* *29%* D	1 *2%* *14%*	2 *5%* *31%* D	1 *2%* *17%*	2 *3%* *22%*	4 *2%* *48%*	2 *2%* *30%*
1	**3** ***1%***	3 *2%* *100%* B	- - -	- - -	2 *3%* *54%*	1 *1%* *17%*	- - -	1 *1%* *15%*	1 *1%* *15%*	- - -	2 *1%* *67%*	1 *1%* *33%*
Don't know	**10** ***3%***	3 *2%* *31%*	7 *4%* *69%*	- - -	1 *2%* *11%*	2 *5%* *23%*	3 *4%* *24%*	2 *3%* *16%*	3 *5%* *27%*	3 *5%* *25%*	4 *2%* *35%*	4 *4%* *40%*
Net: 10/9/8/7	**187** ***60%***	89 *61%* *48%*	97 *58%* *52%*	19 *64%* *10%*	35 *57%* *19%*	24 *48%* *13%*	43 *68%* *23%* EG	26 *53%* *14%*	39 *66%* *21%* E	29 *54%* *16%*	95 *60%* *51%*	63 *62%* *34%*
Net: 10/9	**66** ***21%***	35 *24%* *53%*	31 *19%* *47%*	7 *22%* *10%*	10 *16%* *15%*	7 *14%* *11%*	19 *30%* *29%* DE	9 *19%* *14%*	14 *25%* *22%*	9 *18%* *14%*	34 *21%* *51%*	23 *22%* *34%*

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Effective Total	**470**	220	250	38	81	83	96	83	95	94	273	119
Net: 6/5/4	**97** ***31%***	44 *30%* *46%*	53 *31%* *54%*	10 *31%* *10%*	21 *34%* *21%*	20 *40%* *21%* FH	16 *25%* *17%*	17 *35%* *18%*	13 *22%* *14%*	19 *35%* *19%*	50 *31%* *52%*	28 *28%* *29%*
Net: 3/2/1	**19** ***6%***	9 *6%* *48%*	10 *6%* *52%*	1 *5%* *7%*	4 *7%* *23%*	3 *7%* *17%*	2 *3%* *11%*	4 *9%* *22%*	4 *7%* *20%*	3 *5%* *15%*	10 *7%* *54%*	6 *6%* *32%*
Mean	**6.96**	7.02	6.92	7.09	6.75	6.55	7.37 D EG	6.73	7.23 E	6.81	6.94	7.09
Standard Deviation	**2.09**	2.22	1.97	2.00	2.12	2.00	1.92	2.24	2.18	1.93	2.14	2.10

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	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Total (Wtd)	**313**	313 *100%*	308 *99%*	5** *1%* **	47* *15%* *	263 *84%*	265 *85%*	169 *54%*	95 *30%*	102 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
10	**43** ***14%***	43 *14%* *100%*	42 *14%* *97%*	1 *26%* *3%*	8 *17%* *18%*	35 *13%* *82%*	35 *13%* *82%*	20 *12%* *47%*	14 *15%* *33%*	18 *17%* *41%*
9	**22** ***7%***	22 *7%* *100%*	22 *7%* *100%*	- - -	3 *6%* *13%*	19 *7%* *87%*	19 *7%* *87%*	15 *9%* *67%*	4 *5%* *19%*	4 *4%* *19%*
8	**69** ***22%***	69 *22%* *100%*	68 *22%* *100%*	* *7%* *	12 *26%* *17%*	55 *21%* *81%*	56 *21%* *82%*	37 *22%* *54%*	19 *20%* *27%*	19 *18%* *27%*
7	**52** ***17%***	52 *17%* *100%*	51 *17%* *98%*	1 *24%* *2%*	12 *25%* *23%* VWYZ	41 *15%* *77%*	41 *15%* *77%*	28 *16%* *53%*	13 *14%* *25%*	14 *13%* *26%*
6	**45** ***14%***	45 *14%* *100%*	43 *14%* *96%*	2 *43%* *4%*	4 *8%* *8%*	41 *16%* *92%*	41 *16%* *92%*	23 *14%* *51%*	18 *19%* *41%* U	19 *19%* *42%* U
5	**38** ***12%***	38 *12%* *100%*	38 *12%* *100%*	- - -	4 *9%* *11%*	33 *13%* *86%*	34 *13%* *89%*	24 *14%* *62%*	10 *11%* *27%*	12 *12%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 411

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Social Importance Rating ****

Base : All in sample B in Scotland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
4	**14** ***4%***	14 *4%* *100%*	14 *4%* *100%*	- - -	* * *	14 *5%* *100%*	14 *5%* *100%*	9 *5%* *67%* U	4 *5%* *33%*	4 *4%* *33%*
3	**8** ***3%***	8 *3%* *100%*	8 *3%* *100%*	- - -	- - -	8 *3%* *100%*	8 *3%* *100%*	4 *2%* *51%*	4 *4%* *49%*	4 *4%* *49%*
2	**8** ***2%***	8 *2%* *100%*	8 *2%* *100%*	- - -	2 *3%* *20%*	5 *2%* *70%*	6 *2%* *80%*	4 *2%* *50%*	2 *2%* *30%*	2 *2%* *30%*
1	**3** ***1%***	3 *1%* *100%*	3 *1%* *100%*	- - -	2 *4%* *48%* VWX	2 *1%* *52%*	2 *1%* *52%*	1 * *17%*	1 *1%* *20%*	1 *1%* *20%*
Don't know	**10** ***3%***	10 *3%* *100%*	10 *3%* *100%*	- - -	1 *3%* *12%*	9 *4%* *88%*	9 *3%* *88%*	5 *3%* *46%*	4 *5%* *42%*	5 *5%* *48%*
Net: 10/9/8/7	**187** ***60%***	187 *60%* *100%*	184 *60%* *99%*	3 *57%* *1%*	35 *74%* *19%* VWXY Z	151 *57%* *81%*	151 *57%* *81%*	100 *59%* *54%*	50 *53%* *27%*	54 *53%* *29%*
Net: 10/9	**66** ***21%***	66 *21%* *100%*	64 *21%* *98%*	1 *26%* *2%*	11 *23%* *17%*	55 *21%* *83%*	55 *21%* *83%*	35 *21%* *54%*	19 *20%* *29%*	22 *22%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 411

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - Social Importance Rating ****

Base : All in sample B in Scotland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**503**	503 *100%*	493 *98%*	8 *2%*	77 *15%*	422 *84%*	425 *84%*	270 *54%*	153 *30%*	163 *32%*
Effective Total	**470**	470	462	8	70	396	398	253	144	152
Net: 6/5/4	**97** ***31%***	97 *31%* *100%*	95 *31%* *98%*	2 *43%* *2%*	8 *16%* *8%*	88 *33%* *91%* U	89 *33%* *92%* U	56 *33%* *58%* U	33 *35%* *34%* U	35 *35%* *36%* U
Net: 3/2/1	**19** ***6%***	19 *6%* *100%*	19 *6%* *100%*	- - -	3 *7%* *17%*	15 *6%* *80%*	16 *6%* *83%*	9 *5%* *44%*	7 *7%* *36%*	7 *7%* *36%*
Mean	**6.96**	6.96	6.96	7.42	7.27	6.93	6.91	6.94	6.85	6.92
Standard Deviation	**2.09**	2.09	2.09	1.84	2.17	2.06	2.07	2.01	2.14	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 412

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - SUMMARY

Base : Regular viewers of each channel in Scotland

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	323	508	997	499	503	503
Total (Wtd)	417	187	316	613	303	313	313
Effective Total	639	302	470	923	457	470	470
10	16 *4%*	6 *3%*	16 *5%*	23 *4%*	42 *14%*	41 *13%*	43 *14%*
9	19 *5%*	5 *3%*	11 *3%*	16 *3%*	38 *13%*	30 *10%*	22 *7%*
8	49 *12%*	21 *11%*	39 *12%*	58 *9%*	65 *21%*	66 *21%*	69 *22%*
7	83 *20%*	32 *17%*	49 *15%*	99 *16%*	62 *20%*	56 *18%*	52 *17%*
6	74 *18%*	34 *18%*	54 *17%*	100 *16%*	28 *9%*	38 *12%*	45 *14%*
5	63 *15%*	31 *16%*	49 *15%*	117 *19%*	33 *11%*	29 *9%*	38 *12%*
4	32 *8%*	14 *7%*	25 *8%*	66 *11%*	9 *3%*	12 *4%*	14 *4%*
3	23 *6%*	8 *4%*	21 *7%*	32 *5%*	8 *3%*	8 *3%*	8 *3%*
2	18 *4%*	12 *6%*	19 *6%*	37 *6%*	1 *	14 *4%*	8 *2%*
1	13 *3%*	9 *5%*	9 *3%*	24 *4%*	5 *2%*	9 *3%*	3 *1%*
Don't know	28 *7%*	16 *8%*	23 *7%*	40 *7%*	13 *4%*	9 *3%*	10 *3%*
Net: 10/9/8/7	167 *40%*	63 *34%*	115 *36%*	196 *32%*	207 *68%*	194 *62%*	187 *60%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 412

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about Scotland, made for people in Scotland - SUMMARY

Base : Regular viewers of each channel in Scotland

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	687	323	508	997	499	503	503
Effective Total	639	302	470	923	457	470	470
Net: 10/9	35 *8%*	11 *6%*	27 *9%*	39 *6%*	80 *26%*	71 *23%*	66 *21%*
Net: 6/5/4	169 *41%*	79 *42%*	128 *41%*	284 *46%*	70 *23%*	79 *25%*	97 *31%*
Net: 3/2/1	53 *13%*	29 *16%*	50 *16%*	92 *15%*	14 *5%*	31 *10%*	19 *6%*
Mean	5.93	5.62	5.78	5.55	7.27	6.87	6.96
Standard Deviation	2.10	2.18	2.21	2.13	2.00	2.32	2.09

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 413

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Total (Wtd)	**257**	110 *43%*	147 *57%*	17* *7%* *	50 *19%*	42 *17%*	50 *19%*	47 *18%*	51 *20%*	45 *18%*	122 *47%*	90 *35%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
10	**10** ***4%***	4 *3%* *39%*	6 *4%* *61%*	* *2%* *4%*	1 *2%* *11%*	2 *4%* *18%*	2 *5%* *24%*	3 *6%* *30%*	1 *3%* *14%*	1 *2%* *7%*	4 *3%* *36%*	6 *6%* *57%* I
9	**12** ***5%***	5 *5%* *42%*	7 *5%* *58%*	1 *6%* *8%*	1 *3%* *12%*	2 *5%* *18%*	2 *4%* *15%*	3 *6%* *25%*	3 *5%* *22%*	2 *4%* *17%*	4 *3%* *33%*	6 *7%* *51%*
8	**46** ***18%***	19 *17%* *41%*	27 *18%* *59%*	2 *14%* *5%*	8 *16%* *17%*	5 *11%* *10%*	10 *19%* *21%*	11 *23%* *23%* E	10 *20%* *23%*	8 *19%* *18%*	24 *19%* *51%*	14 *15%* *30%*
7	**49** ***19%***	23 *21%* *47%*	26 *18%* *53%*	3 *16%* *6%*	9 *17%* *17%*	9 *21%* *18%*	11 *22%* *22%*	8 *17%* *17%*	10 *20%* *20%*	8 *17%* *16%*	23 *19%* *46%*	19 *21%* *38%*
6	**44** ***17%***	17 *16%* *39%*	27 *18%* *61%*	4 *23%* *9%*	8 *17%* *19%*	8 *20%* *19%*	9 *18%* *20%*	8 *17%* *18%*	7 *14%* *16%*	8 *18%* *18%*	22 *18%* *50%*	14 *15%* *31%*
5	**31** ***12%***	15 *13%* *48%*	16 *11%* *52%*	2 *9%* *5%*	6 *13%* *20%*	6 *14%* *19%*	6 *13%* *20%*	5 *10%* *16%*	6 *12%* *20%*	7 *16%* *23%*	13 *11%* *43%*	11 *12%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 413

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
4	**25** ***10%***	10 *9%* *40%*	15 *10%* *60%*	2 *14%* *9%*	7 *14%* *27%* G	5 *12%* *19%*	4 *8%* *15%*	3 *6%* *11%*	5 *9%* *19%*	5 *12%* *21%*	12 *10%* *46%*	8 *9%* *33%*
3	**10** ***4%***	6 *5%* *59%*	4 *3%* *41%*	- - -	2 *5%* *24%*	2 *5%* *21%*	1 *2%* *10%*	2 *5%* *22%*	2 *4%* *21%*	2 *4%* *17%*	6 *5%* *65%*	2 *2%* *18%*
2	**8** ***3%***	4 *4%* *52%*	4 *3%* *48%*	1 *6%* *12%* H	1 *2%* *14%*	2 *5%* *24%* H	2 *4%* *24%*	2 *4%* *22%*	* *1%* *3%*	1 *2%* *11%*	5 *4%* *59%*	2 *3%* *30%*
1	**6** ***2%***	2 *2%* *36%*	4 *3%* *64%*	1 *6%* *17%* E	1 *3%* *23%*	- - -	1 *2%* *16%*	1 *1%* *11%*	2 *4%* *33%* E	* *1%* *5%*	2 *2%* *34%*	4 *4%* *61%*
Don't know	**16** ***6%***	5 *4%* *31%*	11 *7%* *69%*	1 *4%* *5%*	4 *8%* *27%*	2 *4%* *10%*	3 *5%* *16%*	2 *4%* *13%*	4 *9%* *29%*	3 *7%* *19%*	7 *6%* *48%*	5 *6%* *33%*
Net: 10/9/8/7	**117** ***45%***	50 *46%* *43%*	66 *45%* *57%*	7 *38%* *6%*	19 *38%* *16%*	18 *41%* *15%*	25 *49%* *21%*	25 *53%* *21%* D	24 *48%* *21%*	19 *41%* *16%*	54 *44%* *46%*	44 *49%* *38%*
Net: 10/9	**22** ***8%***	9 *8%* *41%*	13 *9%* *59%*	1 *8%* *6%*	2 *5%* *11%*	4 *9%* *18%*	4 *8%* *19%*	6 *13%* *28%* D	4 *8%* *18%*	3 *6%* *12%*	7 *6%* *34%*	12 *13%* *54%* IJ

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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)
Total (Unwtd)	**741**	321 *43%*	420 *57%*	41 *6%*	120 *16%*	123 *17%*	145 *20%*	155 *21%*	154 *21%*	147 *20%*	385 *52%*	198 *27%*
Effective Total	**677**	291	386	37	111	114	138	145	140	143	372	187
Net: 6/5/4	**101** ***39%***	42 *39%* *42%*	58 *40%* *58%*	8 *46%* *8%*	21 *43%* *21%*	19 *45%* *19%* G	19 *38%* *19%*	15 *33%* *15%*	18 *35%* *18%*	21 *46%* *20%*	47 *39%* *47%*	33 *36%* *32%*
Net: 3/2/1	**24** ***9%***	12 *11%* *51%*	12 *8%* *49%*	2 *12%* *9%*	5 *10%* *21%*	4 *9%* *17%*	4 *8%* *16%*	5 *10%* *19%*	4 *9%* *18%*	3 *6%* *12%*	13 *11%* *55%*	8 *9%* *33%*
Mean	**6.17**	6.10	6.23	5.78	5.88	6.05	6.33	6.51 D	6.23	6.12	6.09	6.31
Standard Deviation	**2.03**	2.04	2.03	2.28	2.00	1.94	1.99	2.11	2.06	1.81	2.00	2.19

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Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Total (Wtd)	**257**	257 *100%*	254 *99%*	3** *1%* ****	34* *13%* ***	220 *86%*	222 *87%*	155 *60%*	67 *26%*	75 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
10	**10** ***4%***	10 *4%* *100%*	10 *4%* *100%*	- - -	3 *7%* *26%*	7 *3%* *74%*	7 *3%* *74%*	5 *3%* *54%*	2 *3%* *20%*	2 *3%* *23%*
9	**12** ***5%***	12 *5%* *100%*	12 *5%* *100%*	- - -	1 *2%* *5%*	11 *5%* *95%*	11 *5%* *95%*	10 *6%* *81%*	2 *2%* *14%*	3 *4%* *25%*
8	**46** ***18%***	46 *18%* *100%*	45 *18%* *99%*	1 *21%* *1%*	8 *23%* *17%*	38 *17%* *82%*	38 *17%* *83%*	24 *15%* *52%*	14 *22%* *31%*	16 *21%* *34%*
7	**49** ***19%***	49 *19%* *100%*	49 *19%* *100%*	- - -	8 *22%* *15%*	41 *18%* *83%*	42 *19%* *85%*	31 *20%* *63%*	11 *16%* *22%*	12 *16%* *24%*
6	**44** ***17%***	44 *17%* *100%*	44 *17%* *98%*	1 *33%* *2%*	6 *16%* *13%*	39 *18%* *87%*	39 *17%* *87%*	27 *18%* *62%*	11 *17%* *26%*	12 *17%* *28%*
5	**31** ***12%***	31 *12%* *100%*	30 *12%* *99%*	* *15%* *1%*	4 *12%* *14%*	27 *12%* *86%*	27 *12%* *86%*	19 *12%* *62%*	8 *11%* *24%*	9 *12%* *28%*

Ofcom PSB Tracker : 2008

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	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
4	**25** ***10%***	25 *10%* *100%*	25 *10%* *99%*	* *10%* *1%*	1 *4%* *5%*	24 *11%* *93%* U	24 *11%* *95%* U	17 *11%* *68%* U	7 *10%* *26%*	7 *10%* *28%*
3	**10** ***4%***	10 *4%* *100%*	10 *4%* *100%*	* * *	1 *2%* *7%*	9 *4%* *93%*	9 *4%* *93%*	6 *4%* *61%*	3 *4%* *29%*	3 *4%* *29%*
2	**8** ***3%***	8 *3%* *100%*	8 *3%* *100%*	- - -	1 *3%* *10%*	7 *3%* *90%*	7 *3%* *90%*	5 *3%* *59%*	3 *4%* *30%*	3 *3%* *30%*
1	**6** ***2%***	6 *2%* *100%*	6 *2%* *100%*	- - -	1 *3%* *19%*	5 *2%* *75%*	5 *2%* *81%*	2 *1%* *38%*	3 *4%* *44%*	3 *4%* *44%*
Don't know	**16** ***6%***	16 *6%* *100%*	15 *6%* *96%*	1 *22%* *4%*	2 *6%* *13%*	14 *6%* *87%*	14 *6%* *87%*	9 *6%* *57%*	5 *7%* *30%*	6 *8%* *38%*
Net: 10/9/8/7	**117** ***45%***	117 *45%* *100%*	116 *46%* *100%*	1 *21%* *	18 *54%* *16%*	97 *44%* *83%*	98 *44%* *84%*	70 *45%* *60%*	29 *43%* *25%*	33 *44%* *28%*
Net: 10/9	**22** ***8%***	22 *8%* *100%*	22 *8%* *100%*	- - -	3 *9%* *15%*	18 *8%* *85%*	18 *8%* *85%*	15 *10%* *69%*	4 *5%* *17%*	5 *7%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 413

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC1 ****

Base : Regular viewers of BBC1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**741**	741 *100%*	723 *98%*	10 *1%*	102 *14%*	633 *85%*	639 *86%*	446 *60%*	192 *26%*	215 *29%*
Effective Total	**677**	677	669	8	92	579	585	411	173	194
Net: 6/5/4	**101** ***39%***	101 *39%* *100%*	99 *39%* *99%*	1 *57%* *1%*	11 *33%* *11%*	89 *40%* *89%*	89 *40%* *89%*	64 *41%* *63%*	26 *38%* *25%*	28 *38%* *28%*
Net: 3/2/1	**24** ***9%***	24 *9%* *100%*	24 *9%* *100%*	* * *	3 *8%* *11%*	21 *9%* *87%*	21 *10%* *89%*	13 *8%* *54%*	8 *12%* *33%*	8 *11%* *33%*
Mean	**6.17**	6.17	6.17	6.10	6.52	6.12	6.12	6.18	6.00	6.09
Standard Deviation	**2.03**	2.03	2.04	-	2.07	2.02	2.03	1.98	2.14	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 414

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Total (Wtd)	**120**	63 *53%*	57 *47%*	7** *6%* **	13** *11%* **	18* *15%* *	23* *19%* *	27* *22%* *	32* *27%* *	23* *19%* *	53 *44%*	44* *37%* *
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
10	**3** ***2%***	1 *2%* *57%*	1 *2%* *43%*	- - -	- - -	* *2%* *12%*	* *1%* *12%*	1 *3%* *30%*	1 *4%* *47%*	1 *2%* *21%*	2 *3%* *63%*	* *1%* *16%*
9	**5** ***4%***	3 *5%* *59%*	2 *4%* *41%*	- - -	1 *6%* *17%*	2 *10%* *36%* H	1 *4%* *17%*	1 *5%* *25%*	* *1%* *5%*	1 *4%* *18%*	2 *3%* *37%*	2 *5%* *46%*
8	**18** ***15%***	8 *12%* *42%*	11 *19%* *58%*	1 *12%* *4%*	2 *12%* *8%*	3 *14%* *14%*	3 *12%* *15%*	4 *13%* *19%*	7 *22%* *39%*	3 *13%* *16%*	9 *16%* *46%*	7 *16%* *37%*
7	**24** ***20%***	12 *19%* *52%*	11 *20%* *48%*	1 *20%* *6%*	3 *23%* *13%*	3 *15%* *12%*	7 *31%* *30%* H	5 *19%* *21%*	5 *14%* *19%*	5 *20%* *19%*	9 *18%* *39%*	10 *22%* *41%*
6	**22** ***18%***	13 *21%* *60%*	9 *15%* *40%*	2 *24%* *8%*	* *3%* *2%*	5 *26%* *21%*	6 *25%* *26%*	3 *13%* *16%*	6 *18%* *28%*	5 *23%* *25%*	9 *17%* *41%*	8 *17%* *35%*
5	**15** ***12%***	9 *14%* *60%*	6 *11%* *40%*	1 *12%* *5%*	2 *14%* *12%*	2 *10%* *12%*	2 *10%* *16%*	5 *17%* *31%*	4 *11%* *24%*	2 *8%* *12%*	7 *13%* *45%*	6 *15%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 414

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
4	**11** ***9%***	7 *11%* *62%*	4 *7%* *38%*	1 *21%* *13%*	2 *15%* *18%*	2 *11%* *18%*	1 *3%* *6%*	2 *9%* *22%*	3 *8%* *23%*	3 *13%* *28%*	5 *9%* *45%*	3 *7%* *27%*
3	**6** ***5%***	3 *5%* *55%*	3 *5%* *45%*	* *6%* *6%*	1 *6%* *13%*	* *2%* *5%*	1 *3%* *10%*	1 *5%* *24%*	3 *8%* *42%*	1 *2%* *8%*	3 *6%* *52%*	2 *6%* *40%*
2	**5** ***4%***	2 *3%* *45%*	3 *5%* *55%*	* *6%* *8%*	1 *11%* *30%*	1 *5%* *20%*	* *1%* *7%*	1 *5%* *29%*	* *1%* *6%*	1 *4%* *18%*	3 *6%* *68%*	1 *1%* *13%*
1	**4** ***3%***	2 *3%* *44%*	2 *4%* *56%*	- - -	1 *11%* *36%*	- - -	* *1%* *8%*	1 *5%* *30%*	1 *3%* *26%*	* *1%* *7%*	2 *4%* *47%*	2 *4%* *46%*
Don't know	**8** ***6%***	3 *4%* *37%*	5 *9%* *63%*	- - -	- - -	1 *5%* *12%*	2 *9%* *25%*	2 *6%* *23%*	3 *9%* *40%*	2 *10%* *30%*	2 *5%* *32%*	3 *7%* *39%*
Net: 10/9/8/7	**50** ***41%***	24 *39%* *49%*	25 *45%* *51%*	2 *32%* *4%*	5 *41%* *11%*	7 *41%* *15%*	11 *48%* *22%*	10 *39%* *21%*	13 *41%* *27%*	9 *39%* *18%*	21 *41%* *43%*	19 *44%* *39%*
Net: 10/9	**7** ***6%***	4 *7%* *58%*	3 *6%* *42%*	- - -	1 *6%* *11%*	2 *11%* *28%*	1 *5%* *15%*	2 *7%* *27%*	1 *5%* *20%*	1 *6%* *19%*	3 *7%* *46%*	3 *6%* *35%*
Net: 6/5/4	**48** ***40%***	29 *46%* *60%* B	19 *33%* *40%*	4 *57%* *8%*	4 *32%* *9%*	8 *47%* *18%*	9 *38%* *18%*	10 *39%* *22%*	12 *37%* *26%*	10 *44%* *21%*	21 *39%* *43%*	17 *38%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 414

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ****

Base : Regular viewers of BBC2 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**357**	186 *52%*	171 *48%*	16 *4%*	32 *9%*	54 *15%*	64 *18%*	90 *25%*	99 *28%*	78 *22%*	172 *48%*	101 *28%*
Effective Total	**326**	168	158	14	30	51	60	85	90	76	167	95
Net: 3/2/1	**15** ***12%***	7 *12%* *49%*	8 *13%* *51%*	1 *11%* *5%*	4 *28%* *24%*	1 *7%* *8%*	1 *6%* *9%*	4 *15%* *27%*	4 *12%* *27%*	2 *7%* *11%*	8 *16%* *56%*	5 *11%* *33%*
Mean	**5.92**	5.87	5.98	5.52	5.06	6.22	6.37	5.74	6.06	6.06	5.80	6.01
Standard Deviation	**2.06**	1.99	2.15	1.81	2.57	1.94	1.61	2.24	2.08	1.90	2.20	2.00

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 414

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ****

Base : Regular viewers of BBC2 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Total (Wtd)	**120**	120 *100%*	119 *99%*	1** *1%* **	18* *15%* *	101 *85%*	102 *85%*	66 *55%*	36* *30%* *	40 *33%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
10	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *4%* *27%*	2 *2%* *73%*	2 *2%* *73%*	1 *2%* *40%*	1 *2%* *33%*	1 *3%* *43%*
9	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	- - -	5 *5%* *94%*	5 *5%* *100%*	4 *6%* *75%*	1 *3%* *25%*	2 *4%* *33%*
8	**18** ***15%***	18 *15%* *100%*	18 *16%* *100%*	- - -	4 *20%* *20%*	15 *15%* *80%*	15 *15%* *80%*	7 *11%* *40%*	7 *20%* *40%* X	7 *19%* *40%*
7	**24** ***20%***	24 *20%* *100%*	23 *20%* *98%*	* *39%* *2%*	4 *20%* *15%*	20 *20%* *85%*	20 *20%* *85%*	13 *20%* *55%*	7 *19%* *30%*	7 *18%* *31%*
6	**22** ***18%***	22 *18%* *100%*	21 *18%* *99%*	* *26%* *1%*	4 *22%* *18%*	18 *18%* *82%*	18 *18%* *82%*	12 *18%* *54%*	6 *17%* *28%*	7 *18%* *33%*
5	**15** ***12%***	15 *12%* *100%*	15 *13%* *100%*	- - -	3 *15%* *18%*	12 *12%* *82%*	12 *12%* *82%*	9 *14%* *63%*	3 *8%* *19%*	3 *8%* *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 414

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ****

Base : Regular viewers of BBC2 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
4	**11** ***9%***	11 *9%* *100%*	11 *9%* *97%*	* *34%* *3%*	1 *6%* *9%*	10 *10%* *91%*	10 *10%* *91%*	7 *11%* *66%*	3 *8%* *25%*	3 *8%* *29%*
3	**6** ***5%***	6 *5%* *100%*	6 *5%* *100%*	- - -	* *2%* *6%*	6 *6%* *94%*	6 *6%* *94%*	3 *5%* *54%*	2 *7%* *40%*	2 *6%* *40%*
2	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	1 *3%* *12%*	4 *4%* *88%*	4 *4%* *88%*	3 *5%* *70%*	1 *2%* *18%*	1 *3%* *24%*
1	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	* *2%* *10%*	3 *3%* *80%*	4 *4%* *90%*	2 *3%* *50%*	2 *4%* *40%*	2 *4%* *40%*
Don't know	**8** ***6%***	8 *6%* *100%*	8 *6%* *100%*	- - -	1 *6%* *13%*	7 *7%* *87%*	7 *6%* *87%*	4 *5%* *46%*	3 *9%* *41%*	4 *9%* *49%*
Net: 10/9/8/7	**50** ***41%***	50 *41%* *100%*	49 *41%* *99%*	* *39%* *1%*	8 *44%* *16%*	41 *41%* *84%*	42 *41%* *84%*	25 *38%* *51%*	17 *46%* *33%*	18 *44%* *35%*
Net: 10/9	**7** ***6%***	7 *6%* *100%*	7 *6%* *100%*	- - -	1 *4%* *10%*	6 *6%* *86%*	7 *7%* *90%*	5 *7%* *63%*	2 *6%* *28%*	3 *7%* *37%*
Net: 6/5/4	**48** ***40%***	48 *40%* *100%*	47 *40%* *99%*	1 *61%* *1%*	8 *43%* *16%*	40 *40%* *84%*	40 *39%* *84%*	28 *43%* *59%*	12 *32%* *25%*	13 *34%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 414

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - BBC2 ****

Base : Regular viewers of BBC2 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	357 *100%*	349 *98%*	4 *1%*	54 *15%*	301 *84%*	303 *85%*	195 *55%*	108 *30%*	120 *34%*
Effective Total	**326**	326	323	3	50	274	276	178	98	109
Net: 3/2/1	**15** ***12%***	15 *12%* *100%*	15 *13%* *100%*	- - -	1 *8%* *9%*	13 *13%* *88%*	14 *13%* *91%*	9 *13%* *58%*	5 *14%* *33%*	5 *13%* *35%*
Mean	**5.92**	5.92	5.93	5.71	6.21	5.89	5.87	5.78	6.05	6.06
Standard Deviation	**2.06**	2.06	2.07	-	1.91	2.06	2.09	2.06	2.16	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 415

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Total (Wtd)	**208**	85 *41%*	123 *59%*	14** *7%* **	41* *20%* *	37* *18%* *	44 *21%*	36 *17%*	37 *18%*	28* *13%* *	104 *50%*	76 *36%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
10	**6** ***3%***	2 *2%* *30%*	4 *4%* *70%*	- - -	1 *3%* *23%*	1 *1%* *9%*	1 *2%* *15%*	2 *6%* *35%*	1 *3%* *19%*	- - -	3 *3%* *43%*	4 *5%* *57%*
9	**8** ***4%***	1 *2%* *19%*	6 *5%* *81%* A	1 *5%* *10%*	1 *2%* *13%*	1 *4%* *18%*	1 *3%* *15%*	1 *3%* *12%*	3 *7%* *33%*	1 *2%* *7%*	3 *3%* *40%*	4 *5%* *52%*
8	**27** ***13%***	11 *13%* *42%*	15 *13%* *58%*	2 *13%* *7%*	4 *9%* *14%*	4 *11%* *15%*	6 *14%* *23%*	6 *18%* *23%*	5 *13%* *18%*	3 *9%* *10%*	12 *11%* *45%*	12 *16%* *46%*
7	**32** ***15%***	15 *17%* *45%*	18 *14%* *55%*	3 *21%* *9%*	5 *12%* *15%*	8 *23%* *26%* D	6 *15%* *20%*	5 *13%* *14%*	5 *14%* *16%*	4 *16%* *14%*	18 *17%* *56%*	10 *13%* *30%*
6	**39** ***19%***	16 *19%* *41%*	23 *19%* *59%*	2 *16%* *6%*	8 *20%* *21%*	6 *17%* *16%*	9 *20%* *22%*	5 *15%* *14%*	8 *22%* *20%*	6 *23%* *17%*	17 *16%* *44%*	15 *20%* *40%*
5	**39** ***19%***	17 *20%* *44%*	21 *17%* *56%*	2 *16%* *6%*	6 *13%* *14%*	7 *18%* *17%*	10 *23%* *26%*	7 *20%* *18%*	7 *19%* *18%*	5 *18%* *13%*	22 *21%* *56%*	12 *16%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 415

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
4	**18** ***9%***	9 *10%* *47%*	10 *8%* *53%*	1 *5%* *3%*	5 *13%* *29%*	3 *9%* *19%*	5 *11%* *26%*	2 *6%* *12%*	2 *5%* *11%*	3 *9%* *14%*	11 *10%* *57%*	5 *7%* *29%*
3	**9** ***4%***	4 *5%* *45%*	5 *4%* *55%*	* *3%* *4%*	2 *5%* *24%*	2 *5%* *20%*	2 *5%* *25%*	1 *3%* *13%*	1 *3%* *13%*	2 *8%* *26%*	4 *4%* *47%*	3 *3%* *28%*
2	**10** ***5%***	4 *5%* *42%*	6 *5%* *58%*	1 *5%* *7%*	2 *5%* *20%*	4 *10%* *37%* FH	1 *2%* *10%*	2 *5%* *20%*	1 *2%* *6%*	2 *6%* *17%*	6 *6%* *62%*	2 *3%* *22%*
1	**6** ***3%***	2 *3%* *34%*	4 *3%* *66%*	1 *8%* *17%*	2 *6%* *37%* E	- - -	1 *2%* *16%*	* *1%* *4%*	2 *5%* *26%* E	* *1%* *5%*	4 *3%* *58%*	2 *3%* *37%*
Don't know	**14** ***7%***	4 *5%* *28%*	10 *8%* *72%*	1 *10%* *9%*	4 *11%* *31%* EF	1 *2%* *4%*	2 *4%* *11%*	3 *9%* *23%* E	3 *8%* *21%* E	2 *7%* *14%*	6 *5%* *39%*	7 *9%* *47%*
Net: 10/9/8/7	**73** ***35%***	29 *34%* *40%*	44 *36%* *60%*	6 *39%* *8%*	11 *27%* *15%*	14 *39%* *20%*	15 *33%* *20%*	14 *39%* *19%*	14 *37%* *19%*	8 *27%* *10%*	36 *34%* *49%*	30 *39%* *41%*
Net: 10/9	**14** ***7%***	3 *4%* *23%*	11 *9%* *77%* A	1 *5%* *5%*	2 *6%* *17%*	2 *5%* *14%*	2 *5%* *15%*	3 *9%* *22%*	4 *10%* *27%*	1 *2%* *4%*	6 *6%* *42%*	8 *10%* *54%* I

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 415

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**596**	247 *41%*	349 *59%*	33 *6%*	98 *16%*	103 *17%*	129 *22%*	120 *20%*	112 *19%*	91 *15%*	329 *55%*	164 *28%*
Effective Total	**541**	225	317	29	92	96	120	109	102	89	318	156
Net: 6/5/4	**96** ***46%***	42 *49%* *44%*	54 *44%* *56%*	5 *36%* *5%*	19 *47%* *20%*	16 *44%* *17%*	24 *54%* *25%*	15 *42%* *15%*	17 *46%* *18%*	14 *50%* *15%*	49 *47%* *51%*	33 *43%* *34%*
Net: 3/2/1	**25** ***12%***	10 *12%* *41%*	15 *12%* *59%*	2 *15%* *8%*	7 *16%* *26%*	5 *15%* *22%*	4 *10%* *17%*	3 *10%* *13%*	3 *9%* *14%*	4 *15%* *17%*	14 *13%* *55%*	7 *9%* *28%*
Mean	**5.80**	5.69	5.87	5.71	5.41	5.71	5.78	6.13 D	6.05 D	5.46	5.64	6.15 IJ
Standard Deviation	**2.05**	1.94	2.12	2.28	2.22	1.97	1.86	2.09	2.08	1.82	2.05	2.09

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Base : Regular viewers of ITV1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Total (Wtd)	**208**	208 *100%*	207 *99%*	2** *1%* **	28* *13%* *	178 *86%*	181 *87%*	130 *62%*	51 *24%*	57 *28%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
10	**6** ***3%***	6 *3%* *100%*	6 *3%* *90%*	1 *36%* *10%*	- - -	6 *3%* *100%*	6 *3%* *100%*	5 *4%* *75%*	2 *3%* *25%*	2 *4%* *33%*
9	**8** ***4%***	8 *4%* *100%*	8 *4%* *100%*	- - -	1 *4%* *13%*	6 *4%* *82%*	7 *4%* *87%*	4 *3%* *57%*	2 *5%* *29%*	2 *4%* *29%*
8	**27** ***13%***	27 *13%* *100%*	27 *13%* *100%*	- - -	5 *17%* *18%*	22 *12%* *81%*	22 *12%* *82%*	15 *12%* *57%*	7 *13%* *25%*	8 *14%* *30%*
7	**32** ***15%***	32 *15%* *100%*	32 *15%* *99%*	* *17%* *1%*	4 *13%* *11%*	28 *16%* *86%*	29 *16%* *89%*	22 *17%* *69%*	6 *12%* *20%*	7 *12%* *22%*
6	**39** ***19%***	39 *19%* *100%*	38 *18%* *98%*	1 *47%* *2%*	7 *24%* *17%*	32 *18%* *83%*	32 *18%* *83%*	24 *19%* *62%*	8 *16%* *21%*	9 *16%* *24%*
5	**39** ***19%***	39 *19%* *100%*	39 *19%* *100%*	- - -	5 *19%* *14%*	33 *18%* *85%*	33 *18%* *86%*	24 *18%* *61%*	10 *19%* *26%*	10 *18%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - ITV1 ****

Base : Regular viewers of ITV1 in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
4	**18** ***9%***	18 *9%* *100%*	18 *9%* *100%*	- - -	2 *6%* *9%*	17 *9%* *91%*	17 *9%* *91%*	11 *9%* *61%*	6 *11%* *30%*	6 *11%* *35%*
3	**9** ***4%***	9 *4%* *100%*	9 *4%* *100%*	* * *	* *1%* *4%*	9 *5%* *96%*	9 *5%* *96%*	7 *5%* *74%*	2 *3%* *19%*	2 *4%* *23%*
2	**10** ***5%***	10 *5%* *100%*	10 *5%* *100%*	- - -	1 *4%* *12%*	8 *5%* *88%*	8 *5%* *88%*	6 *4%* *61%*	3 *5%* *28%*	3 *5%* *30%*
1	**6** ***3%***	6 *3%* *100%*	6 *3%* *100%*	- - -	1 *4%* *19%*	5 *3%* *74%*	5 *3%* *81%*	3 *3%* *53%*	2 *3%* *28%*	2 *3%* *28%*
Don't know	**14** ***7%***	14 *7%* *100%*	14 *7%* *100%*	* * *	2 *7%* *13%*	13 *7%* *87%*	13 *7%* *87%*	8 *6%* *56%*	4 *9%* *30%*	5 *9%* *37%*
Net: 10/9/8/7	**73** ***35%***	73 *35%* *100%*	72 *35%* *99%*	1 *53%* *1%*	9 *34%* *13%*	62 *35%* *85%*	64 *35%* *87%*	47 *36%* *64%*	17 *33%* *23%*	19 *34%* *27%*
Net: 10/9	**14** ***7%***	14 *7%* *100%*	13 *6%* *96%*	1 *36%* *4%*	1 *4%* *7%*	13 *7%* *90%*	13 *7%* *93%*	9 *7%* *65%*	4 *8%* *28%*	4 *8%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 415

Absolutes/col/row percents

9 Jul 2009

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Base : Regular viewers of ITV1 in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**596**	596 *100%*	582 *98%*	8 *1%*	82 *14%*	507 *85%*	514 *86%*	372 *62%*	141 *24%*	160 *27%*
Effective Total	**541**	541	537	5	73	462	468	339	129	145
Net: 6/5/4	**96** ***46%***	96 *46%* *100%*	95 *46%* *99%*	1 *47%* *1%*	14 *49%* *14%*	82 *46%* *85%*	82 *45%* *86%*	59 *45%* *61%*	23 *46%* *24%*	26 *45%* *27%*
Net: 3/2/1	**25** ***12%***	25 *12%* *100%*	25 *12%* *100%*	* * *	3 *10%* *11%*	22 *12%* *88%*	22 *12%* *89%*	16 *12%* *64%*	6 *12%* *24%*	7 *12%* *27%*
Mean	**5.80**	5.80	5.78	7.60	5.85	5.79	5.79	5.82	5.72	5.77
Standard Deviation	**2.05**	2.05	2.04	-	1.96	2.05	2.06	2.04	2.15	2.15

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 416

Absolutes/col/row percents

9 Jul 2009

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**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Total (Wtd)	**341**	154 *45%*	187 *55%*	27* *8%* *	64 *19%*	56 *17%*	69 *20%*	60 *17%*	64 *19%*	54 *16%*	165 *49%*	121 *36%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
10	**13** ***4%***	4 *3%* *34%*	8 *4%* *66%*	1 *3%* *6%*	2 *4%* *19%*	2 *3%* *14%*	2 *3%* *16%*	3 *6%* *27%*	2 *4%* *18%*	1 *2%* *7%*	5 *3%* *39%*	7 *6%* *54%*
9	**14** ***4%***	4 *2%* *27%*	10 *5%* *73%* A	1 *5%* *10%*	2 *3%* *12%*	4 *7%* *28%*	3 *4%* *19%*	2 *3%* *13%*	3 *4%* *19%*	1 *3%* *11%*	6 *4%* *43%*	6 *5%* *46%*
8	**48** ***14%***	20 *13%* *42%*	28 *15%* *58%*	4 *15%* *9%*	7 *11%* *14%*	8 *14%* *16%*	9 *12%* *18%*	10 *17%* *21%*	10 *16%* *22%*	6 *11%* *13%*	21 *13%* *44%*	21 *17%* *43%*
7	**62** ***18%***	31 *20%* *49%*	31 *17%* *51%*	6 *24%* *10%* D	7 *10%* *11%*	10 *18%* *16%*	15 *22%* *24%* D	12 *19%* *19%* D	12 *19%* *20%* D	10 *18%* *16%*	31 *19%* *49%*	21 *18%* *35%*
6	**62** ***18%***	28 *18%* *44%*	35 *19%* *56%*	3 *12%* *5%*	14 *22%* *23%*	11 *19%* *18%*	14 *20%* *23%*	9 *15%* *14%*	11 *17%* *17%*	11 *20%* *17%*	32 *19%* *51%*	20 *16%* *32%*
5	**56** ***16%***	29 *19%* *52%*	27 *14%* *48%*	5 *18%* *9%*	12 *18%* *21%*	10 *17%* *17%*	11 *15%* *19%*	9 *14%* *15%*	10 *16%* *18%*	10 *18%* *17%*	28 *17%* *50%*	18 *15%* *33%*

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**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - All channels combined ****

Base : All who ever watch any of the channels in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
4	**31** ***9%***	14 *9%* *44%*	17 *9%* *56%*	2 *6%* *6%*	5 *8%* *18%*	6 *11%* *20%*	7 *10%* *23%*	5 *8%* *15%*	6 *9%* *18%*	7 *12%* *21%*	14 *8%* *46%*	10 *8%* *33%*
3	**15** ***4%***	7 *4%* *46%*	8 *4%* *54%*	* * *	6 *9%* *40%* CE FH	2 *3%* *12%*	2 *3%* *13%*	3 *5%* *21%*	2 *3%* *14%*	2 *4%* *14%*	10 *6%* *68%* K	3 *2%* *18%*
2	**11** ***3%***	6 *4%* *49%*	6 *3%* *51%*	2 *6%* *15%* H	2 *3%* *20%*	1 *3%* *13%*	3 *4%* *27%*	2 *4%* *20%*	1 *1%* *6%*	2 *3%* *13%*	5 *3%* *46%*	5 *4%* *41%*
1	**9** ***3%***	5 *3%* *54%*	4 *2%* *46%*	2 *7%* *21%* E	2 *3%* *25%*	1 *1%* *7%*	1 *2%* *14%*	2 *3%* *19%*	1 *2%* *14%*	2 *3%* *17%*	4 *2%* *44%*	3 *3%* *39%*
Don't know	**20** ***6%***	8 *5%* *39%*	12 *7%* *61%*	1 *4%* *6%*	5 *7%* *23%*	3 *4%* *12%*	3 *4%* *14%*	3 *6%* *17%*	6 *9%* *27%*	3 *6%* *16%*	10 *6%* *49%*	7 *6%* *35%*
Net: 10/9/8/7	**136** ***40%***	59 *38%* *43%*	77 *41%* *57%*	13 *47%* *9%* D	17 *27%* *13%*	23 *41%* *17%* D	28 *41%* *21%* D	27 *45%* *20%* D	28 *43%* *20%* D	18 *34%* *14%*	62 *38%* *46%*	55 *46%* *41%* IJ
Net: 10/9	**26** ***8%***	8 *5%* *30%*	18 *10%* *70%* A	2 *8%* *8%*	4 *6%* *15%*	5 *10%* *21%*	5 *7%* *18%*	5 *9%* *20%*	5 *8%* *18%*	2 *4%* *9%*	11 *7%* *41%*	13 *11%* *50%* IJ

GfK NOP

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**975**	442 *45%*	533 *55%*	63 *6%*	154 *16%*	163 *17%*	202 *21%*	198 *20%*	191 *20%*	173 *18%*	522 *54%*	263 *27%*
Effective Total	**890**	401	490	58	144	153	190	183	176	168	505	250
Net: 6/5/4	**149** ***44%***	70 *45%* *47%*	79 *42%* *53%*	10 *36%* *7%*	32 *49%* *21%* G	27 *47%* *18%*	32 *46%* *21%*	22 *37%* *15%*	27 *42%* *18%*	27 *50%* *18%* K	74 *45%* *49%*	48 *40%* *32%*
Net: 3/2/1	**35** ***10%***	17 *11%* *49%*	18 *10%* *51%*	4 *13%* *10%*	11 *16%* *30%* EF H	4 *7%* *11%*	6 *9%* *18%*	7 *12%* *20%*	4 *6%* *12%*	5 *10%* *15%*	19 *12%* *55%*	11 *9%* *30%*
Mean	**5.99**	5.84	6.12 A	5.91	5.56	6.14 D	5.98	6.11 D	6.22 D	5.75	5.89	6.24 IJ
Standard Deviation	**2.01**	1.97	2.05	2.29	2.09	1.89	1.93	2.15	1.89	1.89	1.97	2.11

Ofcom PSB Tracker : 2008

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		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Total (Wtd)	**341**	341 *100%*	337 *99%*	3** *1%* **	48 *14%*	288 *85%*	292 *86%*	202 *59%*	89 *26%*	100 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
10	**13** ***4%***	13 *4%* *100%*	12 *4%* *95%*	1 *18%* *5%*	2 *3%* *13%*	11 *4%* *84%*	11 *4%* *87%*	7 *3%* *54%*	4 *5%* *33%*	5 *5%* *40%*
9	**14** ***4%***	14 *4%* *100%*	14 *4%* *100%*	- - -	1 *3%* *9%*	11 *4%* *84%*	12 *4%* *91%*	9 *5%* *69%*	3 *3%* *21%*	4 *4%* *26%*
8	**48** ***14%***	48 *14%* *100%*	47 *14%* *99%*	* *11%* *1%*	7 *15%* *15%*	40 *14%* *83%*	40 *14%* *85%*	28 *14%* *60%*	12 *13%* *25%*	13 *13%* *27%*
7	**62** ***18%***	62 *18%* *100%*	61 *18%* *98%*	1 *28%* *2%*	8 *17%* *13%*	53 *18%* *86%*	54 *18%* *87%*	37 *18%* *60%*	17 *18%* *27%*	18 *18%* *28%*
6	**62** ***18%***	62 *18%* *100%*	62 *18%* *99%*	* *12%* *1%*	12 *25%* *20%* VWXY Z	50 *17%* *80%*	50 *17%* *80%*	36 *18%* *58%*	14 *16%* *23%*	17 *17%* *27%*
5	**56** ***16%***	56 *16%* *100%*	55 *16%* *99%*	1 *15%* *1%*	7 *14%* *12%*	49 *17%* *88%*	49 *17%* *88%*	37 *18%* *66%*	12 *14%* *22%*	14 *14%* *24%*

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		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
4	**31** ***9%***	31 *9%* *100%*	31 *9%* *100%*	- - -	4 *8%* *13%*	27 *9%* *86%*	27 *9%* *87%*	16 *8%* *51%*	11 *13%* *36%* X	12 *12%* *40%* X
3	**15** ***4%***	15 *4%* *100%*	15 *4%* *100%*	* * *	1 *3%* *9%*	14 *5%* *91%*	14 *5%* *91%*	10 *5%* *63%*	4 *4%* *26%*	4 *4%* *26%*
2	**11** ***3%***	11 *3%* *100%*	11 *3%* *100%*	- - -	2 *3%* *14%*	9 *3%* *83%*	9 *3%* *83%*	7 *3%* *59%*	3 *3%* *24%*	3 *3%* *24%*
1	**9** ***3%***	9 *3%* *100%*	9 *3%* *100%*	- - -	1 *1%* *6%*	8 *3%* *89%*	8 *3%* *94%*	5 *2%* *55%*	3 *4%* *38%*	4 *4%* *43%*
Don't know	**20** ***6%***	20 *6%* *100%*	20 *6%* *97%*	1 *16%* *3%*	3 *7%* *17%*	17 *6%* *83%*	17 *6%* *83%*	11 *5%* *53%*	6 *7%* *30%*	7 *7%* *36%*
Net: 10/9/8/7	**136** ***40%***	136 *40%* *100%*	134 *40%* *99%*	2 *57%* *1%*	18 *38%* *13%*	115 *40%* *84%*	118 *40%* *87%*	82 *41%* *60%*	36 *40%* *26%*	39 *39%* *29%*
Net: 10/9	**26** ***8%***	26 *8%* *100%*	26 *8%* *98%*	1 *18%* *2%*	3 *6%* *11%*	22 *8%* *84%*	23 *8%* *89%*	16 *8%* *62%*	7 *8%* *27%*	9 *9%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 416

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - All channels combined ****

Base : All who ever watch any of the channels in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**975**	975 *100%*	953 *98%*	14 *1%*	141 *14%*	823 *84%*	833 *85%*	577 *59%*	255 *26%*	284 *29%*
Effective Total	**890**	890	880	10	129	752	760	528	232	257
Net: 6/5/4	**149** ***44%***	149 *44%* *100%*	148 *44%* *99%*	1 *27%* *1%*	23 *48%* *16%*	125 *43%* *84%*	126 *43%* *84%*	88 *44%* *59%*	38 *42%* *25%*	43 *43%* *29%*
Net: 3/2/1	**35** ***10%***	35 *10%* *100%*	35 *10%* *100%*	* * *	4 *7%* *10%*	31 *11%* *88%*	31 *11%* *89%*	21 *10%* *60%*	10 *11%* *28%*	10 *10%* *30%*
Mean	**5.99**	5.99	5.98	7.26	6.11	5.96	5.98	6.01	5.90	5.94
Standard Deviation	**2.01**	2.01	2.01	2.08	1.84	2.03	2.04	2.00	2.14	2.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 417

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Total (Wtd)	**168**	78 *46%*	90 *54%*	14** *8%* **	29* *17%* *	27* *16%* *	37 *22%*	31* *18%* *	31* *19%* *	29* *17%* *	79 *47%*	60 *36%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
10	**25** ***15%***	10 *12%* *39%*	15 *17%* *61%*	1 *10%* *6%*	4 *13%* *15%*	4 *17%* *18%*	6 *15%* *23%*	5 *17%* *21%*	4 *13%* *17%*	3 *12%* *14%*	11 *14%* *44%*	10 *17%* *42%*
9	**20** ***12%***	11 *14%* *55%*	9 *10%* *45%*	* *3%* *2%*	5 *17%* *25%* E	1 *2%* *3%*	5 *13%* *25%* E	5 *16%* *24%* E	4 *13%* *21%* E	4 *15%* *22%*	9 *11%* *44%*	7 *11%* *34%*
8	**37** ***22%***	18 *23%* *48%*	19 *21%* *52%*	3 *24%* *9%*	5 *19%* *15%*	6 *24%* *17%*	8 *21%* *21%*	6 *21%* *17%*	8 *25%* *21%*	6 *22%* *17%*	20 *25%* *54%*	11 *18%* *29%*
7	**31** ***18%***	15 *20%* *51%*	15 *17%* *49%*	4 *26%* *12%*	6 *20%* *19%*	4 *17%* *14%*	7 *19%* *22%*	5 *15%* *15%*	5 *17%* *17%*	6 *21%* *19%*	14 *17%* *45%*	11 *18%* *35%*
6	**21** ***12%***	10 *12%* *47%*	11 *12%* *53%*	2 *16%* *11%*	3 *10%* *14%*	4 *14%* *19%*	4 *11%* *19%*	4 *14%* *20%*	4 *11%* *17%*	3 *9%* *13%*	10 *12%* *48%*	8 *14%* *40%*
5	**18** ***11%***	7 *10%* *41%*	11 *12%* *59%*	1 *8%* *6%*	3 *9%* *14%*	3 *11%* *16%*	5 *14%* *28%*	3 *11%* *18%*	4 *11%* *19%*	4 *13%* *20%*	9 *11%* *48%*	6 *10%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 417

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
4	**5** ***3%***	2 *2%* *37%*	3 *3%* *63%*	- - -	1 *3%* *16%*	1 *3%* *18%*	* *1%* *6%*	1 *4%* *28%*	1 *5%* *31%*	* *1%* *5%*	2 *2%* *41%*	3 *4%* *54%*
3	**4** ***2%***	2 *3%* *53%*	2 *2%* *47%*	* *3%* *10%*	1 *3%* *28%*	1 *5%* *35%*	* *1%* *9%*	* *1%* *7%*	* *1%* *11%*	1 *2%* *19%*	2 *2%* *53%*	1 *2%* *28%*
2	**1** ***1%***	1 *1%* *53%*	1 *1%* *47%*	- - -	1 *2%* *47%*	* *1%* *27%*	* *1%* *25%*	- - -	- - -	* *1%* *27%*	* * *25%*	1 *1%* *47%*
1	**4** ***3%***	2 *3%* *52%*	2 *2%* *48%*	1 *8%* *24%*	- - -	1 *2%* *12%*	2 *5%* *45%*	* *1%* *10%*	* *1%* *9%*	1 *4%* *29%*	1 *1%* *24%*	2 *3%* *47%*
Don't know	**3** ***2%***	* *1%* *13%*	3 *3%* *87%*	* *3%* *12%*	1 *5%* *45%* FG	1 *4%* *30%*	- - -	* * *	* *1%* *13%*	- - -	2 *3%* *67%*	1 *2%* *33%*
Net: 10/9/8/7	**112** ***67%***	54 *69%* *48%*	58 *65%* *52%*	9 *63%* *8%*	20 *68%* *18%*	16 *60%* *14%*	25 *68%* *22%*	21 *69%* *19%*	21 *69%* *19%*	20 *70%* *18%*	53 *67%* *48%*	39 *64%* *34%*
Net: 10/9	**44** ***26%***	20 *26%* *46%*	24 *27%* *54%*	2 *13%* *4%*	9 *29%* *19%*	5 *19%* *11%*	10 *29%* *24%*	10 *33%* *23%* E	8 *27%* *19%*	8 *27%* *18%*	19 *25%* *44%*	17 *28%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 417

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ****

Base : All in sample A in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**488**	228 *47%*	260 *53%*	32 *7%*	70 *14%*	79 *16%*	108 *22%*	106 *22%*	91 *19%*	95 *19%*	252 *52%*	130 *27%*
Effective Total	**441**	206	235	29	65	73	100	97	85	92	242	123
Net: 6/5/4	**44** ***26%***	19 *24%* *43%*	25 *27%* *57%*	3 *24%* *7%*	6 *21%* *14%*	8 *28%* *17%*	9 *25%* *21%*	9 *29%* *20%*	9 *28%* *20%*	6 *22%* *15%*	21 *26%* *47%*	17 *28%* *38%*
Net: 3/2/1	**9** ***6%***	5 *6%* *53%*	4 *5%* *47%*	1 *10%* *15%*	2 *6%* *17%*	2 *8%* *23%*	3 *7%* *28%*	1 *2%* *7%*	1 *3%* *9%*	2 *8%* *25%*	3 *4%* *36%*	4 *6%* *39%*
Mean	**7.19**	7.17	7.21	6.71	7.32	6.96	7.13	7.44	7.31	7.10	7.27	7.14
Standard Deviation	**2.09**	2.07	2.11	2.33	2.00	2.20	2.28	1.97	1.93	2.23	1.94	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 417

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ****

Base : All in sample A in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Total (Wtd)	**168**	168 *100%*	166 *99%*	2** *1%* ****	20* *12%* ***	145 *86%*	147 *87%*	98 *59%*	48 *29%*	53 *31%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
10	**25** ***15%***	25 *15%* *100%*	24 *15%* *98%*	* *18%* *2%*	4 *19%* *16%*	20 *14%* *83%*	21 *14%* *84%*	15 *15%* *61%*	6 *12%* *23%*	7 *13%* *29%*
9	**20** ***12%***	20 *12%* *100%*	20 *12%* *100%*	- - -	2 *7%* *8%*	18 *12%* *90%*	18 *12%* *92%*	11 *11%* *58%*	7 *14%* *35%*	7 *13%* *35%*
8	**37** ***22%***	37 *22%* *100%*	36 *22%* *97%*	1 *58%* *3%*	6 *27%* *15%*	32 *22%* *85%*	32 *21%* *85%*	23 *23%* *62%*	9 *18%* *23%*	10 *18%* *26%*
7	**31** ***18%***	31 *18%* *100%*	30 *18%* *99%*	* *13%* *1%*	3 *17%* *11%*	26 *18%* *85%*	27 *18%* *87%*	18 *19%* *60%*	8 *17%* *27%*	9 *17%* *30%*
6	**21** ***12%***	21 *12%* *100%*	21 *12%* *100%*	- - -	2 *8%* *8%*	19 *13%* *92%*	19 *13%* *92%*	11 *11%* *55%*	8 *16%* *37%*	8 *15%* *38%*
5	**18** ***11%***	18 *11%* *100%*	18 *11%* *99%*	* *11%* *1%*	2 *12%* *13%*	16 *11%* *85%*	16 *11%* *85%*	10 *10%* *53%*	6 *12%* *30%*	6 *11%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 417

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ****

Base : All in sample A in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 100%	472 97%	10 2%	61 13%	420 86%	425 87%	282 58%	142 29%	155 32%
Effective Total	**441**	441	434	7	55	380	385	255	129	139
4	**5** **3%**	5 3% 100%	5 3% 100%	- - -	1 4% 17%	4 3% 83%	4 3% 83%	2 2% 33%	2 5% 50%	3 5% 58% X
3	**4** **2%**	4 2% 100%	4 2% 100%	- - -	- - -	3 2% 89%	4 3% 100%	3 3% 83%	1 1% 17%	1 1% 17%
2	**1** **1%**	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	1 1% 100%	* * *	1 1% 47%
1	**4** **3%**	4 3% 100%	4 3% 100%	- - -	1 3% 15%	4 3% 85%	4 3% 85%	2 2% 48%	2 3% 38%	2 3% 38%
Don't know	**3** **2%**	3 2% 100%	3 2% 100%	* * *	* 2% 13%	3 2% 87%	3 2% 87%	2 2% 57%	1 2% 30%	1 2% 30%
Net: 10/9/8/7	**112** **67%**	112 67% 100%	110 66% 98%	2 89% 2%	14 71% 13%	96 66% 85%	97 66% 87%	68 69% 60%	29 61% 26%	33 62% 29%
Net: 10/9	**44** **26%**	44 26% 100%	44 26% 99%	* 18% 1%	5 26% 12%	38 26% 86%	39 26% 88%	26 27% 60%	13 26% 28%	14 26% 31%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 417

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Importance Rating ****

Base : All in sample A in Wales

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**488**	488 *100%*	472 *97%*	10 *2%*	61 *13%*	420 *86%*	425 *87%*	282 *58%*	142 *29%*	155 *32%*
Effective Total	**441**	441	434	7	55	380	385	255	129	139
Net: 6/5/4	**44** ***26%***	44 *26%* *100%*	43 *26%* *99%*	* *11%* *1%*	5 *24%* *11%*	38 *26%* *88%*	38 *26%* *88%*	23 *23%* *52%*	16 *32%* *36%*	16 *31%* *37%*
Net: 3/2/1	**9** ***6%***	9 *6%* *100%*	9 *6%* *100%*	- - -	1 *3%* *7%*	8 *6%* *89%*	9 *6%* *93%*	6 *6%* *69%*	2 *5%* *24%*	3 *5%* *31%*
Mean	**7.19**	7.19	7.18	7.88	7.37	7.17	7.17	7.25	7.03	7.03
Standard Deviation	**2.09**	2.09	2.09	1.86	2.12	2.09	2.09	2.09	2.12	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 418

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**22** ***12%***	10 *13%* *46%*	12 *12%* *54%*	1 *10%* *6%*	5 *13%* *22%*	2 *8%* *11%*	4 *11%* *17%*	5 *18%* *25%* E	4 *12%* *19%*	4 *15%* *17%*	9 *10%* *40%*	9 *15%* *43%*
9	**14** ***8%***	5 *7%* *37%*	9 *9%* *63%*	- - -	1 *3%* *7%*	5 *16%* *34%* D	3 *9%* *20%*	3 *10%* *22%* D	2 *8%* *18%*	1 *6%* *10%*	7 *8%* *50%*	6 *9%* *40%*
8	**38** ***22%***	16 *21%* *41%*	23 *23%* *59%*	3 *23%* *8%*	4 *10%* *9%*	8 *26%* *21%* D	8 *23%* *20%* D	8 *29%* *22%* D	8 *24%* *21%* D	4 *15%* *10%*	18 *21%* *47%*	17 *27%* *43%*
7	**27** ***16%***	11 *14%* *39%*	16 *17%* *61%*	2 *15%* *7%*	6 *17%* *23%*	5 *15%* *17%*	5 *15%* *18%*	4 *13%* *14%*	6 *17%* *21%*	4 *15%* *13%*	12 *14%* *46%*	11 *18%* *41%*
6	**18** ***11%***	7 *9%* *37%*	12 *12%* *63%*	2 *12%* *9%*	7 *18%* *36%* FG	3 *9%* *14%*	2 *7%* *12%*	2 *8%* *12%*	3 *9%* *16%*	3 *12%* *16%*	11 *12%* *59%*	5 *7%* *25%*
5	**22** ***12%***	10 *13%* *48%*	11 *12%* *52%*	3 *22%* *14%*	6 *17%* *29%* G	3 *11%* *15%*	4 *13%* *20%*	1 *5%* *6%*	4 *11%* *17%*	4 *14%* *17%*	14 *16%* *63%* K	4 *7%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 418

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**12** ***7%***	7 *9%* *54%*	6 *6%* *46%*	1 *8%* *9%*	3 *10%* *28%*	1 *3%* *7%*	3 *8%* *22%*	2 *6%* *13%*	3 *8%* *21%*	2 *9%* *18%*	6 *7%* *51%*	4 *6%* *31%*
3	**4** ***3%***	2 *2%* *43%*	2 *3%* *57%*	- - -	2 *5%* *37%*	- - -	1 *4%* *28%*	1 *4%* *28%*	* *1%* *6%*	1 *5%* *30%* K	3 *3%* *61%*	* *1%* *9%*
2	**4** ***2%***	1 *2%* *39%*	2 *2%* *61%*	* *3%* *11%*	1 *3%* *28%*	1 *2%* *18%*	1 *4%* *36%*	* *1%* *7%*	- - -	1 *3%* *20%*	2 *3%* *64%*	1 *1%* *17%*
1	**8** ***4%***	6 *8%* *79%* B	2 *2%* *21%*	1 *5%* *8%*	1 *2%* *11%*	2 *7%* *28%*	2 *6%* *25%*	1 *4%* *16%*	1 *3%* *13%*	1 *5%* *16%*	3 *4%* *44%*	3 *5%* *39%*
Don't know	**5** ***3%***	2 *3%* *40%*	3 *3%* *60%*	* *3%* *8%*	1 *2%* *18%*	1 *3%* *19%*	- - -	1 *2%* *13%*	2 *6%* *42%* F	* *1%* *5%*	2 *2%* *42%*	3 *4%* *52%*
Net: 10/9/8/7	**101** ***58%***	41 *54%* *41%*	60 *61%* *59%*	7 *48%* *6%*	16 *43%* *15%*	19 *65%* *19%* D	19 *58%* *19%* D	20 *70%* *20%* D	20 *62%* *20%* D	12 *50%* *12%*	46 *53%* *46%*	43 *69%* *42%* IJ
Net: 10/9	**36** ***20%***	15 *20%* *42%*	21 *21%* *58%*	1 *10%* *4%*	6 *16%* *16%*	7 *24%* *20%*	7 *20%* *18%*	8 *29%* *24%* D	6 *20%* *18%*	5 *20%* *14%*	16 *18%* *44%*	15 *24%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 418

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Personal Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**52** ***30%***	24 *31%* *46%*	29 *29%* *54%*	6 *42%* *11%*	16 *45%* *31%* EF GH	7 *23%* *13%*	9 *28%* *18%*	5 *18%* *10%*	9 *28%* *18%*	9 *36%* *17%* K	31 *35%* *59%* K	13 *21%* *24%*
Net: 3/2/1	**16** ***9%***	9 *12%* *60%* B	6 *6%* *40%*	1 *8%* *7%*	3 *9%* *22%*	3 *9%* *18%*	4 *14%* *28%* H	3 *9%* *17%*	1 *4%* *8%*	3 *13%* *21%*	8 *9%* *53%*	4 *6%* *26%*
Mean	**6.71**	6.43	6.94 A	6.29	6.27	6.89	6.47	7.25 D F	7.00 D	6.35	6.52	7.14 IJ
Standard Deviation	**2.35**	2.59	2.13	2.31	2.25	2.42	2.56	2.41	2.13	2.56	2.30	2.30

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Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**22** ***12%***	22 *12%* *100%*	22 *13%* *100%*	- - -	3 *9%* *12%*	19 *13%* *88%*	19 *13%* *88%*	13 *12%* *60%*	6 *15%* *29%*	7 *15%* *32%*
9	**14** ***8%***	14 *8%* *100%*	14 *8%* *100%*	- - -	2 *8%* *17%*	11 *8%* *79%*	12 *8%* *83%*	9 *9%* *68%*	2 *5%* *15%*	2 *5%* *17%*
8	**38** ***22%***	38 *22%* *100%*	38 *22%* *99%*	* *29%* *1%*	9 *31%* *23%* VWYZ	29 *20%* *75%*	30 *20%* *77%*	22 *21%* *57%*	8 *18%* *20%*	9 *18%* *23%*
7	**27** ***16%***	27 *16%* *100%*	27 *16%* *100%*	- - -	4 *16%* *16%*	22 *15%* *82%*	23 *16%* *84%*	14 *13%* *51%*	9 *21%* *33%*	9 *20%* *35%*
6	**18** ***11%***	18 *11%* *100%*	18 *11%* *100%*	- - -	1 *4%* *6%*	17 *12%* *94%* U	17 *12%* *94%* U	13 *13%* *72%* U	4 *9%* *21%*	5 *10%* *25%*
5	**22** ***12%***	22 *12%* *100%*	21 *12%* *98%*	* *29%* *2%*	3 *10%* *13%*	19 *13%* *87%*	19 *13%* *87%*	12 *12%* *58%*	6 *15%* *30%*	8 *17%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 418

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**12** ***7%***	12 *7%* *100%*	12 *7%* *100%*	- - -	3 *10%* *23%*	10 *7%* *77%*	10 *7%* *77%*	6 *6%* *52%*	3 *7%* *25%*	4 *7%* *28%*
3	**4** ***3%***	4 *3%* *100%*	4 *3%* *100%*	- - -	1 *3%* *19%*	4 *2%* *81%*	4 *2%* *81%*	3 *3%* *60%*	1 *2%* *20%*	1 *2%* *20%*
2	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *2%* *18%*	3 *2%* *72%*	3 *2%* *72%*	2 *2%* *54%*	1 *2%* *18%*	1 *1%* *18%*
1	**8** ***4%***	8 *4%* *100%*	8 *4%* *100%*	- - -	1 *3%* *11%*	7 *5%* *89%*	7 *5%* *89%*	6 *6%* *78%*	1 *2%* *11%*	1 *2%* *15%*
Don't know	**5** ***3%***	5 *3%* *100%*	4 *3%* *89%*	1 *42%* *11%*	1 *4%* *20%*	4 *3%* *80%*	4 *3%* *80%*	3 *3%* *57%*	1 *3%* *23%*	1 *2%* *23%*
Net: 10/9/8/7	**101** ***58%***	101 *58%* *100%*	101 *58%* *100%*	* *29%* *	18 *64%* *18%*	81 *57%* *80%*	83 *57%* *82%*	58 *56%* *58%*	25 *60%* *24%*	28 *58%* *27%*
Net: 10/9	**36** ***20%***	36 *20%* *100%*	36 *21%* *100%*	- - -	5 *17%* *14%*	30 *21%* *85%*	31 *21%* *86%*	22 *22%* *63%*	8 *20%* *23%*	9 *20%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 418

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**52** ***30%***	52 *30%* *100%*	52 *30%* *99%*	* *29%* *1%*	7 *24%* *13%*	46 *32%* *87%*	46 *31%* *87%*	32 *31%* *62%*	13 *32%* *26%*	16 *34%* *31%*
Net: 3/2/1	**16** ***9%***	16 *9%* *100%*	16 *9%* *100%*	- - -	2 *8%* *15%*	13 *9%* *83%*	13 *9%* *83%*	11 *10%* *68%*	2 *6%* *15%*	3 *6%* *17%*
Mean	**6.71**	6.71	6.71	6.52	6.79	6.69	6.71	6.66	6.83	6.78
Standard Deviation	**2.35**	2.35	2.35	-	2.29	2.37	2.36	2.43	2.18	2.20

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Absolutes/col/row percents

9 Jul 2009

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**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Total (Wtd)	**174**	77 *44%*	98 *56%*	14** *8%* **	36* *21%* *	30* *17%* *	33* *19%* *	29* *17%* *	33* *19%* *	25* *14%* *	87 *50%*	62 *36%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
10	**27** ***16%***	12 *15%* *43%*	16 *16%* *57%*	2 *13%* *7%*	6 *17%* *22%*	4 *13%* *15%*	5 *15%* *18%*	5 *18%* *19%*	5 *15%* *19%*	3 *13%* *12%*	13 *14%* *47%*	11 *18%* *42%*
9	**17** ***10%***	7 *9%* *41%*	10 *10%* *59%*	2 *11%* *9%*	2 *7%* *15%*	5 *17%* *30%* FH	2 *7%* *13%*	3 *11%* *20%*	2 *7%* *13%*	1 *6%* *8%*	8 *9%* *49%*	7 *11%* *42%*
8	**38** ***22%***	12 *16%* *31%*	26 *27%* *69%* A	4 *26%* *9%*	6 *17%* *16%*	7 *22%* *18%*	8 *24%* *21%*	7 *24%* *18%*	7 *21%* *18%*	4 *17%* *11%*	18 *21%* *48%*	15 *25%* *41%*
7	**27** ***15%***	11 *15%* *43%*	15 *16%* *57%*	2 *18%* *9%*	3 *9%* *12%*	5 *16%* *18%*	6 *17%* *21%*	4 *15%* *16%*	6 *20%* *24%* D	3 *12%* *11%*	14 *16%* *53%*	10 *15%* *36%*
6	**19** ***11%***	10 *12%* *51%*	9 *10%* *49%*	2 *13%* *10%*	6 *15%* *29%* E	1 *4%* *7%*	4 *12%* *22%*	2 *7%* *10%*	4 *13%* *22%*	4 *14%* *19%*	9 *10%* *45%*	7 *11%* *35%*
5	**20** ***12%***	11 *14%* *53%*	10 *10%* *47%*	1 *8%* *6%*	7 *20%* *35%* GH	3 *11%* *16%*	4 *13%* *21%*	2 *8%* *11%*	2 *7%* *12%*	5 *18%* *22%* K	13 *15%* *63%* K	3 *5%* *14%*

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
4	**11** ***6%***	5 *7%* *50%*	5 *5%* *50%*	1 *5%* *6%*	3 *9%* *31%*	3 *9%* *25%*	1 *4%* *14%*	1 *4%* *10%*	1 *4%* *14%*	2 *8%* *20%*	5 *6%* *50%*	3 *5%* *30%*
3	**3** ***2%***	2 *3%* *60%*	1 *1%* *40%*	- - -	1 *3%* *31%*	- - -	1 *2%* *18%*	1 *5%* *40%* E	* *1%* *12%*	* *1%* *9%*	1 *1%* *36%*	2 *3%* *55%*
2	**4** ***2%***	3 *3%* *70%*	1 *1%* *30%*	* *3%* *11%*	1 *2%* *22%*	1 *3%* *24%*	1 *2%* *18%*	1 *3%* *26%*	- - -	1 *4%* *30%*	2 *2%* *43%*	1 *2%* *27%*
1	**1** *****	1 *1%* *68%*	* * *32%*	- - -	- - -	* *1%* *36%*	- - -	1 *2%* *64%*	- - -	* *1%* *36%*	1 *1%* *64%*	- - -
Don't know	**8** ***4%***	4 *5%* *51%*	4 *4%* *49%*	* *3%* *5%*	1 *2%* *9%*	1 *3%* *12%*	1 *3%* *12%*	1 *4%* *15%*	4 *11%* *46%* DF	1 *5%* *14%*	4 *4%* *47%*	3 *5%* *38%*
Net: 10/9/8/7	**109** ***62%***	42 *55%* *38%*	67 *69%* *62%* A	9 *68%* *9%*	18 *49%* *16%*	21 *69%* *19%* D	21 *63%* *19%*	20 *68%* *18%* D	21 *63%* *19%*	12 *47%* *11%*	53 *61%* *49%* I	43 *70%* *40%* I
Net: 10/9	**44** ***25%***	18 *24%* *42%*	25 *26%* *58%*	3 *25%* *8%*	8 *23%* *19%*	9 *30%* *21%*	7 *22%* *16%*	9 *29%* *20%*	7 *22%* *17%*	5 *18%* *10%*	21 *24%* *48%*	18 *30%* *42%*

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**491**	217 *44%*	274 *56%*	31 *6%*	86 *18%*	84 *17%*	95 *19%*	93 *19%*	100 *20%*	78 *16%*	273 *56%*	134 *27%*
Effective Total	**453**	198	255	29	81	80	90	87	91	76	266	127
Net: 6/5/4	**50** ***29%***	26 *34%* *52%* B	24 *25%* *48%*	4 *26%* *7%*	16 *44%* *32%* EG H	7 *24%* *15%*	10 *30%* *20%*	5 *18%* *10%*	8 *25%* *16%*	10 *41%* *21%* K	27 *31%* *54%* K	13 *21%* *26%*
Net: 3/2/1	**8** ***5%***	5 *7%* *65%* B	3 *3%* *35%*	* *3%* *5%*	2 *5%* *23%*	1 *4%* *15%*	1 *4%* *16%*	3 *10%* *36%* H	* *1%* *5%*	2 *7%* *21%*	3 *4%* *42%*	3 *5%* *36%*
Mean	**7.15**	6.85	7.38 A	7.31	6.75	7.24	7.14	7.23	7.39 D	6.53	7.08	7.49 I
Standard Deviation	**2.08**	2.24	1.93	1.94	2.21	2.17	1.99	2.37	1.79	2.26	2.06	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Total (Wtd)	**174**	174 *100%*	173 *99%*	1** *1%* **	28* *16%* *	144 *83%*	145 *84%*	104 *60%*	42 *24%*	47 *27%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
10	**27** ***16%***	27 *16%* *100%*	27 *16%* *100%*	- - -	4 *14%* *14%*	23 *16%* *84%*	23 *16%* *86%*	15 *15%* *57%*	8 *19%* *29%*	8 *17%* *31%*
9	**17** ***10%***	17 *10%* *100%*	17 *10%* *100%*	- - -	3 *9%* *15%*	14 *10%* *82%*	14 *10%* *85%*	11 *10%* *64%*	4 *8%* *21%*	5 *10%* *28%*
8	**38** ***22%***	38 *22%* *100%*	38 *22%* *99%*	* *29%* *1%*	8 *28%* *20%*	30 *21%* *78%*	30 *21%* *80%*	23 *22%* *60%*	8 *18%* *20%*	9 *18%* *23%*
7	**27** ***15%***	27 *15%* *100%*	27 *15%* *100%*	- - -	6 *20%* *21%*	21 *14%* *78%*	21 *14%* *79%*	13 *13%* *49%*	8 *19%* *30%*	9 *19%* *34%*
6	**19** ***11%***	19 *11%* *100%*	19 *11%* *100%*	- - -	2 *9%* *13%*	16 *11%* *87%*	16 *11%* *87%*	10 *10%* *55%*	6 *15%* *32%*	6 *13%* *32%*
5	**20** ***12%***	20 *12%* *100%*	20 *12%* *98%*	* *29%* *2%*	3 *11%* *15%*	17 *12%* *85%*	17 *12%* *85%*	15 *15%* *74%* YZ	2 *5%* *11%*	3 *6%* *15%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 419

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - Social Importance Rating ****

Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
4	**11** ***6%***	11 *6%* *100%*	11 *6%* *100%*	- - -	2 *6%* *16%*	9 *6%* *84%*	9 *6%* *84%*	8 *7%* *73%*	1 *3%* *11%*	2 *5%* *20%*
3	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	- - -	3 *2%* *100%*	3 *2%* *100%*	2 *2%* *52%*	2 *4%* *48%*	2 *3%* *48%*
2	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *3%* *26%*	2 *2%* *65%*	2 *2%* *65%*	1 *1%* *31%*	1 *3%* *34%*	1 *3%* *34%*
1	**1** ***	1 * *100%*	1 * *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -
Don't know	**8** ***4%***	8 *4%* *100%*	7 *4%* *93%*	1 *42%* *7%*	* *2%* *6%*	7 *5%* *94%*	7 *5%* *94%*	5 *5%* *66%*	2 *5%* *28%*	3 *5%* *33%*
Net: 10/9/8/7	**109** ***62%***	109 *62%* *100%*	108 *63%* *100%*	* *29%* *	20 *70%* *18%*	87 *61%* *80%*	89 *61%* *82%*	62 *60%* *57%*	27 *65%* *25%*	31 *65%* *28%*
Net: 10/9	**44** ***25%***	44 *25%* *100%*	44 *25%* *100%*	- - -	6 *23%* *15%*	36 *25%* *83%*	37 *26%* *85%*	26 *25%* *59%*	11 *27%* *26%*	13 *27%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 419

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in Wales

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**491**	491 *100%*	485 *99%*	4 *1%*	81 *16%*	404 *82%*	409 *83%*	295 *60%*	114 *23%*	130 *26%*
Effective Total	**453**	453	449	4	75	373	377	273	104	119
Net: 6/5/4	**50** ***29%***	50 *29%* *100%*	49 *29%* *99%*	* *29%* *1%*	7 *25%* *14%*	43 *30%* *86%*	43 *29%* *86%*	33 *32%* *66%*	10 *23%* *19%*	11 *24%* *23%*
Net: 3/2/1	**8** ***5%***	8 *5%* *100%*	8 *5%* *100%*	- - -	1 *3%* *12%*	7 *5%* *84%*	7 *5%* *84%*	4 *4%* *47%*	3 *7%* *37%*	3 *6%* *37%*
Mean	**7.15**	7.15	7.15	6.52	7.23	7.13	7.14	7.09	7.29	7.26
Standard Deviation	**2.08**	2.08	2.08	-	1.97	2.10	2.10	2.10	2.12	2.10

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Table 420

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about Wales, made for people in Wales - SUMMARY

Base : Regular viewers of each channel in Wales

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	357	596	975	488	491	491
Total (Wtd)	257	120	208	341	168	174	174
Effective Total	677	326	541	890	441	453	453
10	10 *4%*	3 *2%*	6 *3%*	13 *4%*	25 *15%*	22 *12%*	27 *16%*
9	12 *5%*	5 *4%*	8 *4%*	14 *4%*	20 *12%*	14 *8%*	17 *10%*
8	46 *18%*	18 *15%*	27 *13%*	48 *14%*	37 *22%*	38 *22%*	38 *22%*
7	49 *19%*	24 *20%*	32 *15%*	62 *18%*	31 *18%*	27 *16%*	27 *15%*
6	44 *17%*	22 *18%*	39 *19%*	62 *18%*	21 *12%*	18 *11%*	19 *11%*
5	31 *12%*	15 *12%*	39 *19%*	56 *16%*	18 *11%*	22 *12%*	20 *12%*
4	25 *10%*	11 *9%*	18 *9%*	31 *9%*	5 *3%*	12 *7%*	11 *6%*
3	10 *4%*	6 *5%*	9 *4%*	15 *4%*	4 *2%*	4 *3%*	3 *2%*
2	8 *3%*	5 *4%*	10 *5%*	11 *3%*	1 *1%*	4 *2%*	4 *2%*
1	6 *2%*	4 *3%*	6 *3%*	9 *3%*	4 *3%*	8 *4%*	1 *
Don't know	16 *6%*	8 *6%*	14 *7%*	20 *6%*	3 *2%*	5 *3%*	8 *4%*
Net: 10/9/8/7	117 *45%*	50 *41%*	73 *35%*	136 *40%*	112 *67%*	101 *58%*	109 *62%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	741	357	596	975	488	491	491
Effective Total	677	326	541	890	441	453	453
Net: 10/9	22 *8%*	7 *6%*	14 *7%*	26 *8%*	44 *26%*	36 *20%*	44 *25%*
Net: 6/5/4	101 *39%*	48 *40%*	96 *46%*	149 *44%*	44 *26%*	52 *30%*	50 *29%*
Net: 3/2/1	24 *9%*	15 *12%*	25 *12%*	35 *10%*	9 *6%*	16 *9%*	8 *5%*
Mean	6.17	5.92	5.80	5.99	7.19	6.71	7.15
Standard Deviation	2.03	2.06	2.05	2.01	2.09	2.35	2.08

GfK NOP

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Sample: Adults 16+ (nationally representative)

Table 421

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - BBC1 ****

Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Total (Wtd)	**138**	66 *48%*	72 *52%*	18* *13%* *	33 *24%*	21 *16%*	28 *21%*	19 *14%*	17* *12%* *	26 *19%*	74 *54%*	38 *27%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
10	**8** ***6%***	4 *7%* *53%*	4 *5%* *47%*	1 *7%* *15%*	2 *7%* *30%*	1 *4%* *10%*	2 *6%* *19%*	1 *6%* *14%*	1 *6%* *13%*	1 *3%* *8%*	5 *6%* *56%*	3 *8%* *35%*
9	**11** ***8%***	7 *11%* *65%* B	4 *5%* *35%*	1 *7%* *11%*	2 *7%* *22%*	1 *6%* *12%*	3 *9%* *24%*	2 *8%* *15%*	2 *10%* *16%*	2 *9%* *22%*	5 *7%* *49%*	3 *8%* *28%*
8	**28** ***21%***	13 *20%* *45%*	15 *22%* *55%*	5 *27%* *17%*	7 *20%* *24%*	3 *15%* *11%*	6 *21%* *21%*	4 *21%* *14%*	4 *21%* *13%*	5 *19%* *18%*	15 *21%* *54%*	8 *21%* *28%*
7	**31** ***22%***	13 *19%* *41%*	18 *25%* *59%*	5 *28%* *17%*	8 *22%* *24%*	6 *26%* *18%*	5 *18%* *17%*	4 *20%* *12%*	4 *21%* *12%*	7 *26%* *22%*	15 *21%* *50%*	9 *23%* *28%*
6	**20** ***14%***	10 *14%* *48%*	10 *14%* *52%*	2 *11%* *10%*	6 *18%* *31%*	3 *12%* *13%*	5 *18%* *26%*	2 *11%* *11%*	2 *12%* *10%*	5 *19%* *25%*	11 *15%* *55%*	4 *11%* *21%*
5	**14** ***11%***	8 *13%* *58%*	6 *9%* *42%*	1 *5%* *7%*	3 *9%* *20%*	3 *16%* *23%* C	3 *11%* *22%*	2 *10%* *13%*	2 *13%* *15%*	3 *10%* *19%*	8 *10%* *52%*	4 *11%* *29%*

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Base : Regular viewers of BBC1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**663**	318 *48%*	345 *52%*	73 *11%*	140 *21%*	105 *16%*	138 *21%*	110 *17%*	94 *14%*	137 *21%*	378 *57%*	136 *21%*
Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
4	**8** ***6%***	4 *6%* *45%*	5 *7%* *55%*	1 *6%* *14%*	2 *6%* *25%*	2 *8%* *20%*	1 *5%* *17%*	2 *8%* *18%*	1 *3%* *6%*	1 *5%* *17%*	5 *7%* *65%*	2 *4%* *19%*
3	**7** ***5%***	3 *5%* *49%*	3 *5%* *51%*	* *3%* *7%*	2 *5%* *22%*	1 *5%* *16%*	1 *4%* *15%*	2 *8%* *23%*	1 *7%* *17%*	1 *2%* *9%*	4 *5%* *58%*	2 *6%* *33%*
2	**2** ***2%***	1 *2%* *48%*	1 *2%* *52%*	* *3%* *20%*	- - -	* *2%* *15%*	1 *2%* *28%*	1 *4%* *30%* D	* *1%* *6%*	* *1%* *7%*	2 *2%* *70%*	1 *2%* *24%*
1	**2** ***1%***	1 *1%* *54%*	1 *1%* *46%*	* *2%* *22%*	1 *2%* *38%*	* *2%* *21%*	* *1%* *10%*	* *1%* *9%*	* * *	* * *	1 *2%* *78%*	* *1%* *22%*
Don't know	**5** ***4%***	2 *2%* *31%*	3 *5%* *69%*	* *1%* *5%*	1 *3%* *17%*	1 *5%* *23%*	1 *4%* *22%*	1 *4%* *14%*	1 *5%* *18%*	1 *5%* *25%*	2 *3%* *43%*	2 *4%* *32%*
Net: 10/9/8/7	**79** ***57%***	37 *56%* *47%*	41 *58%* *53%*	12 *68%* *16%* E	19 *58%* *24%*	11 *50%* *14%*	16 *55%* *20%*	11 *55%* *13%*	10 *59%* *13%*	15 *58%* *19%*	41 *55%* *52%*	23 *61%* *29%*
Net: 10/9	**19** ***14%***	12 *18%* *60%* B	8 *11%* *40%*	2 *14%* *13%*	5 *15%* *25%*	2 *10%* *11%*	4 *15%* *22%*	3 *14%* *14%*	3 *17%* *15%*	3 *12%* *16%*	10 *14%* *52%*	6 *16%* *31%*

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Effective Total	**601**	290	311	67	130	100	130	100	82	132	364	125
Net: 6/5/4	**43** ***31%***	22 *33%* *51%*	21 *30%* *49%*	4 *23%* *10%*	11 *33%* *26%*	8 *35%* *18%*	10 *35%* *23%*	5 *28%* *13%*	5 *28%* *11%*	9 *35%* *21%*	24 *32%* *56%*	10 *26%* *23%*
Net: 3/2/1	**11** ***8%***	6 *8%* *50%*	6 *8%* *50%*	1 *7%* *12%*	2 *7%* *20%*	2 *9%* *17%*	2 *7%* *17%*	2 *13%* *22%*	1 *8%* *12%*	1 *3%* *7%*	7 *10%* *64%*	3 *9%* *29%*
Mean	**6.63**	6.66	6.61	6.83	6.71	6.28	6.69	6.43	6.82	6.77	6.52	6.77
Standard Deviation	**1.98**	2.06	1.93	2.04	1.97	2.00	1.95	2.23	1.96	1.62	2.09	2.03

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Total (Unwtd)	**663**	663 *100%*	641 *97%*	9 *1%*	127 *19%*	527 *79%*	536 *81%*	363 *55%*	172 *26%*	189 *29%*
Total (Wtd)	**138**	138 *100%*	136 *99%*	1** *1%* **	26 *19%*	110 *80%*	112 *81%*	77 *56%*	35 *25%*	39 *28%*
Effective Total	**601**	601	594	8	114	480	487	334	153	169
10	**8** ***6%***	8 *6%* *100%*	8 *6%* *98%*	* *15%* *2%*	2 *7%* *22%*	7 *6%* *78%*	7 *6%* *78%*	6 *7%* *67%* YZ	1 *3%* *11%*	1 *2%* *11%*
9	**11** ***8%***	11 *8%* *100%*	11 *8%* *100%*	- - -	2 *8%* *18%*	9 *8%* *82%*	9 *8%* *82%*	6 *7%* *50%*	4 *10%* *32%*	4 *10%* *34%*
8	**28** ***21%***	28 *21%* *100%*	28 *21%* *99%*	* *25%* *1%*	6 *22%* *21%*	22 *20%* *78%*	23 *20%* *79%*	16 *21%* *57%*	6 *18%* *22%*	7 *19%* *25%*
7	**31** ***22%***	31 *22%* *100%*	31 *23%* *100%*	* * *	6 *23%* *19%*	25 *23%* *80%*	25 *22%* *81%*	17 *22%* *54%*	8 *24%* *27%*	9 *24%* *30%*
6	**20** ***14%***	20 *14%* *100%*	20 *15%* *100%*	- - -	3 *11%* *14%*	17 *15%* *85%*	17 *15%* *86%*	12 *15%* *59%*	5 *15%* *27%*	6 *15%* *28%*
5	**14** ***11%***	14 *11%* *100%*	14 *10%* *99%*	* *14%* *1%*	3 *11%* *20%*	11 *10%* *77%*	12 *10%* *80%*	8 *11%* *56%*	4 *10%* *24%*	4 *10%* *26%*

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Effective Total	**601**	601	594	8	114	480	487	334	153	169
4	**8** ***6%***	8 *6%* *100%*	8 *6%* *94%*	* *36%* *6%*	2 *7%* *21%*	7 *6%* *79%*	7 *6%* *79%*	4 *5%* *46%*	3 *8%* *33%*	3 *8%* *38%*
3	**7** ***5%***	7 *5%* *100%*	7 *5%* *100%*	- - -	1 *4%* *17%*	6 *5%* *81%*	6 *5%* *83%*	3 *4%* *43%*	3 *8%* *41%*	3 *8%* *44%*
2	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	1 *2%* *25%*	2 *2%* *69%*	2 *2%* *75%*	2 *2%* *65%*	* *1%* *10%*	1 *1%* *23%*
1	**2** ***1%***	2 *1%* *100%*	2 *1%* *100%*	- - -	* *1%* *9%*	2 *1%* *91%*	2 *1%* *91%*	1 *1%* *55%*	1 *2%* *36%*	1 *2%* *36%*
Don't know	**5** ***4%***	5 *4%* *100%*	5 *4%* *97%*	* *10%* *3%*	1 *4%* *23%*	4 *4%* *77%*	4 *3%* *77%*	3 *4%* *65%*	1 *2%* *11%*	1 *1%* *11%*
Net: 10/9/8/7	**79** ***57%***	79 *57%* *100%*	78 *57%* *99%*	1 *40%* *1%*	16 *60%* *20%*	62 *57%* *79%*	63 *57%* *80%*	44 *58%* *56%*	19 *55%* *24%*	21 *55%* *27%*
Net: 10/9	**19** ***14%***	19 *14%* *100%*	19 *14%* *99%*	* *15%* *1%*	4 *15%* *20%*	16 *14%* *80%*	16 *14%* *80%*	11 *15%* *58%*	4 *13%* *23%*	5 *12%* *24%*

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Effective Total	**601**	601	594	8	114	480	487	334	153	169
Net: 6/5/4	**43** ***31%***	43 *31%* *100%*	42 *31%* *98%*	1 *50%* *2%*	7 *28%* *17%*	35 *32%* *81%*	35 *32%* *83%*	24 *31%* *55%*	12 *33%* *27%*	13 *33%* *30%*
Net: 3/2/1	**11** ***8%***	11 *8%* *100%*	11 *8%* *100%*	- - -	2 *7%* *17%*	9 *8%* *80%*	9 *8%* *83%*	6 *7%* *50%*	4 *11%* *33%*	4 *11%* *38%*
Mean	**6.63**	6.63	6.64	6.25	6.72	6.62	6.61	6.72	6.39	6.36
Standard Deviation	**1.98**	1.98	1.98	-	2.02	1.98	1.99	1.98	2.00	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 422

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Total (Wtd)	**57**	34 *59%*	23 *41%*	7** *12%* **	9* *16%* *	7* *13%* *	14* *25%* *	9* *16%* *	10* *18%* *	12* *21%* *	29 *51%*	16* *27%* *
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
10	**2** ***4%***	1 *3%* *47%*	1 *5%* *53%*	- - -	* *5%* *20%*	- - -	1 *5%* *35%*	1 *6%* *26%*	* *4%* *19%*	- - -	1 *4%* *49%*	1 *7%* *51%*
9	**3** ***4%***	2 *5%* *64%*	1 *4%* *36%*	* *5%* *14%*	* *5%* *19%*	* *3%* *8%*	* *3%* *19%*	* *5%* *18%*	1 *6%* *22%*	* *3%* *12%*	1 *5%* *52%*	1 *6%* *36%*
8	**8** ***14%***	5 *14%* *59%*	3 *14%* *41%*	1 *17%* *15%*	1 *9%* *11%*	1 *15%* *14%*	1 *9%* *16%*	1 *14%* *17%*	2 *21%* *28%*	2 *15%* *24%*	4 *12%* *47%*	2 *15%* *30%*
7	**8** ***14%***	5 *14%* *57%*	3 *15%* *43%*	1 *16%* *14%*	2 *23%* *26%*	1 *15%* *14%*	2 *11%* *19%*	1 *12%* *15%*	1 *10%* *12%*	2 *16%* *25%*	5 *16%* *58%*	1 *9%* *18%*
6	**10** ***18%***	5 *16%* *52%*	5 *21%* *48%*	2 *22%* *15%*	3 *28%* *25%*	1 *19%* *13%*	2 *16%* *22%*	1 *12%* *11%*	1 *15%* *14%*	2 *16%* *19%*	5 *18%* *51%*	3 *20%* *30%*
5	**9** ***16%***	6 *18%* *65%*	3 *14%* *35%*	* *7%* *5%*	1 *12%* *12%*	1 *15%* *12%*	3 *24%* *38%*	1 *11%* *11%*	2 *19%* *21%*	2 *17%* *22%*	5 *17%* *54%*	2 *14%* *24%*
4	**6** ***10%***	4 *12%* *68%*	2 *8%* *32%*	1 *10%* *12%*	1 *11%* *17%*	1 *11%* *14%*	2 *11%* *28%*	1 *12%* *19%*	1 *6%* *10%*	1 *11%* *23%*	4 *12%* *62%*	1 *6%* *15%*

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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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
3	**3** ***5%***	2 *5%* *57%*	1 *5%* *43%*	* *4%* *10%*	- - -	1 *8%* *22%* H	1 *5%* *27%*	1 *12%* *42%* DH	* * *	1 *10%* *43%* J	1 *2%* *26%*	1 *5%* *31%*
2	**3** ***6%***	2 *6%* *63%*	1 *5%* *37%*	1 *15%* *34%*	* *4%* *11%*	* *5%* *12%*	* *3%* *11%*	1 *6%* *18%*	* *4%* *14%*	* *1%* *5%*	2 *6%* *56%*	1 *8%* *39%*
1	**2** ***3%***	1 *3%* *49%*	1 *4%* *51%*	* *4%* *12%*	* *3%* *12%*	- - -	* *3%* *26%*	1 *8%* *37%*	* *3%* *13%*	* *1%* *8%*	1 *3%* *50%*	1 *5%* *43%*
Don't know	**3** ***6%***	2 *6%* *61%*	1 *6%* *39%*	- - -	- - -	1 *9%* *19%*	1 *9%* *39%*	* *2%* *5%*	1 *13%* *37%* DG	1 *10%* *35%*	1 *5%* *41%*	1 *5%* *24%*
Net: 10/9/8/7	**21** ***36%***	12 *35%* *58%*	9 *37%* *42%*	3 *38%* *13%*	4 *42%* *19%*	2 *33%* *12%*	4 *29%* *20%*	4 *38%* *17%*	4 *41%* *20%*	4 *34%* *20%*	11 *36%* *52%*	6 *37%* *28%*
Net: 10/9	**5** ***8%***	3 *8%* *56%*	2 *9%* *44%*	* *5%* *7%*	1 *10%* *19%*	* *3%* *4%*	1 *9%* *27%*	1 *11%* *22%*	1 *10%* *20%*	* *3%* *7%*	2 *8%* *51%*	2 *13%* *43%* I
Net: 6/5/4	**25** ***44%***	15 *45%* *60%*	10 *43%* *40%*	3 *39%* *11%*	5 *51%* *18%*	3 *44%* *13%*	7 *51%* *29%*	3 *35%* *13%*	4 *40%* *16%*	5 *44%* *21%*	14 *47%* *55%*	6 *39%* *24%*

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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)
Total (Unwtd)	**283**	167 *59%*	116 *41%*	29 *10%*	38 *13%*	36 *13%*	68 *24%*	55 *19%*	56 *20%*	66 *23%*	155 *55%*	58 *20%*
Effective Total	**258**	152	106	27	36	35	64	51	48	63	149	54
Net: 3/2/1	**8** ***14%***	4 *13%* *57%*	3 *14%* *43%*	2 *23%* *20%*	1 *7%* *8%*	1 *13%* *12%*	2 *11%* *20%*	2 *26%* *31%* DFH	1 *7%* *9%*	1 *12%* *19%*	3 *12%* *44%*	3 *19%* *37%*
Mean	**5.80**	5.74	5.88	5.46	6.14	5.69	5.70	5.46	6.29	5.74	5.80	5.85
Standard Deviation	**2.19**	2.17	2.26	2.46	2.03	2.00	2.18	2.70	2.21	1.89	2.16	2.56

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Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Total (Wtd)	**57**	57 *100%*	56 *99%*	1** *1%* **	10* *18%* *	46 *81%*	47 *82%*	29 *50%*	18* *32%* *	20* *35%* *
Effective Total	**258**	258	255	3	44	208	214	130	83	90
10	**2** ***4%***	2 *4%* *100%*	2 *4%* *100%*	- - -	* *3%* *14%*	2 *4%* *86%*	2 *4%* *86%*	2 *7%* *86%* YZ	- - -	- - -
9	**3** ***4%***	3 *4%* *100%*	3 *5%* *100%*	- - -	1 *6%* *23%*	2 *4%* *77%*	2 *4%* *77%*	1 *4%* *50%*	1 *4%* *28%*	1 *4%* *28%*
8	**8** ***14%***	8 *14%* *100%*	8 *14%* *98%*	* *19%* *2%*	2 *20%* *25%*	6 *13%* *75%*	6 *12%* *75%*	4 *14%* *52%*	2 *10%* *23%*	2 *9%* *23%*
7	**8** ***14%***	8 *14%* *100%*	8 *14%* *98%*	* *16%* *2%*	1 *11%* *14%*	7 *15%* *86%*	7 *15%* *86%*	4 *15%* *54%*	3 *14%* *33%*	3 *13%* *33%*
6	**10** ***18%***	10 *18%* *100%*	10 *18%* *100%*	- - -	2 *20%* *19%*	8 *18%* *79%*	8 *18%* *81%*	5 *16%* *44%*	4 *21%* *37%*	4 *22%* *42%*
5	**9** ***16%***	9 *16%* *100%*	9 *16%* *100%*	- - -	2 *18%* *20%*	7 *16%* *78%*	7 *16%* *80%*	4 *14%* *43%*	3 *18%* *37%*	3 *17%* *37%*
4	**6** ***10%***	6 *10%* *100%*	6 *10%* *100%*	- - -	1 *6%* *11%*	5 *11%* *86%*	5 *11%* *89%*	3 *11%* *56%*	2 *10%* *33%*	2 *11%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 422

Absolutes/col/row percents

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Base : Regular viewers of BBC2 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Effective Total	**258**	258	255	3	44	208	214	130	83	90
3	**3** ***5%***	3 *5%* *100%*	3 *5%* *95%*	* *17%* *5%*	* * *	3 *5%* *93%*	3 *6%* *100%*	2 *5%* *55%*	1 *7%* *45%*	2 *8%* *56%*
2	**3** ***6%***	3 *6%* *100%*	3 *5%* *88%*	* *48%* *12%*	1 *6%* *19%*	2 *5%* *70%*	3 *5%* *81%*	2 *7%* *60%*	1 *4%* *21%*	1 *3%* *21%*
1	**2** ***3%***	2 *3%* *100%*	2 *3%* *100%*	- - -	1 *6%* *29%*	1 *3%* *71%*	1 *3%* *71%*	1 *4%* *58%*	* *1%* *12%*	1 *3%* *29%*
Don't know	**3** ***6%***	3 *6%* *100%*	3 *6%* *100%*	- - -	1 *5%* *15%*	3 *6%* *85%*	3 *6%* *85%*	1 *3%* *24%*	2 *12%* *61%* X	2 *11%* *61%* X
Net: 10/9/8/7	**21** ***36%***	21 *36%* *100%*	20 *36%* *99%*	* *35%* *1%*	4 *39%* *19%*	17 *36%* *81%*	17 *35%* *81%*	12 *40%* *56%* Z	5 *28%* *25%*	5 *26%* *25%*
Net: 10/9	**5** ***8%***	5 *8%* *100%*	5 *9%* *100%*	- - -	1 *9%* *18%*	4 *9%* *82%*	4 *8%* *82%*	3 *11%* *67%* Z	1 *4%* *15%*	1 *4%* *15%*
Net: 6/5/4	**25** ***44%***	25 *44%* *100%*	25 *45%* *100%*	- - -	4 *44%* *17%*	20 *44%* *80%*	21 *44%* *83%*	12 *41%* *46%*	9 *49%* *36%*	10 *50%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 422

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - BBC2 ****

Base : Regular viewers of BBC2 in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**283**	283 *100%*	273 *96%*	4 *1%*	50 *18%*	227 *80%*	233 *82%*	140 *49%*	93 *33%*	100 *35%*
Effective Total	**258**	258	255	3	44	208	214	130	83	90
Net: 3/2/1	**8** ***14%***	8 *14%* *100%*	7 *13%* *93%*	1 *65%* *7%*	1 *12%* *15%*	6 *13%* *78%*	7 *14%* *85%*	5 *16%* *58%*	2 *11%* *27%*	3 *14%* *35%*
Mean	**5.80**	5.80	5.82	4.11	5.97	5.81	5.76	5.85	5.61	5.48
Standard Deviation	**2.19**	2.19	2.17	-	2.35	2.17	2.18	2.38	1.85	1.92

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Table 423

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Total (Wtd)	**115**	53 *46%*	61 *54%*	15* *13%* *	28 *24%*	22* *19%* *	25 *22%*	13* *11%* *	12* *11%* *	19* *17%* *	61 *53%*	35 *30%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
10	**5** ***4%***	2 *4%* *43%*	3 *4%* *57%*	1 *5%* *14%*	2 *7%* *39%* F	1 *3%* *15%*	* *1%* *7%*	1 *9%* *24%* FH	- - -	* *2%* *7%*	2 *3%* *45%*	2 *6%* *48%*
9	**7** ***6%***	3 *6%* *41%*	4 *7%* *59%*	1 *4%* *8%*	2 *8%* *32%* G	1 *3%* *10%*	2 *7%* *23%* G	* * *	2 *16%* *27%* CEG	1 *6%* *15%*	3 *5%* *39%*	3 *10%* *46%*
8	**19** ***17%***	8 *14%* *39%*	12 *19%* *61%*	3 *19%* *14%*	5 *17%* *25%*	4 *18%* *20%*	4 *17%* *23%*	2 *13%* *8%*	2 *16%* *10%*	4 *19%* *19%*	10 *16%* *50%*	6 *18%* *31%*
7	**22** ***19%***	11 *20%* *48%*	12 *19%* *52%*	2 *16%* *10%*	5 *16%* *20%*	3 *15%* *15%*	5 *18%* *21%*	4 *28%* *16%* E	4 *31%* *18%* DE	3 *17%* *14%*	13 *21%* *57%*	6 *19%* *29%*
6	**19** ***17%***	10 *18%* *51%*	9 *15%* *49%*	2 *17%* *13%*	6 *22%* *32%* GH	4 *18%* *21%*	4 *17%* *22%*	1 *10%* *7%*	1 *9%* *6%*	4 *21%* *21%*	10 *17%* *53%*	5 *15%* *26%*
5	**15** ***13%***	7 *13%* *49%*	8 *12%* *51%*	2 *13%* *13%*	3 *9%* *17%*	4 *18%* *26%*	4 *15%* *27%*	1 *9%* *8%*	1 *10%* *8%*	3 *13%* *17%*	9 *15%* *62%*	3 *9%* *20%*

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Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**542**	250 *46%*	292 *54%*	61 *11%*	115 *21%*	105 *19%*	121 *22%*	72 *13%*	65 *12%*	97 *18%*	311 *57%*	123 *23%*
Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
4	**10** ***9%***	6 *12%* *61%* B	4 *7%* *39%*	1 *9%* *12%*	2 *8%* *22%*	2 *9%* *19%*	2 *10%* *23%*	2 *12%* *15%*	1 *8%* *9%*	2 *11%* *20%*	5 *7%* *44%*	4 *11%* *37%*
3	**7** ***6%***	3 *6%* *46%*	4 *6%* *54%*	1 *5%* *10%*	2 *7%* *28%*	1 *5%* *17%*	2 *8%* *28%*	1 *8%* *15%*	* *1%* *2%*	1 *4%* *11%*	5 *7%* *64%*	2 *5%* *24%*
2	**4** ***4%***	2 *4%* *49%*	2 *4%* *51%*	1 *7%* *23%*	1 *3%* *17%*	1 *4%* *18%*	1 *3%* *16%*	1 *8%* *23%*	* *1%* *4%*	1 *3%* *15%*	2 *4%* *54%*	1 *4%* *31%*
1	**2** ***2%***	* *1%* *22%*	1 *2%* *78%*	1 *5%* *36%*	1 *2%* *35%*	* *2%* *20%*	* *1%* *9%*	- - -	* * *	- - -	2 *3%* *100%* K	* * *
Don't know	**4** ***3%***	1 *2%* *29%*	3 *4%* *71%*	* *2%* *7%*	* * *4%*	1 *5%* *26%*	1 *4%* *25%*	* *3%* *11%*	1 *8%* *28%* D	1 *4%* *20%*	1 *2%* *37%*	2 *5%* *43%*
Net: 10/9/8/7	**53** ***47%***	23 *43%* *43%*	30 *49%* *57%*	6 *43%* *12%*	14 *48%* *25%*	8 *39%* *16%*	11 *43%* *20%*	6 *49%* *12%*	8 *63%* *15%* CEF	8 *43%* *15%*	27 *44%* *51%*	18 *52%* *34%*
Net: 10/9	**12** ***10%***	5 *9%* *42%*	7 *11%* *58%*	1 *9%* *11%*	4 *15%* *35%*	1 *7%* *12%*	2 *8%* *17%*	1 *9%* *10%*	2 *16%* *17%*	1 *7%* *12%*	5 *8%* *41%*	6 *16%* *47%* J

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Effective Total	**491**	227	264	53	108	99	113	65	58	95	301	113
Net: 6/5/4	**44** ***39%***	23 *44%* *52%* B	21 *34%* *48%*	6 *39%* *13%*	11 *39%* *25%*	10 *45%* *22%* H	10 *42%* *24%* H	4 *31%* *9%*	3 *26%* *7%*	9 *45%* *19%*	24 *39%* *54%*	12 *34%* *27%*
Net: 3/2/1	**13** ***12%***	6 *11%* *44%*	7 *12%* *56%*	2 *16%* *18%* H	3 *12%* *25%* H	2 *11%* *17%*	3 *11%* *21%*	2 *16%* *15%* H	* *3%* *2%*	1 *8%* *11%*	9 *14%* *66%*	3 *9%* *23%*
Mean	**6.16**	6.04	6.26	5.88	6.32	5.98	6.05	5.99	6.84 CEF G	6.19	5.96	6.49 J
Standard Deviation	**2.07**	2.00	2.15	2.38	2.19	2.02	1.95	2.31	1.71	1.86	2.12	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 423

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - ITV1 ****

Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Total (Wtd)	**115**	115 *100%*	114 *99%*	1** *1%* **	23* *20%* *	91 *79%*	92 *80%*	62 *54%*	30 *26%*	34 *29%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
10	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	1 *5%* *25%*	4 *4%* *75%*	4 *4%* *75%*	2 *4%* *54%*	1 *3%* *22%*	1 *3%* *22%*
9	**7** ***6%***	7 *6%* *100%*	7 *6%* *100%*	- - -	1 *6%* *20%*	6 *6%* *80%*	6 *6%* *80%*	3 *5%* *44%*	3 *9%* *36%*	3 *8%* *36%*
8	**19** ***17%***	19 *17%* *100%*	19 *16%* *97%*	1 *57%* *3%*	4 *17%* *20%*	15 *17%* *79%*	15 *17%* *80%*	10 *16%* *51%*	5 *18%* *28%*	6 *17%* *30%*
7	**22** ***19%***	22 *19%* *100%*	22 *20%* *100%*	- - -	4 *18%* *18%*	18 *20%* *81%*	18 *20%* *82%*	12 *20%* *55%*	6 *20%* *28%*	6 *18%* *28%*
6	**19** ***17%***	19 *17%* *100%*	19 *17%* *100%*	- - -	4 *17%* *20%*	15 *17%* *80%*	15 *17%* *80%*	11 *18%* *57%*	4 *14%* *23%*	5 *15%* *26%*
5	**15** ***13%***	15 *13%* *100%*	14 *13%* *99%*	* *15%* *1%*	3 *14%* *21%*	11 *12%* *77%*	12 *12%* *79%*	8 *13%* *53%*	4 *12%* *26%*	5 *14%* *32%*

Ofcom PSB Tracker : 2008

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Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
4	**10** ***9%***	10 *9%* *100%*	10 *9%* *100%*	- - -	3 *14%* *31%*	7 *8%* *69%*	7 *8%* *69%*	5 *8%* *46%*	3 *8%* *24%*	3 *10%* *32%*
3	**7** ***6%***	7 *6%* *100%*	7 *6%* *98%*	* *14%* *2%*	1 *2%* *7%*	7 *7%* *93%*	7 *7%* *93%*	5 *8%* *68%*	2 *6%* *25%*	2 *6%* *27%*
2	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	1 *2%* *12%*	4 *4%* *84%*	4 *4%* *88%*	2 *4%* *53%*	1 *5%* *34%*	2 *5%* *42%*
1	**2** ***2%***	2 *2%* *100%*	2 *2%* *100%*	- - -	* * *	2 *2%* *100%*	2 *2%* *100%*	1 *2%* *55%*	1 *2%* *33%*	1 *2%* *33%*
Don't know	**4** ***3%***	4 *3%* *100%*	4 *3%* *96%*	* *14%* *4%*	1 *4%* *22%*	3 *3%* *77%*	3 *3%* *78%*	2 *4%* *60%*	1 *2%* *18%*	1 *2%* *18%*
Net: 10/9/8/7	**53** ***47%***	53 *47%* *100%*	53 *46%* *99%*	1 *57%* *1%*	10 *46%* *20%*	42 *46%* *79%*	43 *47%* *80%*	28 *45%* *52%*	15 *50%* *28%*	15 *46%* *29%*
Net: 10/9	**12** ***10%***	12 *10%* *100%*	12 *10%* *100%*	- - -	3 *11%* *22%*	9 *10%* *78%*	9 *10%* *78%*	6 *9%* *48%*	4 *12%* *30%*	4 *11%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Base : Regular viewers of ITV1 in Northern Ireland

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**542**	542 *100%*	525 *97%*	6 *1%*	107 *20%*	429 *79%*	435 *80%*	288 *53%*	145 *27%*	161 *30%*
Effective Total	**491**	491	485	6	95	391	395	265	129	144
Net: 6/5/4	**44** ***39%***	44 *39%* *100%*	44 *39%* *100%*	* *15%* *	10 *45%* *23%*	34 *37%* *76%*	34 *37%* *77%*	23 *38%* *53%*	11 *35%* *24%*	13 *39%* *30%*
Net: 3/2/1	**13** ***12%***	13 *12%* *100%*	13 *12%* *99%*	* *14%* *1%*	1 *5%* *8%*	12 *13%* *91%* U	12 *13%* *92%* U	8 *13%* *61%* U	4 *13%* *29%* U	4 *13%* *33%* U
Mean	**6.16**	6.16	6.15	6.67	6.35	6.12	6.11	6.09	6.18	6.06
Standard Deviation	**2.07**	2.07	2.07	-	1.93	2.12	2.12	2.08	2.18	2.16

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Table 424

Absolutes/col/row percents

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Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Total (Wtd)	**204**	99 *48%*	105 *52%*	28 *14%*	49 *24%*	38 *19%*	39 *19%*	26 *13%*	23 *11%*	35 *17%*	110 *54%*	58 *29%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
10	**5** ***3%***	2 *2%* *42%*	3 *3%* *58%*	* *2%* *8%*	2 *3%* *32%*	1 *3%* *19%*	1 *2%* *16%*	1 *3%* *15%*	1 *2%* *10%*	* *1%* *7%*	3 *3%* *55%*	2 *3%* *38%*
9	**8** ***4%***	4 *4%* *52%*	4 *4%* *48%*	1 *4%* *12%*	2 *3%* *22%*	1 *3%* *12%*	2 *5%* *23%*	1 *3%* *9%*	2 *7%* *21%*	1 *2%* *9%*	3 *3%* *38%*	4 *7%* *53%* IJ
8	**26** ***13%***	14 *14%* *52%*	13 *12%* *48%*	5 *17%* *18%*	7 *15%* *27%*	4 *9%* *13%*	5 *12%* *17%*	3 *13%* *12%*	3 *13%* *12%*	4 *11%* *15%*	14 *13%* *53%*	9 *15%* *33%*
7	**39** ***19%***	16 *16%* *41%*	23 *22%* *59%* A	7 *25%* *18%*	9 *18%* *22%*	6 *17%* *17%*	7 *19%* *19%*	4 *15%* *10%*	5 *23%* *14%*	5 *14%* *13%*	22 *20%* *58%*	12 *20%* *30%*
6	**36** ***18%***	18 *18%* *48%*	19 *18%* *52%*	5 *16%* *12%*	10 *19%* *26%*	7 *17%* *18%*	8 *20%* *22%*	5 *18%* *13%*	3 *12%* *8%*	8 *22%* *21%*	19 *18%* *53%*	9 *16%* *25%*
5	**34** ***17%***	19 *19%* *55%*	15 *15%* *45%*	3 *11%* *9%*	8 *17%* *24%*	9 *24%* *27%* CG	6 *16%* *19%*	3 *13%* *10%*	4 *18%* *12%*	6 *17%* *18%*	19 *18%* *56%*	9 *15%* *26%*

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Base : All who ever watch any of the channels in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
4	**20** ***10%***	12 *12%* *61%* B	8 *7%* *39%*	4 *13%* *18%*	3 *7%* *17%*	4 *11%* *21%*	4 *9%* *18%*	3 *11%* *15%*	2 *9%* *11%*	5 *15%* *26%* JK	10 *9%* *50%*	5 *8%* *23%*
3	**13** ***6%***	6 *6%* *48%*	7 *6%* *52%*	1 *5%* *10%*	4 *9%* *32%*	2 *5%* *16%*	3 *6%* *19%*	2 *8%* *16%*	1 *4%* *7%*	2 *7%* *18%*	8 *7%* *62%*	3 *5%* *20%*
2	**8** ***4%***	3 *3%* *39%*	5 *4%* *61%*	* *2%* *6%*	2 *5%* *32%*	2 *5%* *27%*	1 *2%* *12%*	1 *5%* *18%*	* *2%* *5%*	1 *3%* *16%*	4 *4%* *52%*	2 *4%* *32%*
1	**4** ***2%***	2 *2%* *48%*	2 *2%* *52%*	1 *3%* *20%*	1 *3%* *31%*	1 *2%* *13%*	1 *2%* *15%*	1 *4%* *21%* H	- - -	* *1%* *9%*	3 *3%* *74%*	1 *1%* *18%*
Don't know	**10** ***5%***	3 *3%* *30%*	7 *6%* *70%* A	* *2%* *5%*	1 *2%* *9%*	2 *4%* *18%*	3 *7%* *27%* D	2 *7%* *18%* D	2 *10%* *23%* CD	2 *7%* *25%*	4 *3%* *39%*	3 *6%* *36%*
Net: 10/9/8/7	**78** ***38%***	36 *36%* *46%*	43 *41%* *54%*	13 *47%* *17%* EG	19 *39%* *25%*	12 *31%* *15%*	15 *37%* *19%*	9 *34%* *11%*	11 *46%* *14%* E	10 *28%* *13%*	42 *38%* *54%* I	26 *45%* *34%* I
Net: 10/9	**13** ***7%***	6 *7%* *48%*	7 *7%* *52%*	1 *5%* *11%*	3 *7%* *26%*	2 *5%* *15%*	3 *7%* *20%*	2 *6%* *12%*	2 *9%* *17%*	1 *3%* *8%*	6 *5%* *45%*	6 *11%* *47%* IJ

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Total (Unwtd)	**976**	468 *48%*	508 *52%*	115 *12%*	205 *21%*	188 *19%*	190 *19%*	148 *15%*	125 *13%*	184 *19%*	558 *57%*	208 *21%*
Effective Total	**882**	426	456	103	191	175	177	134	112	178	540	193
Net: 6/5/4	**91** ***44%***	49 *49%* *54%* B	42 *40%* *46%*	11 *41%* *13%*	21 *43%* *23%*	20 *52%* *22%* H	18 *46%* *20%*	11 *42%* *12%*	9 *39%* *10%*	19 *54%* *21%* JK	49 *44%* *54%*	23 *39%* *25%*
Net: 3/2/1	**25** ***12%***	12 *12%* *45%*	14 *13%* *55%*	3 *10%* *11%*	8 *16%* *32%* H	5 *12%* *19%*	4 *11%* *16%*	4 *17%* *17%* H	1 *6%* *5%*	4 *11%* *16%*	16 *14%* *61%*	6 *10%* *23%*
Mean	**5.84**	5.79	5.90	6.00	5.81	5.61	5.92	5.60	6.28 EG	5.57	5.76	6.17 IJ
Standard Deviation	**1.99**	1.96	2.02	1.98	2.12	1.92	1.92	2.20	1.83	1.81	2.01	2.04

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	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Total (Wtd)	**204**	204 *100%*	202 *99%*	2** *1%* ****	41 *20%*	160 *78%*	163 *80%*	112 *55%*	50 *25%*	55 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
10	**5** ***3%***	5 *3%* *100%*	5 *3%* *96%*	* *10%* *4%*	2 *5%* *38%* VW	3 *2%* *62%*	3 *2%* *62%*	2 *2%* *46%*	1 *2%* *16%*	1 *2%* *20%*
9	**8** ***4%***	8 *4%* *100%*	8 *4%* *100%*	- - -	2 *5%* *28%*	6 *3%* *69%*	6 *4%* *72%*	4 *3%* *45%*	2 *4%* *28%*	2 *4%* *28%*
8	**26** ***13%***	26 *13%* *100%*	26 *13%* *99%*	* *7%* *1%*	5 *13%* *19%*	21 *13%* *81%*	21 *13%* *81%*	16 *14%* *59%*	6 *11%* *21%*	6 *11%* *22%*
7	**39** ***19%***	39 *19%* *100%*	38 *19%* *99%*	* *16%* *1%*	8 *20%* *21%*	30 *19%* *77%*	31 *19%* *79%*	21 *19%* *54%*	10 *19%* *25%*	10 *18%* *25%*
6	**36** ***18%***	36 *18%* *100%*	36 *18%* *100%*	* *7%* *	7 *18%* *20%*	29 *18%* *79%*	29 *18%* *80%*	20 *18%* *56%*	8 *17%* *23%*	10 *18%* *27%*
5	**34** ***17%***	34 *17%* *100%*	34 *17%* *99%*	* *10%* *1%*	6 *15%* *18%*	27 *17%* *80%*	28 *17%* *82%*	20 *18%* *58%*	8 *16%* *24%*	9 *17%* *27%*

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4	**20** ***10%***	20 *10%* *100%*	20 *10%* *99%*	* *12%* *1%*	5 *12%* *24%*	15 *9%* *75%*	15 *9%* *76%*	9 *8%* *47%*	6 *11%* *28%*	7 *12%* *33%*
3	**13** ***6%***	13 *6%* *100%*	13 *6%* *95%*	1 *31%* *5%*	1 *2%* *8%*	12 *7%* *88%* U	12 *7%* *90%* U	7 *7%* *57%* U	4 *9%* *33%* U	5 *9%* *36%* U
2	**8** ***4%***	8 *4%* *100%*	8 *4%* *100%*	- - -	1 *4%* *19%*	6 *4%* *79%*	6 *4%* *81%*	4 *4%* *53%*	2 *4%* *28%*	2 *4%* *28%*
1	**4** ***2%***	4 *2%* *100%*	4 *2%* *100%*	- - -	1 *2%* *15%*	4 *2%* *85%*	4 *2%* *85%*	3 *2%* *61%*	1 *2%* *19%*	1 *2%* *24%*
Don't know	**10** ***5%***	10 *5%* *100%*	9 *5%* *99%*	* *7%* *1%*	2 *5%* *21%*	8 *5%* *79%*	8 *5%* *79%*	5 *4%* *52%*	3 *5%* *27%*	3 *5%* *27%*
Net: 10/9/8/7	**78** ***38%***	78 *38%* *100%*	78 *39%* *99%*	1 *33%* *1%*	17 *43%* *22%*	60 *38%* *77%*	61 *37%* *78%*	43 *38%* *54%*	18 *36%* *23%*	19 *34%* *24%*
Net: 10/9	**13** ***7%***	13 *7%* *100%*	13 *7%* *98%*	* *10%* *2%*	4 *10%* *32%* VWX	9 *6%* *66%*	9 *6%* *68%*	6 *5%* *45%*	3 *6%* *23%*	3 *6%* *25%*

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		N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**976**	976 *100%*	949 *97%*	12 *1%*	196 *20%*	763 *78%*	777 *80%*	528 *54%*	246 *25%*	268 *27%*
Effective Total	**882**	882	872	10	177	691	703	482	219	240
Net: 6/5/4	**91** ***44%***	91 *44%* *100%*	90 *45%* *99%*	1 *29%* *1%*	18 *45%* *20%*	71 *44%* *78%*	72 *44%* *80%*	50 *45%* *55%*	22 *44%* *24%*	26 *46%* *28%*
Net: 3/2/1	**25** ***12%***	25 *12%* *100%*	25 *12%* *98%*	1 *31%* *2%*	3 *8%* *12%*	22 *13%* *85%* U	22 *13%* *86%* U	14 *13%* *56%*	7 *15%* *29%* U	8 *15%* *31%* U
Mean	**5.84**	5.84	5.85	5.40	6.13 VWY Z	5.78	5.78	5.83	5.70	5.65
Standard Deviation	**1.99**	1.99	1.99	-	2.02	1.98	1.98	1.97	2.00	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 425

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Total (Wtd)	**101**	49 *48%*	52 *52%*	15* *15%* *	25* *25%* *	18* *18%* *	20* *20%* *	13* *13%* *	10* *10%* *	21 *20%*	52 *52%*	28* *28%* *
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
10	**15** ***15%***	6 *13%* *42%*	9 *16%* *58%*	3 *17%* *17%*	4 *15%* *25%*	2 *11%* *13%*	2 *12%* *17%*	3 *20%* *18%*	1 *14%* *9%*	3 *13%* *19%*	8 *16%* *56%*	4 *14%* *26%*
9	**14** ***14%***	7 *15%* *53%*	7 *13%* *47%*	3 *17%* *18%* E	4 *16%* *29%* E	1 *6%* *7%*	3 *15%* *22%* E	2 *12%* *11%*	2 *20%* *13%* E	2 *10%* *15%*	6 *12%* *44%*	6 *21%* *42%* IJ
8	**27** ***26%***	11 *23%* *42%*	15 *29%* *58%*	4 *25%* *14%*	6 *24%* *22%*	5 *27%* *18%*	7 *32%* *25%*	3 *24%* *12%*	2 *24%* *9%*	6 *27%* *21%*	13 *26%* *51%*	8 *27%* *29%*
7	**19** ***19%***	11 *22%* *56%*	8 *16%* *44%*	2 *16%* *13%*	5 *21%* *27%*	5 *25%* *24%*	3 *14%* *15%*	2 *15%* *10%*	2 *19%* *10%*	5 *23%* *25%*	10 *18%* *52%*	4 *16%* *24%*
6	**11** ***11%***	6 *13%* *54%*	5 *10%* *46%*	2 *12%* *16%*	2 *9%* *19%*	3 *17%* *28%* F	1 *7%* *13%*	2 *14%* *16%*	1 *10%* *8%*	2 *9%* *16%*	6 *12%* *57%*	3 *11%* *27%*
5	**8** ***8%***	3 *6%* *35%*	5 *9%* *65%*	1 *9%* *17%*	2 *7%* *24%*	1 *5%* *12%*	2 *8%* *20%*	1 *6%* *11%*	1 *12%* *16%*	2 *8%* *22%*	5 *9%* *64%*	1 *4%* *14%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 425

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
4	**3** ***3%***	1 *3%* *46%*	2 *3%* *54%*	1 *4%* *21%*	1 *3%* *28%*	* *2%* *12%*	1 *5%* *33%*	* *1%* *6%*	- - -	1 *4%* *30%*	1 *3%* *45%*	1 *3%* *25%*
3	**1** ***1%***	1 *1%* *76%*	* * *24%*	- - -	- - -	* *2%* *44%*	* *1%* *21%*	* *1%* *16%*	* *2%* *19%*	* *1%* *19%*	1 *1%* *81%*	- - -
2	**1** ***1%***	1 *1%* *51%*	1 *1%* *49%*	- - -	* *2%* *35%*	1 *3%* *42%*	* *1%* *23%*	- - -	- - -	1 *3%* *42%*	* *1%* *35%*	* *1%* *23%*
1	**1** ***1%***	1 *2%* *66%*	* *1%* *34%*	* * *	1 *2%* *41%*	* *1%* *14%*	* *2%* *27%*	* *2%* *18%*	- - -	- - -	1 *2%* *57%*	1 *2%* *43%*
Don't know	**1** ***1%***	1 *2%* *71%*	* *1%* *29%*	- - -	- - -	* *1%* *17%*	* *2%* *33%*	1 *4%* *50%* D	- - -	* *2%* *44%*	* *1%* *33%*	* *1%* *23%*
Net: 10/9/8/7	**74** ***74%***	35 *73%* *48%*	39 *74%* *52%*	11 *75%* *15%*	19 *76%* *25%*	12 *68%* *17%*	15 *74%* *20%*	9 *71%* *13%*	7 *77%* *10%*	15 *73%* *20%*	37 *71%* *51%*	22 *78%* *29%*
Net: 10/9	**29** ***29%***	14 *28%* *47%*	15 *29%* *53%*	5 *34%* *17%* E	8 *32%* *27%* E	3 *16%* *10%*	6 *27%* *19%*	4 *32%* *15%* E	3 *33%* *11%* E	5 *23%* *17%*	14 *27%* *50%*	10 *35%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 425

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**483**	232 *48%*	251 *52%*	62 *13%*	101 *21%*	90 *19%*	98 *20%*	75 *16%*	53 *11%*	105 *22%*	264 *55%*	101 *21%*
Effective Total	**434**	209	225	55	94	85	92	68	45	102	256	90
Net: 6/5/4	**22** **22%**	10 *21%* *47%*	12 *22%* *53%*	4 *25%* *17%*	5 *19%* *22%*	4 *25%* *20%*	4 *20%* *18%*	3 *22%* *13%*	2 *22%* *10%*	4 *21%* *20%*	13 *24%* *58%*	5 *18%* *22%*
Net: 3/2/1	**4** **4%**	2 *5%* *63%*	1 *3%* *37%*	* * *	1 *4%* *29%*	1 *6%* *31%*	1 *4%* *24%*	* *3%* *11%*	* *2%* *4%*	1 *4%* *20%*	2 *4%* *54%*	1 *3%* *25%*
Mean	**7.45**	7.36	7.53	7.67	7.44	7.06	7.40	7.65	7.64	7.33	7.38	7.65
Standard Deviation	**1.92**	1.97	1.89	1.75	2.06	1.94	2.04	1.99	1.74	1.91	1.95	1.92

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 425

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Importance Rating ****

Base : All in sample A in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Total (Wtd)	**101**	101 *100%*	100 *99%*	1** *1%* **	20* *20%* *	79 *78%*	80 *80%*	56 *56%*	24 *24%*	26 *26%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
10	**15** ***15%***	15 *15%* *100%*	14 *14%* *99%*	* *22%* *1%*	4 *19%* *25%*	11 *14%* *74%*	11 *14%* *75%*	9 *15%* *58%*	2 *10%* *16%*	3 *11%* *19%*
9	**14** ***14%***	14 *14%* *100%*	14 *14%* *100%*	- - -	2 *8%* *11%*	12 *16%* *88%*	13 *16%* *89%*	9 *15%* *61%*	4 *16%* *28%*	4 *15%* *28%*
8	**27** ***26%***	27 *26%* *100%*	26 *26%* *98%*	* *49%* *2%*	6 *28%* *21%*	20 *25%* *75%*	21 *26%* *78%*	15 *27%* *57%*	6 *23%* *21%*	6 *23%* *23%*
7	**19** ***19%***	19 *19%* *100%*	19 *19%* *100%*	- - -	4 *20%* *21%*	14 *18%* *77%*	15 *18%* *78%*	10 *18%* *53%*	5 *19%* *25%*	5 *20%* *28%*
6	**11** ***11%***	11 *11%* *100%*	11 *11%* *99%*	* *14%* *1%*	3 *14%* *24%*	8 *11%* *74%*	9 *11%* *76%*	6 *10%* *51%*	3 *12%* *25%*	3 *11%* *25%*
5	**8** ***8%***	8 *8%* *100%*	8 *8%* *98%*	* *16%* *2%*	1 *5%* *14%*	6 *8%* *85%*	7 *8%* *86%*	3 *6%* *44%*	3 *13%* *42%* X	4 *15%* *51%* UVWX

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 425

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
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Base : All in sample A in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
4	**3** ***3%***	3 *3%* *100%*	3 *3%* *100%*	- - -	* *2%* *14%*	2 *3%* *80%*	2 *3%* *80%*	2 *3%* *53%*	1 *3%* *27%*	1 *3%* *27%*
3	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *1%* *100%*	1 *1%* *100%*	* *1%* *40%*	1 *2%* *60%*	1 *2%* *60%*
2	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *2%* *85%*	* *1%* *15%*	* *1%* *15%*
1	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	1 *4%* *57%* VWYZ	1 *1%* *43%*	1 *1%* *43%*	1 *1%* *43%*	- - -	- - -
Don't know	**1** ***1%***	1 *1%* *100%*	1 *1%* *100%*	- - -	* *1%* *13%*	1 *1%* *87%*	1 *1%* *87%*	1 *2%* *87%*	- - -	- - -
Net: 10/9/8/7	**74** ***74%***	74 *74%* *100%*	73 *74%* *99%*	1 *71%* *1%*	15 *74%* *20%*	58 *73%* *78%*	59 *73%* *79%*	42 *75%* *57%*	17 *69%* *23%*	18 *68%* *24%*
Net: 10/9	**29** ***29%***	29 *29%* *100%*	29 *29%* *99%*	* *22%* *1%*	5 *26%* *18%*	23 *30%* *81%*	24 *29%* *82%*	17 *31%* *59%*	6 *26%* *22%*	7 *26%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 425

Absolutes/col/row percents

9 Jul 2009

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		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**483**	483 *100%*	471 *98%*	5 *1%*	98 *20%*	373 *77%*	382 *79%*	263 *54%*	119 *25%*	128 *27%*
Effective Total	**434**	434	430	5	87	336	344	239	105	114
Net: 6/5/4	**22** **22%**	22 *22%* *100%*	22 *22%* *99%*	* *29%* *1%*	4 *21%* *19%*	17 *22%* *78%*	18 *22%* *80%*	11 *19%* *49%*	7 *28%* *31%*	8 *29%* *34%* X
Net: 3/2/1	**4** **4%**	4 *4%* *100%*	4 *4%* *100%*	- - -	1 *4%* *22%*	3 *4%* *78%*	3 *4%* *78%*	2 *4%* *58%*	1 *3%* *20%*	1 *3%* *20%*
Mean	**7.45**	7.45	7.44	7.71	7.45	7.45	7.45	7.54	7.25	7.23
Standard Deviation	**1.92**	1.92	1.92	-	2.07	1.90	1.89	1.92	1.83	1.83

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Table 426

Absolutes/col/row percents

9 Jul 2009

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**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**13** ***12%***	7 *13%* *52%*	6 *12%* *48%*	2 *13%* *13%*	3 *12%* *22%*	2 *10%* *17%*	2 *10%* *15%*	2 *15%* *15%*	2 *16%* *17%*	2 *14%* *17%*	7 *12%* *53%*	4 *13%* *30%*
9	**11** ***10%***	6 *11%* *52%*	5 *10%* *48%*	1 *9%* *11%*	2 *8%* *17%*	3 *13%* *25%*	1 *8%* *13%*	2 *14%* *16%*	2 *14%* *17%*	1 *8%* *12%*	7 *11%* *60%*	3 *10%* *28%*
8	**22** ***21%***	9 *19%* *44%*	12 *23%* *56%*	3 *21%* *12%*	5 *20%* *22%*	4 *18%* *17%*	4 *21%* *18%*	2 *18%* *11%*	4 *30%* *19%*	3 *17%* *12%*	12 *21%* *55%*	7 *23%* *33%*
7	**19** ***19%***	8 *16%* *41%*	11 *21%* *59%*	1 *11%* *7%*	6 *23%* *30%*	4 *17%* *18%*	4 *23%* *23%*	2 *12%* *8%*	3 *19%* *14%*	3 *17%* *13%*	12 *21%* *62%*	5 *16%* *25%*
6	**12** ***11%***	6 *12%* *52%*	6 *10%* *48%*	1 *5%* *5%*	3 *13%* *28%*	3 *14%* *25%*	2 *13%* *21%*	2 *12%* *14%*	1 *5%* *6%*	3 *17%* *23%* J	5 *9%* *43%*	4 *13%* *34%*
5	**14** ***14%***	7 *14%* *52%*	7 *13%* *48%*	2 *16%* *14%*	4 *16%* *27%*	3 *12%* *18%*	3 *15%* *20%*	2 *13%* *11%*	1 *9%* *8%*	2 *15%* *16%*	8 *14%* *55%*	4 *13%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**5** ***4%***	2 *5%* *54%*	2 *4%* *46%*	1 *10%* *29%* E	1 *5%* *25%*	* *2%* *9%*	1 *4%* *17%*	1 *4%* *12%*	* *3%* *9%*	1 *4%* *12%*	3 *5%* *57%*	1 *5%* *32%*
3	**3** ***2%***	2 *3%* *65%*	1 *2%* *35%*	1 *8%* *37%* D	- - -	* *2%* *19%*	* *2%* *18%*	* *4%* *19%* D	* *1%* *6%*	* *2%* *10%*	1 *2%* *47%*	1 *4%* *43%*
2	**2** ***2%***	1 *2%* *48%*	1 *2%* *52%*	* *3%* *21%*	* *1%* *12%*	1 *3%* *30%*	* *1%* *12%*	* *1%* *8%*	* *2%* *18%*	* *1%* *8%*	1 *2%* *71%*	* *1%* *21%*
1	**3** ***2%***	2 *4%* *84%* B	* *1%* *16%*	* *2%* *9%*	1 *3%* *28%*	1 *5%* *38%*	* *2%* *16%*	* *2%* *9%*	- - -	* *3%* *16%*	2 *3%* *74%*	* *1%* *9%*
Don't know	**2** ***2%***	* *1%* *20%*	2 *3%* *80%*	* *2%* *12%*	* *1%* *6%*	1 *4%* *37%*	* *1%* *9%*	1 *4%* *27%*	* *1%* *7%*	1 *4%* *27%*	1 *1%* *32%*	1 *3%* *41%*
Net: 10/9/8/7	**65** ***62%***	30 *59%* *46%*	35 *66%* *54%*	7 *54%* *11%*	15 *62%* *23%*	12 *59%* *19%*	12 *62%* *18%*	8 *59%* *12%*	11 *79%* *17%* CDEF G	9 *56%* *13%*	37 *64%* *57%*	19 *61%* *29%*
Net: 10/9	**24** ***23%***	12 *24%* *52%*	11 *21%* *48%*	3 *23%* *12%*	5 *19%* *20%*	5 *24%* *21%*	3 *18%* *14%*	4 *29%* *16%*	4 *29%* *17%*	3 *22%* *14%*	13 *23%* *56%*	7 *22%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 426

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 6/5/4	**30** ***29%***	16 *31%* *52%*	14 *27%* *48%*	4 *31%* *13%*	8 *34%* *27%* H	6 *28%* *19%*	6 *32%* *20%* H	4 *29%* *12%*	2 *17%* *8%*	5 *35%* *18%*	16 *27%* *51%*	9 *30%* *31%*
Net: 3/2/1	**7** ***7%***	5 *9%* *68%* B	2 *4%* *32%*	2 *12%* *23%*	1 *4%* *13%*	2 *10%* *29%*	1 *6%* *16%*	1 *7%* *13%*	* *3%* *7%*	1 *5%* *12%*	4 *8%* *63%*	2 *6%* *25%*
Mean	**6.94**	6.78	7.10	6.54	6.89	6.81	6.84	7.09	7.59 CDE F	6.90	6.90	7.03
Standard Deviation	**2.15**	2.35	1.95	2.54	2.04	2.36	2.04	2.31	1.91	2.19	2.23	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 426

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**13** ***12%***	13 *12%* *100%*	13 *13%* *100%*	- - -	2 *10%* *16%*	11 *13%* *82%*	11 *13%* *84%*	8 *15%* *64%*	3 *10%* *20%*	3 *11%* *24%*
9	**11** ***10%***	11 *10%* *100%*	11 *10%* *98%*	* *18%* *2%*	2 *9%* *17%*	8 *10%* *77%*	9 *11%* *81%*	5 *8%* *43%*	4 *15%* *35%*	4 *13%* *35%*
8	**22** ***21%***	22 *21%* *100%*	22 *21%* *99%*	* *14%* *1%*	6 *27%* *27%*	16 *19%* *73%*	16 *19%* *73%*	10 *18%* *46%*	6 *23%* *27%*	7 *24%* *32%*
7	**19** ***19%***	19 *19%* *100%*	19 *19%* *100%*	- - -	4 *17%* *19%*	16 *19%* *81%*	16 *19%* *81%*	11 *20%* *57%*	5 *18%* *24%*	5 *18%* *27%*
6	**12** ***11%***	12 *11%* *100%*	11 *11%* *98%*	* *22%* *2%*	2 *11%* *20%*	9 *11%* *76%*	9 *11%* *80%*	6 *10%* *51%*	3 *12%* *28%*	4 *12%* *30%*
5	**14** ***14%***	14 *14%* *100%*	14 *14%* *100%*	- - -	3 *14%* *22%*	11 *14%* *78%*	11 *13%* *78%*	8 *14%* *56%*	3 *11%* *20%*	3 *10%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 426

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**5** ***4%***	5 *4%* *100%*	5 *4%* *100%*	- - -	1 *3%* *14%*	4 *5%* *86%*	4 *5%* *86%*	3 *5%* *64%*	1 *4%* *22%*	1 *4%* *26%*
3	**3** ***2%***	3 *2%* *100%*	3 *3%* *100%*	- - -	1 *2%* *20%*	2 *3%* *80%*	2 *2%* *80%*	1 *2%* *34%*	1 *5%* *45%*	1 *4%* *45%*
2	**2** ***2%***	2 *2%* *100%*	1 *1%* *79%*	* *34%* *21%*	* *1%* *8%*	2 *2%* *92%*	2 *2%* *92%*	1 *2%* *64%*	* *2%* *27%*	* *2%* *27%*
1	**3** ***2%***	3 *2%* *100%*	3 *2%* *100%*	- - -	1 *3%* *25%*	2 *2%* *75%*	2 *2%* *75%*	2 *3%* *67%*	* *1%* *8%*	* *1%* *8%*
Don't know	**2** ***2%***	2 *2%* *100%*	2 *2%* *94%*	* *12%* *6%*	1 *3%* *28%*	2 *2%* *72%*	2 *2%* *72%*	1 *2%* *65%*	* *1%* *7%*	* *1%* *7%*
Net: 10/9/8/7	**65** ***62%***	65 *62%* *100%*	65 *63%* *99%*	* *31%* *1%*	14 *63%* *21%*	51 *62%* *78%*	51 *62%* *79%*	34 *61%* *52%*	17 *65%* *26%*	19 *67%* *29%*
Net: 10/9	**24** ***23%***	24 *23%* *100%*	24 *23%* *99%*	* *18%* *1%*	4 *19%* *17%*	19 *23%* *80%*	20 *24%* *83%*	13 *23%* *55%*	6 *25%* *27%*	7 *24%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 426

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Personal Importance Rating ****

Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 6/5/4	**30** ***29%***	30 *29%* *100%*	30 *29%* *99%*	* *22%* *1%*	6 *28%* *20%*	24 *29%* *79%*	24 *29%* *80%*	17 *30%* *56%*	7 *27%* *23%*	8 *26%* *25%*
Net: 3/2/1	**7** ***7%***	7 *7%* *100%*	7 *6%* *95%*	* *34%* *5%*	1 *6%* *19%*	6 *7%* *81%*	6 *7%* *81%*	4 *7%* *54%*	2 *7%* *27%*	2 *7%* *27%*
Mean	**6.94**	6.94	6.95	5.37	6.94	6.92	6.93	6.89	7.03	7.10
Standard Deviation	**2.15**	2.15	2.14	-	2.10	2.18	2.18	2.25	2.07	2.04

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 427

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Total (Wtd)	**105**	51 *49%*	54 *51%*	13* *12%* *	25* *24%* *	21* *20%* *	19* *18%* *	13* *12%* *	14* *13%* *	15* *15%* *	58 *55%*	31 *30%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
10	**13** ***13%***	7 *14%* *56%*	6 *11%* *44%*	2 *15%* *14%*	4 *15%* *27%*	2 *11%* *18%*	2 *8%* *12%*	2 *15%* *15%*	2 *13%* *13%*	1 *9%* *11%*	7 *12%* *51%*	5 *16%* *38%*
9	**13** ***12%***	4 *8%* *31%*	9 *16%* *69%* A	2 *16%* *16%*	4 *15%* *29%*	2 *8%* *13%*	2 *13%* *19%*	1 *9%* *9%*	2 *13%* *14%*	1 *9%* *11%*	7 *12%* *55%*	4 *14%* *34%*
8	**22** ***21%***	11 *22%* *49%*	11 *21%* *51%*	3 *25%* *14%*	4 *18%* *20%*	3 *16%* *15%*	5 *25%* *21%*	3 *23%* *13%*	4 *25%* *16%*	3 *20%* *14%*	13 *23%* *59%*	6 *20%* *27%*
7	**22** ***21%***	11 *22%* *50%*	11 *20%* *50%*	2 *18%* *10%*	6 *25%* *29%*	4 *19%* *19%*	5 *25%* *22%*	2 *17%* *10%*	2 *16%* *10%*	4 *23%* *16%*	12 *22%* *57%*	6 *19%* *27%*
6	**10** ***10%***	6 *11%* *57%*	4 *8%* *43%*	2 *13%* *17%*	2 *7%* *18%*	3 *15%* *31%* F	1 *5%* *10%*	1 *8%* *11%*	1 *9%* *13%*	2 *10%* *16%*	6 *10%* *59%*	3 *8%* *25%*
5	**13** ***12%***	6 *12%* *47%*	7 *12%* *53%*	1 *7%* *7%*	3 *14%* *27%*	4 *19%* *32%* H	2 *10%* *16%*	1 *9%* *9%*	1 *8%* *8%*	3 *18%* *22%*	7 *12%* *54%*	3 *10%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 427

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
4	**4** ***4%***	2 *4%* *49%*	2 *4%* *51%*	* *4%* *12%*	1 *4%* *23%*	* *2%* *10%*	1 *5%* *25%*	1 *4%* *14%*	1 *5%* *16%*	1 *6%* *24%*	2 *3%* *43%*	1 *4%* *33%*
3	**2** ***2%***	1 *3%* *57%*	1 *2%* *43%*	- - -	* *1%* *10%*	* *2%* *16%*	1 *5%* *41%*	1 *4%* *21%*	* *2%* *12%*	* *3%* *16%*	2 *3%* *63%*	1 *2%* *22%*
2	**1** ***1%***	* * *19%*	1 *1%* *81%*	* *2%* *32%*	- - -	* *1%* *25%*	- - -	* *1%* *19%*	* *1%* *24%*	- - -	1 *1%* *100%*	- - -
1	**1** ***1%***	1 *2%* *85%*	* * *15%*	- - -	* *1%* *20%*	* *2%* *30%*	* *2%* *32%*	* *2%* *19%*	- - -	- - -	1 *2%* *81%*	* *1%* *19%*
Don't know	**3** ***3%***	1 *3%* *42%*	2 *4%* *58%*	* * *	* *1%* *4%*	1 *5%* *30%*	* *1%* *6%*	1 *6%* *25%* D	1 *8%* *35%* CDF	* *2%* *9%*	1 *2%* *26%*	2 *7%* *65%* J
Net: 10/9/8/7	**70** ***67%***	33 *65%* *48%*	37 *69%* *52%*	9 *74%* *13%* E	18 *73%* *26%* E	11 *55%* *16%*	14 *71%* *19%* E	8 *65%* *12%*	9 *67%* *13%*	9 *61%* *13%*	39 *68%* *56%*	21 *69%* *31%*
Net: 10/9	**26** ***25%***	11 *22%* *44%*	14 *27%* *56%*	4 *31%* *15%*	7 *29%* *28%*	4 *19%* *15%*	4 *21%* *16%*	3 *24%* *12%*	4 *26%* *14%*	3 *18%* *11%*	14 *24%* *53%*	9 *30%* *36%*

Q6b(c) Channel-specific ratings
**** Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - Social Importance Rating ****

Base : All in sample B in Northern Ireland

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**499**	240 *48%*	259 *52%*	53 *11%*	105 *21%*	101 *20%*	93 *19%*	73 *15%*	73 *15%*	82 *16%*	295 *59%*	109 *22%*
Effective Total	**453**	220	233	48	97	93	86	66	67	79	285	104
Net: 6/5/4	**27** **25%**	14 *27%* *51%*	13 *24%* *49%*	3 *24%* *12%*	6 *25%* *23%*	8 *36%* *29%* FH	4 *21%* *15%*	3 *22%* *11%*	3 *21%* *11%*	5 *34%* *20%*	14 *25%* *54%*	7 *22%* *26%*
Net: 3/2/1	**4** **4%**	3 *5%* *59%*	2 *3%* *41%*	* *2%* *5%*	* *2%* *11%*	1 *5%* *21%*	1 *7%* *32%*	1 *7%* *20%*	* *3%* *10%*	* *3%* *9%*	3 *6%* *74%*	1 *2%* *17%*
Mean	**7.19**	7.10	7.27	7.53 E	7.35	6.83	7.00	7.15	7.40	6.91	7.12	7.47
Standard Deviation	**1.97**	2.05	1.89	1.84	1.90	2.02	2.07	2.26	1.95	1.85	2.02	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 427

Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B in Northern Ireland

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Total (Wtd)	**105**	105 *100%*	103 *99%*	1** *1%* **	22* *21%* *	82 *78%*	83 *79%*	56 *54%*	26 *25%*	29 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
10	**13** ***13%***	13 *13%* *100%*	13 *12%* *97%*	* *34%* *3%*	3 *15%* *24%*	10 *12%* *74%*	10 *12%* *76%*	8 *14%* *61%*	2 *7%* *15%*	3 *9%* *19%*
9	**13** ***12%***	13 *12%* *100%*	12 *12%* *98%*	* *18%* *2%*	2 *10%* *17%*	10 *12%* *81%*	10 *13%* *82%*	6 *11%* *49%*	4 *15%* *31%*	4 *14%* *31%*
8	**22** ***21%***	22 *21%* *100%*	22 *21%* *99%*	* *26%* *1%*	5 *21%* *20%*	18 *21%* *78%*	18 *22%* *80%*	12 *21%* *53%*	6 *23%* *27%*	7 *24%* *31%*
7	**22** ***21%***	22 *21%* *100%*	22 *21%* *100%*	- - -	5 *24%* *23%*	17 *20%* *76%*	17 *20%* *77%*	11 *20%* *52%*	6 *21%* *25%*	6 *21%* *28%*
6	**10** ***10%***	10 *10%* *100%*	10 *10%* *99%*	* *10%* *1%*	2 *10%* *21%*	8 *9%* *76%*	8 *10%* *79%*	5 *9%* *51%*	3 *10%* *27%*	3 *10%* *29%*
5	**13** ***12%***	13 *12%* *100%*	13 *12%* *100%*	- - -	2 *8%* *13%*	11 *13%* *87%*	11 *13%* *87%*	8 *14%* *63%*	3 *11%* *23%*	3 *11%* *25%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 427

Absolutes/col/row percents

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Total (Unwtd)	**499**	499 100%	484 97%	7 1%	100 20%	391 78%	397 80%	267 54%	127 25%	140 28%
Effective Total	**453**	453	448	5	91	356	361	244	114	126
4	**4** **4%**	4 4% 100%	4 4% 100%	- - -	* 2% 12%	3 4% 88%	3 4% 88%	2 4% 56%	1 5% 32%	1 5% 37%
3	**2** **2%**	2 2% 100%	2 2% 100%	- - -	* 2% 17%	2 3% 83%	2 2% 83%	1 3% 58%	1 2% 25%	1 2% 25%
2	**1** **1%**	1 1% 100%	1 1% 100%	- - -	- - -	1 1% 100%	1 1% 100%	* * 25%	* 1% 43%	* 1% 43%
1	**1** **1%**	1 1% 100%	1 1% 100%	- - -	* 2% 35%	1 1% 65%	1 1% 65%	* 1% 34%	* 2% 31%	* 1% 31%
Don't know	**3** **3%**	3 3% 100%	3 3% 96%	* 12% 4%	1 6% 42% VW	2 2% 58%	2 2% 58%	1 3% 42%	1 2% 16%	1 2% 16%
Net: 10/9/8/7	**70** **67%**	70 67% 100%	69 67% 99%	1 78% 1%	15 69% 21%	54 66% 77%	55 66% 78%	37 67% 53%	17 67% 25%	19 68% 28%
Net: 10/9	**26** **25%**	26 25% 100%	25 24% 98%	1 52% 2%	5 25% 21%	20 24% 77%	20 25% 79%	14 25% 55%	6 22% 23%	6 22% 25%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 427

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	N. Ireland (Q)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**499**	499 *100%*	484 *97%*	7 *1%*	100 *20%*	391 *78%*	397 *80%*	267 *54%*	127 *25%*	140 *28%*
Effective Total	**453**	453	448	5	91	356	361	244	114	126
Net: 6/5/4	**27** ***25%***	27 *25%* *100%*	27 *26%* *100%*	* *10%* *	4 *20%* *16%*	22 *27%* *83%*	22 *27%* *84%*	15 *27%* *57%*	7 *26%* *26%*	8 *26%* *28%*
Net: 3/2/1	**4** ***4%***	4 *4%* *100%*	4 *4%* *100%*	- - -	1 *4%* *19%*	4 *4%* *81%*	4 *4%* *81%*	2 *4%* *46%*	1 *5%* *30%*	1 *5%* *30%*
Mean	**7.19**	7.19	7.17	8.75	7.35	7.13	7.14	7.21	7.03	7.09
Standard Deviation	**1.97**	1.97	1.97	-	1.98	1.98	1.97	1.96	1.98	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 428

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	283	542	976	483	499	499
Total (Wtd)	138	57	115	204	101	105	105
Effective Total	601	258	491	882	434	453	453
10	8 *6%*	2 *4%*	5 *4%*	5 *3%*	15 *15%*	13 *12%*	13 *13%*
9	11 *8%*	3 *4%*	7 *6%*	8 *4%*	14 *14%*	11 *10%*	13 *12%*
8	28 *21%*	8 *14%*	19 *17%*	26 *13%*	27 *26%*	22 *21%*	22 *21%*
7	31 *22%*	8 *14%*	22 *19%*	39 *19%*	19 *19%*	19 *19%*	22 *21%*
6	20 *14%*	10 *18%*	19 *17%*	36 *18%*	11 *11%*	12 *11%*	10 *10%*
5	14 *11%*	9 *16%*	15 *13%*	34 *17%*	8 *8%*	14 *14%*	13 *12%*
4	8 *6%*	6 *10%*	10 *9%*	20 *10%*	3 *3%*	5 *4%*	4 *4%*
3	7 *5%*	3 *5%*	7 *6%*	13 *6%*	1 *1%*	3 *2%*	2 *2%*
2	2 *2%*	3 *6%*	4 *4%*	8 *4%*	1 *1%*	2 *2%*	1 *1%*
1	2 *1%*	2 *3%*	2 *2%*	4 *2%*	1 *1%*	3 *2%*	1 *1%*
Don't know	5 *4%*	3 *6%*	4 *3%*	10 *5%*	1 *1%*	2 *2%*	3 *3%*
Net: 10/9/8/7	79 *57%*	21 *36%*	53 *47%*	78 *38%*	74 *74%*	65 *62%*	70 *67%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 428

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Aside from news, it provides a range of good quality programmes about Northern Ireland, made for people in Northern Ireland - SUMMARY

Base : Regular viewers of each channel in Northern Ireland

	Q6b(c) - Summary						
	BBC1	BBC2	ITV1	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	663	283	542	976	483	499	499
Effective Total	601	258	491	882	434	453	453
Net: 10/9	19 *14%*	5 *8%*	12 *10%*	13 *7%*	29 *29%*	24 *23%*	26 *25%*
Net: 6/5/4	43 *31%*	25 *44%*	44 *39%*	91 *44%*	22 *22%*	30 *29%*	27 *25%*
Net: 3/2/1	11 *8%*	8 *14%*	13 *12%*	25 *12%*	4 *4%*	7 *7%*	4 *4%*
Mean	6.63	5.80	6.16	5.84	7.45	6.94	7.19
Standard Deviation	1.98	2.19	2.07	1.99	1.92	2.15	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 429

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	4850	4850	4850	4850	2432	2418	2418	960	4850
Total (Wtd)	4841	4841	4841	4841	2438	2403	2403	974	4841
Effective Total	3339	3339	3339	3339	1678	1661	1661	670	3339
10	187 *4%*	561 *12%*	244 *5%*	195 *4%*	128 *5%*	84 *3%*	93 *4%*	89 *9%*	202 *4%*
9	212 *4%*	974 *20%*	350 *7%*	288 *6%*	190 *8%*	149 *6%*	233 *10%*	81 *8%*	259 *5%*
8	721 *15%*	1559 *32%*	1223 *25%*	946 *20%*	526 *22%*	465 *19%*	583 *24%*	186 *19%*	718 *15%*
7	861 *18%*	762 *16%*	1103 *23%*	1109 *23%*	551 *23%*	538 *22%*	598 *25%*	181 *19%*	873 *18%*
6	700 *14%*	372 *8%*	773 *16%*	849 *18%*	394 *16%*	392 *16%*	344 *14%*	98 *10%*	781 *16%*
5	730 *15%*	244 *5%*	450 *9%*	664 *14%*	265 *11%*	303 *13%*	222 *9%*	96 *10%*	646 *13%*
4	304 *6%*	120 *2%*	163 *3%*	279 *6%*	113 *5%*	120 *5%*	105 *4%*	59 *6%*	375 *8%*
3	260 *5%*	62 *1%*	101 *2%*	123 *3%*	44 *2%*	79 *3%*	42 *2%*	32 *3%*	222 *5%*
2	169 *3%*	44 *1%*	67 *1%*	117 *2%*	37 *2%*	40 *2%*	25 *1%*	19 *2%*	187 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 429

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	4850	4850	4850	4850	2432	2418	2418	960	4850
Effective Total	3339	3339	3339	3339	1678	1661	1661	670	3339
1	190 *4%*	37 *1%*	33 *1%*	73 *2%*	37 *2%*	31 *1%*	23 *1%*	9 *1%*	184 *4%*
Don't know	507 *10%*	105 *2%*	335 *7%*	198 *4%*	152 *6%*	200 *8%*	136 *6%*	126 *13%*	393 *8%*
Net: 10/9/8/7	1981 *41%*	3857 *80%*	2919 *60%*	2538 *52%*	1394 *57%*	1236 *51%*	1507 *63%*	536 *55%*	2052 *42%*
Net: 10/9	399 *8%*	1535 *32%*	594 *12%*	483 *10%*	318 *13%*	233 *10%*	326 *14%*	169 *17%*	461 *10%*
Net: 6/5/4	1735 *36%*	736 *15%*	1387 *29%*	1793 *37%*	773 *32%*	816 *34%*	671 *28%*	253 *26%*	1802 *37%*
Net: 3/2/1	618 *13%*	143 *3%*	200 *4%*	312 *6%*	118 *5%*	150 *6%*	89 *4%*	59 *6%*	594 *12%*
Mean	5.99	7.69	6.90	6.48	6.76	6.52	6.91	6.85	6.04
Standard Deviation	2.17	1.73	1.72	1.86	1.84	1.83	1.71	2.06	2.18

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 430

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	2334	2334	2334	2334	1105	1229	1229	326	2334
Total (Wtd)	2321	2321	2321	2321	1115	1207	1207	333	2321
Effective Total	1627	1627	1627	1627	776	851	851	237	1627
10	66 *3%*	164 *7%*	104 *4%*	82 *4%*	69 *6%*	45 *4%*	51 *4%*	12 *4%*	57 *2%*
9	74 *3%*	316 *14%*	170 *7%*	158 *7%*	90 *8%*	79 *7%*	129 *11%*	15 *4%*	79 *3%*
8	241 *10%*	587 *25%*	535 *23%*	497 *21%*	284 *26%*	233 *19%*	289 *24%*	37 *11%*	221 *10%*
7	319 *14%*	459 *20%*	496 *21%*	547 *24%*	255 *23%*	260 *22%*	295 *24%*	46 *14%*	323 *14%*
6	346 *15%*	293 *13%*	390 *17%*	353 *15%*	157 *14%*	198 *16%*	167 *14%*	36 *11%*	369 *16%*
5	363 *16%*	213 *9%*	228 *10%*	298 *13%*	104 *9%*	133 *11%*	88 *7%*	28 *8%*	357 *15%*
4	175 *8%*	85 *4%*	97 *4%*	140 *6%*	35 *3%*	77 *6%*	52 *4%*	26 *8%*	212 *9%*
3	132 *6%*	44 *2%*	64 *3%*	54 *2%*	16 *1%*	40 *3%*	25 *2%*	12 *3%*	148 *6%*
2	124 *5%*	42 *2%*	26 *1%*	52 *2%*	18 *2%*	22 *2%*	18 *2%*	14 *4%*	145 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 430

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	2334	2334	2334	2334	1105	1229	1229	326	2334
Effective Total	1627	1627	1627	1627	776	851	851	237	1627
1	115 *5%*	22 *1%*	24 *1%*	31 *1%*	13 *1%*	11 *1%*	8 *1%*	17 *5%*	132 *6%*
Don't know	365 *16%*	96 *4%*	186 *8%*	108 *5%*	73 *7%*	108 *9%*	83 *7%*	89 *27%*	277 *12%*
Net: 10/9/8/7	701 *30%*	1527 *66%*	1306 *56%*	1285 *55%*	699 *63%*	617 *51%*	764 *63%*	111 *33%*	681 *29%*
Net: 10/9	141 *6%*	480 *21%*	274 *12%*	240 *10%*	159 *14%*	124 *10%*	180 *15%*	27 *8%*	136 *6%*
Net: 6/5/4	884 *38%*	591 *25%*	715 *31%*	791 *34%*	296 *27%*	408 *34%*	307 *25%*	91 *27%*	939 *40%*
Net: 3/2/1	372 *16%*	107 *5%*	114 *5%*	137 *6%*	47 *4%*	74 *6%*	52 *4%*	43 *13%*	425 *18%*
Mean	5.54	7.10	6.78	6.56	6.97	6.54	6.96	5.82	5.40
Standard Deviation	2.23	1.87	1.78	1.84	1.79	1.85	1.74	2.40	2.24

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 431

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3587	3587	3587	3587	1763	1824	1824	725	3587
Total (Wtd)	3551	3551	3551	3551	1744	1806	1806	733	3551
Effective Total	2404	2404	2404	2404	1192	1212	1212	492	2404
10	144 *4%*	275 *8%*	157 *4%*	135 *4%*	57 *3%*	72 *4%*	67 *4%*	37 *5%*	162 *5%*
9	157 *4%*	388 *11%*	216 *6%*	157 *4%*	79 *5%*	89 *5%*	97 *5%*	39 *5%*	193 *5%*
8	465 *13%*	937 *26%*	690 *19%*	494 *14%*	264 *15%*	210 *12%*	290 *16%*	98 *13%*	519 *15%*
7	630 *18%*	769 *22%*	826 *23%*	836 *24%*	387 *22%*	361 *20%*	432 *24%*	107 *15%*	570 *16%*
6	540 *15%*	441 *12%*	612 *17%*	633 *18%*	321 *18%*	307 *17%*	339 *19%*	107 *15%*	548 *15%*
5	531 *15%*	313 *9%*	427 *12%*	547 *15%*	250 *14%*	303 *17%*	242 *13%*	87 *12%*	487 *14%*
4	264 *7%*	127 *4%*	186 *5%*	265 *7%*	117 *7%*	129 *7%*	105 *6%*	52 *7%*	248 *7%*
3	178 *5%*	84 *2%*	72 *2%*	123 *3%*	51 *3%*	93 *5%*	57 *3%*	41 *6%*	204 *6%*
2	119 *3%*	44 *1%*	40 *1%*	96 *3%*	46 *3%*	49 *3%*	16 *1%*	22 *3%*	160 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 431

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3587	3587	3587	3587	1763	1824	1824	725	3587
Effective Total	2404	2404	2404	2404	1192	1212	1212	492	2404
1	142 *4%*	44 *1%*	43 *1%*	85 *2%*	25 *1%*	33 *2%*	29 *2%*	27 *4%*	131 *4%*
Don't know	381 *11%*	128 *4%*	282 *8%*	179 *5%*	149 *9%*	160 *9%*	133 *7%*	115 *16%*	329 *9%*
Net: 10/9/8/7	1396 *39%*	2369 *67%*	1889 *53%*	1622 *46%*	787 *45%*	732 *41%*	886 *49%*	281 *38%*	1444 *41%*
Net: 10/9	301 *8%*	663 *19%*	373 *11%*	292 *8%*	136 *8%*	161 *9%*	164 *9%*	76 *10%*	355 *10%*
Net: 6/5/4	1335 *38%*	882 *25%*	1225 *34%*	1445 *41%*	688 *39%*	739 *41%*	686 *38%*	246 *34%*	1284 *36%*
Net: 3/2/1	439 *12%*	172 *5%*	155 *4%*	305 *9%*	122 *7%*	175 *10%*	102 *6%*	91 *12%*	494 *14%*
Mean	5.95	7.08	6.64	6.17	6.27	6.08	6.44	6.04	5.98
Standard Deviation	2.16	1.86	1.77	1.94	1.85	1.97	1.79	2.26	2.24

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 432

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(c) - Statements							
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children
Total (Unwtd)	2339	2339	2339	2339	1201	1138	1138	486
Total (Wtd)	2429	2429	2429	2429	1249	1179	1179	512
Effective Total	1619	1619	1619	1619	838	780	780	339
10	39 *2%*	101 *4%*	117 *5%*	87 *4%*	65 *5%*	66 *6%*	47 *4%*	9 *2%*
9	49 *2%*	147 *6%*	190 *8%*	160 *7%*	135 *11%*	109 *9%*	100 *8%*	4 *1%*
8	184 *8%*	419 *17%*	481 *20%*	452 *19%*	295 *24%*	254 *22%*	274 *23%*	26 *5%*
7	278 *11%*	470 *19%*	535 *22%*	494 *20%*	229 *18%*	230 *20%*	217 *18%*	43 *8%*
6	342 *14%*	386 *16%*	351 *14%*	398 *16%*	173 *14%*	163 *14%*	202 *17%*	67 *13%*
5	414 *17%*	334 *14%*	269 *11%*	333 *14%*	138 *11%*	124 *11%*	125 *11%*	67 *13%*
4	225 *9%*	147 *6%*	104 *4%*	167 *7%*	57 *5%*	43 *4%*	50 *4%*	52 *10%*
3	175 *7%*	114 *5%*	66 *3%*	75 *3%*	21 *2%*	36 *3%*	27 *2%*	61 *12%*
2	123 *5%*	48 *2%*	30 *1%*	43 *2%*	12 *1%*	26 *2%*	14 *1%*	42 *8%*
1	143 *6%*	45 *2%*	15 *1%*	37 *2%*	3 *	14 *1%*	17 *1%*	27 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 432

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(c) - Statements							
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children
Total (Unwtd)	2339	2339	2339	2339	1201	1138	1138	486
Effective Total	1619	1619	1619	1619	838	780	780	339
Don't know	456 *19%*	218 *9%*	271 *11%*	182 *8%*	123 *10%*	112 *10%*	107 *9%*	114 *22%*
Net: 10/9/8/7	550 *23%*	1136 *47%*	1322 *54%*	1194 *49%*	724 *58%*	659 *56%*	638 *54%*	82 *16%*
Net: 10/9	88 *4%*	248 *10%*	307 *13%*	248 *10%*	200 *16%*	175 *15%*	147 *12%*	13 *3%*
Net: 6/5/4	982 *40%*	867 *36%*	724 *30%*	898 *37%*	368 *29%*	331 *28%*	377 *32%*	187 *36%*
Net: 3/2/1	441 *18%*	208 *9%*	112 *5%*	155 *6%*	35 *3%*	77 *7%*	58 *5%*	129 *25%*
Mean	5.16	6.34	6.77	6.44	6.98	6.78	6.75	4.72
Standard Deviation	2.15	1.98	1.79	1.89	1.73	1.95	1.82	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 433

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - S4C SUMMARY

Base : Regular viewers of S4C

	Q6b(c) - Statements							
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children
Total (Unwtd)	97	97	97	97	58	39	39	23
Total (Wtd)	32	32	32	32	18	14	14	8
Effective Total	89	89	89	89	52	37	37	22
10	3 *11%*	3 *8%*	1 *3%*	1 *4%*	* *2%*	1 *5%*	1 *5%*	* *4%*
9	4 *12%*	1 *4%*	2 *6%*	3 *10%*	1 *6%*	1 *5%*	1 *5%*	* *4%*
8	8 *26%*	10 *30%*	6 *19%*	6 *18%*	1 *8%*	2 *13%*	3 *20%*	1 *14%*
7	5 *17%*	4 *13%*	5 *16%*	8 *25%*	6 *32%*	2 *14%*	2 *11%*	2 *24%*
6	5 *17%*	5 *17%*	6 *17%*	4 *13%*	2 *14%*	1 *7%*	2 *17%*	1 *14%*
5	2 *6%*	3 *9%*	3 *11%*	6 *18%*	3 *16%*	2 *18%*	2 *17%*	1 *8%*
4	1 *4%*	1 *4%*	3 *10%*	2 *5%*	2 *13%*	2 *12%*	* *2%*	* *5%*
3	1 *3%*	2 *7%*	1 *4%*	* *1%*	1 *4%*	1 *7%*	* *2%*	1 *9%*
2	1 *3%*	- -	1 *4%*	1 *2%*	- -	1 *7%*	* *3%*	- -
1	- -	1 *2%*	1 *2%*	- -	* *2%*	- -	- -	- -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 433

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - S4C SUMMARY

Base : Regular viewers of S4C

	Q6b(c) - Statements							
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children
Total (Unwtd)	97	97	97	97	58	39	39	23
Effective Total	89	89	89	89	52	37	37	22
Don't know	1 *3%*	1 *5%*	3 *8%*	1 *4%*	1 *3%*	2 *12%*	2 *17%*	2 *19%*
Net: 10/9/8/7	21 *65%*	18 *56%*	14 *44%*	18 *57%*	9 *48%*	5 *37%*	6 *41%*	4 *46%*
Net: 10/9	7 *23%*	4 *12%*	3 *9%*	4 *14%*	1 *8%*	1 *10%*	1 *10%*	1 *8%*
Net: 6/5/4	8 *26%*	10 *31%*	12 *38%*	11 *35%*	8 *43%*	5 *37%*	5 *36%*	2 *27%*
Net: 3/2/1	2 *5%*	3 *9%*	3 *10%*	1 *3%*	1 *6%*	2 *14%*	1 *5%*	1 *9%*
Mean	7.19	6.71	6.17	6.69	6.10	5.80	6.57	6.43
Standard Deviation	1.93	2.05	2.11	1.76	1.84	2.30	1.91	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 434

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Five SUMMARY

Base : Regular viewers of Five

	Q6b(c) - Statements							
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children
Total (Unwtd)	1262	1262	1262	1262	659	603	603	265
Total (Wtd)	1247	1247	1247	1247	646	601	601	269
Effective Total	866	866	866	866	447	419	419	182
10	35 *3%*	53 *4%*	39 *3%*	38 *3%*	21 *3%*	10 *2%*	19 *3%*	9 *3%*
9	15 *1%*	47 *4%*	40 *3%*	31 *3%*	22 *3%*	24 *4%*	25 *4%*	12 *4%*
8	72 *6%*	128 *10%*	132 *11%*	105 *8%*	65 *10%*	63 *10%*	66 *11%*	22 *8%*
7	103 *8%*	180 *14%*	225 *18%*	197 *16%*	130 *20%*	104 *17%*	100 *17%*	39 *14%*
6	161 *13%*	198 *16%*	199 *16%*	209 *17%*	96 *15%*	84 *14%*	92 *15%*	31 *11%*
5	212 *17%*	198 *16%*	209 *17%*	232 *19%*	93 *14%*	92 *15%*	107 *18%*	32 *12%*
4	127 *10%*	125 *10%*	118 *9%*	135 *11%*	51 *8%*	51 *8%*	42 *7%*	19 *7%*
3	88 *7%*	51 *4%*	54 *4%*	60 *5%*	24 *4%*	36 *6%*	31 *5%*	12 *4%*
2	84 *7%*	43 *3%*	20 *2%*	42 *3%*	18 *3%*	24 *4%*	10 *2%*	18 *7%*
1	93 *7%*	41 *3%*	25 *2%*	40 *3%*	14 *2%*	13 *2%*	14 *2%*	14 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 434

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Five SUMMARY

Base : Regular viewers of Five

	Q6b(c) - Statements							
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children
Total (Unwtd)	1262	1262	1262	1262	659	603	603	265
Effective Total	866	866	866	866	447	419	419	182
Don't know	257 *21%*	183 *15%*	185 *15%*	157 *13%*	112 *17%*	100 *17%*	94 *16%*	62 *23%*
Net: 10/9/8/7	225 *18%*	408 *33%*	436 *35%*	371 *30%*	239 *37%*	202 *34%*	211 *35%*	81 *30%*
Net: 10/9	51 *4%*	100 *8%*	79 *6%*	69 *6%*	43 *7%*	35 *6%*	44 *7%*	21 *8%*
Net: 6/5/4	500 *40%*	522 *42%*	526 *42%*	576 *46%*	239 *37%*	226 *38%*	242 *40%*	82 *31%*
Net: 3/2/1	265 *21%*	135 *11%*	99 *8%*	143 *11%*	56 *9%*	73 *12%*	55 *9%*	43 *16%*
Mean	4.89	5.82	5.95	5.63	6.01	5.77	5.98	5.55
Standard Deviation	2.26	2.12	1.90	2.00	1.97	2.02	1.96	2.39

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 435

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(c) - Statements						
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	541	541	541	541	274	267	267
Total (Wtd)	576	576	576	576	287	289	289
Effective Total	365	365	365	365	191	175	175
10	11 *2%*	33 *6%*	38 *7%*	22 *4%*	19 *7%*	13 *5%*	9 *3%*
9	16 *3%*	25 *4%*	44 *8%*	36 *6%*	28 *10%*	25 *8%*	24 *8%*
8	47 *8%*	80 *14%*	88 *15%*	100 *17%*	35 *12%*	36 *13%*	36 *12%*
7	56 *10%*	87 *15%*	94 *16%*	97 *17%*	46 *16%*	57 *20%*	54 *18%*
6	64 *11%*	63 *11%*	87 *15%*	76 *13%*	39 *13%*	36 *12%*	45 *16%*
5	95 *16%*	69 *12%*	71 *12%*	90 *16%*	37 *13%*	37 *13%*	28 *10%*
4	51 *9%*	50 *9%*	43 *7%*	42 *7%*	17 *6%*	31 *11%*	33 *12%*
3	45 *8%*	28 *5%*	20 *4%*	24 *4%*	10 *3%*	10 *4%*	7 *3%*
2	37 *6%*	33 *6%*	22 *4%*	17 *3%*	11 *4%*	7 *2%*	4 *1%*
1	52 *9%*	33 *6%*	10 *2%*	18 *3%*	7 *2%*	8 *3%*	9 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 435

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(c) - Statements						
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	541	541	541	541	274	267	267
Effective Total	365	365	365	365	191	175	175
Don't know	103 *18%*	75 *13%*	59 *10%*	55 *9%*	38 *13%*	30 *10%*	39 *14%*
Net: 10/9/8/7	130 *23%*	225 *39%*	265 *46%*	255 *44%*	127 *44%*	131 *45%*	123 *42%*
Net: 10/9	27 *5%*	58 *10%*	82 *14%*	59 *10%*	46 *16%*	38 *13%*	33 *12%*
Net: 6/5/4	210 *36%*	182 *32%*	200 *35%*	207 *36%*	93 *33%*	103 *36%*	107 *37%*
Net: 3/2/1	133 *23%*	94 *16%*	52 *9%*	59 *10%*	28 *10%*	25 *9%*	20 *7%*
Mean	4.95	5.81	6.39	6.18	6.38	6.23	6.22
Standard Deviation	2.36	2.46	2.15	2.13	2.24	2.14	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 436

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(c) - Statements						
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	317	317	317	317	165	152	152
Total (Wtd)	300	300	300	300	171	129	129
Effective Total	221	221	221	221	120	102	102
10	9 *3%*	16 *5%*	16 *5%*	19 *6%*	9 *6%*	6 *5%*	7 *6%*
9	8 *3%*	20 *7%*	22 *7%*	31 *10%*	17 *10%*	7 *6%*	11 *8%*
8	20 *7%*	46 *15%*	39 *13%*	59 *20%*	33 *19%*	15 *11%*	26 *20%*
7	27 *9%*	41 *14%*	66 *22%*	50 *17%*	14 *8%*	38 *29%*	33 *26%*
6	32 *11%*	38 *13%*	51 *17%*	48 *16%*	30 *17%*	17 *14%*	17 *13%*
5	49 *16%*	34 *11%*	23 *8%*	35 *12%*	23 *13%*	11 *9%*	10 *8%*
4	7 *2%*	15 *5%*	13 *4%*	10 *3%*	5 *3%*	6 *5%*	5 *4%*
3	26 *9%*	12 *4%*	11 *4%*	8 *3%*	4 *2%*	6 *5%*	2 *2%*
2	18 *6%*	14 *5%*	9 *3%*	3 *1%*	5 *3%*	1 *1%*	* *
1	31 *10%*	16 *5%*	7 *2%*	5 *2%*	* *	3 *2%*	3 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 436

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(c) - Statements						
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	317	317	317	317	165	152	152
Effective Total	221	221	221	221	120	102	102
Don't know	73 *25%*	48 *16%*	43 *14%*	33 *11%*	31 *18%*	17 *13%*	13 *10%*
Net: 10/9/8/7	64 *21%*	123 *41%*	143 *48%*	158 *53%*	73 *43%*	66 *51%*	77 *60%*
Net: 10/9	17 *6%*	36 *12%*	38 *13%*	50 *17%*	27 *16%*	13 *10%*	18 *14%*
Net: 6/5/4	88 *29%*	87 *29%*	86 *29%*	93 *31%*	57 *34%*	35 *27%*	33 *25%*
Net: 3/2/1	74 *25%*	41 *14%*	28 *9%*	15 *5%*	9 *5%*	10 *8%*	6 *5%*
Mean	4.95	6.09	6.47	6.83	6.73	6.47	6.86
Standard Deviation	2.53	2.43	2.10	1.93	1.98	1.95	1.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 437

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC News SUMMARY

Base : Regular viewers of BBC News

	Q6b(c) - Statements					
	It portrays my region/nation well to the rest of the UK	It covers big national events well, like sports, music events or major news stories	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	1507	1507	1507	532	975	975
Total (Wtd)	1452	1452	1452	521	931	931
Effective Total	1047	1047	1047	376	671	671
10	90 *6%*	227 *16%*	91 *6%*	47 *9%*	49 *5%*	75 *8%*
9	79 *5%*	276 *19%*	163 *11%*	42 *8%*	86 *9%*	133 *14%*
8	206 *14%*	351 *24%*	347 *24%*	133 *26%*	195 *21%*	215 *23%*
7	208 *14%*	209 *14%*	310 *21%*	114 *22%*	183 *20%*	202 *22%*
6	174 *12%*	132 *9%*	198 *14%*	62 *12%*	138 *15%*	111 *12%*
5	202 *14%*	101 *7%*	153 *11%*	48 *9%*	107 *11%*	85 *9%*
4	104 *7%*	42 *3%*	60 *4%*	26 *5%*	49 *5%*	23 *2%*
3	82 *6%*	19 *1%*	28 *2%*	11 *2%*	31 *3%*	22 *2%*
2	67 *5%*	24 *2%*	28 *2%*	3 *1%*	13 *1%*	9 *1%*
1	73 *5%*	15 *1%*	18 *1%*	6 *1%*	11 *1%*	7 *1%*
Don't know	167 *11%*	55 *4%*	57 *4%*	29 *6%*	70 *8%*	50 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 437

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - BBC News SUMMARY

Base : Regular viewers of BBC News

	Q6b(c) - Statements					
	It portrays my region/nation well to the rest of the UK	It covers big national events well, like sports, music events or major news stories	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues
Total (Unwtd)	1507	1507	1507	532	975	975
Effective Total	1047	1047	1047	376	671	671
Net: 10/9/8/7	582 *40%*	1063 *73%*	911 *63%*	336 *65%*	514 *55%*	624 *67%*
Net: 10/9	168 *12%*	503 *35%*	254 *17%*	89 *17%*	136 *15%*	207 *22%*
Net: 6/5/4	480 *33%*	275 *19%*	411 *28%*	136 *26%*	293 *31%*	218 *23%*
Net: 3/2/1	223 *15%*	59 *4%*	73 *5%*	20 *4%*	54 *6%*	39 *4%*
Mean	5.94	7.60	6.93	7.06	6.73	7.20
Standard Deviation	2.41	1.96	1.88	1.84	1.91	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 438

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - All channels combined SUMMARY

Base : All

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	6798	6798	6798	6798	3464	3334	3334	1354	6798
Total (Wtd)	6799	6799	6799	6799	3467	3331	3331	1357	6799
Effective Total	4667	4667	4667	4667	2385	2282	2282	933	4667
10	191 *3%*	490 *7%*	303 *4%*	230 *3%*	147 *4%*	125 *4%*	133 *4%*	75 *6%*	225 *3%*
9	248 *4%*	706 *10%*	411 *6%*	335 *5%*	194 *6%*	190 *6%*	200 *6%*	73 *5%*	248 *4%*
8	764 *11%*	1794 *26%*	1347 *20%*	1094 *16%*	657 *19%*	560 *17%*	638 *19%*	212 *16%*	737 *11%*
7	1151 *17%*	1583 *23%*	1639 *24%*	1534 *23%*	793 *23%*	700 *21%*	799 *24%*	249 *18%*	1154 *17%*
6	1061 *16%*	933 *14%*	1165 *17%*	1280 *19%*	586 *17%*	568 *17%*	611 *18%*	187 *14%*	1109 *16%*
5	1179 *17%*	584 *9%*	850 *13%*	1069 *16%*	460 *13%*	494 *15%*	429 *13%*	162 *12%*	1114 *16%*
4	571 *8%*	214 *3%*	268 *4%*	406 *6%*	164 *5%*	188 *6%*	140 *4%*	118 *9%*	634 *9%*
3	385 *6%*	96 *1%*	135 *2%*	231 *3%*	99 *3%*	104 *3%*	88 *3%*	53 *4%*	379 *6%*
2	242 *4%*	59 *1%*	84 *1%*	155 *2%*	44 *1%*	59 *2%*	35 *1%*	29 *2%*	293 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 438

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - All channels combined SUMMARY

Base : All

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	6798	6798	6798	6798	3464	3334	3334	1354	6798
Effective Total	4667	4667	4667	4667	2385	2282	2282	933	4667
1	262 *4%*	65 *1%*	65 *1%*	139 *2%*	56 *2%*	40 *1%*	30 *1%*	31 *2%*	299 *4%*
Don't know	743 *11%*	274 *4%*	530 *8%*	325 *5%*	267 *8%*	303 *9%*	228 *7%*	167 *12%*	606 *9%*
Net: 10/9/8/7	2354 *35%*	4573 *67%*	3701 *54%*	3193 *47%*	1792 *52%*	1575 *47%*	1769 *53%*	609 *45%*	2364 *35%*
Net: 10/9	440 *6%*	1196 *18%*	715 *11%*	565 *8%*	341 *10%*	315 *9%*	333 *10%*	148 *11%*	473 *7%*
Net: 6/5/4	2812 *41%*	1731 *25%*	2283 *34%*	2755 *41%*	1210 *35%*	1250 *38%*	1180 *35%*	468 *34%*	2857 *42%*
Net: 3/2/1	889 *13%*	220 *3%*	284 *4%*	525 *8%*	199 *6%*	204 *6%*	154 *5%*	113 *8%*	971 *14%*
Mean	5.74	7.13	6.69	6.27	6.54	6.42	6.63	6.30	5.69
Standard Deviation	2.09	1.73	1.73	1.88	1.83	1.84	1.72	2.09	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 439

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Importance Rating SUMMARY

Base : All in sample A

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3403	3403	3403	3403	1730	1673	1673	670	3403
Total (Wtd)	3418	3418	3418	3418	1738	1680	1680	676	3418
Effective Total	2333	2333	2333	2333	1192	1141	1141	452	2333
10	463 *14%*	673 *20%*	390 *11%*	491 *14%*	279 *16%*	269 *16%*	275 *16%*	142 *21%*	413 *12%*
9	322 *9%*	616 *18%*	401 *12%*	448 *13%*	229 *13%*	230 *14%*	256 *15%*	95 *14%*	369 *11%*
8	741 *22%*	846 *25%*	826 *24%*	822 *24%*	368 *21%*	363 *22%*	401 *24%*	181 *27%*	726 *21%*
7	555 *16%*	519 *15%*	621 *18%*	637 *19%*	278 *16%*	246 *15%*	294 *18%*	90 *13%*	599 *18%*
6	334 *10%*	255 *7%*	386 *11%*	317 *9%*	182 *10%*	194 *12%*	150 *9%*	39 *6%*	375 *11%*
5	418 *12%*	245 *7%*	343 *10%*	332 *10%*	157 *9%*	151 *9%*	129 *8%*	46 *7%*	370 *11%*
4	134 *4%*	66 *2%*	105 *3%*	95 *3%*	54 *3%*	67 *4%*	38 *2%*	22 *3%*	150 *4%*
3	111 *3%*	42 *1%*	77 *2%*	71 *2%*	50 *3%*	30 *2%*	37 *2%*	10 *1%*	102 *3%*
2	65 *2%*	37 *1%*	53 *2%*	40 *1%*	28 *2%*	20 *1%*	9 *1%*	7 *1%*	91 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 439

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Importance Rating SUMMARY

Base : All in sample A

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3403	3403	3403	3403	1730	1673	1673	670	3403
Effective Total	2333	2333	2333	2333	1192	1141	1141	452	2333
1	113 *3%*	58 *2%*	83 *2%*	56 *2%*	47 *3%*	47 *3%*	32 *2%*	21 *3%*	106 *3%*
Don't know	163 *5%*	61 *2%*	133 *4%*	111 *3%*	65 *4%*	64 *4%*	61 *4%*	22 *3%*	117 *3%*
Net: 10/9/8/7	2081 *61%*	2654 *78%*	2238 *65%*	2398 *70%*	1155 *66%*	1109 *66%*	1226 *73%*	509 *75%*	2107 *62%*
Net: 10/9	785 *23%*	1288 *38%*	791 *23%*	939 *27%*	509 *29%*	499 *30%*	531 *32%*	237 *35%*	782 *23%*
Net: 6/5/4	885 *26%*	566 *17%*	834 *24%*	743 *22%*	393 *23%*	412 *24%*	316 *19%*	107 *16%*	896 *26%*
Net: 3/2/1	289 *8%*	138 *4%*	213 *6%*	167 *5%*	125 *7%*	96 *6%*	77 *5%*	38 *6%*	299 *9%*
Mean	6.93	7.73	7.10	7.34	7.23	7.27	7.52	7.61	6.89
Standard Deviation	2.28	1.98	2.08	2.00	2.22	2.18	1.99	2.18	2.26

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 440

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Personal Importance Rating SUMMARY

Base : All in sample B

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3442	3442	3442	3442	1760	1682	1682	696	3442
Total (Wtd)	3427	3427	3427	3427	1752	1675	1675	690	3427
Effective Total	2365	2365	2365	2365	1211	1154	1154	489	2365
10	370 *11%*	503 *15%*	279 *8%*	374 *11%*	221 *13%*	162 *10%*	159 *10%*	134 *19%*	309 *9%*
9	292 *9%*	541 *16%*	285 *8%*	361 *11%*	198 *11%*	144 *9%*	177 *11%*	91 *13%*	275 *8%*
8	650 *19%*	845 *25%*	697 *20%*	766 *22%*	370 *21%*	336 *20%*	401 *24%*	138 *20%*	645 *19%*
7	565 *16%*	544 *16%*	662 *19%*	675 *20%*	280 *16%*	309 *18%*	320 *19%*	78 *11%*	613 *18%*
6	364 *11%*	305 *9%*	475 *14%*	412 *12%*	219 *12%*	201 *12%*	213 *13%*	62 *9%*	403 *12%*
5	464 *14%*	307 *9%*	451 *13%*	343 *10%*	171 *10%*	209 *12%*	192 *11%*	58 *8%*	426 *12%*
4	195 *6%*	111 *3%*	170 *5%*	171 *5%*	81 *5%*	80 *5%*	55 *3%*	36 *5%*	198 *6%*
3	148 *4%*	62 *2%*	107 *3%*	83 *2%*	40 *2%*	60 *4%*	42 *3%*	19 *3%*	152 *4%*
2	105 *3%*	67 *2%*	88 *3%*	52 *2%*	50 *3%*	58 *3%*	32 *2%*	23 *3%*	140 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 440

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Personal Importance Rating SUMMARY

Base : All in sample B

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3442	3442	3442	3442	1760	1682	1682	696	3442
Effective Total	2365	2365	2365	2365	1211	1154	1154	489	2365
1	142 *4%*	102 *3%*	122 *4%*	92 *3%*	69 *4%*	70 *4%*	55 *3%*	29 *4%*	154 *5%*
Don't know	130 *4%*	41 *1%*	91 *3%*	95 *3%*	53 *3%*	46 *3%*	28 *2%*	23 *3%*	111 *3%*
Net: 10/9/8/7	1878 *55%*	2432 *71%*	1923 *56%*	2177 *64%*	1069 *61%*	950 *57%*	1057 *63%*	441 *64%*	1842 *54%*
Net: 10/9	663 *19%*	1044 *30%*	563 *16%*	736 *21%*	418 *24%*	305 *18%*	336 *20%*	225 *33%*	584 *17%*
Net: 6/5/4	1023 *30%*	723 *21%*	1095 *32%*	927 *27%*	471 *27%*	490 *29%*	460 *27%*	156 *23%*	1027 *30%*
Net: 3/2/1	396 *12%*	231 *7%*	317 *9%*	228 *7%*	159 *9%*	188 *11%*	129 *8%*	71 *10%*	446 *13%*
Mean	6.54	7.29	6.59	6.96	6.88	6.57	6.88	7.11	6.41
Standard Deviation	2.37	2.18	2.18	2.11	2.32	2.32	2.13	2.52	2.38

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 441

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Social Importance Rating SUMMARY

Base : All in sample B

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3442	3442	3442	3442	1760	1682	1682	696	3442
Total (Wtd)	3427	3427	3427	3427	1752	1675	1675	690	3427
Effective Total	2365	2365	2365	2365	1211	1154	1154	489	2365
10	381 *11%*	587 *17%*	385 *11%*	406 *12%*	315 *18%*	277 *17%*	233 *14%*	139 *20%*	353 *10%*
9	292 *9%*	583 *17%*	396 *12%*	367 *11%*	239 *14%*	184 *11%*	217 *13%*	79 *11%*	301 *9%*
8	676 *20%*	915 *27%*	802 *23%*	805 *23%*	393 *22%*	393 *23%*	402 *24%*	147 *21%*	684 *20%*
7	627 *18%*	583 *17%*	647 *19%*	653 *19%*	245 *14%*	280 *17%*	325 *19%*	97 *14%*	653 *19%*
6	349 *10%*	270 *8%*	420 *12%*	417 *12%*	197 *11%*	164 *10%*	193 *12%*	88 *13%*	427 *12%*
5	488 *14%*	241 *7%*	365 *11%*	352 *10%*	154 *9%*	157 *9%*	140 *8%*	60 *9%*	445 *13%*
4	162 *5%*	58 *2%*	107 *3%*	104 *3%*	44 *3%*	63 *4%*	40 *2%*	20 *3%*	162 *5%*
3	93 *3%*	26 *1%*	47 *1%*	63 *2%*	28 *2%*	20 *1%*	22 *1%*	7 *1%*	82 *2%*
2	63 *2%*	19 *1%*	39 *1%*	32 *1%*	24 *1%*	28 *2%*	10 *1%*	6 *1%*	64 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 441

Absolutes/col/row percents

9 Jul 2009

Q6b(c) Reflecting real people in todays society - Social Importance Rating SUMMARY

Base : All in sample B

	Q6b(c) - Statements								
	It portrays my region/nation 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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	Its programmes offer a range of opinions of subjects and issues	It provides a wide range of high quality and UK-made programmes for children	Aside from news, it provides a range of good quality programmes about my region/nation, made for people in my region/ nation
Total (Unwtd)	3442	3442	3442	3442	1760	1682	1682	696	3442
Effective Total	2365	2365	2365	2365	1211	1154	1154	489	2365
1	88 *3%*	31 *1%*	58 *2%*	52 *2%*	28 *2%*	25 *2%*	21 *1%*	14 *2%*	64 *2%*
Don't know	207 *6%*	113 *3%*	158 *5%*	176 *5%*	86 *5%*	83 *5%*	71 *4%*	32 *5%*	192 *6%*
Net: 10/9/8/7	1977 *58%*	2668 *78%*	2230 *65%*	2231 *65%*	1192 *68%*	1135 *68%*	1177 *70%*	463 *67%*	1992 *58%*
Net: 10/9	673 *20%*	1170 *34%*	782 *23%*	774 *23%*	554 *32%*	461 *28%*	450 *27%*	219 *32%*	654 *19%*
Net: 6/5/4	999 *29%*	569 *17%*	893 *26%*	873 *25%*	395 *23%*	383 *23%*	373 *22%*	168 *24%*	1033 *30%*
Net: 3/2/1	244 *7%*	77 *2%*	145 *4%*	146 *4%*	80 *5%*	74 *4%*	54 *3%*	28 *4%*	210 *6%*
Mean	6.81	7.76	7.17	7.19	7.47	7.35	7.42	7.47	6.85
Standard Deviation	2.17	1.77	1.95	1.94	2.06	2.06	1.86	2.09	2.07

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 442

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**434** ***9%***	197 *9%* *45%*	237 *9%* *55%*	54 *13%* *12%* DE F	67 *7%* *16%*	66 *8%* *15%*	70 *8%* *16%*	64 *8%* *15%*	111 *11%* *26%* D	55 *6%* *13%*	198 *8%* *46%* I	181 *12%* *42%* IJ	124 *11%* *29%*	112 *9%* *26%*	131 *8%* *30%*
9	**819** ***17%***	343 *15%* *42%*	476 *18%* *58%* A	96 *23%* *12%* DE GH	157 *16%* *19%*	136 *17%* *17%*	162 *19%* *20%* H	117 *15%* *14%*	150 *15%* *18%*	152 *16%* *19%*	405 *17%* *49%*	262 *17%* *32%*	209 *18%* *25%*	215 *18%* *26%*	270 *17%* *33%*
8	**1584** ***33%***	731 *32%* *46%*	853 *33%* *54%*	103 *24%* *6%*	322 *33%* *20%* C	276 *34%* *17%* C	259 *30%* *16%*	259 *34%* *16%* C	364 *36%* *23%* CF	318 *33%* *20%*	759 *32%* *48%*	507 *33%* *32%*	380 *32%* *24%*	385 *32%* *24%*	560 *34%* *35%*
7	**916** ***19%***	448 *20%* *49%*	468 *18%* *51%*	66 *15%* *7%*	210 *22%* *23%* CH	169 *21%* *18%* H	180 *21%* *20%* H	133 *17%* *14%*	158 *16%* *17%*	234 *25%* *26%* JK	458 *20%* *50%* K	224 *15%* *24%*	228 *19%* *25%*	211 *17%* *23%*	309 *19%* *34%*
6	**483** ***10%***	245 *11%* *51%*	238 *9%* *49%*	43 *10%* *9%*	105 *11%* *22%*	82 *10%* *17%*	79 *9%* *16%*	86 *11%* *18%*	88 *9%* *18%*	97 *10%* *20%*	234 *10%* *48%*	152 *10%* *32%*	103 *9%* *21%*	119 *10%* *25%*	177 *11%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 442

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**296** ***6%***	142 *6%* *48%*	154 *6%* *52%*	32 *7%* *11%*	50 *5%* *17%*	48 *6%* *16%*	57 *7%* *19%*	50 *7%* *17%*	60 *6%* *20%*	49 *5%* *16%*	148 *6%* *50%*	99 *6%* *33%*	62 *5%* *21%*	84 *7%* *28%*	95 *6%* *32%*
4	**147** ***3%***	72 *3%* *49%*	75 *3%* *51%*	12 *3%* *8%*	21 *2%* *15%*	21 *3%* *14%*	29 *3%* *20%*	26 *3%* *17%*	37 *4%* *25%*	20 *2%* *14%*	65 *3%* *44%*	62 *4%* *42%* I	40 *3%* *27%*	39 *3%* *27%*	46 *3%* *31%*
3	**49** ***1%***	21 *1%* *43%*	28 *1%* *57%*	13 *3%* *26%* DE FGH	7 *1%* *15%*	7 *1%* *15%*	6 *1%* *13%*	6 *1%* *13%*	9 *1%* *19%*	10 *1%* *19%*	23 *1%* *47%*	16 *1%* *34%*	8 *1%* *16%*	14 *1%* *28%*	19 *1%* *38%*
2	**34** ***1%***	26 *1%* *76%* B	8 *** *24%*	4 *1%* *13%*	4 *** *11%*	8 *1%* *24%*	4 *** *10%*	5 *1%* *15%*	9 *1%* *26%*	6 *1%* *18%*	14 *1%* *42%*	14 *1%* *40%*	5 *** *13%*	14 *1%* *40%*	8 *1%* *24%*
1	**28** ***1%***	19 *1%* *66%*	10 *** *34%*	2 *** *6%*	4 *** *16%*	3 *** *10%*	4 *** *13%*	7 *1%* *25%*	9 *1%* *30%*	4 *** *14%*	13 *1%* *47%*	11 *1%* *39%*	9 *1%* *32%*	7 *1%* *24%*	7 *** *24%*
Don't know	**50** ***1%***	13 *1%* *25%*	37 *1%* *75%* A	* * *	19 *2%* *39%* CEF	3 *** *7%*	5 *1%* *10%*	11 *1%* *22%* C	11 *1%* *22%*	9 *1%* *18%*	30 *1%* *61%*	11 *1%* *21%*	10 *1%* *21%*	19 *2%* *39%* N	9 *1%* *19%*
Net: 10/9/8/7	**3753** ***78%***	1718 *76%* *46%*	2034 *79%* *54%*	318 *75%* *8%*	758 *78%* *20%*	646 *79%* *17%*	672 *79%* *18%*	573 *75%* *15%*	783 *78%* *21%*	759 *80%* *20%*	1820 *78%* *48%*	1174 *76%* *31%*	941 *80%* *25%*	923 *76%* *25%*	1271 *78%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 442

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**1253** ***26%***	540 *24%* *43%*	713 *28%* *57%* A	150 *35%* *12%* DE FGH	225 *23%* *18%*	202 *25%* *16%*	233 *27%* *19%*	181 *24%* *14%*	261 *26%* *21%*	207 *22%* *17%*	603 *26%* *48%* I	443 *29%* *35%* I	332 *28%* *27%*	328 *27%* *26%*	401 *25%* *32%*
Net: 6/5/4	**926** ***19%***	459 *20%* *50%*	467 *18%* *50%*	87 *21%* *9%*	177 *18%* *19%*	151 *18%* *16%*	165 *19%* *18%*	161 *21%* *17%*	185 *18%* *20%*	166 *17%* *18%*	448 *19%* *48%*	313 *20%* *34%*	205 *17%* *22%*	242 *20%* *26%*	318 *19%* *34%*
Net: 3/2/1	**112** ***2%***	66 *3%* *59%* B	46 *2%* *41%*	19 *4%* *17%* DF	15 *2%* *14%*	18 *2%* *17%*	14 *2%* *12%*	19 *2%* *17%*	27 *3%* *24%*	20 *2%* *18%*	51 *2%* *45%*	41 *3%* *37%*	22 *2%* *19%*	34 *3%* *31%*	34 *2%* *30%*
Mean	**7.52**	7.42	7.60 A	7.54	7.52	7.51	7.53	7.44	7.55	7.46	7.51	7.55	7.61	7.49	7.51
Standard Deviation	**1.66**	1.72	1.60	1.88	1.51	1.60	1.61	1.70	1.74	1.51	1.63	1.78	1.65	1.73	1.59

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 442

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**434** ***9%***	31 *7%* *7%*	24 *9%* *5%*	13 *9%* *3%*	367 *9%* *85%*	404 *9%* *93%*	30 *11%* *7%*	65 *9%* *15%*	366 *9%* *84%*	369 *9%* *85%*	244 *10%* *56%*	125 *8%* *29%*	138 *8%* *32%*
9	**819** ***17%***	60 *14%* *7%*	40 *15%* *5%*	25 *18%* *3%*	694 *17%* *85%*	790 *17%* *96%* T	29 *11%* *4%*	95 *13%* *12%*	717 *18%* *88%* U	724 *18%* *88%* U	445 *18%* *54%* U	277 *17%* *34%* U	287 *17%* *35%*
8	**1584** ***33%***	133 *32%* *8%*	84 *33%* *5%*	41 *30%* *3%*	1325 *33%* *84%*	1516 *33%* *96%* T	67 *25%* *4%*	246 *35%* *16%*	1314 *32%* *83%*	1338 *32%* *84%*	799 *32%* *50%*	534 *33%* *34%*	572 *34%* *36%*
7	**916** ***19%***	86 *21%* *9%*	54 *21%* *6%*	28 *21%* *3%*	748 *19%* *82%*	864 *19%* *94%*	52 *20%* *6%*	124 *17%* *14%*	785 *19%* *86%*	789 *19%* *86%*	465 *18%* *51%*	324 *20%* *35%*	340 *20%* *37%*
6	**483** ***10%***	46 *11%* *9%*	24 *9%* *5%*	15 *11%* *3%*	399 *10%* *83%*	444 *10%* *92%*	39 *15%* *8%* S	79 *11%* *16%*	398 *10%* *82%*	402 *10%* *83%*	248 *10%* *51%*	153 *10%* *32%*	161 *10%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 442

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**296** ***6%***	35 *8%* *12%* PR	13 *5%* *4%*	8 *6%* *3%*	241 *6%* *81%*	269 *6%* *91%*	27 *10%* *9%* S	51 *7%* *17%*	242 *6%* *82%*	245 *6%* *83%*	150 *6%* *51%*	94 *6%* *32%*	99 *6%* *33%*
4	**147** ***3%***	10 *2%* *7%*	8 *3%* *5%*	4 *3%* *3%*	125 *3%* *85%*	134 *3%* *91%*	13 *5%* *9%*	25 *4%* *17%*	120 *3%* *82%*	121 *3%* *83%*	75 *3%* *51%*	45 *3%* *31%*	46 *3%* *32%*
3	**49** ***1%***	4 *1%* *8%*	4 *2%* *8%*	1 *1%* *2%*	40 *1%* *82%*	44 *1%* *90%*	5 *2%* *10%*	11 *2%* *23%*	38 *1%* *77%*	38 *1%* *77%*	25 *1%* *50%*	12 *1%* *25%*	12 *1%* *25%*
2	**34** ***1%***	3 *1%* *10%*	3 *1%* *8%*	2 *1%* *4%*	27 *1%* *78%*	33 *1%* *97%*	1 *** *3%*	1 *** *2%*	34 *1%* *98%*	34 *1%* *98%*	28 *1%* *81%* UY	6 *** *18%*	8 *** *24%*
1	**28** ***1%***	3 *1%* *11%*	1 *** *4%*	1 *1%* *4%*	23 *1%* *81%*	26 *1%* *91%*	3 *1%* *9%*	3 *** *11%*	25 *1%* *89%*	25 *1%* *89%*	13 *1%* *46%*	12 *1%* *42%*	12 *1%* *42%*
Don't know	**50** ***1%***	6 *2%* *13%*	3 *1%* *7%*	1 *** *1%*	39 *1%* *79%*	49 *1%* *98%*	1 *** *2%*	11 *2%* *23%*	38 *1%* *77%*	38 *1%* *77%*	25 *1%* *50%*	13 *1%* *27%*	13 *1%* *27%*
Net: 10/9/8/7	**3753** ***78%***	311 *74%* *8%*	201 *78%* *5%*	107 *77%* *3%*	3135 *78%* *84%*	3574 *78%* *95%* T	178 *67%* *5%*	530 *75%* *14%*	3182 *78%* *85%*	3220 *78%* *86%*	1953 *78%* *52%*	1260 *79%* *34%*	1337 *79%* *36%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 442

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**1253** ***26%***	91 *22%* *7%*	63 *25%* *5%*	37 *27%* *3%* O	1061 *26%* *85%* O	1194 *26%* *95%*	59 *22%* *5%*	160 *22%* *13%*	1082 *27%* *86%*	1093 *27%* *87%*	689 *27%* *55%* U	402 *25%* *32%*	425 *25%* *34%*
Net: 6/5/4	**926** ***19%***	90 *22%* *10%*	44 *17%* *5%*	27 *20%* *3%*	765 *19%* *83%*	847 *19%* *91%*	79 *30%* *9%* S	155 *22%* *17%*	761 *19%* *82%*	769 *19%* *83%*	473 *19%* *51%*	292 *18%* *32%*	307 *18%* *33%*
Net: 3/2/1	**112** ***2%***	10 *3%* *9%*	8 *3%* *7%*	4 *3%* *3%*	90 *2%* *80%*	104 *2%* *93%*	8 *3%* *7%*	15 *2%* *13%*	97 *2%* *87%*	97 *2%* *87%*	65 *3%* *58%*	30 *2%* *27%*	32 *2%* *29%*
Mean	**7.52**	7.37	7.49	7.49	7.53 O	7.54 T	7.16	7.44	7.53	7.53	7.53	7.53	7.54
Standard Deviation	**1.66**	1.66	1.68	1.71	1.65	1.64	1.84	1.64	1.66	1.66	1.69	1.60	1.60

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 443

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**192** ***8%***	105 *9%* *55%*	87 *8%* *45%*	13 *7%* *7%*	23 *7%* *12%*	24 *7%* *12%*	35 *8%* *18%*	36 *8%* *19%*	62 *10%* *32%*	36 *7%* *19%*	76 *7%* *40%*	80 *11%* *42%* J	62 *12%* *33%* N	47 *8%* *25%*	54 *6%* *28%*
9	**435** ***19%***	209 *18%* *48%*	226 *20%* *52%*	35 *20%* *8%*	67 *20%* *15%*	59 *18%* *14%*	87 *20%* *20%*	79 *18%* *18%*	109 *18%* *25%*	114 *23%* *26%* J	185 *17%* *42%*	136 *18%* *31%*	100 *19%* *23%*	108 *18%* *25%*	158 *19%* *36%*
8	**826** ***36%***	410 *35%* *50%*	417 *36%* *50%*	33 *19%* *4%*	118 *35%* *14%* C	133 *40%* *16%* C	156 *36%* *19%* C	157 *37%* *19%* C	230 *37%* *28%* C	176 *36%* *21%*	385 *36%* *47%*	266 *35%* *32%*	174 *33%* *21%*	201 *34%* *24%*	331 *39%* *40%*
7	**433** ***19%***	213 *18%* *49%*	219 *19%* *51%*	39 *23%* *9%*	72 *22%* *17%* H	58 *17%* *13%*	89 *20%* *21%*	81 *19%* *19%*	93 *15%* *21%*	98 *20%* *23%*	223 *21%* *51%* K	112 *15%* *26%*	78 *15%* *18%*	115 *20%* *27%*	164 *19%* *38%*
6	**179** ***8%***	99 *8%* *55%*	80 *7%* *45%*	17 *10%* *9%*	28 *8%* *15%*	21 *6%* *12%*	34 *8%* *19%*	25 *6%* *14%*	55 *9%* *31%*	40 *8%* *22%*	86 *8%* *48%*	53 *7%* *30%*	43 *8%* *24%*	40 *7%* *22%*	60 *7%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 443

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**130** ***6%***	73 *6%* *56%*	56 *5%* *44%*	16 *9%* *13%*	15 *5%* *12%*	15 *5%* *12%*	25 *6%* *19%*	26 *6%* *20%*	32 *5%* *25%*	19 *4%* *15%*	68 *6%* *52%*	42 *6%* *33%*	32 *6%* *24%*	43 *7%* *33%*	36 *4%* *28%*
4	**53** ***2%***	31 *3%* *58%*	22 *2%* *42%*	10 *6%* *19%* H	7 *2%* *12%*	9 *3%* *16%*	8 *2%* *15%*	9 *2%* *16%*	11 *2%* *21%*	3 *1%* *5%*	23 *2%* *43%* I	27 *4%* *52%* I	17 *3%* *32%*	11 *2%* *21%*	19 *2%* *36%*
3	**15** ***1%***	8 *1%* *58%*	6 *1%* *42%*	5 *3%* *34%* DH	- - -	2 *** *10%*	2 *** *13%*	4 *1%* *24%*	3 *** *18%*	* * *2%*	7 *1%* *47%*	7 *1%* *51%*	5 *1%* *35%*	2 *** *11%*	3 *** *22%*
2	**21** ***1%***	17 *1%* *79%* B	5 *** *21%*	2 *1%* *9%*	3 *1%* *12%*	7 *2%* *34%* F	- - -	5 *1%* *22%*	5 *1%* *23%*	2 *** *10%*	12 *1%* *57%*	7 *1%* *33%*	7 *1%* *34%*	5 *1%* *21%*	5 *1%* *23%*
1	**7** ***	4 *** *51%*	4 *** *49%*	1 *** *12%*	- - -	1 *** *19%*	- - -	1 *** *10%*	4 *1%* *59%*	1 *** *19%*	1 *** *18%*	5 *1%* *63%*	5 *1%* *68%*	- - -	1 *** *12%*
Don't know	**31** ***1%***	7 *1%* *23%*	24 *2%* *77%* A	4 *2%* *12%*	3 *1%* *11%*	3 *1%* *11%*	1 *** *4%*	7 *2%* *22%*	13 *2%* *41%* F	3 *1%* *11%*	14 *1%* *44%*	14 *2%* *45%*	2 *** *5%*	16 *3%* *50%* L	10 *1%* *34%*
Net: 10/9/8/7	**1886** ***81%***	937 *80%* *50%*	949 *83%* *50%*	119 *69%* *6%*	280 *83%* *15%* C	273 *82%* *14%* C	367 *84%* *19%* C	353 *82%* *19%* C	494 *80%* *26%* C	424 *86%* *22%* JK	868 *81%* *46%*	593 *79%* *31%*	415 *79%* *22%*	472 *80%* *25%*	708 *84%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 443

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**627** ***27%***	314 *27%* *50%*	313 *27%* *50%*	48 *27%* *8%*	90 *27%* *14%*	83 *25%* *13%*	122 *28%* *19%*	115 *27%* *18%*	171 *28%* *27%*	151 *31%* *24%* J	261 *24%* *42%*	215 *29%* *34%*	163 *31%* *26%*	156 *26%* *25%*	213 *25%* *34%*
Net: 6/5/4	**362** ***16%***	203 *17%* *56%*	159 *14%* *44%*	43 *25%* *12%* DE FGH	50 *15%* *14%*	45 *14%* *12%*	66 *15%* *18%*	59 *14%* *16%*	98 *16%* *27%*	62 *13%* *17%*	176 *16%* *49%*	123 *16%* *34%*	92 *17%* *25%*	94 *16%* *26%*	116 *14%* *32%*
Net: 3/2/1	**43** ***2%***	29 *2%* *67%*	14 *1%* *33%*	8 *4%* *18%* DF	3 *1%* *6%*	10 *3%* *23%* F	2 *** *4%*	9 *2%* *21%*	12 *2%* *28%*	4 *1%* *9%*	20 *2%* *47%*	19 *3%* *44%*	17 *3%* *40%* MN	6 *1%* *14%*	9 *1%* *21%*
Mean	**7.64**	7.57	7.71	7.16	7.69 C	7.59 C	7.73 C	7.66 C	7.69 C	7.83 J	7.56	7.63	7.61	7.65	7.69
Standard Deviation	**1.56**	1.65	1.46	1.90	1.39	1.64	1.37	1.56	1.60	1.34	1.53	1.72	1.81	1.49	1.40

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 443

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**192** ***8%***	13 *7%* *7%*	9 *8%* *5%*	5 *9%* *3%*	164 *8%* *85%*	182 *8%* *95%*	10 *11%* *5%*	32 *9%* *17%*	158 *8%* *83%*	160 *8%* *83%*	77 *7%* *40%*	83 *9%* *43%*	89 *9%* *46%*
9	**435** ***19%***	36 *19%* *8%*	22 *19%* *5%*	9 *16%* *2%*	367 *19%* *84%*	420 *19%* *96%*	16 *18%* *4%*	53 *15%* *12%*	379 *20%* *87%*	382 *20%* *88%*	197 *19%* *45%*	182 *20%* *42%*	196 *20%* *45%* U
8	**826** ***36%***	61 *33%* *7%*	39 *32%* *5%*	20 *34%* *2%*	706 *36%* *85%*	801 *36%* *97%*	25 *29%* *3%*	138 *38%* *17%*	673 *35%* *81%*	688 *35%* *83%*	373 *36%* *45%*	315 *35%* *38%*	327 *34%* *40%*
7	**433** ***19%***	38 *20%* *9%*	25 *21%* *6%*	12 *22%* *3%*	358 *18%* *83%*	415 *19%* *96%*	17 *20%* *4%*	64 *17%* *15%*	366 *19%* *85%*	369 *19%* *85%*	197 *19%* *46%*	170 *19%* *39%*	185 *19%* *43%*
6	**179** ***8%***	18 *9%* *10%*	11 *9%* *6%*	6 *11%* *4%* R	144 *7%* *80%*	173 *8%* *96%*	6 *7%* *4%*	28 *8%* *16%*	150 *8%* *84%*	151 *8%* *84%*	75 *7%* *42%*	75 *8%* *42%*	77 *8%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 443

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**130** ***6%***	10 *5%* *8%*	7 *6%* *5%* Q	1 *2%* *1%*	111 *6%* *86%* Q	123 *5%* *95%*	7 *8%* *5%*	24 *7%* *19%*	104 *5%* *80%*	105 *5%* *81%*	65 *6%* *51%*	38 *4%* *30%*	43 *4%* *33%*
4	**53** ***2%***	2 *1%* *3%*	3 *3%* *6%*	1 *1%* *1%*	47 *2%* *89%*	51 *2%* *96%*	2 *2%* *4%*	9 *3%* *17%*	44 *2%* *83%*	44 *2%* *83%*	23 *2%* *43%*	21 *2%* *40%*	22 *2%* *42%*
3	**15** ***1%***	3 *2%* *20%* R	1 *1%* *8%*	1 *1%* *5%*	10 *1%* *68%*	14 *1%* *97%*	* * *3%*	4 *1%* *28%*	10 *1%* *72%*	10 *1%* *72%*	7 *1%* *50%*	3 * *23%*	3 * *23%*
2	**21** ***1%***	3 *1%* *13%*	1 *1%* *5%*	1 *1%* *3%*	17 *1%* *79%*	20 *1%* *93%*	1 *2%* *7%*	2 * *8%*	18 *1%* *87%*	20 *1%* *92%*	13 *1%* *63%*	5 *1%* *24%*	5 *1%* *26%*
1	**7** *	1 *1%* *17%*	- - -	* * *3%*	6 * *80%*	7 * *88%*	1 *1%* *12%*	2 * *22%*	6 * *78%*	6 * *78%*	1 * *19%*	4 * *59%*	4 * *59%*
Don't know	**31** ***1%***	2 *1%* *6%*	1 *1%* *3%*	* *1%* *1%*	28 *1%* *89%*	29 *1%* *93%*	2 *2%* *7%*	10 *3%* *34%* VWYZ	20 *1%* *66%*	20 *1%* *66%*	14 *1%* *44%*	7 *1%* *22%*	7 *1%* *22%*
Net: 10/9/8/7	**1886** ***81%***	149 *80%* *8%*	95 *79%* *5%*	47 *82%* *2%*	1595 *81%* *85%*	1817 *81%* *96%*	68 *78%* *4%*	288 *78%* *15%*	1577 *82%* *84%*	1598 *82%* *85%*	844 *81%* *45%*	751 *83%* *40%*	797 *83%* *42%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 443

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**627** ***27%***	49 *26%* *8%*	32 *27%* *5%*	15 *26%* *2%*	531 *27%* *85%*	601 *27%* *96%*	25 *29%* *4%*	85 *23%* *14%*	538 *28%* *86%*	542 *28%* *86%*	274 *26%* *44%*	265 *29%* *42%*	285 *30%* *45%*
Net: 6/5/4	**362** ***16%***	29 *16%* *8%*	22 *18%* *6%*	8 *15%* *2%*	302 *15%* *84%*	346 *16%* *96%*	15 *17%* *4%*	61 *17%* *17%*	297 *15%* *82%*	300 *15%* *83%*	163 *16%* *45%*	135 *15%* *37%*	142 *15%* *39%*
Net: 3/2/1	**43** ***2%***	7 *4%* *16%* R	2 *2%* *5%*	2 *3%* *4%*	33 *2%* *75%*	40 *2%* *94%*	3 *3%* *6%*	7 *2%* *17%*	35 *2%* *81%*	36 *2%* *83%*	22 *2%* *51%*	13 *1%* *30%*	13 *1%* *30%*
Mean	**7.64**	7.53	7.57	7.62	7.66	7.64	7.54	7.57	7.65	7.65	7.60	7.72	7.72
Standard Deviation	**1.56**	1.66	1.56	1.58	1.55	1.55	1.80	1.59	1.55	1.55	1.57	1.52	1.52

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 444

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**231** ***6%***	78 *5%* *34%*	152 *7%* *66%* A	40 *11%* *18%* DE F	36 *5%* *16%*	31 *5%* *13%*	39 *6%* *17%*	37 *7%* *16%*	48 *7%* *21%*	16 *3%* *7%*	102 *6%* *44%* I	112 *9%* *48%* IJ	79 *8%* *34%* N	51 *6%* *22%*	57 *5%* *25%*
9	**420** ***12%***	167 *11%* *40%*	253 *12%* *60%*	56 *16%* *13%* GH	96 *14%* *23%* G	79 *12%* *19%*	71 *11%* *17%*	47 *9%* *11%*	71 *10%* *17%*	54 *10%* *13%*	205 *12%* *49%*	160 *13%* *38%*	136 *14%* *32%*	95 *11%* *23%*	125 *12%* *30%*
8	**901** ***25%***	350 *23%* *39%*	551 *27%* *61%* A	73 *20%* *8%*	200 *29%* *22%* CG	171 *27%* *19%*	151 *24%* *17%*	115 *22%* *13%*	190 *27%* *21%* CG	126 *23%* *14%*	465 *27%* *52%*	309 *24%* *34%*	264 *27%* *29%*	208 *23%* *23%*	254 *24%* *28%*
7	**798** ***22%***	355 *23%* *45%*	443 *22%* *55%*	67 *19%* *8%*	126 *19%* *16%*	147 *23%* *18%*	160 *25%* *20%* D	136 *26%* *17%* CD	161 *23%* *20%*	129 *23%* *16%*	403 *23%* *51%*	265 *21%* *33%*	201 *21%* *25%*	193 *22%* *24%*	250 *23%* *31%*
6	**498** ***14%***	222 *15%* *44%*	277 *14%* *56%*	44 *12%* *9%*	93 *14%* *19%*	106 *16%* *21%* H	96 *15%* *19%*	78 *15%* *16%*	82 *12%* *16%*	89 *16%* *18%*	249 *14%* *50%*	160 *13%* *32%*	108 *11%* *22%*	138 *16%* *28%*	163 *15%* *33%* L

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 444

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**325** ***9%***	161 *11%* *50%* B	164 *8%* *50%*	27 *7%* *8%*	54 *8%* *17%*	54 *8%* *17%*	61 *10%* *19%*	61 *12%* *19%*	68 *10%* *21%*	62 *11%* *19%*	145 *8%* *45%*	118 *9%* *36%*	82 *9%* *25%*	99 *11%* *30%*	96 *9%* *29%*
4	**163** ***5%***	84 *6%* *51%*	79 *4%* *49%*	27 *8%* *17%* DE H	25 *4%* *15%*	24 *4%* *15%*	35 *6%* *22%*	29 *5%* *18%*	23 *3%* *14%*	30 *5%* *18%*	67 *4%* *41%*	66 *5%* *40%*	46 *5%* *28%*	44 *5%* *27%*	45 *4%* *27%*
3	**83** ***2%***	42 *3%* *51%*	41 *2%* *49%*	18 *5%* *21%* EF G	18 *3%* *21%*	7 *1%* *9%*	12 *2%* *15%*	10 *2%* *12%*	18 *3%* *22%*	18 *3%* *21%* J	27 *2%* *33%*	37 *3%* *45%* J	20 *2%* *24%*	20 *2%* *24%*	25 *2%* *31%*
2	**39** ***1%***	24 *2%* *61%*	15 *1%* *39%*	7 *2%* *18%*	5 *1%* *12%*	8 *1%* *21%*	8 *1%* *20%*	5 *1%* *13%*	6 *1%* *15%*	9 *2%* *24%*	19 *1%* *48%*	11 *1%* *28%*	5 *1%* *13%*	8 *1%* *21%*	16 *2%* *43%*
1	**34** ***1%***	19 *1%* *56%*	15 *1%* *44%*	2 *1%* *6%*	8 *1%* *24%*	11 *2%* *32%* F	2 *** *5%*	4 *1%* *10%*	8 *1%* *23%*	10 *2%* *28%* J	11 *1%* *33%*	13 *1%* *39%*	10 *1%* *28%*	6 *1%* *19%*	14 *1%* *40%*
Don't know	**60** ***2%***	19 *1%* *31%*	41 *2%* *69%*	* * *	18 *3%* *31%* CF	6 *1%* *11%*	5 *1%* *8%*	8 *2%* *14%*	22 *3%* *37%* CEF	9 *2%* *16%*	31 *2%* *52%*	19 *2%* *33%*	8 *1%* *13%*	24 *3%* *41%* L	19 *2%* *32%*
Net: 10/9/8/7	**2349** ***66%***	950 *63%* *40%*	1399 *69%* *60%* A	237 *66%* *10%*	458 *67%* *20%*	428 *66%* *18%*	420 *66%* *18%*	335 *63%* *14%*	469 *68%* *20%*	326 *59%* *14%*	1176 *68%* *50%* I	846 *67%* *36%* I	681 *71%* *29%* MN	547 *62%* *23%*	686 *64%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 444

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**650** ***18%***	245 *16%* *38%*	405 *20%* *62%* A	97 *27%* *15%* DE FGH	132 *19%* *20%*	110 *17%* *17%*	109 *17%* *17%*	84 *16%* *13%*	118 *17%* *18%*	70 *13%* *11%*	308 *18%* *47%* I	272 *21%* *42%* I	216 *22%* *33%* MN	146 *16%* *22%*	182 *17%* *28%*
Net: 6/5/4	**987** ***28%***	467 *31%* *47%* B	520 *26%* *53%*	98 *27%* *10%*	172 *25%* *17%*	184 *29%* *19%*	192 *30%* *19%*	168 *32%* *17%* DH	172 *25%* *17%*	181 *33%* *18%* JK	462 *27%* *47%*	344 *27%* *35%*	237 *25%* *24%*	281 *32%* *28%* L	304 *29%* *31%*
Net: 3/2/1	**156** ***4%***	84 *6%* *54%* B	71 *4%* *46%*	27 *7%* *17%* FG	30 *4%* *20%*	26 *4%* *17%*	22 *3%* *14%*	19 *4%* *12%*	32 *5%* *20%*	37 *7%* *23%* J	57 *3%* *37%*	62 *5%* *40%*	35 *4%* *22%*	35 *4%* *23%*	55 *5%* *36%*
Mean	**7.02**	6.82	7.17 A	7.02	7.12	7.00	6.98	6.90	7.06	6.64	7.10 I	7.07 I	7.21 MN	6.91	6.92
Standard Deviation	**1.81**	1.87	1.75	2.10	1.79	1.78	1.73	1.77	1.80	1.86	1.71	1.90	1.81	1.78	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 444

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**231** ***6%***	20 *6%* *9%*	15 *7%* *7%*	9 *8%* *4%*	187 *6%* *81%*	214 *6%* *93%*	16 *9%* *7%*	34 *7%* *15%*	194 *6%* *84%*	197 *6%* *85%*	137 *7%* *59%*	60 *5%* *26%*	65 *5%* *28%*
9	**420** ***12%***	27 *9%* *7%*	21 *10%* *5%*	15 *13%* *4%* O	357 *12%* *85%* O	406 *12%* *97%*	14 *8%* *3%*	48 *10%* *11%*	366 *12%* *87%*	372 *12%* *89%*	237 *13%* *56%*	135 *12%* *32%*	145 *12%* *35%*
8	**901** ***25%***	84 *27%* *9%*	61 *29%* *7%* R	30 *26%* *3%*	726 *25%* *81%*	866 *26%* *96%*	35 *20%* *4%*	134 *27%* *15%*	758 *25%* *84%*	767 *25%* *85%*	478 *25%* *53%*	287 *25%* *32%*	303 *25%* *34%*
7	**798** ***22%***	83 *26%* *10%*	45 *22%* *6%*	25 *22%* *3%*	644 *22%* *81%*	763 *23%* *96%*	34 *20%* *4%*	110 *22%* *14%*	677 *23%* *85%*	686 *23%* *86%*	406 *22%* *51%*	275 *24%* *34%*	287 *24%* *36%*
6	**498** ***14%***	49 *15%* *10%*	25 *12%* *5%*	15 *13%* *3%*	409 *14%* *82%*	471 *14%* *95%*	27 *15%* *5%*	73 *15%* *15%*	417 *14%* *84%*	425 *14%* *85%*	256 *14%* *51%*	169 *15%* *34%*	182 *15%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 444

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**325** ***9%***	23 *7%* *7%*	16 *8%* *5%*	10 *9%* *3%*	276 *9%* *85%*	297 *9%* *91%*	29 *16%* *9%* S	55 *11%* *17%*	266 *9%* *82%*	270 *9%* *83%*	165 *9%* *51%*	105 *9%* *32%*	111 *9%* *34%*
4	**163** ***5%***	11 *3%* *6%*	12 *6%* *7%*	6 *5%* *4%*	135 *5%* *83%*	157 *5%* *96%*	6 *3%* *4%*	19 *4%* *12%*	141 *5%* *86%*	142 *5%* *87%*	95 *5%* *58%*	46 *4%* *28%*	50 *4%* *30%*
3	**83** ***2%***	9 *3%* *11%*	5 *3%* *7%*	3 *2%* *3%*	65 *2%* *79%*	75 *2%* *91%*	7 *4%* *9%*	10 *2%* *12%*	72 *2%* *87%*	73 *2%* *88%*	44 *2%* *54%*	28 *2%* *34%*	31 *3%* *37%*
2	**39** ***1%***	6 *2%* *14%*	2 *1%* *6%*	1 *1%* *3%*	30 *1%* *77%*	38 *1%* *97%*	1 *1%* *3%*	4 *1%* *11%*	34 *1%* *89%*	34 *1%* *89%*	20 *1%* *52%*	14 *1%* *37%*	15 *1%* *38%*
1	**34** ***1%***	3 *1%* *7%*	1 *1%* *3%*	1 *1%* *2%*	30 *1%* *87%*	31 *1%* *90%*	3 *2%* *10%*	1 *** *4%*	33 *1%* *96%*	33 *1%* *96%*	16 *1%* *46%*	17 *2%* *51%*	17 *1%* *51%*
Don't know	**60** ***2%***	3 *1%* *4%*	5 *2%* *8%* OQ	1 *1%* *1%*	52 *2%* *86%*	56 *2%* *95%*	3 *2%* *5%*	10 *2%* *17%*	48 *2%* *80%*	49 *2%* *83%*	36 *2%* *61%*	13 *1%* *22%*	16 *1%* *26%*
Net: 10/9/8/7	**2349** ***66%***	214 *68%* *9%*	142 *68%* *6%*	79 *68%* *3%*	1914 *66%* *81%*	2249 *67%* *96%* T	99 *56%* *4%*	326 *65%* *14%*	1995 *66%* *85%*	2021 *66%* *86%*	1258 *67%* *54%*	756 *66%* *32%*	801 *66%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 444

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - ITV1 ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**650** ***18%***	47 *15%* *7%*	36 *17%* *5%*	24 *21%* *4%* O	543 *19%* *84%*	620 *18%* *95%*	30 *17%* *5%*	82 *16%* *13%*	560 *19%* *86%*	568 *19%* *87%*	373 *20%* *57%*	194 *17%* *30%*	211 *17%* *32%*
Net: 6/5/4	**987** ***28%***	82 *26%* *8%*	53 *25%* *5%*	31 *27%* *3%*	821 *28%* *83%*	925 *27%* *94%*	62 *35%* *6%* S	147 *30%* *15%*	824 *27%* *83%*	837 *27%* *85%*	516 *27%* *52%*	321 *28%* *32%*	343 *28%* *35%*
Net: 3/2/1	**156** ***4%***	17 *5%* *11%*	9 *4%* *6%*	4 *4%* *3%*	125 *4%* *80%*	144 *4%* *93%*	12 *7%* *7%*	15 *3%* *10%*	139 *5%* *89%*	140 *5%* *90%*	80 *4%* *52%*	60 *5%* *38%*	62 *5%* *40%*
Mean	**7.02**	6.98	7.07	7.11	7.01	7.03	6.73	7.05	7.02	7.02	7.06	6.94	6.95
Standard Deviation	**1.81**	1.77	1.80	1.82	1.82	1.80	1.99	1.70	1.83	1.83	1.83	1.83	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 445

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**144** ***6%***	64 *6%* *44%*	80 *6%* *56%*	40 *10%* *28%* DE FH	33 *5%* *23%*	22 *6%* *15%*	15 *4%* *11%*	18 *6%* *13%*	16 *4%* *11%*	16 *3%* *11%*	83 *7%* *57%* I	45 *6%* *32%*	52 *9%* *36%* MN	24 *4%* *17%*	44 *5%* *30%*
9	**282** ***12%***	105 *10%* *37%*	178 *13%* *63%* A	74 *20%* *26%* EF GH	87 *14%* *31%* FH	36 *9%* *13%*	26 *7%* *9%*	30 *10%* *11%*	30 *8%* *10%*	54 *12%* *19%*	150 *12%* *53%*	78 *11%* *28%*	67 *12%* *24%*	60 *10%* *21%*	113 *13%* *40%*
8	**621** ***26%***	261 *24%* *42%*	360 *27%* *58%*	105 *28%* *17%*	166 *27%* *27%*	109 *28%* *18%*	88 *24%* *14%*	71 *23%* *11%*	82 *22%* *13%*	108 *23%* *17%*	339 *27%* *55%*	174 *24%* *28%*	145 *26%* *23%*	136 *23%* *22%*	232 *27%* *37%*
7	**572** ***24%***	278 *26%* *49%* B	294 *22%* *51%*	63 *17%* *11%*	148 *24%* *26%* C	96 *25%* *17%* C	112 *31%* *20%* CH	76 *24%* *13%* C	77 *21%* *14%*	138 *30%* *24%* JK	266 *22%* *47%*	168 *23%* *29%*	109 *19%* *19%*	159 *27%* *28%* L	214 *25%* *37%*
6	**358** ***15%***	167 *16%* *47%*	191 *14%* *53%*	40 *11%* *11%*	98 *16%* *27%*	55 *14%* *15%*	62 *17%* *17%* C	58 *19%* *16%* CH	44 *12%* *12%*	78 *17%* *22%*	180 *15%* *50%*	99 *14%* *28%*	85 *15%* *24%*	108 *18%* *30%* N	104 *12%* *29%*
5	**205** ***8%***	81 *8%* *40%*	124 *9%* *60%*	23 *6%* *11%*	41 *7%* *20%*	26 *7%* *13%*	35 *10%* *17%*	32 *11%* *16%*	47 *13%* *23%* CDE	36 *8%* *18%*	102 *8%* *50%*	66 *9%* *32%*	52 *9%* *25%*	48 *8%* *23%*	77 *9%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 445

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**81** ***3%***	35 *3%* *44%*	46 *3%* *56%*	17 *5%* *21%*	11 *2%* *14%*	15 *4%* *18%*	11 *3%* *14%*	7 *2%* *8%*	20 *5%* *25%* D	12 *3%* *15%*	41 *3%* *51%*	28 *4%* *35%*	18 *3%* *22%*	23 *4%* *29%*	24 *3%* *30%*
3	**54** ***2%***	30 *3%* *55%*	24 *2%* *45%*	8 *2%* *16%*	19 *3%* *34%*	4 *1%* *7%*	5 *1%* *9%*	5 *2%* *9%*	13 *4%* *24%* E	7 *1%* *12%*	21 *2%* *39%*	27 *4%* *49%* J	17 *3%* *32%*	8 *1%* *15%*	18 *2%* *33%*
2	**19** ***1%***	14 *1%* *77%* B	4 *** *23%*	5 *1%* *24%*	3 *1%* *17%*	6 *2%* *31%* F	- - -	2 *1%* *11%*	3 *1%* *16%*	4 *1%* *21%*	9 *1%* *50%*	5 *1%* *29%*	1 *** *5%*	5 *1%* *26%*	10 *1%* *53%*
1	**13** ***1%***	8 *1%* *65%*	4 *** *35%*	- - -	2 *** *17%*	6 *1%* *45%*	1 *** *8%*	2 *1%* *18%*	2 *** *13%*	- - -	6 *1%* *51%*	6 *1%* *49%*	2 *** *13%*	3 *** *23%*	5 *1%* *42%*
Don't know	**80** ***3%***	27 *3%* *34%*	53 *4%* *66%*	4 *1%* *6%*	13 *2%* *16%*	11 *3%* *14%*	11 *3%* *14%*	8 *3%* *10%*	33 *9%* *41%* CDEF G	11 *2%* *14%*	37 *3%* *46%*	32 *4%* *40%*	17 *3%* *22%*	24 *4%* *30%*	22 *3%* *28%*
Net: 10/9/8/7	**1620** ***67%***	707 *66%* *44%*	912 *67%* *56%*	282 *74%* *17%* GH	433 *70%* *27%* H	263 *68%* *16%* H	242 *66%* *15%* H	195 *63%* *12%*	205 *56%* *13%*	316 *68%* *20%*	838 *68%* *52%*	465 *64%* *29%*	373 *66%* *23%*	379 *63%* *23%*	602 *70%* *37%*
Net: 10/9	**427** ***18%***	169 *16%* *40%*	258 *19%* *60%*	114 *30%* *27%* DE FGH	119 *19%* *28%* FH	58 *15%* *13%*	41 *11%* *10%*	49 *16%* *11%*	46 *13%* *11%*	70 *15%* *16%*	233 *19%* *55%*	124 *17%* *29%*	119 *21%* *28%* M	84 *14%* *20%*	156 *18%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 445

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**644** ***27%***	283 *26%* *44%*	360 *27%* *56%*	81 *21%* *13%*	150 *24%* *23%*	96 *25%* *15%*	108 *29%* *17%* C	97 *31%* *15%* C	111 *30%* *17%* C	126 *27%* *20%*	324 *26%* *50%*	194 *27%* *30%*	155 *27%* *24%*	179 *30%* *28%*	206 *24%* *32%*
Net: 3/2/1	**85** ***4%***	52 *5%* *61%* B	33 *2%* *39%*	13 *3%* *15%*	24 *4%* *28%*	15 *4%* *18%*	6 *2%* *7%*	9 *3%* *11%*	18 *5%* *21%* F	10 *2%* *12%*	37 *3%* *43%*	38 *5%* *45%* I	20 *4%* *23%*	16 *3%* *19%*	33 *4%* *39%*
Mean	**7.10**	6.99	7.18 A	7.47 E FGH	7.20 H	7.04	6.99	7.00	6.74	7.07	7.18	6.97	7.20	6.97	7.12
Standard Deviation	**1.69**	1.75	1.64	1.80	1.62	1.75	1.46	1.64	1.80	1.49	1.69	1.82	1.75	1.59	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 445

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**144** ***6%***	14 *6%* *10%*	5 *6%* *3%*	5 *6%* *4%*	120 *6%* *83%*	138 *6%* *96%*	6 *4%* *4%*	25 *9%* *17%*	117 *6%* *81%*	119 *6%* *83%*	74 *6%* *51%*	45 *5%* *31%*	53 *6%* *37%*
9	**282** ***12%***	25 *10%* *9%*	8 *10%* *3%*	10 *12%* *3%*	240 *12%* *85%*	261 *11%* *93%*	21 *15%* *7%*	33 *11%* *12%*	249 *12%* *88%*	250 *12%* *88%*	146 *12%* *52%*	102 *12%* *36%*	110 *12%* *39%*
8	**621** ***26%***	62 *26%* *10%*	23 *29%* *4%*	23 *28%* *4%*	513 *25%* *83%*	590 *26%* *95%*	31 *22%* *5%*	67 *23%* *11%*	546 *26%* *88%*	553 *26%* *89%*	333 *27%* *54%*	221 *25%* *36%*	229 *25%* *37%*
7	**572** ***24%***	58 *24%* *10%*	15 *19%* *3%*	18 *21%* *3%*	482 *24%* *84%*	537 *23%* *94%*	35 *25%* *6%*	68 *23%* *12%*	496 *24%* *87%*	504 *24%* *88%*	277 *22%* *48%*	223 *25%* *39%*	241 *26%* *42%*
6	**358** ***15%***	34 *14%* *10%*	14 *17%* *4%*	12 *14%* *3%*	298 *15%* *83%*	332 *15%* *93%*	25 *18%* *7%*	49 *17%* *14%*	302 *14%* *84%*	308 *14%* *86%*	182 *15%* *51%*	126 *14%* *35%*	133 *14%* *37%*
5	**205** ***8%***	15 *6%* *7%*	6 *7%* *3%*	6 *8%* *3%*	177 *9%* *87%*	190 *8%* *93%*	14 *10%* *7%*	32 *11%* *16%*	168 *8%* *82%*	172 *8%* *84%*	105 *8%* *52%*	67 *8%* *33%*	71 *8%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 445

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**81** ***3%***	9 *4%* *11%*	3 *4%* *4%*	3 *4%* *4%*	66 *3%* *81%*	78 *3%* *96%*	3 *2%* *4%*	9 *3%* *11%*	71 *3%* *88%*	73 *3%* *89%*	50 *4%* *61%*	23 *3%* *28%*	23 *2%* *29%*
3	**54** ***2%***	5 *2%* *9%*	3 *4%* *6%*	3 *3%* *5%*	43 *2%* *80%*	52 *2%* *96%*	2 *1%* *4%*	3 *1%* *6%*	51 *2%* *94%*	51 *2%* *94%*	23 *2%* *43%*	28 *3%* *51%*	29 *3%* *53%*
2	**19** ***1%***	3 *1%* *14%*	- - -	* * *1%*	16 *1%* *85%*	18 *1%* *94%*	1 *1%* *6%*	- - -	17 *1%* *94%*	19 *1%* *100%*	13 *1%* *71%*	5 *1%* *29%*	7 *1%* *38%*
1	**13** ***1%***	2 *1%* *16%*	- - -	1 *1%* *6%*	10 * *78%*	12 *1%* *97%*	* * *3%*	2 *1%* *13%*	11 *1%* *87%*	11 *1%* *87%*	3 * *24%*	8 *1%* *63%*	8 *1%* *63%*
Don't know	**80** ***3%***	11 *5%* *14%*	4 *5%* *5%*	2 *2%* *2%*	64 *3%* *80%*	77 *3%* *96%*	3 *2%* *4%*	7 *2%* *8%*	72 *3%* *89%*	73 *3%* *92%*	46 *4%* *58%*	27 *3%* *34%*	29 *3%* *36%*
Net: 10/9/8/7	**1620** ***67%***	159 *67%* *10%*	51 *63%* *3%*	55 *67%* *3%*	1354 *67%* *84%*	1526 *67%* *94%*	94 *66%* *6%*	193 *65%* *12%*	1408 *67%* *87%*	1427 *67%* *88%*	830 *66%* *51%*	590 *68%* *36%*	633 *68%* *39%*
Net: 10/9	**427** ***18%***	39 *17%* *9%*	13 *16%* *3%*	15 *18%* *3%*	360 *18%* *84%*	399 *17%* *94%*	28 *19%* *6%*	58 *20%* *14%*	366 *17%* *86%*	369 *17%* *86%*	220 *18%* *52%*	147 *17%* *34%*	163 *18%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 445

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**644** ***27%***	59 *25%* *9%*	23 *28%* *4%*	22 *26%* *3%*	540 *27%* *84%*	601 *26%* *93%*	43 *30%* *7%*	90 *31%* *14%*	542 *26%* *84%*	553 *26%* *86%*	337 *27%* *52%*	216 *25%* *34%*	227 *24%* *35%*
Net: 3/2/1	**85** ***4%***	10 *4%* *11%*	3 *4%* *4%*	4 *5%* *4%*	69 *3%* *81%*	82 *4%* *96%*	3 *2%* *4%*	5 *2%* *6%*	79 *4%* *93%*	80 *4%* *94%*	39 *3%* *46%*	41 *5%* *48%*	44 *5%* *51%*
Mean	**7.10**	7.08	7.08	7.08	7.10	7.10	7.10	7.16	7.09	7.09	7.11	7.05	7.07
Standard Deviation	**1.69**	1.74	1.67	1.77	1.68	1.70	1.59	1.65	1.70	1.70	1.69	1.72	1.73

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 446

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***5%***	1 *6%* *44%*	1 *4%* *56%*	- - -	- - -	- - -	- - -	1 *9%* *45%*	1 *12%* *55%*	- - -	* *2%* *16%*	1 *11%* *84%*
9	**5** ***15%***	2 *16%* *35%*	3 *15%* *65%*	* *99%* *8%*	1 *26%* *24%*	1 *14%* *19%*	1 *9%* *13%*	- - -	2 *27%* *37%*	1 *18%* *28%*	2 *17%* *46%*	1 *12%* *26%*
8	**7** ***23%***	3 *24%* *36%*	5 *23%* *64%*	* *1%* *	* *9%* *5%*	1 *10%* *9%*	2 *33%* *30%*	2 *28%* *28%*	2 *31%* *28%*	2 *26%* *26%*	3 *22%* *41%*	2 *22%* *33%*
7	**7** ***22%***	2 *17%* *26%*	5 *25%* *74%*	- - -	1 *17%* *11%*	2 *27%* *24%*	2 *23%* *22%*	2 *30%* *30%*	1 *14%* *13%*	2 *25%* *26%*	3 *20%* *38%*	3 *23%* *36%*
6	**6** ***19%***	2 *23%* *42%*	3 *16%* *58%*	- - -	1 *17%* *13%*	2 *26%* *28%*	1 *19%* *22%*	1 *20%* *25%*	1 *11%* *12%*	1 *20%* *25%*	3 *19%* *43%*	2 *17%* *32%*
5	**2** ***8%***	1 *11%* *48%*	1 *6%* *52%*	- - -	* *9%* *16%*	1 *18%* *48%*	* *5%* *14%*	* *4%* *11%*	* *4%* *10%*	1 *8%* *23%*	1 *10%* *55%*	1 *5%* *22%*
4	**1** ***3%***	- - -	1 *5%* *100%*	- - -	* *9%* *38%*	- - -	- - -	1 *9%* *62%*	- - -	* *3%* *24%*	* *3%* *38%*	* *4%* *39%*

GfK NOP

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***2%***	- - -	1 *3%* *100%*	- - -	1 *14%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *6%* *100%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***3%***	* *3%* *36%*	1 *3%* *64%*	- - -	- - -	* *5%* *32%*	1 *10%* *68%*	- - -	- - -	- - -	1 *7%* *100%*	- - -
Net: 10/9/8/7	**21** ***65%***	7 *63%* *32%*	14 *67%* *68%*	* *100%* *2%*	2 *52%* *11%*	3 *51%* *16%*	4 *66%* *21%*	5 *67%* *24%*	6 *85%* *27%*	5 *69%* *25%*	8 *61%* *40%*	7 *68%* *36%*
Net: 10/9	**6** ***20%***	2 *22%* *37%*	4 *19%* *63%*	* *99%* *6%*	1 *26%* *18%*	1 *14%* *15%*	1 *9%* *10%*	1 *9%* *10%*	3 *40%* *41%*	1 *18%* *21%*	2 *18%* *39%*	2 *23%* *39%*
Net: 6/5/4	**9** ***29%***	4 *34%* *38%*	6 *27%* *62%*	- - -	2 *34%* *16%*	3 *44%* *30%*	2 *24%* *17%*	2 *33%* *26%*	1 *15%* *10%*	2 *31%* *24%*	4 *32%* *45%*	3 *26%* *30%*
Net: 3/2/1	**1** ***2%***	- - -	1 *3%* *100%*	- - -	1 *14%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *6%* *100%*
Mean	**7.16**	7.30	7.09	8.99	6.43	6.75	7.25	7.00	8.05	7.17	7.15	7.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 446

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.58**	1.51	1.65	-	2.37	1.42	1.18	1.61	1.41	1.43	1.48	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 446

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	* * *	1 *6%* *100%*	1 *6%* *100%*	1 *6%* *73%*	* *5%* *27%*	* *5%* *27%*
9	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	1 *15%* *21%*	4 *15%* *79%*	4 *15%* *79%*	2 *12%* *44%*	2 *24%* *35%*	2 *23%* *35%*
8	**7** ***23%***	7 *23%* *100%*	7 *22%* *95%*	* *100%* *5%*	1 *10%* *9%*	7 *27%* *91%*	7 *27%* *91%*	5 *29%* *71%*	1 *20%* *20%*	1 *19%* *20%*
7	**7** ***22%***	7 *22%* *100%*	7 *23%* *100%*	- - -	2 *31%* *29%*	5 *20%* *71%*	5 *20%* *71%*	4 *21%* *52%*	1 *19%* *20%*	2 *23%* *24%*
6	**6** ***19%***	6 *19%* *100%*	6 *19%* *100%*	- - -	2 *36%* *41%*	4 *14%* *59%*	4 *14%* *59%*	2 *13%* *40%*	1 *16%* *19%*	1 *15%* *19%*
5	**2** ***8%***	2 *8%* *100%*	2 *8%* *100%*	- - -	1 *8%* *22%*	2 *8%* *78%*	2 *8%* *78%*	2 *9%* *68%*	* *3%* *10%*	* *3%* *10%*
4	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *5%* *76%*	* *3%* *24%*	* *3%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 446

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *4%* *100%*	- - -	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	* *2%* *32%*	1 *9%* *68%*	1 *9%* *68%*
Net: 10/9/8/7	**21** ***65%***	21 *65%* *100%*	20 *65%* *98%*	* *100%* *2%*	4 *56%* *18%*	17 *68%* *82%*	17 *68%* *82%*	12 *68%* *58%*	5 *68%* *24%*	5 *70%* *25%*
Net: 10/9	**6** ***20%***	6 *20%* *100%*	6 *20%* *100%*	- - -	1 *15%* *16%*	5 *21%* *84%*	5 *21%* *84%*	3 *18%* *50%*	2 *29%* *34%*	2 *28%* *34%*
Net: 6/5/4	**9** ***29%***	9 *29%* *100%*	9 *30%* *100%*	- - -	3 *44%* *31%*	6 *26%* *69%*	6 *26%* *69%*	5 *27%* *51%*	2 *23%* *17%*	2 *22%* *17%*
Net: 3/2/1	**1** ***2%***	1 *2%* *100%*	1 *2%* *100%*	- - -	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *4%* *100%*	- - -	- - -
Mean	**7.16**	7.16	7.15	8.00	6.88	7.24	7.24	7.12	7.56	7.53

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 446

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.58**	1.58	1.58	-	1.28	1.67	1.67	1.72	1.59	1.55

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 447

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**70** ***6%***	29 *6%* *41%*	41 *6%* *59%*	15 *13%* *21%* DF	12 *5%* *17%*	10 *5%* *14%*	8 *4%* *12%*	10 *5%* *15%*	15 *6%* *22%*	6 *3%* *8%*	30 *5%* *42%*	35 *8%* *50%*	11 *4%* *16%*	20 *7%* *29%*	24 *6%* *34%*
9	**81** ***7%***	30 *6%* *37%*	51 *7%* *63%*	5 *5%* *7%*	14 *6%* *18%*	16 *8%* *19%*	14 *6%* *17%*	12 *6%* *14%*	20 *8%* *24%*	7 *4%* *9%*	40 *6%* *49%*	34 *8%* *41%*	14 *5%* *17%*	24 *8%* *29%*	29 *7%* *36%*
8	**201** ***16%***	77 *16%* *39%*	123 *16%* *61%*	15 *13%* *7%*	32 *13%* *16%*	37 *18%* *18%*	32 *14%* *16%*	42 *22%* *21%* D	44 *17%* *22%*	20 *12%* *10%*	108 *17%* *54%*	73 *17%* *36%*	57 *18%* *28%*	51 *17%* *26%*	59 *14%* *29%*
7	**263** ***21%***	98 *20%* *37%*	165 *22%* *63%*	27 *22%* *10%*	55 *22%* *21%*	45 *22%* *17%*	53 *23%* *20%*	38 *20%* *15%*	44 *17%* *17%*	34 *20%* *13%*	135 *21%* *51%*	93 *22%* *36%*	80 *26%* *30%* N	55 *18%* *21%*	75 *18%* *29%*
6	**245** ***20%***	92 *19%* *38%*	152 *20%* *62%*	14 *12%* *6%*	67 *27%* *27%* CG H	40 *20%* *16%*	53 *23%* *22%*	31 *16%* *13%*	39 *15%* *16%*	43 *25%* *18%* K	148 *23%* *60%* K	54 *13%* *22%*	65 *21%* *26%*	60 *20%* *24%*	81 *20%* *33%*
5	**153** ***12%***	66 *13%* *43%*	87 *12%* *57%*	13 *11%* *8%*	29 *11%* *19%*	22 *11%* *14%*	30 *13%* *19%*	27 *14%* *18%*	34 *13%* *22%*	25 *15%* *16%*	76 *12%* *50%*	52 *12%* *34%*	28 *9%* *18%*	46 *15%* *30%*	53 *13%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 447

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**74** ***6%***	40 *8%* *53%* B	35 *5%* *47%*	10 *8%* *14%*	13 *5%* *18%*	10 *5%* *13%*	17 *7%* *22%*	9 *4%* *12%*	16 *6%* *21%*	9 *5%* *13%*	35 *5%* *48%*	29 *7%* *40%*	17 *6%* *23%*	19 *6%* *26%*	27 *6%* *36%*
3	**43** ***3%***	28 *6%* *64%* B	16 *2%* *36%*	12 *10%* *27%* DF G	6 *2%* *13%*	7 *4%* *16%*	7 *3%* *16%*	4 *2%* *8%*	9 *3%* *20%*	4 *2%* *10%*	28 *4%* *65%*	11 *3%* *25%*	11 *4%* *26%*	12 *4%* *27%*	14 *3%* *33%*
2	**21** ***2%***	8 *2%* *41%*	12 *2%* *59%*	3 *2%* *13%*	8 *3%* *38%* H	3 *2%* *15%*	3 *1%* *13%*	4 *2%* *19%*	* * *2%*	6 *3%* *28%* K	12 *2%* *60%*	2 *1%* *12%*	2 *1%* *8%*	5 *2%* *22%*	9 *2%* *43%*
1	**17** ***1%***	8 *2%* *49%*	9 *1%* *51%*	4 *3%* *22%* D	- - -	3 *1%* *17%*	1 *1%* *7%*	4 *2%* *24%*	5 *2%* *30%*	1 *1%* *7%*	4 *1%* *23%*	12 *3%* *69%* J	4 *1%* *21%*	1 * *7%*	9 *2%* *53%*
Don't know	**79** ***6%***	21 *4%* *27%*	58 *8%* *73%* A	2 *1%* *2%*	16 *7%* *21%*	9 *4%* *11%*	12 *5%* *15%*	11 *6%* *15%*	29 *11%* *37%* CEF	15 *9%* *19%* J	28 *4%* *35%*	36 *8%* *46%* J	22 *7%* *27%* M	6 *2%* *8%*	33 *8%* *42%* M
Net: 10/9/8/7	**615** ***49%***	235 *47%* *38%*	380 *51%* *62%*	62 *52%* *10%*	113 *45%* *18%*	107 *54%* *17%*	108 *47%* *17%*	102 *53%* *17%*	123 *48%* *20%*	67 *39%* *11%*	313 *49%* *51%*	235 *54%* *38%* I	162 *52%* *26%*	150 *50%* *24%*	187 *45%* *30%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 447

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9	**152** ***12%***	59 *12%* *39%*	92 *12%* *61%*	20 *17%* *13%*	26 *10%* *17%*	25 *13%* *17%*	22 *10%* *15%*	22 *12%* *15%*	35 *14%* *23%*	13 *8%* *9%*	70 *11%* *46%*	69 *16%* *45%* I	25 *8%* *17%*	44 *15%* *29%*	53 *13%* *35%*
Net: 6/5/4	**472** ***38%***	198 *40%* *42%*	274 *37%* *58%*	37 *31%* *8%*	109 *43%* *23%*	72 *36%* *15%*	99 *43%* *21%*	67 *35%* *14%*	89 *35%* *19%*	77 *45%* *16%* K	259 *40%* *55%* K	136 *31%* *29%*	110 *35%* *23%*	124 *42%* *26%*	161 *39%* *34%*
Net: 3/2/1	**81** ***7%***	44 *9%* *55%* B	37 *5%* *45%*	18 *15%* *22%* DE FGH	13 *5%* *16%*	13 *6%* *16%*	11 *5%* *13%*	12 *6%* *14%*	14 *6%* *18%*	11 *7%* *14%*	45 *7%* *55%*	25 *6%* *31%*	16 *5%* *20%*	18 *6%* *22%*	32 *8%* *40%*
Mean	**6.50**	6.33	6.63 A	6.30	6.45	6.60	6.42	6.59	6.59	6.21	6.47	6.67 I	6.56	6.57	6.39
Standard Deviation	**1.90**	2.00	1.82	2.38	1.74	1.87	1.71	1.93	1.97	1.78	1.82	2.06	1.70	1.89	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 447

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**70** ***6%***	8 *7%* *12%*	4 *6%* *6%*	2 *5%* *3%*	55 *5%* *79%*	61 *5%* *86%*	10 *11%* *14%* S	4 *3%* *5%*	65 *6%* *93%*	67 *6%* *95%*	47 *7%* *67%*	19 *4%* *28%*	22 *4%* *31%*
9	**81** ***7%***	6 *5%* *7%*	5 *7%* *7%*	3 *8%* *4%*	67 *7%* *82%*	74 *6%* *91%*	7 *8%* *9%*	12 *11%* *15%*	68 *6%* *84%*	69 *6%* *85%*	34 *5%* *42%*	35 *7%* *43%*	41 *8%* *51%*
8	**201** ***16%***	15 *13%* *7%*	11 *15%* *5%*	8 *20%* *4%*	167 *16%* *83%*	187 *16%* *93%*	13 *15%* *7%*	18 *16%* *9%*	182 *16%* *91%*	182 *16%* *91%*	107 *16%* *53%*	73 *16%* *36%*	73 *15%* *36%*
7	**263** ***21%***	27 *24%* *10%*	16 *22%* *6%*	9 *24%* *3%*	210 *21%* *80%*	248 *21%* *95%*	14 *16%* *5%*	21 *18%* *8%*	236 *21%* *90%*	239 *21%* *91%*	138 *21%* *53%*	101 *21%* *38%*	105 *21%* *40%*
6	**245** ***20%***	21 *18%* *8%*	12 *17%* *5%*	6 *15%* *2%*	206 *20%* *84%*	228 *20%* *93%*	17 *18%* *7%*	19 *16%* *8%*	223 *20%* *91%*	226 *20%* *92%*	125 *19%* *51%*	101 *21%* *41%*	106 *21%* *43%*
5	**153** ***12%***	13 *11%* *8%*	10 *14%* *7%*	5 *12%* *3%*	126 *12%* *82%*	142 *12%* *93%*	11 *12%* *7%*	17 *15%* *11%*	132 *12%* *86%*	136 *12%* *89%*	83 *13%* *54%*	53 *11%* *34%*	58 *12%* *38%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 447

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Five ****

Base : Regular viewers of Five

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**74** ***6%***	5 *5%* *7%*	4 *6%* *6%*	2 *4%* *2%*	63 *6%* *85%*	70 *6%* *94%*	4 *5%* *6%*	9 *8%* *12%*	64 *6%* *86%*	65 *6%* *88%*	36 *6%* *48%*	28 *6%* *38%*	29 *6%* *39%*
3	**43** ***3%***	2 *2%* *5%*	2 *3%* *5%*	2 *5%* *4%*	38 *4%* *87%*	39 *3%* *90%*	4 *5%* *10%*	3 *3%* *7%*	40 *4%* *93%*	40 *4%* *93%*	20 *3%* *46%*	20 *4%* *47%*	21 *4%* *48%*
2	**21** ***2%***	5 *4%* *22%* QR	1 *1%* *5%*	- - -	15 *1%* *73%*	15 *1%* *75%*	5 *6%* *25%* S	1 *1%* *6%*	19 *2%* *94%*	19 *2%* *94%*	16 *2%* *78%*	3 *1%* *17%*	4 *1%* *18%*
1	**17** ***1%***	3 *2%* *15%*	* * *2%*	* *1%* *3%*	14 *1%* *81%*	15 *1%* *89%*	2 *2%* *11%*	2 *2%* *10%*	15 *1%* *88%*	15 *1%* *90%*	9 *1%* *55%*	6 *1%* *35%*	6 *1%* *35%*
Don't know	**79** ***6%***	9 *8%* *12%*	7 *9%* *9%*	2 *5%* *2%*	61 *6%* *77%*	76 *7%* *97%*	2 *2%* *3%*	10 *9%* *13%*	68 *6%* *87%*	68 *6%* *87%*	37 *6%* *47%*	31 *7%* *40%*	31 *6%* *40%*
Net: 10/9/8/7	**615** ***49%***	57 *50%* *9%*	37 *50%* *6%*	22 *58%* *4%* R	500 *49%* *81%*	571 *49%* *93%*	44 *49%* *7%*	56 *47%* *9%*	551 *50%* *90%*	557 *49%* *91%*	326 *50%* *53%*	228 *48%* *37%*	241 *49%* *39%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 447

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9	**152** ***12%***	14 *13%* *9%*	10 *13%* *6%*	5 *13%* *3%*	122 *12%* *81%*	135 *12%* *89%*	17 *19%* *11%*	16 *14%* *10%*	133 *12%* *88%*	136 *12%* *90%*	81 *12%* *54%*	54 *12%* *36%*	63 *13%* *42%*
Net: 6/5/4	**472** ***38%***	39 *34%* *8%*	27 *36%* *6%*	12 *32%* *3%*	395 *39%* *84%*	440 *38%* *93%*	32 *35%* *7%*	46 *39%* *10%*	419 *38%* *89%*	427 *38%* *90%*	244 *37%* *52%*	182 *39%* *38%*	193 *39%* *41%*
Net: 3/2/1	**81** ***7%***	9 *8%* *11%*	3 *5%* *4%*	2 *6%* *3%*	66 *6%* *82%*	69 *6%* *86%*	12 *13%* *14%* S	6 *5%* *7%*	75 *7%* *92%*	75 *7%* *93%*	45 *7%* *56%*	30 *6%* *37%*	30 *6%* *38%*
Mean	**6.50**	6.46	6.61	6.74	6.49	6.51	6.43	6.47	6.51	6.51	6.52	6.49	6.51
Standard Deviation	**1.90**	2.07	1.85	1.84	1.89	1.86	2.33	1.90	1.90	1.91	1.96	1.83	1.84

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 448

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**48** ***8%***	21 *7%* *44%*	27 *9%* *56%*	15 *11%* *30%*	12 *7%* *24%*	11 *10%* *22%*	6 *8%* *13%*	1 *3%* *2%*	4 *7%* *8%*	2 *3%* *4%*	24 *8%* *51%*	22 *11%* *45%*	20 *14%* *41%*	7 *5%* *15%*	12 *6%* *24%*
9	**80** ***14%***	42 *15%* *52%*	38 *13%* *48%*	21 *16%* *26%*	17 *11%* *22%*	18 *17%* *22%*	11 *14%* *13%*	5 *11%* *6%*	8 *14%* *10%*	10 *14%* *13%*	48 *15%* *60%*	22 *11%* *27%*	21 *15%* *26%*	11 *8%* *14%*	33 *18%* *41%*
8	**128** ***22%***	66 *23%* *51%*	62 *22%* *49%*	27 *20%* *21%*	40 *25%* *31%*	24 *23%* *19%*	16 *21%* *12%*	11 *25%* *8%*	10 *19%* *8%*	16 *22%* *13%*	80 *26%* *62%*	32 *17%* *25%*	29 *21%* *23%*	31 *22%* *24%*	49 *26%* *38%*
7	**121** ***21%***	56 *20%* *47%*	65 *22%* *53%*	31 *23%* *25%*	38 *23%* *31%*	20 *18%* *16%*	17 *23%* *14%*	8 *18%* *6%*	8 *14%* *6%*	15 *20%* *13%*	55 *18%* *46%*	50 *26%* *42%*	28 *20%* *23%*	31 *22%* *25%*	39 *21%* *32%*
6	**73** ***13%***	36 *13%* *50%*	36 *12%* *50%*	12 *9%* *17%*	24 *15%* *33%*	14 *13%* *19%*	11 *14%* *15%*	9 *21%* *12%* H	3 *6%* *4%*	17 *22%* *23%* JK	36 *12%* *50%*	19 *10%* *27%*	14 *9%* *19%*	24 *17%* *33%*	20 *11%* *27%*
5	**62** ***11%***	28 *10%* *44%*	35 *12%* *56%*	19 *15%* *31%*	15 *9%* *23%*	11 *10%* *17%*	9 *11%* *14%*	3 *8%* *5%*	5 *10%* *9%*	5 *7%* *8%*	34 *11%* *55%*	23 *12%* *37%*	12 *8%* *19%*	21 *15%* *34%*	20 *11%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 448

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**19** ***3%***	12 *4%* *63%*	7 *2%* *37%*	4 *3%* *21%*	5 *3%* *26%*	5 *4%* *24%*	2 *2%* *9%*	1 *3%* *8%*	2 *4%* *12%*	2 *2%* *8%*	11 *4%* *59%*	6 *3%* *33%*	6 *4%* *29%*	5 *4%* *28%*	4 *2%* *20%*
3	**11** ***2%***	6 *2%* *50%*	6 *2%* *50%*	4 *3%* *32%*	3 *2%* *23%*	3 *2%* *23%*	2 *3%* *19%*	- - -	* *1%* *4%*	2 *3%* *18%*	3 *1%* *29%*	6 *3%* *53%*	5 *3%* *41%*	2 *1%* *18%*	2 *1%* *19%*
2	**7** ***1%***	7 *2%* *94%*	* * *6%*	- - -	1 *1%* *15%*	1 *1%* *17%*	- - -	- - -	5 *9%* *67%* CDEF	- - -	3 *1%* *38%*	4 *2%* *62%*	3 *2%* *43%*	3 *2%* *36%*	1 *1%* *15%*
1	**1** *	1 * *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *2%* *100%*	1 *1%* *100%*	- - -	- - -	- - -	- - -	1 *1%* *100%*
Don't know	**26** ***4%***	11 *4%* *42%*	15 *5%* *58%*	* * *	8 *5%* *32%*	3 *2%* *10%*	3 *4%* *13%*	4 *10%* *16%* C	7 *14%* *29%* CE	5 *7%* *19%*	12 *4%* *47%*	8 *4%* *33%*	6 *4%* *22%*	6 *4%* *22%*	8 *4%* *30%*
Net: 10/9/8/7	**377** ***66%***	185 *65%* *49%*	192 *66%* *51%*	93 *70%* *25%*	107 *66%* *28%*	73 *67%* *19%*	50 *65%* *13%*	24 *58%* *6%*	30 *55%* *8%*	44 *58%* *12%*	207 *67%* *55%*	126 *65%* *33%*	98 *69%* *26%*	80 *57%* *21%*	132 *70%* *35%*
Net: 10/9	**128** ***22%***	63 *22%* *49%*	65 *22%* *51%*	36 *27%* *28%*	29 *18%* *23%*	29 *26%* *22%*	17 *22%* *13%*	6 *14%* *5%*	12 *21%* *9%*	12 *16%* *10%*	72 *23%* *56%*	44 *22%* *34%*	41 *29%* *32%* M	18 *13%* *14%*	45 *24%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 448

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**153** ***27%***	76 *27%* *49%*	78 *27%* *51%*	36 *27%* *23%*	43 *27%* *28%*	29 *27%* *19%*	21 *27%* *14%*	14 *32%* *9%*	11 *20%* *7%*	23 *31%* *15%*	82 *27%* *53%*	48 *25%* *32%*	31 *22%* *20%*	50 *36%* *33%*	43 *23%* *28%*
Net: 3/2/1	**19** ***3%***	13 *5%* *69%*	6 *2%* *31%*	4 *3%* *19%*	4 *2%* *19%*	4 *4%* *20%*	2 *3%* *11%*	- - -	6 *11%* *31%* DG	3 *4%* *16%*	6 *2%* *31%*	10 *5%* *53%*	8 *5%* *40%*	5 *3%* *23%*	4 *2%* *22%*
Mean	**7.17**	7.09	7.25	7.27	7.17	7.25	7.19	7.11	6.68	6.96	7.28	7.06	7.31	6.79	7.32 M
Standard Deviation	**1.79**	1.88	1.68	1.78	1.63	1.84	1.69	1.43	2.47	1.68	1.71	1.93	1.99	1.70	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 448

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**48** ***8%***	4 *7%* *8%*	4 *13%* *9%*	1 *7%* *2%*	39 *8%* *81%*	43 *8%* *90%*	5 *13%* *10%*	48 *8%* *100%*	48 *8%* *100%*	34 *10%* *71%*	14 *6%* *29%*	14 *6%* *30%*
9	**80** ***14%***	9 *15%* *11%*	4 *13%* *5%*	2 *13%* *3%*	65 *14%* *81%*	77 *14%* *97%*	2 *6%* *3%*	80 *14%* *100%*	80 *14%* *100%*	44 *13%* *55%*	36 *15%* *45%*	41 *17%* *52%*
8	**128** ***22%***	9 *15%* *7%*	6 *20%* *5%*	4 *26%* *3%*	109 *23%* *85%*	126 *23%* *98%* T	3 *7%* *2%*	128 *22%* *100%*	128 *22%* *100%*	69 *20%* *54%*	60 *26%* *46%*	60 *24%* *47%*
7	**121** ***21%***	15 *26%* *12%*	6 *20%* *5%*	2 *14%* *2%*	97 *21%* *80%*	110 *21%* *91%*	11 *28%* *9%*	121 *21%* *100%*	121 *21%* *100%*	65 *19%* *54%*	56 *24%* *46%*	60 *24%* *50%*
6	**73** ***13%***	8 *14%* *11%*	5 *14%* *6%*	3 *19%* *4%*	57 *12%* *79%*	65 *12%* *90%*	7 *19%* *10%*	73 *13%* *100%*	73 *13%* *100%*	52 *15%* *71%*	21 *9%* *29%*	24 *10%* *34%*
5	**62** ***11%***	6 *10%* *9%*	2 *6%* *3%*	1 *9%* *2%*	53 *11%* *85%*	58 *11%* *94%*	4 *10%* *6%*	62 *11%* *100%*	62 *11%* *100%*	41 *12%* *66%*	21 *9%* *34%*	21 *9%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 448

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**19** ***3%***	3 *5%* *15%*	1 *2%* *4%*	1 *5%* *4%*	15 *3%* *77%*	18 *3%* *94%*	1 *3%* *6%*	19 *3%* *100%*	19 *3%* *100%*	12 *3%* *62%*	7 *3%* *38%*	9 *4%* *47%*
3	**11** ***2%***	1 *2%* *8%*	1 *3%* *10%*	* *3%* *4%*	9 *2%* *79%*	10 *2%* *91%*	1 *3%* *9%*	11 *2%* *100%*	11 *2%* *100%*	7 *2%* *64%*	4 *2%* *33%*	4 *2%* *33%*
2	**7** ***1%***	* *1%* *6%*	* * *	- - -	7 *1%* *94%*	6 *1%* *85%*	1 *3%* *15%*	7 *1%* *100%*	7 *1%* *100%*	4 *1%* *58%*	3 *1%* *42%*	3 *1%* *42%*
1	**1** *	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
Don't know	**26** ***4%***	4 *7%* *16%*	2 *7%* *8%*	1 *3%* *2%*	19 *4%* *73%*	22 *4%* *87%*	3 *9%* *13%*	26 *4%* *100%*	26 *4%* *100%*	14 *4%* *55%*	11 *5%* *45%*	11 *5%* *45%*
Net: 10/9/8/7	**377** ***66%***	36 *62%* *10%*	21 *67%* *6%*	10 *61%* *3%*	310 *66%* *82%*	356 *66%* *94%*	21 *55%* *6%*	377 *66%* *100%*	377 *66%* *100%*	212 *62%* *56%*	165 *71%* *44%*	176 *71%* *47%*
Net: 10/9	**128** ***22%***	12 *22%* *10%*	8 *26%* *6%*	3 *21%* *3%*	104 *22%* *81%*	120 *22%* *94%*	7 *19%* *6%*	128 *22%* *100%*	128 *22%* *100%*	78 *23%* *61%*	50 *21%* *39%*	56 *22%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 448

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**153** ***27%***	16 *28%* *11%*	7 *23%* *5%*	5 *33%* *3%*	125 *27%* *81%*	142 *26%* *92%*	12 *31%* *8%*	153 *27%* *100%*	153 *27%* *100%*	104 *30%* *68%*	50 *21%* *32%*	55 *22%* *36%*
Net: 3/2/1	**19** ***3%***	1 *2%* *7%*	1 *3%* *6%*	* *3%* *2%*	17 *4%* *85%*	17 *3%* *89%*	2 *6%* *11%*	19 *3%* *100%*	19 *3%* *100%*	12 *4%* *64%*	7 *3%* *34%*	7 *3%* *34%*
Mean	**7.17**	7.08	7.41	7.13	7.16	7.19	6.85	7.17	7.17	7.11	7.26	7.26
Standard Deviation	**1.79**	1.73	1.81	1.78	1.79	1.77	1.96	1.79	1.79	1.85	1.67	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 449

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**27** ***9%***	18 *11%* *66%*	9 *7%* *34%*	2 *6%* *6%*	5 *7%* *17%*	3 *7%* *13%*	9 *15%* *32%*	3 *7%* *12%*	6 *9%* *20%*	5 *8%* *20%*	10 *7%* *37%*	12 *14%* *44%*	10 *18%* *35%*	3 *5%* *12%*	8 *7%* *31%*
9	**55** ***18%***	39 *25%* *71%* B	16 *11%* *29%*	2 *9%* *5%*	9 *15%* *17%*	9 *20%* *17%*	9 *16%* *17%*	17 *37%* *31%* DF H	8 *13%* *14%*	10 *15%* *18%*	29 *20%* *53%*	16 *18%* *29%*	12 *22%* *22%*	7 *11%* *13%*	27 *22%* *49%*
8	**75** ***25%***	37 *23%* *49%*	38 *27%* *51%*	2 *8%* *3%*	12 *20%* *16%*	16 *35%* *22%*	19 *34%* *26%*	11 *23%* *14%*	14 *23%* *18%*	24 *36%* *32%*	32 *22%* *43%*	18 *21%* *24%*	11 *20%* *14%*	17 *27%* *23%*	31 *25%* *41%*
7	**53** ***18%***	23 *15%* *44%*	29 *21%* *56%*	8 *28%* *16%*	10 *16%* *19%*	8 *16%* *14%*	14 *24%* *26%*	6 *12%* *11%*	8 *13%* *15%*	14 *21%* *27%*	25 *17%* *48%*	13 *15%* *25%*	7 *13%* *14%*	14 *22%* *26%*	22 *18%* *41%*
6	**25** ***8%***	14 *9%* *54%*	12 *8%* *46%*	2 *8%* *9%*	9 *15%* *35%*	3 *7%* *13%*	4 *7%* *16%*	3 *7%* *12%*	4 *6%* *15%*	7 *10%* *27%*	11 *8%* *45%*	7 *8%* *28%*	4 *7%* *14%*	4 *6%* *14%*	10 *8%* *40%*
5	**17** ***6%***	10 *6%* *58%*	7 *5%* *42%*	7 *23%* *41%*	1 *1%* *4%*	1 *2%* *5%*	2 *3%* *11%*	2 *5%* *14%*	4 *7%* *26%*	1 *1%* *5%*	10 *7%* *59%*	6 *7%* *36%*	4 *7%* *22%*	4 *6%* *22%*	5 *4%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 449

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**8** ***3%***	3 *2%* *39%*	5 *4%* *61%*	1 *4%* *13%*	- - -	3 *6%* *35%*	- - -	1 *2%* *13%*	3 *6%* *39%*	1 *2%* *13%*	4 *3%* *48%*	3 *4%* *39%*	2 *4%* *29%*	2 *3%* *19%*	3 *2%* *30%*
3	**2** ***1%***	2 *1%* *74%*	1 *** *26%*	- - -	* *1%* *18%*	* *1%* *14%*	1 *1%* *27%*	1 *2%* *40%*	- - -	* *1%* *21%*	1 *1%* *67%*	* *** *11%*	- - -	- - -	- - -
2	**7** ***2%***	7 *4%* *100%* B	- - -	2 *9%* *35%*	1 *2%* *15%*	- - -	- - -	- - -	4 *6%* *50%*	- - -	2 *1%* *29%*	5 *6%* *71%*	- - -	3 *4%* *36%*	5 *4%* *64%*
1	**6** ***2%***	- - -	6 *4%* *100%* A	1 *4%* *20%*	1 *2%* *26%*	- - -	- - -	- - -	3 *5%* *54%*	- - -	4 *3%* *71%*	2 *2%* *29%*	1 *2%* *20%*	- - -	4 *3%* *75%*
Don't know	**25** ***8%***	6 *4%* *24%*	19 *14%* *76%* A	1 *2%* *3%*	12 *20%* *49%* FG	3 *6%* *12%*	* *1%* *1%*	2 *4%* *8%*	7 *11%* *27%* F	4 *7%* *18%*	16 *11%* *63%*	5 *6%* *20%*	4 *7%* *15%*	10 *16%* *39%*	7 *6%* *28%*
Net: 10/9/8/7	**210** ***70%***	117 *74%* *56%*	92 *65%* *44%*	15 *51%* *7%*	36 *59%* *17%*	37 *78%* *17%*	51 *88%* *24%* DH	37 *80%* *18%* H	35 *59%* *17%*	54 *80%* *26%*	97 *67%* *46%*	59 *68%* *28%*	40 *73%* *19%*	41 *66%* *20%*	88 *72%* *42%*
Net: 10/9	**82** ***27%***	57 *36%* *70%* B	25 *18%* *30%*	4 *14%* *5%*	14 *23%* *17%*	13 *27%* *15%*	18 *31%* *22%*	21 *44%* *25%* DH	13 *22%* *16%*	15 *23%* *19%*	39 *27%* *48%*	28 *32%* *34%*	22 *40%* *26%* M	10 *17%* *13%*	35 *29%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 449

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**50** ***17%***	26 *17%* *53%*	24 *17%* *47%*	10 *35%* *20%*	10 *16%* *19%*	7 *15%* *14%*	6 *10%* *12%*	6 *14%* *13%*	11 *19%* *23%*	9 *13%* *17%*	25 *17%* *50%*	16 *19%* *32%*	10 *18%* *19%*	9 *14%* *18%*	18 *15%* *36%*
Net: 3/2/1	**15** ***5%***	9 *5%* *59%*	6 *4%* *41%*	4 *12%* *24%*	3 *5%* *20%*	* *1%* *2%*	1 *1%* *4%*	1 *2%* *6%*	7 *11%* *44%*	* *1%* *3%*	7 *5%* *50%*	7 *8%* *47%*	1 *2%* *7%*	3 *4%* *17%*	9 *7%* *59%*
Mean	**7.39**	7.56	7.17	6.09	7.39	7.69	7.95 H	7.92 H	6.77	7.74	7.30	7.26	7.78	7.24	7.30
Standard Deviation	**1.98**	1.98	1.98	2.29	1.94	1.54	1.36	1.58	2.56	1.30	2.03	2.30	1.98	1.80	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 449

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**27** ***9%***	4 *12%* *15%*	1 *6%* *4%*	1 *7%* *2%*	21 *9%* *79%*	26 *9%* *94%*	2 *7%* *6%*	27 *9%* *100%*	27 *9%* *100%*	17 *11%* *62%*	10 *7%* *38%*	14 *9%* *52%*
9	**55** ***18%***	2 *7%* *4%*	5 *26%* *9%* O	2 *21%* *3%* O	46 *19%* *84%*	53 *19%* *96%*	2 *10%* *4%*	55 *18%* *100%*	55 *18%* *100%*	25 *16%* *46%*	29 *21%* *54%*	35 *23%* *64%*
8	**75** ***25%***	11 *32%* *15%*	3 *19%* *4%*	2 *22%* *3%*	59 *25%* *78%*	72 *26%* *96%*	3 *14%* *4%*	75 *25%* *100%*	75 *25%* *100%*	36 *23%* *48%*	38 *27%* *51%*	39 *25%* *51%*
7	**53** ***18%***	6 *16%* *10%*	3 *17%* *6%*	2 *18%* *3%*	43 *18%* *81%*	46 *16%* *86%*	7 *31%* *14%*	53 *18%* *100%*	53 *18%* *100%*	23 *15%* *44%*	29 *21%* *56%*	30 *19%* *57%*
6	**25** ***8%***	6 *18%* *25%* R	1 *5%* *4%*	1 *9%* *3%*	17 *7%* *68%*	23 *8%* *90%*	3 *11%* *10%*	25 *8%* *100%*	25 *8%* *100%*	14 *9%* *56%*	11 *8%* *44%*	11 *7%* *44%*
5	**17** ***6%***	2 *5%* *11%*	1 *6%* *6%*	1 *12%* *7%*	13 *5%* *76%*	16 *6%* *98%*	* *2%* *2%*	17 *6%* *100%*	17 *6%* *100%*	9 *6%* *55%*	7 *5%* *45%*	7 *5%* *45%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 449

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**8** ***3%***	1 *4%* *17%*	* *2%* *5%*	- - -	7 *3%* *79%*	7 *3%* *87%*	1 *5%* *13%*	8 *3%* *100%*	8 *3%* *100%*	5 *3%* *61%*	3 *2%* *39%*	3 *2%* *39%*
3	**2** ***1%***	1 *3%* *49%* R	1 *4%* *32%* R	* *4%* *19%* R	- - -	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *74%*	* * *11%*	* * *11%*
2	**7** ***2%***	- - -	- - -	- - -	7 *3%* *100%*	6 *2%* *85%*	1 *5%* *15%*	7 *2%* *100%*	7 *2%* *100%*	4 *2%* *50%*	4 *2%* *50%*	4 *2%* *50%*
1	**6** ***2%***	- - -	* *2%* *5%*	- - -	5 *2%* *95%*	4 *2%* *80%*	1 *5%* *20%*	6 *2%* *100%*	6 *2%* *100%*	* * *5%*	5 *4%* *95%*	5 *3%* *95%*
Don't know	**25** ***8%***	1 *3%* *5%*	3 *14%* *10%* O	1 *7%* *3%*	21 *9%* *83%*	22 *8%* *89%*	3 *12%* *11%*	25 *8%* *100%*	25 *8%* *100%*	20 *13%* *80%* YZ	5 *4%* *20%*	6 *4%* *22%*
Net: 10/9/8/7	**210** ***70%***	23 *66%* *11%*	12 *68%* *6%*	6 *67%* *3%*	169 *71%* *80%*	195 *71%* *93%*	14 *62%* *7%*	210 *70%* *100%*	210 *70%* *100%*	101 *65%* *48%*	107 *75%* *51%*	118 *76%* *56%*
Net: 10/9	**82** ***27%***	6 *19%* *8%*	6 *32%* *7%*	3 *28%* *3%*	67 *28%* *82%*	78 *28%* *95%*	4 *17%* *5%*	82 *27%* *100%*	82 *27%* *100%*	42 *27%* *52%*	40 *28%* *48%*	50 *32%* *60%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 449

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**50** ***17%***	10 *27%* *19%*	2 *13%* *5%*	2 *21%* *4%*	36 *15%* *73%*	46 *17%* *92%*	4 *17%* *8%*	50 *17%* *100%*	50 *17%* *100%*	28 *18%* *56%*	22 *15%* *44%*	22 *14%* *44%*
Net: 3/2/1	**15** ***5%***	1 *3%* *7%*	1 *5%* *7%*	* *4%* *3%*	12 *5%* *84%*	13 *5%* *85%*	2 *9%* *15%*	15 *5%* *100%*	15 *5%* *100%*	5 *3%* *37%*	9 *6%* *61%*	9 *6%* *61%*
Mean	**7.39**	7.29	7.49	7.36	7.40	7.44	6.73	7.39	7.39	7.48	7.30	7.44
Standard Deviation	**1.98**	1.72	2.00	1.88	2.03	1.95	2.31	1.98	1.98	1.89	2.07	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 450

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**166** ***11%***	98 *12%* *59%*	68 *11%* *41%*	20 *22%* *12%* EF G	32 *11%* *19%*	23 *9%* *14%*	21 *7%* *13%*	23 *9%* *14%*	46 *16%* *28%* F	20 *7%* *12%*	83 *11%* *50%*	63 *14%* *38%* I	46 *12%* *28%*	36 *11%* *21%*	55 *11%* *33%*
9	**216** ***15%***	115 *14%* *53%*	101 *16%* *47%*	15 *16%* *7%*	34 *12%* *16%*	45 *18%* *21%*	36 *12%* *16%*	47 *20%* *22%* F	39 *13%* *18%*	46 *17%* *21%*	104 *14%* *48%*	66 *15%* *31%*	65 *17%* *30%*	46 *14%* *21%*	70 *14%* *32%*
8	**449** ***31%***	248 *30%* *55%*	202 *32%* *45%*	20 *21%* *4%*	72 *26%* *16%*	75 *30%* *17%*	115 *40%* *26%* CD EG	66 *27%* *15%*	102 *34%* *23%*	85 *30%* *19%*	244 *33%* *54%*	121 *28%* *27%*	105 *28%* *23%*	105 *33%* *23%*	161 *33%* *36%*
7	**251** ***17%***	140 *17%* *56%*	111 *18%* *44%*	11 *11%* *4%*	62 *22%* *25%* H	46 *19%* *18%*	52 *18%* *21%*	37 *15%* *15%*	43 *14%* *17%*	57 *20%* *23%*	124 *17%* *49%*	70 *16%* *28%*	60 *16%* *24%*	56 *17%* *22%*	89 *18%* *36%*
6	**128** ***9%***	79 *10%* *61%*	50 *8%* *39%*	4 *4%* *3%*	33 *12%* *26%*	18 *7%* *14%*	27 *9%* *21%*	25 *10%* *20%*	21 *7%* *17%*	30 *11%* *23%*	66 *9%* *52%*	32 *7%* *25%*	32 *8%* *25%*	28 *9%* *22%*	42 *9%* *33%*
5	**108** ***7%***	66 *8%* *61%*	43 *7%* *39%*	9 *10%* *9%*	23 *8%* *21%*	21 *9%* *20%*	21 *7%* *19%*	18 *7%* *17%*	15 *5%* *14%*	23 *8%* *21%*	50 *7%* *47%*	35 *8%* *32%*	29 *8%* *27%*	27 *8%* *25%*	34 *7%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 450

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**32** ***2%***	17 *2%* *52%*	15 *2%* *48%*	8 *8%* *23%* EF GH	10 *3%* *30%*	2 *1%* *7%*	6 *2%* *19%*	2 *1%* *7%*	5 *2%* *14%*	5 *2%* *17%*	18 *2%* *56%*	9 *2%* *27%*	9 *2%* *28%*	6 *2%* *19%*	11 *2%* *35%*
3	**15** ***1%***	13 *2%* *82%*	3 *** *18%*	1 *1%* *9%*	5 *2%* *31%*	1 *** *5%*	3 *1%* *21%*	1 *** *6%*	4 *1%* *29%*	1 *** *9%*	8 *1%* *53%*	6 *1%* *38%*	5 *1%* *35%*	3 *1%* *22%*	3 *1%* *19%*
2	**11** ***1%***	6 *1%* *55%*	5 *1%* *45%*	- - -	1 *** *12%*	3 *1%* *26%*	- - -	4 *2%* *39%* F	3 *1%* *23%*	2 *1%* *19%*	6 *1%* *57%*	3 *1%* *24%*	5 *1%* *45%*	3 *1%* *24%*	2 *** *19%*
1	**17** ***1%***	11 *1%* *63%*	6 *1%* *37%*	1 *1%* *7%*	- - -	5 *2%* *30%* D	3 *1%* *17%*	2 *1%* *14%*	6 *2%* *32%*	3 *1%* *16%*	7 *1%* *40%*	8 *2%* *44%*	7 *2%* *37%*	- - -	9 *2%* *53%*
Don't know	**58** ***4%***	29 *4%* *51%*	28 *4%* *49%*	4 *4%* *7%*	7 *2%* *12%*	9 *4%* *16%*	6 *2%* *11%*	16 *7%* *28%* F	15 *5%* *26%*	7 *2%* *12%*	27 *4%* *47%*	24 *5%* *41%*	15 *4%* *27%*	13 *4%* *23%*	16 *3%* *27%*
Net: 10/9/8/7	**1082** ***75%***	600 *73%* *55%*	482 *76%* *45%*	66 *71%* *6%*	199 *72%* *18%*	188 *76%* *17%*	225 *77%* *21%*	174 *71%* *16%*	230 *77%* *21%*	208 *74%* *19%*	554 *75%* *51%*	320 *73%* *30%*	276 *73%* *26%*	242 *75%* *22%*	376 *76%* *35%*
Net: 10/9	**382** ***26%***	213 *26%* *56%*	169 *27%* *44%*	36 *38%* *9%* DF	66 *24%* *17%*	68 *27%* *18%*	57 *19%* *15%*	71 *29%* *18%* F	85 *29%* *22%* F	67 *24%* *17%*	186 *25%* *49%*	129 *30%* *34%*	111 *29%* *29%*	81 *25%* *21%*	125 *25%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 450

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**269** ***19%***	161 *20%* *60%*	108 *17%* *40%*	21 *22%* *8%*	66 *24%* *24%* H	41 *17%* *15%*	54 *19%* *20%*	46 *19%* *17%*	41 *14%* *15%*	58 *21%* *22%*	135 *18%* *50%*	76 *17%* *28%*	70 *18%* *26%*	61 *19%* *23%*	88 *18%* *33%*
Net: 3/2/1	**44** ***3%***	30 *4%* *68%*	14 *2%* *32%*	3 *3%* *6%*	6 *2%* *14%*	9 *4%* *20%*	6 *2%* *14%*	8 *3%* *17%*	12 *4%* *29%*	6 *2%* *14%*	21 *3%* *49%*	16 *4%* *37%*	17 *4%* *39%*	6 *2%* *14%*	14 *3%* *33%*
Mean	**7.51**	7.46	7.58	7.60	7.38	7.49	7.46	7.54	7.67	7.42	7.52	7.56	7.47	7.57	7.51
Standard Deviation	**1.78**	1.84	1.71	2.15	1.70	1.83	1.58	1.79	1.89	1.66	1.75	1.91	1.95	1.63	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 450

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**166** ***11%***	15 *11%* *9%*	9 *11%* *5%*	5 *14%* *3%*	137 *11%* *82%*	144 *11%* *87%*	22 *14%* *13%*	166 *11%* *100%*	166 *11%* *100%*	113 *12%* *68%*	53 *10%* *32%*	54 *10%* *33%*
9	**216** ***15%***	17 *13%* *8%*	12 *15%* *6%*	5 *15%* *3%*	181 *15%* *84%*	196 *15%* *91%*	20 *13%* *9%*	216 *15%* *100%*	216 *15%* *100%*	144 *16%* *67%*	71 *13%* *33%*	78 *14%* *36%*
8	**449** ***31%***	43 *31%* *10%*	25 *30%* *6%*	10 *26%* *2%*	372 *31%* *83%*	409 *31%* *91%*	41 *26%* *9%*	449 *31%* *100%*	449 *31%* *100%*	265 *29%* *59%*	183 *34%* *41%*	186 *33%* *41%*
7	**251** ***17%***	22 *16%* *9%*	15 *18%* *6%*	8 *22%* *3%*	206 *17%* *82%*	218 *17%* *87%*	33 *21%* *13%*	251 *17%* *100%*	251 *17%* *100%*	153 *17%* *61%*	97 *18%* *38%*	103 *19%* *41%*
6	**128** ***9%***	17 *12%* *13%*	6 *7%* *5%*	4 *10%* *3%*	102 *8%* *79%*	117 *9%* *91%*	11 *7%* *9%*	128 *9%* *100%*	128 *9%* *100%*	86 *9%* *67%*	42 *8%* *33%*	45 *8%* *35%*
5	**108** ***7%***	9 *7%* *8%*	6 *8%* *6%*	2 *6%* *2%*	90 *8%* *84%*	95 *7%* *88%*	13 *8%* *12%*	108 *7%* *100%*	108 *7%* *100%*	74 *8%* *68%*	34 *6%* *32%*	36 *7%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 450

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**32** ***2%***	3 *2%* *10%*	2 *2%* *6%*	1 *2%* *2%*	27 *2%* *83%*	26 *2%* *80%*	7 *4%* *20%*	32 *2%* *100%*	32 *2%* *100%*	22 *2%* *67%*	11 *2%* *33%*	11 *2%* *34%*
3	**15** ***1%***	2 *1%* *10%*	2 *2%* *12%*	* *1%* *1%*	12 *1%* *77%*	14 *1%* *91%*	1 *1%* *9%*	15 *1%* *100%*	15 *1%* *100%*	7 *1%* *44%*	9 *2%* *56%*	9 *2%* *56%*
2	**11** ***1%***	1 * *5%*	* *1%* *4%*	* *1%* *4%*	10 *1%* *88%*	9 *1%* *84%*	2 *1%* *16%*	11 *1%* *100%*	11 *1%* *100%*	10 *1%* *90%* YZ	* * *	* * *
1	**17** ***1%***	1 *1%* *6%*	1 *1%* *4%*	- - -	16 *1%* *91%*	16 *1%* *93%*	1 *1%* *7%*	17 *1%* *100%*	17 *1%* *100%*	11 *1%* *63%*	6 *1%* *34%*	6 *1%* *34%*
Don't know	**58** ***4%***	7 *5%* *13%*	4 *5%* *8%*	1 *4%* *2%*	44 *4%* *77%*	54 *4%* *94%*	4 *2%* *6%*	58 *4%* *100%*	58 *4%* *100%*	30 *3%* *51%*	28 *5%* *49%*	28 *5%* *49%*
Net: 10/9/8/7	**1082** ***75%***	98 *71%* *9%*	61 *74%* *6%*	28 *77%* *3%*	895 *75%* *83%*	967 *74%* *89%*	114 *75%* *11%*	1082 *75%* *100%*	1082 *75%* *100%*	675 *74%* *62%*	404 *76%* *37%*	421 *76%* *39%*
Net: 10/9	**382** ***26%***	33 *24%* *9%*	21 *26%* *5%*	10 *28%* *3%*	318 *27%* *83%*	341 *26%* *89%*	41 *27%* *11%*	382 *26%* *100%*	382 *26%* *100%*	257 *28%* *67%*	124 *23%* *32%*	132 *24%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 450

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC News ****

Base : Regular viewers of BBC News

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**269** ***19%***	29 *21%* *11%*	14 *17%* *5%*	7 *18%* *2%*	219 *18%* *81%*	238 *18%* *88%*	31 *20%* *12%*	269 *19%* *100%*	269 *19%* *100%*	181 *20%* *68%*	87 *16%* *32%*	92 *17%* *34%*
Net: 3/2/1	**44** ***3%***	3 *2%* *7%*	3 *3%* *7%*	1 *2%* *1%*	37 *3%* *85%*	39 *3%* *90%*	4 *3%* *10%*	44 *3%* *100%*	44 *3%* *100%*	28 *3%* *63%*	15 *3%* *33%*	15 *3%* *33%*
Mean	**7.51**	7.49	7.49	7.64	7.51	7.52	7.44	7.51	7.51	7.51	7.54	7.54
Standard Deviation	**1.78**	1.69	1.79	1.64	1.80	1.77	1.86	1.78	1.78	1.83	1.68	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 451

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**7** ***13%***	4 *13%* *58%*	3 *15%* *42%*	- - -	- - -	- - -	1 *29%* *18%*	2 *30%* *24%*	4 *17%* *58%*	- - -	1 *7%* *18%*	5 *22%* *82%*	- - -	2 *16%* *35%*	3 *20%* *42%*
9	**6** ***13%***	4 *15%* *69%*	2 *10%* *31%*	- - -	1 *9%* *10%*	3 *95%* *50%*	1 *32%* *21%*	* * *	1 *6%* *19%*	2 *27%* *27%*	3 *14%* *40%*	2 *8%* *33%*	1 *13%* *21%*	1 *9%* *19%*	3 *22%* *50%*
8	**10** ***20%***	7 *22%* *67%*	3 *17%* *33%*	* *6%* *5%*	- - -	* *5%* *2%*	2 *40%* *16%*	* *8%* *5%*	7 *33%* *73%*	2 *26%* *16%*	2 *13%* *23%*	6 *24%* *61%*	2 *16%* *17%*	4 *27%* *38%*	2 *11%* *16%*
7	**6** ***12%***	2 *6%* *32%*	4 *21%* *68%*	1 *9%* *11%*	- - -	- - -	- - -	1 *18%* *16%*	4 *20%* *73%*	2 *26%* *27%*	1 *5%* *16%*	3 *14%* *57%*	3 *34%* *57%*	- - -	2 *14%* *32%*
6	**6** ***12%***	4 *13%* *63%*	2 *11%* *37%*	- - -	4 *54%* *63%*	- - -	- - -	1 *18%* *16%*	1 *6%* *21%*	- - -	5 *28%* *85%*	1 *4%* *15%*	1 *9%* *16%*	- - -	3 *22%* *52%*
5	**2** ***4%***	2 *7%* *100%*	- - -	* *3%* *12%*	1 *21%* *76%*	- - -	- - -	* * *1%*	* *1%* *12%*	- - -	2 *11%* *99%*	* * *1%*	- - -	- - -	2 *11%* *76%*
4	**6** ***11%***	4 *13%* *69%*	2 *9%* *31%*	3 *47%* *61%*	- - -	- - -	- - -	- - -	2 *10%* *39%*	- - -	- - -	6 *22%* *100%*	2 *17%* *31%*	3 *25%* *61%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 451

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
2	***** ***1%***	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -	- - -	* *2%* *100%*	- - -	- - -	- - -
1	**1** ***1%***	1 *2%* *100%*	- - -	1 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *100%*	- - -	- - -	- - -	- - -
Don't know	**6** ***11%***	3 *8%* *45%*	3 *16%* *55%*	2 *26%* *35%*	1 *16%* *20%*	- - -	- - -	1 *26%* *25%*	1 *5%* *20%*	1 *22%* *25%*	3 *17%* *55%*	1 *4%* *20%*	1 *11%* *20%*	3 *24%* *60%*	- - -
Net: 10/9/8/7	**29** ***59%***	17 *56%* *58%*	12 *63%* *42%*	1 *15%* *4%*	1 *9%* *2%*	3 *100%* *12%*	4 *100%* *14%*	3 *56%* *10%*	17 *76%* *58%*	5 *78%* *17%*	7 *39%* *24%*	17 *68%* *59%*	6 *62%* *22%*	7 *52%* *25%*	10 *67%* *33%*
Net: 10/9	**13** ***26%***	8 *27%* *63%*	5 *25%* *37%*	- - -	1 *9%* *5%*	3 *95%* *24%*	3 *60%* *19%*	2 *30%* *12%*	5 *23%* *39%*	2 *27%* *13%*	4 *21%* *29%*	8 *30%* *58%*	1 *13%* *10%*	4 *25%* *27%*	6 *42%* *46%*
Net: 6/5/4	**14** ***28%***	10 *32%* *71%*	4 *21%* *29%*	4 *50%* *27%*	5 *75%* *39%*	- - -	- - -	1 *18%* *7%*	4 *17%* *27%*	- - -	7 *39%* *51%*	7 *26%* *49%*	3 *27%* *20%*	3 *25%* *26%*	5 *33%* *34%*
Net: 3/2/1	**1** ***2%***	1 *4%* *100%*	- - -	1 *9%* *61%*	- - -	- - -	- - -	- - -	* *2%* *39%*	- - -	1 *4%* *61%*	* *2%* *39%*	- - -	- - -	- - -
Mean	**7.21**	7.04	7.50	4.34	6.08	8.95	8.89	8.08	7.51	8.01	6.85	7.27	6.78	7.25	7.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 451

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**2.13**	2.31	1.83	2.05	1.22	0.27	0.94	1.94	1.93	0.92	2.11	2.32	1.70	2.48	1.77

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 451

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**7** ***13%***	1 *12%* *10%*	1 *26%* *13%*	- - -	5 *13%* *77%*	7 *14%* *100%*	- - -	7 *13%* *100%*	7 *13%* *100%*	3 *13%* *49%*	3 *14%* *51%*	4 *15%* *58%*
9	**6** ***13%***	1 *11%* *10%*	- - -	* * *	6 *15%* *90%*	5 *11%* *84%*	1 *41%* *16%*	6 *13%* *100%*	6 *13%* *100%*	4 *16%* *64%*	2 *9%* *36%*	2 *9%* *36%*
8	**10** ***20%***	1 *21%* *13%*	1 *20%* *6%*	1 *61%* *10%*	7 *18%* *71%*	10 *21%* *100%*	- - -	10 *20%* *100%*	10 *20%* *100%*	5 *21%* *52%*	5 *20%* *48%*	5 *19%* *48%*
7	**6** ***12%***	1 *11%* *11%*	- - -	- - -	5 *14%* *89%*	6 *13%* *100%*	- - -	6 *12%* *100%*	6 *12%* *100%*	4 *17%* *70%*	2 *7%* *30%*	2 *7%* *30%*
6	**6** ***12%***	1 *14%* *14%*	1 *20%* *11%*	* *25%* *7%*	4 *11%* *68%*	4 *10%* *75%*	2 *59%* *25%*	6 *12%* *100%*	6 *12%* *100%*	2 *7%* *30%*	4 *17%* *70%*	4 *17%* *70%*
5	**2** ***4%***	- - -	* *7%* *12%*	* *14%* *12%*	2 *4%* *76%*	2 *4%* *99%*	- - -	2 *4%* *100%*	2 *4%* *100%*	2 *8%* *99%*	* * *1%*	* * *1%*
4	**6** ***11%***	- - -	* *13%* *7%*	- - -	5 *14%* *93%*	6 *12%* *100%*	- - -	6 *11%* *100%*	6 *11%* *100%*	* *2%* *7%*	5 *22%* *93%*	5 *21%* *93%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 451

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
2	***** ***1%***	- - -	* *14%* *100%*	- - -	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*
1	**1** ***1%***	1 *12%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *3%* *100%*	- - -	- - -
Don't know	**6** ***11%***	1 *19%* *20%*	- - -	- - -	5 *12%* *80%*	6 *12%* *100%*	- - -	6 *11%* *100%*	6 *11%* *100%*	3 *14%* *60%*	2 *9%* *40%*	2 *9%* *40%*
Net: 10/9/8/7	**29** ***59%***	3 *55%* *11%*	2 *46%* *5%*	1 *61%* *3%*	23 *60%* *80%*	28 *60%* *96%*	1 *41%* *4%*	29 *59%* *100%*	29 *59%* *100%*	17 *67%* *58%*	12 *50%* *42%*	13 *51%* *44%*
Net: 10/9	**13** ***26%***	1 *23%* *10%*	1 *26%* *7%*	* * *	11 *28%* *83%*	12 *26%* *92%*	1 *41%* *8%*	13 *26%* *100%*	13 *26%* *100%*	7 *29%* *56%*	6 *23%* *44%*	6 *25%* *47%*
Net: 6/5/4	**14** ***28%***	1 *14%* *6%*	1 *40%* *10%*	1 *39%* *5%*	11 *28%* *79%*	12 *26%* *89%*	2 *59%* *11%*	14 *28%* *100%*	14 *28%* *100%*	4 *17%* *30%*	10 *39%* *70%*	10 *38%* *70%*
Net: 3/2/1	**1** ***2%***	1 *12%* *61%*	* *14%* *39%*	- - -	- - -	1 *2%* *100%*	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *3%* *61%*	* *2%* *39%*	* *2%* *39%*
Mean	**7.21**	6.90	6.58	7.08	7.32	7.21	7.22	7.21	7.21	7.56	6.88	6.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 451

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**2.13**	3.08	3.27	-	1.98	2.17	1.89	2.13	2.13	2.00	2.25	2.27

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 452

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**356** ***5%***	143 *4%* *40%*	213 *6%* *60%* A	54 *8%* *15%* DE F	60 *4%* *17%*	55 *5%* *15%*	57 *5%* *16%*	55 *5%* *15%*	75 *6%* *21%*	32 *3%* *9%*	151 *4%* *42%* I	173 *8%* *49%* IJ	107 *7%* *30%* N	93 *5%* *26%*	100 *4%* *28%*
9	**666** ***10%***	278 *9%* *42%*	388 *11%* *58%* A	119 *17%* *18%* DE FGH	118 *9%* *18%*	119 *10%* *18%*	99 *8%* *15%*	86 *8%* *13%*	125 *10%* *19%*	79 *6%* *12%*	341 *10%* *51%* I	247 *11%* *37%* I	186 *11%* *28%* M	147 *9%* *22%*	219 *9%* *33%*
8	**1630** ***24%***	683 *21%* *42%*	947 *27%* *58%* A	179 *25%* *11%*	324 *23%* *20%*	276 *24%* *17%*	270 *22%* *17%*	251 *25%* *15%*	330 *25%* *20%*	252 *21%* *15%*	820 *24%* *50%* I	558 *26%* *34%* I	424 *26%* *26%* M	373 *22%* *23%*	549 *24%* *34%*
7	**1607** ***24%***	818 *25%* *51%* B	789 *22%* *49%*	113 *16%* *7%*	382 *28%* *24%* CG H	308 *26%* *19%* CG H	303 *25%* *19%* C	221 *22%* *14%* C	279 *21%* *17%* C	320 *26%* *20%* K	837 *25%* *52%* K	449 *21%* *28%*	353 *22%* *22%*	418 *25%* *26%*	541 *23%* *34%*
6	**1103** ***16%***	562 *17%* *51%*	541 *15%* *49%*	119 *17%* *11%*	209 *15%* *19%*	174 *15%* *16%*	227 *19%* *21%* DE H	190 *19%* *17%* EH	184 *14%* *17%*	261 *21%* *24%* JK	543 *16%* *49%*	299 *14%* *27%*	246 *15%* *22%*	284 *17%* *26%*	388 *17%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 452

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**706** ***10%***	372 *11%* *53%* B	334 *9%* *47%*	57 *8%* *8%*	157 *11%* *22%*	126 *11%* *18%*	141 *12%* *20%* C	97 *9%* *14%*	129 *10%* *18%*	140 *11%* *20%*	364 *11%* *52%*	202 *9%* *29%*	163 *10%* *23%*	174 *10%* *25%*	257 *11%* *36%*
4	**308** ***5%***	171 *5%* *55%* B	137 *4%* *45%*	31 *4%* *10%*	56 *4%* *18%*	45 *4%* *15%*	56 *5%* *18%*	51 *5%* *16%*	69 *5%* *22%*	51 *4%* *17%*	145 *4%* *47%*	112 *5%* *36%*	61 *4%* *20%*	92 *5%* *30%*	110 *5%* *36%*
3	**139** ***2%***	84 *3%* *60%* B	55 *2%* *40%*	10 *1%* *7%*	34 *2%* *25%*	24 *2%* *17%*	21 *2%* *15%*	17 *2%* *12%*	33 *3%* *24%*	40 *3%* *29%* JK	65 *2%* *47%*	33 *2%* *24%*	34 *2%* *24%*	29 *2%* *21%*	56 *2%* *40%*
2	**66** ***1%***	40 *1%* *61%*	26 *1%* *39%*	5 *1%* *8%*	16 *1%* *24%*	14 *1%* *22%*	11 *1%* *17%*	9 *1%* *14%*	10 *1%* *15%*	18 *2%* *28%* J	26 *1%* *40%*	21 *1%* *32%*	12 *1%* *18%*	21 *1%* *31%*	20 *1%* *31%*
1	**65** ***1%***	40 *1%* *62%*	24 *1%* *38%*	12 *2%* *18%* D	7 *1%* *11%*	13 *1%* *20%*	7 *1%* *11%*	16 *2%* *24%* D	11 *1%* *16%*	8 *1%* *13%*	31 *1%* *47%*	26 *1%* *40%*	13 *1%* *20%*	21 *1%* *33%*	22 *1%* *35%*
Don't know	**153** ***2%***	64 *2%* *42%*	90 *3%* *58%*	9 *1%* *6%*	19 *1%* *12%*	18 *2%* *12%*	23 *2%* *15%*	29 *3%* *19%* D	54 *4%* *35%* CDEF	22 *2%* *14%*	74 *2%* *48%*	58 *3%* *38%*	38 *2%* *25%*	48 *3%* *31%*	45 *2%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 452

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**4259** ***63%***	1921 *59%* *45%*	2338 *66%* *55%* A	466 *66%* *11%*	884 *64%* *21%*	757 *65%* *18%* FG	729 *60%* *17%*	612 *60%* *14%*	808 *62%* *19%*	683 *56%* *16%*	2149 *63%* *50%* I	1427 *66%* *34%* I	1070 *65%* *25%* MN	1030 *61%* *24%*	1408 *61%* *33%*
Net: 10/9	**1022** ***15%***	420 *13%* *41%*	601 *17%* *59%* A	174 *25%* *17%* DE FGH	178 *13%* *17%*	174 *15%* *17%*	156 *13%* *15%*	141 *14%* *14%*	200 *15%* *20%*	111 *9%* *11%*	492 *14%* *48%* I	420 *19%* *41%* IJ	293 *18%* *29%* MN	239 *14%* *23%*	318 *14%* *31%*
Net: 6/5/4	**2117** ***31%***	1105 *34%* *52%* B	1012 *29%* *48%*	207 *29%* *10%*	422 *31%* *20%*	346 *29%* *16%*	424 *35%* *20%* CE H	337 *33%* *16%*	382 *29%* *18%*	452 *37%* *21%* JK	1052 *31%* *50%*	613 *28%* *29%*	469 *29%* *22%*	551 *32%* *26%*	754 *33%* *36%* L
Net: 3/2/1	**269** ***4%***	164 *5%* *61%* B	105 *3%* *39%*	27 *4%* *10%*	57 *4%* *21%*	51 *4%* *19%*	39 *3%* *15%*	42 *4%* *16%*	54 *4%* *20%*	67 *5%* *25%* JK	122 *4%* *45%*	80 *4%* *30%*	59 *4%* *22%*	70 *4%* *26%*	99 *4%* *37%*
Mean	**6.90**	6.71	7.07 A	7.17 D EFGH	6.85	6.89	6.82	6.84	6.93	6.59	6.90 I	7.06 IJ	7.06 MN	6.81	6.82
Standard Deviation	**1.75**	1.79	1.69	1.88	1.68	1.74	1.66	1.79	1.79	1.67	1.70	1.84	1.75	1.79	1.74

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 452

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**356** ***5%***	27 *4%* *8%*	18 *5%* *5%*	12 *6%* *3%*	299 *5%* *84%*	318 *5%* *89%*	38 *8%* *11%* S	55 *5%* *16%*	296 *5%* *83%*	301 *5%* *84%*	206 *6%* *58%*	95 *4%* *27%*	103 *5%* *29%*
9	**666** ***10%***	57 *9%* *9%*	39 *11%* *6%*	18 *9%* *3%*	551 *10%* *83%*	631 *10%* *95%*	36 *8%* *5%*	89 *8%* *13%*	571 *10%* *86%*	577 *10%* *87%*	380 *11%* *57%*	196 *9%* *29%*	212 *9%* *32%*
8	**1630** ***24%***	137 *22%* *8%*	97 *29%* *6%* OR	50 *24%* *3%*	1346 *24%* *83%*	1533 *24%* *94%*	97 *21%* *6%*	239 *23%* *15%*	1376 *24%* *84%*	1386 *24%* *85%*	882 *25%* *54%*	498 *23%* *31%*	531 *23%* *33%*
7	**1607** ***24%***	159 *26%* *10%*	82 *24%* *5%*	55 *27%* *3%* R	1311 *23%* *82%*	1514 *24%* *94%*	93 *20%* *6%*	220 *21%* *14%*	1349 *24%* *84%*	1382 *24%* *86%*	838 *23%* *52%*	542 *26%* *34%* U	570 *25%* *35%* U
6	**1103** ***16%***	113 *18%* *10%* PQ	42 *12%* *4%*	30 *15%* *3%*	918 *16%* *83%* P	1021 *16%* *93%*	83 *18%* *7%*	174 *16%* *16%*	921 *16%* *83%*	928 *16%* *84%*	562 *16%* *51%*	366 *17%* *33%*	383 *17%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 452

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**706** ***10%***	59 *10%* *8%*	33 *10%* *5%*	21 *10%* *3%*	594 *11%* *84%*	655 *10%* *93%*	51 *11%* *7%*	130 *12%* *18%* Y	571 *10%* *81%*	576 *10%* *82%*	371 *10%* *53%*	203 *10%* *29%*	221 *10%* *31%*
4	**308** ***5%***	24 *4%* *8%*	13 *4%* *4%*	8 *4%* *3%*	263 *5%* *85%*	281 *4%* *91%*	27 *6%* *9%*	60 *6%* *20%*	244 *4%* *79%*	245 *4%* *80%*	148 *4%* *48%*	93 *4%* *30%*	101 *4%* *33%*
3	**139** ***2%***	11 *2%* *8%*	7 *2%* *5%*	2 *1%* *2%*	119 *2%* *85%*	129 *2%* *93%*	10 *2%* *7%*	28 *3%* *20%*	106 *2%* *76%*	108 *2%* *78%*	64 *2%* *46%*	44 *2%* *32%*	47 *2%* *34%*
2	**66** ***1%***	7 *1%* *11%*	3 *1%* *4%*	3 *1%* *4%*	53 *1%* *81%*	60 *1%* *92%*	5 *1%* *8%*	11 *1%* *17%*	55 *1%* *83%*	55 *1%* *83%*	35 *1%* *54%*	19 *1%* *29%*	22 *1%* *33%*
1	**65** ***1%***	4 *1%* *7%*	2 *** *2%*	2 *1%* *4%*	56 *1%* *87%*	56 *1%* *87%*	8 *2%* *13%*	14 *1%* *22%*	49 *1%* *77%*	50 *1%* *78%*	29 *1%* *45%*	21 *1%* *33%*	21 *1%* *33%*
Don't know	**153** ***2%***	14 *2%* *9%*	4 *1%* *3%*	3 *1%* *2%*	131 *2%* *86%*	140 *2%* *91%*	13 *3%* *9%*	35 *3%* *23%* VWX	117 *2%* *76%*	117 *2%* *76%*	67 *2%* *44%*	49 *2%* *32%*	50 *2%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 452

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**4259** ***63%***	381 *62%* *9%*	236 *69%* *6%* OR	135 *66%* *3%* R	3507 *62%* *82%*	3996 *63%* *94%* T	263 *57%* *6%*	603 *57%* *14%*	3592 *64%* *84%* U	3647 *64%* *86%* U	2306 *64%* *54%* U	1331 *63%* *31%* U	1415 *63%* *33%* U
Net: 10/9	**1022** ***15%***	85 *14%* *8%*	57 *17%* *6%*	30 *15%* *3%*	850 *15%* *83%*	949 *15%* *93%*	73 *16%* *7%*	144 *14%* *14%*	867 *15%* *85%*	878 *15%* *86%*	586 *16%* *57%* YZ	291 *14%* *28%*	315 *14%* *31%*
Net: 6/5/4	**2117** ***31%***	195 *32%* *9%* P	89 *26%* *4%*	59 *29%* *3%*	1774 *31%* *84%* P	1956 *31%* *92%*	161 *35%* *8%*	364 *34%* *17%* VWX	1736 *31%* *82%*	1749 *31%* *83%*	1082 *30%* *51%*	662 *31%* *31%*	705 *31%* *33%*
Net: 3/2/1	**269** ***4%***	22 *4%* *8%*	11 *3%* *4%*	7 *4%* *3%*	228 *4%* *85%*	245 *4%* *91%*	24 *5%* *9%*	53 *5%* *20%*	210 *4%* *78%*	213 *4%* *79%*	128 *4%* *48%*	84 *4%* *31%*	90 *4%* *33%*
Mean	**6.90**	6.88	7.08 OR	6.95	6.89	6.91	6.77	6.72	6.93 U	6.93 U	6.97 U	6.87	6.87
Standard Deviation	**1.75**	1.67	1.68	1.74	1.76	1.73	1.94	1.85	1.73	1.73	1.74	1.71	1.72

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 453

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**885** ***26%***	394 *24%* *45%*	491 *27%* *55%*	107 *29%* *12%*	174 *26%* *20%*	154 *26%* *17%*	141 *24%* *16%*	148 *29%* *17%* H	161 *23%* *18%*	167 *28%* *19%*	425 *25%* *48%*	293 *26%* *33%*	216 *26%* *24%*	216 *24%* *24%*	304 *26%* *34%*
9	**730** ***21%***	355 *22%* *49%*	376 *21%* *51%*	88 *24%* *12%*	145 *21%* *20%*	127 *22%* *17%*	117 *20%* *16%*	97 *19%* *13%*	157 *23%* *22%*	121 *20%* *17%*	379 *22%* *52%*	230 *21%* *31%*	167 *20%* *23%*	207 *23%* *28%*	231 *20%* *32%*
8	**885** ***26%***	422 *26%* *48%*	463 *26%* *52%*	70 *19%* *8%*	182 *27%* *21%* C	153 *26%* *17%* C	174 *29%* *20%* C	122 *24%* *14%*	184 *26%* *21%* C	155 *26%* *18%*	446 *26%* *50%*	284 *25%* *32%*	216 *26%* *24%*	214 *24%* *24%*	309 *27%* *35%*
7	**413** ***12%***	198 *12%* *48%*	215 *12%* *52%*	29 *8%* *7%*	78 *11%* *19%*	71 *12%* *17%*	95 *16%* *23%* CH	63 *12%* *15%*	77 *11%* *19%*	84 *14%* *20%*	207 *12%* *50%*	122 *11%* *30%*	104 *13%* *25%*	99 *11%* *24%*	134 *12%* *32%*
6	**208** ***6%***	121 *7%* *58%* B	87 *5%* *42%*	27 *7%* *13%*	45 *7%* *22%*	29 *5%* *14%*	34 *6%* *17%*	24 *5%* *11%*	49 *7%* *23%*	44 *7%* *21%*	96 *6%* *46%*	69 *6%* *33%*	41 *5%* *20%*	58 *7%* *28%*	75 *7%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 453

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**145** ***4%***	62 *4%* *43%*	83 *5%* *57%*	22 *6%* *15%* F	24 *4%* *17%*	24 *4%* *16%*	12 *2%* *8%*	25 *5%* *17%* F	39 *6%* *27%* F	14 *2%* *10%*	73 *4%* *51%*	58 *5%* *40%* I	36 *4%* *25%*	43 *5%* *29%*	46 *4%* *31%*
4	**41** ***1%***	22 *1%* *55%*	19 *1%* *45%*	2 *1%* *6%*	8 *1%* *20%*	3 *1%* *8%*	6 *1%* *15%*	9 *2%* *21%*	12 *2%* *29%*	5 *1%* *13%*	19 *1%* *46%*	17 *2%* *41%*	14 *2%* *35%*	6 *1%* *14%*	13 *1%* *32%*
3	**31** ***1%***	14 *1%* *45%*	17 *1%* *55%*	6 *2%* *19%*	11 *2%* *35%*	3 *1%* *11%*	7 *1%* *23%*	2 *** *5%*	3 *** *9%*	4 *1%* *13%*	12 *1%* *38%*	15 *1%* *50%*	8 *1%* *26%*	8 *1%* *26%*	12 *1%* *38%*
2	**17** ***	12 *1%* *70%*	5 *** *30%*	3 *1%* *17%*	5 *1%* *27%*	4 *1%* *26%*	1 *** *8%*	1 *** *7%*	2 *** *15%*	- - -	7 *** *45%*	9 *1%* *55%*	- - -	7 *1%* *42%*	6 *1%* *39%*
1	**35** ***1%***	16 *1%* *45%*	19 *1%* *55%*	13 *4%* *37%* DEF H	2 *** *5%*	3 *1%* *9%*	4 *1%* *11%*	11 *2%* *32%* DEH	2 *** *6%*	2 *** *5%*	23 *1%* *65%*	11 *1%* *30%*	8 *1%* *24%*	12 *1%* *34%*	12 *1%* *34%*
Don't know	**28** ***1%***	11 *1%* *38%*	17 *1%* *62%*	1 *** *3%*	4 *1%* *13%*	10 *2%* *36%*	2 *** *8%*	4 *1%* *13%*	7 *1%* *27%*	1 *** *3%*	15 *1%* *54%*	12 *1%* *43%*	4 *1%* *16%*	13 *1%* *46%*	7 *1%* *24%*
Net: 10/9/8/7	**2913** ***85%***	1370 *84%* *47%*	1544 *86%* *53%*	294 *80%* *10%*	579 *85%* *20%*	505 *87%* *17%* C	526 *89%* *18%* CH	430 *85%* *15%*	579 *84%* *20%*	526 *88%* *18%* K	1458 *86%* *50%*	929 *83%* *32%*	702 *86%* *24%*	736 *83%* *25%*	978 *85%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 453

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**1615** ***47%***	749 *46%* *46%*	867 *48%* *54%*	195 *53%* *12%* F	319 *47%* *20%*	281 *48%* *17%*	258 *43%* *16%*	245 *48%* *15%*	318 *46%* *20%*	288 *48%* *18%*	805 *47%* *50%*	523 *47%* *32%*	382 *47%* *24%*	423 *48%* *26%*	535 *47%* *33%*
Net: 6/5/4	**394** ***12%***	205 *13%* *52%*	189 *11%* *48%*	51 *14%* *13%*	78 *11%* *20%*	56 *10%* *14%*	52 *9%* *13%*	57 *11%* *15%*	99 *14%* *25%* EF	63 *11%* *16%*	188 *11%* *48%*	143 *13%* *36%*	91 *11%* *23%*	106 *12%* *27%*	134 *12%* *34%*
Net: 3/2/1	**83** ***2%***	42 *3%* *50%*	41 *2%* *50%*	22 *6%* *26%* DE FH	17 *2%* *20%*	11 *2%* *13%*	12 *2%* *15%*	14 *3%* *17%*	7 *1%* *9%*	6 *1%* *7%*	42 *2%* *51%* I	35 *3%* *42%* I	16 *2%* *20%*	27 *3%* *33%*	30 *3%* *37%*
Mean	**8.17**	8.11	8.22	8.02	8.19	8.27	8.18	8.16	8.14	8.32 K	8.16	8.10	8.18	8.12	8.16
Standard Deviation	**1.76**	1.77	1.75	2.20	1.70	1.65	1.60	1.91	1.65	1.52	1.77	1.86	1.73	1.83	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 453

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**885** ***26%***	72 *24%* *8%*	49 *29%* *6%*	27 *27%* *3%*	736 *26%* *83%*	814 *25%* *92%*	71 *32%* *8%*	148 *25%* *17%*	727 *26%* *82%*	737 *26%* *83%*	461 *26%* *52%*	275 *26%* *31%*	294 *26%* *33%*
9	**730** ***21%***	64 *21%* *9%*	39 *23%* *5%*	23 *23%* *3%*	605 *21%* *83%*	697 *22%* *95%* T	34 *15%* *5%*	115 *20%* *16%*	606 *22%* *83%*	613 *22%* *84%*	389 *22%* *53%*	222 *21%* *30%*	236 *21%* *32%*
8	**885** ***26%***	84 *28%* *10%*	39 *23%* *4%*	23 *23%* *3%*	739 *26%* *83%*	839 *26%* *95%*	46 *20%* *5%*	161 *28%* *18%*	713 *26%* *81%*	720 *26%* *81%*	421 *24%* *48%*	298 *28%* *34%* X	309 *28%* *35%*
7	**413** ***12%***	44 *14%* *11%*	19 *11%* *5%*	13 *13%* *3%*	337 *12%* *82%*	386 *12%* *93%*	27 *12%* *7%*	56 *10%* *14%*	352 *13%* *85%*	357 *13%* *86%*	232 *13%* *56%*	125 *12%* *30%*	134 *12%* *33%*
6	**208** ***6%***	18 *6%* *9%*	10 *6%* *5%*	6 *6%* *3%*	174 *6%* *84%*	192 *6%* *92%*	16 *7%* *8%*	40 *7%* *19%*	160 *6%* *77%*	160 *6%* *77%*	108 *6%* *52%*	53 *5%* *25%*	55 *5%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 453

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**145** ***4%***	10 *3%* *7%*	7 *4%* *5%*	5 *5%* *3%*	124 *4%* *85%*	127 *4%* *88%*	18 *8%* *12%* S	29 *5%* *20%*	111 *4%* *77%*	113 *4%* *78%*	75 *4%* *52%*	38 *4%* *26%*	40 *4%* *27%*
4	**41** ***1%***	5 *2%* *11%*	2 *1%* *4%*	1 *1%* *3%*	33 *1%* *81%*	39 *1%* *96%*	2 *1%* *4%*	6 *1%* *14%*	35 *1%* *86%*	35 *1%* *86%*	22 *1%* *54%*	13 *1%* *32%*	13 *1%* *32%*
3	**31** ***1%***	1 *** *2%*	2 *1%* *6%*	1 *1%* *2%*	28 *1%* *90%*	31 *1%* *100%*	- - -	10 *2%* *33%* VW	21 *1%* *67%*	21 *1%* *67%*	13 *1%* *42%*	7 *1%* *21%*	7 *1%* *21%*
2	**17** ***	1 *** *8%*	1 *1%* *7%*	1 *1%* *3%*	14 *** *81%*	17 *1%* *100%*	- - -	2 *** *10%*	14 *** *82%*	14 *** *82%*	11 *1%* *63%*	3 *** *19%*	4 *** *22%*
1	**35** ***1%***	2 *1%* *5%*	1 *** *2%*	1 *1%* *2%*	32 *1%* *92%*	29 *1%* *81%*	7 *3%* *19%* S	8 *1%* *23%*	23 *1%* *66%*	23 *1%* *66%*	11 *1%* *31%*	12 *1%* *34%*	12 *1%* *34%*
Don't know	**28** ***1%***	3 *1%* *10%*	1 *1%* *4%*	* * *1%*	24 *1%* *86%*	24 *1%* *85%*	4 *2%* *15%*	6 *1%* *21%*	19 *1%* *70%*	19 *1%* *70%*	12 *1%* *42%*	8 *1%* *28%*	9 *1%* *34%*
Net: 10/9/8/7	**2913** ***85%***	264 *87%* *9%*	145 *86%* *5%*	87 *86%* *3%*	2417 *85%* *83%*	2735 *86%* *94%* T	178 *79%* *6%*	480 *83%* *16%*	2398 *86%* *82%*	2427 *86%* *83%*	1503 *86%* *52%*	921 *87%* *32%* U	974 *87%* *33%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 453

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**1615** ***47%***	136 *45%* *8%*	88 *52%* *5%* O	50 *50%* *3%*	1341 *47%* *83%*	1510 *47%* *93%*	105 *47%* *7%*	263 *45%* *16%*	1333 *48%* *83%*	1350 *48%* *84%*	850 *48%* *53%*	498 *47%* *31%*	530 *48%* *33%*
Net: 6/5/4	**394** ***12%***	33 *11%* *8%*	18 *11%* *5%*	12 *12%* *3%*	331 *12%* *84%*	358 *11%* *91%*	36 *16%* *9%*	75 *13%* *19%*	307 *11%* *78%*	308 *11%* *78%*	205 *12%* *52%*	104 *10%* *26%*	108 *10%* *27%*
Net: 3/2/1	**83** ***2%***	4 *1%* *5%*	4 *2%* *4%*	2 *2%* *2%*	74 *3%* *89%*	76 *2%* *92%*	7 *3%* *8%*	20 *3%* *24%*	57 *2%* *69%*	57 *2%* *69%*	35 *2%* *42%*	22 *2%* *26%*	22 *2%* *27%*
Mean	**8.17**	8.19	8.31	8.22	8.16	8.18	8.04	8.08	8.20	8.21	8.20	8.23	8.24
Standard Deviation	**1.76**	1.61	1.71	1.73	1.78	1.74	2.06	1.86	1.71	1.71	1.71	1.70	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 454

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**584** ***17%***	274 *17%* *47%*	310 *18%* *53%*	57 *17%* *10%*	112 *16%* *19%*	91 *15%* *16%*	105 *17%* *18%*	108 *21%* *18%* E	110 *18%* *19%*	95 *15%* *16%*	277 *16%* *47%*	212 *20%* *36%* IJ	159 *19%* *27%*	134 *16%* *23%*	190 *16%* *32%*
9	**622** ***18%***	276 *17%* *44%*	346 *20%* *56%*	69 *20%* *11%*	123 *17%* *20%*	132 *22%* *21%* FH	100 *16%* *16%*	103 *20%* *17%*	97 *16%* *16%*	115 *18%* *19%*	332 *19%* *53%*	175 *16%* *28%*	158 *19%* *25%*	130 *16%* *21%*	235 *20%* *38%*
8	**988** ***29%***	481 *29%* *49%*	506 *29%* *51%*	81 *23%* *8%*	207 *29%* *21%*	159 *27%* *16%*	203 *32%* *21%* C	146 *28%* *15%*	191 *31%* *19%* C	206 *32%* *21%*	483 *28%* *49%*	299 *28%* *30%*	239 *29%* *24%*	262 *32%* *27%*	315 *27%* *32%*
7	**519** ***15%***	255 *15%* *49%*	264 *15%* *51%*	53 *15%* *10%*	121 *17%* *23%*	85 *14%* *16%*	97 *15%* *19%*	76 *15%* *15%*	88 *14%* *17%*	104 *16%* *20%*	266 *15%* *51%*	149 *14%* *29%*	101 *12%* *19%*	131 *16%* *25%*	193 *16%* *37%* L
6	**252** ***7%***	112 *7%* *44%*	140 *8%* *56%*	35 *10%* *14%*	58 *8%* *23%*	40 *7%* *16%*	41 *7%* *16%*	32 *6%* *13%*	46 *8%* *18%*	40 *6%* *16%*	149 *9%* *59%* K	62 *6%* *25%*	65 *8%* *26%*	41 *5%* *16%*	94 *8%* *37%* M

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 454

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**223** ***7%***	128 *8%* *57%* B	96 *5%* *43%*	22 *6%* *10%*	49 *7%* *22%*	38 *6%* *17%*	49 *8%* *22%*	32 *6%* *14%*	33 *5%* *15%*	34 *5%* *15%*	114 *7%* *51%*	76 *7%* *34%*	55 *7%* *25%*	66 *8%* *29%*	68 *6%* *30%*
4	**72** ***2%***	32 *2%* *44%*	40 *2%* *56%*	15 *4%* *21%* FG	16 *2%* *22%*	16 *3%* *22%*	7 *1%* *9%*	7 *1%* *9%*	12 *2%* *16%*	9 *1%* *13%*	36 *2%* *50%*	27 *3%* *37%*	17 *2%* *24%*	12 *1%* *17%*	29 *2%* *40%*
3	**49** ***1%***	29 *2%* *59%*	20 *1%* *41%*	5 *2%* *11%*	14 *2%* *29%*	6 *1%* *12%*	10 *2%* *20%*	3 *1%* *5%*	11 *2%* *23%*	9 *1%* *19%*	11 *1%* *23%*	29 *3%* *58%* J	14 *2%* *28%*	12 *1%* *25%*	14 *1%* *28%*
2	**35** ***1%***	18 *1%* *52%*	17 *1%* *48%*	* * *1%*	11 *1%* *30%*	10 *2%* *27%*	5 *1%* *13%*	2 * *6%*	8 *1%* *22%*	8 *1%* *22%*	16 *1%* *47%*	11 *1%* *31%*	3 * *8%*	13 *2%* *39%* L	14 *1%* *40%*
1	**57** ***2%***	39 *2%* *69%* B	17 *1%* *31%*	9 *3%* *16%* G	10 *1%* *18%*	20 *3%* *34%* GH	8 *1%* *15%*	3 *1%* *5%*	7 *1%* *12%*	15 *2%* *26%*	26 *2%* *46%*	16 *1%* *28%*	11 *1%* *19%*	15 *2%* *26%*	21 *2%* *38%*
Don't know	**26** ***1%***	13 *1%* *51%*	13 *1%* *49%*	- - -	4 *1%* *14%*	3 *1%* *12%*	2 * *9%*	11 *2%* *40%* CD EF	6 *1%* *24%*	2 * *6%*	8 * *32%*	16 *2%* *62%* IJ	7 *1%* *27%*	12 *1%* *47%* N	4 * *16%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 454

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2713** ***79%***	1287 *78%* *47%*	1426 *81%* *53%*	261 *75%* *10%*	562 *78%* *21%*	467 *78%* *17%*	504 *80%* *19%*	432 *83%* *16%* C	485 *80%* *18%*	520 *82%* *19%*	1358 *79%* *50%*	835 *78%* *31%*	657 *79%* *24%*	657 *79%* *24%*	934 *79%* *34%*
Net: 10/9	**1206** ***35%***	550 *33%* *46%*	656 *37%* *54%* A	126 *36%* *10%*	235 *32%* *19%*	223 *37%* *18%*	205 *33%* *17%*	211 *40%* *17%* DF	206 *34%* *17%*	210 *33%* *17%*	609 *35%* *51%*	387 *36%* *32%*	317 *38%* *26%* M	263 *32%* *22%*	425 *36%* *35%*
Net: 6/5/4	**547** ***16%***	271 *16%* *50%*	276 *16%* *50%*	72 *21%* *13%* G	123 *17%* *22%*	94 *16%* *17%*	97 *16%* *18%*	71 *14%* *13%*	91 *15%* *17%*	83 *13%* *15%*	300 *17%* *55%* I	164 *15%* *30%*	138 *17%* *25%*	119 *14%* *22%*	190 *16%* *35%*
Net: 3/2/1	**141** ***4%***	87 *5%* *62%* B	54 *3%* *38%*	15 *4%* *11%* G	35 *5%* *25%* G	35 *6%* *25%* G	23 *4%* *16%*	8 *1%* *5%*	26 *4%* *18%* G	32 *5%* *23%*	53 *3%* *38%*	55 *5%* *39%* J	27 *3%* *19%*	41 *5%* *29%*	49 *4%* *35%*
Mean	**7.69**	7.58	7.80 A	7.54	7.58	7.58	7.71	8.02 C DEFH	7.73	7.66	7.71	7.69	7.82	7.62	7.67
Standard Deviation	**1.92**	2.03	1.82	2.05	1.94	2.12	1.84	1.67	1.89	1.94	1.86	2.02	1.87	1.96	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 454

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**584** ***17%***	54 *17%* *9%*	32 *18%* *5%*	16 *15%* *3%*	482 *17%* *83%*	536 *17%* *92%*	48 *19%* *8%*	80 *16%* *14%*	497 *17%* *85%*	502 *17%* *86%*	317 *17%* *54%*	183 *17%* *31%*	195 *17%* *33%*
9	**622** ***18%***	48 *15%* *8%*	33 *19%* *5%*	18 *17%* *3%*	523 *18%* *84%*	598 *19%* *96%* T	24 *10%* *4%*	78 *16%* *13%*	537 *19%* *86%*	544 *19%* *87%*	318 *17%* *51%*	224 *21%* *36%*	241 *21%* *39%* X
8	**988** ***29%***	89 *28%* *9%*	53 *30%* *5%*	29 *28%* *3%*	817 *29%* *83%*	926 *29%* *94%*	61 *25%* *6%*	141 *29%* *14%*	826 *29%* *84%*	846 *29%* *86%*	544 *30%* *55%*	297 *28%* *30%*	315 *27%* *32%*
7	**519** ***15%***	51 *16%* *10%*	26 *15%* *5%*	16 *16%* *3%*	425 *15%* *82%*	484 *15%* *93%*	35 *14%* *7%*	66 *14%* *13%*	446 *15%* *86%*	452 *15%* *87%*	271 *15%* *52%*	180 *17%* *35%*	191 *17%* *37%*
6	**252** ***7%***	30 *10%* *12%*	12 *7%* *5%*	10 *9%* *4%*	200 *7%* *80%*	232 *7%* *92%*	19 *8%* *8%*	34 *7%* *14%*	215 *7%* *85%*	217 *7%* *86%*	148 *8%* *59%*	70 *6%* *28%*	80 *7%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 454

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**223** ***7%***	20 *6%* *9%*	8 *5%* *4%*	7 *7%* *3%*	189 *7%* *85%*	199 *6%* *89%*	24 *10%* *11%*	34 *7%* *15%*	188 *6%* *84%*	188 *6%* *84%*	122 *7%* *55%*	64 *6%* *28%*	66 *6%* *30%*
4	**72** ***2%***	7 *2%* *9%*	3 *2%* *4%*	4 *4%* *6%* PR	58 *2%* *81%*	59 *2%* *82%*	13 *5%* *18%* S	18 *4%* *25%* VWYZ	54 *2%* *75%*	54 *2%* *75%*	37 *2%* *51%*	17 *2%* *24%*	19 *2%* *26%*
3	**49** ***1%***	6 *2%* *12%*	2 *1%* *4%*	1 *1%* *2%*	40 *1%* *81%*	46 *1%* *94%*	3 *1%* *6%*	7 *1%* *15%*	42 *1%* *85%*	42 *1%* *85%*	28 *2%* *57%*	14 *1%* *28%*	14 *1%* *28%*
2	**35** ***1%***	2 *** *4%*	2 *1%* *5%*	1 *1%* *4%*	30 *1%* *87%*	31 *1%* *88%*	4 *2%* *12%*	6 *1%* *17%*	29 *1%* *83%*	29 *1%* *83%*	18 *1%* *51%*	11 *1%* *32%*	13 *1%* *37%*
1	**57** ***2%***	6 *2%* *10%*	3 *1%* *4%*	1 *1%* *3%*	47 *2%* *83%*	47 *1%* *83%*	9 *4%* *17%* S	14 *3%* *25%* VW	40 *1%* *71%*	41 *1%* *73%*	27 *1%* *47%*	14 *1%* *25%*	15 *1%* *27%*
Don't know	**26** ***1%***	1 *** *5%*	1 *1%* *4%*	* *** *1%*	24 *1%* *90%*	20 *1%* *77%*	6 *2%* *23%* S	10 *2%* *36%* VWXY Z	17 *1%* *64%*	17 *1%* *64%*	12 *1%* *47%*	4 *** *16%*	4 *** *16%*

GfK NOP

Ofcom PSB Tracker : 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
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Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2713** ***79%***	242 *77%* *9%*	144 *83%* *5%* Q	80 *76%* *3%*	2248 *79%* *83%*	2544 *80%* *94%* T	168 *68%* *6%*	365 *75%* *13%*	2306 *80%* *85%* U	2344 *80%* *86%* U	1450 *79%* *53%*	883 *82%* *33%* U	942 *82%* *35%* U
Net: 10/9	**1206** ***35%***	102 *33%* *8%*	64 *37%* *5%*	34 *32%* *3%*	1006 *35%* *83%*	1134 *36%* *94%*	72 *29%* *6%*	158 *32%* *13%*	1035 *36%* *86%*	1046 *36%* *87%*	635 *34%* *53%*	407 *38%* *34%*	436 *38%* *36%*
Net: 6/5/4	**547** ***16%***	56 *18%* *10%* P	23 *13%* *4%*	21 *20%* *4%* PR	447 *16%* *82%*	490 *15%* *90%*	57 *23%* *10%* S	86 *18%* *16%*	456 *16%* *83%*	459 *16%* *84%*	307 *17%* *56%*	151 *14%* *28%*	165 *14%* *30%*
Net: 3/2/1	**141** ***4%***	14 *4%* *10%*	6 *4%* *5%*	4 *4%* *3%*	117 *4%* *83%*	124 *4%* *88%*	17 *7%* *12%*	27 *6%* *19%*	111 *4%* *79%*	112 *4%* *80%*	73 *4%* *52%*	39 *4%* *28%*	42 *4%* *30%*
Mean	**7.69**	7.61	7.83 Q	7.54	7.70	7.73 T	7.23	7.50	7.73 U	7.73 U	7.69	7.79 U	7.79 U
Standard Deviation	**1.92**	1.94	1.85	1.95	1.93	1.89	2.33	2.12	1.89	1.88	1.90	1.85	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 455

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**652** ***19%***	298 *18%* *46%*	354 *20%* *54%*	65 *19%* *10%*	131 *18%* *20%*	107 *18%* *16%*	123 *20%* *19%*	99 *19%* *15%*	128 *21%* *20%*	95 *15%* *15%*	312 *18%* *48%*	246 *23%* *38%* IJ	163 *20%* *25%*	160 *19%* *24%*	222 *19%* *34%*
9	**604** ***18%***	277 *17%* *46%*	327 *18%* *54%*	78 *23%* *13%*	121 *17%* *20%*	111 *18%* *18%*	103 *16%* *17%*	88 *17%* *15%*	103 *17%* *17%*	105 *16%* *17%*	320 *19%* *53%*	180 *17%* *30%*	161 *19%* *27%* M	117 *14%* *19%*	221 *19%* *37%* M
8	**945** ***28%***	454 *27%* *48%*	490 *28%* *52%*	91 *26%* *10%*	195 *27%* *21%*	164 *27%* *17%*	171 *27%* *18%*	160 *31%* *17%*	163 *27%* *17%*	201 *32%* *21%* K	468 *27%* *50%*	276 *26%* *29%*	211 *25%* *22%*	257 *31%* *27%*	315 *27%* *33%*
7	**494** ***14%***	243 *15%* *49%*	250 *14%* *51%*	36 *10%* *7%*	106 *15%* *21%*	90 *15%* *18%*	110 *18%* *22%* C	71 *14%* *14%*	81 *13%* *16%*	98 *15%* *20%*	254 *15%* *51%*	142 *13%* *29%*	115 *14%* *23%*	109 *13%* *22%*	178 *15%* *36%*
6	**294** ***9%***	148 *9%* *50%*	146 *8%* *50%*	27 *8%* *9%*	84 *12%* *28%* FH	51 *9%* *17%*	47 *8%* *16%*	42 *8%* *14%*	43 *7%* *15%*	56 *9%* *19%*	169 *10%* *57%* K	69 *6%* *24%*	81 *10%* *27%*	60 *7%* *21%*	101 *9%* *34%*

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

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Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**194** ***6%***	98 *6%* *51%*	95 *5%* *49%*	24 *7%* *13%*	41 *6%* *21%*	32 *5%* *16%*	43 *7%* *22%*	28 *5%* *14%*	25 *4%* *13%*	32 *5%* *16%*	88 *5%* *45%*	74 *7%* *38%*	50 *6%* *26%*	52 *6%* *27%*	62 *5%* *32%*
4	**57** ***2%***	30 *2%* *52%*	27 *2%* *48%*	9 *3%* *17%*	10 *1%* *17%*	7 *1%* *13%*	10 *2%* *18%*	6 *1%* *10%*	14 *2%* *25%*	14 *2%* *25%*	24 *1%* *42%*	18 *2%* *33%*	10 *1%* *17%*	13 *2%* *23%*	19 *2%* *34%*
3	**29** ***1%***	17 *1%* *59%*	12 *1%* *41%*	7 *2%* *25%*	7 *1%* *24%*	3 *1%* *12%*	3 *** *11%*	2 *** *9%*	6 *1%* *19%*	5 *1%* *16%*	10 *1%* *36%*	14 *1%* *48%*	5 *1%* *19%*	9 *1%* *32%*	8 *1%* *28%*
2	**22** ***1%***	18 *1%* *80%* B	4 *** *20%*	2 *1%* *8%*	4 *1%* *18%*	6 *1%* *25%*	2 *** *11%*	* * *2%*	8 *1%* *35%* G	4 *1%* *18%*	10 *1%* *46%*	8 *1%* *36%*	2 *** *10%*	6 *1%* *25%*	11 *1%* *50%*
1	**33** ***1%***	26 *2%* *77%* B	8 *** *23%*	4 *1%* *13%* F	5 *1%* *15%*	15 *2%* *44%* DFH	* * *1%*	6 *1%* *19%* F	2 *** *7%*	7 *1%* *21%*	17 *1%* *50%*	10 *1%* *29%*	7 *1%* *22%*	9 *1%* *28%*	11 *1%* *33%*
Don't know	**104** ***3%***	49 *3%* *47%*	55 *3%* *53%*	3 *1%* *3%*	20 *3%* *19%*	14 *2%* *13%*	13 *2%* *13%*	19 *4%* *19%* C	35 *6%* *33%* CDEF	21 *3%* *20%*	49 *3%* *47%*	35 *3%* *34%*	23 *3%* *22%*	38 *5%* *36%*	29 *2%* *28%*
Net: 10/9/8/7	**2695** ***79%***	1273 *77%* *47%*	1421 *80%* *53%* A	270 *78%* *10%*	553 *76%* *21%*	471 *79%* *17%*	507 *81%* *19%*	417 *80%* *15%*	476 *78%* *18%*	499 *78%* *19%*	1353 *79%* *50%*	843 *79%* *31%*	651 *78%* *24%*	642 *77%* *24%*	935 *79%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 455

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1256** ***37%***	576 *35%* *46%*	681 *39%* *54%*	143 *41%* *11%*	252 *35%* *20%*	217 *36%* *17%*	225 *36%* *18%*	187 *36%* *15%*	232 *38%* *18%*	200 *31%* *16%*	631 *37%* *50%* I	425 *40%* *34%* I	325 *39%* *26%*	277 *33%* *22%*	443 *38%* *35%*
Net: 6/5/4	**544** ***16%***	276 *17%* *51%*	268 *15%* *49%*	61 *18%* *11%*	134 *19%* *25%* H	90 *15%* *17%*	101 *16%* *19%*	75 *14%* *14%*	82 *14%* *15%*	101 *16%* *19%*	281 *16%* *52%*	162 *15%* *30%*	140 *17%* *26%*	125 *15%* *23%*	182 *15%* *33%*
Net: 3/2/1	**84** ***2%***	60 *4%* *72%* B	24 *1%* *28%*	13 *4%* *16%* F	16 *2%* *19%*	24 *4%* *28%* F	6 *1%* *7%*	9 *2%* *11%*	16 *3%* *19%*	15 *2%* *18%*	37 *2%* *44%*	31 *3%* *37%*	15 *2%* *18%*	24 *3%* *29%*	30 *3%* *36%*
Mean	**7.85**	7.72	7.98 A	7.79	7.79	7.75	7.90	7.93	7.95	7.74	7.86	7.91	7.92	7.82	7.86
Standard Deviation	**1.79**	1.91	1.66	1.95	1.75	1.94	1.63	1.70	1.80	1.74	1.74	1.87	1.73	1.83	1.79

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Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**652** ***19%***	56 *18%* *9%*	33 *19%* *5%*	18 *17%* *3%*	545 *19%* *84%*	598 *19%* *92%*	54 *22%* *8%*	97 *20%* *15%*	545 *19%* *83%*	554 *19%* *85%*	358 *19%* *55%*	193 *18%* *30%*	203 *18%* *31%*
9	**604** ***18%***	48 *15%* *8%*	36 *21%* *6%* O	20 *19%* *3%*	500 *18%* *83%*	581 *18%* *96%* T	23 *9%* *4%*	84 *17%* *14%*	511 *18%* *85%*	518 *18%* *86%*	301 *16%* *50%*	216 *20%* *36%* X	234 *20%* *39%* X
8	**945** ***28%***	83 *27%* *9%*	48 *27%* *5%*	31 *30%* *3%*	782 *28%* *83%*	881 *28%* *93%*	63 *26%* *7%*	129 *26%* *14%*	797 *28%* *84%*	815 *28%* *86%*	522 *28%* *55%*	287 *27%* *30%*	312 *27%* *33%*
7	**494** ***14%***	55 *18%* *11%* Q	26 *15%* *5%*	12 *11%* *2%*	401 *14%* *81%*	453 *14%* *92%*	40 *16%* *8%*	65 *13%* *13%*	425 *15%* *86%*	427 *15%* *87%*	270 *15%* *55%*	158 *15%* *32%*	165 *14%* *33%*
6	**294** ***9%***	31 *10%* *10%*	13 *7%* *4%*	9 *8%* *3%*	242 *9%* *82%*	272 *9%* *93%*	22 *9%* *7%*	35 *7%* *12%*	256 *9%* *87%*	259 *9%* *88%*	170 *9%* *58%*	87 *8%* *29%*	94 *8%* *32%*

GfK NOP

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Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**194** ***6%***	14 *5%* *7%*	7 *4%* *4%*	9 *8%* *4%* OPR	163 *6%* *84%*	174 *5%* *90%*	20 *8%* *10%*	34 *7%* *18%*	157 *5%* *81%*	159 *5%* *82%*	109 *6%* *56%*	50 *5%* *26%*	53 *5%* *27%*
4	**57** ***2%***	9 *3%* *17%* R	3 *2%* *5%*	2 *2%* *4%*	42 *1%* *74%*	52 *2%* *93%*	4 *2%* *7%*	10 *2%* *17%*	47 *2%* *83%*	47 *2%* *83%*	26 *1%* *45%*	21 *2%* *37%*	23 *2%* *40%*
3	**29** ***1%***	4 *1%* *14%*	2 *1%* *5%*	* * *1%*	23 *1%* *79%*	25 *1%* *89%*	3 *1%* *11%*	3 *1%* *9%*	26 *1%* *91%*	26 *1%* *91%*	15 *1%* *51%*	12 *1%* *41%*	12 *1%* *41%*
2	**22** ***1%***	2 *1%* *10%*	1 *1%* *5%*	- - -	19 *1%* *86%*	19 *1%* *83%*	4 *2%* *17%*	7 *2%* *33%* VW	14 * *62%*	15 *1%* *67%*	10 *1%* *44%*	5 * *23%*	7 *1%* *31%*
1	**33** ***1%***	3 *1%* *10%*	1 *1%* *4%*	1 *1%* *3%*	27 *1%* *83%*	29 *1%* *88%*	4 *2%* *12%*	6 *1%* *18%*	26 *1%* *78%*	26 *1%* *78%*	11 *1%* *34%*	14 *1%* *43%*	14 *1%* *43%*
Don't know	**104** ***3%***	7 *2%* *7%*	4 *2%* *4%*	2 *2%* *2%*	91 *3%* *87%*	95 *3%* *91%*	9 *4%* *9%*	18 *4%* *17%*	86 *3%* *83%*	86 *3%* *83%*	52 *3%* *50%*	35 *3%* *33%*	37 *3%* *36%*
Net: 10/9/8/7	**2695** ***79%***	242 *77%* *9%*	143 *82%* *5%*	81 *78%* *3%*	2228 *79%* *83%*	2513 *79%* *93%*	181 *73%* *7%*	375 *77%* *14%*	2278 *79%* *85%*	2314 *79%* *86%*	1450 *79%* *54%*	854 *79%* *32%*	914 *79%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 455

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows well-made, high quality programmes - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1256** ***37%***	104 *33%* *8%*	70 *40%* *6%* O	38 *36%* *3%*	1045 *37%* *83%*	1179 *37%* *94%*	77 *31%* *6%*	181 *37%* *14%*	1056 *37%* *84%*	1071 *37%* *85%*	658 *36%* *52%*	409 *38%* *33%*	437 *38%* *35%*
Net: 6/5/4	**544** ***16%***	55 *17%* *10%*	23 *13%* *4%*	20 *19%* *4%* P	447 *16%* *82%*	498 *16%* *92%*	46 *19%* *8%*	79 *16%* *15%*	460 *16%* *85%*	465 *16%* *85%*	305 *17%* *56%*	158 *15%* *29%*	169 *15%* *31%*
Net: 3/2/1	**84** ***2%***	9 *3%* *11%*	4 *2%* *5%*	1 *1%* *2%*	69 *2%* *82%*	73 *2%* *87%*	11 *5%* *13%*	16 *3%* *19%*	66 *2%* *78%*	67 *2%* *80%*	35 *2%* *42%*	31 *3%* *37%*	33 *3%* *39%*
Mean	**7.85**	7.69	7.98 O	7.82	7.86	7.87 T	7.59	7.79	7.86	7.86	7.87	7.85	7.86
Standard Deviation	**1.79**	1.85	1.71	1.76	1.78	1.76	2.05	1.93	1.76	1.76	1.72	1.81	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 456

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows well-made, high quality programmes - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	434 *9%*	192 *8%*	231 *6%*	144 *6%*	1 *5%*	70 *6%*	48 *8%*	27 *9%*	166 *11%*	7 *13%*	356 *5%*	885 *26%*	584 *17%*	652 *19%*
9	819 *17%*	435 *19%*	420 *12%*	282 *12%*	5 *15%*	81 *7%*	80 *14%*	55 *18%*	216 *15%*	6 *13%*	666 *10%*	730 *21%*	622 *18%*	604 *18%*
8	1584 *33%*	826 *36%*	901 *25%*	621 *26%*	7 *23%*	201 *16%*	128 *22%*	75 *25%*	449 *31%*	10 *20%*	1630 *24%*	885 *26%*	988 *29%*	945 *28%*
7	916 *19%*	433 *19%*	798 *22%*	572 *24%*	7 *22%*	263 *21%*	121 *21%*	53 *18%*	251 *17%*	6 *12%*	1607 *24%*	413 *12%*	519 *15%*	494 *14%*
6	483 *10%*	179 *8%*	498 *14%*	358 *15%*	6 *19%*	245 *20%*	73 *13%*	25 *8%*	128 *9%*	6 *12%*	1103 *16%*	208 *6%*	252 *7%*	294 *9%*
5	296 *6%*	130 *6%*	325 *9%*	205 *8%*	2 *8%*	153 *12%*	62 *11%*	17 *6%*	108 *7%*	2 *4%*	706 *10%*	145 *4%*	223 *7%*	194 *6%*
4	147 *3%*	53 *2%*	163 *5%*	81 *3%*	1 *3%*	74 *6%*	19 *3%*	8 *3%*	32 *2%*	6 *11%*	308 *5%*	41 *1%*	72 *2%*	57 *2%*
3	49 *1%*	15 *1%*	83 *2%*	54 *2%*	1 *2%*	43 *3%*	11 *2%*	2 *1%*	15 *1%*	- -	139 *2%*	31 *1%*	49 *1%*	29 *1%*
2	34 *1%*	21 *1%*	39 *1%*	19 *1%*	- -	21 *2%*	7 *1%*	7 *2%*	11 *1%*	* *1%*	66 *1%*	17 *	35 *1%*	22 *1%*
1	28 *1%*	7 *	34 *1%*	13 *1%*	- -	17 *1%*	1 *	6 *2%*	17 *1%*	1 *1%*	65 *1%*	35 *1%*	57 *2%*	33 *1%*
Don't know	50 *1%*	31 *1%*	60 *2%*	80 *3%*	1 *3%*	79 *6%*	26 *4%*	25 *8%*	58 *4%*	6 *11%*	153 *2%*	28 *1%*	26 *1%*	104 *3%*
Net: 10/9/8/7	3753 *78%*	1886 *81%*	2349 *66%*	1620 *67%*	21 *65%*	615 *49%*	377 *66%*	210 *70%*	1082 *75%*	29 *59%*	4259 *63%*	2913 *85%*	2713 *79%*	2695 *79%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 456

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows well-made, high quality programmes - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	1253 *26%*	627 *27%*	650 *18%*	427 *18%*	6 *20%*	152 *12%*	128 *22%*	82 *27%*	382 *26%*	13 *26%*	1022 *15%*	1615 *47%*	1206 *35%*	1256 *37%*
Net: 6/5/4	926 *19%*	362 *16%*	987 *28%*	644 *27%*	9 *29%*	472 *38%*	153 *27%*	50 *17%*	269 *19%*	14 *28%*	2117 *31%*	394 *12%*	547 *16%*	544 *16%*
Net: 3/2/1	112 *2%*	43 *2%*	156 *4%*	85 *4%*	1 *2%*	81 *7%*	19 *3%*	15 *5%*	44 *3%*	1 *2%*	269 *4%*	83 *2%*	141 *4%*	84 *2%*
Mean	7.52	7.64	7.02	7.10	7.16	6.50	7.17	7.39	7.51	7.21	6.90	8.17	7.69	7.85
Standard Deviation	1.66	1.56	1.81	1.69	1.58	1.90	1.79	1.98	1.78	2.13	1.75	1.76	1.92	1.79

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 457

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**164** ***3%***	62 *3%* *37%*	103 *4%* *63%* A	22 *5%* *14%* EF	32 *3%* *20%*	21 *3%* *13%*	21 *2%* *13%*	27 *4%* *16%*	41 *4%* *25%*	13 *1%* *8%*	74 *3%* *45%* I	77 *5%* *47%* IJ	33 *3%* *20%*	54 *4%* *33%*	56 *3%* *34%*
9	**236** ***5%***	104 *5%* *44%*	132 *5%* *56%*	33 *8%* *14%* EF	55 *6%* *23%*	28 *3%* *12%*	35 *4%* *15%*	34 *4%* *14%*	51 *5%* *22%*	32 *3%* *13%*	117 *5%* *50%*	87 *6%* *37%* I	76 *6%* *32%* N	53 *4%* *22%*	66 *4%* *28%*
8	**807** ***17%***	362 *16%* *45%*	445 *17%* *55%*	65 *15%* *8%*	178 *18%* *22%* G	127 *16%* *16%*	135 *16%* *17%*	108 *14%* *13%*	194 *19%* *24%* G	138 *14%* *17%*	405 *17%* *50%*	264 *17%* *33%*	217 *18%* *27%*	184 *15%* *23%*	276 *17%* *34%*
7	**1129** ***23%***	533 *24%* *47%*	596 *23%* *53%*	90 *21%* *8%*	252 *26%* *22%* H	209 *25%* *18%* H	216 *25%* *19%* H	177 *23%* *16%* H	184 *18%* *16%*	235 *25%* *21%* K	602 *26%* *53%* K	292 *19%* *26%*	250 *21%* *22%*	319 *26%* *28%* L	365 *22%* *32%*
6	**877** ***18%***	451 *20%* *51%* B	426 *16%* *49%*	79 *19%* *9%*	175 *18%* *20%*	164 *20%* *19%* H	176 *21%* *20%* H	135 *18%* *15%*	149 *15%* *17%*	202 *21%* *23%* K	426 *18%* *49%*	249 *16%* *28%*	197 *17%* *22%*	209 *17%* *24%*	320 *20%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 457

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**679** ***14%***	306 *14%* *45%*	373 *14%* *55%*	64 *15%* *9%*	126 *13%* *19%*	135 *16%* *20%* F	101 *12%* *15%*	119 *16%* *18%*	134 *13%* *20%*	154 *16%* *23%* J	292 *12%* *43%*	233 *15%* *34%*	156 *13%* *23%*	178 *15%* *26%*	233 *14%* *34%*
4	**313** ***6%***	161 *7%* *51%*	153 *6%* *49%*	26 *6%* *8%*	66 *7%* *21%*	35 *4%* *11%*	64 *8%* *21%* E	70 *9%* *22%* EH	51 *5%* *16%*	62 *6%* *20%*	148 *6%* *47%*	104 *7%* *33%*	84 *7%* *27%*	68 *6%* *22%*	116 *7%* *37%*
3	**135** ***3%***	63 *3%* *46%*	72 *3%* *54%*	11 *3%* *8%*	21 *2%* *16%*	25 *3%* *19%*	23 *3%* *17%*	17 *2%* *12%*	38 *4%* *28%*	25 *3%* *18%*	66 *3%* *49%*	45 *3%* *33%*	26 *2%* *19%*	43 *4%* *32%*	47 *3%* *35%*
2	**89** ***2%***	53 *2%* *59%* B	37 *1%* *41%*	10 *2%* *12%*	13 *1%* *15%*	20 *2%* *23%*	15 *2%* *17%*	13 *2%* *15%*	17 *2%* *20%*	25 *3%* *28%*	39 *2%* *44%*	25 *2%* *28%*	13 *1%* *14%*	27 *2%* *30%*	28 *2%* *31%*
1	**85** ***2%***	47 *2%* *56%*	38 *1%* *44%*	17 *4%* *20%* DF GH	12 *1%* *15%*	15 *2%* *18%*	12 *1%* *15%*	11 *1%* *13%*	17 *2%* *20%*	11 *1%* *13%*	43 *2%* *51%*	31 *2%* *36%*	19 *2%* *22%*	22 *2%* *25%*	26 *2%* *31%*
Don't know	**326** ***7%***	116 *5%* *36%*	209 *8%* *64%* A	8 *2%* *2%*	37 *4%* *11%*	39 *5%* *12%* C	57 *7%* *17%* CD	55 *7%* *17%* CD	130 *13%* *40%* CDEF G	57 *6%* *17%*	137 *6%* *42%*	133 *9%* *41%* IJ	107 *9%* *33%* MN	62 *5%* *19%*	101 *6%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 457

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**2336** ***48%***	1060 *47%* *45%*	1276 *49%* *55%*	209 *49%* *9%*	518 *53%* *22%* EF GH	385 *47%* *16%*	407 *48%* *17%*	345 *45%* *15%*	470 *47%* *20%*	417 *44%* *18%*	1198 *51%* *51%* IK	721 *47%* *31%*	576 *49%* *25%*	610 *50%* *26%*	762 *47%* *33%*
Net: 10/9	**400** ***8%***	166 *7%* *41%*	235 *9%* *59%*	55 *13%* *14%* EF G	87 *9%* *22%*	50 *6%* *12%*	56 *7%* *14%*	61 *8%* *15%*	92 *9%* *23%* E	45 *5%* *11%*	191 *8%* *48%* I	165 *11%* *41%* IJ	109 *9%* *27%*	107 *9%* *27%*	121 *7%* *30%*
Net: 6/5/4	**1870** ***39%***	918 *41%* *49%* B	952 *37%* *51%*	169 *40%* *9%*	367 *38%* *20%*	334 *41%* *18%* H	341 *40%* *18%* H	324 *42%* *17%* H	334 *33%* *18%*	418 *44%* *22%* JK	866 *37%* *46%*	586 *38%* *31%*	437 *37%* *23%*	455 *37%* *24%*	668 *41%* *36%*
Net: 3/2/1	**309** ***6%***	163 *7%* *53%*	147 *6%* *47%*	38 *9%* *12%* D	47 *5%* *15%*	61 *7%* *20%*	50 *6%* *16%*	40 *5%* *13%*	72 *7%* *23%*	61 *6%* *20%*	148 *6%* *48%*	100 *7%* *32%*	58 *5%* *19%*	91 *7%* *30%* L	101 *6%* *33%*
Mean	**6.36**	6.26	6.45 A	6.32	6.50 E G	6.25	6.32	6.26	6.44	6.17	6.41 I	6.40 I	6.46	6.35	6.32
Standard Deviation	**1.84**	1.85	1.82	2.09	1.75	1.78	1.75	1.81	1.94	1.69	1.81	1.95	1.81	1.87	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 457

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**164** ***3%***	9 *2%* *6%*	6 *3%* *4%*	6 *4%* *4%* O	143 *4%* *87%*	147 *3%* *89%*	18 *7%* *11%* S	34 *5%* *21%* YZ	129 *3%* *78%*	131 *3%* *79%*	89 *4%* *54%*	41 *3%* *25%*	44 *3%* *27%*
9	**236** ***5%***	25 *6%* *10%*	9 *4%* *4%*	8 *6%* *3%*	194 *5%* *82%*	220 *5%* *93%*	17 *6%* *7%*	30 *4%* *13%*	204 *5%* *86%*	206 *5%* *87%*	129 *5%* *55%*	77 *5%* *32%*	82 *5%* *35%*
8	**807** ***17%***	60 *14%* *7%*	48 *19%* *6%* O	21 *15%* *3%*	678 *17%* *84%*	763 *17%* *95%*	44 *16%* *5%*	100 *14%* *12%*	699 *17%* *87%*	707 *17%* *88%*	437 *17%* *54%*	266 *17%* *33%*	277 *16%* *34%*
7	**1129** ***23%***	95 *23%* *8%*	65 *25%* *6%*	35 *26%* *3%*	934 *23%* *83%*	1075 *24%* *95%*	54 *20%* *5%*	173 *24%* *15%*	940 *23%* *83%*	954 *23%* *85%*	590 *23%* *52%*	361 *23%* *32%*	382 *23%* *34%*
6	**877** ***18%***	81 *19%* *9%*	45 *17%* *5%*	27 *19%* *3%*	725 *18%* *83%*	830 *18%* *95%*	47 *18%* *5%*	113 *16%* *13%*	755 *19%* *86%*	762 *18%* *87%*	464 *18%* *53%*	297 *19%* *34%*	319 *19%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 457

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**679** ***14%***	62 *15%* *9%*	35 *14%* *5%*	15 *11%* *2%*	567 *14%* *84%*	645 *14%* *95%*	34 *13%* *5%*	96 *13%* *14%*	577 *14%* *85%*	581 *14%* *86%*	341 *14%* *50%*	240 *15%* *35%*	250 *15%* *37%*
4	**313** ***6%***	27 *6%* *9%* Q	13 *5%* *4%*	5 *4%* *2%*	268 *7%* *85%* Q	288 *6%* *92%*	26 *10%* *8%*	43 *6%* *14%*	267 *7%* *85%*	271 *7%* *86%*	152 *6%* *48%*	117 *7%* *37%*	122 *7%* *39%*
3	**135** ***3%***	7 *2%* *5%*	7 *3%* *5%*	5 *4%* *4%* O	116 *3%* *86%*	129 *3%* *95%*	6 *2%* *5%*	27 *4%* *20%*	107 *3%* *79%*	108 *3%* *80%*	71 *3%* *52%*	36 *2%* *27%*	41 *2%* *30%*
2	**89** ***2%***	13 *3%* *15%* R	7 *3%* *8%* R	2 *1%* *2%*	67 *2%* *75%*	84 *2%* *94%*	5 *2%* *6%*	7 *1%* *7%*	81 *2%* *91%*	83 *2%* *93%*	49 *2%* *55%*	32 *2%* *36%*	32 *2%* *36%*
1	**85** ***2%***	11 *3%* *13%*	4 *2%* *5%*	3 *2%* *3%*	67 *2%* *79%*	74 *2%* *87%*	11 *4%* *13%* S	11 *1%* *12%*	73 *2%* *87%*	74 *2%* *88%*	50 *2%* *59%*	24 *2%* *28%*	28 *2%* *33%*
Don't know	**326** ***7%***	29 *7%* *9%*	17 *7%* *5%*	10 *7%* *3%*	270 *7%* *83%*	320 *7%* *98%* T	6 *2%* *2%*	78 *11%* *24%* VWXY Z	247 *6%* *76%*	248 *6%* *76%*	143 *6%* *44%*	104 *6%* *32%*	111 *7%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 457

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**2336** ***48%***	189 *45%* *8%*	129 *50%* *6%*	71 *51%* *3%* O	1949 *48%* *83%*	2204 *48%* *94%*	132 *49%* *6%*	337 *47%* *14%*	1972 *48%* *84%*	1998 *48%* *86%*	1246 *50%* *53%*	746 *47%* *32%*	785 *46%* *34%*
Net: 10/9	**400** ***8%***	34 *8%* *8%*	16 *6%* *4%*	14 *10%* *3%* P	337 *8%* *84%*	366 *8%* *91%*	34 *13%* *8%* S	64 *9%* *16%*	332 *8%* *83%*	336 *8%* *84%*	218 *9%* *55%*	118 *7%* *29%*	126 *7%* *31%*
Net: 6/5/4	**1870** ***39%***	169 *41%* *9%* Q	93 *36%* *5%*	47 *34%* *3%*	1560 *39%* *83%*	1763 *39%* *94%*	107 *40%* *6%*	252 *35%* *13%*	1599 *39%* *85%*	1614 *39%* *86%*	957 *38%* *51%*	654 *41%* *35%* U	692 *41%* *37%* U
Net: 3/2/1	**309** ***6%***	31 *7%* *10%*	18 *7%* *6%*	10 *7%* *3%*	250 *6%* *81%*	287 *6%* *93%*	22 *8%* *7%*	44 *6%* *14%*	261 *6%* *85%*	265 *6%* *86%*	170 *7%* *55%*	92 *6%* *30%*	101 *6%* *33%*
Mean	**6.36**	6.21	6.34	6.49 O	6.37	6.36	6.31	6.40	6.35	6.35	6.38	6.31	6.30
Standard Deviation	**1.84**	1.90	1.81	1.86	1.83	1.82	2.13	1.85	1.84	1.84	1.86	1.79	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 458

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**78** ***3%***	42 *4%* *54%*	36 *3%* *46%*	9 *5%* *12%*	14 *4%* *18%*	8 *2%* *10%*	8 *2%* *11%*	11 *3%* *15%*	27 *4%* *35%*	10 *2%* *13%*	32 *3%* *41%*	35 *5%* *45%*	23 *4%* *30%* N	28 *5%* *37%* N	16 *2%* *20%*
9	**151** ***6%***	78 *7%* *52%*	73 *6%* *48%*	13 *8%* *9%*	26 *8%* *17%*	28 *8%* *19%* F	19 *4%* *12%*	30 *7%* *20%*	35 *6%* *23%*	28 *6%* *18%*	76 *7%* *51%*	47 *6%* *31%*	48 *9%* *32%*	32 *6%* *21%*	53 *6%* *35%*
8	**538** ***23%***	284 *24%* *53%*	254 *22%* *47%*	28 *16%* *5%*	88 *26%* *16%* C	75 *23%* *14%*	113 *26%* *21%* C	103 *24%* *19%*	132 *21%* *25%*	131 *27%* *24%* K	259 *24%* *48%*	148 *20%* *28%*	121 *23%* *23%*	134 *23%* *25%*	205 *24%* *38%*
7	**539** ***23%***	273 *23%* *51%*	266 *23%* *49%*	43 *25%* *8%*	92 *27%* *17%* H	81 *25%* *15%*	116 *26%* *21%* H	87 *20%* *16%*	119 *19%* *22%*	114 *23%* *21%*	273 *25%* *51%* K	151 *20%* *28%*	99 *19%* *18%*	138 *23%* *26%*	201 *24%* *37%*
6	**383** ***16%***	194 *17%* *51%*	188 *16%* *49%*	37 *21%* *10%* H	56 *17%* *15%*	63 *19%* *16%* H	66 *15%* *17%*	80 *19%* *21%* H	81 *13%* *21%*	92 *19%* *24%*	179 *17%* *47%*	112 *15%* *29%*	82 *16%* *22%*	98 *17%* *26%*	144 *17%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 458

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**257** ***11%***	129 *11%* *50%*	128 *11%* *50%*	26 *15%* *10%* D	24 *7%* *9%*	27 *8%* *11%*	46 *11%* *18%*	44 *10%* *17%*	90 *15%* *35%* DE	45 *9%* *18%*	114 *11%* *44%*	98 *13%* *38%*	49 *9%* *19%*	69 *12%* *27%*	101 *12%* *39%*
4	**124** ***5%***	62 *5%* *50%*	62 *5%* *50%*	10 *6%* *8%*	18 *5%* *14%*	18 *5%* *14%*	27 *6%* *22%*	20 *5%* *16%*	32 *5%* *26%*	24 *5%* *20%*	48 *4%* *39%*	51 *7%* *42%*	33 *6%* *26%*	26 *4%* *21%*	46 *5%* *37%*
3	**41** ***2%***	21 *2%* *51%*	20 *2%* *49%*	3 *2%* *8%*	4 *1%* *9%*	4 *1%* *9%*	6 *1%* *15%*	13 *3%* *32%*	11 *2%* *27%*	5 *1%* *13%*	20 *2%* *49%*	16 *2%* *38%*	10 *2%* *23%*	10 *2%* *25%*	16 *2%* *38%*
2	**29** ***1%***	21 *2%* *72%*	8 *1%* *28%*	- - -	4 *1%* *13%*	6 *2%* *19%*	4 *1%* *13%*	8 *2%* *28%*	8 *1%* *27%*	6 *1%* *20%*	13 *1%* *44%*	11 *1%* *37%*	8 *2%* *27%*	7 *1%* *23%*	9 *1%* *30%*
1	**24** ***1%***	15 *1%* *62%*	9 *1%* *38%*	1 *1%* *5%*	1 *** *4%*	6 *2%* *25%*	4 *1%* *15%*	1 *** *6%*	11 *2%* *45%*	2 *** *7%*	10 *1%* *41%*	13 *2%* *52%*	7 *1%* *30%*	5 *1%* *20%*	6 *1%* *26%*
Don't know	**157** ***7%***	56 *5%* *36%*	101 *9%* *64%* A	4 *2%* *2%*	9 *3%* *6%*	15 *5%* *10%*	28 *6%* *18%*	31 *7%* *20%* D	70 *11%* *44%* CDEF	35 *7%* *22%*	54 *5%* *35%*	68 *9%* *43%* J	45 *9%* *29%*	40 *7%* *26%*	46 *5%* *29%*
Net: 10/9/8/7	**1305** ***56%***	677 *58%* *52%*	629 *55%* *48%*	93 *53%* *7%*	220 *66%* *17%* CG H	192 *58%* *15%*	256 *59%* *20%* H	231 *54%* *18%*	313 *51%* *24%*	283 *57%* *22%*	641 *59%* *49%* K	381 *51%* *29%*	292 *56%* *22%*	333 *57%* *26%*	475 *56%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 458

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**228** ***10%***	119 *10%* *52%*	109 *10%* *48%*	22 *13%* *10%* F	40 *12%* *18%* F	36 *11%* *16%*	27 *6%* *12%*	41 *10%* *18%*	62 *10%* *27%*	38 *8%* *17%*	108 *10%* *47%*	82 *11%* *36%*	72 *14%* *31%* N	61 *10%* *27%*	69 *8%* *30%*
Net: 6/5/4	**763** ***33%***	385 *33%* *50%*	378 *33%* *50%*	72 *42%* *9%* D	98 *29%* *13%*	108 *33%* *14%*	139 *32%* *18%*	143 *33%* *19%*	203 *33%* *27%*	162 *33%* *21%*	340 *32%* *45%*	261 *35%* *34%*	164 *31%* *21%*	193 *33%* *25%*	291 *35%* *38%*
Net: 3/2/1	**95** ***4%***	57 *5%* *60%*	38 *3%* *40%*	4 *3%* *5%*	9 *3%* *9%*	15 *5%* *16%*	14 *3%* *15%*	23 *5%* *24%*	30 *5%* *32%*	13 *3%* *14%*	43 *4%* *45%*	39 *5%* *41%*	25 *5%* *26%*	22 *4%* *23%*	31 *4%* *33%*
Mean	**6.70**	6.68	6.71	6.66	6.96 H	6.70	6.68	6.67	6.59	6.78	6.76	6.55	6.77	6.76	6.66
Standard Deviation	**1.72**	1.78	1.67	1.66	1.59	1.76	1.60	1.73	1.88	1.55	1.67	1.90	1.87	1.71	1.64

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 458

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**78** ***3%***	4 *2%* *6%*	4 *4%* *6%*	1 *3%* *2%*	67 *3%* *87%*	74 *3%* *95%*	4 *5%* *5%*	16 *4%* *21%*	61 *3%* *79%*	61 *3%* *79%*	36 *3%* *47%*	25 *3%* *33%*	27 *3%* *35%*
9	**151** ***6%***	7 *4%* *4%*	5 *5%* *4%*	5 *8%* *3%* O	134 *7%* *89%* O	145 *6%* *96%*	6 *7%* *4%*	19 *5%* *12%*	132 *7%* *88%*	132 *7%* *88%*	65 *6%* *43%*	67 *7%* *44%*	69 *7%* *46%*
8	**538** ***23%***	37 *20%* *7%*	28 *23%* *5%*	13 *23%* *2%*	461 *24%* *86%*	521 *23%* *97%*	17 *20%* *3%*	79 *21%* *15%*	452 *23%* *84%*	460 *24%* *85%*	249 *24%* *46%*	209 *23%* *39%*	220 *23%* *41%*
7	**539** ***23%***	53 *28%* *10%* R	34 *28%* *6%* R	14 *25%* *3%*	438 *22%* *81%*	517 *23%* *96%*	22 *25%* *4%*	82 *22%* *15%*	447 *23%* *83%*	456 *23%* *85%*	243 *23%* *45%*	213 *24%* *40%*	229 *24%* *43%*
6	**383** ***16%***	32 *17%* *8%*	18 *15%* *5%*	9 *16%* *2%*	324 *17%* *85%*	371 *17%* *97%*	11 *13%* *3%*	55 *15%* *14%*	324 *17%* *85%*	328 *17%* *86%*	170 *16%* *44%*	157 *17%* *41%*	165 *17%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 458

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**257** ***11%***	17 *9%* *7%*	16 *13%* *6%*	5 *9%* *2%*	219 *11%* *85%*	245 *11%* *95%*	12 *14%* *5%*	29 *8%* *11%*	228 *12%* *89%*	228 *12%* *89%*	123 *12%* *48%*	105 *12%* *41%*	110 *12%* *43%*
4	**124** ***5%***	12 *6%* *10%*	5 *4%* *4%*	2 *4%* *2%*	105 *5%* *85%*	116 *5%* *94%*	8 *9%* *6%*	25 *7%* *20%*	98 *5%* *79%*	99 *5%* *80%*	50 *5%* *41%*	47 *5%* *38%*	48 *5%* *39%*
3	**41** ***2%***	3 *2%* *8%*	1 *1%* *3%*	1 *2%* *3%*	36 *2%* *86%*	41 *2%* *100%*	- - -	8 *2%* *19%*	33 *2%* *79%*	34 *2%* *81%*	19 *2%* *46%*	14 *2%* *35%*	18 *2%* *43%*
2	**29** ***1%***	3 *2%* *10%*	2 *2%* *7%*	1 *1%* *2%*	24 *1%* *80%*	28 *1%* *96%*	1 *1%* *4%*	3 *1%* *11%*	25 *1%* *85%*	26 *1%* *89%*	18 *2%* *60%*	7 *1%* *25%*	7 *1%* *25%*
1	**24** ***1%***	4 *2%* *16%*	1 *1%* *3%*	1 *2%* *4%*	18 *1%* *76%*	22 *1%* *91%*	2 *3%* *9%*	3 *1%* *14%*	20 *1%* *85%*	21 *1%* *86%*	12 *1%* *48%*	9 *1%* *38%*	10 *1%* *41%*
Don't know	**157** ***7%***	15 *8%* *10%*	6 *5%* *4%*	4 *7%* *3%*	132 *7%* *84%*	153 *7%* *97%*	4 *5%* *3%*	48 *13%* *31%* VWXY Z	109 *6%* *69%*	109 *6%* *69%*	58 *6%* *37%*	51 *6%* *33%*	54 *6%* *35%*
Net: 10/9/8/7	**1305** ***56%***	100 *54%* *8%*	71 *60%* *5%*	33 *58%* *3%*	1100 *56%* *84%*	1256 *56%* *96%*	49 *56%* *4%*	196 *53%* *15%*	1092 *57%* *84%*	1110 *57%* *85%*	593 *57%* *45%*	514 *57%* *39%*	545 *57%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 458

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**228** ***10%***	11 *6%* *5%*	10 *8%* *4%*	6 *11%* *3%* O	201 *10%* *88%* O	218 *10%* *96%*	10 *11%* *4%*	35 *9%* *15%*	193 *10%* *85%*	193 *10%* *85%*	101 *10%* *44%*	92 *10%* *40%*	96 *10%* *42%*
Net: 6/5/4	**763** ***33%***	61 *33%* *8%*	38 *32%* *5%*	17 *29%* *2%*	648 *33%* *85%*	732 *33%* *96%*	31 *35%* *4%*	108 *30%* *14%*	650 *34%* *85%*	655 *34%* *86%*	343 *33%* *45%*	309 *34%* *41%*	324 *34%* *42%*
Net: 3/2/1	**95** ***4%***	10 *5%* *11%*	4 *3%* *4%*	3 *5%* *3%*	78 *4%* *82%*	92 *4%* *97%*	3 *4%* *3%*	15 *4%* *15%*	78 *4%* *82%*	80 *4%* *85%*	49 *5%* *51%*	31 *3%* *32%*	35 *4%* *37%*
Mean	**6.70**	6.47	6.73	6.72	6.72 O	6.70	6.58	6.72	6.70	6.70	6.68	6.72	6.71
Standard Deviation	**1.72**	1.77	1.64	1.79	1.72	1.72	1.90	1.77	1.72	1.72	1.75	1.67	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 459

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**97** ***3%***	34 *2%* *35%*	63 *3%* *65%*	10 *3%* *10%*	13 *2%* *14%*	13 *2%* *13%*	22 *3%* *23%*	18 *3%* *18%*	21 *3%* *22%*	6 *1%* *6%*	41 *2%* *42%*	51 *4%* *52%* IJ	30 *3%* *31%*	24 *3%* *24%*	26 *2%* *26%*
9	**152** ***4%***	61 *4%* *40%*	91 *4%* *60%*	26 *7%* *17%* EF	33 *5%* *22%*	19 *3%* *12%*	21 *3%* *14%*	19 *4%* *13%*	34 *5%* *23%*	16 *3%* *11%*	59 *3%* *39%*	76 *6%* *50%* IJ	43 *4%* *28%*	37 *4%* *24%*	41 *4%* *27%*
8	**494** ***14%***	196 *13%* *40%*	298 *15%* *60%*	67 *19%* *14%* FG	105 *15%* *21%*	90 *14%* *18%*	80 *13%* *16%*	60 *11%* *12%*	91 *13%* *18%*	75 *14%* *15%*	265 *15%* *54%* K	154 *12%* *31%*	145 *15%* *29%*	103 *12%* *21%*	157 *15%* *32%*
7	**753** ***21%***	308 *20%* *41%*	445 *22%* *59%*	54 *15%* *7%*	149 *22%* *20%* C	157 *24%* *21%* CG	153 *24%* *20%* CG	95 *18%* *13%*	144 *21%* *19%*	115 *21%* *15%*	384 *22%* *51%*	254 *20%* *34%*	202 *21%* *27%*	219 *25%* *29%* N	203 *19%* *27%*
6	**670** ***19%***	293 *19%* *44%*	377 *19%* *56%*	68 *19%* *10%*	145 *21%* *22%* H	114 *18%* *17%*	128 *20%* *19%* H	114 *22%* *17%* H	102 *15%* *15%*	94 *17%* *14%*	346 *20%* *52%*	230 *18%* *34%*	183 *19%* *27%*	165 *19%* *25%*	200 *19%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 459

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**533** ***15%***	250 *16%* *47%*	283 *14%* *53%*	69 *19%* *13%*	92 *14%* *17%*	101 *16%* *19%*	98 *15%* *18%*	78 *15%* *15%*	93 *13%* *18%*	93 *17%* *17%*	248 *14%* *47%*	192 *15%* *36%*	129 *13%* *24%*	143 *16%* *27%*	166 *16%* *31%*
4	**250** ***7%***	123 *8%* *49%*	127 *6%* *51%*	16 *4%* *6%*	60 *9%* *24%* C	43 *7%* *17%*	37 *6%* *15%*	51 *10%* *20%* CF	43 *6%* *17%*	51 *9%* *21%*	114 *7%* *46%*	84 *7%* *34%*	70 *7%* *28%*	57 *6%* *23%*	75 *7%* *30%*
3	**154** ***4%***	70 *5%* *45%*	85 *4%* *55%*	26 *7%* *17%* D	18 *3%* *11%*	24 *4%* *16%*	30 *5%* *20%*	21 *4%* *14%*	35 *5%* *23%*	30 *5%* *19%*	64 *4%* *42%*	61 *5%* *39%*	40 *4%* *26%*	31 *4%* *20%*	56 *5%* *36%*
2	**86** ***2%***	47 *3%* *55%*	39 *2%* *45%*	4 *1%* *5%*	13 *2%* *15%*	29 *4%* *34%* CD H	19 *3%* *23%* H	13 *2%* *15%*	8 *1%* *9%*	17 *3%* *20%*	45 *3%* *53%*	24 *2%* *28%*	13 *1%* *15%*	25 *3%* *29%*	28 *3%* *33%*
1	**67** ***2%***	34 *2%* *51%*	33 *2%* *49%*	13 *3%* *19%* F	9 *1%* *14%*	16 *2%* *24%*	6 *1%* *9%*	9 *2%* *13%*	14 *2%* *21%*	14 *3%* *21%*	27 *2%* *40%*	26 *2%* *39%*	17 *2%* *25%*	12 *1%* *18%*	24 *2%* *36%*
Don't know	**295** ***8%***	104 *7%* *35%*	191 *9%* *65%* A	9 *2%* *3%*	42 *6%* *14%* C	39 *6%* *13%* C	44 *7%* *15%* C	53 *10%* *18%* CE	108 *15%* *37%* CDEF G	42 *8%* *14%*	133 *8%* *45%*	120 *9%* *41%*	88 *9%* *30%*	71 *8%* *24%*	88 *8%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 459

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9/8/7	**1496** ***42%***	599 *39%* *40%*	897 *44%* *60%* A	157 *43%* *11%*	300 *44%* *20%* G	279 *43%* *19%* G	276 *43%* *18%* G	192 *36%* *13%*	291 *42%* *19%*	212 *38%* *14%*	749 *43%* *50%*	535 *42%* *36%*	420 *44%* *28%*	382 *43%* *26%*	427 *40%* *29%*
Net: 10/9	**249** ***7%***	95 *6%* *38%*	154 *8%* *62%*	36 *10%* *14%* E	46 *7%* *19%*	32 *5%* *13%*	43 *7%* *17%*	37 *7%* *15%*	56 *8%* *22%*	22 *4%* *9%*	100 *6%* *40%*	127 *10%* *51%* IJ	73 *8%* *29%*	60 *7%* *24%*	67 *6%* *27%*
Net: 6/5/4	**1453** ***41%***	666 *44%* *46%* B	787 *39%* *54%*	154 *42%* *11%* H	297 *44%* *20%* H	257 *40%* *18%*	263 *41%* *18%* H	243 *46%* *17%* H	238 *34%* *16%*	238 *43%* *16%*	709 *41%* *49%*	506 *40%* *35%*	382 *40%* *26%*	365 *41%* *25%*	441 *41%* *30%*
Net: 3/2/1	**307** ***9%***	151 *10%* *49%*	156 *8%* *51%*	43 *12%* *14%* D	40 *6%* *13%*	69 *11%* *22%* D	56 *9%* *18%*	42 *8%* *14%*	58 *8%* *19%*	61 *11%* *20%* J	136 *8%* *44%*	110 *9%* *36%*	70 *7%* *23%*	68 *8%* *22%*	109 *10%* *35%*
Mean	**6.13**	5.97	6.25 A	6.14	6.23	5.98	6.15	6.01	6.21	5.83	6.17 I	6.20 I	6.25 N	6.15	6.03
Standard Deviation	**1.89**	1.91	1.86	2.03	1.76	1.93	1.83	1.88	1.94	1.90	1.82	1.96	1.85	1.81	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 459

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**97** ***3%***	8 *2%* *8%*	6 *3%* *6%*	4 *4%* *4%*	79 *3%* *81%*	87 *3%* *89%*	11 *6%* *11%* S	17 *3%* *17%*	79 *3%* *81%*	80 *3%* *83%*	58 *3%* *59%*	23 *2%* *23%*	26 *2%* *27%*
9	**152** ***4%***	16 *5%* *11%*	7 *3%* *5%*	8 *7%* *5%* PR	121 *4%* *80%*	143 *4%* *94%*	9 *5%* *6%*	19 *4%* *13%*	133 *4%* *87%*	133 *4%* *87%*	77 *4%* *50%*	56 *5%* *37%*	57 *5%* *38%*
8	**494** ***14%***	42 *13%* *8%*	32 *15%* *6%*	15 *13%* *3%*	405 *14%* *82%*	471 *14%* *96%*	22 *13%* *4%*	74 *15%* *15%*	417 *14%* *84%*	420 *14%* *85%*	283 *15%* *57%* YZ	135 *12%* *27%*	143 *12%* *29%*
7	**753** ***21%***	59 *19%* *8%*	44 *21%* *6%*	25 *22%* *3%*	624 *21%* *83%*	718 *21%* *95%*	35 *20%* *5%*	95 *19%* *13%*	643 *21%* *85%*	657 *22%* *87%*	417 *22%* *55%*	236 *21%* *31%*	255 *21%* *34%*
6	**670** ***19%***	64 *20%* *9%*	37 *18%* *6%*	22 *19%* *3%*	548 *19%* *82%*	641 *19%* *96%*	30 *17%* *4%*	79 *16%* *12%*	580 *19%* *87%*	591 *19%* *88%*	360 *19%* *54%*	232 *20%* *35%*	244 *20%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 459

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**533** ***15%***	48 *15%* *9%*	31 *15%* *6%*	16 *14%* *3%*	438 *15%* *82%*	501 *15%* *94%*	31 *18%* *6%*	92 *18%* *17%* X	436 *15%* *82%*	438 *14%* *82%*	253 *13%* *47%*	185 *16%* *35%*	193 *16%* *36%*
4	**250** ***7%***	23 *7%* *9%*	18 *9%* *7%*	7 *6%* *3%*	202 *7%* *81%*	238 *7%* *95%*	12 *7%* *5%*	32 *6%* *13%*	216 *7%* *87%*	218 *7%* *87%*	139 *7%* *56%*	78 *7%* *31%*	84 *7%* *34%*
3	**154** ***4%***	13 *4%* *8%*	8 *4%* *5%*	7 *6%* *4%*	127 *4%* *82%*	146 *4%* *95%*	8 *5%* *5%*	21 *4%* *14%*	131 *4%* *85%*	133 *4%* *86%*	89 *5%* *57%*	45 *4%* *29%*	51 *4%* *33%*
2	**86** ***2%***	13 *4%* *15%* QR	5 *2%* *6%*	2 *2%* *2%*	66 *2%* *77%*	79 *2%* *93%*	6 *4%* *7%*	7 *1%* *8%*	75 *2%* *88%*	78 *3%* *92%*	53 *3%* *62%*	25 *2%* *30%*	25 *2%* *30%*
1	**67** ***2%***	8 *2%* *11%*	4 *2%* *6%*	2 *2%* *4%*	53 *2%* *79%*	59 *2%* *88%*	8 *5%* *12%* S	7 *1%* *10%*	60 *2%* *89%*	60 *2%* *90%*	35 *2%* *52%*	25 *2%* *38%*	27 *2%* *40%*
Don't know	**295** ***8%***	23 *7%* *8%*	17 *8%* *6%*	7 *6%* *3%*	248 *9%* *84%*	290 *9%* *98%* T	5 *3%* *2%*	57 *11%* *19%* VWX	236 *8%* *80%*	238 *8%* *81%*	127 *7%* *43%*	109 *9%* *37%* X	117 *10%* *40%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 459

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9/8/7	**1496** ***42%***	125 *40%* *8%*	90 *43%* *6%*	52 *45%* *3%*	1230 *42%* *82%*	1420 *42%* *95%*	76 *43%* *5%*	205 *41%* *14%*	1270 *42%* *85%*	1290 *42%* *86%*	834 *44%* *56%* YZ	450 *39%* *30%*	480 *39%* *32%*
Net: 10/9	**249** ***7%***	24 *8%* *10%*	13 *6%* *5%*	12 *10%* *5%* PR	200 *7%* *80%*	230 *7%* *92%*	19 *11%* *8%*	36 *7%* *15%*	211 *7%* *85%*	213 *7%* *85%*	134 *7%* *54%*	79 *7%* *32%*	83 *7%* *33%*
Net: 6/5/4	**1453** ***41%***	135 *43%* *9%*	86 *41%* *6%*	45 *39%* *3%*	1188 *41%* *82%*	1380 *41%* *95%*	72 *41%* *5%*	202 *41%* *14%*	1233 *41%* *85%*	1248 *41%* *86%*	751 *40%* *52%*	495 *43%* *34%*	522 *43%* *36%*
Net: 3/2/1	**307** ***9%***	33 *10%* *11%*	17 *8%* *5%*	11 *10%* *4%*	247 *8%* *80%*	285 *8%* *93%*	23 *13%* *7%*	36 *7%* *12%*	266 *9%* *87%*	272 *9%* *88%*	177 *9%* *57%*	95 *8%* *31%*	103 *8%* *33%*
Mean	**6.13**	6.00	6.13	6.23	6.14	6.13	6.01	6.19	6.12	6.12	6.15	6.06	6.06
Standard Deviation	**1.89**	1.98	1.89	1.96	1.87	1.87	2.21	1.86	1.89	1.89	1.91	1.86	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 460

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**129** ***5%***	58 *5%* *45%*	71 *5%* *55%*	38 *10%* *30%* EF GH	43 *7%* *33%* FH	14 *4%* *10%*	10 *3%* *7%*	15 *5%* *12%*	9 *3%* *7%*	19 *4%* *15%*	72 *6%* *56%*	37 *5%* *29%*	44 *8%* *34%* N	33 *5%* *25%*	37 *4%* *28%*
9	**247** ***10%***	103 *10%* *42%*	144 *11%* *58%*	55 *14%* *22%* FG H	96 *16%* *39%* FG H	44 *12%* *18%* FGH	22 *6%* *9%*	19 *6%* *7%*	12 *3%* *5%*	71 *15%* *29%* JK	132 *11%* *53%* K	44 *6%* *18%*	46 *8%* *18%*	58 *10%* *24%*	107 *12%* *43%* L
8	**526** ***22%***	228 *21%* *43%*	298 *22%* *57%*	76 *20%* *14%*	164 *26%* *31%* GH	94 *25%* *18%* H	85 *23%* *16%* H	56 *18%* *11%*	51 *14%* *10%*	126 *27%* *24%* K	285 *23%* *54%* K	115 *16%* *22%*	117 *21%* *22%*	117 *20%* *22%*	203 *23%* *38%*
7	**525** ***22%***	242 *23%* *46%*	284 *21%* *54%*	76 *20%* *14%*	145 *23%* *28%* H	92 *24%* *17%* H	91 *25%* *17%* H	62 *20%* *12%*	60 *16%* *11%*	103 *22%* *20%*	271 *22%* *52%*	151 *21%* *29%*	106 *19%* *20%*	154 *26%* *29%* L	175 *20%* *33%*
6	**349** ***14%***	164 *15%* *47%*	186 *14%* *53%*	53 *14%* *15%*	68 *11%* *19%*	53 *14%* *15%*	54 *15%* *15%*	54 *18%* *16%* D	67 *18%* *19%* D	59 *13%* *17%*	172 *14%* *49%*	118 *16%* *34%*	87 *15%* *25%*	79 *13%* *23%*	124 *14%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 460

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
5	**254** ***10%***	101 *9%* *40%*	153 *11%* *60%*	41 *11%* *16%*	48 *8%* *19%*	40 *10%* *16%*	44 *12%* *17%*	36 *12%* *14%*	45 *12%* *18%*	33 *7%* *13%*	124 *10%* *49%*	97 *13%* *38%* I	57 *10%* *22%*	70 *12%* *27%*	91 *11%* *36%*
4	**92** ***4%***	41 *4%* *44%*	51 *4%* *56%*	13 *3%* *14%*	14 *2%* *15%*	10 *3%* *11%*	15 *4%* *16%*	17 *5%* *18%* D	24 *6%* *26%* DE	14 *3%* *15%*	37 *3%* *40%*	41 *6%* *44%* J	25 *4%* *27%*	21 *4%* *23%*	29 *3%* *32%*
3	**55** ***2%***	31 *3%* *57%*	24 *2%* *43%*	8 *2%* *15%*	7 *1%* *12%*	8 *2%* *14%*	8 *2%* *14%*	8 *3%* *15%*	16 *4%* *29%* D	8 *2%* *15%*	22 *2%* *41%*	25 *3%* *45%*	13 *2%* *24%*	8 *1%* *15%*	24 *3%* *43%*
2	**40** ***2%***	25 *2%* *63%* B	14 *1%* *37%*	4 *1%* *9%*	9 *1%* *22%*	6 *1%* *14%*	7 *2%* *18%*	7 *2%* *17%*	8 *2%* *20%*	6 *1%* *15%*	21 *2%* *54%*	12 *2%* *32%*	10 *2%* *25%*	13 *2%* *33%*	9 *1%* *24%*
1	**20** ***1%***	10 *1%* *51%*	10 *1%* *49%*	6 *2%* *31%*	3 *1%* *17%*	3 *1%* *13%*	1 *** *7%*	* *** *2%*	6 *2%* *29%*	2 *** *9%*	10 *1%* *51%*	8 *1%* *40%*	3 *1%* *17%*	2 *** *10%*	9 *1%* *47%*
Don't know	**191** ***8%***	67 *6%* *35%*	124 *9%* *65%* A	10 *3%* *5%*	25 *4%* *13%*	22 *6%* *11%*	30 *8%* *16%* CD	35 *11%* *18%* CD E	69 *19%* *36%* CDEF G	24 *5%* *12%*	87 *7%* *45%*	80 *11%* *42%* IJ	58 *10%* *30%* N	43 *7%* *23%*	56 *6%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 460

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 10/9/8/7	**1428** ***59%***	631 *59%* *44%*	797 *59%* *56%*	245 *65%* *17%* GH	448 *72%* *31%* EF GH	244 *63%* *17%* GH	207 *57%* *15%* H	152 *49%* *11%* H	132 *36%* *9%*	319 *69%* *22%* JK	761 *62%* *53%* K	348 *48%* *24%*	312 *55%* *22%*	362 *61%* *25%*	522 *60%* *37%*
Net: 10/9	**377** ***16%***	161 *15%* *43%*	216 *16%* *57%*	93 *24%* *25%* EF GH	139 *22%* *37%* EF GH	58 *15%* *15%* FH	31 *9%* *8%*	34 *11%* *9%* H	21 *6%* *6%*	90 *19%* *24%* K	204 *17%* *54%* K	82 *11%* *22%*	90 *16%* *24%*	91 *15%* *24%*	144 *17%* *38%*
Net: 6/5/4	**696** ***29%***	306 *29%* *44%*	390 *29%* *56%*	107 *28%* *15%* D	129 *21%* *19%*	103 *27%* *15%*	113 *31%* *16%* D	107 *35%* *15%* D	136 *37%* *20%* CDE	106 *23%* *15%*	334 *27%* *48%*	256 *35%* *37%* IJ	168 *30%* *24%*	170 *28%* *24%*	244 *28%* *35%*
Net: 3/2/1	**114** ***5%***	66 *6%* *58%* B	48 *4%* *42%*	18 *5%* *16%*	19 *3%* *16%*	16 *4%* *14%*	16 *4%* *14%*	16 *5%* *14%*	30 *8%* *26%* D	16 *3%* *14%*	53 *4%* *47%*	45 *6%* *39%*	27 *5%* *23%*	23 *4%* *20%*	42 *5%* *37%*
Mean	**6.88**	6.81	6.94	7.10 F GH	7.32 E FGH	6.96 G H	6.69 H	6.61 H	6.11	7.20 K	6.98 K	6.50	6.89	6.89	6.92
Standard Deviation	**1.82**	1.88	1.77	1.96	1.69	1.70	1.67	1.81	1.90	1.67	1.80	1.90	1.89	1.76	1.81

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 460

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**129** ***5%***	8 *3%* *6%*	4 *5%* *3%*	4 *5%* *3%*	113 *6%* *88%*	125 *5%* *97%*	4 *3%* *3%*	23 *8%* *17%*	105 *5%* *81%*	107 *5%* *83%*	68 *5%* *53%*	39 *4%* *30%*	44 *5%* *34%*
9	**247** ***10%***	21 *9%* *8%*	7 *9%* *3%*	9 *10%* *3%*	211 *10%* *85%*	230 *10%* *93%*	18 *12%* *7%*	28 *10%* *11%*	219 *10%* *89%*	219 *10%* *89%*	122 *10%* *49%*	95 *11%* *38%*	96 *10%* *39%*
8	**526** ***22%***	52 *22%* *10%*	19 *24%* *4%*	18 *22%* *4%*	437 *22%* *83%*	498 *22%* *95%*	28 *20%* *5%*	69 *24%* *13%*	448 *21%* *85%*	456 *21%* *87%*	264 *21%* *50%*	190 *22%* *36%*	203 *22%* *39%*
7	**525** ***22%***	56 *24%* *11%*	17 *21%* *3%*	18 *22%* *3%*	435 *21%* *83%*	494 *22%* *94%*	31 *22%* *6%*	55 *19%* *11%*	460 *22%* *88%*	470 *22%* *89%*	291 *23%* *55%*	179 *20%* *34%*	195 *21%* *37%*
6	**349** ***14%***	37 *15%* *11%*	12 *15%* *3%*	11 *14%* *3%*	289 *14%* *83%*	323 *14%* *93%*	26 *18%* *7%*	36 *12%* *10%*	307 *15%* *88%*	313 *15%* *90%*	191 *15%* *55%*	123 *14%* *35%*	131 *14%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 460

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
5	**254** ***10%***	18 *8%* *7%*	10 *12%* *4%*	9 *11%* *3%*	218 *11%* *86%*	236 *10%* *93%*	18 *13%* *7%*	26 *9%* *10%*	228 *11%* *90%*	228 *11%* *90%*	133 *11%* *52%*	94 *11%* *37%*	100 *11%* *39%*
4	**92** ***4%***	12 *5%* *13%*	2 *2%* *2%*	3 *4%* *3%*	75 *4%* *82%*	86 *4%* *94%*	6 *4%* *6%*	14 *5%* *15%*	78 *4%* *85%*	78 *4%* *85%*	39 *3%* *43%*	39 *4%* *42%*	39 *4%* *43%*
3	**55** ***2%***	7 *3%* *12%*	2 *2%* *3%*	2 *2%* *3%*	45 *2%* *82%*	52 *2%* *94%*	3 *2%* *6%*	5 *2%* *9%*	49 *2%* *90%*	50 *2%* *91%*	32 *3%* *58%*	18 *2%* *34%*	21 *2%* *39%*
2	**40** ***2%***	4 *2%* *11%*	2 *2%* *5%*	1 *1%* *2%*	32 *2%* *82%*	38 *2%* *97%*	1 *1%* *3%*	9 *3%* *22%*	30 *1%* *75%*	31 *1%* *78%*	19 *1%* *47%*	12 *1%* *30%*	13 *1%* *32%*
1	**20** ***1%***	2 *1%* *12%*	2 *2%* *9%* R	1 *1%* *5%*	15 *1%* *74%*	17 *1%* *85%*	3 *2%* *15%*	2 *1%* *9%*	17 *1%* *88%*	18 *1%* *91%*	13 *1%* *68%*	5 *1%* *23%*	5 *** *23%*
Don't know	**191** ***8%***	22 *9%* *12%*	5 *7%* *3%*	7 *8%* *4%*	157 *8%* *82%*	186 *8%* *97%*	5 *3%* *3%*	28 *10%* *15%*	159 *8%* *84%*	163 *8%* *85%*	81 *6%* *42%*	81 *9%* *42%*	86 *9%* *45%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 460

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
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Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 10/9/8/7	**1428** ***59%***	136 *57%* *10%*	47 *58%* *3%*	49 *60%* *3%*	1196 *59%* *84%*	1347 *59%* *94%*	81 *57%* *6%*	176 *60%* *12%*	1232 *59%* *86%*	1252 *59%* *88%*	745 *59%* *52%*	502 *58%* *35%*	537 *58%* *38%*
Net: 10/9	**377** ***16%***	28 *12%* *7%*	11 *14%* *3%*	13 *16%* *3%*	325 *16%* *86%*	355 *16%* *94%*	22 *15%* *6%*	51 *17%* *14%*	324 *15%* *86%*	326 *15%* *86%*	190 *15%* *50%*	134 *15%* *35%*	140 *15%* *37%*
Net: 6/5/4	**696** ***29%***	67 *28%* *10%*	23 *29%* *3%*	23 *28%* *3%*	582 *29%* *84%*	646 *28%* *93%*	50 *35%* *7%*	76 *26%* *11%*	613 *29%* *88%*	620 *29%* *89%*	363 *29%* *52%*	255 *29%* *37%*	271 *29%* *39%*
Net: 3/2/1	**114** ***5%***	14 *6%* *12%*	5 *7%* *5%*	3 *4%* *3%*	92 *5%* *81%*	107 *5%* *94%*	7 *5%* *6%*	15 *5%* *13%*	96 *5%* *84%*	99 *5%* *87%*	64 *5%* *56%*	35 *4%* *31%*	39 *4%* *34%*
Mean	**6.88**	6.74	6.77	6.93	6.90	6.90	6.71	6.97	6.87	6.87	6.86	6.88	6.88
Standard Deviation	**1.82**	1.81	1.96	1.80	1.82	1.82	1.83	1.95	1.80	1.80	1.82	1.78	1.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 461

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**2** ***6%***	1 *9%* *54%*	1 *4%* *46%*	- - -	- - -	- - -	* *5%* *18%*	1 *9%* *37%*	1 *12%* *45%*	- - -	1 *4%* *31%*	1 *11%* *69%*
9	**1** ***5%***	1 *5%* *38%*	1 *4%* *62%*	* *1%* *	- - -	1 *9%* *40%*	1 *10%* *43%*	- - -	* *4%* *16%*	1 *9%* *43%*	1 *6%* *57%*	- - -
8	**5** ***16%***	1 *14%* *29%*	4 *17%* *71%*	* *99%* *8%*	* *9%* *8%*	1 *15%* *19%*	1 *19%* *25%*	* *5%* *8%*	2 *26%* *34%*	1 *18%* *26%*	1 *9%* *25%*	2 *23%* *49%*
7	**6** ***19%***	2 *19%* *33%*	4 *19%* *67%*	- - -	* *9%* *6%*	2 *27%* *29%*	2 *23%* *26%*	1 *13%* *16%*	1 *22%* *24%*	2 *24%* *29%*	3 *22%* *50%*	1 *12%* *22%*
6	**5** ***15%***	2 *16%* *36%*	3 *15%* *64%*	- - -	1 *17%* *15%*	1 *10%* *13%*	2 *24%* *33%*	1 *13%* *19%*	1 *15%* *20%*	1 *20%* *30%*	3 *19%* *53%*	1 *8%* *17%*
5	**5** ***15%***	3 *24%* *56%*	2 *10%* *44%*	- - -	1 *18%* *17%*	2 *24%* *34%*	* *5%* *7%*	2 *23%* *37%*	* *4%* *6%*	1 *15%* *23%*	2 *12%* *34%*	2 *18%* *42%*
4	**3** ***10%***	1 *5%* *17%*	3 *13%* *83%*	- - -	* *8%* *12%*	* *5%* *10%*	* *5%* *10%*	2 *24%* *55%*	* *6%* *13%*	- - -	2 *12%* *49%*	2 *15%* *51%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 461

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	* ***1%** - -	- - -	* *2%* *100%*	- - -	* *9%* *100%*	- - -	- - -	- - -	- - -	- - -	* *3%* *100%*	- - -
2	**1** ***3%*** - -	- - -	1 *4%* *100%*	- - -	1 *14%* *67%*	* *5%* *33%*	- - -	- - -	- - -	* *4%* *33%*	- - -	1 *6%* *67%*
1	**-** **-** - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***11%*** - -	1 *7%* *24%*	3 *12%* *76%*	- - -	1 *17%* *22%*	* *5%* *9%*	1 *10%* *20%*	1 *13%* *27%*	1 *11%* *21%*	1 *12%* *26%*	2 *12%* *48%*	1 *8%* *25%*
Net: 10/9/8/7	**14** ***45%*** - -	5 *47%* *35%*	9 *44%* *65%*	* *100%* *3%*	1 *17%* *5%*	3 *51%* *23%*	4 *57%* *26%*	2 *27%* *14%*	4 *64%* *29%*	4 *50%* *26%*	6 *42%* *40%*	5 *46%* *35%*
Net: 10/9	**3** ***10%*** - -	2 *14%* *47%*	2 *8%* *53%*	* *1%* *	- - -	1 *9%* *19%*	1 *14%* *30%*	1 *9%* *20%*	1 *16%* *32%*	1 *9%* *19%*	1 *10%* *43%*	1 *11%* *37%*
Net: 6/5/4	**13** ***40%*** - -	5 *46%* *39%*	8 *37%* *61%*	- - -	2 *43%* *15%*	3 *39%* *20%*	2 *33%* *18%*	4 *60%* *35%*	2 *25%* *13%*	3 *34%* *20%*	6 *43%* *45%*	4 *41%* *35%*
Net: 3/2/1	**1** ***4%*** - -	- - -	1 *6%* *100%*	- - -	1 *23%* *77%*	* *5%* *23%*	- - -	- - -	- - -	* *4%* *23%*	* *3%* *30%*	1 *6%* *47%*
Mean	**6.41**	6.68	6.27	8.01	4.90	6.32	7.06	5.85	7.31	6.60	6.37	6.33

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 461

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.90**	1.79	1.99	-	2.22	1.88	1.57	2.00	1.77	1.72	1.78	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 461

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	* *5%* *18%*	1 *6%* *82%*	1 *6%* *82%*	1 *6%* *60%*	* *5%* *22%*	* *5%* *22%*
9	**1** ***5%***	1 *5%* *100%*	1 *5%* *100%*	- - -	* *5%* *20%*	1 *5%* *80%*	1 *5%* *80%*	1 *4%* *43%*	1 *7%* *36%*	1 *7%* *36%*
8	**5** ***16%***	5 *16%* *100%*	5 *15%* *92%*	* *100%* *8%*	* *6%* *8%*	5 *18%* *92%*	5 *18%* *92%*	3 *19%* *67%*	1 *17%* *24%*	1 *16%* *24%*
7	**6** ***19%***	6 *19%* *100%*	6 *19%* *100%*	- - -	2 *34%* *38%*	4 *15%* *62%*	4 *15%* *62%*	3 *18%* *54%*	1 *7%* *9%*	1 *11%* *14%*
6	**5** ***15%***	5 *15%* *100%*	5 *16%* *100%*	- - -	1 *9%* *13%*	4 *17%* *87%*	4 *17%* *87%*	3 *14%* *52%*	2 *24%* *35%*	2 *23%* *35%*
5	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	1 *19%* *27%*	3 *14%* *73%*	3 *14%* *73%*	2 *13%* *50%*	1 *15%* *23%*	1 *14%* *23%*
4	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	1 *15%* *32%*	2 *9%* *68%*	2 *9%* *68%*	2 *12%* *68%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 461

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	***** ***1%*** *100%*	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *2%* *100%*	* *2%* *100%*	* *2%* *100%*	- - -	- - -
2	**1** ***3%*** *100%*	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *5%* *100%*	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**3** ***11%***	3 *11%* *100%*	3 *11%* *100%*	- - -	* *7%* *13%*	3 *12%* *87%*	3 *12%* *87%*	1 *6%* *33%*	2 *25%* *54%*	2 *24%* *54%*
Net: 10/9/8/7	**14** ***45%***	14 *45%* *100%*	14 *44%* *97%*	* *100%* *3%*	3 *50%* *23%*	11 *44%* *77%*	11 *44%* *77%*	8 *47%* *58%*	3 *37%* *19%*	3 *39%* *21%*
Net: 10/9	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	1 *9%* *19%*	3 *10%* *81%*	3 *10%* *81%*	2 *10%* *52%*	1 *13%* *29%*	1 *12%* *29%*
Net: 6/5/4	**13** ***40%***	13 *40%* *100%*	13 *41%* *100%*	- - -	3 *43%* *23%*	10 *39%* *77%*	10 *39%* *77%*	7 *40%* *55%*	3 *38%* *22%*	3 *37%* *22%*
Net: 3/2/1	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
Mean	**6.41**	6.41	6.39	8.00	6.33	6.43	6.43	6.27	6.93	6.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 461

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.90**	1.90	1.90	-	1.77	1.97	1.97	2.08	1.70	1.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 462

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**38** ***3%***	18 *4%* *46%*	20 *3%* *54%*	6 *5%* *15%* F	8 *3%* *22%* F	6 *3%* *16%*	1 *** *2%*	6 *3%* *15%*	12 *5%* *31%* F	5 *3%* *14%*	13 *2%* *35%*	19 *4%* *51%*	4 *1%* *9%*	14 *5%* *36%*	13 *3%* *35%*
9	**48** ***4%***	18 *4%* *39%*	29 *4%* *61%*	6 *5%* *12%*	11 *4%* *23%*	6 *3%* *12%*	10 *4%* *20%*	9 *5%* *20%*	6 *2%* *12%*	4 *2%* *8%*	27 *4%* *56%*	17 *4%* *35%*	9 *3%* *20%*	9 *3%* *18%*	20 *5%* *42%*
8	**166** ***13%***	70 *14%* *42%*	96 *13%* *58%*	16 *14%* *10%*	45 *18%* *27%* GH	41 *21%* *25%* FG H	27 *12%* *16%*	16 *8%* *9%*	20 *8%* *12%*	19 *11%* *11%*	105 *16%* *63%* K	43 *10%* *26%*	43 *14%* *26%*	42 *14%* *26%*	50 *12%* *30%*
7	**224** ***18%***	89 *18%* *40%*	135 *18%* *60%*	28 *23%* *12%*	49 *20%* *22%*	32 *16%* *14%*	41 *18%* *18%*	29 *15%* *13%*	44 *17%* *20%*	29 *17%* *13%*	126 *19%* *56%*	70 *16%* *31%*	51 *17%* *23%*	72 *24%* *32%* N	66 *16%* *30%*
6	**208** ***17%***	86 *17%* *41%*	122 *16%* *59%*	17 *15%* *8%*	46 *18%* *22%*	32 *16%* *15%*	48 *21%* *23%* H	35 *18%* *17%*	30 *12%* *14%*	28 *16%* *13%*	119 *18%* *57%*	61 *14%* *29%*	59 *19%* *28%*	43 *15%* *21%*	65 *16%* *31%*
5	**195** ***16%***	73 *15%* *37%*	122 *16%* *63%*	11 *9%* *6%*	34 *13%* *17%*	31 *16%* *16%*	32 *14%* *17%*	42 *22%* *22%* CD	44 *17%* *23%*	26 *15%* *13%*	91 *14%* *47%*	78 *18%* *40%*	46 *15%* *24%*	50 *17%* *26%*	66 *16%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 462

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**91** ***7%***	47 *10%* *52%* B	43 *6%* *48%*	8 *6%* *8%*	15 *6%* *16%*	17 *8%* *19%*	24 *10%* *26%*	12 *6%* *13%*	16 *6%* *17%*	14 *8%* *16%*	45 *7%* *50%*	31 *7%* *34%*	30 *10%* *34%*	22 *7%* *24%*	22 *5%* *25%*
3	**55** ***4%***	18 *4%* *33%*	37 *5%* *67%*	2 *2%* *4%*	9 *4%* *17%*	4 *2%* *8%*	13 *6%* *24%*	9 *5%* *17%*	17 *7%* *31%* E	7 *4%* *13%*	24 *4%* *43%*	24 *6%* *44%*	14 *5%* *25%*	12 *4%* *21%*	20 *5%* *36%*
2	**34** ***3%***	19 *4%* *55%*	16 *2%* *45%*	11 *9%* *31%* DF GH	6 *3%* *19%*	8 *4%* *23%* F	1 *** *3%*	4 *2%* *13%*	4 *2%* *11%*	4 *2%* *12%*	19 *3%* *56%*	11 *3%* *32%*	5 *2%* *14%*	8 *3%* *24%*	13 *3%* *37%*
1	**29** ***2%***	13 *3%* *44%*	16 *2%* *56%*	7 *6%* *25%* F	4 *1%* *13%*	5 *3%* *18%*	1 *1%* *5%*	5 *3%* *18%*	6 *2%* *21%*	4 *3%* *16%*	10 *2%* *34%*	15 *3%* *51%*	8 *3%* *29%*	5 *2%* *17%*	9 *2%* *32%*
Don't know	**159** ***13%***	46 *9%* *29%*	113 *15%* *71%* A	8 *6%* *5%*	24 *10%* *15%*	17 *9%* *11%*	31 *13%* *19%*	23 *12%* *15%*	56 *22%* *35%* CDEF G	30 *17%* *19%* J	67 *10%* *42%*	63 *15%* *40%*	39 *13%* *25%*	21 *7%* *13%*	69 *17%* *43%* M
Net: 10/9/8/7	**476** ***38%***	196 *39%* *41%*	280 *37%* *59%*	56 *47%* *12%* GH	114 *45%* *24%* FG H	85 *43%* *18%* G	79 *34%* *17%*	60 *31%* *13%*	82 *32%* *17%*	57 *33%* *12%*	270 *42%* *57%*	149 *35%* *31%*	107 *35%* *23%*	137 *46%* *29%* L	150 *36%* *31%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 462

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9	**86** ***7%***	36 *7%* *42%*	50 *7%* *58%*	12 *10%* *14%*	19 *8%* *23%*	12 *6%* *14%*	10 *4%* *12%*	15 *8%* *17%*	18 *7%* *21%*	9 *6%* *11%*	40 *6%* *47%*	36 *8%* *42%*	13 *4%* *15%*	23 *8%* *26%*	33 *8%* *39%*
Net: 6/5/4	**493** ***40%***	206 *41%* *42%*	287 *38%* *58%*	36 *30%* *7%*	94 *37%* *19%*	80 *40%* *16%*	104 *45%* *21%* C	90 *47%* *18%* CH	89 *35%* *18%*	68 *40%* *14%*	255 *40%* *52%*	170 *39%* *34%*	136 *44%* *28%*	116 *39%* *23%*	153 *37%* *31%*
Net: 3/2/1	**119** ***10%***	50 *10%* *42%*	69 *9%* *58%*	20 *17%* *17%* DF	19 *8%* *16%*	17 *9%* *15%*	16 *7%* *13%*	19 *10%* *16%*	27 *11%* *23%*	16 *9%* *13%*	53 *8%* *44%*	50 *12%* *42%*	27 *9%* *23%*	25 *8%* *21%*	42 *10%* *35%*
Mean	**6.03**	5.99	6.05	5.91	6.31 G	6.11	5.99	5.84	5.88	5.89	6.15	5.88	5.89	6.19	6.04
Standard Deviation	**1.98**	2.03	1.94	2.42	1.89	2.02	1.66	1.95	2.06	1.99	1.87	2.12	1.87	1.93	2.04

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 462

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**38** ***3%***	4 *4%* *11%*	2 *3%* *6%*	1 *2%* *3%*	31 *3%* *81%*	29 *2%* *75%*	9 *10%* *25%* S	7 *6%* *19%* Y	29 *3%* *76%*	31 *3%* *81%*	21 *3%* *56%*	9 *2%* *24%*	11 *2%* *29%*
9	**48** ***4%***	4 *3%* *8%*	3 *4%* *6%*	3 *7%* *5%*	38 *4%* *80%*	44 *4%* *92%*	4 *4%* *8%*	4 *3%* *8%*	44 *4%* *92%*	44 *4%* *92%*	21 *3%* *44%*	23 *5%* *49%*	25 *5%* *52%*
8	**166** ***13%***	15 *13%* *9%*	10 *13%* *6%*	6 *15%* *4%*	136 *13%* *82%*	156 *13%* *94%*	10 *11%* *6%*	17 *15%* *10%*	148 *13%* *89%*	149 *13%* *90%*	78 *12%* *47%*	69 *15%* *42%*	76 *15%* *46%*
7	**224** ***18%***	19 *17%* *8%*	10 *13%* *4%*	6 *16%* *3%*	190 *19%* *85%*	209 *18%* *93%*	15 *17%* *7%*	20 *17%* *9%*	198 *18%* *88%*	202 *18%* *90%*	124 *19%* *55%*	78 *17%* *35%*	80 *16%* *36%*
6	**208** ***17%***	20 *18%* *10%*	14 *19%* *7%*	6 *16%* *3%*	168 *16%* *81%*	194 *17%* *94%*	13 *15%* *6%*	11 *9%* *5%*	196 *18%* *94%*	197 *17%* *95%*	120 *18%* *58%* U	77 *16%* *37%*	82 *17%* *40%*
5	**195** ***16%***	15 *13%* *8%*	11 *15%* *6%*	6 *15%* *3%*	162 *16%* *83%*	182 *16%* *93%*	13 *14%* *7%*	21 *18%* *11%*	172 *15%* *88%*	174 *15%* *89%*	104 *16%* *54%*	70 *15%* *36%*	71 *14%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 462

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**91** ***7%***	9 *8%* *10%*	5 *7%* *6%*	2 *6%* *2%*	74 *7%* *82%*	83 *7%* *91%*	8 *9%* *9%*	10 *8%* *11%*	80 *7%* *88%*	81 *7%* *89%*	43 *7%* *47%*	37 *8%* *41%*	39 *8%* *43%*
3	**55** ***4%***	5 *4%* *9%*	4 *6%* *8%* Q	* *1%* *1%*	46 *4%* *83%*	52 *5%* *95%*	3 *3%* *5%*	4 *4%* *8%*	50 *4%* *90%*	51 *5%* *92%*	30 *5%* *54%*	20 *4%* *36%*	21 *4%* *37%*
2	**34** ***3%***	5 *4%* *13%*	2 *3%* *7%*	2 *5%* *5%*	26 *2%* *74%*	29 *3%* *85%*	5 *6%* *15%*	3 *2%* *8%*	31 *3%* *92%*	31 *3%* *92%*	17 *3%* *49%*	15 *3%* *43%*	15 *3%* *43%*
1	**29** ***2%***	5 *4%* *17%*	1 *2%* *5%*	* *1%* *1%*	22 *2%* *77%*	25 *2%* *86%*	4 *4%* *14%*	4 *4%* *15%*	24 *2%* *84%*	25 *2%* *85%*	18 *3%* *62%*	7 *1%* *23%*	7 *1%* *23%*
Don't know	**159** ***13%***	14 *12%* *9%*	11 *14%* *7%*	6 *16%* *4%*	129 *13%* *81%*	154 *13%* *97%*	5 *6%* *3%*	17 *14%* *10%*	141 *13%* *89%*	142 *13%* *90%*	77 *12%* *48%*	65 *14%* *41%*	69 *14%* *43%*
Net: 10/9/8/7	**476** ***38%***	41 *36%* *9%*	25 *34%* *5%*	15 *41%* *3%*	394 *39%* *83%*	437 *38%* *92%*	39 *43%* *8%*	48 *41%* *10%*	419 *38%* *88%*	425 *38%* *89%*	244 *37%* *51%*	180 *38%* *38%*	192 *39%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 462

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9	**86** ***7%***	8 *7%* *9%*	5 *7%* *6%*	4 *9%* *4%*	69 *7%* *81%*	73 *6%* *85%*	13 *14%* *15%* S	11 *9%* *13%*	73 *7%* *85%*	75 *7%* *87%*	42 *6%* *49%*	32 *7%* *38%*	36 *7%* *42%*
Net: 6/5/4	**493** ***40%***	44 *39%* *9%*	30 *41%* *6%*	14 *37%* *3%*	405 *40%* *82%*	459 *40%* *93%*	34 *38%* *7%*	41 *35%* *8%*	447 *40%* *91%*	452 *40%* *92%*	267 *41%* *54%*	184 *39%* *37%*	192 *39%* *39%*
Net: 3/2/1	**119** ***10%***	14 *13%* *12%*	8 *11%* *7%*	2 *7%* *2%*	94 *9%* *79%*	107 *9%* *90%*	12 *13%* *10%*	11 *10%* *10%*	106 *10%* *89%*	107 *10%* *90%*	65 *10%* *54%*	42 *9%* *35%*	42 *9%* *36%*
Mean	**6.03**	5.85	5.96	6.30	6.04	6.02	6.08	6.09	6.01	6.02	5.99	6.06	6.11
Standard Deviation	**1.98**	2.16	2.03	1.95	1.95	1.94	2.42	2.21	1.95	1.95	1.97	1.93	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 463

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**32** ***6%***	16 *5%* *49%*	17 *6%* *51%*	8 *6%* *26%*	12 *7%* *36%*	5 *4%* *15%*	5 *6%* *15%*	2 *4%* *5%*	1 *2%* *3%*	4 *5%* *12%*	19 *6%* *60%*	9 *5%* *28%*	11 *7%* *33%*	9 *7%* *29%*	8 *4%* *25%*
9	**63** ***11%***	36 *13%* *57%*	27 *9%* *43%*	24 *18%* *39%* H	16 *10%* *26%*	8 *8%* *13%*	6 *8%* *10%*	6 *14%* *9%*	2 *3%* *3%*	8 *10%* *13%*	32 *10%* *51%*	23 *12%* *37%*	17 *12%* *27%*	12 *9%* *19%*	26 *14%* *41%*
8	**95** ***16%***	57 *20%* *61%*	37 *13%* *39%*	15 *11%* *16%*	29 *18%* *31%*	20 *18%* *21%*	16 *20%* *16%*	3 *8%* *4%*	11 *21%* *12%*	15 *19%* *15%*	50 *16%* *53%*	30 *16%* *32%*	27 *19%* *29%*	17 *12%* *18%*	34 *18%* *35%*
7	**110** ***19%***	58 *20%* *52%*	52 *18%* *48%*	29 *22%* *26%*	33 *20%* *30%*	25 *23%* *23%*	11 *14%* *10%*	4 *9%* *4%*	9 *16%* *8%*	13 *17%* *12%*	66 *21%* *60%*	32 *16%* *29%*	18 *13%* *16%*	39 *28%* *36%* L	32 *17%* *29%*
6	**80** ***14%***	36 *13%* *45%*	44 *15%* *55%*	18 *13%* *22%*	20 *12%* *25%*	17 *16%* *21%*	11 *15%* *14%*	10 *23%* *12%*	5 *9%* *6%*	13 *17%* *16%*	41 *13%* *51%*	26 *14%* *33%*	19 *13%* *23%*	15 *11%* *19%*	29 *15%* *36%*
5	**49** ***8%***	23 *8%* *48%*	25 *9%* *52%*	10 *8%* *21%*	14 *9%* *29%*	12 *11%* *25%*	6 *7%* *11%*	4 *10%* *8%*	2 *5%* *5%*	4 *6%* *9%*	28 *9%* *57%*	17 *9%* *34%*	15 *11%* *32%*	14 *10%* *29%*	8 *4%* *17%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 463

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**39** ***7%***	17 *6%* *43%*	22 *8%* *57%*	8 *6%* *20%*	12 *8%* *32%*	4 *3%* *9%*	8 *10%* *20%*	1 *3%* *3%*	6 *11%* *15%*	3 *4%* *9%*	21 *7%* *53%*	15 *8%* *38%*	5 *3%* *12%*	14 *10%* *36%*	13 *7%* *35%*
3	**21** ***4%***	11 *4%* *55%*	9 *3%* *45%*	10 *7%* *47%* E	6 *4%* *28%*	- - -	2 *3%* *11%*	1 *2%* *5%*	2 *3%* *9%*	1 *1%* *4%*	9 *3%* *44%*	11 *6%* *52%*	5 *3%* *22%*	5 *3%* *24%*	8 *4%* *36%*
2	**18** ***3%***	12 *4%* *65%*	6 *2%* *35%*	1 *1%* *6%*	6 *3%* *30%*	3 *3%* *16%*	3 *4%* *18%*	* * *	5 *10%* *29%* C	1 *1%* *3%*	11 *3%* *57%*	7 *4%* *40%*	3 *2%* *16%*	6 *4%* *32%*	7 *4%* *37%*
1	**12** ***2%***	4 *1%* *33%*	8 *3%* *67%*	2 *1%* *15%*	4 *3%* *35%*	4 *4%* *37%*	- - -	* * *	2 *3%* *13%*	3 *4%* *26%*	6 *2%* *51%*	3 *1%* *22%*	4 *3%* *35%*	2 *1%* *17%*	5 *2%* *40%*
Don't know	**57** ***10%***	15 *5%* *26%*	42 *15%* *74%* A	8 *6%* *14%*	10 *6%* *17%*	10 *9%* *17%*	9 *12%* *16%*	12 *28%* *20%* CD E	9 *17%* *16%* D	11 *15%* *19%*	25 *8%* *43%*	22 *11%* *38%*	20 *14%* *34%*	7 *5%* *12%*	19 *10%* *32%*
Net: 10/9/8/7	**300** ***52%***	167 *58%* *56%* B	133 *46%* *44%*	76 *58%* *25%* G	90 *56%* *30%* G	59 *54%* *20%*	37 *49%* *12%*	15 *35%* *5%*	23 *42%* *8%*	39 *52%* *13%*	167 *54%* *56%*	94 *48%* *31%*	73 *51%* *24%*	77 *55%* *26%*	99 *53%* *33%*
Net: 10/9	**95** ***17%***	51 *18%* *54%*	44 *15%* *46%*	33 *25%* *34%* H	28 *17%* *29%*	13 *12%* *14%*	11 *15%* *12%*	8 *18%* *8%*	3 *5%* *3%*	12 *16%* *12%*	51 *17%* *54%*	32 *17%* *34%*	28 *19%* *29%*	21 *15%* *22%*	34 *18%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 463

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**168** ***29%***	76 *27%* *46%*	91 *31%* *54%*	36 *27%* *21%*	46 *29%* *28%*	33 *30%* *19%*	25 *32%* *15%*	15 *35%* *9%*	13 *25%* *8%*	21 *28%* *12%*	89 *29%* *53%*	58 *30%* *34%*	39 *27%* *23%*	43 *31%* *26%*	51 *27%* *30%*
Net: 3/2/1	**51** ***9%***	27 *10%* *54%*	23 *8%* *46%*	13 *10%* *25%*	16 *10%* *31%*	7 *7%* *15%*	5 *7%* *11%*	1 *2%* *2%*	9 *16%* *17%*	5 *6%* *9%*	26 *8%* *50%*	21 *11%* *41%*	12 *8%* *23%*	13 *9%* *25%*	19 *10%* *37%*
Mean	**6.57**	6.68	6.45	6.78 H	6.57	6.57	6.59	6.84	5.81	6.76	6.61	6.45	6.77	6.41	6.59
Standard Deviation	**2.14**	2.13	2.16	2.12	2.22	2.05	2.11	1.78	2.38	2.09	2.13	2.19	2.22	2.13	2.21

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 463

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**32** ***6%***	1 *2%* *4%*	2 *7%* *7%*	* *3%* *1%*	28 *6%* *87%*	29 *5%* *91%*	3 *8%* *9%*	32 *6%* *100%*	32 *6%* *100%*	22 *7%* *69%*	10 *4%* *31%*	11 *4%* *33%*
9	**63** ***11%***	5 *9%* *8%*	3 *9%* *4%*	1 *4%* *1%*	55 *12%* *87%*	61 *11%* *97%*	2 *6%* *3%*	63 *11%* *100%*	63 *11%* *100%*	29 *8%* *46%*	34 *15%* *54%*	34 *14%* *54%*
8	**95** ***16%***	8 *13%* *8%*	6 *20%* *7%*	3 *21%* *4%*	77 *16%* *82%*	89 *17%* *94%*	6 *16%* *6%*	95 *16%* *100%*	95 *16%* *100%*	58 *17%* *61%*	37 *16%* *39%*	42 *17%* *44%*
7	**110** ***19%***	13 *22%* *12%*	5 *16%* *4%*	3 *20%* *3%*	89 *19%* *81%*	103 *19%* *94%*	7 *18%* *6%*	110 *19%* *100%*	110 *19%* *100%*	60 *17%* *54%*	50 *22%* *46%*	54 *22%* *49%*
6	**80** ***14%***	11 *18%* *13%*	4 *12%* *5%*	3 *20%* *4%*	63 *13%* *78%*	75 *14%* *94%*	5 *12%* *6%*	80 *14%* *100%*	80 *14%* *100%*	54 *16%* *67%*	26 *11%* *33%*	28 *11%* *35%*
5	**49** ***8%***	6 *11%* *13%*	3 *10%* *6%*	2 *11%* *4%*	38 *8%* *77%*	47 *9%* *97%*	1 *4%* *3%*	49 *8%* *100%*	49 *8%* *100%*	32 *9%* *65%*	17 *7%* *35%*	18 *7%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 463

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**39** ***7%***	2 *3%* *4%*	4 *13%* *10%* O	1 *6%* *3%*	32 *7%* *83%*	36 *7%* *93%*	3 *7%* *7%*	39 *7%* *100%*	39 *7%* *100%*	26 *8%* *66%*	13 *5%* *33%*	16 *6%* *41%*
3	**21** ***4%***	3 *5%* *14%*	1 *3%* *4%*	- - -	17 *4%* *83%*	18 *3%* *87%*	3 *7%* *13%*	21 *4%* *100%*	21 *4%* *100%*	9 *3%* *45%*	11 *5%* *55%*	11 *5%* *55%*
2	**18** ***3%***	2 *3%* *10%*	* *1%* *2%*	* *1%* *1%*	16 *3%* *86%*	16 *3%* *88%*	2 *6%* *12%*	18 *3%* *100%*	18 *3%* *100%*	11 *3%* *58%*	8 *3%* *42%*	8 *3%* *42%*
1	**12** ***2%***	* *1%* *4%*	* *1%* *3%*	* *1%* *2%*	11 *2%* *92%*	9 *2%* *80%*	2 *6%* *20%*	12 *2%* *100%*	12 *2%* *100%*	9 *3%* *80%*	2 *1%* *20%*	2 *1%* *20%*
Don't know	**57** ***10%***	7 *12%* *13%*	3 *9%* *5%*	2 *12%* *3%*	45 *10%* *79%*	53 *10%* *92%*	4 *11%* *8%*	57 *10%* *100%*	57 *10%* *100%*	33 *10%* *58%*	24 *10%* *42%*	25 *10%* *44%*
Net: 10/9/8/7	**300** ***52%***	27 *47%* *9%*	16 *52%* *5%*	8 *48%* *3%*	249 *53%* *83%*	282 *52%* *94%*	18 *46%* *6%*	300 *52%* *100%*	300 *52%* *100%*	168 *49%* *56%*	131 *56%* *44%*	141 *57%* *47%*
Net: 10/9	**95** ***17%***	7 *11%* *7%*	5 *16%* *5%*	1 *7%* *1%*	83 *18%* *87%* Q	90 *17%* *95%*	5 *13%* *5%*	95 *17%* *100%*	95 *17%* *100%*	51 *15%* *54%*	44 *19%* *46%*	45 *18%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 463

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**168** ***29%***	18 *32%* *11%*	11 *34%* *6%*	6 *37%* *4%*	133 *28%* *79%*	159 *30%* *95%*	9 *24%* *5%*	168 *29%* *100%*	168 *29%* *100%*	111 *33%* *66%*	56 *24%* *33%*	61 *25%* *37%*
Net: 3/2/1	**51** ***9%***	5 *9%* *10%*	2 *5%* *3%*	* *3%* *1%*	44 *9%* *86%*	44 *8%* *86%*	7 *19%* *14%* S	51 *9%* *100%*	51 *9%* *100%*	29 *9%* *58%*	21 *9%* *42%*	21 *9%* *42%*
Mean	**6.57**	6.43	6.63	6.56	6.59	6.61	6.03	6.57	6.57	6.48	6.71	6.70
Standard Deviation	**2.14**	1.92	2.09	1.75	2.19	2.10	2.63	2.14	2.14	2.17	2.10	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 464

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**13** ***4%***	11 *7%* *80%*	3 *2%* *20%*	2 *6%* *12%*	2 *4%* *17%*	2 *4%* *13%*	4 *7%* *31%*	3 *6%* *22%*	1 *1%* *5%*	4 *5%* *26%*	6 *4%* *42%*	4 *5%* *32%*	3 *6%* *24%*	3 *5%* *24%*	5 *4%* *40%*
9	**24** ***8%***	16 *10%* *67%*	8 *6%* *33%*	2 *8%* *10%*	- - -	6 *12%* *23%* D	5 *8%* *20%*	7 *15%* *29%* D	4 *7%* *17%*	8 *11%* *32%*	11 *7%* *46%*	5 *6%* *22%*	5 *9%* *21%*	4 *6%* *17%*	12 *10%* *51%*
8	**81** ***27%***	44 *28%* *54%*	37 *26%* *46%*	4 *13%* *5%*	21 *35%* *27%* H	14 *30%* *17%*	22 *38%* *27%* H	11 *24%* *14%*	8 *14%* *10%*	15 *22%* *19%*	46 *32%* *57%*	20 *22%* *24%*	14 *25%* *17%*	21 *34%* *26%*	33 *28%* *41%*
7	**53** ***18%***	30 *19%* *58%*	22 *16%* *42%*	6 *20%* *11%*	10 *16%* *18%*	6 *12%* *11%*	11 *20%* *22%*	12 *26%* *23%*	8 *14%* *16%*	9 *13%* *16%*	26 *18%* *49%*	18 *21%* *35%*	12 *22%* *23%* M	2 *4%* *4%*	25 *21%* *48%* M
6	**36** ***12%***	19 *12%* *51%*	18 *12%* *49%*	3 *11%* *9%*	6 *10%* *16%*	4 *10%* *12%*	7 *12%* *19%*	4 *8%* *11%*	12 *20%* *33%*	12 *18%* *33%*	14 *10%* *39%*	10 *12%* *28%*	5 *9%* *14%*	9 *15%* *25%*	13 *10%* *35%*
5	**26** ***9%***	9 *6%* *35%*	17 *12%* *65%*	2 *9%* *10%*	6 *10%* *22%*	6 *12%* *22%*	4 *7%* *16%*	3 *6%* *10%*	5 *9%* *20%*	9 *13%* *35%*	11 *8%* *43%*	6 *7%* *23%*	5 *10%* *21%*	5 *8%* *19%*	6 *5%* *23%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 464

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**9** ***3%***	3 *2%* *29%*	7 *5%* *71%*	2 *7%* *23%*	- - -	4 *8%* *42%*	- - -	1 *2%* *12%*	2 *4%* *24%*	2 *3%* *20%*	5 *3%* *49%*	3 *3%* *31%*	1 *2%* *14%*	2 *4%* *24%*	4 *4%* *47%*
3	**5** ***2%***	3 *2%* *75%*	1 *1%* *25%*	- - -	- - -	- - -	2 *4%* *46%*	- - -	3 *4%* *54%*	- - -	1 *1%* *25%*	3 *4%* *75%*	- - -	3 *4%* *54%*	1 *1%* *25%*
2	**8** ***3%***	6 *4%* *73%*	2 *2%* *27%*	3 *10%* *37%*	3 *5%* *36%*	* *1%* *4%*	- - -	1 *2%* *14%*	1 *1%* *9%*	2 *3%* *23%*	2 *2%* *31%*	4 *4%* *46%*	3 *5%* *32%*	- - -	4 *3%* *50%*
1	**6** ***2%***	3 *2%* *42%*	4 *3%* *58%*	2 *9%* *39%*	1 *2%* *23%*	* *1%* *5%*	* * *3%*	- - -	2 *3%* *30%*	* * *5%*	2 *1%* *30%*	4 *5%* *65%*	- - -	- - -	6 *5%* *88%*
Don't know	**39** ***13%***	15 *10%* *39%*	24 *17%* *61%*	2 *8%* *6%*	11 *19%* *29%* F	5 *11%* *13%*	2 *3%* *5%*	5 *10%* *12%*	13 *22%* *34%* F	8 *11%* *19%*	22 *15%* *56%*	9 *11%* *24%*	6 *12%* *16%*	13 *20%* *32%*	11 *9%* *29%*
Net: 10/9/8/7	**170** ***57%***	101 *64%* *59%* B	70 *49%* *41%*	13 *47%* *8%*	33 *55%* *20%*	27 *57%* *16%*	42 *73%* *25%* H	33 *71%* *19%* H	21 *36%* *13%*	35 *52%* *20%*	88 *61%* *52%*	48 *55%* *28%*	34 *62%* *20%*	31 *49%* *18%*	76 *63%* *45%*
Net: 10/9	**37** ***12%***	27 *17%* *72%* B	11 *7%* *28%*	4 *14%* *11%*	2 *4%* *6%*	7 *16%* *20%*	9 *15%* *24%*	10 *22%* *27%* D	5 *8%* *13%*	11 *17%* *30%*	16 *11%* *44%*	10 *11%* *26%*	8 *15%* *22%*	7 *12%* *19%*	17 *14%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 464

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**72** ***24%***	30 *19%* *42%*	41 *29%* *58%*	8 *27%* *11%*	12 *19%* *16%*	14 *30%* *20%*	11 *19%* *15%*	8 *16%* *10%*	19 *33%* *27%*	23 *34%* *32%*	30 *21%* *42%*	19 *22%* *26%*	12 *22%* *16%*	16 *26%* *23%*	23 *19%* *32%*
Net: 3/2/1	**19** ***6%***	12 *8%* *63%*	7 *5%* *37%*	5 *19%* *29%*	4 *7%* *23%*	1 *1%* *3%*	2 *4%* *12%*	1 *2%* *6%*	5 *9%* *27%*	2 *3%* *11%*	6 *4%* *30%*	11 *13%* *59%* J	3 *5%* *14%*	3 *4%* *13%*	11 *9%* *57%*
Mean	**6.83**	7.03	6.59	5.85	6.75	6.98	7.34 H	7.39 H	6.23	6.91	7.04	6.43	7.01	7.06	6.80
Standard Deviation	**1.98**	2.02	1.90	2.70	1.99	1.81	1.59	1.66	2.01	1.83	1.78	2.31	1.87	1.79	2.18

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Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**13** ***4%***	* *1%* *3%*	1 *4%* *5%*	* *5%* *3%*	12 *5%* *89%*	12 *4%* *88%*	2 *7%* *12%*	13 *4%* *100%*	13 *4%* *100%*	5 *3%* *39%*	7 *5%* *52%*	9 *6%* *66%*
9	**24** ***8%***	2 *6%* *8%*	* *2%* *1%*	1 *7%* *3%*	21 *9%* *88%*	22 *8%* *92%*	2 *8%* *8%*	24 *8%* *100%*	24 *8%* *100%*	9 *5%* *36%*	15 *11%* *64%*	17 *11%* *70%*
8	**81** ***27%***	6 *18%* *8%*	5 *27%* *6%*	1 *12%* *1%*	68 *29%* *85%* Q	76 *28%* *95%*	4 *19%* *5%*	81 *27%* *100%*	81 *27%* *100%*	38 *25%* *47%*	42 *30%* *53%*	49 *32%* *61%*
7	**53** ***18%***	9 *25%* *17%*	3 *15%* *5%*	1 *16%* *3%*	40 *17%* *76%*	49 *18%* *93%*	4 *16%* *7%*	53 *18%* *100%*	53 *18%* *100%*	27 *17%* *50%*	26 *18%* *50%*	26 *17%* *50%*
6	**36** ***12%***	5 *14%* *13%*	2 *13%* *7%*	2 *26%* *6%* R	27 *11%* *74%*	33 *12%* *90%*	4 *15%* *10%*	36 *12%* *100%*	36 *12%* *100%*	20 *13%* *56%*	16 *11%* *44%*	16 *10%* *45%*
5	**26** ***9%***	7 *19%* *25%* R	3 *15%* *10%*	* *5%* *2%*	16 *7%* *63%*	25 *9%* *97%*	1 *4%* *3%*	26 *9%* *100%*	26 *9%* *100%*	16 *10%* *60%*	11 *7%* *40%*	11 *7%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 464

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**9** ***3%***	* *1%* *5%*	1 *4%* *7%*	* *3%* *3%*	8 *3%* *85%*	6 *2%* *68%*	3 *13%* *32%*	9 *3%* *100%*	9 *3%* *100%*	4 *3%* *47%*	5 *3%* *49%*	5 *3%* *49%*
3	**5** ***2%***	1 *3%* *21%*	- - -	- - -	4 *2%* *79%*	5 *2%* *100%*	- - -	5 *2%* *100%*	5 *2%* *100%*	2 *1%* *46%*	3 *2%* *54%*	3 *2%* *54%*
2	**8** ***3%***	1 *2%* *9%*	* *2%* *4%*	* *4%* *5%*	7 *3%* *83%*	6 *2%* *82%*	1 *6%* *18%*	8 *3%* *100%*	8 *3%* *100%*	6 *4%* *82%*	1 *1%* *18%*	1 *1%* *18%*
1	**6** ***2%***	- - -	1 *3%* *9%*	* *2%* *3%*	6 *2%* *88%*	6 *2%* *100%*	- - -	6 *2%* *100%*	6 *2%* *100%*	3 *2%* *43%*	4 *2%* *57%*	4 *2%* *57%*
Don't know	**39** ***13%***	4 *11%* *10%*	3 *16%* *8%*	2 *20%* *5%*	30 *13%* *78%*	36 *13%* *93%*	3 *12%* *7%*	39 *13%* *100%*	39 *13%* *100%*	25 *16%* *65%*	14 *10%* *35%*	14 *9%* *36%*
Net: 10/9/8/7	**170** ***57%***	17 *50%* *10%*	9 *47%* *5%*	4 *40%* *2%*	141 *59%* *83%* Q	159 *57%* *93%*	12 *50%* *7%*	170 *57%* *100%*	170 *57%* *100%*	78 *51%* *46%*	91 *63%* *53%*	101 *65%* *59%* X
Net: 10/9	**37** ***12%***	2 *7%* *7%*	1 *5%* *2%*	1 *12%* *3%*	33 *14%* *88%*	34 *12%* *91%*	4 *15%* *9%*	37 *12%* *100%*	37 *12%* *100%*	14 *9%* *37%*	22 *15%* *60%*	25 *16%* *68%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 464

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**72** ***24%***	12 *34%* *17%*	6 *32%* *8%*	3 *34%* *4%*	51 *21%* *71%*	64 *23%* *90%*	7 *32%* *10%*	72 *24%* *100%*	72 *24%* *100%*	40 *26%* *56%*	31 *22%* *43%*	32 *21%* *45%*
Net: 3/2/1	**19** ***6%***	2 *5%* *9%*	1 *5%* *5%*	1 *7%* *3%*	16 *7%* *83%*	17 *6%* *92%*	1 *6%* *8%*	19 *6%* *100%*	19 *6%* *100%*	11 *7%* *60%*	7 *5%* *40%*	7 *5%* *40%*
Mean	**6.83**	6.51	6.51	6.51	6.91	6.85	6.58	6.83	6.83	6.61	7.03	7.13
Standard Deviation	**1.98**	1.62	1.99	2.17	2.02	1.96	2.18	1.98	1.98	2.00	1.91	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 465

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**63** ***4%***	35 *4%* *55%*	28 *4%* *45%*	7 *8%* *12%* F	18 *6%* *28%* F	6 *3%* *10%*	6 *2%* *9%*	8 *3%* *13%*	17 *6%* *28%* F	6 *2%* *9%*	26 *4%* *41%*	31 *7%* *49%* IJ	13 *3%* *21%*	21 *6%* *33%*	17 *4%* *28%*
9	**81** ***6%***	44 *5%* *54%*	37 *6%* *46%*	6 *6%* *7%*	11 *4%* *13%*	13 *5%* *16%*	11 *4%* *13%*	11 *5%* *14%*	30 *10%* *37%* DFG	16 *6%* *20%*	36 *5%* *44%*	29 *7%* *36%*	18 *5%* *22%*	18 *6%* *22%*	33 *7%* *40%*
8	**250** ***17%***	143 *17%* *57%*	107 *17%* *43%*	15 *16%* *6%*	49 *18%* *20%*	42 *17%* *17%*	50 *17%* *20%*	41 *17%* *16%*	53 *18%* *21%*	40 *14%* *16%*	138 *19%* *55%*	73 *17%* *29%*	60 *16%* *24%*	59 *18%* *24%*	86 *17%* *34%*
7	**286** ***20%***	157 *19%* *55%*	128 *20%* *45%*	14 *15%* *5%*	55 *20%* *19%*	53 *21%* *19%*	62 *21%* *22%*	51 *21%* *18%*	51 *17%* *18%*	68 *24%* *24%* K	148 *20%* *52%*	69 *16%* *24%*	73 *19%* *25%*	62 *19%* *22%*	96 *19%* *34%*
6	**221** ***15%***	136 *17%* *62%*	84 *13%* *38%*	7 *7%* *3%*	36 *13%* *16%*	39 *16%* *18%*	65 *22%* *30%* CD GH	29 *12%* *13%*	45 *15%* *20%*	37 *13%* *17%*	125 *17%* *57%*	58 *13%* *26%*	55 *14%* *25%*	52 *16%* *24%*	72 *15%* *33%*
5	**228** ***16%***	119 *15%* *52%*	109 *17%* *48%*	22 *24%* *10%* H	44 *16%* *19%* H	45 *18%* *20%* H	43 *15%* *19%*	47 *19%* *20%* H	27 *9%* *12%*	40 *14%* *18%*	121 *16%* *53%*	67 *15%* *29%*	70 *19%* *31%*	52 *16%* *23%*	74 *15%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 465

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**74** ***5%***	49 *6%* *66%*	25 *4%* *34%*	8 *9%* *11%*	20 *7%* *27%*	10 *4%* *14%*	12 *4%* *16%*	13 *5%* *18%*	11 *4%* *15%*	11 *4%* *15%*	35 *5%* *48%*	27 *6%* *37%*	16 *4%* *22%*	12 *4%* *17%*	31 *6%* *42%*
3	**52** ***4%***	34 *4%* *65%*	18 *3%* *35%*	1 *1%* *3%*	18 *6%* *34%*	6 *3%* *12%*	9 *3%* *17%*	7 *3%* *14%*	11 *4%* *20%*	16 *6%* *30%*	22 *3%* *42%*	14 *3%* *28%*	8 *2%* *15%*	14 *4%* *27%*	20 *4%* *38%*
2	**36** ***2%***	20 *2%* *55%*	16 *3%* *45%*	3 *3%* *8%*	8 *3%* *21%*	8 *3%* *22%*	10 *3%* *27%*	3 *1%* *8%*	5 *2%* *15%*	8 *3%* *22%*	18 *2%* *50%*	10 *2%* *28%*	10 *3%* *28%*	5 *2%* *14%*	15 *3%* *41%*
1	**30** ***2%***	23 *3%* *75%*	7 *1%* *25%*	4 *4%* *12%*	2 *1%* *8%*	6 *2%* *20%*	5 *2%* *17%*	6 *2%* *19%*	7 *2%* *24%*	5 *2%* *15%*	18 *2%* *60%*	8 *2%* *25%*	12 *3%* *42%*	3 *1%* *12%*	7 *1%* *23%*
Don't know	**131** ***9%***	60 *7%* *46%*	71 *11%* *54%* A	6 *7%* *5%*	19 *7%* *14%*	18 *7%* *14%*	19 *6%* *14%*	28 *12%* *21%*	41 *14%* *31%* DEF	33 *12%* *25%* J	49 *7%* *37%*	49 *11%* *38%* J	43 *11%* *33%*	24 *7%* *18%*	43 *9%* *33%*
Net: 10/9/8/7	**680** ***47%***	379 *46%* *56%*	301 *48%* *44%*	42 *45%* *6%*	132 *48%* *19%*	114 *46%* *17%*	129 *44%* *19%*	111 *45%* *16%*	152 *51%* *22%*	130 *46%* *19%*	348 *47%* *51%*	202 *46%* *30%*	164 *43%* *24%*	160 *50%* *24%*	232 *47%* *34%*
Net: 10/9	**144** ***10%***	79 *10%* *55%*	65 *10%* *45%*	14 *14%* *9%* F	28 *10%* *20%*	19 *8%* *13%*	16 *6%* *11%*	19 *8%* *13%*	48 *16%* *33%* EFG	22 *8%* *15%*	62 *8%* *43%*	60 *14%* *42%* IJ	31 *8%* *22%*	39 *12%* *27%*	50 *10%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 465

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**523** ***36%***	305 *37%* *58%*	218 *35%* *42%*	37 *40%* *7%*	99 *36%* *19%*	95 *38%* *18%* H	120 *41%* *23%* H	89 *36%* *17%*	82 *28%* *16%*	89 *32%* *17%*	282 *38%* *54%*	152 *35%* *29%*	141 *37%* *27%*	116 *36%* *22%*	177 *36%* *34%*
Net: 3/2/1	**118** ***8%***	76 *9%* *65%*	42 *7%* *35%*	8 *8%* *7%*	28 *10%* *23%*	20 *8%* *17%*	23 *8%* *20%*	16 *7%* *13%*	23 *8%* *20%*	28 *10%* *24%*	58 *8%* *49%*	32 *7%* *27%*	31 *8%* *26%*	23 *7%* *19%*	42 *8%* *35%*
Mean	**6.34**	6.27	6.45	6.23	6.30	6.24	6.22	6.29	6.69 EF	6.22	6.31	6.48	6.21	6.54	6.32
Standard Deviation	**1.98**	2.03	1.91	2.27	2.03	1.92	1.81	1.90	2.09	1.93	1.93	2.09	2.01	1.92	1.98

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 465

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**63** ***4%***	4 *3%* *6%*	5 *6%* *8%*	3 *7%* *4%* O	51 *4%* *81%*	57 *4%* *90%*	6 *4%* *10%*	63 *4%* *100%*	63 *4%* *100%*	47 *5%* *75%*	16 *3%* *25%*	16 *3%* *25%*
9	**81** ***6%***	5 *4%* *6%*	4 *5%* *5%*	3 *8%* *4%*	69 *6%* *85%*	67 *5%* *82%*	14 *9%* *18%*	81 *6%* *100%*	81 *6%* *100%*	45 *5%* *55%*	37 *7%* *45%*	38 *7%* *46%*
8	**250** ***17%***	26 *19%* *10%*	14 *17%* *6%*	5 *14%* *2%*	205 *17%* *82%*	223 *17%* *89%*	27 *18%* *11%*	250 *17%* *100%*	250 *17%* *100%*	164 *18%* *66%*	84 *16%* *33%*	89 *16%* *35%*
7	**286** ***20%***	30 *22%* *10%*	17 *21%* *6%*	8 *22%* *3%*	231 *19%* *81%*	259 *20%* *91%*	26 *17%* *9%*	286 *20%* *100%*	286 *20%* *100%*	184 *20%* *64%*	101 *19%* *35%*	106 *19%* *37%*
6	**221** ***15%***	25 *18%* *11%*	11 *13%* *5%*	7 *18%* *3%*	179 *15%* *81%*	202 *16%* *91%*	19 *13%* *9%*	221 *15%* *100%*	221 *15%* *100%*	149 *16%* *68%*	71 *13%* *32%*	76 *14%* *34%*
5	**228** ***16%***	17 *13%* *8%*	12 *14%* *5%*	3 *9%* *1%*	196 *16%* *86%* Q	204 *16%* *89%*	24 *16%* *11%*	228 *16%* *100%*	228 *16%* *100%*	136 *15%* *60%*	92 *17%* *40%*	94 *17%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 465

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**74** ***5%***	8 *6%* *11%*	4 *5%* *6%*	1 *4%* *2%*	60 *5%* *81%*	65 *5%* *88%*	9 *6%* *12%*	74 *5%* *100%*	74 *5%* *100%*	44 *5%* *60%*	30 *6%* *40%*	30 *5%* *41%*
3	**52** ***4%***	4 *3%* *8%*	3 *4%* *6%*	2 *6%* *4%*	42 *4%* *81%*	42 *3%* *81%*	10 *7%* *19%*	52 *4%* *100%*	52 *4%* *100%*	33 *4%* *64%*	19 *4%* *36%*	22 *4%* *42%*
2	**36** ***2%***	4 *3%* *11%*	1 *2%* *4%*	1 *2%* *2%*	30 *3%* *83%*	33 *3%* *90%*	3 *2%* *10%*	36 *2%* *100%*	36 *2%* *100%*	21 *2%* *59%*	14 *3%* *38%*	14 *2%* *38%*
1	**30** ***2%***	5 *4%* *17%*	1 *1%* *4%*	1 *3%* *3%*	23 *2%* *76%*	29 *2%* *96%*	1 *1%* *4%*	30 *2%* *100%*	30 *2%* *100%*	13 *1%* *44%*	16 *3%* *54%*	16 *3%* *54%*
Don't know	**131** ***9%***	10 *7%* *8%*	9 *10%* *7%*	3 *8%* *2%*	109 *9%* *84%*	119 *9%* *91%*	12 *8%* *9%*	131 *9%* *100%*	131 *9%* *100%*	76 *8%* *58%*	55 *10%* *42%*	56 *10%* *42%*
Net: 10/9/8/7	**680** ***47%***	64 *47%* *9%*	41 *50%* *6%*	19 *50%* *3%*	556 *47%* *82%*	606 *47%* *89%*	74 *48%* *11%*	680 *47%* *100%*	680 *47%* *100%*	440 *48%* *65%*	237 *44%* *35%*	249 *45%* *37%*
Net: 10/9	**144** ***10%***	9 *7%* *6%*	9 *12%* *7%*	5 *15%* *4%* O	120 *10%* *83%*	124 *10%* *86%*	21 *13%* *14%*	144 *10%* *100%*	144 *10%* *100%*	92 *10%* *64%*	52 *10%* *36%*	54 *10%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 465

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**523** ***36%***	50 *37%* *10%*	27 *33%* *5%*	11 *31%* *2%*	434 *36%* *83%*	470 *36%* *90%*	53 *34%* *10%*	523 *36%* *100%*	523 *36%* *100%*	330 *36%* *63%*	193 *36%* *37%*	200 *36%* *38%*
Net: 3/2/1	**118** ***8%***	13 *10%* *11%*	6 *7%* *5%*	4 *11%* *3%*	95 *8%* *81%*	103 *8%* *87%*	15 *10%* *13%*	118 *8%* *100%*	118 *8%* *100%*	68 *7%* *58%*	49 *9%* *41%*	52 *9%* *44%*
Mean	**6.34**	6.19	6.50	6.49	6.35	6.34	6.40	6.34	6.34	6.43	6.21	6.21
Standard Deviation	**1.98**	2.01	1.98	2.16	1.97	1.98	2.03	1.98	1.98	1.93	2.05	2.04

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 466

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**2** ***4%***	1 *2%* *36%*	1 *6%* *64%*	- - -	- - -	- - -	1 *29%* *64%*	- - -	1 *3%* *36%*	- - -	1 *7%* *64%*	1 *3%* *36%*	- - -	- - -	1 *8%* *64%*
9	**6** ***12%***	4 *15%* *73%*	2 *8%* *27%*	- - -	- - -	2 *64%* *35%*	- - -	2 *30%* *27%*	2 *10%* *38%*	- - -	- - -	6 *24%* *100%*	- - -	2 *16%* *38%*	4 *26%* *62%*
8	**8** ***16%***	4 *13%* *49%*	4 *21%* *51%*	* *3%* *3%*	- - -	- - -	- - -	- - -	8 *35%* *97%*	- - -	2 *10%* *24%*	6 *24%* *76%*	2 *17%* *23%*	3 *24%* *43%*	2 *11%* *21%*
7	**8** ***16%***	4 *15%* *54%*	4 *19%* *46%*	* *3%* *3%*	2 *23%* *19%*	- - -	2 *40%* *20%*	1 *26%* *18%*	3 *15%* *40%*	3 *41%* *32%*	4 *20%* *44%*	2 *8%* *23%*	2 *16%* *20%*	2 *12%* *20%*	4 *25%* *43%*
6	**1** ***2%***	* *1%* *22%*	1 *4%* *78%*	1 *12%* *85%*	- - -	- - -	- - -	- - -	* *1%* *15%*	1 *10%* *63%*	* *2%* *37%*	- - -	- - -	- - -	- - -
5	**4** ***9%***	4 *13%* *85%*	1 *3%* *15%*	- - -	3 *40%* *63%*	- - -	- - -	* * *	2 *7%* *37%*	1 *10%* *15%*	2 *13%* *51%*	2 *6%* *34%*	- - -	- - -	2 *11%* *34%*
4	**5** ***10%***	4 *14%* *83%*	1 *5%* *17%*	- - -	- - -	- - -	- - -	2 *44%* *46%*	3 *13%* *54%*	1 *22%* *28%*	2 *9%* *32%*	2 *8%* *40%*	3 *25%* *51%*	1 *10%* *28%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 466

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**5** ***11%***	5 *18%* *100%*	- - -	3 *47%* *66%*	- - -	- - -	- - -	- - -	2 *8%* *34%*	- - -	1 *6%* *21%*	4 *17%* *79%*	1 *11%* *21%*	3 *25%* *66%*	- - -
2	**2** ***4%***	- - -	2 *9%* *100%*	- - -	- - -	- - -	- - -	* * *	2 *8%* *100%*	- - -	- - -	2 *7%* *100%*	2 *17%* *100%*	- - -	- - -
1	**1** ***1%***	1 *2%* *100%*	- - -	1 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *100%*	- - -	- - -	- - -	- - -
Don't know	**7** ***14%***	3 *8%* *36%*	5 *24%* *64%*	2 *26%* *28%*	3 *38%* *37%*	1 *36%* *17%*	1 *32%* *18%*	- - -	- - -	1 *16%* *15%*	5 *28%* *70%*	1 *4%* *16%*	1 *13%* *18%*	2 *14%* *28%*	3 *18%* *36%*
Net: 10/9/8/7	**24** ***48%***	13 *44%* *56%*	11 *55%* *44%*	* *6%* *2%*	2 *23%* *7%*	2 *64%* *9%*	3 *68%* *12%*	3 *56%* *13%*	14 *63%* *58%*	3 *41%* *11%*	7 *38%* *28%*	15 *58%* *61%*	3 *34%* *14%*	7 *52%* *31%*	10 *71%* *42%*
Net: 10/9	**8** ***16%***	5 *17%* *65%*	3 *15%* *35%*	- - -	- - -	2 *64%* *27%*	1 *29%* *15%*	2 *30%* *20%*	3 *14%* *38%*	- - -	1 *7%* *15%*	7 *27%* *85%*	- - -	2 *16%* *29%*	5 *35%* *62%*
Net: 6/5/4	**11** ***21%***	8 *27%* *78%*	2 *12%* *22%*	1 *12%* *8%*	3 *40%* *26%*	- - -	- - -	2 *44%* *22%*	5 *21%* *43%*	3 *43%* *26%*	4 *24%* *41%*	4 *14%* *34%*	3 *25%* *25%*	1 *10%* *13%*	2 *11%* *14%*
Net: 3/2/1	**8** ***16%***	6 *20%* *77%*	2 *9%* *23%*	4 *56%* *54%*	- - -	- - -	- - -	* * *	4 *16%* *46%*	- - -	2 *10%* *23%*	6 *24%* *77%*	3 *28%* *37%*	3 *25%* *45%*	- - -
Mean	**6.19**	5.86	6.81	3.59	5.72	9.00	8.26	6.28	6.38	5.84	5.97	6.39	4.83	6.17	7.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 466

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**2.42**	2.42	2.37	2.00	1.09	0.00	1.84	2.38	2.39	1.42	2.37	2.66	2.39	2.54	1.54

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 466

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**2** ***4%***	1 *12%* *36%*	- - -	- - -	1 *3%* *64%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	1 *5%* *64%*	1 *3%* *36%*	1 *3%* *36%*
9	**6** ***12%***	- - -	- - -	- - -	6 *16%* *100%*	6 *13%* *100%*	- - -	6 *12%* *100%*	6 *12%* *100%*	4 *15%* *62%*	2 *9%* *38%*	2 *9%* *38%*
8	**8** ***16%***	* *7%* *5%*	* *13%* *5%*	* *13%* *3%*	7 *18%* *87%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	* *1%* *3%*	8 *31%* *97%*	8 *31%* *97%*
7	**8** ***16%***	* *8%* *6%*	* *7%* *3%*	1 *37%* *7%*	7 *18%* *84%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	6 *24%* *73%*	2 *9%* *27%*	2 *9%* *27%*
6	**1** ***2%***	1 *11%* *63%*	- - -	* *23%* *37%*	- - -	1 *2%* *100%*	- - -	1 *2%* *100%*	1 *2%* *100%*	1 *4%* *100%*	- - -	- - -
5	**4** ***9%***	1 *24%* *32%*	2 *47%* *34%*	- - -	2 *4%* *34%*	4 *9%* *100%*	- - -	4 *9%* *100%*	4 *9%* *100%*	4 *16%* *91%*	* *2%* *9%*	1 *3%* *19%*
4	**5** ***10%***	* *8%* *9%*	1 *20%* *13%*	- - -	4 *10%* *78%*	5 *11%* *100%*	- - -	5 *10%* *100%*	5 *10%* *100%*	5 *19%* *91%*	* *2%* *9%*	* *2%* *9%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 466

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**5** ***11%***	- - -	* *14%* *8%*	* *16%* *5%*	5 *12%* *87%*	5 *11%* *100%*	- - -	5 *11%* *100%*	5 *11%* *100%*	- - -	5 *22%* *100%*	5 *21%* *100%*
2	**2** ***4%***	- - -	- - -	* * *	2 *5%* *100%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	* * *	2 *7%* *100%*	2 *7%* *100%*
1	**1** ***1%***	1 *12%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *3%* *100%*	- - -	- - -
Don't know	**7** ***14%***	1 *19%* *16%*	- - -	* *11%* *2%*	6 *15%* *82%*	5 *10%* *64%*	3 *100%* *36%*	7 *14%* *100%*	7 *14%* *100%*	3 *14%* *48%*	4 *15%* *52%*	4 *15%* *52%*
Net: 10/9/8/7	**24** ***48%***	2 *26%* *6%*	1 *20%* *3%*	1 *50%* *3%*	21 *54%* *87%*	24 *51%* *100%*	- - -	24 *48%* *100%*	24 *48%* *100%*	11 *44%* *46%*	13 *52%* *54%*	13 *51%* *54%*
Net: 10/9	**8** ***16%***	1 *12%* *9%*	- - -	- - -	7 *19%* *91%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	5 *20%* *62%*	3 *12%* *38%*	3 *12%* *38%*
Net: 6/5/4	**11** ***21%***	3 *43%* *24%*	2 *67%* *20%*	* *23%* *4%*	6 *14%* *52%*	11 *23%* *100%*	- - -	11 *21%* *100%*	11 *21%* *100%*	10 *39%* *92%*	1 *4%* *8%*	1 *5%* *12%*
Net: 3/2/1	**8** ***16%***	1 *12%* *9%*	* *14%* *6%*	* *16%* *3%*	6 *17%* *82%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	1 *3%* *9%*	7 *29%* *91%*	7 *29%* *91%*
Mean	**6.19**	5.61	5.05	6.18	6.39	6.19	-	6.19	6.19	6.26	6.13	6.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 466

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**2.42**	2.95	1.77	-	2.45	2.42	-	2.42	2.42	2.19	2.69	2.66

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 467

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**203** ***3%***	82 *3%* *40%*	121 *3%* *60%*	38 *5%* *19%* DE FG	29 *2%* *14%*	28 *2%* *14%*	30 *2%* *15%*	29 *3%* *14%*	48 *4%* *24%* D	13 *1%* *6%*	83 *2%* *41%* I	107 *5%* *53%* IJ	53 *3%* *26%*	57 *3%* *28%*	61 *3%* *30%*
9	**356** ***5%***	146 *4%* *41%*	211 *6%* *59%* A	59 *8%* *16%* EF G	82 *6%* *23%*	47 *4%* *13%*	56 *5%* *16%*	41 *4%* *11%*	72 *6%* *20%*	38 *3%* *11%*	154 *5%* *43%*	163 *8%* *46%* IJ	89 *5%* *25%*	105 *6%* *30%*	108 *5%* *30%*
8	**1078** ***16%***	467 *14%* *43%*	610 *17%* *57%* A	134 *19%* *12%* EF G	247 *18%* *23%* G	170 *14%* *16%*	176 *15%* *16%*	141 *14%* *13%*	210 *16%* *19%*	162 *13%* *15%*	563 *17%* *52%* I	353 *16%* *33%*	285 *17%* *26%* M	231 *14%* *21%*	378 *16%* *35%*
7	**1596** ***23%***	760 *23%* *48%*	836 *24%* *52%*	176 *25%* *11%* H	329 *24%* *21%* H	307 *26%* *19%* H	299 *25%* *19%* H	240 *24%* *15%* H	244 *19%* *15%*	295 *24%* *18%* K	887 *26%* *56%* K	415 *19%* *26%*	368 *23%* *23%*	445 *26%* *28%* N	509 *22%* *32%*
6	**1253** ***18%***	653 *20%* *52%* B	600 *17%* *48%*	134 *19%* *11%*	285 *21%* *23%* H	223 *19%* *18%*	228 *19%* *18%*	179 *18%* *14%*	203 *16%* *16%*	276 *23%* *22%* JK	596 *18%* *48%*	381 *17%* *30%*	323 *20%* *26%*	288 *17%* *23%*	437 *19%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 467

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**938** ***14%***	459 *14%* *49%*	479 *14%* *51%*	71 *10%* *8%*	190 *14%* *20%*	168 *14%* *18%* C	189 *16%* *20%* C	152 *15%* *16%* C	169 *13%* *18%*	181 *15%* *19%*	472 *14%* *50%*	285 *13%* *30%*	196 *12%* *21%*	220 *13%* *23%*	344 *15%* *37%* L
4	**416** ***6%***	224 *7%* *54%* B	192 *5%* *46%*	33 *5%* *8%*	77 *6%* *19%*	72 *6%* *17%*	79 *7%* *19%*	71 *7%* *17%*	82 *6%* *20%*	91 *7%* *22%* J	187 *5%* *45%*	138 *6%* *33%*	87 *5%* *21%*	110 *6%* *26%*	144 *6%* *35%*
3	**219** ***3%***	123 *4%* *56%* B	96 *3%* *44%*	17 *2%* *8%*	45 *3%* *20%*	35 *3%* *16%*	45 *4%* *20%*	26 *3%* *12%*	51 *4%* *23%*	31 *3%* *14%*	120 *4%* *55%*	68 *3%* *31%*	48 *3%* *22%*	72 *4%* *33%*	67 *3%* *30%*
2	**123** ***2%***	86 *3%* *70%* B	37 *1%* *30%*	12 *2%* *9%*	22 *2%* *18%*	22 *2%* *18%*	24 *2%* *19%*	25 *2%* *21%*	19 *1%* *15%*	28 *2%* *23%*	65 *2%* *53%*	30 *1%* *25%*	23 *1%* *19%*	27 *2%* *22%*	54 *2%* *44%*
1	**101** ***1%***	58 *2%* *57%*	44 *1%* *43%*	15 *2%* *15%*	15 *1%* *15%*	19 *2%* *19%*	11 *1%* *11%*	18 *2%* *18%*	22 *2%* *22%*	18 *1%* *18%*	47 *1%* *47%*	36 *2%* *35%*	23 *1%* *23%*	24 *1%* *24%*	38 *2%* *38%*
Don't know	**515** ***8%***	195 *6%* *38%*	320 *9%* *62%* A	20 *3%* *4%*	60 *4%* *12%*	82 *7%* *16%* CD	76 *6%* *15%* C	98 *10%* *19%* CD EF	178 *14%* *35%* CDEF G	91 *7%* *18%*	223 *7%* *43%*	201 *9%* *39%* J	139 *9%* *27%*	119 *7%* *23%*	167 *7%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 467

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3234** ***48%***	1455 *45%* *45%*	1778 *50%* *55%* A	406 *57%* *13%* DE FGH	687 *50%* *21%* GH	551 *47%* *17%*	562 *46%* *17%*	451 *44%* *14%*	574 *44%* *18%*	508 *42%* *16%*	1687 *50%* *52%* I	1039 *48%* *32%* I	795 *49%* *25%*	838 *49%* *26%*	1055 *46%* *33%*
Net: 10/9	**560** ***8%***	228 *7%* *41%*	332 *9%* *59%* A	97 *14%* *17%* DE FGH	111 *8%* *20%*	75 *6%* *13%*	87 *7%* *15%*	70 *7%* *12%*	121 *9%* *22%* E	51 *4%* *9%*	237 *7%* *42%* I	271 *12%* *48%* IJ	142 *9%* *25%*	163 *10%* *29%*	168 *7%* *30%*
Net: 6/5/4	**2606** ***38%***	1336 *41%* *51%* B	1271 *36%* *49%*	238 *34%* *9%*	552 *40%* *21%* CH	463 *40%* *18%* CH	497 *41%* *19%* CH	402 *39%* *15%* C	454 *35%* *17%*	548 *45%* *21%* JK	1255 *37%* *48%*	804 *37%* *31%*	606 *37%* *23%*	618 *36%* *24%*	925 *40%* *35%*
Net: 3/2/1	**443** ***7%***	267 *8%* *60%* B	176 *5%* *40%*	44 *6%* *10%*	82 *6%* *18%*	76 *6%* *17%*	80 *7%* *18%*	70 *7%* *16%*	92 *7%* *21%*	77 *6%* *17%*	232 *7%* *52%*	135 *6%* *30%*	95 *6%* *21%*	123 *7%* *28%*	159 *7%* *36%*
Mean	**6.35**	6.18	6.51 A	6.67 D EFGH	6.41 G	6.27	6.27	6.21	6.36	6.11	6.35 I	6.49 IJ	6.46 N	6.36	6.28
Standard Deviation	**1.81**	1.85	1.77	1.89	1.72	1.76	1.75	1.84	1.93	1.68	1.77	1.93	1.79	1.84	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 467

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**203** ***3%***	17 *3%* *8%*	9 *3%* *5%*	6 *3%* *3%*	171 *3%* *84%*	178 *3%* *88%*	25 *5%* *12%* S	42 *4%* *21%*	159 *3%* *78%*	161 *3%* *79%*	106 *3%* *52%*	55 *3%* *27%*	58 *3%* *29%*
9	**356** ***5%***	26 *4%* *7%*	19 *6%* *5%*	10 *5%* *3%*	302 *5%* *85%*	331 *5%* *93%*	25 *5%* *7%*	56 *5%* *16%*	297 *5%* *83%*	301 *5%* *84%*	212 *6%* *60%* YZ	88 *4%* *25%*	98 *4%* *28%*
8	**1078** ***16%***	89 *15%* *8%*	66 *19%* *6%* OQR	29 *14%* *3%*	893 *16%* *83%*	1004 *16%* *93%*	74 *16%* *7%*	149 *14%* *14%*	919 *16%* *85%*	926 *16%* *86%*	599 *17%* *56%*	324 *15%* *30%*	342 *15%* *32%*
7	**1596** ***23%***	144 *24%* *9%*	74 *22%* *5%*	56 *28%* *4%* OPR	1322 *23%* *83%*	1509 *24%* *94%* T	88 *19%* *5%*	213 *20%* *13%*	1354 *24%* *85%* U	1381 *24%* *87%* U	863 *24%* *54%* U	514 *24%* *32%* U	555 *25%* *35%* U
6	**1253** ***18%***	108 *18%* *9%*	59 *17%* *5%*	38 *19%* *3%*	1048 *19%* *84%*	1168 *18%* *93%*	85 *18%* *7%*	172 *16%* *14%*	1060 *19%* *85%*	1074 *19%* *86%*	664 *19%* *53%*	409 *19%* *33%*	428 *19%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
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Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**938** ***14%***	100 *16%* *11%* QR	52 *15%* *6%*	26 *13%* *3%*	761 *13%* *81%*	864 *14%* *92%*	74 *16%* *8%*	158 *15%* *17%*	775 *14%* *83%*	779 *14%* *83%*	491 *14%* *52%*	288 *14%* *31%*	303 *13%* *32%*
4	**416** ***6%***	44 *7%* *11%*	20 *6%* *5%*	11 *6%* *3%*	341 *6%* *82%*	383 *6%* *92%*	33 *7%* *8%*	68 *6%* *16%*	342 *6%* *82%*	346 *6%* *83%*	193 *5%* *46%*	149 *7%* *36%* X	159 *7%* *38%* X
3	**219** ***3%***	19 *3%* *9%*	8 *2%* *4%*	5 *2%* *2%*	187 *3%* *85%*	209 *3%* *96%*	10 *2%* *4%*	44 *4%* *20%*	174 *3%* *80%*	175 *3%* *80%*	113 *3%* *52%*	61 *3%* *28%*	66 *3%* *30%*
2	**123** ***2%***	10 *2%* *8%*	6 *2%* *5%*	2 *1%* *2%*	105 *2%* *85%*	114 *2%* *92%*	9 *2%* *8%*	22 *2%* *18%*	98 *2%* *80%*	101 *2%* *82%*	62 *2%* *51%*	38 *2%* *31%*	40 *2%* *33%*
1	**101** ***1%***	9 *2%* *9%*	3 *1%* *3%*	4 *2%* *4%* P	85 *2%* *84%*	88 *1%* *87%*	14 *3%* *13%* S	22 *2%* *22%*	77 *1%* *76%*	79 *1%* *78%*	52 *1%* *51%*	27 *1%* *26%*	27 *1%* *27%*
Don't know	**515** ***8%***	48 *8%* *9%*	25 *7%* *5%*	16 *8%* *3%*	426 *8%* *83%*	491 *8%* *95%*	24 *5%* *5%*	108 *10%* *21%* VWX	399 *7%* *77%*	403 *7%* *78%*	228 *6%* *44%*	173 *8%* *34%* X	183 *8%* *36%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 467

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
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Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3234** ***48%***	276 *45%* *9%*	169 *49%* *5%*	101 *50%* *3%*	2688 *48%* *83%*	3021 *48%* *93%*	212 *46%* *7%*	460 *44%* *14%*	2729 *48%* *84%* U	2768 *48%* *86%* U	1780 *50%* *55%* UY	981 *46%* *30%*	1054 *47%* *33%*
Net: 10/9	**560** ***8%***	42 *7%* *8%*	28 *8%* *5%*	16 *8%* *3%*	473 *8%* *85%*	509 *8%* *91%*	50 *11%* *9%*	98 *9%* *18%* YZ	456 *8%* *82%*	461 *8%* *82%*	318 *9%* *57%* YZ	143 *7%* *26%*	156 *7%* *28%*
Net: 6/5/4	**2606** ***38%***	252 *41%* *10%*	130 *38%* *5%*	75 *37%* *3%*	2149 *38%* *82%*	2414 *38%* *93%*	192 *42%* *7%*	398 *38%* *15%*	2177 *38%* *84%*	2198 *38%* *84%*	1347 *38%* *52%*	846 *40%* *32%*	890 *39%* *34%*
Net: 3/2/1	**443** ***7%***	38 *6%* *9%*	17 *5%* *4%*	11 *5%* *3%*	377 *7%* *85%*	411 *6%* *93%*	32 *7%* *7%*	88 *8%* *20%* VWYZ	350 *6%* *79%*	355 *6%* *80%*	228 *6%* *51%*	126 *6%* *28%*	134 *6%* *30%*
Mean	**6.35**	6.24	6.46 O	6.40	6.36	6.35	6.32	6.24	6.37	6.37	6.42 U	6.30	6.31
Standard Deviation	**1.81**	1.79	1.75	1.77	1.82	1.80	2.00	1.97	1.78	1.78	1.80	1.75	1.76

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 468

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**422** ***12%***	180 *11%* *43%*	243 *14%* *57%*	45 *12%* *11%*	64 *9%* *15%*	63 *11%* *15%*	83 *14%* *20%* D	60 *12%* *14%*	107 *15%* *25%* DE	58 *10%* *14%*	190 *11%* *45%*	175 *16%* *41%* IJ	100 *12%* *24%*	108 *12%* *26%*	145 *13%* *34%*
9	**516** ***15%***	237 *15%* *46%*	279 *16%* *54%*	74 *20%* *14%* FG H	137 *20%* *27%* FG H	99 *17%* *19%* FG H	69 *12%* *13%*	57 *11%* *11%*	79 *11%* *15%*	99 *17%* *19%*	250 *15%* *48%*	167 *15%* *32%*	131 *16%* *25%*	129 *15%* *25%*	177 *15%* *34%*
8	**877** ***26%***	429 *26%* *49%*	447 *25%* *51%*	72 *20%* *8%*	190 *28%* *22%* C	140 *24%* *16%*	146 *25%* *17%*	140 *28%* *16%* C	190 *27%* *22%* C	164 *28%* *19%*	448 *26%* *51%*	264 *24%* *30%*	222 *27%* *25%*	236 *27%* *27%*	275 *24%* *31%*
7	**627** ***18%***	313 *19%* *50%*	314 *18%* *50%*	65 *18%* *10%*	129 *19%* *21%*	111 *19%* *18%*	131 *22%* *21%* H	89 *18%* *14%*	102 *15%* *16%*	125 *21%* *20%* K	338 *20%* *54%* K	164 *15%* *26%*	134 *16%* *21%*	145 *16%* *23%*	232 *20%* *37%*
6	**366** ***11%***	191 *12%* *52%*	176 *10%* *48%*	45 *12%* *12%*	63 *9%* *17%*	62 *11%* *17%*	71 *12%* *19%*	49 *10%* *13%*	76 *11%* *21%*	60 *10%* *16%*	188 *11%* *51%*	118 *11%* *32%*	97 *12%* *27%*	93 *11%* *25%*	110 *10%* *30%*
5	**281** ***8%***	131 *8%* *46%*	151 *8%* *54%*	34 *9%* *12%*	44 *7%* *16%*	50 *9%* *18%*	44 *7%* *16%*	56 *11%* *20%* D	53 *8%* *19%*	42 *7%* *15%*	140 *8%* *50%*	99 *9%* *35%*	55 *7%* *19%*	88 *10%* *31%*	93 *8%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 468

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**89** ***3%***	48 *3%* *54%*	41 *2%* *46%*	6 *2%* *6%*	18 *3%* *20%*	17 *3%* *19%*	11 *2%* *12%*	13 *3%* *14%*	25 *4%* *28%*	18 *3%* *20%*	36 *2%* *41%*	34 *3%* *39%*	18 *2%* *21%*	24 *3%* *27%*	38 *3%* *42%*
3	**39** ***1%***	9 *1%* *24%*	30 *2%* *76%* A	4 *1%* *9%*	11 *2%* *28%*	6 *1%* *15%*	9 *1%* *22%*	2 *** *5%*	8 *1%* *21%*	6 *1%* *16%*	15 *1%* *39%*	18 *2%* *45%*	9 *1%* *23%*	7 *1%* *18%*	17 *1%* *44%*
2	**23** ***1%***	14 *1%* *63%*	8 *** *37%*	2 *1%* *10%*	4 *1%* *18%*	3 *1%* *14%*	4 *1%* *16%*	5 *1%* *22%*	5 *1%* *20%*	4 *1%* *16%*	8 *** *34%*	11 *1%* *50%*	1 *** *6%*	8 *1%* *33%*	8 *1%* *33%*
1	**50** ***1%***	25 *2%* *50%*	25 *1%* *50%*	13 *4%* *27%* DE	2 *** *4%*	7 *1%* *14%*	8 *1%* *16%*	9 *2%* *19%* D	10 *2%* *21%* D	4 *1%* *8%*	25 *1%* *50%*	21 *2%* *42%*	12 *1%* *24%*	15 *2%* *29%*	14 *1%* *28%*
Don't know	**128** ***4%***	50 *3%* *39%*	79 *4%* *61%*	7 *2%* *6%*	15 *2%* *12%*	24 *4%* *18%*	19 *3%* *15%*	24 *5%* *18%*	39 *6%* *31%* CD	15 *3%* *12%*	65 *4%* *50%*	49 *4%* *38%*	35 *4%* *27%*	31 *4%* *24%*	40 *3%* *31%*
Net: 10/9/8/7	**2442** ***71%***	1160 *71%* *47%*	1282 *72%* *53%*	257 *70%* *11%*	520 *77%* *21%* GH	413 *71%* *17%*	428 *72%* *18%*	346 *69%* *14%*	478 *69%* *20%*	447 *75%* *18%* K	1226 *72%* *50%*	769 *69%* *32%*	587 *72%* *24%*	618 *70%* *25%*	830 *72%* *34%*

GfK NOP

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Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**938** ***27%***	417 *26%* *44%*	521 *29%* *56%*	119 *32%* *13%* G	201 *30%* *21%* G	163 *28%* *17%*	152 *26%* *16%*	117 *23%* *13%*	186 *27%* *20%*	157 *26%* *17%*	440 *26%* *47%*	341 *30%* *36%* J	231 *28%* *25%*	237 *27%* *25%*	322 *28%* *34%*
Net: 6/5/4	**736** ***22%***	369 *23%* *50%*	367 *20%* *50%*	85 *23%* *12%*	125 *19%* *17%*	129 *22%* *17%*	126 *21%* *17%*	118 *23%* *16%*	153 *22%* *21%*	120 *20%* *16%*	365 *21%* *50%*	251 *22%* *34%*	170 *21%* *23%*	204 *23%* *28%*	241 *21%* *33%*
Net: 3/2/1	**112** ***3%***	49 *3%* *44%*	63 *4%* *56%*	19 *5%* *17%*	17 *2%* *15%*	16 *3%* *15%*	20 *3%* *18%*	16 *3%* *15%*	23 *3%* *21%*	14 *2%* *12%*	48 *3%* *43%*	50 *4%* *45%*	22 *3%* *20%*	29 *3%* *26%*	39 *3%* *35%*
Mean	**7.43**	7.37	7.48	7.33	7.57 G	7.42	7.42	7.30	7.45	7.47	7.42	7.42	7.52	7.38	7.42
Standard Deviation	**1.86**	1.84	1.88	2.08	1.67	1.82	1.83	1.91	1.94	1.70	1.79	2.04	1.80	1.90	1.87

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Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**422** ***12%***	32 *11%* *8%*	23 *14%* *6%*	13 *13%* *3%*	354 *12%* *84%*	391 *12%* *93%*	31 *14%* *7%*	76 *13%* *18%*	342 *12%* *81%*	343 *12%* *81%*	222 *13%* *53%*	120 *11%* *28%*	128 *12%* *30%*
9	**516** ***15%***	38 *13%* *7%*	26 *16%* *5%*	15 *15%* *3%*	436 *15%* *85%*	465 *15%* *90%*	50 *22%* *10%* S	55 *9%* *11%*	452 *16%* *88%* U	460 *16%* *89%* U	287 *16%* *56%* U	173 *16%* *34%* U	180 *16%* *35%* U
8	**877** ***26%***	76 *25%* *9%*	45 *27%* *5%*	24 *23%* *3%*	733 *26%* *84%*	825 *26%* *94%*	51 *23%* *6%*	157 *27%* *18%*	714 *26%* *81%*	718 *26%* *82%*	455 *26%* *52%*	261 *25%* *30%*	279 *25%* *32%*
7	**627** ***18%***	70 *23%* *11%* PR	26 *15%* *4%*	21 *21%* *3%* P	511 *18%* *82%*	593 *19%* *95%*	34 *15%* *5%*	106 *18%* *17%*	513 *18%* *82%*	521 *19%* *83%*	314 *18%* *50%*	207 *20%* *33%*	216 *19%* *34%*
6	**366** ***11%***	38 *12%* *10%*	17 *10%* *5%*	11 *11%* *3%*	300 *11%* *82%*	350 *11%* *96%*	16 *7%* *4%*	56 *10%* *15%*	301 *11%* *82%*	303 *11%* *83%*	190 *11%* *52%*	113 *11%* *31%*	116 *10%* *32%*
5	**281** ***8%***	25 *8%* *9%*	13 *8%* *5%*	8 *8%* *3%*	236 *8%* *84%*	264 *8%* *94%*	17 *8%* *6%*	62 *11%* *22%* VWX	213 *8%* *76%*	216 *8%* *77%*	133 *8%* *47%*	82 *8%* *29%*	89 *8%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 468

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**89** ***3%***	3 *1%* *3%*	5 *3%* *5%* O	2 *2%* *2%*	79 *3%* *90%* O	82 *3%* *93%*	6 *3%* *7%*	15 *3%* *16%*	74 *3%* *84%*	74 *3%* *84%*	39 *2%* *44%*	35 *3%* *40%*	35 *3%* *40%*
3	**39** ***1%***	2 *1%* *6%*	2 *1%* *6%*	1 *1%* *3%*	33 *1%* *85%*	38 *1%* *98%*	1 *** *2%*	10 *2%* *27%*	27 *1%* *70%*	27 *1%* *70%*	19 *1%* *48%*	8 *1%* *21%*	8 *1%* *21%*
2	**23** ***1%***	2 *1%* *11%*	3 *2%* *12%* R	1 *1%* *4%*	17 *1%* *72%*	21 *1%* *90%*	2 *1%* *9%*	2 *** *10%*	19 *1%* *82%*	19 *1%* *84%*	15 *1%* *67%*	4 *** *16%*	5 *** *20%*
1	**50** ***1%***	5 *2%* *10%*	2 *1%* *4%*	2 *2%* *4%*	40 *1%* *81%*	42 *1%* *85%*	8 *3%* *15%* S	11 *2%* *22%*	33 *1%* *66%*	33 *1%* *67%*	19 *1%* *39%*	14 *1%* *28%*	14 *1%* *28%*
Don't know	**128** ***4%***	12 *4%* *10%*	6 *4%* *5%*	4 *4%* *3%*	106 *4%* *83%*	120 *4%* *94%*	8 *3%* *6%*	30 *5%* *23%*	94 *3%* *74%*	97 *3%* *76%*	61 *3%* *48%*	36 *3%* *28%*	43 *4%* *33%*
Net: 10/9/8/7	**2442** ***71%***	215 *71%* *9%*	120 *71%* *5%*	73 *72%* *3%*	2034 *71%* *83%*	2275 *71%* *93%*	167 *74%* *7%*	394 *68%* *16%*	2020 *73%* *83%*	2042 *73%* *84%*	1278 *73%* *52%*	761 *72%* *31%*	803 *72%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 468

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**938** ***27%***	70 *23%* *7%*	50 *29%* *5%* O	28 *28%* *3%*	790 *28%* *84%*	856 *27%* *91%*	82 *36%* *9%* S	130 *22%* *14%*	794 *29%* *85%* U	803 *29%* *86%* U	509 *29%* *54%* U	293 *28%* *31%*	308 *28%* *33%*
Net: 6/5/4	**736** ***22%***	65 *22%* *9%*	35 *21%* *5%*	20 *20%* *3%*	615 *22%* *84%*	697 *22%* *95%*	39 *17%* *5%*	133 *23%* *18%*	588 *21%* *80%*	593 *21%* *81%*	362 *21%* *49%*	230 *22%* *31%*	241 *22%* *33%*
Net: 3/2/1	**112** ***3%***	10 *3%* *9%*	7 *4%* *7%*	4 *4%* *4%*	90 *3%* *81%*	101 *3%* *90%*	11 *5%* *10%*	24 *4%* *21%*	79 *3%* *71%*	80 *3%* *71%*	54 *3%* *48%*	26 *2%* *23%*	27 *2%* *24%*
Mean	**7.43**	7.34	7.45	7.41	7.44	7.42	7.54	7.27	7.48 U	7.48 U	7.51 U	7.44	7.45
Standard Deviation	**1.86**	1.79	1.97	1.93	1.86	1.84	2.10	1.94	1.82	1.82	1.82	1.81	1.80

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 469

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**323** ***9%***	172 *10%* *53%*	151 *9%* *47%*	31 *9%* *10%*	57 *8%* *18%*	54 *9%* *17%*	53 *9%* *16%*	49 *9%* *15%*	79 *13%* *24%* DF	41 *6%* *13%*	147 *9%* *45%*	136 *13%* *42%* IJ	91 *11%* *28%*	69 *8%* *21%*	111 *9%* *34%*
9	**333** ***10%***	165 *10%* *49%*	168 *10%* *51%*	46 *13%* *14%* FH	70 *10%* *21%*	67 *11%* *20%*	48 *8%* *14%*	53 *10%* *16%*	49 *8%* *15%*	54 *8%* *16%*	153 *9%* *46%*	126 *12%* *38%*	73 *9%* *22%*	85 *10%* *25%*	120 *10%* *36%*
8	**808** ***24%***	387 *23%* *48%*	422 *24%* *52%*	71 *20%* *9%*	186 *26%* *23%*	123 *21%* *15%*	150 *24%* *19%*	139 *27%* *17%* E	137 *22%* *17%*	172 *27%* *21%* K	422 *25%* *52%* K	215 *20%* *27%*	202 *24%* *25%*	198 *24%* *24%*	269 *23%* *33%*
7	**688** ***20%***	346 *21%* *50%*	342 *19%* *50%*	78 *23%* *11%*	135 *19%* *20%*	127 *21%* *19%*	139 *22%* *20%*	105 *20%* *15%*	104 *17%* *15%*	131 *21%* *19%*	368 *21%* *54%*	188 *18%* *27%*	137 *17%* *20%*	192 *23%* *28%* L	234 *20%* *34%*
6	**428** ***12%***	186 *11%* *43%*	242 *14%* *57%*	40 *11%* *9%*	101 *14%* *24%*	64 *11%* *15%*	91 *14%* *21%*	63 *12%* *15%*	70 *11%* *16%*	96 *15%* *22%* K	216 *13%* *50%*	116 *11%* *27%*	109 *13%* *25%*	97 *12%* *23%*	150 *13%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 469

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**361** ***11%***	153 *9%* *42%*	208 *12%* *58%* A	31 *9%* *9%*	87 *12%* *24%*	69 *12%* *19%*	76 *12%* *21%*	47 *9%* *13%*	51 *8%* *14%*	57 *9%* *16%*	200 *12%* *55%*	104 *10%* *29%*	100 *12%* *28%* M	61 *7%* *17%*	130 *11%* *36%* M
4	**132** ***4%***	64 *4%* *48%*	68 *4%* *52%*	23 *7%* *17%* DG	19 *3%* *14%*	30 *5%* *23%* G	26 *4%* *20%*	12 *2%* *9%*	22 *4%* *17%*	23 *4%* *18%*	68 *4%* *52%*	41 *4%* *31%*	26 *3%* *20%*	35 *4%* *26%*	46 *4%* *35%*
3	**96** ***3%***	62 *4%* *65%* B	34 *2%* *35%*	10 *3%* *10%*	23 *3%* *23%*	10 *2%* *10%*	12 *2%* *12%*	15 *3%* *15%*	27 *5%* *28%* EF	19 *3%* *20%*	33 *2%* *34%*	44 *4%* *46%* J	22 *3%* *23%*	24 *3%* *25%*	35 *3%* *36%*
2	**61** ***2%***	36 *2%* *59%*	25 *1%* *41%*	10 *3%* *16%*	15 *2%* *24%*	13 *2%* *21%*	9 *1%* *14%*	5 *1%* *9%*	10 *2%* *16%*	14 *2%* *23%*	29 *2%* *47%*	19 *2%* *30%*	21 *3%* *34%*	14 *2%* *23%*	17 *1%* *27%*
1	**78** ***2%***	49 *3%* *63%* B	29 *2%* *37%*	4 *1%* *5%*	15 *2%* *19%*	27 *4%* *34%* CD FH	10 *2%* *12%*	11 *2%* *14%*	12 *2%* *16%*	15 *2%* *20%*	32 *2%* *41%*	30 *3%* *39%*	18 *2%* *24%*	24 *3%* *30%*	26 *2%* *33%*
Don't know	**118** ***3%***	39 *2%* *33%*	79 *4%* *67%* A	3 *1%* *3%*	17 *2%* *14%*	16 *3%* *13%*	13 *2%* *11%*	22 *4%* *18%* C	48 *8%* *40%* CDEF G	14 *2%* *12%*	52 *3%* *44%*	52 *5%* *44%* IJ	31 *4%* *26%*	31 *4%* *26%*	39 *3%* *33%*
Net: 10/9/8/7	**2153** ***63%***	1070 *65%* *50%*	1083 *61%* *50%*	226 *65%* *11%*	448 *62%* *21%*	371 *62%* *17%*	390 *62%* *18%*	347 *67%* *16%*	368 *61%* *17%*	398 *63%* *18%*	1090 *63%* *51%*	665 *62%* *31%*	502 *61%* *23%*	543 *66%* *25%*	735 *62%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 469

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**656** ***19%***	337 *20%* *51%*	319 *18%* *49%*	77 *22%* *12%*	127 *18%* *19%*	120 *20%* *18%*	101 *16%* *15%*	103 *20%* *16%*	128 *21%* *19%*	95 *15%* *14%*	299 *17%* *46%*	262 *24%* *40%* IJ	163 *20%* *25%*	154 *19%* *23%*	231 *20%* *35%*
Net: 6/5/4	**921** ***27%***	402 *24%* *44%*	519 *29%* *56%* A	94 *27%* *10%*	206 *29%* *22%*	163 *27%* *18%*	193 *31%* *21%* GH	122 *23%* *13%*	143 *24%* *16%*	176 *28%* *19%*	484 *28%* *53%*	261 *24%* *28%*	234 *28%* *25%*	193 *23%* *21%*	326 *28%* *35%*
Net: 3/2/1	**236** ***7%***	147 *9%* *63%* B	88 *5%* *37%*	24 *7%* *10%*	52 *7%* *22%*	49 *8%* *21%* F	30 *5%* *13%*	31 *6%* *13%*	49 *8%* *21%* F	49 *8%* *21%*	94 *5%* *40%*	93 *9%* *40%* J	61 *7%* *26%*	62 *7%* *26%*	77 *7%* *33%*
Mean	**6.92**	6.89	6.95	6.93	6.88	6.76	6.90	7.10 E	7.00	6.81	6.93	6.98	6.91	6.93	6.93
Standard Deviation	**2.06**	2.17	1.94	2.05	2.01	2.23	1.89	1.96	2.17	2.00	1.96	2.24	2.12	2.06	2.04

GfK NOP

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Table 469

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**323** ***9%***	26 *8%* *8%*	17 *10%* *5%*	10 *9%* *3%*	271 *10%* *84%*	293 *9%* *90%*	31 *12%* *9%*	53 *11%* *16%*	263 *9%* *81%*	270 *9%* *83%*	160 *9%* *49%*	109 *10%* *34%*	118 *10%* *37%*
9	**333** ***10%***	27 *9%* *8%*	16 *9%* *5%*	12 *12%* *4%*	278 *10%* *83%*	308 *10%* *93%*	24 *10%* *7%*	53 *11%* *16%*	278 *10%* *84%*	280 *10%* *84%*	174 *9%* *52%*	104 *10%* *31%*	112 *10%* *34%*
8	**808** ***24%***	76 *24%* *9%*	43 *25%* *5%*	21 *20%* *3%*	669 *24%* *83%*	760 *24%* *94%*	49 *20%* *6%*	110 *23%* *14%*	686 *24%* *85%*	694 *24%* *86%*	426 *23%* *53%*	263 *24%* *33%*	272 *24%* *34%*
7	**688** ***20%***	70 *22%* *10%*	37 *21%* *5%*	18 *17%* *3%*	563 *20%* *82%*	644 *20%* *94%*	44 *18%* *6%*	81 *17%* *12%*	599 *21%* *87%*	606 *21%* *88%*	398 *22%* *58%* U	205 *19%* *30%*	221 *19%* *32%*
6	**428** ***12%***	35 *11%* *8%*	22 *12%* *5%*	15 *14%* *3%*	356 *13%* *83%*	393 *12%* *92%*	34 *14%* *8%*	53 *11%* *12%*	362 *13%* *85%*	375 *13%* *88%*	246 *13%* *58%*	129 *12%* *30%*	143 *12%* *33%*

GfK NOP

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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 - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**361** ***11%***	37 *12%* *10%*	20 *11%* *5%*	13 *13%* *4%*	291 *10%* *81%*	332 *10%* *92%*	28 *11%* *8%*	38 *8%* *11%*	321 *11%* *89%*	323 *11%* *89%*	209 *11%* *58%*	113 *11%* *31%*	121 *11%* *34%*
4	**132** ***4%***	13 *4%* *10%*	8 *5%* *6%*	4 *4%* *3%*	106 *4%* *80%*	118 *4%* *89%*	14 *6%* *11%*	29 *6%* *22%* VWX	103 *4%* *78%*	103 *4%* *78%*	64 *3%* *48%*	38 *4%* *29%*	44 *4%* *33%*
3	**96** ***3%***	8 *3%* *8%*	4 *2%* *4%*	3 *3%* *3%*	81 *3%* *84%*	89 *3%* *93%*	7 *3%* *7%*	23 *5%* *24%* VWX	73 *3%* *76%*	73 *3%* *76%*	40 *2%* *41%*	34 *3%* *35%*	34 *3%* *36%*
2	**61** ***2%***	5 *2%* *8%*	2 *1%* *4%*	3 *2%* *4%*	52 *2%* *84%*	55 *2%* *90%*	6 *2%* *10%*	10 *2%* *16%*	51 *2%* *83%*	52 *2%* *84%*	29 *2%* *47%*	23 *2%* *37%*	25 *2%* *40%*
1	**78** ***2%***	6 *2%* *8%*	2 *1%* *2%*	3 *2%* *3%*	68 *2%* *87%*	74 *2%* *95%*	4 *2%* *5%*	16 *3%* *21%*	61 *2%* *78%*	61 *2%* *78%*	44 *2%* *56%*	17 *2%* *21%*	18 *2%* *23%*
Don't know	**118** ***3%***	10 *3%* *8%*	3 *2%* *3%*	3 *3%* *3%*	102 *4%* *86%*	112 *4%* *95%*	6 *3%* *5%*	22 *5%* *19%*	94 *3%* *79%*	96 *3%* *81%*	53 *3%* *45%*	43 *4%* *36%*	45 *4%* *38%*
Net: 10/9/8/7	**2153** ***63%***	199 *64%* *9%*	113 *65%* *5%* Q	61 *58%* *3%*	1780 *63%* *83%*	2005 *63%* *93%*	147 *60%* *7%*	297 *61%* *14%*	1826 *63%* *85%*	1850 *63%* *86%*	1158 *63%* *54%*	682 *63%* *32%*	724 *63%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 469

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**656** ***19%***	53 *17%* *8%*	33 *19%* *5%*	22 *21%* *3%*	548 *19%* *84%*	601 *19%* *92%*	55 *22%* *8%*	106 *22%* *16%*	541 *19%* *82%*	550 *19%* *84%*	334 *18%* *51%*	214 *20%* *33%*	230 *20%* *35%*
Net: 6/5/4	**921** ***27%***	85 *27%* *9%*	50 *29%* *5%*	32 *31%* *4%*	753 *27%* *82%*	844 *27%* *92%*	77 *31%* *8%*	120 *25%* *13%*	786 *27%* *85%*	800 *27%* *87%*	519 *28%* *56%*	280 *26%* *30%*	307 *27%* *33%*
Net: 3/2/1	**236** ***7%***	19 *6%* *8%*	8 *5%* *3%*	8 *8%* *4%* P	200 *7%* *85%*	219 *7%* *93%*	17 *7%* *7%*	49 *10%* *21%* VWX	185 *6%* *78%*	186 *6%* *79%*	112 *6%* *48%*	73 *7%* *31%*	77 *7%* *33%*
Mean	**6.92**	6.89	7.01	6.79	6.92	6.92	6.89	6.83	6.93	6.94	6.91	6.98	6.97
Standard Deviation	**2.06**	1.98	1.91	2.15	2.07	2.05	2.14	2.29	2.02	2.01	2.00	2.04	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 470

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**393** ***11%***	191 *12%* *49%*	202 *11%* *51%*	39 *11%* *10%*	77 *11%* *20%*	69 *12%* *18%*	60 *10%* *15%*	57 *11%* *15%*	89 *15%* *23%* F	45 *7%* *11%*	183 *11%* *47%* I	165 *15%* *42%* IJ	109 *13%* *28%*	98 *12%* *25%*	124 *10%* *31%*
9	**370** ***11%***	178 *11%* *48%*	192 *11%* *52%*	53 *15%* *14%* FG H	81 *11%* *22%*	67 *11%* *18%*	61 *10%* *17%*	51 *10%* *14%*	57 *9%* *15%*	65 *10%* *17%*	178 *10%* *48%*	128 *12%* *34%*	75 *9%* *20%*	98 *12%* *27%*	131 *11%* *35%*
8	**807** ***24%***	371 *22%* *46%*	436 *25%* *54%*	90 *26%* *11%*	169 *23%* *21%*	122 *20%* *15%*	147 *23%* *18%*	145 *28%* *18%* EH	133 *22%* *16%*	161 *25%* *20%*	415 *24%* *51%*	230 *22%* *29%*	207 *25%* *26%*	173 *21%* *21%*	288 *24%* *36%*
7	**710** ***21%***	357 *22%* *50%*	352 *20%* *50%*	69 *20%* *10%*	155 *21%* *22%* H	131 *22%* *19%* H	155 *25%* *22%* H	103 *20%* *14%*	97 *16%* *14%*	146 *23%* *21%* K	375 *22%* *53%* K	189 *18%* *27%*	164 *20%* *23%*	192 *23%* *27%*	230 *19%* *32%*
6	**430** ***13%***	216 *13%* *50%*	215 *12%* *50%*	41 *12%* *9%*	102 *14%* *24%*	74 *12%* *17%*	85 *14%* *20%*	54 *10%* *13%*	75 *12%* *17%*	86 *13%* *20%*	210 *12%* *49%*	134 *13%* *31%*	107 *13%* *25%*	105 *13%* *24%*	149 *13%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 470

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**335** ***10%***	155 *9%* *46%*	180 *10%* *54%*	31 *9%* *9%*	72 *10%* *22%*	74 *12%* *22%* H	64 *10%* *19%*	51 *10%* *15%*	42 *7%* *13%*	63 *10%* *19%*	183 *11%* *55%*	89 *8%* *26%*	79 *10%* *24%*	56 *7%* *17%*	129 *11%* *38%* M
4	**61** ***2%***	35 *2%* *57%*	26 *1%* *43%*	12 *3%* *19%* D	3 *** *6%*	7 *1%* *12%*	23 *4%* *37%* DE GH	7 *1%* *11%*	9 *1%* *15%*	14 *2%* *23%*	33 *2%* *54%*	14 *1%* *23%*	15 *2%* *25%*	8 *1%* *12%*	23 *2%* *38%*
3	**51** ***1%***	24 *1%* *47%*	27 *2%* *53%*	- - -	14 *2%* *28%* C	6 *1%* *12%*	6 *1%* *11%*	5 *1%* *10%*	20 *3%* *39%* CEFG	8 *1%* *15%*	21 *1%* *40%*	23 *2%* *44%*	11 *1%* *22%*	14 *2%* *27%*	14 *1%* *28%*
2	**41** ***1%***	28 *2%* *69%* B	13 *1%* *31%*	4 *1%* *10%*	12 *2%* *28%*	6 *1%* *14%*	3 *1%* *8%*	7 *1%* *16%*	10 *2%* *23%*	10 *2%* *23%*	21 *1%* *51%*	11 *1%* *26%*	8 *1%* *19%*	14 *2%* *33%*	17 *1%* *41%*
1	**34** ***1%***	28 *2%* *83%* B	6 *** *17%*	1 *** *3%*	8 *1%* *23%*	13 *2%* *39%* F	2 *** *5%*	5 *1%* *16%*	5 *1%* *13%*	13 *2%* *39%* J	12 *1%* *36%*	8 *1%* *25%*	11 *1%* *31%*	5 *1%* *16%*	13 *1%* *39%*
Don't know	**195** ***6%***	77 *5%* *39%*	119 *7%* *61%* A	7 *2%* *4%*	30 *4%* *15%*	29 *5%* *15%*	21 *3%* *11%*	35 *7%* *18%* CF	72 *12%* *37%* CDEF G	26 *4%* *14%*	88 *5%* *45%*	81 *8%* *41%* IJ	43 *5%* *22%*	66 *8%* *34%*	61 *5%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 470

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2280** ***67%***	1096 *66%* *48%*	1183 *67%* *52%*	252 *72%* *11%* H	482 *67%* *21%*	389 *65%* *17%*	423 *68%* *19%*	357 *68%* *16%* H	376 *62%* *16%*	417 *65%* *18%*	1152 *67%* *51%*	711 *66%* *31%*	555 *67%* *24%*	561 *68%* *25%*	772 *66%* *34%*
Net: 10/9	**763** ***22%***	368 *22%* *48%*	395 *22%* *52%*	92 *27%* *12%* F	158 *22%* *21%*	136 *23%* *18%*	122 *19%* *16%*	108 *21%* *14%*	147 *24%* *19%*	110 *17%* *14%*	361 *21%* *47%*	292 *27%* *38%* IJ	185 *22%* *24%*	196 *24%* *26%*	254 *22%* *33%*
Net: 6/5/4	**826** ***24%***	405 *24%* *49%*	421 *24%* *51%*	83 *24%* *10%*	178 *25%* *22%*	155 *26%* *19%*	172 *27%* *21%* GH	112 *22%* *14%*	126 *21%* *15%*	163 *26%* *20%*	426 *25%* *52%*	237 *22%* *29%*	201 *24%* *24%*	169 *20%* *20%*	301 *26%* *36%* M
Net: 3/2/1	**126** ***4%***	81 *5%* *64%* B	45 *3%* *36%*	5 *1%* *4%*	34 *5%* *27%* CF	25 *4%* *20%* F	11 *2%* *9%*	17 *3%* *14%*	34 *6%* *27%* CF	31 *5%* *24%*	54 *3%* *43%*	42 *4%* *33%*	29 *4%* *23%*	33 *4%* *26%*	44 *4%* *35%*
Mean	**7.26**	7.17	7.35 A	7.44	7.21	7.15	7.20	7.32	7.33	7.02	7.24 I	7.44 IJ	7.29	7.35	7.20
Standard Deviation	**1.84**	1.95	1.73	1.72	1.86	1.95	1.67	1.80	2.01	1.87	1.79	1.90	1.87	1.81	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 470

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**393** ***11%***	33 *10%* *8%*	19 *11%* *5%*	11 *11%* *3%*	330 *12%* *84%*	353 *11%* *90%*	40 *16%* *10%* S	67 *14%* *17%*	314 *11%* *80%*	323 *11%* *82%*	202 *11%* *51%*	120 *11%* *30%*	128 *11%* *33%*
9	**370** ***11%***	33 *10%* *9%*	20 *12%* *6%*	13 *12%* *3%*	304 *11%* *82%*	340 *11%* *92%*	30 *12%* *8%*	56 *11%* *15%*	312 *11%* *84%*	313 *11%* *85%*	204 *11%* *55%*	108 *10%* *29%*	120 *10%* *33%*
8	**807** ***24%***	71 *23%* *9%*	45 *26%* *6%*	23 *22%* *3%*	668 *24%* *83%*	762 *24%* *94%*	45 *18%* *6%*	106 *22%* *13%*	691 *24%* *86%*	699 *24%* *87%*	422 *23%* *52%*	274 *25%* *34%*	285 *25%* *35%*
7	**710** ***21%***	66 *21%* *9%*	37 *21%* *5%*	22 *21%* *3%*	585 *21%* *82%*	661 *21%* *93%*	48 *19%* *7%*	82 *17%* *12%*	621 *21%* *88%* U	628 *21%* *88%* U	401 *22%* *57%* U	223 *21%* *31%*	239 *21%* *34%*
6	**430** ***13%***	39 *12%* *9%*	15 *9%* *4%*	14 *14%* *3%* P	362 *13%* *84%* P	400 *13%* *93%*	30 *12%* *7%*	61 *13%* *14%*	360 *12%* *84%*	368 *13%* *85%*	244 *13%* *57%*	122 *11%* *28%*	129 *11%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

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Absolutes/col/row percents

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Q6b(d) Channel-specific ratings
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Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**335** ***10%***	39 *12%* *12%* R	22 *12%* *7%* R	10 *10%* *3%*	264 *9%* *79%*	305 *10%* *91%*	30 *12%* *9%*	44 *9%* *13%*	285 *10%* *85%*	290 *10%* *87%*	194 *11%* *58%*	97 *9%* *29%*	107 *9%* *32%*
4	**61** ***2%***	7 *2%* *12%*	5 *3%* *8%*	3 *3%* *5%*	46 *2%* *75%*	58 *2%* *95%*	3 *1%* *5%*	6 *1%* *10%*	55 *2%* *90%*	55 *2%* *90%*	28 *1%* *45%*	27 *3%* *44%*	30 *3%* *49%*
3	**51** ***1%***	6 *2%* *12%*	4 *2%* *8%*	2 *2%* *4%*	39 *1%* *76%*	49 *2%* *96%*	2 *1%* *4%*	12 *3%* *24%* X	39 *1%* *76%*	39 *1%* *76%*	20 *1%* *39%*	18 *2%* *36%*	19 *2%* *37%*
2	**41** ***1%***	2 *1%* *5%*	1 *** *1%*	* *** *1%*	38 *1%* *93%*	36 *1%* *88%*	5 *2%* *12%*	10 *2%* *24%*	31 *1%* *76%*	31 *1%* *76%*	19 *1%* *46%*	13 *1%* *31%*	13 *1%* *31%*
1	**34** ***1%***	4 *1%* *12%* P	- - -	1 *1%* *3%* P	29 *1%* *85%* P	34 *1%* *100%*	- - -	6 *1%* *18%*	25 *1%* *75%*	26 *1%* *78%*	17 *1%* *52%*	9 *1%* *26%*	11 *1%* *32%*
Don't know	**195** ***6%***	14 *4%* *7%*	6 *4%* *3%*	5 *5%* *3%*	170 *6%* *87%*	181 *6%* *93%*	14 *6%* *7%*	36 *7%* *19%*	157 *5%* *80%*	159 *5%* *81%*	92 *5%* *47%*	67 *6%* *34%*	72 *6%* *37%*

GfK NOP

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2280** ***67%***	202 *64%* *9%*	121 *70%* *5%*	69 *66%* *3%*	1888 *67%* *83%*	2116 *67%* *93%*	163 *66%* *7%*	311 *64%* *14%*	1938 *67%* *85%*	1964 *67%* *86%*	1229 *67%* *54%*	725 *67%* *32%*	773 *67%* *34%*
Net: 10/9	**763** ***22%***	65 *21%* *9%*	39 *23%* *5%*	24 *23%* *3%*	635 *22%* *83%*	693 *22%* *91%*	70 *28%* *9%* S	123 *25%* *16%*	626 *22%* *82%*	637 *22%* *83%*	406 *22%* *53%*	228 *21%* *30%*	248 *22%* *33%*
Net: 6/5/4	**826** ***24%***	85 *27%* *10%*	42 *24%* *5%*	27 *26%* *3%*	672 *24%* *81%*	762 *24%* *92%*	63 *26%* *8%*	112 *23%* *14%*	700 *24%* *85%*	713 *24%* *86%*	465 *25%* *56%*	246 *23%* *30%*	266 *23%* *32%*
Net: 3/2/1	**126** ***4%***	12 *4%* *10%*	5 *3%* *4%*	3 *3%* *2%*	106 *4%* *84%*	119 *4%* *94%*	7 *3%* *6%*	28 *6%* *23%* VWX	95 *3%* *76%*	96 *3%* *77%*	56 *3%* *45%*	40 *4%* *32%*	42 *4%* *34%*
Mean	**7.26**	7.12	7.30	7.25	7.27	7.25	7.39	7.26	7.26	7.26	7.25	7.26	7.25
Standard Deviation	**1.84**	1.88	1.74	1.80	1.85	1.84	1.88	2.03	1.80	1.81	1.79	1.83	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 471

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows programmes with new ideas and different approaches - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	164 *3%*	78 *3%*	97 *3%*	129 *5%*	2 *6%*	38 *3%*	32 *6%*	13 *4%*	63 *4%*	2 *4%*	203 *3%*	422 *12%*	323 *9%*	393 *11%*
9	236 *5%*	151 *6%*	152 *4%*	247 *10%*	1 *5%*	48 *4%*	63 *11%*	24 *8%*	81 *6%*	6 *12%*	356 *5%*	516 *15%*	333 *10%*	370 *11%*
8	807 *17%*	538 *23%*	494 *14%*	526 *22%*	5 *16%*	166 *13%*	95 *16%*	81 *27%*	250 *17%*	8 *16%*	1078 *16%*	877 *26%*	808 *24%*	807 *24%*
7	1129 *23%*	539 *23%*	753 *21%*	525 *22%*	6 *19%*	224 *18%*	110 *19%*	53 *18%*	286 *20%*	8 *16%*	1596 *23%*	627 *18%*	688 *20%*	710 *21%*
6	877 *18%*	383 *16%*	670 *19%*	349 *14%*	5 *15%*	208 *17%*	80 *14%*	36 *12%*	221 *15%*	1 *2%*	1253 *18%*	366 *11%*	428 *12%*	430 *13%*
5	679 *14%*	257 *11%*	533 *15%*	254 *10%*	5 *15%*	195 *16%*	49 *8%*	26 *9%*	228 *16%*	4 *9%*	938 *14%*	281 *8%*	361 *11%*	335 *10%*
4	313 *6%*	124 *5%*	250 *7%*	92 *4%*	3 *10%*	91 *7%*	39 *7%*	9 *3%*	74 *5%*	5 *10%*	416 *6%*	89 *3%*	132 *4%*	61 *2%*
3	135 *3%*	41 *2%*	154 *4%*	55 *2%*	* *1%*	55 *4%*	21 *4%*	5 *2%*	52 *4%*	5 *11%*	219 *3%*	39 *1%*	96 *3%*	51 *1%*
2	89 *2%*	29 *1%*	86 *2%*	40 *2%*	1 *3%*	34 *3%*	18 *3%*	8 *3%*	36 *2%*	2 *4%*	123 *2%*	23 *1%*	61 *2%*	41 *1%*
1	85 *2%*	24 *1%*	67 *2%*	20 *1%*	- -	29 *2%*	12 *2%*	6 *2%*	30 *2%*	1 *1%*	101 *1%*	50 *1%*	78 *2%*	34 *1%*
Don't know	326 *7%*	157 *7%*	295 *8%*	191 *8%*	3 *11%*	159 *13%*	57 *10%*	39 *13%*	131 *9%*	7 *14%*	515 *8%*	128 *4%*	118 *3%*	195 *6%*
Net: 10/9/8/7	2336 *48%*	1305 *56%*	1496 *42%*	1428 *59%*	14 *45%*	476 *38%*	300 *52%*	170 *57%*	680 *47%*	24 *48%*	3234 *48%*	2442 *71%*	2153 *63%*	2280 *67%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 471

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows programmes with new ideas and different approaches - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	400 *8%*	228 *10%*	249 *7%*	377 *16%*	3 *10%*	86 *7%*	95 *17%*	37 *12%*	144 *10%*	8 *16%*	560 *8%*	938 *27%*	656 *19%*	763 *22%*
Net: 6/5/4	1870 *39%*	763 *33%*	1453 *41%*	696 *29%*	13 *40%*	493 *40%*	168 *29%*	72 *24%*	523 *36%*	11 *21%*	2606 *38%*	736 *22%*	921 *27%*	826 *24%*
Net: 3/2/1	309 *6%*	95 *4%*	307 *9%*	114 *5%*	1 *4%*	119 *10%*	51 *9%*	19 *6%*	118 *8%*	8 *16%*	443 *7%*	112 *3%*	236 *7%*	126 *4%*
Mean	6.36	6.70	6.13	6.88	6.41	6.03	6.57	6.83	6.34	6.19	6.35	7.43	6.92	7.26
Standard Deviation	1.84	1.72	1.89	1.82	1.90	1.98	2.14	1.98	1.98	2.42	1.81	1.86	2.06	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 472

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**260** ***5%***	103 *5%* *40%*	157 *6%* *60%*	23 *6%* *9%*	60 *6%* *23%*	42 *5%* *16%*	36 *4%* *14%*	35 *5%* *14%*	63 *6%* *24%*	32 *3%* *12%*	115 *5%* *44%*	113 *7%* *44%* IJ	75 *6%* *29%*	68 *6%* *26%*	79 *5%* *30%*
9	**413** ***9%***	163 *7%* *40%*	249 *10%* *60%* A	54 *13%* *13%* DE FG	80 *8%* *19%*	58 *7%* *14%*	67 *8%* *16%*	54 *7%* *13%*	99 *10%* *24%*	73 *8%* *18%*	189 *8%* *46%*	151 *10%* *37%*	118 *10%* *29%*	110 *9%* *27%*	124 *8%* *30%*
8	**1030** ***21%***	447 *20%* *43%*	583 *23%* *57%*	80 *19%* *8%*	216 *22%* *21%*	164 *20%* *16%*	176 *21%* *17%*	173 *23%* *17%*	220 *22%* *21%*	187 *20%* *18%*	497 *21%* *48%*	347 *23%* *34%*	251 *21%* *24%*	270 *22%* *26%*	346 *21%* *34%*
7	**1092** ***23%***	493 *22%* *45%*	599 *23%* *55%*	81 *19%* *7%*	228 *24%* *21%*	199 *24%* *18%*	197 *23%* *18%*	174 *23%* *16%*	211 *21%* *19%*	237 *25%* *22%* K	565 *24%* *52%* K	290 *19%* *27%*	257 *22%* *24%*	279 *23%* *26%*	366 *22%* *33%*
6	**790** ***16%***	382 *17%* *48%*	408 *16%* *52%*	74 *17%* *9%* H	182 *19%* *23%* H	139 *17%* *18%* H	151 *18%* *19%* H	120 *16%* *15%*	124 *12%* *16%*	182 *19%* *23%* K	396 *17%* *50%* K	212 *14%* *27%*	171 *14%* *22%*	204 *17%* *26%*	287 *18%* *36%*
5	**518** ***11%***	280 *12%* *54%* B	238 *9%* *46%*	35 *8%* *7%*	100 *10%* *19%*	102 *12%* *20%*	92 *11%* *18%*	81 *11%* *16%*	109 *11%* *21%*	94 *10%* *18%*	240 *10%* *46%*	184 *12%* *35%*	115 *10%* *22%*	119 *10%* *23%*	186 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 472

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
4	**244** ***5%***	148 *7%* *61%* B	95 *4%* *39%*	22 *5%* *9%*	32 *3%* *13%*	38 *5%* *16%*	48 *6%* *20%* D	52 *7%* *21%* D	53 *5%* *22%*	52 *5%* *21%*	121 *5%* *50%*	70 *5%* *29%*	78 *7%* *32%* M	41 *3%* *17%*	76 *5%* *31%*
3	**154** ***3%***	84 *4%* *55%*	70 *3%* *45%*	10 *2%* *7%*	25 *3%* *16%*	29 *4%* *19%*	29 *3%* *19%*	24 *3%* *16%*	36 *4%* *24%*	30 *3%* *20%*	71 *3%* *46%*	52 *3%* *34%*	35 *3%* *23%*	37 *3%* *24%*	53 *3%* *34%*
2	**106** ***2%***	47 *2%* *44%*	59 *2%* *56%*	13 *3%* *12%*	18 *2%* *17%*	18 *2%* *17%*	15 *2%* *14%*	16 *2%* *15%*	26 *3%* *24%*	26 *3%* *24%*	40 *2%* *37%*	41 *3%* *39%*	19 *2%* *18%*	31 *3%* *30%*	37 *2%* *35%*
1	**96** ***2%***	60 *3%* *62%* B	36 *1%* *38%*	22 *5%* *23%* DE FGH	15 *2%* *16%*	16 *2%* *17%*	11 *1%* *11%*	13 *2%* *13%*	19 *2%* *20%*	17 *2%* *18%*	50 *2%* *52%*	29 *2%* *30%*	19 *2%* *20%*	26 *2%* *27%*	36 *2%* *37%*
Don't know	**138** ***3%***	48 *2%* *35%*	90 *3%* *65%* A	8 *2%* *6%*	14 *1%* *10%*	14 *2%* *10%*	34 *4%* *24%* DE	24 *3%* *17%*	45 *5%* *33%* DE	23 *2%* *17%*	64 *3%* *46%*	51 *3%* *37%*	39 *3%* *28%*	31 *3%* *23%*	45 *3%* *32%*
Net: 10/9/8/7	**2795** ***58%***	1207 *53%* *43%*	1588 *61%* *57%* A	239 *56%* *9%*	585 *60%* *21%*	463 *57%* *17%*	477 *56%* *17%*	435 *57%* *16%*	594 *59%* *21%*	528 *55%* *19%*	1366 *58%* *49%*	901 *59%* *32%*	702 *60%* *25%*	728 *60%* *26%*	914 *56%* *33%*
Net: 10/9	**672** ***14%***	267 *12%* *40%*	406 *16%* *60%* A	78 *18%* *12%* EF G	140 *14%* *21%*	100 *12%* *15%*	103 *12%* *15%*	89 *12%* *13%*	163 *16%* *24%* EFG	105 *11%* *16%*	303 *13%* *45%*	264 *17%* *39%* IJ	193 *16%* *29%* N	178 *15%* *26%*	203 *12%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 472

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 6/5/4	**1551** ***32%***	810 *36%* *52%* B	741 *29%* *48%*	131 *31%* *8%*	313 *32%* *20%*	279 *34%* *18%* H	290 *34%* *19%* H	253 *33%* *16%*	285 *28%* *18%*	328 *34%* *21%*	758 *32%* *49%*	465 *30%* *30%*	364 *31%* *23%*	364 *30%* *23%*	548 *34%* *35%*
Net: 3/2/1	**356** ***7%***	191 *8%* *54%* B	165 *6%* *46%*	46 *11%* *13%* DF	58 *6%* *16%*	64 *8%* *18%*	55 *6%* *15%*	53 *7%* *15%*	81 *8%* *23%*	73 *8%* *21%*	161 *7%* *45%*	122 *8%* *34%*	74 *6%* *21%*	94 *8%* *27%*	125 *8%* *35%*
Mean	**6.65**	6.44	6.84 A	6.54	6.79 E	6.56	6.61	6.59	6.71	6.51	6.65	6.74 I	6.76	6.72	6.58
Standard Deviation	**1.96**	2.00	1.90	2.26	1.86	1.93	1.86	1.92	2.06	1.89	1.92	2.06	1.97	1.97	1.95

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**260** ***5%***	17 *4%* *7%*	11 *4%* *4%*	9 *7%* *4%* O	222 *6%* *86%*	237 *5%* *91%*	22 *8%* *9%* S	46 *6%* *18%*	212 *5%* *82%*	214 *5%* *82%*	136 *5%* *52%*	78 *5%* *30%*	81 *5%* *31%*
9	**413** ***9%***	28 *7%* *7%*	21 *8%* *5%*	11 *8%* *3%*	352 *9%* *85%*	388 *8%* *94%*	24 *9%* *6%*	54 *8%* *13%*	356 *9%* *86%*	359 *9%* *87%*	215 *9%* *52%*	142 *9%* *34%*	152 *9%* *37%*
8	**1030** ***21%***	85 *20%* *8%*	53 *21%* *5%*	26 *19%* *2%*	867 *22%* *84%*	979 *21%* *95%*	51 *19%* *5%*	139 *20%* *14%*	870 *21%* *84%*	889 *22%* *86%*	541 *22%* *53%*	344 *22%* *33%*	361 *21%* *35%*
7	**1092** ***23%***	107 *26%* *10%* P	52 *20%* *5%*	30 *22%* *3%*	902 *22%* *83%*	1053 *23%* *96%* T	39 *15%* *4%*	156 *22%* *14%*	927 *23%* *85%*	935 *23%* *86%*	579 *23%* *53%*	355 *22%* *32%*	379 *22%* *35%*
6	**790** ***16%***	58 *14%* *7%*	44 *17%* *6%*	26 *19%* *3%* O	662 *16%* *84%*	735 *16%* *93%*	54 *20%* *7%*	113 *16%* *14%*	672 *16%* *85%*	676 *16%* *86%*	400 *16%* *51%*	274 *17%* *35%*	293 *17%* *37%*
5	**518** ***11%***	49 *12%* *10%*	33 *13%* *6%*	16 *11%* *3%*	420 *10%* *81%*	492 *11%* *95%*	26 *10%* *5%*	91 *13%* *17%*	424 *10%* *82%*	427 *10%* *83%*	263 *10%* *51%*	162 *10%* *31%*	169 *10%* *33%*

GfK NOP

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Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

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Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
4	**244** ***5%***	26 *6%* *10%*	16 *6%* *7%*	7 *5%* *3%*	195 *5%* *80%*	234 *5%* *96%*	10 *4%* *4%*	34 *5%* *14%*	209 *5%* *86%*	210 *5%* *86%*	118 *5%* *49%*	91 *6%* *37%*	93 *6%* *38%*
3	**154** ***3%***	16 *4%* *11%*	9 *3%* *6%*	3 *2%* *2%*	125 *3%* *82%*	141 *3%* *92%*	12 *5%* *8%*	21 *3%* *14%*	131 *3%* *85%*	132 *3%* *86%*	89 *4%* *58%*	44 *3%* *29%*	45 *3%* *29%*
2	**106** ***2%***	11 *3%* *10%*	5 *2%* *5%*	2 *2%* *2%*	88 *2%* *83%*	100 *2%* *94%*	6 *2%* *6%*	15 *2%* *14%*	90 *2%* *85%*	91 *2%* *86%*	58 *2%* *54%*	33 *2%* *31%*	35 *2%* *33%*
1	**96** ***2%***	8 *2%* *8%*	4 *2%* *4%*	3 *2%* *3%*	81 *2%* *84%*	86 *2%* *89%*	10 *4%* *11%* S	10 *1%* *11%*	82 *2%* *85%*	84 *2%* *87%*	54 *2%* *56%*	29 *2%* *30%*	34 *2%* *36%*
Don't know	**138** ***3%***	12 *3%* *9%*	8 *3%* *6%*	4 *3%* *3%*	114 *3%* *83%*	128 *3%* *92%*	10 *4%* *8%*	32 *4%* *23%* VWX	105 *3%* *76%*	107 *3%* *77%*	63 *2%* *45%*	44 *3%* *32%*	47 *3%* *34%*
Net: 10/9/8/7	**2795** ***58%***	237 *57%* *8%*	138 *54%* *5%*	76 *56%* *3%*	2344 *58%* *84%* P	2658 *58%* *95%*	137 *52%* *5%*	395 *56%* *14%*	2365 *58%* *85%*	2397 *58%* *86%*	1471 *58%* *53%*	919 *58%* *33%*	973 *58%* *35%*
Net: 10/9	**672** ***14%***	45 *11%* *7%*	32 *13%* *5%*	20 *15%* *3%* O	574 *14%* *85%* O	626 *14%* *93%*	47 *18%* *7%*	100 *14%* *15%*	568 *14%* *84%*	573 *14%* *85%*	351 *14%* *52%*	220 *14%* *33%*	233 *14%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 472

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 6/5/4	**1551** ***32%***	133 *32%* *9%*	93 *36%* *6%* R	48 *35%* *3%*	1277 *32%* *82%*	1461 *32%* *94%*	90 *34%* *6%*	238 *33%* *15%*	1305 *32%* *84%*	1313 *32%* *85%*	782 *31%* *50%*	527 *33%* *34%*	555 *33%* *36%*
Net: 3/2/1	**356** ***7%***	35 *8%* *10%*	18 *7%* *5%*	9 *7%* *3%*	294 *7%* *82%*	327 *7%* *92%*	29 *11%* *8%* S	46 *7%* *13%*	303 *7%* *85%*	307 *7%* *86%*	200 *8%* *56%*	106 *7%* *30%*	114 *7%* *32%*
Mean	**6.65**	6.48	6.54	6.64	6.67 O	6.65	6.57	6.66	6.65	6.65	6.64	6.66	6.66
Standard Deviation	**1.96**	1.96	1.93	1.98	1.96	1.94	2.23	1.94	1.96	1.96	1.98	1.93	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 473

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**131** ***6%***	66 *6%* *50%*	65 *6%* *50%*	16 *9%* *12%*	17 *5%* *13%*	14 *4%* *11%*	21 *5%* *16%*	21 *5%* *16%*	41 *7%* *31%*	21 *4%* *16%*	54 *5%* *41%*	55 *7%* *42%*	40 *8%* *30%* N	41 *7%* *32%*	34 *4%* *26%*
9	**246** ***11%***	107 *9%* *44%*	138 *12%* *56%*	12 *7%* *5%*	39 *12%* *16%*	32 *10%* *13%*	55 *13%* *22%*	48 *11%* *20%*	60 *10%* *24%*	59 *12%* *24%*	105 *10%* *43%*	82 *11%* *33%*	52 *10%* *21%*	69 *12%* *28%*	89 *11%* *36%*
8	**709** ***31%***	370 *32%* *52%*	339 *30%* *48%*	44 *26%* *6%*	115 *34%* *16%*	105 *32%* *15%*	131 *30%* *18%*	130 *30%* *18%*	184 *30%* *26%*	148 *30%* *21%*	361 *33%* *51%* K	201 *27%* *28%*	156 *30%* *22%*	178 *30%* *25%*	275 *33%* *39%*
7	**475** ***20%***	246 *21%* *52%*	228 *20%* *48%*	22 *13%* *5%*	71 *21%* *15%*	72 *22%* *15%*	102 *23%* *21%* C	82 *19%* *17%*	126 *20%* *27%*	115 *23%* *24%*	214 *20%* *45%*	146 *19%* *31%*	99 *19%* *21%*	118 *20%* *25%*	175 *21%* *37%*
6	**309** ***13%***	148 *13%* *48%*	160 *14%* *52%*	29 *17%* *9%*	45 *13%* *15%*	47 *14%* *15%*	46 *10%* *15%*	66 *15%* *21%*	76 *12%* *25%*	65 *13%* *21%*	144 *13%* *47%*	100 *13%* *32%*	72 *14%* *23%*	82 *14%* *26%*	103 *12%* *33%*
5	**167** ***7%***	88 *7%* *52%*	80 *7%* *48%*	16 *9%* *9%*	25 *7%* *15%*	18 *5%* *11%*	34 *8%* *20%*	32 *7%* *19%*	44 *7%* *26%*	39 *8%* *24%*	72 *7%* *43%*	56 *7%* *33%*	30 *6%* *18%*	30 *5%* *18%*	73 *9%* *44%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 473

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
4	**102** ***4%***	57 *5%* *56%*	45 *4%* *44%*	14 *8%* *13%* D	7 *2%* *7%*	14 *4%* *14%*	19 *4%* *19%*	18 *4%* *18%*	30 *5%* *29%*	16 *3%* *15%*	50 *5%* *49%*	36 *5%* *35%*	29 *6%* *29%*	17 *3%* *17%*	41 *5%* *40%*
3	**49** ***2%***	29 *2%* *59%*	20 *2%* *41%*	3 *2%* *5%*	4 *1%* *9%*	10 *3%* *20%*	7 *2%* *15%*	13 *3%* *27%*	11 *2%* *23%*	4 *1%* *8%*	24 *2%* *49%*	21 *3%* *43%* I	18 *3%* *36%* N	17 *3%* *34%*	10 *1%* *20%*
2	**33** ***1%***	22 *2%* *69%*	10 *1%* *31%*	8 *4%* *23%* EF	7 *2%* *23%* F	2 *1%* *5%*	1 *** *2%*	6 *1%* *17%*	10 *2%* *30%* F	8 *2%* *23%*	14 *1%* *44%*	11 *1%* *33%*	6 *1%* *17%*	9 *2%* *28%*	12 *1%* *38%*
1	**27** ***1%***	19 *2%* *72%*	8 *1%* *28%*	3 *2%* *12%*	* * *1%*	9 *3%* *34%* DFG	1 *** *6%*	2 *** *7%*	10 *2%* *39%*	3 *1%* *9%*	13 *1%* *49%*	11 *1%* *42%*	7 *1%* *25%*	7 *1%* *28%*	7 *1%* *28%*
Don't know	**74** ***3%***	22 *2%* *29%*	53 *5%* *71%* A	6 *4%* *8%*	5 *2%* *7%*	9 *3%* *12%*	19 *4%* *25%*	11 *3%* *15%*	24 *4%* *33%*	16 *3%* *21%*	27 *3%* *37%*	31 *4%* *42%*	19 *4%* *25%*	21 *4%* *29%*	23 *3%* *31%*
Net: 10/9/8/7	**1560** ***67%***	790 *67%* *51%*	771 *67%* *49%*	95 *55%* *6%*	241 *72%* *15%* C	223 *67%* *14%* C	310 *71%* *20%* C	281 *66%* *18%*	411 *67%* *26%* C	343 *70%* *22%*	733 *68%* *47%*	484 *65%* *31%*	346 *66%* *22%*	405 *69%* *26%*	573 *68%* *37%*
Net: 10/9	**376** ***16%***	173 *15%* *46%*	203 *18%* *54%*	28 *16%* *8%*	55 *17%* *15%*	46 *14%* *12%*	76 *18%* *20%*	69 *16%* *18%*	101 *16%* *27%*	81 *16%* *21%*	159 *15%* *42%*	137 *18%* *36%*	92 *17%* *24%*	110 *19%* *29%*	123 *15%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 473

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 6/5/4	**579** ***25%***	293 *25%* *51%*	285 *25%* *49%*	59 *34%* *10%* DF	77 *23%* *13%*	79 *24%* *14%*	99 *23%* *17%*	116 *27%* *20%*	150 *24%* *26%*	121 *24%* *21%*	266 *25%* *46%*	192 *26%* *33%*	131 *25%* *23%*	128 *22%* *22%*	217 *26%* *38%*
Net: 3/2/1	**108** ***5%***	70 *6%* *65%* B	38 *3%* *35%*	13 *8%* *12%* F	12 *4%* *11%*	21 *6%* *19%* F	10 *2%* *9%*	21 *5%* *19%*	31 *5%* *29%* F	14 *3%* *13%*	51 *5%* *48%*	43 *6%* *40%* I	30 *6%* *28%*	33 *6%* *31%*	29 *3%* *27%*
Mean	**7.06**	6.95	7.16 A	6.69	7.21 C	6.95	7.22 C	7.03	7.03	7.15	7.04	7.01	7.04	7.16	7.05
Standard Deviation	**1.80**	1.89	1.71	2.18	1.64	1.88	1.60	1.76	1.89	1.63	1.79	1.93	1.90	1.85	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 473

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**131** ***6%***	7 *4%* *6%*	4 *4%* *3%*	4 *7%* *3%*	115 *6%* *88%*	126 *6%* *97%*	4 *5%* *3%*	21 *6%* *16%*	110 *6%* *84%*	110 *6%* *84%*	54 *5%* *41%*	55 *6%* *42%*	57 *6%* *43%*
9	**246** ***11%***	18 *10%* *7%*	13 *11%* *5%*	5 *9%* *2%*	209 *11%* *85%*	237 *11%* *96%*	9 *10%* *4%*	33 *9%* *13%*	212 *11%* *86%*	213 *11%* *87%*	113 *11%* *46%*	99 *11%* *40%*	109 *11%* *44%*
8	**709** ***31%***	51 *27%* *7%*	34 *29%* *5%*	16 *27%* *2%*	609 *31%* *86%*	683 *31%* *96%*	26 *30%* *4%*	105 *28%* *15%*	587 *30%* *83%*	605 *31%* *85%*	316 *30%* *44%*	288 *32%* *41%*	301 *31%* *42%*
7	**475** ***20%***	40 *21%* *8%*	30 *25%* *6%*	13 *23%* *3%*	392 *20%* *83%*	460 *21%* *97%*	15 *17%* *3%*	74 *20%* *16%*	398 *21%* *84%*	401 *21%* *84%*	214 *20%* *45%*	186 *21%* *39%*	198 *21%* *42%*
6	**309** ***13%***	28 *15%* *9%*	15 *13%* *5%*	9 *15%* *3%*	257 *13%* *83%*	295 *13%* *95%*	14 *16%* *5%*	59 *16%* *19%*	249 *13%* *80%*	250 *13%* *81%*	146 *14%* *47%*	103 *11%* *33%*	110 *11%* *36%*
5	**167** ***7%***	19 *10%* *12%* R	12 *10%* *7%*	4 *8%* *3%*	132 *7%* *79%*	161 *7%* *96%*	6 *7%* *4%*	25 *7%* *15%*	142 *7%* *85%*	142 *7%* *85%*	76 *7%* *45%*	66 *7%* *39%*	70 *7%* *42%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 473

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
4	**102** ***4%***	8 *4%* *8%*	6 *5%* *6%*	1 *2%* *1%*	88 *4%* *85%*	98 *4%* *96%*	4 *5%* *4%*	17 *5%* *16%*	86 *4%* *84%*	86 *4%* *84%*	39 *4%* *38%*	47 *5%* *46%*	48 *5%* *47%*
3	**49** ***2%***	2 *1%* *4%*	2 *1%* *4%*	1 *2%* *2%*	44 *2%* *91%*	49 *2%* *100%*	* * *	9 *2%* *18%*	39 *2%* *80%*	40 *2%* *82%*	26 *2%* *54%*	14 *2%* *28%*	14 *1%* *29%*
2	**33** ***1%***	3 *2%* *11%*	2 *1%* *5%*	* *1%* *1%*	27 *1%* *83%*	31 *1%* *94%*	2 *2%* *6%*	7 *2%* *21%*	25 *1%* *76%*	26 *1%* *79%*	17 *2%* *51%*	9 *1%* *28%*	10 *1%* *31%*
1	**27** ***1%***	2 *1%* *9%*	1 *1%* *4%*	2 *3%* *6%* PR	21 *1%* *80%*	25 *1%* *95%*	1 *1%* *5%*	4 *1%* *15%*	23 *1%* *85%*	23 *1%* *85%*	13 *1%* *47%*	10 *1%* *37%*	11 *1%* *40%*
Don't know	**74** ***3%***	8 *4%* *10%* P	2 *1%* *2%*	2 *3%* *2%*	63 *3%* *85%*	69 *3%* *92%*	6 *6%* *8%*	14 *4%* *19%*	60 *3%* *81%*	60 *3%* *81%*	31 *3%* *42%*	29 *3%* *39%*	31 *3%* *42%*
Net: 10/9/8/7	**1560** ***67%***	116 *62%* *7%*	81 *68%* *5%*	38 *67%* *2%*	1325 *68%* *85%*	1506 *67%* *97%*	54 *62%* *3%*	232 *63%* *15%*	1307 *68%* *84%*	1328 *68%* *85%*	696 *67%* *45%*	628 *69%* *40%*	664 *69%* *43%*
Net: 10/9	**376** ***16%***	26 *14%* *7%*	17 *14%* *5%*	9 *16%* *3%*	324 *17%* *86%*	363 *16%* *96%*	13 *15%* *4%*	54 *15%* *14%*	322 *17%* *85%*	323 *17%* *86%*	167 *16%* *44%*	154 *17%* *41%*	166 *17%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 473

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 6/5/4	**579** ***25%***	55 *30%* *10%*	33 *27%* *6%*	14 *25%* *2%*	477 *24%* *82%*	554 *25%* *96%*	25 *28%* *4%*	101 *27%* *17%*	476 *25%* *82%*	478 *24%* *83%*	261 *25%* *45%*	216 *24%* *37%*	228 *24%* *39%*
Net: 3/2/1	**108** ***5%***	8 *4%* *7%*	5 *4%* *4%*	3 *6%* *3%*	93 *5%* *86%*	105 *5%* *97%*	3 *4%* *3%*	20 *5%* *18%*	86 *4%* *80%*	88 *5%* *82%*	55 *5%* *51%*	33 *4%* *31%*	35 *4%* *32%*
Mean	**7.06**	6.89	6.96	7.01	7.08	7.06	7.00	6.94	7.07	7.08	7.03	7.13	7.13
Standard Deviation	**1.80**	1.79	1.72	1.92	1.81	1.80	1.83	1.84	1.80	1.80	1.82	1.77	1.77

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 474

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**152** ***4%***	60 *4%* *39%*	92 *5%* *61%*	21 *6%* *14%*	24 *4%* *16%*	22 *3%* *14%*	26 *4%* *17%*	28 *5%* *18%*	31 *4%* *20%*	11 *2%* *7%*	57 *3%* *38%*	84 *7%* *55%* IJ	57 *6%* *37%* M	29 *3%* *19%*	41 *4%* *27%*
9	**196** ***6%***	70 *5%* *36%*	126 *6%* *64%*	28 *8%* *14%* E	34 *5%* *17%*	25 *4%* *13%*	32 *5%* *16%*	24 *4%* *12%*	54 *8%* *27%* EG	15 *3%* *8%*	83 *5%* *43%*	97 *8%* *50%* IJ	55 *6%* *28%*	65 *7%* *33%* N	45 *4%* *23%*
8	**548** ***15%***	196 *13%* *36%*	352 *17%* *64%* A	51 *14%* *9%*	105 *15%* *19%*	108 *17%* *20%*	90 *14%* *16%*	78 *15%* *14%*	116 *17%* *21%*	63 *11%* *12%*	267 *15%* *49%* I	217 *17%* *40%* I	164 *17%* *30%*	128 *14%* *23%*	166 *16%* *30%*
7	**737** ***21%***	296 *19%* *40%*	441 *22%* *60%*	58 *16%* *8%*	127 *19%* *17%*	143 *22%* *19%*	145 *23%* *20%* C	106 *20%* *14%*	158 *23%* *21%* C	102 *18%* *14%*	388 *22%* *53%*	246 *19%* *33%*	202 *21%* *27%*	181 *20%* *25%*	217 *20%* *29%*
6	**565** ***16%***	236 *16%* *42%*	329 *16%* *58%*	50 *14%* *9%*	127 *19%* *22%* EH	84 *13%* *15%*	111 *17%* *20%* H	103 *19%* *18%* EH	89 *13%* *16%*	98 *18%* *17%*	295 *17%* *52%* K	172 *14%* *30%*	142 *15%* *25%*	148 *17%* *26%*	168 *16%* *30%*
5	**513** ***14%***	243 *16%* *47%*	271 *13%* *53%*	50 *14%* *10%*	103 *15%* *20%*	94 *15%* *18%*	94 *15%* *18%*	73 *14%* *14%*	99 *14%* *19%*	93 *17%* *18%*	251 *15%* *49%*	170 *13%* *33%*	143 *15%* *28%*	129 *14%* *25%*	146 *14%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 474

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**285** ***8%***	152 *10%* *53%* B	133 *7%* *47%*	34 *9%* *12%* H	57 *8%* *20%*	66 *10%* *23%* H	56 *9%* *20%* H	36 *7%* *13%*	35 *5%* *12%*	50 *9%* *18%*	142 *8%* *50%*	93 *7%* *33%*	69 *7%* *24%*	68 *8%* *24%*	98 *9%* *34%*
3	**186** ***5%***	101 *7%* *55%* B	84 *4%* *45%*	31 *8%* *17%* DF H	30 *4%* *16%*	41 *6%* *22%*	29 *5%* *16%*	24 *5%* *13%*	30 *4%* *16%*	29 *5%* *16%*	75 *4%* *40%*	82 *6%* *44%* J	48 *5%* *26%*	44 *5%* *24%*	60 *6%* *33%*
2	**120** ***3%***	58 *4%* *49%*	62 *3%* *51%*	9 *2%* *7%*	32 *5%* *27%* F	26 *4%* *22%*	14 *2%* *12%*	18 *3%* *15%*	20 *3%* *17%*	40 *7%* *34%* JK	48 *3%* *40%*	32 *2%* *26%*	21 *2%* *18%*	34 *4%* *28%*	40 *4%* *33%*
1	**116** ***3%***	67 *4%* *58%* B	49 *2%* *42%*	25 *7%* *22%* DF GH	18 *3%* *16%*	25 *4%* *22%* F	11 *2%* *9%*	17 *3%* *15%*	19 *3%* *16%*	30 *5%* *26%* JK	53 *3%* *46%*	33 *3%* *29%*	28 *3%* *24%*	27 *3%* *24%*	40 *4%* *35%*
Don't know	**135** ***4%***	42 *3%* *31%*	93 *5%* *69%* A	6 *2%* *5%*	23 *3%* *17%*	10 *2%* *7%*	30 *5%* *22%* E	23 *4%* *17%* E	43 *6%* *32%* CDE	22 *4%* *17%*	66 *4%* *49%*	46 *4%* *34%*	32 *3%* *24%*	33 *4%* *25%*	43 *4%* *32%*
Net: 10/9/8/7	**1632** ***46%***	621 *41%* *38%*	1011 *50%* *62%* A	157 *43%* *10%*	290 *43%* *18%*	297 *46%* *18%*	293 *46%* *18%*	235 *44%* *14%*	359 *52%* *22%* CDG	192 *35%* *12%*	796 *46%* *49%* I	644 *51%* *39%* I	477 *50%* *29%* N	404 *46%* *25%*	469 *44%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 474

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**348** ***10%***	130 *9%* *37%*	218 *11%* *63%*	48 *13%* *14%* E	58 *9%* *17%*	46 *7%* *13%*	58 *9%* *17%*	52 *10%* *15%*	85 *12%* *24%* E	26 *5%* *7%*	140 *8%* *40%* I	181 *14%* *52%* IJ	111 *12%* *32%* N	94 *11%* *27%*	86 *8%* *25%*
Net: 6/5/4	**1363** ***38%***	631 *42%* *46%* B	732 *36%* *54%*	134 *37%* *10%*	287 *42%* *21%* H	244 *38%* *18%*	262 *41%* *19%* H	212 *40%* *16%* H	223 *32%* *16%*	240 *43%* *18%* K	688 *40%* *50%* K	435 *34%* *32%*	354 *37%* *26%*	345 *39%* *25%*	412 *39%* *30%*
Net: 3/2/1	**421** ***12%***	226 *15%* *54%* B	195 *10%* *46%*	65 *18%* *15%* DF GH	80 *12%* *19%*	93 *14%* *22%* FH	54 *8%* *13%*	60 *11%* *14%*	69 *10%* *16%*	99 *18%* *23%* JK	176 *10%* *42%*	146 *12%* *35%*	97 *10%* *23%*	105 *12%* *25%*	140 *13%* *33%*
Mean	**6.10**	5.81	6.31 A	5.87	6.02	5.90	6.19 E	6.13	6.37 CDE	5.49	6.11 I	6.34 IJ	6.29 N	6.10	5.97
Standard Deviation	**2.11**	2.17	2.04	2.41	2.07	2.15	1.93	2.10	2.08	2.16	2.01	2.18	2.09	2.10	2.14

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 474

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**152** ***4%***	10 *3%* *7%*	9 *4%* *6%*	6 *5%* *4%*	127 *4%* *84%*	136 *4%* *89%*	16 *9%* *11%* S	25 *5%* *17%*	125 *4%* *82%*	126 *4%* *83%*	81 *4%* *54%*	45 *4%* *30%*	47 *4%* *31%*
9	**196** ***6%***	13 *4%* *7%*	11 *5%* *5%*	7 *6%* *4%*	165 *6%* *84%*	192 *6%* *98%*	4 *2%* *2%*	26 *5%* *13%*	168 *6%* *86%*	171 *6%* *87%*	107 *6%* *54%*	64 *6%* *32%*	70 *6%* *36%*
8	**548** ***15%***	45 *14%* *8%*	28 *13%* *5%*	16 *14%* *3%*	459 *16%* *84%*	521 *15%* *95%*	27 *15%* *5%*	101 *20%* *18%* VWXY Z	442 *15%* *81%*	447 *15%* *82%*	281 *15%* *51%*	162 *14%* *30%*	165 *14%* *30%*
7	**737** ***21%***	71 *23%* *10%*	43 *21%* *6%*	22 *19%* *3%*	600 *21%* *81%*	702 *21%* *95%*	34 *20%* *5%*	85 *17%* *12%*	638 *21%* *87%*	650 *21%* *88%*	382 *20%* *52%*	266 *23%* *36%* U	276 *23%* *38%* U
6	**565** ***16%***	49 *15%* *9%*	33 *16%* *6%*	25 *22%* *4%* OPR	458 *16%* *81%*	543 *16%* *96%*	22 *12%* *4%*	68 *14%* *12%*	487 *16%* *86%*	497 *16%* *88%*	309 *16%* *55%*	187 *16%* *33%*	203 *17%* *36%*
5	**513** ***14%***	48 *15%* *9%*	31 *15%* *6%*	16 *14%* *3%*	418 *14%* *81%*	491 *15%* *96%*	22 *13%* *4%*	72 *14%* *14%*	438 *15%* *85%*	442 *14%* *86%*	268 *14%* *52%*	173 *15%* *34%*	184 *15%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 474

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**285** ***8%***	28 *9%* *10%*	15 *7%* *5%*	7 *6%* *2%*	235 *8%* *83%*	259 *8%* *91%*	26 *15%* *9%* S	37 *7%* *13%*	245 *8%* *86%*	248 *8%* *87%*	166 *9%* *58%*	82 *7%* *29%*	87 *7%* *31%*
3	**186** ***5%***	13 *4%* *7%*	16 *8%* *9%* OQR	4 *4%* *2%*	152 *5%* *82%*	180 *5%* *97%*	5 *3%* *3%*	34 *7%* *18%*	149 *5%* *80%*	149 *5%* *80%*	95 *5%* *51%*	54 *5%* *29%*	58 *5%* *31%*
2	**120** ***3%***	14 *5%* *12%*	7 *3%* *6%*	4 *3%* *3%*	95 *3%* *79%*	116 *3%* *97%*	4 *2%* *3%*	19 *4%* *16%*	100 *3%* *83%*	101 *3%* *84%*	64 *3%* *54%*	36 *3%* *30%*	41 *3%* *34%*
1	**116** ***3%***	11 *4%* *10%*	6 *3%* *5%*	3 *3%* *3%*	95 *3%* *82%*	106 *3%* *92%*	9 *5%* *8%*	14 *3%* *12%*	98 *3%* *85%*	102 *3%* *88%*	63 *3%* *54%*	39 *3%* *34%*	42 *3%* *37%*
Don't know	**135** ***4%***	13 *4%* *10%*	10 *5%* *7%*	3 *2%* *2%*	109 *4%* *81%*	128 *4%* *95%*	6 *4%* *5%*	19 *4%* *14%*	114 *4%* *85%*	116 *4%* *86%*	72 *4%* *54%*	42 *4%* *31%*	47 *4%* *35%*
Net: 10/9/8/7	**1632** ***46%***	139 *44%* *9%*	91 *43%* *6%*	52 *45%* *3%*	1350 *46%* *83%*	1550 *46%* *95%*	81 *46%* *5%*	237 *47%* *15%*	1373 *46%* *84%*	1393 *46%* *85%*	851 *45%* *52%*	537 *47%* *33%*	559 *46%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 474

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**348** ***10%***	23 *7%* *7%*	20 *9%* *6%*	13 *11%* *4%* O	292 *10%* *84%*	327 *10%* *94%*	20 *11%* *6%*	51 *10%* *15%*	293 *10%* *84%*	297 *10%* *85%*	188 *10%* *54%*	109 *9%* *31%*	117 *10%* *34%*
Net: 6/5/4	**1363** ***38%***	124 *39%* *9%*	79 *38%* *6%*	48 *42%* *4%*	1111 *38%* *82%*	1293 *38%* *95%*	70 *40%* *5%*	176 *35%* *13%*	1171 *39%* *86%*	1187 *39%* *87%*	743 *39%* *55%*	442 *38%* *32%*	475 *39%* *35%*
Net: 3/2/1	**421** ***12%***	39 *12%* *9%*	28 *14%* *7%*	12 *10%* *3%*	342 *12%* *81%*	402 *12%* *95%*	19 *11%* *4%*	67 *13%* *16%*	347 *12%* *82%*	352 *12%* *84%*	223 *12%* *53%*	129 *11%* *31%*	141 *12%* *34%*
Mean	**6.10**	5.94	6.01	6.21	6.11	6.10	6.06	6.15	6.09	6.09	6.07	6.11	6.08
Standard Deviation	**2.11**	2.09	2.11	2.07	2.12	2.10	2.32	2.19	2.10	2.10	2.12	2.07	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 475

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**169** ***7%***	66 *6%* *39%*	103 *8%* *61%*	53 *14%* *31%* DE FGH	52 *8%* *31%* EF H	17 *5%* *10%*	15 *4%* *9%*	19 *6%* *11%*	12 *3%* *7%*	23 *5%* *14%*	101 *8%* *60%*	45 *6%* *27%*	59 *11%* *35%* MN	27 *4%* *16%*	58 *7%* *34%*
9	**308** ***13%***	120 *11%* *39%*	188 *14%* *61%*	68 *18%* *22%* FH	87 *14%* *28%* H	65 *17%* *21%* FH	35 *9%* *11%* H	36 *12%* *12%* H	18 *5%* *6%*	66 *14%* *21%*	151 *12%* *49%*	92 *13%* *30%*	61 *11%* *20%*	85 *14%* *28%*	117 *13%* *38%*
8	**579** ***24%***	261 *24%* *45%*	318 *23%* *55%*	91 *24%* *16%*	173 *28%* *30%* E	81 *21%* *14%*	80 *22%* *14%*	65 *21%* *11%*	89 *24%* *15%*	134 *29%* *23%* K	299 *24%* *52%*	147 *20%* *25%*	135 *24%* *23%*	147 *25%* *25%*	204 *24%* *35%*
7	**482** ***20%***	224 *21%* *46%*	258 *19%* *54%*	56 *15%* *12%*	129 *21%* *27%*	80 *21%* *17%*	88 *24%* *18%* C	66 *21%* *14%*	64 *17%* *13%*	100 *22%* *21%*	229 *19%* *48%*	153 *21%* *32%*	97 *17%* *20%*	110 *18%* *23%*	201 *23%* *42%* L
6	**296** ***12%***	131 *12%* *44%*	165 *12%* *56%*	21 *6%* *7%*	73 *12%* *25%* C	52 *13%* *17%* C	49 *13%* *17%* C	48 *16%* *16%* C	53 *14%* *18%* C	45 *10%* *15%*	158 *13%* *53%*	94 *13%* *32%*	59 *10%* *20%*	90 *15%* *31%* N	90 *10%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 475

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
5	**217** ***9%***	93 *9%* *43%*	124 *9%* *57%*	40 *11%* *19%*	38 *6%* *18%*	28 *7%* *13%*	35 *10%* *16%*	28 *9%* *13%*	48 *13%* *22%* DE	36 *8%* *17%*	111 *9%* *51%*	70 *10%* *32%*	69 *12%* *32%* M	40 *7%* *18%*	75 *9%* *35%*
4	**97** ***4%***	46 *4%* *47%*	51 *4%* *53%*	12 *3%* *13%*	16 *3%* *16%*	21 *6%* *22%* D	18 *5%* *19%*	15 *5%* *15%*	14 *4%* *14%*	16 *3%* *17%*	52 *4%* *53%*	29 *4%* *30%*	20 *4%* *21%*	26 *4%* *27%*	28 *3%* *29%*
3	**85** ***4%***	39 *4%* *46%*	46 *3%* *54%*	16 *4%* *18%*	16 *3%* *19%*	12 *3%* *14%*	10 *3%* *12%*	9 *3%* *11%*	22 *6%* *26%* D	7 *1%* *8%*	49 *4%* *58%* I	29 *4%* *34%* I	24 *4%* *29%*	30 *5%* *36%* N	20 *2%* *24%*
2	**48** ***2%***	33 *3%* *68%* B	15 *1%* *32%*	11 *3%* *24%*	16 *3%* *34%*	6 *2%* *12%*	4 *1%* *9%*	4 *1%* *8%*	7 *2%* *14%*	14 *3%* *28%* J	13 *1%* *26%*	22 *3%* *45%* J	10 *2%* *20%*	12 *2%* *24%*	18 *2%* *38%*
1	**28** ***1%***	15 *1%* *53%*	13 *1%* *47%*	2 *1%* *8%*	6 *1%* *22%*	10 *3%* *37%* G	4 *1%* *14%*	* * *2%*	5 *1%* *18%*	5 *1%* *18%*	18 *1%* *65%*	5 *1%* *17%*	4 *1%* *14%*	4 *1%* *13%*	14 *2%* *52%*
Don't know	**120** ***5%***	43 *4%* *36%*	77 *6%* *64%*	9 *2%* *7%*	14 *2%* *12%*	13 *3%* *11%*	29 *8%* *25%* CD E	18 *6%* *15%* CD	36 *10%* *30%* CDE	19 *4%* *16%*	55 *4%* *46%*	45 *6%* *38%*	27 *5%* *23%*	27 *4%* *22%*	38 *4%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 475

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 10/9/8/7	**1538** ***63%***	671 *63%* *44%*	867 *64%* *56%*	268 *71%* *17%* FG H	441 *71%* *29%* EF GH	243 *63%* *16%* H	217 *59%* *14%* H	186 *60%* *12%* H	182 *50%* *12%*	322 *69%* *21%* JK	780 *63%* *51%*	436 *60%* *28%*	352 *62%* *23%*	370 *62%* *24%*	579 *67%* *38%*
Net: 10/9	**477** ***20%***	186 *17%* *39%*	291 *21%* *61%* A	121 *32%* *25%* DE FGH	139 *22%* *29%* FH	82 *21%* *17%* FH	50 *14%* *10%* H	55 *18%* *12%* H	30 *8%* *6%*	89 *19%* *19%*	252 *20%* *53%*	136 *19%* *29%*	120 *21%* *25%*	112 *19%* *24%*	175 *20%* *37%*
Net: 6/5/4	**610** ***25%***	270 *25%* *44%*	340 *25%* *56%*	74 *19%* *12%*	127 *20%* *21%*	101 *26%* *16%*	102 *28%* *17%* CD	91 *29%* *15%* CD	115 *31%* *19%* CD	97 *21%* *16%*	320 *26%* *52%*	193 *26%* *32%*	148 *26%* *24%*	156 *26%* *26%*	193 *22%* *32%*
Net: 3/2/1	**161** ***7%***	87 *8%* *54%* B	75 *5%* *46%*	29 *8%* *18%*	38 *6%* *24%*	28 *7%* *18%*	18 *5%* *11%*	14 *4%* *9%*	34 *9%* *21%* G	25 *5%* *16%*	80 *6%* *50%*	56 *8%* *35%*	38 *7%* *24%*	46 *8%* *28%*	53 *6%* *33%*
Mean	**6.97**	6.84	7.08 A	7.31 E FH	7.21 E FH	6.87 H	6.81 H	6.95 H	6.45	7.10	7.00	6.84	7.01	6.91	7.03
Standard Deviation	**1.97**	2.02	1.92	2.15	1.91	2.05	1.81	1.80	1.94	1.88	1.98	2.00	2.03	1.93	1.95

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 475

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**169** ***7%***	14 *6%* *8%*	4 *5%* *2%*	7 *8%* *4%*	144 *7%* *86%*	154 *7%* *91%*	15 *10%* *9%*	24 *8%* *14%*	143 *7%* *85%*	144 *7%* *86%*	94 *7%* *56%*	49 *6%* *29%*	55 *6%* *32%*
9	**308** ***13%***	22 *9%* *7%*	12 *15%* *4%* O	11 *13%* *3%*	263 *13%* *85%*	286 *13%* *93%*	22 *15%* *7%*	32 *11%* *10%*	275 *13%* *89%*	276 *13%* *90%*	165 *13%* *53%*	111 *13%* *36%*	116 *12%* *38%*
8	**579** ***24%***	53 *22%* *9%*	18 *22%* *3%*	22 *27%* *4%*	486 *24%* *84%*	557 *24%* *96%* T	22 *15%* *4%*	80 *27%* *14%*	486 *23%* *84%*	499 *23%* *86%*	295 *24%* *51%*	202 *23%* *35%*	214 *23%* *37%*
7	**482** ***20%***	44 *19%* *9%*	15 *18%* *3%*	15 *18%* *3%*	408 *20%* *85%*	456 *20%* *95%*	26 *18%* *5%*	48 *16%* *10%*	426 *20%* *88%*	434 *20%* *90%*	239 *19%* *50%*	195 *22%* *40%*	211 *23%* *44%*
6	**296** ***12%***	34 *14%* *12%*	13 *16%* *4%*	10 *12%* *3%*	239 *12%* *81%*	277 *12%* *93%*	19 *14%* *7%*	36 *12%* *12%*	259 *12%* *87%*	260 *12%* *88%*	148 *12%* *50%*	111 *13%* *38%*	116 *12%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 475

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
5	**217** ***9%***	22 *9%* *10%*	6 *8%* *3%*	5 *6%* *2%*	184 *9%* *85%*	201 *9%* *93%*	16 *11%* *7%*	33 *11%* *15%*	184 *9%* *85%*	184 *9%* *85%*	115 *9%* *53%*	69 *8%* *32%*	75 *8%* *35%*
4	**97** ***4%***	15 *6%* *16%* R	4 *5%* *4%*	3 *4%* *3%*	74 *4%* *77%*	88 *4%* *91%*	8 *6%* *9%*	14 *5%* *15%*	81 *4%* *84%*	82 *4%* *85%*	49 *4%* *50%*	34 *4%* *35%*	35 *4%* *36%*
3	**85** ***4%***	7 *3%* *8%*	1 *1%* *1%*	2 *3%* *3%*	75 *4%* *88%*	82 *4%* *96%*	3 *2%* *4%*	14 *5%* *16%*	71 *3%* *83%*	72 *3%* *84%*	39 *3%* *46%*	33 *4%* *38%*	36 *4%* *42%*
2	**48** ***2%***	5 *2%* *10%*	2 *2%* *4%*	2 *2%* *4%*	40 *2%* *82%*	47 *2%* *97%*	1 *1%* *3%*	3 *1%* *7%*	43 *2%* *89%*	44 *2%* *91%*	28 *2%* *57%*	17 *2%* *34%*	17 *2%* *34%*
1	**28** ***1%***	3 *1%* *12%*	1 *1%* *3%*	2 *2%* *5%*	22 *1%* *79%*	26 *1%* *93%*	2 *1%* *7%*	1 *** *4%*	27 *1%* *96%*	27 *1%* *96%*	20 *2%* *73%*	6 *1%* *23%*	8 *1%* *30%*
Don't know	**120** ***5%***	19 *8%* *15%* R	5 *6%* *4%*	4 *5%* *3%*	92 *5%* *77%*	112 *5%* *93%*	8 *5%* *7%*	9 *3%* *8%*	107 *5%* *89%*	110 *5%* *92%*	62 *5%* *52%*	47 *5%* *39%*	50 *5%* *42%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 475

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 10/9/8/7	**1538** ***63%***	133 *56%* *9%*	49 *60%* *3%*	55 *67%* *4%* O	1301 *64%* *85%* O	1453 *64%* *94%*	85 *60%* *6%*	185 *63%* *12%*	1329 *63%* *86%*	1353 *63%* *88%*	792 *63%* *52%*	557 *64%* *36%*	596 *64%* *39%*
Net: 10/9	**477** ***20%***	36 *15%* *8%*	16 *20%* *3%*	17 *21%* *4%* O	407 *20%* *85%* O	440 *19%* *92%*	37 *26%* *8%*	56 *19%* *12%*	418 *20%* *88%*	421 *20%* *88%*	258 *21%* *54%*	160 *18%* *34%*	171 *18%* *36%*
Net: 6/5/4	**610** ***25%***	71 *30%* *12%* QR	23 *29%* *4%*	18 *22%* *3%*	497 *25%* *82%*	566 *25%* *93%*	43 *30%* *7%*	82 *28%* *14%*	524 *25%* *86%*	527 *25%* *86%*	312 *25%* *51%*	214 *25%* *35%*	225 *24%* *37%*
Net: 3/2/1	**161** ***7%***	15 *6%* *9%*	4 *5%* *2%*	5 *7%* *3%*	137 *7%* *85%*	155 *7%* *96%*	7 *5%* *4%*	18 *6%* *11%*	141 *7%* *87%*	142 *7%* *88%*	87 *7%* *54%*	56 *6%* *35%*	61 *7%* *38%*
Mean	**6.97**	6.74	6.96	7.09 O	6.99 O	6.97	7.02	6.98	6.97	6.97	6.97	6.96	6.96
Standard Deviation	**1.97**	1.99	1.91	2.02	1.96	1.96	2.05	1.94	1.97	1.97	2.03	1.89	1.90

GfK NOP

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***2%***	* *2%* *36%*	* *2%* *64%*	- - -	- - -	- - -	- - -	1 *9%* *99%*	* * *1%*	- - -	* *2%* *36%*	* *4%* *64%*
9	**1** ***3%***	* *4%* *44%*	1 *3%* *56%*	- - -	- - -	* *5%* *29%*	- - -	* *4%* *27%*	* *7%* *44%*	* *4%* *29%*	* *2%* *27%*	* *4%* *44%*
8	**6** ***19%***	2 *22%* *38%*	4 *18%* *62%*	* *100%* *6%*	* *9%* *6%*	1 *14%* *15%*	1 *14%* *16%*	1 *18%* *22%*	2 *33%* *35%*	2 *21%* *25%*	2 *16%* *35%*	2 *22%* *40%*
7	**6** ***20%***	3 *26%* *43%*	4 *18%* *57%*	- - -	2 *34%* *24%*	* *5%* *5%*	3 *42%* *44%*	1 *7%* *8%*	1 *20%* *20%*	2 *25%* *29%*	3 *25%* *53%*	1 *11%* *18%*
6	**7** ***20%***	3 *25%* *41%*	4 *18%* *59%*	- - -	- - -	1 *23%* *23%*	1 *18%* *19%*	2 *28%* *31%*	2 *27%* *27%*	3 *34%* *39%*	2 *13%* *27%*	2 *20%* *34%*
5	**4** ***13%***	1 *11%* *28%*	3 *14%* *72%*	- - -	1 *17%* *18%*	1 *18%* *28%*	1 *10%* *16%*	2 *22%* *38%*	- - -	* *7%* *12%*	2 *17%* *56%*	1 *12%* *32%*
4	**2** ***7%***	* * *	2 *10%* *100%*	- - -	* *8%* *17%*	1 *18%* *52%*	- - -	1 *9%* *31%*	- - -	* *5%* *17%*	1 *7%* *42%*	1 *8%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 476

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***4%***	* *3%* *21%*	1 *5%* *79%*	- - -	* *8%* *27%*	- - -	* *5%* *23%*	* *4%* *21%*	* *6%* *30%*	- - -	1 *7%* *70%*	* *4%* *30%*
2	**1** ***4%***	- - -	1 *6%* *100%*	- - -	1 *23%* *77%*	* *5%* *23%*	- - -	- - -	- - -	* *4%* *23%*	* *3%* *30%*	1 *6%* *47%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***6%***	1 *7%* *42%*	1 *5%* *58%*	- - -	- - -	1 *13%* *42%*	1 *10%* *35%*	- - -	* *7%* *23%*	- - -	1 *7%* *51%*	1 *9%* *49%*
Net: 10/9/8/7	**14** ***45%***	6 *54%* *41%*	8 *40%* *59%*	* *100%* *3%*	2 *43%* *13%*	2 *24%* *11%*	4 *57%* *27%*	3 *37%* *19%*	4 *60%* *27%*	4 *50%* *26%*	6 *45%* *43%*	5 *41%* *32%*
Net: 10/9	**2** ***5%***	1 *6%* *41%*	1 *5%* *59%*	- - -	- - -	* *5%* *18%*	- - -	1 *13%* *55%*	* *7%* *27%*	* *4%* *18%*	1 *4%* *31%*	1 *8%* *51%*
Net: 6/5/4	**13** ***41%***	4 *36%* *30%*	9 *43%* *70%*	- - -	1 *26%* *9%*	4 *59%* *29%*	2 *29%* *15%*	4 *59%* *33%*	2 *27%* *14%*	3 *46%* *26%*	5 *37%* *39%*	4 *41%* *35%*
Net: 3/2/1	**3** ***9%***	* *3%* *10%*	2 *12%* *90%*	- - -	1 *31%* *51%*	* *5%* *11%*	* *5%* *12%*	* *4%* *10%*	* *6%* *15%*	* *4%* *11%*	1 *10%* *50%*	1 *10%* *38%*
Mean	**6.21**	6.78	5.93	8.00	5.00	5.71	6.52	6.38	6.94	6.45	6.06	6.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 476

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.82**	1.41	1.97	-	2.45	1.91	1.31	1.96	1.56	1.58	1.85	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 476

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** ***2%***	1 *2%* *100%*	1 *2%* *99%*	- - -	* * *1%*	1 *3%* *99%*	1 *3%* *99%*	1 *4%* *99%*	- - -	- - -
9	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *14%* *100%*	1 *13%* *100%*
8	**6** ***19%***	6 *19%* *100%*	6 *19%* *100%*	- - -	1 *10%* *11%*	5 *22%* *89%*	5 *22%* *89%*	4 *23%* *68%*	1 *18%* *21%*	1 *17%* *21%*
7	**6** ***20%***	6 *20%* *100%*	6 *19%* *94%*	* *100%* *6%*	2 *24%* *25%*	5 *19%* *75%*	5 *19%* *75%*	4 *21%* *57%*	1 *17%* *19%*	1 *16%* *19%*
6	**7** ***20%***	7 *20%* *100%*	7 *21%* *100%*	- - -	2 *31%* *31%*	4 *18%* *69%*	4 *18%* *69%*	3 *17%* *48%*	1 *19%* *21%*	2 *22%* *26%*
5	**4** ***13%***	4 *13%* *100%*	4 *13%* *100%*	- - -	1 *12%* *19%*	3 *14%* *81%*	3 *14%* *81%*	2 *13%* *56%*	1 *14%* *25%*	1 *14%* *25%*
4	**2** ***7%***	2 *7%* *100%*	2 *7%* *100%*	- - -	- - -	2 *9%* *100%*	2 *9%* *100%*	1 *8%* *68%*	1 *10%* *32%*	1 *9%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 476

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	1 *9%* *43%*	1 *3%* *57%*	1 *3%* *57%*	1 *4%* *57%*	- - -	- - -
2	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	1 *14%* *49%*	1 *4%* *51%*	1 *4%* *51%*	* *2%* *16%*	1 *9%* *35%*	1 *9%* *35%*
Net: 10/9/8/7	**14** ***45%***	14 *45%* *100%*	14 *44%* *97%*	* *100%* *3%*	2 *34%* *16%*	12 *48%* *84%*	12 *48%* *84%*	9 *47%* *59%*	4 *48%* *25%*	4 *46%* *25%*
Net: 10/9	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	* * *	2 *7%* *100%*	2 *7%* *100%*	1 *4%* *39%*	1 *14%* *61%*	1 *13%* *61%*
Net: 6/5/4	**13** ***41%***	13 *41%* *100%*	13 *41%* *100%*	- - -	3 *43%* *22%*	10 *40%* *78%*	10 *40%* *78%*	7 *39%* *54%*	3 *43%* *24%*	3 *45%* *26%*
Net: 3/2/1	**3** ***9%***	3 *9%* *100%*	3 *9%* *100%*	- - -	1 *9%* *22%*	2 *8%* *78%*	2 *8%* *78%*	2 *12%* *78%*	- - -	- - -
Mean	**6.21**	6.21	6.20	7.00	6.07	6.25	6.25	6.09	6.67	6.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 476

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.82**	1.82	1.83	-	1.49	1.92	1.92	2.02	1.71	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 477

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**48** ***4%***	16 *3%* *34%*	31 *4%* *66%*	12 *10%* *26%* DE FG	9 *4%* *19%*	5 *3%* *11%*	5 *2%* *11%*	3 *2%* *7%*	12 *5%* *25%*	2 *1%* *4%*	20 *3%* *42%*	26 *6%* *54%* I	12 *4%* *25%*	11 *4%* *24%*	15 *4%* *32%*
9	**69** ***6%***	22 *4%* *32%*	47 *6%* *68%*	8 *7%* *12%*	11 *4%* *15%*	23 *11%* *33%* DFH	6 *3%* *9%*	12 *6%* *17%*	9 *4%* *13%*	10 *6%* *14%*	30 *5%* *43%*	29 *7%* *43%*	15 *5%* *22%*	27 *9%* *39%* N	15 *4%* *21%*
8	**165** ***13%***	77 *15%* *47%*	87 *12%* *53%*	9 *7%* *5%*	36 *14%* *22%*	36 *18%* *22%* C	29 *13%* *18%*	24 *13%* *15%*	31 *12%* *19%*	20 *12%* *12%*	98 *15%* *60%*	46 *11%* *28%*	48 *15%* *29%*	35 *12%* *21%*	52 *13%* *32%*
7	**217** ***17%***	82 *16%* *38%*	135 *18%* *62%*	23 *19%* *11%*	49 *20%* *23%*	26 *13%* *12%*	46 *20%* *21%*	40 *21%* *18%*	33 *13%* *15%*	29 *17%* *13%*	113 *17%* *52%*	75 *17%* *35%*	52 *17%* *24%*	67 *22%* *31%* N	60 *14%* *28%*
6	**181** ***15%***	67 *14%* *37%*	114 *15%* *63%*	11 *9%* *6%*	41 *16%* *23%*	31 *15%* *17%*	40 *18%* *22%*	29 *15%* *16%*	29 *11%* *16%*	26 *15%* *14%*	95 *15%* *53%*	61 *14%* *33%*	48 *16%* *27%*	50 *17%* *27%*	48 *12%* *27%*
5	**178** ***14%***	70 *14%* *39%*	108 *14%* *61%*	13 *11%* *8%*	37 *15%* *21%*	31 *15%* *17%*	31 *14%* *18%*	25 *13%* *14%*	40 *16%* *23%*	25 *15%* *14%*	101 *16%* *57%*	52 *12%* *29%*	43 *14%* *24%*	44 *15%* *25%*	59 *14%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 477

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**91** ***7%***	34 *7%* *37%*	58 *8%* *63%*	7 *6%* *7%*	15 *6%* *16%*	11 *6%* *13%*	25 *11%* *28%*	14 *7%* *15%*	19 *8%* *21%*	10 *6%* *11%*	55 *8%* *60%*	26 *6%* *29%*	26 *8%* *28%* M	7 *2%* *8%*	39 *9%* *43%* M
3	**69** ***6%***	29 *6%* *42%*	40 *5%* *58%*	13 *11%* *19%* EH	16 *7%* *24%*	7 *4%* *11%*	13 *6%* *19%*	10 *5%* *14%*	9 *4%* *13%*	7 *4%* *10%*	42 *7%* *61%*	20 *5%* *29%*	11 *3%* *16%*	21 *7%* *30%*	29 *7%* *41%*
2	**60** ***5%***	40 *8%* *67%* B	20 *3%* *33%*	8 *7%* *14%*	13 *5%* *22%*	6 *3%* *10%*	7 *3%* *13%*	11 *6%* *18%*	14 *5%* *23%*	10 *6%* *16%*	22 *3%* *36%*	28 *7%* *47%*	12 *4%* *21%*	19 *6%* *31%*	19 *5%* *32%*
1	**44** ***4%***	24 *5%* *53%*	21 *3%* *47%*	7 *6%* *15%*	7 *3%* *17%*	10 *5%* *22%*	6 *2%* *13%*	8 *4%* *18%*	7 *3%* *16%*	9 *5%* *19%*	20 *3%* *45%*	16 *4%* *36%*	14 *5%* *32%*	8 *3%* *17%*	17 *4%* *38%*
Don't know	**125** ***10%***	38 *8%* *30%*	87 *12%* *70%* A	7 *6%* *6%*	17 *7%* *14%*	14 *7%* *11%*	20 *9%* *16%*	16 *8%* *12%*	51 *20%* *41%* CDEF G	24 *14%* *19%* J	49 *8%* *39%*	52 *12%* *41%*	28 *9%* *23%* M	10 *3%* *8%*	60 *15%* *48%* M
Net: 10/9/8/7	**498** ***40%***	197 *40%* *40%*	301 *40%* *60%*	53 *44%* *11%*	105 *42%* *21%*	90 *45%* *18%* H	86 *38%* *17%*	80 *42%* *16%*	85 *33%* *17%*	60 *35%* *12%*	261 *40%* *52%*	177 *41%* *35%*	127 *41%* *26%*	140 *47%* *28%* N	142 *34%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 477

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 10/9	**116** ***9%***	38 *8%* *33%*	78 *10%* *67%*	21 *17%* *18%* DF GH	20 *8%* *17%*	28 *14%* *24%* F	11 *5%* *10%*	15 *8%* *13%*	21 *8%* *18%*	12 *7%* *10%*	50 *8%* *43%*	55 *13%* *47%* J	27 *9%* *23%*	38 *13%* *33%*	30 *7%* *26%*
Net: 6/5/4	**451** ***36%***	171 *34%* *38%*	280 *37%* *62%*	31 *26%* *7%*	93 *37%* *21%*	73 *37%* *16%*	97 *42%* *21%* C	68 *35%* *15%*	88 *35%* *20%*	61 *36%* *13%*	251 *39%* *56%*	139 *32%* *31%*	117 *38%* *26%*	101 *34%* *22%*	146 *35%* *32%*
Net: 3/2/1	**173** ***14%***	92 *19%* *53%* B	81 *11%* *47%*	28 *24%* *16%* EF H	37 *15%* *21%*	23 *12%* *13%*	26 *12%* *15%*	29 *15%* *17%*	30 *12%* *17%*	25 *15%* *15%*	83 *13%* *48%*	65 *15%* *37%*	37 *12%* *22%*	47 *16%* *27%*	64 *16%* *37%*
Mean	**5.92**	5.70	6.07 A	5.84	5.93	6.21	5.83	5.84	5.88	5.71	5.93	6.00	5.98	6.10	5.68
Standard Deviation	**2.21**	2.33	2.11	2.67	2.14	2.24	1.97	2.19	2.25	2.21	2.10	2.37	2.21	2.19	2.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 477

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**48** ***4%***	4 *4%* *9%*	3 *4%* *5%*	2 *5%* *4%*	39 *4%* *81%*	38 *3%* *79%*	10 *11%* *21%* S	6 *5%* *13%*	41 *4%* *86%*	41 *4%* *87%*	32 *5%* *66%* Y	10 *2%* *20%*	12 *2%* *24%*
9	**69** ***6%***	7 *6%* *10%*	2 *3%* *4%*	2 *6%* *4%*	57 *6%* *83%*	68 *6%* *99%*	1 *1%* *1%*	8 *7%* *12%*	60 *5%* *87%*	61 *5%* *88%*	39 *6%* *56%*	22 *5%* *32%*	27 *5%* *39%*
8	**165** ***13%***	13 *11%* *8%*	11 *15%* *6%*	7 *17%* *4%*	135 *13%* *82%*	152 *13%* *93%*	12 *13%* *7%*	13 *11%* *8%*	148 *13%* *90%*	151 *13%* *92%*	84 *13%* *51%*	67 *14%* *41%*	68 *14%* *41%*
7	**217** ***17%***	18 *16%* *8%*	14 *20%* *7%*	6 *15%* *3%*	179 *18%* *83%*	206 *18%* *95%*	11 *13%* *5%*	20 *17%* *9%*	190 *17%* *88%*	194 *17%* *90%*	107 *16%* *49%*	86 *18%* *39%*	91 *18%* *42%*
6	**181** ***15%***	21 *19%* *12%* P	8 *11%* *4%*	6 *16%* *3%*	146 *14%* *81%*	164 *14%* *90%*	18 *20%* *10%*	9 *7%* *5%*	173 *16%* *95%* U	173 *15%* *95%* U	112 *17%* *62%* U	60 *13%* *33%*	63 *13%* *35%*
5	**178** ***14%***	17 *14%* *9%*	11 *16%* *6%*	4 *10%* *2%*	146 *14%* *82%*	167 *14%* *94%*	11 *12%* *6%*	22 *18%* *12%*	154 *14%* *86%*	157 *14%* *88%*	93 *14%* *52%*	63 *13%* *35%*	68 *14%* *38%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 477

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**91** ***7%***	11 *9%* *12%*	6 *8%* *6%*	3 *7%* *3%*	72 *7%* *79%*	86 *7%* *94%*	5 *6%* *6%*	7 *6%* *8%*	83 *7%* *91%*	84 *7%* *92%*	45 *7%* *49%*	38 *8%* *42%*	40 *8%* *43%*
3	**69** ***6%***	3 *2%* *4%*	4 *6%* *6%*	2 *6%* *3%*	60 *6%* *87%*	63 *5%* *91%*	6 *7%* *9%*	9 *8%* *13%*	60 *5%* *87%*	60 *5%* *87%*	40 *6%* *58%*	20 *4%* *29%*	22 *4%* *31%*
2	**60** ***5%***	6 *5%* *9%*	3 *4%* *5%*	1 *3%* *2%*	50 *5%* *84%*	57 *5%* *95%*	3 *3%* *5%*	7 *6%* *12%*	53 *5%* *88%*	53 *5%* *88%*	18 *3%* *30%*	35 *7%* *58%* X	35 *7%* *59%* X
1	**44** ***4%***	1 *1%* *3%*	3 *4%* *6%*	2 *4%* *4%* O	39 *4%* *87%*	40 *3%* *90%*	4 *5%* *10%*	3 *3%* *7%*	41 *4%* *92%*	41 *4%* *93%*	24 *4%* *55%*	17 *4%* *38%*	17 *3%* *38%*
Don't know	**125** ***10%***	14 *12%* *11%*	8 *11%* *6%*	4 *10%* *3%*	99 *10%* *79%*	117 *10%* *93%*	8 *9%* *7%*	13 *11%* *10%*	111 *10%* *89%*	112 *10%* *90%*	58 *9%* *47%*	54 *11%* *43%*	54 *11%* *43%*
Net: 10/9/8/7	**498** ***40%***	42 *37%* *8%*	30 *41%* *6%*	17 *44%* *3%*	409 *40%* *82%*	464 *40%* *93%*	34 *38%* *7%*	48 *41%* *10%*	439 *39%* *88%*	447 *40%* *90%*	262 *40%* *53%*	185 *39%* *37%*	197 *40%* *40%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 477

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 10/9	**116** ***9%***	11 *10%* *10%*	5 *7%* *4%*	4 *11%* *4%*	95 *9%* *82%*	106 *9%* *91%*	11 *12%* *9%*	14 *12%* *12%*	100 *9%* *86%*	102 *9%* *88%*	70 *11%* *60%*	32 *7%* *27%*	38 *8%* *33%*
Net: 6/5/4	**451** ***36%***	48 *42%* *11%*	25 *34%* *6%*	13 *33%* *3%*	364 *36%* *81%*	417 *36%* *92%*	34 *37%* *7%*	37 *32%* *8%*	410 *37%* *91%*	413 *37%* *92%*	250 *38%* *55%*	161 *34%* *36%*	171 *35%* *38%*
Net: 3/2/1	**173** ***14%***	10 *8%* *6%*	10 *14%* *6%*	5 *13%* *3%*	149 *15%* *86%* O	159 *14%* *92%*	14 *16%* *8%*	20 *17%* *11%*	154 *14%* *89%*	154 *14%* *89%*	82 *13%* *48%*	71 *15%* *41%*	74 *15%* *42%*
Mean	**5.92**	6.07	5.86	6.17	5.90	5.91	6.02	5.89	5.91	5.92	6.03	5.77	5.81
Standard Deviation	**2.21**	2.03	2.21	2.28	2.23	2.19	2.43	2.35	2.20	2.20	2.18	2.22	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 478

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**30** ***5%***	16 *6%* *54%*	14 *5%* *46%*	8 *6%* *28%*	9 *6%* *30%*	5 *4%* *15%*	6 *8%* *21%*	1 *2%* *3%*	1 *1%* *2%*	2 *2%* *5%*	14 *5%* *47%*	14 *7%* *47%*	13 *9%* *42%*	3 *2%* *11%*	9 *5%* *30%*
9	**48** ***8%***	23 *8%* *47%*	25 *9%* *53%*	10 *7%* *21%*	13 *8%* *27%*	12 *11%* *25%*	8 *10%* *17%*	1 *3%* *3%*	4 *8%* *9%*	10 *14%* *21%*	21 *7%* *43%*	17 *9%* *35%*	10 *7%* *21%*	10 *7%* *20%*	21 *11%* *43%*
8	**91** ***16%***	46 *16%* *51%*	45 *15%* *49%*	16 *12%* *18%*	28 *17%* *31%*	15 *14%* *16%*	10 *13%* *11%*	9 *21%* *10%*	13 *24%* *14%*	8 *10%* *9%*	53 *17%* *58%*	30 *15%* *33%*	29 *20%* *32%*	14 *10%* *16%*	30 *16%* *33%*
7	**89** ***15%***	42 *15%* *47%*	47 *16%* *53%*	23 *17%* *26%*	28 *17%* *31%*	17 *15%* *19%*	14 *18%* *15%*	4 *9%* *4%*	4 *7%* *5%*	8 *11%* *9%*	54 *18%* *61%*	27 *14%* *30%*	24 *17%* *27%*	21 *15%* *24%*	22 *12%* *25%*
6	**80** ***14%***	32 *11%* *41%*	48 *16%* *59%*	13 *10%* *17%*	30 *19%* *38%*	12 *11%* *14%*	9 *12%* *12%*	10 *23%* *12%*	6 *10%* *7%*	12 *16%* *15%*	46 *15%* *57%*	22 *11%* *28%*	17 *12%* *21%*	25 *18%* *32%*	22 *12%* *27%*
5	**73** ***13%***	33 *11%* *45%*	40 *14%* *55%*	20 *15%* *27%*	20 *12%* *27%*	15 *14%* *21%*	9 *12%* *13%*	4 *9%* *5%*	5 *9%* *7%*	15 *20%* *20%* K	41 *13%* *57%*	16 *8%* *23%*	15 *10%* *20%*	20 *14%* *27%*	28 *15%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 478

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**62** ***11%***	38 *13%* *62%*	24 *8%* *38%*	23 *17%* *37%* D	11 *7%* *18%*	10 *9%* *16%*	13 *17%* *21%*	2 *5%* *4%*	3 *5%* *5%*	4 *5%* *6%*	31 *10%* *50%*	28 *14%* *45%*	11 *8%* *17%*	24 *17%* *39%*	19 *10%* *31%*
3	**24** ***4%***	14 *5%* *56%*	11 *4%* *44%*	7 *6%* *30%*	6 *3%* *23%*	4 *4%* *16%*	1 *1%* *3%*	2 *5%* *8%*	5 *8%* *19%*	1 *1%* *3%*	10 *3%* *40%*	14 *7%* *57%*	7 *5%* *31%*	7 *5%* *27%*	4 *2%* *17%*
2	**20** ***3%***	12 *4%* *58%*	8 *3%* *42%*	5 *4%* *26%*	5 *3%* *25%*	5 *5%* *25%*	2 *2%* *9%*	1 *2%* *5%*	2 *4%* *11%*	5 *7%* *25%*	6 *2%* *32%*	9 *5%* *44%*	3 *2%* *16%*	6 *5%* *32%*	8 *5%* *42%*
1	**20** ***4%***	15 *5%* *76%*	5 *2%* *24%*	4 *3%* *20%*	5 *3%* *26%*	9 *9%* *47%* F	- - -	* * *	2 *3%* *7%*	4 *5%* *19%*	12 *4%* *59%*	5 *2%* *23%*	3 *2%* *14%*	6 *4%* *28%*	11 *6%* *52%*
Don't know	**39** ***7%***	14 *5%* *35%*	25 *9%* *65%*	3 *2%* *7%*	8 *5%* *20%*	6 *5%* *15%*	4 *5%* *10%*	9 *20%* *22%* CD EF	11 *20%* *27%* CDEF	7 *10%* *19%*	19 *6%* *49%*	13 *6%* *32%*	12 *8%* *29%*	3 *2%* *9%*	13 *7%* *34%*
Net: 10/9/8/7	**258** ***45%***	127 *45%* *49%*	130 *45%* *51%*	57 *43%* *22%*	77 *48%* *30%*	48 *44%* *19%*	38 *50%* *15%*	15 *36%* *6%*	22 *40%* *8%*	28 *37%* *11%*	142 *46%* *55%*	87 *45%* *34%*	76 *53%* *29%* M	49 *35%* *19%*	82 *44%* *32%*
Net: 10/9	**78** ***14%***	39 *14%* *50%*	39 *13%* *50%*	18 *14%* *23%*	22 *14%* *28%*	16 *15%* *21%*	14 *19%* *18%*	2 *5%* *3%*	5 *9%* *6%*	12 *16%* *15%*	35 *11%* *45%*	31 *16%* *40%*	23 *16%* *29%*	13 *9%* *17%*	30 *16%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 478

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**214** ***37%***	104 *36%* *48%*	111 *38%* *52%*	56 *42%* *26%*	61 *38%* *28%*	36 *34%* *17%*	32 *42%* *15%*	16 *37%* *7%*	13 *25%* *6%*	31 *41%* *14%*	118 *38%* *55%*	66 *34%* *31%*	42 *29%* *20%*	70 *50%* *32%* L	69 *37%* *32%*
Net: 3/2/1	**65** ***11%***	41 *14%* *63%*	24 *8%* *37%*	17 *13%* *26%*	16 *10%* *24%*	18 *17%* *28%* F	3 *3%* *4%*	3 *7%* *5%*	8 *15%* *13%* F	10 *13%* *15%*	28 *9%* *43%*	27 *14%* *42%*	14 *9%* *21%*	19 *13%* *29%*	23 *12%* *36%*
Mean	**6.16**	5.98	6.34	5.92	6.35	5.87	6.52	6.34	6.10	5.97	6.22	6.12	6.58 M	5.63	6.09
Standard Deviation	**2.25**	2.41	2.06	2.28	2.15	2.55	2.06	1.83	2.35	2.34	2.14	2.39	2.21	2.14	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**30** ***5%***	2 *4%* *8%*	1 *5%* *5%*	1 *8%* *4%*	25 *5%* *83%*	28 *5%* *94%*	2 *5%* *6%*	30 *5%* *100%*	30 *5%* *100%*	20 *6%* *66%*	10 *4%* *34%*	11 *4%* *36%*
9	**48** ***8%***	5 *8%* *9%*	2 *8%* *5%*	1 *4%* *1%*	40 *9%* *84%*	42 *8%* *88%*	6 *15%* *12%*	48 *8%* *100%*	48 *8%* *100%*	33 *10%* *69%*	15 *6%* *31%*	15 *6%* *31%*
8	**91** ***16%***	10 *18%* *11%*	4 *13%* *5%*	3 *19%* *3%*	73 *16%* *81%*	88 *16%* *96%*	3 *9%* *4%*	91 *16%* *100%*	91 *16%* *100%*	53 *15%* *58%*	38 *16%* *42%*	43 *17%* *47%*
7	**89** ***15%***	11 *19%* *12%*	7 *23%* *8%*	3 *19%* *4%*	67 *14%* *76%*	87 *16%* *99%*	1 *3%* *1%*	89 *15%* *100%*	89 *15%* *100%*	49 *14%* *55%*	40 *17%* *45%*	41 *16%* *46%*
6	**80** ***14%***	9 *15%* *11%*	4 *14%* *5%*	3 *19%* *4%*	64 *13%* *79%*	74 *14%* *93%*	6 *15%* *7%*	80 *14%* *100%*	80 *14%* *100%*	51 *15%* *64%*	29 *12%* *36%*	33 *13%* *42%*
5	**73** ***13%***	6 *10%* *8%*	3 *9%* *4%*	1 *9%* *2%*	63 *13%* *86%*	64 *12%* *89%*	8 *21%* *11%*	73 *13%* *100%*	73 *13%* *100%*	47 *14%* *65%*	25 *11%* *35%*	27 *11%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 478

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC3 ****

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**62** ***11%***	5 *9%* *8%*	2 *6%* *3%*	1 *5%* *1%*	54 *12%* *87%*	57 *11%* *92%*	5 *12%* *8%*	62 *11%* *100%*	62 *11%* *100%*	31 *9%* *49%*	31 *13%* *51%*	33 *13%* *54%*
3	**24** ***4%***	3 *6%* *14%*	2 *7%* *9%*	1 *4%* *3%*	18 *4%* *75%*	24 *5%* *100%*	- - -	24 *4%* *100%*	24 *4%* *100%*	15 *4%* *62%*	9 *4%* *38%*	10 *4%* *41%*
2	**20** ***3%***	1 *1%* *3%*	1 *3%* *5%*	* *1%* *1%*	18 *4%* *91%*	17 *3%* *87%*	3 *7%* *13%*	20 *3%* *100%*	20 *3%* *100%*	13 *4%* *62%*	7 *3%* *36%*	7 *3%* *36%*
1	**20** ***4%***	1 *2%* *5%*	- - -	* *1%* *1%*	19 *4%* *94%*	18 *3%* *90%*	2 *5%* *10%*	20 *4%* *100%*	20 *4%* *100%*	10 *3%* *51%*	10 *4%* *49%*	10 *4%* *49%*
Don't know	**39** ***7%***	5 *9%* *13%*	4 *13%* *10%* R	2 *10%* *4%*	28 *6%* *73%*	36 *7%* *93%*	3 *7%* *7%*	39 *7%* *100%*	39 *7%* *100%*	21 *6%* *53%*	18 *8%* *47%*	19 *8%* *49%*
Net: 10/9/8/7	**258** ***45%***	28 *49%* *11%*	15 *48%* *6%*	8 *50%* *3%*	206 *44%* *80%*	245 *46%* *95%*	12 *32%* *5%*	258 *45%* *100%*	258 *45%* *100%*	155 *45%* *60%*	103 *44%* *40%*	109 *44%* *42%*
Net: 10/9	**78** ***14%***	7 *12%* *9%*	4 *12%* *5%*	2 *11%* *2%*	65 *14%* *84%*	70 *13%* *90%*	7 *20%* *10%*	78 *14%* *100%*	78 *14%* *100%*	53 *15%* *68%*	25 *11%* *32%*	26 *10%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 478

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**214** ***37%***	20 *34%* *9%*	9 *29%* *4%*	5 *33%* *3%*	180 *38%* *84%*	196 *36%* *91%*	19 *49%* *9%*	214 *37%* *100%*	214 *37%* *100%*	129 *38%* *60%*	85 *37%* *40%*	93 *37%* *43%*
Net: 3/2/1	**65** ***11%***	5 *9%* *8%*	3 *10%* *5%*	1 *7%* *2%*	56 *12%* *86%*	60 *11%* *93%*	5 *12%* *7%*	65 *11%* *100%*	65 *11%* *100%*	38 *11%* *58%*	27 *11%* *41%*	27 *11%* *42%*
Mean	**6.16**	6.42	6.40	6.63	6.09	6.18	5.84	6.16	6.16	6.24	6.03	6.05
Standard Deviation	**2.25**	2.03	2.05	2.00	2.30	2.24	2.49	2.25	2.25	2.25	2.26	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 479

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**22** ***7%***	15 *9%* *66%*	8 *5%* *34%*	2 *6%* *7%*	6 *9%* *25%*	3 *7%* *15%*	5 *9%* *23%*	4 *9%* *18%*	3 *5%* *12%*	7 *11%* *33%*	8 *5%* *35%*	7 *8%* *32%*	5 *10%* *23%*	5 *7%* *20%*	9 *7%* *40%*
9	**39** ***13%***	25 *16%* *65%*	13 *9%* *35%*	1 *5%* *4%*	8 *14%* *22%*	6 *13%* *15%*	9 *16%* *24%*	6 *12%* *14%*	8 *13%* *21%*	8 *11%* *20%*	16 *11%* *43%*	15 *17%* *38%*	12 *22%* *31%*	8 *13%* *21%*	13 *11%* *35%*
8	**73** ***24%***	41 *26%* *56%*	32 *23%* *44%*	8 *29%* *12%*	11 *18%* *15%*	11 *24%* *16%*	22 *38%* *30%* H	13 *29%* *18%*	7 *12%* *10%*	15 *23%* *21%*	38 *26%* *51%*	20 *23%* *28%*	9 *16%* *12%*	14 *22%* *19%*	37 *30%* *50%*
7	**62** ***21%***	35 *22%* *56%*	27 *19%* *44%*	7 *24%* *11%*	12 *20%* *20%*	9 *19%* *15%*	14 *24%* *22%*	10 *22%* *16%*	10 *17%* *16%*	12 *18%* *20%*	34 *23%* *55%*	16 *18%* *26%*	10 *18%* *16%*	12 *19%* *19%*	26 *22%* *42%*
6	**22** ***7%***	10 *6%* *45%*	12 *9%* *55%*	2 *8%* *10%*	4 *7%* *20%*	2 *3%* *7%*	4 *7%* *19%*	3 *7%* *15%*	6 *11%* *29%*	11 *16%* *49%* JK	8 *5%* *35%*	4 *4%* *16%*	3 *5%* *12%*	3 *5%* *13%*	10 *8%* *46%*
5	**24** ***8%***	12 *7%* *49%*	12 *9%* *51%*	5 *17%* *21%*	2 *4%* *10%*	8 *17%* *34%* F	- - -	3 *6%* *11%*	6 *9%* *23%* F	9 *13%* *36%*	6 *4%* *27%*	9 *10%* *37%*	8 *14%* *32%* N	7 *11%* *28%*	4 *4%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 479

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**14** ***5%***	6 *4%* *47%*	7 *5%* *53%*	- - -	2 *4%* *16%*	3 *7%* *25%*	2 *3%* *11%*	2 *4%* *15%*	4 *7%* *32%*	* *1%* *3%*	7 *5%* *54%*	6 *7%* *43%*	4 *7%* *28%*	2 *4%* *17%*	6 *5%* *42%*
3	**7** ***2%***	3 *2%* *39%*	4 *3%* *61%*	1 *2%* *9%*	2 *3%* *25%*	* *1%* *4%*	1 *2%* *17%*	1 *1%* *9%*	3 *4%* *36%*	- - -	4 *3%* *55%*	3 *4%* *45%*	2 *3%* *25%*	3 *4%* *36%*	1 *1%* *17%*
2	**2** ***1%***	2 *1%* *100%*	- - -	- - -	1 *2%* *51%*	- - -	1 *1%* *28%*	* *1%* *22%*	- - -	* *1%* *22%*	2 *1%* *78%*	- - -	- - -	- - -	1 *1%* *51%*
1	**5** ***2%***	1 * *10%*	5 *3%* *90%*	1 *5%* *28%*	1 *2%* *27%*	* *1%* *6%*	- - -	* * *3%*	2 *3%* *36%*	- - -	3 *2%* *62%*	2 *2%* *38%*	- - -	- - -	4 *3%* *78%*
Don't know	**29** ***10%***	9 *6%* *31%*	20 *14%* *69%* A	1 *3%* *3%*	10 *17%* *35%* F	3 *7%* *11%*	* *1%* *1%*	4 *9%* *14%*	11 *18%* *36%* F	4 *7%* *15%*	19 *13%* *64%*	6 *7%* *21%*	2 *4%* *8%*	10 *16%* *33%*	9 *8%* *32%*
Net: 10/9/8/7	**196** ***66%***	116 *73%* *59%* B	80 *57%* *41%*	19 *64%* *9%*	37 *61%* *19%*	30 *64%* *15%*	50 *87%* *25%* DE H	33 *71%* *17%* H	28 *47%* *14%*	43 *63%* *22%*	96 *66%* *49%*	58 *66%* *29%*	36 *66%* *18%*	38 *62%* *19%*	85 *70%* *43%*
Net: 10/9	**61** ***20%***	40 *25%* *66%*	21 *15%* *34%*	3 *11%* *5%*	14 *23%* *23%*	9 *20%* *15%*	14 *25%* *24%*	9 *20%* *15%*	11 *18%* *18%*	15 *22%* *25%*	24 *17%* *40%*	22 *25%* *35%*	17 *32%* *28%*	13 *20%* *21%*	22 *18%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 479

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**60** ***20%***	28 *18%* *47%*	32 *22%* *53%*	7 *25%* *12%*	9 *15%* *15%*	13 *28%* *22%* F	6 *10%* *9%*	8 *18%* *14%*	16 *28%* *27%* F	20 *29%* *33%* J	22 *15%* *36%*	18 *21%* *31%*	14 *26%* *24%*	12 *19%* *20%*	20 *17%* *34%*
Net: 3/2/1	**14** ***5%***	5 *3%* *38%*	9 *6%* *62%*	2 *7%* *14%*	4 *7%* *30%*	1 *1%* *4%*	2 *3%* *12%*	1 *3%* *9%*	4 *7%* *31%*	* *1%* *3%*	9 *6%* *61%*	5 *6%* *36%*	2 *3%* *12%*	3 *4%* *17%*	6 *5%* *44%*
Mean	**7.14**	7.40 B	6.82	6.74	7.16	7.06	7.69 H	7.37	6.57	7.34	7.07	7.09	7.23	7.20	7.17
Standard Deviation	**1.94**	1.80	2.07	2.03	2.17	1.86	1.51	1.75	2.21	1.63	1.99	2.11	1.97	1.84	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 479

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**22** ***7%***	3 *8%* *13%*	* *2%* *2%*	1 *6%* *2%*	19 *8%* *83%*	20 *7%* *87%*	3 *12%* *13%*	22 *7%* *100%*	22 *7%* *100%*	13 *8%* *57%*	8 *6%* *38%*	10 *7%* *46%*
9	**39** ***13%***	1 *2%* *1%*	3 *18%* *8%* O	2 *17%* *4%* O	33 *14%* *86%* O	36 *13%* *94%*	2 *10%* *6%*	39 *13%* *100%*	39 *13%* *100%*	13 *9%* *35%*	25 *18%* *65%* X	26 *17%* *67%*
8	**73** ***24%***	11 *32%* *15%* PQ	2 *11%* *3%*	1 *11%* *1%*	59 *25%* *81%* P	70 *25%* *95%*	3 *14%* *5%*	73 *24%* *100%*	73 *24%* *100%*	36 *23%* *49%*	38 *26%* *51%*	43 *28%* *59%*
7	**62** ***21%***	9 *25%* *14%*	3 *19%* *6%*	2 *19%* *3%*	48 *20%* *78%*	58 *21%* *93%*	4 *18%* *7%*	62 *21%* *100%*	62 *21%* *100%*	33 *22%* *54%*	29 *20%* *46%*	31 *20%* *50%*
6	**22** ***7%***	3 *10%* *15%*	2 *11%* *9%*	1 *14%* *6%*	16 *7%* *70%*	19 *7%* *86%*	3 *14%* *14%*	22 *7%* *100%*	22 *7%* *100%*	12 *8%* *54%*	10 *7%* *46%*	10 *7%* *46%*
5	**24** ***8%***	3 *8%* *11%*	2 *11%* *9%*	* *3%* *1%*	19 *8%* *79%*	23 *8%* *96%*	1 *4%* *4%*	24 *8%* *100%*	24 *8%* *100%*	16 *10%* *67%*	8 *6%* *33%*	9 *6%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 479

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**14** ***5%***	1 *2%* *5%*	1 *6%* *8%*	- - -	12 *5%* *87%*	11 *4%* *83%*	2 *10%* *17%*	14 *5%* *100%*	14 *5%* *100%*	5 *4%* *40%*	8 *6%* *60%*	8 *5%* *60%*
3	**7** ***2%***	- - -	1 *6%* *15%* O	* *5%* *7%* O	5 *2%* *78%*	7 *2%* *95%*	* *2%* *5%*	7 *2%* *100%*	7 *2%* *100%*	4 *3%* *56%*	3 *2%* *39%*	3 *2%* *39%*
2	**2** ***1%***	1 *3%* *49%*	- - -	- - -	1 * *51%*	1 * *49%*	1 *5%* *51%*	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*	- - -	- - -
1	**5** ***2%***	- - -	1 *3%* *11%*	1 *6%* *10%* O	4 *2%* *78%*	4 *1%* *72%*	1 *6%* *28%*	5 *2%* *100%*	5 *2%* *100%*	1 *1%* *16%*	4 *3%* *84%*	5 *3%* *88%*
Don't know	**29** ***10%***	4 *11%* *13%*	2 *13%* *8%*	2 *20%* *6%* R	21 *9%* *73%*	28 *10%* *96%*	1 *5%* *4%*	29 *10%* *100%*	29 *10%* *100%*	20 *13%* *68%*	9 *7%* *32%*	9 *6%* *32%*
Net: 10/9/8/7	**196** ***66%***	23 *66%* *12%*	9 *50%* *5%*	5 *52%* *2%*	160 *67%* *81%* P	184 *66%* *94%*	13 *55%* *6%*	196 *66%* *100%*	196 *66%* *100%*	95 *61%* *48%*	100 *70%* *51%*	110 *72%* *56%*
Net: 10/9	**61** ***20%***	3 *10%* *6%*	4 *20%* *6%*	2 *23%* *3%*	52 *22%* *85%*	56 *20%* *92%*	5 *22%* *8%*	61 *20%* *100%*	61 *20%* *100%*	26 *17%* *43%*	34 *24%* *55%*	36 *23%* *59%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 479

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**60** ***20%***	7 *19%* *11%*	5 *28%* *9%*	1 *16%* *2%*	46 *19%* *78%*	53 *19%* *89%*	6 *28%* *11%*	60 *20%* *100%*	60 *20%* *100%*	33 *21%* *56%*	26 *18%* *44%*	27 *18%* *46%*
Net: 3/2/1	**14** ***5%***	1 *3%* *7%*	2 *9%* *12%*	1 *11%* *7%*	11 *4%* *74%*	11 *4%* *80%*	3 *12%* *20%*	14 *5%* *100%*	14 *5%* *100%*	7 *4%* *48%*	7 *5%* *50%*	7 *5%* *51%*
Mean	**7.14**	7.15	6.52	6.81	7.19	7.19	6.50	7.14	7.14	7.07	7.19	7.24
Standard Deviation	**1.94**	1.68	2.23	2.57	1.94	1.87	2.63	1.94	1.94	1.88	2.00	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 480

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**127** ***9%***	66 *8%* *52%*	61 *10%* *48%*	11 *12%* *9%*	31 *11%* *25%* F	19 *7%* *15%*	16 *5%* *12%*	20 *8%* *15%*	31 *10%* *25%*	11 *4%* *8%*	72 *10%* *57%* I	44 *10%* *35%* I	33 *9%* *26%*	27 *8%* *21%*	47 *9%* *37%*
9	**208** ***14%***	114 *14%* *55%*	93 *15%* *45%*	20 *21%* *9%* G	53 *19%* *26%* EG	27 *11%* *13%*	48 *16%* *23%* G	19 *8%* *9%*	41 *14%* *20%*	38 *14%* *18%*	102 *14%* *49%*	68 *16%* *33%*	60 *16%* *29%*	60 *18%* *29%* N	57 *11%* *27%*
8	**338** ***23%***	189 *23%* *56%*	149 *24%* *44%*	19 *20%* *6%*	65 *23%* *19%*	57 *23%* *17%*	66 *23%* *20%*	66 *27%* *20%*	64 *22%* *19%*	63 *23%* *19%*	186 *25%* *55%*	89 *20%* *26%*	86 *23%* *25%*	75 *23%* *22%*	119 *24%* *35%*
7	**275** ***19%***	168 *20%* *61%*	108 *17%* *39%*	7 *7%* *2%*	52 *19%* *19%* C	51 *21%* *19%* C	56 *19%* *20%* C	49 *20%* *18%* C	61 *20%* *22%* C	67 *24%* *24%* J	128 *17%* *47%*	80 *18%* *29%*	77 *20%* *28%*	60 *19%* *22%*	90 *18%* *33%*
6	**156** ***11%***	100 *12%* *64%*	56 *9%* *36%*	13 *14%* *8%*	17 *6%* *11%*	30 *12%* *19%* D	37 *13%* *23%* D	26 *11%* *17%*	33 *11%* *21%*	35 *13%* *23%*	71 *10%* *46%*	49 *11%* *32%*	38 *10%* *24%*	28 *9%* *18%*	57 *12%* *36%*
5	**139** ***10%***	75 *9%* *54%*	64 *10%* *46%*	6 *7%* *4%*	28 *10%* *20%*	31 *13%* *23%* H	25 *9%* *18%*	28 *12%* *20%*	21 *7%* *15%*	30 *11%* *22%*	73 *10%* *53%*	36 *8%* *26%*	30 *8%* *21%*	35 *11%* *25%*	46 *9%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 480

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**63** ***4%***	34 *4%* *54%*	29 *5%* *46%*	4 *5%* *7%*	14 *5%* *23%*	7 *3%* *11%*	15 *5%* *25%*	14 *6%* *23%*	8 *3%* *12%*	12 *4%* *19%*	30 *4%* *48%*	21 *5%* *33%*	15 *4%* *24%*	9 *3%* *15%*	28 *6%* *45%*
3	**36** ***2%***	25 *3%* *69%*	11 *2%* *31%*	4 *5%* *12%* D	2 *1%* *4%*	5 *2%* *14%*	12 *4%* *32%* D	5 *2%* *15%*	8 *3%* *23%*	5 *2%* *13%*	18 *2%* *49%*	14 *3%* *38%*	7 *2%* *19%*	6 *2%* *16%*	17 *3%* *47%*
2	**29** ***2%***	20 *2%* *67%*	10 *2%* *33%*	4 *4%* *13%*	4 *1%* *13%*	8 *3%* *27%*	4 *1%* *12%*	3 *1%* *9%*	8 *3%* *26%*	3 *1%* *9%*	15 *2%* *50%*	12 *3%* *41%*	5 *1%* *15%*	7 *2%* *23%*	13 *3%* *45%*
1	**20** ***1%***	13 *2%* *66%*	7 *1%* *34%*	6 *6%* *27%* DE FG	3 *1%* *13%*	2 *1%* *12%*	3 *1%* *15%*	1 *** *5%*	5 *2%* *27%*	1 *1%* *7%*	12 *2%* *59%*	7 *2%* *34%*	8 *2%* *38%*	3 *1%* *17%*	5 *1%* *26%*
Don't know	**60** ***4%***	17 *2%* *28%*	43 *7%* *72%* A	- - -	9 *3%* *14%*	10 *4%* *17%*	11 *4%* *19%*	12 *5%* *19%*	18 *6%* *31%*	15 *5%* *25%*	30 *4%* *49%*	16 *4%* *26%*	21 *6%* *35%*	13 *4%* *21%*	15 *3%* *26%*
Net: 10/9/8/7	**949** ***65%***	537 *65%* *57%*	412 *65%* *43%*	57 *60%* *6%*	202 *73%* *21%* E	154 *62%* *16%*	185 *63%* *19%*	154 *63%* *16%*	197 *66%* *21%*	178 *64%* *19%*	488 *66%* *51%*	282 *65%* *30%*	255 *68%* *27%*	222 *69%* *23%*	312 *63%* *33%*
Net: 10/9	**335** ***23%***	180 *22%* *54%*	155 *25%* *46%*	31 *33%* *9%* EG	85 *30%* *25%* EG	46 *19%* *14%*	63 *22%* *19%*	39 *16%* *12%*	72 *24%* *22%* G	49 *17%* *15%*	174 *24%* *52%*	113 *26%* *34%* I	93 *25%* *28%*	87 *27%* *26%*	103 *21%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 480

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**358** ***25%***	209 *26%* *58%*	149 *24%* *42%*	24 *25%* *7%*	59 *21%* *17%*	68 *27%* *19%*	77 *26%* *21%*	69 *28%* *19%*	62 *21%* *17%*	78 *28%* *22%*	175 *24%* *49%*	106 *24%* *30%*	83 *22%* *23%*	72 *22%* *20%*	132 *27%* *37%*
Net: 3/2/1	**86** ***6%***	58 *7%* *67%*	28 *4%* *33%*	14 *15%* *16%* DE FG	8 *3%* *10%*	15 *6%* *18%*	18 *6%* *21%*	9 *4%* *11%*	21 *7%* *25%*	9 *3%* *10%*	44 *6%* *52%*	32 *7%* *38%* I	19 *5%* *22%*	16 *5%* *19%*	35 *7%* *41%*
Mean	**7.07**	6.98	7.20	6.82	7.40 E FG	6.92	6.98	6.99	7.14	6.99	7.12	7.05	7.18	7.23	6.94
Standard Deviation	**2.01**	2.03	1.98	2.61	1.93	1.96	1.94	1.84	2.08	1.71	2.04	2.13	1.98	1.96	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 480

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**127** ***9%***	11 *8%* *9%*	7 *8%* *5%*	3 *9%* *3%*	107 *9%* *84%*	114 *9%* *90%*	13 *9%* *10%*	127 *9%* *100%*	127 *9%* *100%*	81 *9%* *63%*	47 *9%* *37%*	48 *9%* *37%*
9	**208** ***14%***	16 *12%* *8%*	11 *13%* *5%*	5 *12%* *2%*	176 *15%* *85%*	191 *15%* *92%*	17 *11%* *8%*	208 *14%* *100%*	208 *14%* *100%*	141 *15%* *68%*	67 *13%* *32%*	69 *12%* *33%*
8	**338** ***23%***	30 *21%* *9%*	21 *26%* *6%*	8 *22%* *2%*	280 *23%* *83%*	303 *23%* *89%*	36 *23%* *11%*	338 *23%* *100%*	338 *23%* *100%*	222 *24%* *66%*	113 *21%* *33%*	120 *22%* *36%*
7	**275** ***19%***	26 *19%* *9%*	14 *18%* *5%*	8 *22%* *3%*	227 *19%* *82%*	251 *19%* *91%*	25 *16%* *9%*	275 *19%* *100%*	275 *19%* *100%*	160 *17%* *58%*	115 *22%* *42%*	119 *21%* *43%*
6	**156** ***11%***	20 *14%* *13%*	9 *11%* *6%*	5 *13%* *3%*	123 *10%* *79%*	140 *11%* *90%*	16 *10%* *10%*	156 *11%* *100%*	156 *11%* *100%*	104 *11%* *67%*	51 *10%* *33%*	54 *10%* *35%*
5	**139** ***10%***	15 *11%* *11%*	10 *12%* *7%*	3 *9%* *3%*	111 *9%* *80%*	117 *9%* *84%*	22 *14%* *16%*	139 *10%* *100%*	139 *10%* *100%*	87 *9%* *62%*	52 *10%* *38%*	54 *10%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 480

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**63** ***4%***	6 *4%* *10%*	2 *3%* *4%*	1 *4%* *2%*	53 *4%* *85%*	57 *4%* *90%*	6 *4%* *10%*	63 *4%* *100%*	63 *4%* *100%*	29 *3%* *46%*	34 *6%* *54%* X	37 *7%* *59%* X
3	**36** ***2%***	3 *2%* *8%*	3 *3%* *8%*	1 *2%* *2%*	30 *2%* *82%*	31 *2%* *86%*	5 *3%* *14%*	36 *2%* *100%*	36 *2%* *100%*	23 *3%* *64%*	13 *2%* *36%*	13 *2%* *36%*
2	**29** ***2%***	4 *3%* *12%*	1 *1%* *3%*	* *1%* *1%*	24 *2%* *83%*	26 *2%* *89%*	3 *2%* *11%*	29 *2%* *100%*	29 *2%* *100%*	22 *2%* *76%*	7 *1%* *24%*	7 *1%* *24%*
1	**20** ***1%***	3 *2%* *14%*	1 *1%* *3%*	* *1%* *2%*	16 *1%* *81%*	17 *1%* *86%*	3 *2%* *14%*	20 *1%* *100%*	20 *1%* *100%*	11 *1%* *54%*	9 *2%* *44%*	9 *2%* *45%*
Don't know	**60** ***4%***	6 *4%* *9%*	4 *5%* *7%*	2 *4%* *3%*	49 *4%* *81%*	52 *4%* *86%*	8 *5%* *14%*	60 *4%* *100%*	60 *4%* *100%*	34 *4%* *57%*	26 *5%* *43%*	27 *5%* *45%*
Net: 10/9/8/7	**949** ***65%***	83 *60%* *9%*	53 *65%* *6%*	24 *65%* *3%*	789 *66%* *83%*	859 *66%* *90%*	90 *59%* *9%*	949 *65%* *100%*	949 *65%* *100%*	604 *66%* *64%*	342 *64%* *36%*	355 *64%* *37%*
Net: 10/9	**335** ***23%***	27 *20%* *8%*	17 *21%* *5%*	8 *21%* *2%*	283 *24%* *84%*	305 *24%* *91%*	30 *19%* *9%*	335 *23%* *100%*	335 *23%* *100%*	222 *24%* *66%*	113 *21%* *34%*	116 *21%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 480

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**358** ***25%***	40 *29%* *11%*	21 *25%* *6%*	10 *26%* *3%*	287 *24%* *80%*	314 *24%* *88%*	44 *29%* *12%*	358 *25%* *100%*	358 *25%* *100%*	220 *24%* *61%*	137 *26%* *38%*	145 *26%* *41%*
Net: 3/2/1	**86** ***6%***	9 *7%* *11%*	4 *5%* *5%*	2 *4%* *2%*	71 *6%* *82%*	75 *6%* *87%*	11 *7%* *13%*	86 *6%* *100%*	86 *6%* *100%*	56 *6%* *66%*	29 *5%* *34%*	29 *5%* *34%*
Mean	**7.07**	6.86	7.11	7.10	7.09	7.10	6.85	7.07	7.07	7.13	6.98	6.97
Standard Deviation	**2.01**	2.06	1.90	1.89	2.02	2.00	2.10	2.01	2.01	2.00	2.02	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 481

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**5** ***10%***	2 *7%* *44%*	3 *15%* *56%*	- - -	1 *21%* *30%*	- - -	1 *29%* *24%*	2 *30%* *32%*	1 *3%* *14%*	- - -	3 *15%* *54%*	2 *9%* *46%*	- - -	- - -	4 *30%* *86%*
9	**8** ***15%***	7 *24%* *97%*	* *1%* *3%*	* *3%* *3%*	- - -	3 *95%* *42%*	- - -	1 *18%* *13%*	3 *14%* *42%*	1 *16%* *14%*	2 *9%* *21%*	5 *19%* *65%*	1 *9%* *13%*	2 *16%* *31%*	3 *22%* *42%*
8	**8** ***17%***	4 *15%* *54%*	4 *20%* *46%*	- - -	- - -	- - -	- - -	1 *26%* *17%*	7 *31%* *83%*	1 *15%* *12%*	3 *19%* *40%*	4 *16%* *49%*	2 *17%* *21%*	1 *9%* *15%*	4 *25%* *43%*
7	**10** ***20%***	6 *21%* *62%*	4 *20%* *38%*	4 *53%* *39%*	2 *23%* *16%*	* *5%* *2%*	- - -	* * *	4 *20%* *43%*	- - -	3 *16%* *27%*	7 *29%* *73%*	2 *16%* *17%*	6 *40%* *56%*	2 *11%* *16%*
6	**5** ***11%***	4 *15%* *85%*	1 *4%* *15%*	1 *9%* *12%*	- - -	- - -	2 *40%* *31%*	- - -	3 *13%* *56%*	2 *36%* *44%*	1 *7%* *24%*	2 *7%* *32%*	3 *27%* *53%*	2 *12%* *31%*	- - -
5	**3** ***6%***	2 *8%* *79%*	1 *3%* *21%*	- - -	3 *40%* *92%*	- - -	- - -	* * *	* *1%* *8%*	1 *10%* *21%*	2 *10%* *57%*	1 *3%* *22%*	- - -	- - -	2 *11%* *50%*
4	* ***1%***	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -	- - -	* *2%* *100%*	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 481

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**3** ***7%***	1 *4%* *34%*	2 *11%* *66%*	1 *9%* *21%*	- - -	- - -	- - -	- - -	3 *12%* *79%*	- - -	1 *4%* *21%*	3 *10%* *79%*	2 *17%* *53%*	- - -	- - -
2	**2** ***4%***	2 *6%* *78%*	* *2%* *22%*	- - -	- - -	- - -	- - -	1 *26%* *66%*	1 *3%* *34%*	1 *22%* *66%*	* *3%* *22%*	* *1%* *12%*	- - -	1 *10%* *66%*	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**4** ***9%***	- - -	4 *23%* *100%*	2 *26%* *45%*	1 *16%* *25%*	- - -	1 *32%* *30%*	- - -	- - -	- - -	3 *18%* *75%*	1 *4%* *25%*	1 *13%* *30%*	2 *14%* *45%*	- - -
Net: 10/9/8/7	**31** ***62%***	20 *67%* *65%*	11 *56%* *35%*	4 *56%* *14%*	3 *44%* *10%*	3 *100%* *11%*	1 *29%* *4%*	4 *74%* *13%*	15 *68%* *49%*	2 *32%* *7%*	10 *58%* *33%*	19 *73%* *60%*	4 *43%* *14%*	9 *65%* *30%*	13 *89%* *41%*
Net: 10/9	**13** ***25%***	9 *31%* *76%*	3 *16%* *24%*	* *3%* *2%*	1 *21%* *12%*	3 *95%* *25%*	1 *29%* *10%*	3 *47%* *21%*	4 *17%* *31%*	1 *16%* *8%*	4 *24%* *34%*	7 *28%* *58%*	1 *9%* *8%*	2 *16%* *19%*	7 *53%* *60%*
Net: 6/5/4	**9** ***18%***	7 *24%* *83%*	1 *8%* *17%*	1 *9%* *7%*	3 *40%* *33%*	- - -	2 *40%* *19%*	* * *	4 *16%* *41%*	3 *46%* *34%*	3 *17%* *35%*	3 *11%* *31%*	3 *27%* *32%*	2 *12%* *19%*	2 *11%* *18%*
Net: 3/2/1	**5** ***11%***	3 *9%* *51%*	3 *14%* *49%*	1 *9%* *13%*	- - -	- - -	- - -	1 *26%* *26%*	3 *15%* *61%*	1 *22%* *26%*	1 *7%* *21%*	3 *11%* *53%*	2 *17%* *33%*	1 *10%* *26%*	- - -
Mean	**7.04**	7.07	6.97	6.46	6.80	8.89	7.68	7.20	6.84	5.81	7.32	7.19	6.31	6.77	8.39

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 481

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**2.19**	2.12	2.41	1.57	2.23	0.53	2.45	3.52	2.10	2.60	2.16	2.08	2.02	2.04	1.60

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 481

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**5** ***10%***	1 *12%* *14%*	- - -	- - -	4 *11%* *86%*	5 *11%* *100%*	- - -	5 *10%* *100%*	5 *10%* *100%*	4 *17%* *86%*	1 *3%* *14%*	1 *3%* *14%*
9	**8** ***15%***	* *7%* *5%*	* *14%* *6%*	* *13%* *3%*	6 *17%* *86%*	6 *14%* *86%*	1 *41%* *14%*	8 *15%* *100%*	8 *15%* *100%*	4 *17%* *55%*	3 *14%* *45%*	4 *15%* *51%*
8	**8** ***17%***	1 *14%* *10%*	1 *20%* *8%*	* *14%* *3%*	7 *17%* *79%*	8 *18%* *100%*	- - -	8 *17%* *100%*	8 *17%* *100%*	2 *10%* *29%*	6 *24%* *71%*	6 *24%* *71%*
7	**10** ***20%***	* *7%* *4%*	- - -	1 *47%* *8%*	9 *23%* *88%*	10 *21%* *100%*	- - -	10 *20%* *100%*	10 *20%* *100%*	2 *9%* *23%*	8 *32%* *77%*	8 *31%* *77%*
6	**5** ***11%***	1 *11%* *12%*	- - -	* *9%* *3%*	4 *11%* *85%*	5 *11%* *100%*	- - -	5 *11%* *100%*	5 *11%* *100%*	4 *16%* *78%*	1 *5%* *22%*	1 *5%* *22%*
5	**3** ***6%***	1 *11%* *21%*	1 *28%* *29%*	- - -	2 *4%* *50%*	2 *3%* *50%*	2 *59%* *49%*	3 *6%* *100%*	3 *6%* *100%*	2 *6%* *50%*	2 *6%* *50%*	2 *6%* *50%*
4	* ***1%***	- - -	* *13%* *100%*	- - -	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 481

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**3** ***7%***	1 *12%* *21%*	1 *26%* *26%*	- - -	2 *5%* *53%*	3 *7%* *100%*	- - -	3 *7%* *100%*	3 *7%* *100%*	1 *4%* *33%*	2 *9%* *67%*	2 *9%* *67%*
2	**2** ***4%***	* *8%* *22%*	- - -	* *16%* *12%*	1 *4%* *66%*	2 *5%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	1 *6%* *66%*	1 *3%* *34%*	1 *3%* *34%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**4** ***9%***	1 *19%* *25%*	- - -	- - -	3 *8%* *75%*	4 *9%* *100%*	- - -	4 *9%* *100%*	4 *9%* *100%*	3 *13%* *75%*	1 *5%* *25%*	1 *5%* *25%*
Net: 10/9/8/7	**31** ***62%***	2 *39%* *8%*	1 *33%* *4%*	1 *75%* *4%*	26 *68%* *85%*	30 *64%* *97%*	1 *41%* *3%*	31 *62%* *100%*	31 *62%* *100%*	13 *53%* *43%*	18 *72%* *57%*	18 *73%* *59%*
Net: 10/9	**13** ***25%***	1 *18%* *9%*	* *14%* *4%*	* *13%* *2%*	11 *28%* *86%*	11 *24%* *92%*	1 *41%* *8%*	13 *25%* *100%*	13 *25%* *100%*	8 *34%* *68%*	4 *17%* *32%*	4 *18%* *36%*
Net: 6/5/4	**9** ***18%***	1 *22%* *15%*	1 *40%* *15%*	* *9%* *2%*	6 *15%* *68%*	7 *15%* *82%*	2 *59%* *17%*	9 *18%* *100%*	9 *18%* *100%*	6 *24%* *69%*	3 *11%* *31%*	3 *11%* *31%*
Net: 3/2/1	**5** ***11%***	1 *20%* *21%*	1 *26%* *16%*	* *16%* *5%*	3 *8%* *58%*	5 *12%* *100%*	- - -	5 *11%* *100%*	5 *11%* *100%*	3 *10%* *46%*	3 *12%* *54%*	3 *12%* *54%*
Mean	**7.04**	6.30	5.49	6.53	7.30	7.06	6.63	7.04	7.04	7.17	6.91	6.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 481

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**2.19**	2.91	2.66	-	2.04	2.20	2.51	2.19	2.19	2.45	1.97	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 482

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**303** ***4%***	110 *3%* *36%*	193 *5%* *64%* A	49 *7%* *16%* DE G	49 *4%* *16%*	48 *4%* *16%*	54 *4%* *18%*	43 *4%* *14%*	60 *5%* *20%*	24 *2%* *8%*	130 *4%* *43%* I	149 *7%* *49%* IJ	99 *6%* *33%* N	78 *5%* *26%*	82 *4%* *27%*
9	**444** ***7%***	194 *6%* *44%*	249 *7%* *56%*	58 *8%* *13%* G	88 *6%* *20%*	74 *6%* *17%*	75 *6%* *17%*	50 *5%* *11%*	98 *8%* *22%* G	59 *5%* *13%*	196 *6%* *44%*	189 *9%* *43%* IJ	115 *7%* *26%*	102 *6%* *23%*	145 *6%* *33%*
8	**1277** ***19%***	505 *16%* *40%*	772 *22%* *60%* A	143 *20%* *11%* F	262 *19%* *20%*	205 *18%* *16%*	189 *16%* *15%*	192 *19%* *15%*	287 *22%* *22%* EF	168 *14%* *13%*	660 *19%* *52%* I	449 *21%* *35%* I	336 *21%* *26%*	320 *19%* *25%*	415 *18%* *32%*
7	**1581** ***23%***	732 *22%* *46%*	850 *24%* *54%*	148 *21%* *9%*	360 *26%* *23%* CH	270 *23%* *17%*	310 *26%* *20%* H	233 *23%* *15%*	259 *20%* *16%*	303 *25%* *19%* K	821 *24%* *52%* K	457 *21%* *29%*	390 *24%* *25%*	402 *24%* *25%*	518 *22%* *33%*
6	**1070** ***16%***	556 *17%* *52%* B	514 *14%* *48%*	101 *14%* *9%*	241 *17%* *23%* H	188 *16%* *18%*	192 *16%* *18%*	168 *16%* *16%*	180 *14%* *17%*	222 *18%* *21%* K	548 *16%* *51%*	300 *14%* *28%*	241 *15%* *22%*	248 *15%* *23%*	384 *17%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 482

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**909** ***13%***	480 *15%* *53%* B	430 *12%* *47%*	93 *13%* *10%*	175 *13%* *19%*	178 *15%* *20%*	163 *13%* *18%*	141 *14%* *15%*	160 *12%* *18%*	202 *16%* *22%* JK	445 *13%* *49%*	263 *12%* *29%*	186 *11%* *20%*	251 *15%* *28%* L	315 *14%* *35%*
4	**405** ***6%***	235 *7%* *58%* B	169 *5%* *42%*	33 *5%* *8%*	76 *5%* *19%*	73 *6%* *18%*	96 *8%* *24%* CD H	65 *6%* *16%*	63 *5%* *16%*	81 *7%* *20%*	200 *6%* *49%*	123 *6%* *30%*	89 *5%* *22%*	91 *5%* *22%*	163 *7%* *40%*
3	**249** ***4%***	146 *4%* *59%* B	103 *3%* *41%*	29 *4%* *12%*	51 *4%* *21%*	46 *4%* *18%*	50 *4%* *20%*	30 *3%* *12%*	42 *3%* *17%*	56 *5%* *23%*	124 *4%* *50%*	69 *3%* *28%*	66 *4%* *26%*	43 *3%* *17%*	94 *4%* *38%*
2	**152** ***2%***	96 *3%* *63%* B	57 *2%* *37%*	16 *2%* *10%*	29 *2%* *19%*	25 *2%* *17%*	21 *2%* *14%*	25 *2%* *16%*	37 *3%* *24%*	40 *3%* *26%* J	66 *2%* *44%*	46 *2%* *30%*	32 *2%* *21%*	47 *3%* *31%*	48 *2%* *32%*
1	**152** ***2%***	99 *3%* *65%* B	53 *2%* *35%*	25 *4%* *17%* DF	18 *1%* *12%*	33 *3%* *22%* DF	14 *1%* *9%*	33 *3%* *22%* DF	29 *2%* *19%*	28 *2%* *18%*	83 *2%* *54%*	42 *2%* *28%*	30 *2%* *20%*	37 *2%* *24%*	61 *3%* *40%*
Don't know	**256** ***4%***	101 *3%* *39%*	155 *4%* *61%* A	13 *2%* *5%*	34 *2%* *13%*	31 *3%* *12%*	52 *4%* *20%* CD	41 *4%* *16%* C	84 *6%* *33%* CDEF G	41 *3%* *16%*	123 *4%* *48%*	92 *4%* *36%*	53 *3%* *21%*	79 *5%* *31%*	81 *4%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 482

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3606** ***53%***	1541 *47%* *43%*	2064 *58%* *57%* A	399 *56%* *11%*	759 *55%* *21%*	598 *51%* *17%*	628 *52%* *17%*	518 *51%* *14%*	704 *54%* *20%*	554 *45%* *15%*	1808 *53%* *50%* I	1244 *57%* *34%* IJ	940 *57%* *26%* N	903 *53%* *25%*	1159 *50%* *32%*
Net: 10/9	**747** ***11%***	305 *9%* *41%*	442 *12%* *59%* A	108 *15%* *14%* DE FG	137 *10%* *18%*	122 *10%* *16%*	129 *11%* *17%*	93 *9%* *12%*	158 *12%* *21%* G	83 *7%* *11%*	326 *10%* *44%* I	338 *16%* *45%* IJ	213 *13%* *29%* N	180 *11%* *24%*	227 *10%* *30%*
Net: 6/5/4	**2384** ***35%***	1271 *39%* *53%* B	1113 *31%* *47%*	227 *32%* *10%*	491 *36%* *21%* H	439 *37%* *18%* H	450 *37%* *19%* H	374 *37%* *16%* H	403 *31%* *17%*	505 *41%* *21%* JK	1193 *35%* *50%* K	686 *31%* *29%*	516 *32%* *22%*	590 *35%* *25%*	862 *37%* *36%* L
Net: 3/2/1	**553** ***8%***	340 *10%* *62%* B	213 *6%* *38%*	70 *10%* *13%*	98 *7%* *18%*	104 *9%* *19%*	85 *7%* *15%*	88 *9%* *16%*	107 *8%* *19%*	124 *10%* *22%* JK	273 *8%* *49%*	157 *7%* *28%*	128 *8%* *23%*	127 *7%* *23%*	204 *9%* *37%*
Mean	**6.43**	6.16	6.69 A	6.53	6.49	6.32	6.40	6.32	6.55 EG	6.07	6.41 I	6.68 IJ	6.61 N	6.45	6.31
Standard Deviation	**1.97**	2.02	1.88	2.15	1.83	1.99	1.88	2.00	2.03	1.90	1.93	2.02	1.97	1.96	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**303** ***4%***	23 *4%* *8%*	13 *4%* *4%*	8 *4%* *3%*	259 *5%* *85%*	272 *4%* *90%*	32 *7%* *10%* S	55 *5%* *18%*	246 *4%* *81%*	249 *4%* *82%*	165 *5%* *54%*	84 *4%* *28%*	88 *4%* *29%*
9	**444** ***7%***	41 *7%* *9%*	25 *7%* *6%*	16 *8%* *4%*	362 *6%* *82%*	411 *6%* *93%*	32 *7%* *7%*	61 *6%* *14%*	376 *7%* *85%*	383 *7%* *86%*	260 *7%* *59%*	120 *6%* *27%*	130 *6%* *29%*
8	**1277** ***19%***	106 *17%* *8%*	66 *19%* *5%*	34 *17%* *3%*	1071 *19%* *84%*	1191 *19%* *93%*	86 *19%* *7%*	173 *16%* *14%*	1080 *19%* *85%*	1101 *19%* *86%*	697 *19%* *55%*	400 *19%* *31%*	426 *19%* *33%*
7	**1581** ***23%***	143 *23%* *9%*	79 *23%* *5%*	49 *24%* *3%*	1311 *23%* *83%*	1510 *24%* *95%* T	71 *15%* *4%*	221 *21%* *14%*	1336 *24%* *84%*	1360 *24%* *86%*	842 *23%* *53%*	516 *24%* *33%*	544 *24%* *34%*
6	**1070** ***16%***	103 *17%* *10%*	57 *17%* *5%*	38 *19%* *4%* R	872 *15%* *81%*	989 *16%* *92%*	81 *18%* *8%*	140 *13%* *13%*	919 *16%* *86%* U	923 *16%* *86%*	589 *16%* *55%* U	332 *16%* *31%*	355 *16%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 482

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**909** ***13%***	79 *13%* *9%*	50 *15%* *5%*	28 *13%* *3%*	753 *13%* *83%*	838 *13%* *92%*	72 *16%* *8%*	153 *14%* *17%*	753 *13%* *83%*	757 *13%* *83%*	463 *13%* *51%*	291 *14%* *32%*	313 *14%* *34%*
4	**405** ***6%***	36 *6%* *9%*	18 *5%* *4%*	9 *4%* *2%*	342 *6%* *85%* Q	384 *6%* *95%*	20 *4%* *5%*	87 *8%* *21%* VWX	316 *6%* *78%*	316 *6%* *78%*	176 *5%* *44%*	139 *7%* *34%* X	151 *7%* *37%* X
3	**249** ***4%***	27 *4%* *11%*	11 *3%* *4%*	7 *4%* *3%*	203 *4%* *82%*	225 *4%* *91%*	23 *5%* *9%*	50 *5%* *20%*	197 *3%* *79%*	197 *3%* *79%*	122 *3%* *49%*	75 *4%* *30%*	75 *3%* *30%*
2	**152** ***2%***	14 *2%* *9%*	7 *2%* *5%*	4 *2%* *3%*	127 *2%* *83%*	145 *2%* *95%*	7 *2%* *5%*	32 *3%* *21%*	118 *2%* *77%*	119 *2%* *78%*	67 *2%* *44%*	52 *2%* *34%*	53 *2%* *35%*
1	**152** ***2%***	16 *3%* *10%* P	4 *1%* *2%*	5 *2%* *3%* P	129 *2%* *84%* P	135 *2%* *88%*	18 *4%* *12%* S	27 *3%* *18%*	121 *2%* *79%*	124 *2%* *81%*	81 *2%* *53%*	42 *2%* *28%*	46 *2%* *30%*
Don't know	**256** ***4%***	25 *4%* *10%*	11 *3%* *4%*	7 *3%* *3%*	213 *4%* *83%*	237 *4%* *93%*	19 *4%* *7%*	57 *5%* *22%* VWXY Z	193 *3%* *75%*	198 *3%* *77%*	122 *3%* *48%*	75 *4%* *29%*	80 *4%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3606** ***53%***	314 *51%* *9%*	183 *54%* *5%*	106 *52%* *3%*	3002 *53%* *83%*	3384 *53%* *94%* T	221 *48%* *6%*	509 *48%* *14%*	3037 *54%* *84%* U	3092 *54%* *86%* U	1964 *55%* *54%* U	1121 *53%* *31%*	1187 *53%* *33%*
Net: 10/9	**747** ***11%***	64 *11%* *9%*	38 *11%* *5%*	24 *12%* *3%*	620 *11%* *83%*	683 *11%* *91%*	64 *14%* *9%*	115 *11%* *15%*	622 *11%* *83%*	632 *11%* *85%*	425 *12%* *57%* YZ	204 *10%* *27%*	217 *10%* *29%*
Net: 6/5/4	**2384** ***35%***	218 *36%* *9%*	124 *36%* *5%*	75 *37%* *3%*	1967 *35%* *83%*	2211 *35%* *93%*	173 *37%* *7%*	380 *36%* *16%*	1988 *35%* *83%*	1996 *35%* *84%*	1229 *34%* *52%*	762 *36%* *32%*	819 *36%* *34%*
Net: 3/2/1	**553** ***8%***	57 *9%* *10%* P	22 *6%* *4%*	16 *8%* *3%*	458 *8%* *83%*	504 *8%* *91%*	48 *11%* *9%*	109 *10%* *20%* VWXZ	436 *8%* *79%*	440 *8%* *80%*	269 *8%* *49%*	168 *8%* *30%*	174 *8%* *31%*
Mean	**6.43**	6.35	6.53	6.46	6.44	6.44	6.38	6.23	6.47 U	6.48 U	6.53 UYZ	6.39	6.39
Standard Deviation	**1.97**	1.99	1.84	1.92	1.97	1.95	2.17	2.11	1.94	1.94	1.94	1.93	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 483

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**603** ***18%***	239 *15%* *40%*	364 *20%* *60%* A	73 *20%* *12%*	114 *17%* *19%*	90 *16%* *15%*	106 *18%* *18%*	87 *17%* *14%*	132 *19%* *22%*	102 *17%* *17%*	269 *16%* *45%*	232 *21%* *38%* J	153 *19%* *25%*	158 *18%* *26%*	189 *16%* *31%*
9	**555** ***16%***	230 *14%* *42%*	324 *18%* *58%* A	64 *17%* *12%*	127 *19%* *23%* F	97 *17%* *17%*	77 *13%* *14%*	75 *15%* *14%*	114 *16%* *20%*	95 *16%* *17%*	287 *17%* *52%*	173 *15%* *31%*	154 *19%* *28%*	134 *15%* *24%*	178 *15%* *32%*
8	**887** ***26%***	438 *27%* *49%*	449 *25%* *51%*	87 *24%* *10%*	167 *25%* *19%*	149 *26%* *17%*	164 *28%* *18%*	141 *28%* *16%*	180 *26%* *20%*	171 *29%* *19%*	444 *26%* *50%*	272 *24%* *31%*	204 *25%* *23%*	235 *27%* *27%*	306 *27%* *35%*
7	**561** ***16%***	286 *18%* *51%*	275 *15%* *49%*	46 *13%* *8%*	119 *17%* *21%* H	107 *18%* *19%* H	126 *21%* *22%* CG H	80 *16%* *14%*	84 *12%* *15%*	112 *19%* *20%*	289 *17%* *51%*	161 *14%* *29%*	121 *15%* *22%*	154 *17%* *27%*	191 *17%* *34%*
6	**297** ***9%***	159 *10%* *54%*	138 *8%* *46%*	28 *8%* *9%*	61 *9%* *21%*	51 *9%* *17%*	44 *7%* *15%*	43 *9%* *14%*	70 *10%* *24%*	53 *9%* *18%*	148 *9%* *50%*	96 *9%* *32%*	62 *8%* *21%*	69 *8%* *23%*	103 *9%* *35%*
5	**233** ***7%***	132 *8%* *57%* B	101 *6%* *43%*	31 *8%* *13%*	43 *6%* *18%*	42 *7%* *18%*	33 *6%* *14%*	37 *7%* *16%*	48 *7%* *21%*	40 *7%* *17%*	119 *7%* *51%*	74 *7%* *32%*	43 *5%* *18%*	68 *8%* *29%*	83 *7%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 483

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**89** ***3%***	47 *3%* *53%*	42 *2%* *47%*	5 *1%* *6%*	21 *3%* *24%*	11 *2%* *13%*	17 *3%* *19%*	13 *3%* *15%*	21 *3%* *24%*	6 *1%* *7%*	46 *3%* *52%* I	37 *3%* *42%* I	33 *4%* *37%*	18 *2%* *20%*	26 *2%* *29%*
3	**37** ***1%***	22 *1%* *60%*	15 *1%* *40%*	7 *2%* *20%*	9 *1%* *26%*	6 *1%* *15%*	5 *1%* *13%*	4 *1%* *11%*	5 *1%* *15%*	5 *1%* *15%*	20 *1%* *54%*	12 *1%* *31%*	7 *1%* *20%*	10 *1%* *26%*	14 *1%* *39%*
2	**24** ***1%***	17 *1%* *70%*	7 *** *30%*	5 *1%* *20%*	4 *1%* *18%*	4 *1%* *19%*	3 *** *11%*	2 *** *10%*	5 *1%* *22%*	2 *** *9%*	14 *1%* *57%*	8 *1%* *33%*	- - -	7 *1%* *30%*	13 *1%* *52%* L
1	**69** ***2%***	34 *2%* *49%*	35 *2%* *51%*	15 *4%* *21%* D	6 *1%* *8%*	11 *2%* *15%*	9 *1%* *13%*	16 *3%* *23%* D	13 *2%* *19%*	4 *1%* *6%*	37 *2%* *53%* I	28 *3%* *41%* I	19 *2%* *28%*	16 *2%* *24%*	25 *2%* *36%*
Don't know	**63** ***2%***	22 *1%* *35%*	41 *2%* *65%*	7 *2%* *10%*	6 *1%* *9%*	14 *2%* *22%*	10 *2%* *17%*	6 *1%* *9%*	21 *3%* *33%* D	5 *1%* *8%*	31 *2%* *49%*	27 *2%* *43%*	18 *2%* *28%*	14 *2%* *23%*	21 *2%* *34%*
Net: 10/9/8/7	**2606** ***76%***	1194 *73%* *46%*	1413 *79%* *54%* A	270 *74%* *10%*	527 *78%* *20%*	443 *76%* *17%*	473 *80%* *18%* H	384 *76%* *15%*	509 *73%* *20%*	480 *81%* *18%* JK	1288 *76%* *49%*	838 *75%* *32%*	632 *78%* *24%*	681 *77%* *26%*	864 *75%* *33%*
Net: 10/9	**1158** ***34%***	469 *29%* *41%*	689 *38%* *59%* A	137 *37%* *12%*	242 *36%* *21%*	187 *32%* *16%*	183 *31%* *16%*	163 *32%* *14%*	246 *35%* *21%*	197 *33%* *17%*	555 *33%* *48%*	405 *36%* *35%*	307 *38%* *27%* N	292 *33%* *25%*	367 *32%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 483

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 6/5/4	**619** ***18%***	339 *21%* *55%* B	280 *16%* *45%*	64 *17%* *10%*	125 *19%* *20%*	104 *18%* *17%*	94 *16%* *15%*	93 *18%* *15%*	139 *20%* *22%*	99 *17%* *16%*	314 *18%* *51%*	207 *18%* *33%*	138 *17%* *22%*	154 *17%* *25%*	212 *18%* *34%*
Net: 3/2/1	**130** ***4%***	73 *4%* *56%*	57 *3%* *44%*	27 *7%* *21%* DE FH	19 *3%* *15%*	21 *4%* *16%*	16 *3%* *12%*	22 *4%* *17%*	24 *3%* *19%*	12 *2%* *9%*	70 *4%* *54%* I	48 *4%* *37%* I	27 *3%* *20%*	33 *4%* *26%*	52 *5%* *40%*
Mean	**7.62**	7.42	7.81 A	7.52	7.68	7.59	7.67	7.55	7.66	7.78 J	7.56	7.64	7.73	7.63	7.54
Standard Deviation	**1.96**	1.99	1.92	2.28	1.84	1.90	1.83	2.04	2.00	1.69	1.97	2.08	1.98	1.94	2.00

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**603** ***18%***	53 *18%* *9%*	30 *18%* *5%*	20 *20%* *3%*	500 *18%* *83%*	551 *17%* *91%*	52 *23%* *9%* S	123 *21%* *20%* VYZ	472 *17%* *78%*	478 *17%* *79%*	307 *17%* *51%*	169 *16%* *28%*	180 *16%* *30%*
9	**555** ***16%***	42 *14%* *8%*	29 *17%* *5%*	18 *18%* *3%*	466 *16%* *84%*	523 *16%* *94%*	32 *14%* *6%*	89 *15%* *16%*	453 *16%* *82%*	461 *16%* *83%*	290 *17%* *52%*	172 *16%* *31%*	180 *16%* *33%*
8	**887** ***26%***	74 *24%* *8%*	44 *26%* *5%*	24 *23%* *3%*	746 *26%* *84%*	833 *26%* *94%*	54 *24%* *6%*	138 *24%* *16%*	739 *27%* *83%*	745 *27%* *84%*	475 *27%* *54%*	270 *26%* *30%*	289 *26%* *33%*
7	**561** ***16%***	54 *18%* *10%*	25 *15%* *4%*	18 *18%* *3%*	465 *16%* *83%*	536 *17%* *95%*	26 *11%* *5%*	81 *14%* *15%*	477 *17%* *85%*	479 *17%* *85%*	279 *16%* *50%*	198 *19%* *35%* U	209 *19%* *37%* U
6	**297** ***9%***	37 *12%* *13%* QR	18 *11%* *6%*	8 *7%* *3%*	234 *8%* *79%*	278 *9%* *94%*	18 *8%* *6%*	54 *9%* *18%*	237 *9%* *80%*	237 *8%* *80%*	139 *8%* *47%*	97 *9%* *33%*	104 *9%* *35%*
5	**233** ***7%***	20 *7%* *9%*	13 *7%* *5%*	7 *7%* *3%*	193 *7%* *83%*	215 *7%* *92%*	18 *8%* *8%*	34 *6%* *14%*	193 *7%* *83%*	197 *7%* *85%*	135 *8%* *58%*	61 *6%* *26%*	62 *6%* *27%*

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**89** ***3%***	9 *3%* *10%*	2 *1%* *2%*	2 *2%* *2%*	77 *3%* *86%*	86 *3%* *97%*	3 *1%* *3%*	17 *3%* *19%*	72 *3%* *81%*	72 *3%* *81%*	42 *2%* *47%*	30 *3%* *34%*	31 *3%* *35%*
3	**37** ***1%***	3 *1%* *7%*	1 *1%* *4%*	1 *1%* *3%*	31 *1%* *86%*	36 *1%* *97%*	1 *** *3%*	6 *1%* *16%*	31 *1%* *84%*	31 *1%* *84%*	16 *1%* *44%*	15 *1%* *40%*	15 *1%* *40%*
2	**24** ***1%***	1 *** *3%*	2 *1%* *9%*	1 *1%* *5%* O	20 *1%* *83%*	23 *1%* *97%*	1 *** *3%*	7 *1%* *31%*	17 *1%* *69%*	17 *1%* *69%*	12 *1%* *50%*	5 *** *19%*	5 *** *20%*
1	**69** ***2%***	6 *2%* *9%*	1 *1%* *1%*	2 *2%* *2%*	60 *2%* *88%* P	59 *2%* *86%*	10 *4%* *14%* S	17 *3%* *25%* X	47 *2%* *69%*	47 *2%* *69%*	23 *1%* *33%*	25 *2%* *36%*	25 *2%* *36%*
Don't know	**63** ***2%***	5 *2%* *8%*	3 *2%* *5%*	2 *2%* *3%*	54 *2%* *85%*	54 *2%* *85%*	9 *4%* *15%* S	13 *2%* *21%*	45 *2%* *71%*	48 *2%* *75%*	36 *2%* *57%*	12 *1%* *18%*	15 *1%* *24%*
Net: 10/9/8/7	**2606** ***76%***	223 *73%* *9%*	128 *76%* *5%*	79 *78%* *3%*	2177 *76%* *84%*	2442 *76%* *94%*	164 *73%* *6%*	432 *74%* *17%*	2140 *77%* *82%*	2163 *77%* *83%*	1351 *77%* *52%*	809 *77%* *31%*	858 *77%* *33%*
Net: 10/9	**1158** ***34%***	95 *31%* *8%*	59 *35%* *5%*	38 *37%* *3%*	966 *34%* *83%*	1074 *34%* *93%*	84 *37%* *7%*	212 *36%* *18%*	925 *33%* *80%*	939 *33%* *81%*	596 *34%* *52%*	341 *32%* *29%*	360 *32%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 483

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Importance Rating ****

Base : All in sample A

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 6/5/4	**619** ***18%***	66 *22%* *11%* QR	33 *20%* *5%*	16 *16%* *3%*	504 *18%* *81%*	579 *18%* *94%*	40 *18%* *6%*	105 *18%* *17%*	502 *18%* *81%*	507 *18%* *82%*	316 *18%* *51%*	189 *18%* *31%*	197 *18%* *32%*
Net: 3/2/1	**130** ***4%***	10 *3%* *7%*	4 *3%* *3%*	4 *4%* *3%*	112 *4%* *86%*	118 *4%* *91%*	12 *5%* *9%*	31 *5%* *24%* X	95 *3%* *73%*	95 *3%* *73%*	51 *3%* *39%*	44 *4%* *34%*	44 *4%* *34%*
Mean	**7.62**	7.55	7.73	7.73	7.62	7.62	7.66	7.61	7.63	7.64	7.69	7.56	7.58
Standard Deviation	**1.96**	1.93	1.80	1.96	1.98	1.94	2.23	2.16	1.91	1.91	1.87	1.96	1.94

GfK NOP

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Table 484

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**471** ***14%***	228 *14%* *48%*	243 *14%* *52%*	47 *14%* *10%*	100 *14%* *21%*	79 *13%* *17%*	74 *12%* *16%*	75 *14%* *16%*	96 *16%* *20%*	77 *12%* *16%*	230 *13%* *49%*	164 *15%* *35%*	134 *16%* *28%* M	92 *11%* *19%*	163 *14%* *35%*
9	**484** ***14%***	246 *15%* *51%*	238 *13%* *49%*	46 *13%* *9%*	120 *17%* *25%*	87 *15%* *18%*	76 *12%* *16%*	83 *16%* *17%*	73 *12%* *15%*	87 *14%* *18%*	226 *13%* *47%*	171 *16%* *35%*	106 *13%* *22%*	116 *14%* *24%*	190 *16%* *39%*
8	**910** ***27%***	397 *24%* *44%*	514 *29%* *56%* A	80 *23%* *9%*	190 *26%* *21%*	133 *22%* *15%*	197 *31%* *22%* CE	136 *26%* *15%*	172 *28%* *19%* E	192 *30%* *21%* K	457 *27%* *50%*	261 *24%* *29%*	216 *26%* *24%*	255 *31%* *28%* N	282 *24%* *31%*
7	**580** ***17%***	269 *16%* *46%*	311 *18%* *54%*	63 *18%* *11%*	121 *17%* *21%*	114 *19%* *20%*	118 *19%* *20%*	76 *15%* *13%*	88 *14%* *15%*	115 *18%* *20%*	311 *18%* *54%* K	153 *14%* *26%*	129 *16%* *22%*	132 *16%* *23%*	215 *18%* *37%*
6	**324** ***9%***	155 *9%* *48%*	169 *10%* *52%*	30 *9%* *9%*	61 *8%* *19%*	61 *10%* *19%*	62 *10%* *19%*	63 *12%* *19%* H	48 *8%* *15%*	60 *9%* *19%*	176 *10%* *54%*	88 *8%* *27%*	79 *10%* *24%*	78 *9%* *24%*	106 *9%* *33%*

GfK NOP

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Fieldwork dates: January, April, July, October 2008

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Table 484

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**305** ***9%***	161 *10%* *53%*	144 *8%* *47%*	31 *9%* *10%*	69 *10%* *23%*	61 *10%* *20%*	49 *8%* *16%*	41 *8%* *13%*	54 *9%* *18%*	47 *7%* *15%*	153 *9%* *50%*	105 *10%* *34%*	86 *10%* *28%*	74 *9%* *24%*	92 *8%* *30%*
4	**83** ***2%***	42 *3%* *50%*	42 *2%* *50%*	22 *6%* *27%* DE FGH	13 *2%* *16%*	10 *2%* *12%*	13 *2%* *16%*	12 *2%* *14%*	13 *2%* *16%*	9 *1%* *11%*	44 *3%* *53%*	30 *3%* *36%*	17 *2%* *20%*	15 *2%* *19%*	34 *3%* *41%*
3	**80** ***2%***	49 *3%* *61%*	31 *2%* *39%*	7 *2%* *8%*	17 *2%* *21%*	15 *3%* *19%*	14 *2%* *17%*	7 *1%* *9%*	21 *3%* *26%*	18 *3%* *23%*	32 *2%* *40%*	30 *3%* *37%*	17 *2%* *22%*	15 *2%* *19%*	29 *2%* *36%*
2	**54** ***2%***	32 *2%* *60%*	22 *1%* *40%*	12 *3%* *22%* EF	11 *1%* *20%*	5 *1%* *9%*	5 *1%* *9%*	13 *2%* *24%*	9 *1%* *17%*	5 *1%* *10%*	26 *2%* *49%*	22 *2%* *41%*	17 *2%* *32%*	14 *2%* *27%*	14 *1%* *26%*
1	**86** ***3%***	58 *3%* *67%* B	28 *2%* *33%*	7 *2%* *8%*	17 *2%* *20%*	28 *5%* *33%* FG	12 *2%* *14%*	7 *1%* *8%*	14 *2%* *17%*	18 *3%* *21%*	41 *2%* *47%*	27 *2%* *31%*	18 *2%* *21%*	25 *3%* *29%*	34 *3%* *40%*
Don't know	**49** ***1%***	22 *1%* *45%*	27 *2%* *55%*	2 *1%* *5%*	5 *1%* *11%*	7 *1%* *13%*	8 *1%* *16%*	8 *1%* *15%*	20 *3%* *40%* CDEF	6 *1%* *13%*	23 *1%* *46%*	20 *2%* *41%*	10 *1%* *20%*	12 *1%* *24%*	18 *2%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 484

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2445** ***71%***	1140 *69%* *47%*	1306 *74%* *53%* A	236 *68%* *10%*	531 *73%* *22%*	412 *69%* *17%*	465 *74%* *19%*	371 *71%* *15%*	429 *71%* *18%*	472 *74%* *19%*	1225 *71%* *50%*	749 *70%* *31%*	585 *71%* *24%*	595 *72%* *24%*	850 *72%* *35%*
Net: 10/9	**955** ***28%***	474 *29%* *50%*	481 *27%* *50%*	93 *27%* *10%*	220 *30%* *23%* F	165 *28%* *17%*	150 *24%* *16%*	158 *30%* *17%* F	169 *28%* *18%*	165 *26%* *17%*	456 *27%* *48%*	334 *31%* *35%* J	240 *29%* *25%*	208 *25%* *22%*	353 *30%* *37%*
Net: 6/5/4	**713** ***21%***	358 *22%* *50%*	355 *20%* *50%*	84 *24%* *12%*	143 *20%* *20%*	132 *22%* *18%*	123 *20%* *17%*	116 *22%* *16%*	115 *19%* *16%*	116 *18%* *16%*	373 *22%* *52%*	223 *21%* *31%*	182 *22%* *25%*	168 *20%* *24%*	232 *20%* *33%*
Net: 3/2/1	**219** ***6%***	138 *8%* *63%* B	81 *5%* *37%*	25 *7%* *12%*	44 *6%* *20%*	48 *8%* *22%*	31 *5%* *14%*	27 *5%* *12%*	44 *7%* *20%*	42 *7%* *19%*	99 *6%* *45%*	78 *7%* *36%*	53 *6%* *24%*	54 *7%* *25%*	77 *7%* *35%*
Mean	**7.30**	7.17	7.42 A	7.08	7.38	7.13	7.36	7.41	7.33	7.33	7.29	7.30	7.32	7.26	7.32
Standard Deviation	**2.09**	2.24	1.93	2.22	2.07	2.23	1.90	2.02	2.15	2.03	2.05	2.20	2.13	2.07	2.12

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**471** ***14%***	46 *15%* *10%*	23 *13%* *5%*	14 *14%* *3%*	389 *14%* *82%*	427 *13%* *90%*	45 *18%* *10%*	78 *16%* *17%*	384 *13%* *81%*	393 *13%* *83%*	242 *13%* *51%*	148 *14%* *31%*	160 *14%* *34%*
9	**484** ***14%***	34 *11%* *7%*	23 *13%* *5%*	15 *14%* *3%*	412 *15%* *85%* O	446 *14%* *92%*	38 *15%* *8%*	45 *9%* *9%*	433 *15%* *90%* U	438 *15%* *91%* U	269 *15%* *56%* U	164 *15%* *34%* U	174 *15%* *36%* U
8	**910** ***27%***	83 *27%* *9%*	52 *30%* *6%* Q	23 *22%* *2%*	752 *27%* *83%* Q	865 *27%* *95%* T	45 *18%* *5%*	129 *26%* *14%*	769 *27%* *84%*	778 *27%* *85%*	486 *26%* *53%*	292 *27%* *32%*	307 *27%* *34%*
7	**580** ***17%***	60 *19%* *10%*	26 *15%* *4%*	18 *17%* *3%*	476 *17%* *82%*	550 *17%* *95%*	30 *12%* *5%*	77 *16%* *13%*	492 *17%* *85%*	502 *17%* *87%*	329 *18%* *57%*	170 *16%* *29%*	188 *16%* *32%*
6	**324** ***9%***	30 *10%* *9%*	18 *10%* *5%*	14 *13%* *4%* R	263 *9%* *81%*	305 *10%* *94%*	20 *8%* *6%*	38 *8%* *12%*	284 *10%* *87%*	287 *10%* *88%*	168 *9%* *52%*	118 *11%* *36%*	128 *11%* *39%*

GfK NOP

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**305** ***9%***	26 *8%* *9%*	16 *9%* *5%*	11 *10%* *4%*	252 *9%* *83%*	265 *8%* *87%*	40 *16%* *13%* S	49 *10%* *16%*	256 *9%* *84%*	256 *9%* *84%*	161 *9%* *53%*	94 *9%* *31%*	98 *8%* *32%*
4	**83** ***2%***	8 *3%* *10%*	5 *3%* *6%*	4 *4%* *5%*	67 *2%* *80%*	73 *2%* *88%*	10 *4%* *12%*	13 *3%* *16%*	69 *2%* *83%*	70 *2%* *84%*	50 *3%* *60%*	20 *2%* *24%*	21 *2%* *26%*
3	**80** ***2%***	11 *4%* *14%*	5 *3%* *7%*	2 *2%* *3%*	61 *2%* *76%*	77 *2%* *97%*	3 *1%* *3%*	22 *4%* *27%* VWXY Z	56 *2%* *70%*	57 *2%* *71%*	39 *2%* *48%*	18 *2%* *23%*	19 *2%* *24%*
2	**54** ***2%***	5 *2%* *9%*	2 *1%* *5%*	1 *1%* *2%*	45 *2%* *84%*	49 *2%* *91%*	5 *2%* *9%*	10 *2%* *19%*	44 *2%* *81%*	44 *1%* *81%*	24 *1%* *45%*	20 *2%* *37%*	20 *2%* *37%*
1	**86** ***3%***	5 *2%* *6%*	2 *1%* *2%*	2 *2%* *2%*	77 *3%* *90%*	82 *3%* *95%*	4 *2%* *5%*	16 *3%* *19%*	68 *2%* *79%*	68 *2%* *79%*	47 *3%* *55%*	20 *2%* *24%*	23 *2%* *27%*
Don't know	**49** ***1%***	5 *2%* *10%*	2 *1%* *5%*	2 *2%* *4%*	40 *1%* *81%*	41 *1%* *82%*	9 *3%* *17%* S	11 *2%* *21%*	37 *1%* *75%*	39 *1%* *79%*	26 *1%* *52%*	13 *1%* *26%*	15 *1%* *31%*

GfK NOP

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Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2445** ***71%***	223 *71%* *9%*	123 *71%* *5%*	70 *67%* *3%*	2030 *72%* *83%* Q	2287 *72%* *94%* T	158 *64%* *6%*	329 *68%* *13%*	2077 *72%* *85%*	2112 *72%* *86%*	1327 *72%* *54%*	774 *72%* *32%*	829 *72%* *34%*
Net: 10/9	**955** ***28%***	80 *25%* *8%*	46 *26%* *5%*	29 *28%* *3%*	801 *28%* *84%*	873 *27%* *91%*	83 *33%* *9%*	123 *25%* *13%*	817 *28%* *86%*	832 *28%* *87%*	512 *28%* *54%*	312 *29%* *33%*	334 *29%* *35%*
Net: 6/5/4	**713** ***21%***	65 *21%* *9%*	38 *22%* *5%*	28 *27%* *4%* OR	582 *21%* *82%*	643 *20%* *90%*	69 *28%* *10%* S	100 *20%* *14%*	608 *21%* *85%*	613 *21%* *86%*	379 *21%* *53%*	233 *22%* *33%*	247 *21%* *35%*
Net: 3/2/1	**219** ***6%***	21 *7%* *9%*	10 *6%* *5%*	5 *5%* *2%*	184 *6%* *84%*	208 *7%* *95%*	11 *5%* *5%*	48 *10%* *22%* VWXY Z	168 *6%* *77%*	169 *6%* *77%*	110 *6%* *50%*	58 *5%* *27%*	62 *5%* *28%*
Mean	**7.30**	7.27	7.32	7.23	7.30	7.30	7.29	7.09	7.33	7.34 U	7.31	7.38 U	7.38 U
Standard Deviation	**2.09**	2.05	1.99	2.04	2.11	2.08	2.20	2.31	2.05	2.05	2.07	2.02	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 485

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**585** ***17%***	275 *17%* *47%*	309 *17%* *53%*	59 *17%* *10%*	129 *18%* *22%*	105 *18%* *18%*	96 *15%* *16%*	86 *16%* *15%*	111 *18%* *19%*	98 *15%* *17%*	282 *16%* *48%*	205 *19%* *35%*	153 *19%* *26%*	126 *15%* *22%*	207 *18%* *35%*
9	**496** ***14%***	239 *14%* *48%*	256 *14%* *52%*	69 *20%* *14%* EF H	115 *16%* *23%*	82 *14%* *17%*	84 *13%* *17%*	73 *14%* *15%*	71 *12%* *14%*	79 *12%* *16%*	256 *15%* *52%*	160 *15%* *32%*	126 *15%* *25%*	104 *13%* *21%*	182 *15%* *37%*
8	**828** ***24%***	346 *21%* *42%*	482 *27%* *58%* A	67 *19%* *8%*	159 *22%* *19%*	134 *22%* *16%*	188 *30%* *23%* CD EH	135 *26%* *16%*	143 *23%* *17%*	164 *26%* *20%*	415 *24%* *50%*	249 *23%* *30%*	195 *24%* *24%*	228 *28%* *28%* N	263 *22%* *32%*
7	**544** ***16%***	277 *17%* *51%*	267 *15%* *49%*	59 *17%* *11%*	120 *17%* *22%*	104 *17%* *19%*	96 *15%* *18%*	78 *15%* *14%*	87 *14%* *16%*	115 *18%* *21%* K	297 *17%* *55%* K	132 *12%* *24%*	117 *14%* *22%*	137 *17%* *25%*	185 *16%* *34%*
6	**370** ***11%***	194 *12%* *53%*	175 *10%* *47%*	34 *10%* *9%*	80 *11%* *22%*	72 *12%* *19%*	67 *11%* *18%*	57 *11%* *16%*	60 *10%* *16%*	80 *13%* *22%*	171 *10%* *46%*	119 *11%* *32%*	83 *10%* *23%*	86 *10%* *23%*	149 *13%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 485

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**278** ***8%***	151 *9%* *54%*	127 *7%* *46%*	29 *8%* *10%*	58 *8%* *21%*	51 *8%* *18%*	46 *7%* *17%*	39 *7%* *14%*	54 *9%* *20%*	40 *6%* *14%*	134 *8%* *48%*	104 *10%* *37%* I	80 *10%* *29%*	60 *7%* *21%*	81 *7%* *29%*
4	**72** ***2%***	45 *3%* *62%* B	27 *2%* *38%*	12 *4%* *17%* D	8 *1%* *11%*	12 *2%* *16%*	15 *2%* *21%*	13 *2%* *17%*	12 *2%* *16%*	14 *2%* *19%*	40 *2%* *55%*	19 *2%* *26%*	20 *2%* *28%*	8 *1%* *12%*	29 *2%* *41%*
3	**50** ***1%***	26 *2%* *51%*	25 *1%* *49%*	6 *2%* *13%*	12 *2%* *24%*	10 *2%* *19%*	5 *1%* *9%*	5 *1%* *11%*	12 *2%* *24%*	11 *2%* *22%*	21 *1%* *43%*	18 *2%* *35%*	13 *2%* *26%*	13 *2%* *26%*	11 *1%* *21%*
2	**32** ***1%***	21 *1%* *65%*	11 *1%* *35%*	3 *1%* *11%*	9 *1%* *29%*	1 *** *3%*	7 *1%* *21%*	8 *2%* *26%* E	3 *1%* *11%*	7 *1%* *20%*	14 *1%* *44%*	12 *1%* *36%*	6 *1%* *20%*	13 *2%* *41%*	9 *1%* *28%*
1	**32** ***1%***	21 *1%* *68%*	10 *1%* *32%*	- - -	9 *1%* *28%*	9 *1%* *27%*	4 *1%* *12%*	4 *1%* *11%*	7 *1%* *21%*	9 *1%* *28%*	16 *1%* *52%*	6 *1%* *21%*	10 *1%* *30%*	6 *1%* *18%*	12 *1%* *39%*
Don't know	**141** ***4%***	62 *4%* *44%*	79 *4%* *56%*	8 *2%* *6%*	24 *3%* *17%*	20 *3%* *14%*	19 *3%* *14%*	22 *4%* *16%*	48 *8%* *34%* CDEF G	21 *3%* *15%*	73 *4%* *52%*	47 *4%* *34%*	24 *3%* *17%*	47 *6%* *33%* L	48 *4%* *34%*
Net: 10/9/8/7	**2452** ***72%***	1138 *69%* *46%*	1314 *74%* *54%* A	254 *73%* *10%*	522 *72%* *21%*	425 *71%* *17%*	464 *74%* *19%* H	373 *71%* *15%*	412 *68%* *17%*	456 *72%* *19%*	1251 *73%* *51%*	746 *70%* *30%*	591 *71%* *24%*	596 *72%* *24%*	838 *71%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 485

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1080** ***32%***	514 *31%* *48%*	566 *32%* *52%*	128 *37%* *12%* F	244 *34%* *23%*	187 *31%* *17%*	180 *29%* *17%*	159 *31%* *15%*	182 *30%* *17%*	177 *28%* *16%*	538 *31%* *50%*	365 *34%* *34%* I	279 *34%* *26%*	230 *28%* *21%*	389 *33%* *36%*
Net: 6/5/4	**720** ***21%***	391 *24%* *54%* B	329 *19%* *46%*	76 *22%* *10%*	146 *20%* *20%*	134 *22%* *19%*	129 *21%* *18%*	109 *21%* *15%*	126 *21%* *17%*	134 *21%* *19%*	344 *20%* *48%*	242 *23%* *34%*	184 *22%* *26%*	154 *19%* *21%*	260 *22%* *36%*
Net: 3/2/1	**114** ***3%***	68 *4%* *60%* B	46 *3%* *40%*	10 *3%* *9%*	30 *4%* *26%*	19 *3%* *17%*	15 *2%* *13%*	17 *3%* *15%*	22 *4%* *20%*	26 *4%* *23%*	52 *3%* *45%*	36 *3%* *31%*	29 *4%* *26%*	32 *4%* *28%*	32 *3%* *28%*
Mean	**7.57**	7.43	7.71 A	7.62	7.58	7.54	7.60	7.56	7.55	7.46	7.58	7.62	7.57	7.55	7.61
Standard Deviation	**1.90**	2.00	1.79	1.88	1.96	1.91	1.79	1.90	1.97	1.91	1.87	1.94	1.97	1.85	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 485

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes that make me stop and think - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**585** ***17%***	51 *16%* *9%*	30 *17%* *5%*	16 *16%* *3%*	487 *17%* *83%*	525 *17%* *90%*	60 *24%* *10%* S	101 *21%* *17%* VW	469 *16%* *80%*	483 *16%* *83%*	305 *17%* *52%*	174 *16%* *30%*	186 *16%* *32%*
9	**496** ***14%***	39 *12%* *8%*	27 *16%* *5%*	17 *17%* *4%*	412 *15%* *83%*	457 *14%* *92%*	38 *16%* *8%*	48 *10%* *10%*	445 *15%* *90%* U	446 *15%* *90%* U	278 *15%* *56%* U	166 *15%* *34%* U	173 *15%* *35%* U
8	**828** ***24%***	70 *22%* *8%*	49 *28%* *6%* OQ	23 *22%* *3%*	686 *24%* *83%*	781 *25%* *94%*	47 *19%* *6%*	128 *26%* *15%*	681 *24%* *82%*	698 *24%* *84%*	436 *24%* *53%*	260 *24%* *31%*	285 *25%* *34%*
7	**544** ***16%***	61 *20%* *11%* PR	23 *13%* *4%*	20 *19%* *4%* P	440 *16%* *81%*	509 *16%* *94%*	35 *14%* *6%*	65 *13%* *12%*	476 *16%* *88%*	478 *16%* *88%*	305 *17%* *56%*	171 *16%* *31%*	180 *16%* *33%*
6	**370** ***11%***	26 *8%* *7%*	16 *9%* *4%*	9 *9%* *2%*	318 *11%* *86%*	354 *11%* *96%* T	16 *6%* *4%*	41 *8%* *11%*	327 *11%* *89%*	327 *11%* *89%*	203 *11%* *55%*	123 *11%* *33%*	135 *12%* *37%*

GfK NOP

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9 Jul 2009

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Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**278** ***8%***	30 *9%* *11%*	17 *10%* *6%*	10 *9%* *3%*	221 *8%* *80%*	247 *8%* *89%*	30 *12%* *11%* S	42 *9%* *15%*	233 *8%* *84%*	235 *8%* *85%*	152 *8%* *55%*	82 *8%* *29%*	84 *7%* *30%*
4	**72** ***2%***	9 *3%* *12%*	3 *2%* *4%*	3 *3%* *4%*	58 *2%* *80%*	69 *2%* *95%*	3 *1%* *5%*	18 *4%* *25%* VWX	51 *2%* *71%*	54 *2%* *75%*	33 *2%* *46%*	20 *2%* *28%*	21 *2%* *30%*
3	**50** ***1%***	9 *3%* *18%* R	2 *1%* *4%*	2 *2%* *4%*	37 *1%* *73%*	49 *2%* *98%*	1 *** *2%*	9 *2%* *19%*	41 *1%* *81%*	41 *1%* *81%*	28 *2%* *55%*	13 *1%* *26%*	14 *1%* *27%*
2	**32** ***1%***	1 *** *4%*	2 *1%* *5%*	1 *1%* *2%*	29 *1%* *89%*	29 *1%* *91%*	3 *1%* *9%*	11 *2%* *33%* VWXZ	21 *1%* *67%*	21 *1%* *67%*	12 *1%* *38%*	9 *1%* *29%*	9 *1%* *29%*
1	**32** ***1%***	3 *1%* *9%*	* * *1%*	1 *1%* *2%*	28 *1%* *87%*	31 *1%* *98%*	1 *** *2%*	5 *1%* *17%*	26 *1%* *83%*	26 *1%* *83%*	15 *1%* *47%*	11 *1%* *36%*	13 *1%* *41%*
Don't know	**141** ***4%***	13 *4%* *9%*	6 *3%* *4%*	2 *2%* *2%*	120 *4%* *85%*	127 *4%* *90%*	14 *6%* *10%*	19 *4%* *14%*	120 *4%* *85%*	122 *4%* *86%*	75 *4%* *53%*	47 *4%* *33%*	52 *5%* *37%*
Net: 10/9/8/7	**2452** ***72%***	222 *71%* *9%*	128 *74%* *5%*	77 *74%* *3%*	2025 *71%* *83%*	2272 *71%* *93%*	180 *73%* *7%*	342 *70%* *14%*	2071 *72%* *84%*	2105 *72%* *86%*	1324 *72%* *54%*	772 *72%* *31%*	824 *71%* *34%*

GfK NOP

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Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1080** ***32%***	90 *29%* *8%*	57 *33%* *5%*	34 *32%* *3%*	899 *32%* *83%*	982 *31%* *91%*	98 *40%* *9%* S	149 *31%* *14%*	913 *32%* *85%*	929 *32%* *86%*	583 *32%* *54%*	340 *32%* *31%*	359 *31%* *33%*
Net: 6/5/4	**720** ***21%***	64 *21%* *9%*	36 *21%* *5%*	22 *21%* *3%*	597 *21%* *83%*	670 *21%* *93%*	50 *20%* *7%*	101 *21%* *14%*	611 *21%* *85%*	616 *21%* *86%*	388 *21%* *54%*	225 *21%* *31%*	241 *21%* *33%*
Net: 3/2/1	**114** ***3%***	13 *4%* *12%*	4 *2%* *3%*	4 *3%* *3%*	93 *3%* *82%*	110 *3%* *96%*	5 *2%* *4%*	26 *5%* *22%* VWX	89 *3%* *78%*	89 *3%* *78%*	55 *3%* *48%*	34 *3%* *30%*	36 *3%* *32%*
Mean	**7.57**	7.44	7.68	7.53	7.58	7.55	7.83	7.48	7.58	7.59	7.59	7.58	7.58
Standard Deviation	**1.90**	1.95	1.80	1.89	1.90	1.90	1.92	2.12	1.86	1.86	1.86	1.88	1.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 486

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows programmes that make me stop and think - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	260 *5%*	131 *6%*	152 *4%*	169 *7%*	1 *2%*	48 *4%*	30 *5%*	22 *7%*	127 *9%*	5 *10%*	303 *4%*	603 *18%*	471 *14%*	585 *17%*
9	413 *9%*	246 *11%*	196 *6%*	308 *13%*	1 *3%*	69 *6%*	48 *8%*	39 *13%*	208 *14%*	8 *15%*	444 *7%*	555 *16%*	484 *14%*	496 *14%*
8	1030 *21%*	709 *31%*	548 *15%*	579 *24%*	6 *19%*	165 *13%*	91 *16%*	73 *24%*	338 *23%*	8 *17%*	1277 *19%*	887 *26%*	910 *27%*	828 *24%*
7	1092 *23%*	475 *20%*	737 *21%*	482 *20%*	6 *20%*	217 *17%*	89 *15%*	62 *21%*	275 *19%*	10 *20%*	1581 *23%*	561 *16%*	580 *17%*	544 *16%*
6	790 *16%*	309 *13%*	565 *16%*	296 *12%*	7 *20%*	181 *15%*	80 *14%*	22 *7%*	156 *11%*	5 *11%*	1070 *16%*	297 *9%*	324 *9%*	370 *11%*
5	518 *11%*	167 *7%*	513 *14%*	217 *9%*	4 *13%*	178 *14%*	73 *13%*	24 *8%*	139 *10%*	3 *6%*	909 *13%*	233 *7%*	305 *9%*	278 *8%*
4	244 *5%*	102 *4%*	285 *8%*	97 *4%*	2 *7%*	91 *7%*	62 *11%*	14 *5%*	63 *4%*	* *1%*	405 *6%*	89 *3%*	83 *2%*	72 *2%*
3	154 *3%*	49 *2%*	186 *5%*	85 *4%*	1 *4%*	69 *6%*	24 *4%*	7 *2%*	36 *2%*	3 *7%*	249 *4%*	37 *1%*	80 *2%*	50 *1%*
2	106 *2%*	33 *1%*	120 *3%*	48 *2%*	1 *4%*	60 *5%*	20 *3%*	2 *1%*	29 *2%*	2 *4%*	152 *2%*	24 *1%*	54 *2%*	32 *1%*
1	96 *2%*	27 *1%*	116 *3%*	28 *1%*	- -	44 *4%*	20 *4%*	5 *2%*	20 *1%*	- -	152 *2%*	69 *2%*	86 *3%*	32 *1%*
Don't know	138 *3%*	74 *3%*	135 *4%*	120 *5%*	2 *6%*	125 *10%*	39 *7%*	29 *10%*	60 *4%*	4 *9%*	256 *4%*	63 *2%*	49 *1%*	141 *4%*
Net: 10/9/8/7	2795 *58%*	1560 *67%*	1632 *46%*	1538 *63%*	14 *45%*	498 *40%*	258 *45%*	196 *66%*	949 *65%*	31 *62%*	3606 *53%*	2606 *76%*	2445 *71%*	2452 *72%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 486

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows programmes that make me stop and think - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	672 *14%*	376 *16%*	348 *10%*	477 *20%*	2 *5%*	116 *9%*	78 *14%*	61 *20%*	335 *23%*	13 *25%*	747 *11%*	1158 *34%*	955 *28%*	1080 *32%*
Net: 6/5/4	1551 *32%*	579 *25%*	1363 *38%*	610 *25%*	13 *41%*	451 *36%*	214 *37%*	60 *20%*	358 *25%*	9 *18%*	2384 *35%*	619 *18%*	713 *21%*	720 *21%*
Net: 3/2/1	356 *7%*	108 *5%*	421 *12%*	161 *7%*	3 *9%*	173 *14%*	65 *11%*	14 *5%*	86 *6%*	5 *11%*	553 *8%*	130 *4%*	219 *6%*	114 *3%*
Mean	6.65	7.06	6.10	6.97	6.21	5.92	6.16	7.14	7.07	7.04	6.43	7.62	7.30	7.57
Standard Deviation	1.96	1.80	2.11	1.97	1.82	2.21	2.25	1.94	2.01	2.19	1.97	1.96	2.09	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 487

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**263** ***5%***	96 *4%* *37%*	167 *6%* *63%* A	40 *10%* *15%* DE FG	44 *5%* *17%*	40 *5%* *15%*	37 *4%* *14%*	30 *4%* *12%*	72 *7%* *27%* DFG	26 *3%* *10%*	129 *5%* *49%* I	109 *7%* *41%* I	61 *5%* *23%*	72 *6%* *27%*	79 *5%* *30%*
9	**494** ***10%***	201 *9%* *41%*	293 *11%* *59%* A	55 *13%* *11%* E	95 *10%* *19%*	68 *8%* *14%*	86 *10%* *17%*	80 *10%* *16%*	110 *11%* *22%*	77 *8%* *16%*	226 *10%* *46%*	191 *12%* *39%* IJ	131 *11%* *26%*	133 *11%* *27%*	161 *10%* *33%*
8	**1138** ***24%***	485 *21%* *43%*	653 *25%* *57%* A	71 *17%* *6%*	248 *26%* *22%* C	185 *23%* *16%*	195 *23%* *17%* C	185 *24%* *16%* C	254 *25%* *22%* C	216 *23%* *19%*	562 *24%* *49%*	360 *23%* *32%*	303 *26%* *27%*	275 *23%* *24%*	385 *24%* *34%*
7	**1096** ***23%***	503 *22%* *46%*	592 *23%* *54%*	92 *22%* *8%*	240 *25%* *22%* H	211 *26%* *19%* H	203 *24%* *19%* H	161 *21%* *15%*	187 *19%* *17%*	257 *27%* *23%* JK	515 *22%* *47%*	324 *21%* *30%*	264 *22%* *24%*	284 *23%* *26%*	360 *22%* *33%*
6	**719** ***15%***	347 *15%* *48%*	372 *14%* *52%*	57 *14%* *8%*	156 *16%* *22%*	134 *16%* *19%*	126 *15%* *18%*	106 *14%* *15%*	139 *14%* *19%*	159 *17%* *22%* K	372 *16%* *52%* K	188 *12%* *26%*	157 *13%* *22%*	167 *14%* *23%*	267 *16%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 487

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**546** ***11%***	287 *13%* *52%* B	260 *10%* *48%*	51 *12%* *9%*	97 *10%* *18%*	89 *11%* *16%*	105 *12%* *19%*	100 *13%* *18%*	104 *10%* *19%*	115 *12%* *21%*	262 *11%* *48%*	169 *11%* *31%*	120 *10%* *22%*	132 *11%* *24%*	195 *12%* *36%*
4	**263** ***5%***	147 *7%* *56%* B	115 *4%* *44%*	20 *5%* *7%*	37 *4%* *14%*	45 *6%* *17%*	48 *6%* *18%*	43 *6%* *17%*	69 *7%* *26%* D	45 *5%* *17%*	127 *5%* *48%*	91 *6%* *35%*	62 *5%* *23%*	71 *6%* *27%*	81 *5%* *31%*
3	**137** ***3%***	72 *3%* *53%*	65 *3%* *47%*	17 *4%* *13%*	24 *3%* *18%*	21 *3%* *15%*	17 *2%* *12%*	29 *4%* *21%*	29 *3%* *21%*	25 *3%* *18%*	73 *3%* *53%*	40 *3%* *29%*	40 *3%* *29%*	42 *3%* *31%*	36 *2%* *26%*
2	**100** ***2%***	71 *3%* *71%* B	29 *1%* *29%*	12 *3%* *12%*	18 *2%* *18%*	18 *2%* *18%*	21 *2%* *21%*	14 *2%* *14%*	17 *2%* *17%*	22 *2%* *22%*	42 *2%* *42%*	36 *2%* *36%*	18 *2%* *18%*	24 *2%* *24%*	43 *3%* *43%*
1	**47** ***1%***	30 *1%* *63%*	18 *1%* *37%*	9 *2%* *20%* DE	6 *1%* *12%*	5 *1%* *10%*	6 *1%* *12%*	9 *1%* *19%*	13 *1%* *27%*	4 *** *10%*	26 *1%* *54%*	17 *1%* *36%*	12 *1%* *25%*	11 *1%* *23%*	14 *1%* *31%*
Don't know	**38** ***1%***	16 *1%* *44%*	21 *1%* *56%*	- - -	5 *1%* *13%*	3 *** *7%*	11 *1%* *29%*	6 *1%* *17%*	12 *1%* *33%*	8 *1%* *23%*	14 *1%* *37%*	15 *1%* *41%*	11 *1%* *31%*	7 *1%* *19%*	11 *1%* *29%*
Net: 10/9/8/7	**2991** ***62%***	1286 *57%* *43%*	1705 *66%* *57%* A	258 *61%* *9%*	627 *65%* *21%*	504 *61%* *17%*	521 *61%* *17%*	457 *60%* *15%*	623 *62%* *21%*	575 *60%* *19%*	1432 *61%* *48%*	984 *64%* *33%*	758 *64%* *25%*	764 *63%* *26%*	985 *60%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 487

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**757** ***16%***	297 *13%* *39%*	460 *18%* *61%* A	95 *23%* *13%* DE FG	139 *14%* *18%*	108 *13%* *14%*	123 *14%* *16%*	110 *14%* *15%*	182 *18%* *24%* E	102 *11%* *14%*	355 *15%* *47%* I	300 *19%* *40%* IJ	191 *16%* *25%*	205 *17%* *27%*	240 *15%* *32%*
Net: 6/5/4	**1528** ***32%***	781 *35%* *51%* B	747 *29%* *49%*	128 *30%* *8%*	289 *30%* *19%*	269 *33%* *18%*	280 *33%* *18%*	250 *33%* *16%*	312 *31%* *20%*	318 *33%* *21%*	762 *32%* *50%*	448 *29%* *29%*	339 *29%* *22%*	370 *30%* *24%*	543 *33%* *36%* L
Net: 3/2/1	**285** ***6%***	173 *8%* *61%* B	111 *4%* *39%*	38 *9%* *14%* DE F	48 *5%* *17%*	44 *5%* *15%*	44 *5%* *15%*	52 *7%* *18%*	59 *6%* *21%*	51 *5%* *18%*	141 *6%* *49%*	93 *6%* *33%*	70 *6%* *25%*	77 *6%* *27%*	93 *6%* *33%*
Mean	**6.79**	6.55	7.00 A	6.76	6.88	6.74	6.75	6.68	6.86	6.67	6.77	6.89 I	6.86	6.80	6.75
Standard Deviation	**1.88**	1.95	1.79	2.16	1.74	1.79	1.82	1.90	1.97	1.72	1.88	1.97	1.87	1.91	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 487

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**263** ***5%***	26 *6%* *10%*	15 *6%* *6%*	10 *7%* *4%* R	212 *5%* *80%*	246 *5%* *94%*	17 *6%* *6%*	40 *6%* *15%*	221 *5%* *84%*	224 *5%* *85%*	159 *6%* *60%* YZ	65 *4%* *25%*	69 *4%* *26%*
9	**494** ***10%***	28 *7%* *6%*	28 *11%* *6%* O	13 *10%* *3%* O	425 *11%* *86%* O	473 *10%* *96%*	21 *8%* *4%*	66 *9%* *13%*	426 *10%* *86%*	428 *10%* *87%*	267 *11%* *54%*	160 *10%* *32%*	174 *10%* *35%*
8	**1138** ***24%***	82 *20%* *7%*	66 *26%* *6%* OQ	27 *19%* *2%*	964 *24%* *85%* OQ	1082 *24%* *95%*	56 *21%* *5%*	162 *23%* *14%*	956 *23%* *84%*	974 *24%* *86%*	595 *24%* *52%*	375 *24%* *33%*	392 *23%* *34%*
7	**1096** ***23%***	109 *26%* *10%* P	46 *18%* *4%*	32 *24%* *3%* P	908 *23%* *83%* P	1041 *23%* *95%*	55 *21%* *5%*	151 *21%* *14%*	934 *23%* *85%*	945 *23%* *86%*	550 *22%* *50%*	394 *25%* *36%*	413 *24%* *38%*
6	**719** ***15%***	69 *16%* *10%*	37 *14%* *5%*	22 *16%* *3%*	591 *15%* *82%*	669 *15%* *93%*	49 *19%* *7%*	99 *14%* *14%*	616 *15%* *86%*	619 *15%* *86%*	364 *14%* *51%*	251 *16%* *35%*	271 *16%* *38%*

GfK NOP

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Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**546** ***11%***	52 *13%* *10%*	32 *12%* *6%*	15 *11%* *3%*	447 *11%* *82%*	515 *11%* *94%*	31 *12%* *6%*	81 *11%* *15%*	457 *11%* *84%*	461 *11%* *84%*	298 *12%* *54%*	163 *10%* *30%*	175 *10%* *32%*
4	**263** ***5%***	25 *6%* *10%*	16 *6%* *6%*	8 *6%* *3%*	213 *5%* *81%*	249 *5%* *95%*	14 *5%* *5%*	47 *7%* *18%*	213 *5%* *81%*	216 *5%* *82%*	124 *5%* *47%*	92 *6%* *35%*	95 *6%* *36%*
3	**137** ***3%***	9 *2%* *6%*	7 *3%* *5%*	4 *3%* *3%*	118 *3%* *86%*	130 *3%* *95%*	7 *3%* *5%*	31 *4%* *22%* VWX	105 *3%* *77%*	107 *3%* *78%*	63 *2%* *46%*	44 *3%* *32%*	45 *3%* *33%*
2	**100** ***2%***	8 *2%* *8%*	5 *2%* *5%*	2 *2%* *2%*	85 *2%* *85%*	92 *2%* *91%*	9 *3%* *9%*	22 *3%* *22%* YZ	78 *2%* *78%*	78 *2%* *78%*	60 *2%* *60%* YZ	17 *1%* *17%*	21 *1%* *21%*
1	**47** ***1%***	6 *1%* *12%*	2 *1%* *5%*	2 *2%* *5%*	37 *1%* *79%*	41 *1%* *87%*	6 *2%* *13%* S	5 *1%* *10%*	42 *1%* *90%*	42 *1%* *90%*	24 *1%* *51%*	18 *1%* *38%*	18 *1%* *38%*
Don't know	**38** ***1%***	4 *1%* *11%*	3 *1%* *8%*	1 *1%* *3%*	29 *1%* *78%*	36 *1%* *96%*	2 *1%* *4%*	7 *1%* *18%*	31 *1%* *82%*	31 *1%* *82%*	14 *1%* *37%*	17 *1%* *45%*	17 *1%* *45%*
Net: 10/9/8/7	**2991** ***62%***	245 *59%* *8%*	155 *60%* *5%*	83 *60%* *3%*	2508 *62%* *84%*	2842 *62%* *95%*	149 *56%* *5%*	419 *59%* *14%*	2536 *62%* *85%*	2570 *62%* *86%*	1570 *62%* *53%*	994 *62%* *33%*	1047 *62%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 487

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**757** ***16%***	54 *13%* *7%*	43 *17%* *6%* O	23 *17%* *3%* O	636 *16%* *84%*	719 *16%* *95%*	38 *14%* *5%*	106 *15%* *14%*	647 *16%* *85%*	651 *16%* *86%*	426 *17%* *56%* Y	225 *14%* *30%*	243 *14%* *32%*
Net: 6/5/4	**1528** ***32%***	146 *35%* *10%*	85 *33%* *6%*	45 *33%* *3%*	1252 *31%* *82%*	1434 *31%* *94%*	94 *35%* *6%*	228 *32%* *15%*	1286 *32%* *84%*	1296 *31%* *85%*	785 *31%* *51%*	506 *32%* *33%*	541 *32%* *35%*
Net: 3/2/1	**285** ***6%***	22 *5%* *8%*	14 *5%* *5%*	9 *6%* *3%*	240 *6%* *84%*	262 *6%* *92%*	22 *8%* *8%*	58 *8%* *20%* VWYZ	225 *6%* *79%*	227 *5%* *80%*	147 *6%* *52%*	78 *5%* *27%*	85 *5%* *30%*
Mean	**6.79**	6.67	6.81	6.75	6.80	6.80	6.57	6.64	6.81	6.81	6.83	6.79	6.79
Standard Deviation	**1.88**	1.85	1.92	1.96	1.88	1.87	2.04	1.98	1.86	1.86	1.90	1.78	1.79

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 488

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**102** ***4%***	47 *4%* *46%*	55 *5%* *54%*	12 *7%* *12%*	13 *4%* *13%*	9 *3%* *9%*	13 *3%* *13%*	13 *3%* *13%*	41 *7%* *40%* EFG	16 *3%* *16%*	38 *4%* *37%*	48 *6%* *47%* IJ	23 *4%* *22%*	28 *5%* *28%*	33 *4%* *33%*
9	**224** ***10%***	106 *9%* *47%*	118 *10%* *53%*	18 *10%* *8%*	32 *10%* *14%*	29 *9%* *13%*	44 *10%* *20%*	34 *8%* *15%*	67 *11%* *30%*	56 *11%* *25%*	95 *9%* *42%*	74 *10%* *33%*	65 *12%* *29%*	49 *8%* *22%*	82 *10%* *37%*
8	**621** ***27%***	322 *27%* *52%*	299 *26%* *48%*	24 *14%* *4%*	97 *29%* *16%* C	87 *26%* *14%* C	116 *27%* *19%* C	131 *31%* *21%* C	166 *27%* *27%* C	135 *27%* *22%*	280 *26%* *45%*	206 *28%* *33%*	154 *29%* *25%*	165 *28%* *27%*	211 *25%* *34%*
7	**522** ***23%***	270 *23%* *52%*	252 *22%* *48%*	42 *24%* *8%*	76 *23%* *15%*	88 *26%* *17%* H	109 *25%* *21%*	86 *20%* *16%*	122 *20%* *23%*	130 *26%* *25%* K	252 *23%* *48%*	140 *19%* *27%*	96 *18%* *18%*	124 *21%* *24%*	220 *26%* *42%* L
6	**381** ***16%***	189 *16%* *50%*	192 *17%* *50%*	32 *19%* *8%*	50 *15%* *13%*	53 *16%* *14%*	74 *17%* *19%*	78 *18%* *20%*	94 *15%* *25%*	72 *15%* *19%*	192 *18%* *50%*	117 *16%* *31%*	85 *16%* *22%*	98 *17%* *26%*	135 *16%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 488

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**201** ***9%***	90 *8%* *45%*	111 *10%* *55%*	11 *6%* *6%*	35 *11%* *18%* E	14 *4%* *7%*	42 *10%* *21%* E	38 *9%* *19%* E	60 *10%* *30%* E	44 *9%* *22%*	93 *9%* *46%*	64 *8%* *32%*	42 *8%* *21%*	43 *7%* *21%*	77 *9%* *38%*
4	**118** ***5%***	69 *6%* *58%*	49 *4%* *42%*	6 *4%* *5%*	14 *4%* *12%*	26 *8%* *22%* H	25 *6%* *21%*	22 *5%* *18%*	25 *4%* *21%*	20 *4%* *17%*	63 *6%* *54%*	34 *5%* *29%*	27 *5%* *23%*	41 *7%* *35%*	33 *4%* *28%*
3	**62** ***3%***	38 *3%* *61%*	24 *2%* *39%*	12 *7%* *20%* DE FH	6 *2%* *10%*	5 *1%* *8%*	10 *2%* *16%*	15 *4%* *24%*	14 *2%* *23%*	8 *2%* *13%*	26 *2%* *43%*	27 *4%* *44%*	10 *2%* *17%*	21 *4%* *34%*	22 *3%* *36%*
2	**42** ***2%***	22 *2%* *51%*	21 *2%* *49%*	9 *5%* *21%* FH	9 *3%* *21%* F	10 *3%* *24%* F	* * *1%*	7 *2%* *17%* F	7 *1%* *16%*	5 *1%* *13%*	21 *2%* *50%*	15 *2%* *37%*	13 *3%* *31%*	5 *1%* *12%*	17 *2%* *41%*
1	**24** ***1%***	13 *1%* *56%*	10 *1%* *44%*	3 *2%* *12%*	2 *1%* *8%*	7 *2%* *29%* FG	* * *2%*	1 * *5%*	10 *2%* *44%* F	1 * *4%*	10 *1%* *41%*	13 *2%* *55%* I	8 *2%* *33%*	6 *1%* *25%*	5 *1%* *23%*
Don't know	**25** ***1%***	10 *1%* *40%*	15 *1%* *60%*	4 *2%* *14%*	* * *1%*	4 *1%* *17%*	4 *1%* *16%*	4 *1%* *15%*	9 *1%* *36%*	5 *1%* *21%*	9 *1%* *35%*	11 *1%* *44%*	3 *1%* *13%*	9 *1%* *34%*	8 *1%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 488

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9/8/7	**1469** ***63%***	746 *63%* *51%*	724 *63%* *49%*	96 *55%* *7%*	219 *65%* *15%*	212 *64%* *14%*	282 *65%* *19%*	264 *62%* *18%*	397 *64%* *27%*	337 *68%* *23%* J	665 *62%* *45%*	468 *62%* *32%*	337 *64%* *23%*	366 *62%* *25%*	546 *65%* *37%*
Net: 10/9	**326** ***14%***	153 *13%* *47%*	173 *15%* *53%*	30 *17%* *9%*	45 *14%* *14%*	38 *12%* *12%*	57 *13%* *17%*	47 *11%* *14%*	108 *18%* *33%* EG	72 *15%* *22%*	133 *12%* *41%*	121 *16%* *37%*	88 *17%* *27%*	78 *13%* *24%*	115 *14%* *35%*
Net: 6/5/4	**699** ***30%***	347 *30%* *50%*	352 *31%* *50%*	50 *29%* *7%*	100 *30%* *14%*	93 *28%* *13%*	140 *32%* *20%*	137 *32%* *20%*	179 *29%* *26%*	137 *28%* *20%*	348 *32%* *50%*	214 *29%* *31%*	154 *29%* *22%*	181 *31%* *26%*	244 *29%* *35%*
Net: 3/2/1	**128** ***6%***	73 *6%* *57%*	55 *5%* *43%*	24 *14%* *19%* DE FGH	17 *5%* *13%*	22 *7%* *17%* F	11 *2%* *8%*	23 *5%* *18%* F	31 *5%* *25%*	14 *3%* *11%*	57 *5%* *45%*	56 *7%* *44%* I	32 *6%* *25%*	32 *5%* *25%*	45 *5%* *35%*
Mean	**6.84**	6.80	6.89	6.48	6.88	6.70	6.93 C	6.81	6.97 C	7.02 J	6.76	6.84	6.90	6.83	6.86
Standard Deviation	**1.81**	1.83	1.79	2.19	1.77	1.90	1.56	1.72	1.88	1.59	1.78	1.98	1.90	1.82	1.74

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 488

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**102** ***4%***	9 *5%* *9%*	5 *4%* *5%*	3 *5%* *3%*	84 *4%* *83%*	96 *4%* *94%*	6 *6%* *6%*	25 *7%* *25%* VWX	76 *4%* *75%*	77 *4%* *75%*	36 *3%* *35%*	41 *4%* *40%*	41 *4%* *40%*
9	**224** ***10%***	12 *6%* *5%*	10 *9%* *5%*	6 *10%* *2%*	196 *10%* *88%* O	217 *10%* *97%*	7 *8%* *3%*	45 *12%* *20%*	176 *9%* *79%*	179 *9%* *80%*	101 *10%* *45%*	77 *9%* *34%*	83 *9%* *37%*
8	**621** ***27%***	43 *23%* *7%*	35 *29%* *6%*	13 *24%* *2%*	529 *27%* *85%*	604 *27%* *97%*	17 *19%* *3%*	75 *20%* *12%*	539 *28%* *87%* U	546 *28%* *88%* U	262 *25%* *42%*	283 *31%* *46%* UX	294 *31%* *47%* UX
7	**522** ***23%***	44 *24%* *8%*	26 *21%* *5%*	13 *23%* *3%*	439 *22%* *84%*	497 *22%* *95%*	26 *29%* *5%*	84 *23%* *16%*	432 *22%* *83%*	439 *22%* *84%*	233 *22%* *45%*	205 *23%* *39%*	220 *23%* *42%*
6	**381** ***16%***	35 *19%* *9%*	17 *14%* *5%*	11 *19%* *3%*	318 *16%* *83%*	365 *16%* *96%*	16 *18%* *4%*	47 *13%* *12%*	330 *17%* *87%*	334 *17%* *88%*	192 *18%* *51%* U	140 *15%* *37%*	150 *16%* *39%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 488

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**201** ***9%***	23 *12%* *11%* QR	13 *11%* *6%*	4 *6%* *2%*	162 *8%* *81%*	196 *9%* *98%*	5 *6%* *2%*	37 *10%* *19%*	163 *8%* *81%*	163 *8%* *81%*	84 *8%* *42%*	79 *9%* *40%*	84 *9%* *42%*
4	**118** ***5%***	8 *4%* *7%*	6 *5%* *5%*	3 *5%* *2%*	100 *5%* *85%*	112 *5%* *95%*	6 *6%* *5%*	19 *5%* *16%*	98 *5%* *84%*	99 *5%* *84%*	61 *6%* *52%*	38 *4%* *32%*	44 *5%* *37%*
3	**62** ***3%***	4 *2%* *6%*	3 *3%* *5%*	2 *3%* *2%*	53 *3%* *86%*	59 *3%* *96%*	3 *3%* *4%*	15 *4%* *24%* YZ	44 *2%* *72%*	47 *2%* *76%*	32 *3%* *52%*	15 *2%* *24%*	16 *2%* *25%*
2	**42** ***2%***	4 *2%* *10%*	2 *1%* *4%*	1 *2%* *2%*	35 *2%* *84%*	40 *2%* *95%*	2 *2%* *5%*	6 *2%* *13%*	37 *2%* *87%*	37 *2%* *87%*	25 *2%* *58%*	11 *1%* *26%*	11 *1%* *26%*
1	**24** ***1%***	3 *1%* *11%*	* * *2%*	2 *3%* *7%* PR	19 *1%* *81%*	23 *1%* *95%*	1 *1%* *5%*	6 *2%* *25%*	18 *1%* *75%*	18 *1%* *75%*	9 *1%* *39%*	9 *1%* *37%*	9 *1%* *37%*
Don't know	**25** ***1%***	2 *1%* *7%*	2 *2%* *9%*	1 *1%* *3%*	20 *1%* *81%*	25 *1%* *100%*	- - -	8 *2%* *33%* VW	17 *1%* *67%*	17 *1%* *67%*	9 *1%* *34%*	8 *1%* *33%*	8 *1%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 488

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9/8/7	**1469** ***63%***	109 *58%* *7%*	76 *64%* *5%*	35 *62%* *2%*	1249 *64%* *85%*	1413 *63%* *96%*	56 *64%* *4%*	229 *63%* *16%*	1223 *63%* *83%*	1240 *63%* *84%*	631 *61%* *43%*	606 *67%* *41%* X	638 *67%* *43%* X
Net: 10/9	**326** ***14%***	21 *11%* *6%*	16 *13%* *5%*	8 *15%* *3%*	281 *14%* *86%*	313 *14%* *96%*	13 *15%* *4%*	71 *19%* *22%* VWXY Z	253 *13%* *78%*	255 *13%* *78%*	136 *13%* *42%*	118 *13%* *36%*	124 *13%* *38%*
Net: 6/5/4	**699** ***30%***	66 *35%* *9%*	36 *30%* *5%*	17 *30%* *2%*	580 *30%* *83%*	673 *30%* *96%*	26 *30%* *4%*	103 *28%* *15%*	591 *31%* *85%*	596 *31%* *85%*	337 *32%* *48%*	257 *28%* *37%*	277 *29%* *40%*
Net: 3/2/1	**128** ***6%***	11 *6%* *8%*	5 *4%* *4%*	4 *7%* *3%*	108 *6%* *85%*	122 *5%* *95%*	6 *7%* *5%*	26 *7%* *21%* YZ	99 *5%* *77%*	101 *5%* *79%*	66 *6%* *51%* YZ	34 *4%* *27%*	35 *4%* *28%*
Mean	**6.84**	6.66	6.90	6.76	6.86	6.85	6.76	6.83	6.84	6.84	6.73	6.98 X	6.96 X
Standard Deviation	**1.81**	1.82	1.73	1.97	1.81	1.81	1.91	2.00	1.77	1.77	1.83	1.70	1.69

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 489

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**207** ***6%***	71 *5%* *34%*	136 *7%* *66%* A	29 *8%* *14%* G	35 *5%* *17%*	27 *4%* *13%*	41 *6%* *20%*	21 *4%* *10%*	53 *8%* *26%* EG	13 *2%* *6%*	87 *5%* *42%* I	108 *8%* *52%* IJ	63 *7%* *31%*	44 *5%* *21%*	59 *6%* *29%*
9	**344** ***10%***	113 *7%* *33%*	231 *11%* *67%* A	55 *15%* *16%* EF H	69 *10%* *20%*	47 *7%* *14%*	56 *9%* *16%*	53 *10%* *15%*	65 *9%* *19%*	41 *7%* *12%*	150 *9%* *44%*	153 *12%* *44%* IJ	106 *11%* *31%*	71 *8%* *21%*	105 *10%* *30%*
8	**764** ***22%***	288 *19%* *38%*	476 *23%* *62%* A	75 *21%* *10%*	164 *24%* *22%* F	148 *23%* *19%* F	110 *17%* *14%*	108 *20%* *14%*	159 *23%* *21%* F	107 *19%* *14%*	382 *22%* *50%*	274 *22%* *36%*	237 *25%* *31%*	176 *20%* *23%*	215 *20%* *28%*
7	**717** ***20%***	299 *20%* *42%*	419 *21%* *58%*	58 *16%* *8%*	142 *21%* *20%*	133 *21%* *19%*	156 *24%* *22%* CH	105 *20%* *15%*	123 *18%* *17%*	97 *18%* *14%*	375 *22%* *52%*	245 *19%* *34%*	187 *19%* *26%*	183 *21%* *26%*	215 *20%* *30%*
6	**513** ***14%***	228 *15%* *44%*	285 *14%* *56%*	51 *14%* *10%*	85 *13%* *17%*	96 *15%* *19%*	88 *14%* *17%*	91 *17%* *18%*	102 *15%* *20%*	86 *16%* *17%*	269 *16%* *52%*	158 *12%* *31%*	133 *14%* *26%*	125 *14%* *24%*	156 *15%* *30%*
5	**455** ***13%***	225 *15%* *49%* B	231 *11%* *51%*	32 *9%* *7%*	83 *12%* *18%*	83 *13%* *18%*	95 *15%* *21%* C	79 *15%* *17%* C	83 *12%* *18%*	96 *17%* *21%* JK	208 *12%* *46%*	151 *12%* *33%*	117 *12%* *26%*	134 *15%* *29%*	132 *12%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 489

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**246** ***7%***	121 *8%* *49%*	126 *6%* *51%*	26 *7%* *10%*	45 *7%* *18%*	46 *7%* *19%*	48 *7%* *19%*	29 *6%* *12%*	52 *7%* *21%*	47 *8%* *19%*	119 *7%* *48%*	80 *6%* *33%*	48 *5%* *20%*	75 *8%* *31%* L	78 *7%* *31%*
3	**142** ***4%***	79 *5%* *56%* B	63 *3%* *44%*	19 *5%* *14%* F	23 *3%* *16%*	34 *5%* *24%* F	13 *2%* *9%*	24 *4%* *17%* F	29 *4%* *21%*	24 *4%* *17%*	61 *4%* *43%*	57 *5%* *40%*	47 *5%* *33%* N	44 *5%* *31%*	30 *3%* *21%*
2	**79** ***2%***	47 *3%* *60%* B	32 *2%* *40%*	10 *3%* *13%*	11 *2%* *13%*	15 *2%* *19%*	19 *3%* *25%*	13 *2%* *16%*	11 *2%* *14%*	22 *4%* *27%* JK	36 *2%* *46%*	21 *2%* *26%*	11 *1%* *14%*	20 *2%* *26%*	35 *3%* *44%* L
1	**47** ***1%***	30 *2%* *64%* B	17 *1%* *36%*	8 *2%* *16%*	12 *2%* *25%*	11 *2%* *23%*	7 *1%* *16%*	6 *1%* *12%*	4 *1%* *9%*	14 *3%* *29%* K	21 *1%* *45%*	12 *1%* *26%*	8 *1%* *16%*	3 *** *7%*	27 *2%* *56%* LM
Don't know	**36** ***1%***	20 *1%* *55%*	16 *1%* *45%*	- - -	11 *2%* *30%*	4 *1%* *12%*	5 *1%* *15%*	2 *** *4%*	14 *2%* *40%* CG	6 *1%* *18%*	18 *1%* *50%*	11 *1%* *32%*	4 *** *10%*	12 *1%* *32%*	14 *1%* *40%*
Net: 10/9/8/7	**2032** ***57%***	771 *51%* *38%*	1262 *62%* *62%* A	217 *60%* *11%*	410 *60%* *20%*	355 *55%* *17%*	363 *57%* *18%*	287 *54%* *14%*	401 *58%* *20%*	259 *47%* *13%*	994 *58%* *49%* I	780 *61%* *38%* I	593 *62%* *29%* MN	474 *53%* *23%*	594 *56%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 489

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**551** ***16%***	184 *12%* *33%*	367 *18%* *67%* A	84 *23%* *15%* DE FG	104 *15%* *19%*	74 *12%* *13%*	97 *15%* *18%*	74 *14%* *13%*	118 *17%* *21%* E	54 *10%* *10%*	236 *14%* *43%* I	261 *20%* *47%* IJ	169 *18%* *31%* M	115 *13%* *21%*	164 *15%* *30%*
Net: 6/5/4	**1214** ***34%***	573 *38%* *47%* B	641 *32%* *53%*	109 *30%* *9%*	213 *31%* *18%*	225 *35%* *19%*	231 *36%* *19%*	200 *38%* *16%*	236 *34%* *19%*	229 *41%* *19%* JK	595 *34%* *49%*	390 *31%* *32%*	297 *31%* *24%*	334 *38%* *27%* L	365 *34%* *30%*
Net: 3/2/1	**268** ***8%***	156 *10%* *58%* B	112 *6%* *42%*	37 *10%* *14%*	45 *7%* *17%*	60 *9%* *22%*	40 *6%* *15%*	42 *8%* *16%*	44 *6%* *16%*	59 *11%* *22%* JK	119 *7%* *44%*	90 *7%* *34%*	66 *7%* *25%*	68 *8%* *25%*	91 *9%* *34%*
Mean	**6.62**	6.30	6.86 A	6.74	6.71 E	6.44	6.57	6.52	6.75 E	6.13	6.62 I	6.84 IJ	6.83 MN	6.47	6.52
Standard Deviation	**2.00**	2.06	1.91	2.22	1.96	1.99	1.97	1.93	1.97	2.04	1.93	2.03	1.93	1.93	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 489

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - ITV1 ****

Base : Regular viewers of ITV1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**207** ***6%***	18 *6%* *9%*	14 *7%* *7%*	9 *8%* *5%* R	167 *6%* *80%*	196 *6%* *95%*	11 *6%* *5%*	22 *4%* *11%*	181 *6%* *87%*	185 *6%* *89%*	129 *7%* *62%*	56 *5%* *27%*	61 *5%* *29%*
9	**344** ***10%***	31 *10%* *9%*	20 *10%* *6%*	11 *10%* *3%*	282 *10%* *82%*	328 *10%* *95%*	17 *9%* *5%*	51 *10%* *15%*	287 *10%* *83%*	293 *10%* *85%*	193 *10%* *56%*	99 *9%* *29%*	105 *9%* *31%*
8	**764** ***22%***	70 *22%* *9%*	44 *21%* *6%*	22 *19%* *3%*	627 *22%* *82%*	724 *21%* *95%*	40 *22%* *5%*	106 *21%* *14%*	646 *22%* *85%*	658 *22%* *86%*	422 *22%* *55%*	237 *21%* *31%*	252 *21%* *33%*
7	**717** ***20%***	64 *20%* *9%*	40 *19%* *6%*	28 *24%* *4%* PR	586 *20%* *82%*	691 *20%* *96%*	26 *15%* *4%*	94 *19%* *13%*	615 *20%* *86%*	621 *20%* *87%*	375 *20%* *52%*	243 *21%* *34%*	255 *21%* *36%*
6	**513** ***14%***	50 *16%* *10%*	30 *15%* *6%*	19 *16%* *4%*	414 *14%* *81%*	487 *14%* *95%*	26 *15%* *5%*	75 *15%* *15%*	433 *14%* *84%*	438 *14%* *85%*	254 *13%* *50%*	181 *16%* *35%*	193 *16%* *38%*
5	**455** ***13%***	36 *11%* *8%*	25 *12%* *5%*	13 *11%* *3%*	382 *13%* *84%*	437 *13%* *96%*	19 *11%* *4%*	59 *12%* *13%*	394 *13%* *86%*	395 *13%* *87%*	234 *12%* *51%*	160 *14%* *35%*	172 *14%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 489

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**246** ***7%***	24 *8%* *10%*	16 *8%* *7%* Q	5 *5%* *2%*	201 *7%* *82%*	229 *7%* *93%*	17 *10%* *7%*	41 *8%* *17%*	203 *7%* *82%*	205 *7%* *83%*	132 *7%* *54%*	72 *6%* *29%*	81 *7%* *33%*
3	**142** ***4%***	8 *2%* *5%*	10 *5%* *7%* OQ	3 *2%* *2%*	122 *4%* *85%*	136 *4%* *95%*	7 *4%* *5%*	18 *4%* *12%*	119 *4%* *84%*	124 *4%* *88%*	70 *4%* *49%*	54 *5%* *38%*	55 *4%* *39%*
2	**79** ***2%***	8 *2%* *10%*	4 *2%* *5%*	2 *2%* *2%*	66 *2%* *84%*	72 *2%* *91%*	7 *4%* *9%*	22 *5%* *29%* VWXY Z	56 *2%* *71%*	56 *2%* *71%*	40 *2%* *51%*	16 *1%* *20%*	16 *1%* *20%*
1	**47** ***1%***	5 *2%* *10%*	3 *1%* *6%*	2 *2%* *5%*	37 *1%* *79%*	42 *1%* *89%*	5 *3%* *11%*	7 *1%* *15%*	40 *1%* *85%*	40 *1%* *85%*	21 *1%* *45%*	19 *2%* *41%*	20 *2%* *42%*
Don't know	**36** ***1%***	3 *1%* *9%*	2 *1%* *7%*	1 *1%* *2%*	30 *1%* *83%*	33 *1%* *93%*	2 *1%* *7%*	5 *1%* *13%*	31 *1%* *87%*	31 *1%* *87%*	19 *1%* *53%*	12 *1%* *34%*	12 *1%* *34%*
Net: 10/9/8/7	**2032** ***57%***	183 *58%* *9%*	118 *57%* *6%*	71 *62%* *3%*	1661 *57%* *82%*	1939 *57%* *95%*	93 *53%* *5%*	272 *55%* *13%*	1729 *58%* *85%*	1758 *58%* *86%*	1119 *59%* *55%*	635 *55%* *31%*	673 *55%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 489

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**551** ***16%***	49 *15%* *9%*	34 *16%* *6%*	20 *18%* *4%*	448 *15%* *81%*	524 *16%* *95%*	28 *16%* *5%*	73 *15%* *13%*	468 *16%* *85%*	478 *16%* *87%*	322 *17%* *58%* YZ	155 *14%* *28%*	166 *14%* *30%*
Net: 6/5/4	**1214** ***34%***	110 *35%* *9%*	71 *34%* *6%*	36 *32%* *3%*	996 *34%* *82%*	1153 *34%* *95%*	62 *35%* *5%*	175 *35%* *14%*	1029 *34%* *85%*	1038 *34%* *85%*	621 *33%* *51%*	413 *36%* *34%*	446 *36%* *37%*
Net: 3/2/1	**268** ***8%***	20 *6%* *8%*	17 *8%* *6%*	7 *6%* *3%*	225 *8%* *84%*	249 *7%* *93%*	19 *11%* *7%*	47 *9%* *18%*	216 *7%* *80%*	221 *7%* *82%*	131 *7%* *49%*	90 *8%* *33%*	91 *7%* *34%*
Mean	**6.62**	6.66	6.62	6.82 R	6.61	6.63	6.42	6.46	6.64	6.65	6.72 UYZ	6.54	6.54
Standard Deviation	**2.00**	1.97	2.03	1.96	2.00	1.98	2.25	2.08	1.98	1.98	2.00	1.95	1.95

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 490

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**175** ***7%***	66 *6%* *38%*	108 *8%* *62%*	68 *18%* *39%* DE FGH	55 *9%* *31%* EFG H	14 *4%* *8%*	10 *3%* *6%*	14 *4%* *8%*	14 *4%* *8%*	17 *4%* *10%*	112 *9%* *64%* I	46 *6%* *26%*	50 *9%* *29%*	37 *6%* *21%*	61 *7%* *35%*
9	**234** ***10%***	82 *8%* *35%*	151 *11%* *65%* A	77 *20%* *33%* DE FGH	75 *12%* *32%* EF GH	25 *7%* *11%*	20 *5%* *9%*	16 *5%* *7%*	20 *6%* *9%*	62 *13%* *26%* JK	113 *9%* *48%*	59 *8%* *25%*	55 *10%* *24%*	40 *7%* *17%*	97 *11%* *42%* M
8	**579** ***24%***	267 *25%* *46%*	312 *23%* *54%*	89 *23%* *15%*	169 *27%* *29%*	91 *24%* *16%*	84 *23%* *15%*	68 *22%* *12%*	78 *21%* *13%*	126 *27%* *22%*	286 *23%* *49%*	167 *23%* *29%*	131 *23%* *23%*	148 *25%* *26%*	211 *24%* *36%*
7	**481** ***20%***	209 *19%* *43%*	272 *20%* *57%*	56 *15%* *12%*	131 *21%* *27%*	92 *24%* *19%* CH	85 *23%* *18%* CH	61 *20%* *13%*	56 *15%* *12%*	88 *19%* *18%*	256 *21%* *53%*	136 *19%* *28%*	98 *17%* *20%*	130 *22%* *27%*	174 *20%* *36%*
6	**390** ***16%***	159 *15%* *41%*	231 *17%* *59%*	32 *8%* *8%*	96 *16%* *25%* C	65 *17%* *17%* C	72 *20%* *18%* C	63 *20%* *16%* C	61 *17%* *16%* C	73 *16%* *19%*	202 *16%* *52%*	115 *16%* *29%*	100 *18%* *26%*	83 *14%* *21%*	138 *16%* *35%*
5	**263** ***11%***	127 *12%* *48%*	136 *10%* *52%*	20 *5%* *7%*	54 *9%* *20%*	43 *11%* *16%* C	43 *12%* *16%* C	55 *18%* *21%* CD E	48 *13%* *18%* C	55 *12%* *21%*	129 *10%* *49%*	79 *11%* *30%*	55 *10%* *21%*	82 *14%* *31%*	82 *9%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 490

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**136** ***6%***	69 *6%* *50%*	68 *5%* *50%*	11 *3%* *8%*	25 *4%* *18%*	25 *7%* *19%*	26 *7%* *19%* C	15 *5%* *11%*	33 *9%* *24%* CD	23 *5%* *17%*	58 *5%* *42%*	56 *8%* *41%* J	40 *7%* *29%*	36 *6%* *26%*	45 *5%* *33%*
3	**65** ***3%***	38 *4%* *58%*	27 *2%* *42%*	13 *3%* *19%* D	3 *** *5%*	11 *3%* *16%* D	17 *5%* *25%* D	5 *1%* *7%*	18 *5%* *27%* DG	10 *2%* *16%*	37 *3%* *57%*	18 *2%* *27%*	15 *3%* *24%*	20 *3%* *31%*	21 *2%* *32%*
2	**33** ***1%***	17 *2%* *53%*	15 *1%* *47%*	9 *2%* *28%* DF	2 *** *7%*	9 *2%* *27%* DF	1 *** *3%*	6 *2%* *19%* D	5 *1%* *16%*	4 *1%* *11%*	15 *1%* *46%*	14 *2%* *43%*	4 *1%* *12%*	10 *2%* *32%*	9 *1%* *27%*
1	**17** ***1%***	11 *1%* *66%*	6 *** *34%*	1 *** *6%*	4 *1%* *24%*	3 *1%* *20%*	3 *1%* *20%*	2 *1%* *11%*	3 *1%* *20%*	2 *** *12%*	10 *1%* *60%*	5 *1%* *28%*	3 *1%* *19%*	2 *** *11%*	8 *1%* *50%*
Don't know	**57** ***2%***	25 *2%* *43%*	32 *2%* *57%*	4 *1%* *6%*	5 *1%* *9%*	7 *2%* *13%*	6 *2%* *11%*	5 *2%* *9%*	29 *8%* *52%* CDEF G	5 *1%* *10%*	17 *1%* *30%*	34 *5%* *60%* IJ	13 *2%* *23%*	10 *2%* *18%*	17 *2%* *31%*
Net: 10/9/8/7	**1468** ***60%***	624 *58%* *43%*	844 *62%* *57%*	290 *76%* *20%* EF GH	430 *69%* *29%* EF GH	222 *58%* *15%* H	199 *54%* *14%*	159 *51%* *11%*	169 *46%* *11%*	292 *63%* *20%*	768 *62%* *52%* K	408 *56%* *28%*	335 *59%* *23%*	354 *59%* *24%*	543 *63%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 490

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 10/9	**408** ***17%***	148 *14%* *36%*	260 *19%* *64%* A	146 *38%* *36%* DE FGH	130 *21%* *32%* EF GH	39 *10%* *10%*	30 *8%* *7%*	29 *10%* *7%*	35 *9%* *8%*	78 *17%* *19%*	225 *18%* *55%*	105 *14%* *26%*	106 *19%* *26%* M	77 *13%* *19%*	158 *18%* *39%* M
Net: 6/5/4	**789** ***32%***	355 *33%* *45%*	435 *32%* *55%*	63 *17%* *8%*	175 *28%* *22%* C	133 *35%* *17%* C	141 *38%* *18%* CD	133 *43%* *17%* CD E	143 *39%* *18%* CD	151 *33%* *19%*	388 *31%* *49%*	250 *34%* *32%*	195 *35%* *25%*	201 *34%* *25%*	265 *31%* *34%*
Net: 3/2/1	**115** ***5%***	67 *6%* *58%* B	48 *4%* *42%*	23 *6%* *20%* D	9 *2%* *8%*	23 *6%* *20%* D	21 *6%* *18%* D	12 *4%* *11%*	26 *7%* *23%* D	16 *3%* *14%*	62 *5%* *54%*	36 *5%* *32%*	23 *4%* *20%*	33 *5%* *28%*	38 *4%* *33%*
Mean	**6.88**	6.72	7.01 A	7.64 D EFGH	7.25 E FGH	6.60	6.52	6.54	6.37	6.95	6.94	6.73	6.93	6.73	6.97
Standard Deviation	**1.86**	1.92	1.80	2.03	1.67	1.81	1.71	1.72	1.92	1.72	1.88	1.90	1.88	1.84	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 490

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**175** ***7%***	14 *6%* *8%*	5 *6%* *3%*	7 *9%* *4%*	148 *7%* *85%*	167 *7%* *96%*	7 *5%* *4%*	18 *6%* *10%*	155 *7%* *89%*	156 *7%* *90%*	101 *8%* *58%*	55 *6%* *31%*	58 *6%* *33%*
9	**234** ***10%***	21 *9%* *9%*	7 *9%* *3%*	12 *15%* *5%* OPR	192 *9%* *82%*	205 *9%* *88%*	29 *20%* *12%* S	42 *14%* *18%* VWYZ	187 *9%* *80%*	192 *9%* *82%*	121 *10%* *52%*	70 *8%* *30%*	74 *8%* *32%*
8	**579** ***24%***	50 *21%* *9%*	18 *22%* *3%*	22 *27%* *4%*	490 *24%* *84%*	540 *24%* *93%*	40 *28%* *7%*	64 *22%* *11%*	506 *24%* *87%*	515 *24%* *89%*	291 *23%* *50%*	221 *25%* *38%*	237 *25%* *41%*
7	**481** ***20%***	48 *20%* *10%*	17 *22%* *4%*	13 *16%* *3%*	402 *20%* *84%*	454 *20%* *94%*	27 *19%* *6%*	55 *19%* *11%*	416 *20%* *87%*	425 *20%* *89%*	237 *19%* *49%*	189 *22%* *39%*	201 *22%* *42%*
6	**390** ***16%***	41 *17%* *10%*	15 *19%* *4%*	12 *15%* *3%*	321 *16%* *82%*	375 *16%* *96%*	15 *10%* *4%*	40 *14%* *10%*	345 *16%* *89%*	350 *16%* *90%*	216 *17%* *55%*	134 *15%* *34%*	141 *15%* *36%*
5	**263** ***11%***	29 *12%* *11%*	8 *10%* *3%*	7 *8%* *3%*	219 *11%* *83%*	254 *11%* *97%*	9 *6%* *3%*	35 *12%* *13%*	226 *11%* *86%*	228 *11%* *87%*	136 *11%* *52%*	92 *11%* *35%*	101 *11%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 490

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**136** ***6%***	9 *4%* *6%*	4 *5%* *3%*	3 *3%* *2%*	121 *6%* *89%*	131 *6%* *96%*	6 *4%* *4%*	15 *5%* *11%*	121 *6%* *89%*	122 *6%* *89%*	66 *5%* *48%*	54 *6%* *40%*	58 *6%* *43%*
3	**65** ***3%***	4 *2%* *7%*	3 *3%* *4%*	1 *2%* *2%*	57 *3%* *87%*	61 *3%* *93%*	5 *3%* *7%*	14 *5%* *21%* YZ	49 *2%* *75%*	51 *2%* *79%*	35 *3%* *53%*	16 *2%* *24%*	18 *2%* *28%*
2	**33** ***1%***	7 *3%* *21%* R	1 *1%* *3%*	1 *2%* *4%*	23 *1%* *71%*	30 *1%* *91%*	3 *2%* *9%*	3 *1%* *9%*	30 *1%* *91%*	30 *1%* *91%*	23 *2%* *70%*	7 *1%* *21%*	7 *1%* *21%*
1	**17** ***1%***	2 *1%* *12%*	- - -	1 *2%* *8%* PR	13 *1%* *80%*	15 *1%* *91%*	1 *1%* *9%*	2 *1%* *14%*	14 *1%* *86%*	14 *1%* *86%*	7 *1%* *40%*	8 *1%* *45%*	8 *1%* *47%*
Don't know	**57** ***2%***	13 *5%* *23%* QR	2 *2%* *3%*	2 *2%* *3%*	40 *2%* *71%*	55 *2%* *97%*	2 *1%* *3%*	6 *2%* *11%*	51 *2%* *89%*	51 *2%* *89%*	21 *2%* *37%*	30 *3%* *52%* X	30 *3%* *52%*
Net: 10/9/8/7	**1468** ***60%***	134 *56%* *9%*	48 *60%* *3%*	55 *66%* *4%* O	1232 *61%* *84%*	1365 *60%* *93%*	103 *72%* *7%* S	180 *61%* *12%*	1265 *60%* *86%*	1288 *60%* *88%*	750 *60%* *51%*	534 *61%* *36%*	570 *61%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 490

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 10/9	**408** ***17%***	35 *15%* *9%*	13 *16%* *3%*	20 *24%* *5%* OPR	341 *17%* *83%*	372 *16%* *91%*	36 *25%* *9%* S	60 *20%* *15%* YZ	342 *16%* *84%*	348 *16%* *85%*	222 *18%* *54%*	124 *14%* *30%*	132 *14%* *32%*
Net: 6/5/4	**789** ***32%***	78 *33%* *10%*	27 *34%* *3%*	22 *27%* *3%*	662 *33%* *84%* Q	760 *33%* *96%* T	29 *21%* *4%*	90 *31%* *11%*	693 *33%* *88%*	699 *33%* *89%*	418 *33%* *53%*	280 *32%* *35%*	300 *32%* *38%*
Net: 3/2/1	**115** ***5%***	13 *6%* *12%*	4 *5%* *3%*	4 *5%* *4%*	93 *5%* *81%*	106 *5%* *92%*	9 *6%* *8%*	19 *7%* *17%*	93 *4%* *81%*	96 *4%* *83%*	64 *5%* *56%*	30 *3%* *26%*	33 *4%* *28%*
Mean	**6.88**	6.76	6.87	7.16 OR	6.89	6.86	7.20	6.87	6.88	6.88	6.88	6.88	6.88
Standard Deviation	**1.86**	1.89	1.77	1.96	1.85	1.85	1.92	1.95	1.85	1.85	1.89	1.78	1.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 491

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***4%***	1 *6%* *47%*	1 *3%* *53%*	- - -	- - -	- - -	* *5%* *23%*	1 *9%* *47%*	* *6%* *30%*	- - -	1 *4%* *40%*	1 *8%* *60%*
9	**3** ***10%***	1 *10%* *35%*	2 *10%* *65%*	* *1%* *	- - -	1 *14%* *28%*	* *5%* *10%*	1 *9%* *20%*	1 *21%* *42%*	1 *11%* *24%*	1 *9%* *36%*	1 *12%* *39%*
8	**5** ***17%***	2 *19%* *38%*	3 *16%* *62%*	- - -	* *9%* *7%*	* *8%* *9%*	2 *24%* *29%*	1 *9%* *13%*	2 *35%* *42%*	1 *16%* *23%*	2 *12%* *31%*	3 *23%* *47%*
7	**8** ***25%***	2 *14%* *20%*	6 *30%* *80%*	* *99%* *5%*	* *9%* *5%*	2 *31%* *26%*	2 *23%* *20%*	2 *32%* *30%*	1 *17%* *14%*	2 *32%* *30%*	3 *25%* *43%*	2 *19%* *27%*
6	**6** ***18%***	2 *23%* *43%*	3 *15%* *57%*	- - -	2 *34%* *27%*	1 *14%* *15%*	1 *19%* *23%*	1 *15%* *19%*	1 *13%* *15%*	1 *8%* *11%*	3 *21%* *49%*	2 *20%* *40%*
5	**4** ***11%***	2 *17%* *51%*	2 *8%* *49%*	- - -	* *9%* *11%*	1 *8%* *15%*	1 *19%* *36%*	1 *15%* *30%*	* *4%* *8%*	1 *20%* *41%*	1 *5%* *21%*	1 *12%* *38%*
4	**3** ***10%***	1 *8%* *28%*	2 *11%* *72%*	- - -	1 *23%* *33%*	1 *15%* *31%*	* *5%* *10%*	1 *7%* *17%*	* *4%* *9%*	1 *8%* *19%*	2 *14%* *61%*	1 *6%* *20%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 491

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***3%***	* *3%* *28%*	1 *3%* *72%*	- - -	* *9%* *40%*	* *5%* *32%*	- - -	* *4%* *28%*	- - -	- - -	1 *8%* *100%*	- - -
2	***** ***1%***	- - -	* *1%* *100%*	- - -	- - -	* *5%* *100%*	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	***** ***1%***	- - -	* *2%* *100%*	- - -	* *8%* *100%*	- - -	- - -	- - -	- - -	* *5%* *100%*	- - -	- - -
Net: 10/9/8/7	**18** ***56%***	5 *50%* *30%*	13 *59%* *70%*	* *100%* *2%*	1 *18%* *4%*	3 *53%* *19%*	4 *56%* *21%*	4 *59%* *24%*	5 *79%* *29%*	4 *59%* *25%*	7 *50%* *38%*	7 *61%* *38%*
Net: 10/9	**5** ***15%***	2 *16%* *38%*	3 *14%* *62%*	* *1%* *	- - -	1 *14%* *20%*	1 *9%* *14%*	1 *18%* *28%*	2 *27%* *38%*	1 *11%* *17%*	2 *13%* *37%*	2 *19%* *46%*
Net: 6/5/4	**12** ***39%***	5 *48%* *42%*	7 *34%* *58%*	- - -	3 *65%* *24%*	2 *37%* *19%*	3 *44%* *24%*	3 *37%* *22%*	1 *21%* *11%*	3 *36%* *22%*	5 *40%* *44%*	4 *39%* *34%*
Net: 3/2/1	**1** ***4%***	* *3%* *21%*	1 *5%* *79%*	- - -	* *9%* *30%*	1 *10%* *48%*	- - -	* *4%* *21%*	- - -	- - -	1 *10%* *100%*	- - -
Mean	**6.63**	6.66	6.61	7.02	5.40	6.17	6.75	6.71	7.61	6.64	6.27	7.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 491

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.80**	1.85	1.82	-	1.66	2.12	1.60	1.92	1.55	1.59	2.02	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 491

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	* * *	1 *5%* *100%*	1 *5%* *100%*	1 *8%* *100%*	- - -	- - -
9	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	* *5%* *9%*	3 *12%* *91%*	3 *12%* *91%*	1 *7%* *39%*	2 *23%* *51%*	2 *22%* *51%*
8	**5** ***17%***	5 *17%* *100%*	5 *16%* *93%*	* *100%* *7%*	1 *20%* *24%*	4 *16%* *76%*	4 *16%* *76%*	4 *21%* *71%*	* *4%* *5%*	* *4%* *5%*
7	**8** ***25%***	8 *25%* *100%*	8 *25%* *100%*	- - -	1 *11%* *9%*	7 *28%* *91%*	7 *28%* *91%*	5 *26%* *59%*	3 *34%* *32%*	3 *37%* *36%*
6	**6** ***18%***	6 *18%* *100%*	6 *18%* *100%*	- - -	3 *38%* *45%*	3 *12%* *55%*	3 *12%* *55%*	2 *12%* *38%*	1 *13%* *17%*	1 *13%* *17%*
5	**4** ***11%***	4 *11%* *100%*	4 *11%* *100%*	- - -	2 *23%* *43%*	2 *8%* *57%*	2 *8%* *57%*	1 *8%* *40%*	1 *8%* *17%*	1 *8%* *17%*
4	**3** ***10%***	3 *10%* *100%*	3 *10%* *100%*	- - -	* *4%* *9%*	3 *11%* *91%*	3 *11%* *91%*	3 *14%* *82%*	* *4%* *9%*	* *4%* *9%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 491

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *4%* *68%*	* *4%* *32%*	* *4%* *32%*
2	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *4%* *100%*	* *4%* *100%*
1	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *5%* *100%*	* *5%* *100%*
Net: 10/9/8/7	**18** ***56%***	18 *56%* *100%*	17 *56%* *98%*	* *100%* *2%*	2 *35%* *13%*	16 *62%* *87%*	16 *62%* *87%*	11 *62%* *62%*	4 *61%* *25%*	5 *63%* *27%*
Net: 10/9	**5** ***15%***	5 *15%* *100%*	5 *15%* *100%*	- - -	* *5%* *7%*	4 *17%* *93%*	4 *17%* *93%*	3 *15%* *57%*	2 *23%* *36%*	2 *22%* *36%*
Net: 6/5/4	**12** ***39%***	12 *39%* *100%*	12 *39%* *100%*	- - -	4 *65%* *35%*	8 *32%* *65%*	8 *32%* *65%*	6 *34%* *50%*	2 *25%* *15%*	2 *24%* *15%*
Net: 3/2/1	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *4%* *52%*	1 *9%* *48%*	1 *8%* *48%*
Mean	**6.63**	6.63	6.61	8.00	6.32	6.71	6.71	6.72	6.68	6.69

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 491

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.80**	1.80	1.80	-	1.38	1.91	1.91	1.91	2.06	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 492

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**77** ***6%***	26 *5%* *34%*	51 *7%* *66%*	15 *13%* *20%* FG	15 *6%* *20%*	11 *6%* *14%*	8 *3%* *10%*	9 *5%* *12%*	18 *7%* *23%*	4 *2%* *5%*	37 *6%* *49%*	36 *8%* *46%* I	11 *4%* *14%*	22 *7%* *28%*	30 *7%* *39%*
9	**86** ***7%***	33 *7%* *39%*	53 *7%* *61%*	11 *10%* *13%*	16 *6%* *18%*	14 *7%* *17%*	13 *6%* *16%*	15 *8%* *18%*	16 *6%* *19%*	9 *5%* *10%*	46 *7%* *53%*	31 *7%* *37%*	26 *8%* *30%*	18 *6%* *21%*	24 *6%* *28%*
8	**213** ***17%***	77 *15%* *36%*	136 *18%* *64%*	18 *15%* *9%*	42 *17%* *20%*	33 *16%* *15%*	35 *15%* *17%*	36 *19%* *17%*	48 *19%* *23%*	27 *16%* *13%*	98 *15%* *46%*	87 *20%* *41%*	57 *18%* *27%*	43 *14%* *20%*	68 *16%* *32%*
7	**249** ***20%***	100 *20%* *40%*	149 *20%* *60%*	18 *15%* *7%*	47 *19%* *19%*	56 *28%* *22%* CG H	55 *24%* *22%*	33 *17%* *13%*	40 *16%* *16%*	33 *20%* *13%*	139 *22%* *56%*	77 *18%* *31%*	65 *21%* *26%*	70 *23%* *28%*	76 *18%* *31%*
6	**224** ***18%***	91 *18%* *41%*	133 *18%* *59%*	17 *14%* *8%*	62 *24%* *28%*	34 *17%* *15%*	36 *16%* *16%*	34 *18%* *15%*	41 *16%* *18%*	34 *20%* *15%*	127 *20%* *57%*	63 *14%* *28%*	51 *17%* *23%*	60 *20%* *27%*	71 *17%* *32%*
5	**159** ***13%***	63 *13%* *40%*	95 *13%* *60%*	9 *8%* *6%*	22 *9%* *14%*	25 *13%* *16%*	38 *16%* *24%* D	28 *15%* *18%*	36 *14%* *23%*	29 *17%* *19%* J	69 *11%* *44%*	60 *14%* *38%*	44 *14%* *28%*	34 *11%* *21%*	53 *13%* *33%*

Prepared by GfK NOP Media (JN 400602)
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*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 492

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**85** ***7%***	38 *8%* *45%*	46 *6%* *55%*	12 *10%* *14%*	21 *8%* *24%*	8 *4%* *10%*	13 *6%* *15%*	12 *6%* *14%*	19 *8%* *23%*	8 *4%* *9%*	54 *8%* *64%*	23 *5%* *28%*	16 *5%* *19%*	25 *8%* *30%*	31 *7%* *36%*
3	**57** ***5%***	26 *5%* *45%*	31 *4%* *55%*	4 *3%* *7%*	9 *4%* *16%*	5 *3%* *10%*	12 *5%* *21%*	10 *5%* *17%*	17 *7%* *30%*	7 *4%* *12%*	29 *5%* *51%*	21 *5%* *36%*	16 *5%* *28%*	17 *6%* *30%*	15 *4%* *26%*
2	**30** ***2%***	17 *3%* *55%*	14 *2%* *45%*	4 *4%* *14%*	11 *4%* *36%* H	7 *3%* *22%* H	4 *2%* *13%*	3 *2%* *11%*	1 *** *3%*	5 *3%* *17%*	14 *2%* *47%*	11 *3%* *37%*	10 *3%* *32%*	2 *1%* *5%*	12 *3%* *38%*
1	**20** ***2%***	14 *3%* *70%* B	6 *1%* *30%*	8 *7%* *43%* DE FGH	3 *1%* *14%*	2 *1%* *10%*	3 *1%* *16%*	* * *2%*	3 *1%* *15%*	1 *1%* *5%*	14 *2%* *69%*	5 *1%* *26%*	2 *1%* *9%*	2 *1%* *9%*	14 *3%* *72%* L
Don't know	**48** ***4%***	13 *3%* *28%*	35 *5%* *72%*	2 *1%* *4%*	5 *2%* *10%*	4 *2%* *9%*	11 *5%* *23%*	11 *6%* *23%*	15 *6%* *31%*	13 *8%* *27%* J	17 *3%* *36%*	18 *4%* *38%*	13 *4%* *27%*	7 *2%* *14%*	19 *5%* *40%*
Net: 10/9/8/7	**625** ***50%***	236 *47%* *38%*	388 *52%* *62%*	63 *53%* *10%*	120 *48%* *19%*	114 *57%* *18%*	112 *49%* *18%*	93 *49%* *15%*	122 *48%* *20%*	73 *43%* *12%*	320 *50%* *51%*	231 *53%* *37%*	158 *51%* *25%*	153 *51%* *24%*	198 *48%* *32%*
Net: 10/9	**163** ***13%***	59 *12%* *36%*	104 *14%* *64%*	27 *23%* *16%* DF	31 *12%* *19%*	25 *13%* *16%*	21 *9%* *13%*	25 *13%* *15%*	34 *13%* *21%*	13 *7%* *8%*	83 *13%* *51%*	67 *16%* *41%* I	37 *12%* *22%*	40 *13%* *24%*	54 *13%* *33%*

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 492

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**467** ***37%***	192 *39%* *41%*	275 *37%* *59%*	38 *32%* *8%*	104 *41%* *22%*	68 *34%* *15%*	87 *38%* *19%*	74 *39%* *16%*	97 *38%* *21%*	71 *42%* *15%*	250 *39%* *54%*	146 *34%* *31%*	111 *36%* *24%*	119 *40%* *25%*	155 *37%* *33%*
Net: 3/2/1	**107** ***9%***	56 *11%* *53%* B	50 *7%* *47%*	16 *14%* *15%*	23 *9%* *21%*	14 *7%* *13%*	19 *8%* *18%*	14 *7%* *13%*	21 *8%* *20%*	13 *8%* *12%*	57 *9%* *53%*	37 *9%* *35%*	28 *9%* *26%*	20 *7%* *19%*	41 *10%* *38%*
Mean	**6.44**	6.22	6.58 A	6.41	6.37	6.57	6.31	6.50	6.46	6.25	6.37	6.60	6.43	6.50	6.33
Standard Deviation	**2.01**	2.11	1.93	2.60	2.01	1.89	1.87	1.90	2.01	1.79	2.02	2.07	1.92	1.89	2.17

GfK NOP

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Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**77** ***6%***	6 *5%* *8%*	4 *5%* *5%*	4 *10%* *5%*	63 *6%* *82%*	64 *6%* *84%*	13 *14%* *16%* S	13 *11%* *16%* YZ	64 *6%* *83%*	64 *6%* *84%*	46 *7%* *60%*	18 *4%* *24%*	20 *4%* *26%*
9	**86** ***7%***	8 *7%* *9%*	8 *11%* *9%*	3 *7%* *3%*	68 *7%* *79%*	82 *7%* *95%*	4 *4%* *5%*	13 *11%* *15%*	72 *7%* *84%*	73 *6%* *85%*	47 *7%* *54%*	26 *5%* *30%*	29 *6%* *33%*
8	**213** ***17%***	27 *24%* *13%* R	12 *16%* *5%*	7 *18%* *3%*	168 *16%* *79%*	200 *17%* *94%*	12 *14%* *6%*	12 *10%* *6%*	196 *18%* *92%*	201 *18%* *94%*	116 *18%* *54%*	83 *18%* *39%*	89 *18%* *42%*
7	**249** ***20%***	17 *15%* *7%*	13 *18%* *5%*	7 *19%* *3%*	211 *21%* *85%*	229 *20%* *92%*	20 *22%* *8%*	27 *23%* *11%*	217 *19%* *87%*	219 *19%* *88%*	117 *18%* *47%*	103 *22%* *41%*	107 *22%* *43%*
6	**224** ***18%***	21 *19%* *10%*	14 *19%* *6%*	6 *17%* *3%*	182 *18%* *82%*	208 *18%* *93%*	16 *18%* *7%*	13 *11%* *6%*	208 *19%* *93%*	210 *19%* *94%*	124 *19%* *55%*	87 *18%* *39%*	91 *18%* *41%*
5	**159** ***13%***	16 *14%* *10%*	9 *12%* *6%*	4 *10%* *2%*	130 *13%* *82%*	152 *13%* *96%*	7 *7%* *4%*	14 *12%* *9%*	143 *13%* *90%*	144 *13%* *91%*	80 *12%* *50%*	65 *14%* *41%*	69 *14%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 492

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
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Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**85** ***7%***	5 *5%* *6%*	4 *6%* *5%*	3 *8%* *4%*	72 *7%* *85%*	74 *6%* *87%*	11 *12%* *13%*	12 *10%* *14%*	72 *6%* *84%*	73 *6%* *86%*	48 *7%* *56%*	25 *5%* *29%*	25 *5%* *29%*
3	**57** ***5%***	4 *4%* *7%*	3 *5%* *6%*	1 *4%* *3%*	48 *5%* *84%*	56 *5%* *99%*	1 *1%* *1%*	5 *5%* *9%*	50 *5%* *89%*	51 *5%* *91%*	26 *4%* *46%*	24 *5%* *43%*	25 *5%* *44%*
2	**30** ***2%***	3 *3%* *11%*	3 *4%* *10%*	1 *2%* *3%*	23 *2%* *76%*	27 *2%* *90%*	3 *3%* *10%*	* * *1%*	30 *3%* *99%*	30 *3%* *99%*	16 *2%* *53%*	14 *3%* *46%*	14 *3%* *46%*
1	**20** ***2%***	1 *1%* *4%*	1 *1%* *4%*	1 *2%* *3%*	18 *2%* *89%*	17 *1%* *85%*	3 *3%* *15%*	1 *1%* *7%*	18 *2%* *93%*	18 *2%* *93%*	14 *2%* *72%*	4 *1%* *21%*	4 *1%* *21%*
Don't know	**48** ***4%***	5 *5%* *11%*	3 *4%* *5%*	1 *4%* *3%*	39 *4%* *81%*	48 *4%* *99%*	1 *1%* *1%*	6 *5%* *12%*	43 *4%* *88%*	43 *4%* *88%*	20 *3%* *41%*	23 *5%* *47%*	23 *5%* *47%*
Net: 10/9/8/7	**625** ***50%***	58 *51%* *9%*	36 *50%* *6%*	20 *54%* *3%*	509 *50%* *82%*	575 *50%* *92%*	49 *54%* *8%*	65 *55%* *10%*	549 *49%* *88%*	557 *49%* *89%*	325 *50%* *52%*	230 *49%* *37%*	245 *49%* *39%*
Net: 10/9	**163** ***13%***	14 *12%* *9%*	12 *16%* *7%*	6 *17%* *4%*	131 *13%* *80%*	146 *13%* *90%*	17 *18%* *10%*	26 *22%* *16%* VWYZ	136 *12%* *84%*	137 *12%* *84%*	93 *14%* *57%* Y	44 *9%* *27%*	49 *10%* *30%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 492

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**467** ***37%***	42 *37%* *9%*	27 *37%* *6%*	13 *35%* *3%*	385 *38%* *82%*	434 *37%* *93%*	34 *37%* *7%*	40 *34%* *9%*	423 *38%* *90%*	427 *38%* *91%*	251 *38%* *54%*	176 *37%* *38%*	185 *37%* *40%*
Net: 3/2/1	**107** ***9%***	8 *7%* *8%*	7 *10%* *7%*	3 *8%* *3%*	88 *9%* *83%*	100 *9%* *94%*	7 *7%* *6%*	7 *6%* *6%*	99 *9%* *93%*	100 *9%* *94%*	56 *9%* *53%*	42 *9%* *40%*	43 *9%* *40%*
Mean	**6.44**	6.59	6.44	6.63	6.41	6.43	6.55	6.70	6.40	6.41	6.45	6.35	6.38
Standard Deviation	**2.01**	1.93	2.09	2.14	2.02	1.99	2.28	2.10	2.01	2.01	2.08	1.90	1.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 493

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**50** ***9%***	23 *8%* *46%*	27 *9%* *54%*	26 *19%* *51%* DE FGH	14 *9%* *28%*	4 *3%* *7%*	3 *4%* *7%*	1 *3%* *2%*	2 *4%* *5%*	- - -	31 *10%* *62%* I	19 *10%* *38%* I	22 *15%* *43%* M	6 *4%* *11%*	14 *8%* *28%*
9	**80** ***14%***	46 *16%* *58%*	34 *12%* *42%*	31 *24%* *39%* EF G	25 *15%* *31%*	8 *7%* *10%*	7 *9%* *9%*	3 *7%* *4%*	6 *12%* *8%*	10 *13%* *12%*	43 *14%* *54%*	27 *14%* *34%*	17 *12%* *21%*	21 *15%* *26%*	29 *15%* *36%*
8	**115** ***20%***	64 *22%* *55%*	51 *18%* *45%*	30 *22%* *26%*	28 *17%* *24%*	23 *21%* *20%*	14 *18%* *12%*	10 *23%* *8%*	11 *21%* *10%*	17 *23%* *15%*	53 *17%* *46%*	45 *23%* *39%*	33 *23%* *29%*	30 *21%* *26%*	33 *17%* *28%*
7	**103** ***18%***	49 *17%* *48%*	53 *18%* *52%*	11 *8%* *11%*	36 *22%* *35%* C	24 *22%* *23%* C	19 *24%* *18%* C	5 *13%* *5%*	8 *14%* *7%*	20 *26%* *19%* K	57 *19%* *56%*	26 *13%* *25%*	23 *16%* *22%*	32 *23%* *31%*	31 *16%* *30%*
6	**90** ***16%***	45 *16%* *50%*	45 *15%* *50%*	15 *12%* *17%*	27 *17%* *30%*	22 *20%* *25%*	9 *12%* *10%*	9 *21%* *10%*	7 *14%* *8%*	15 *20%* *17%*	46 *15%* *51%*	29 *15%* *33%*	14 *10%* *15%*	24 *17%* *27%*	31 *17%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 493

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
5	**54** ***9%***	17 *6%* *31%*	37 *13%* *69%* A	7 *6%* *14%*	16 *10%* *29%*	11 *10%* *21%*	9 *12%* *17%*	7 *17%* *13%*	3 *6%* *6%*	5 *7%* *10%*	31 *10%* *57%*	18 *9%* *33%*	15 *10%* *27%*	16 *11%* *30%*	14 *7%* *25%*
4	**26** ***5%***	12 *4%* *44%*	15 *5%* *56%*	3 *2%* *10%*	7 *4%* *27%*	10 *9%* *36%*	3 *4%* *12%*	3 *7%* *11%*	1 *2%* *4%*	3 *3%* *10%*	18 *6%* *68%*	6 *3%* *22%*	5 *4%* *20%*	2 *1%* *6%*	14 *8%* *55%*
3	**13** ***2%***	10 *4%* *76%*	3 *1%* *24%*	3 *2%* *20%*	* * *3%*	3 *3%* *21%*	3 *4%* *24%*	- - -	4 *8%* *32%* D	- - -	9 *3%* *66%*	5 *2%* *34%*	3 *2%* *20%*	6 *4%* *43%*	4 *2%* *29%*
2	**20** ***3%***	7 *3%* *37%*	12 *4%* *63%*	5 *4%* *27%*	5 *3%* *25%*	2 *2%* *12%*	4 *5%* *18%*	1 *3%* *6%*	2 *5%* *12%*	2 *3%* *11%*	8 *3%* *43%*	9 *5%* *46%*	7 *5%* *35%*	3 *2%* *17%*	9 *5%* *43%*
1	**4** ***1%***	2 *1%* *49%*	2 *1%* *51%*	1 *1%* *17%*	* * *6%*	1 *1%* *14%*	- - -	* * *	3 *5%* *63%* D	1 *1%* *26%*	3 *1%* *74%*	- - -	- - -	2 *1%* *38%*	1 *1%* *26%*
Don't know	**20** ***4%***	10 *3%* *47%*	11 *4%* *53%*	1 *1%* *3%*	4 *3%* *20%*	2 *2%* *8%*	5 *7%* *27%* C	3 *7%* *15%* C	6 *10%* *27%* CDE	3 *4%* *13%*	8 *3%* *41%*	9 *5%* *46%*	6 *4%* *27%*	* * *	9 *5%* *43%*
Net: 10/9/8/7	**348** ***60%***	182 *64%* *52%*	165 *57%* *48%*	98 *74%* *28%* EF GH	102 *63%* *29%*	58 *54%* *17%*	43 *56%* *12%*	19 *46%* *6%*	28 *51%* *8%*	47 *62%* *13%*	184 *60%* *53%*	117 *61%* *34%*	94 *66%* *27%*	88 *63%* *25%*	106 *56%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 493

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 10/9	**130** ***23%***	69 *24%* *53%*	61 *21%* *47%*	57 *43%* *44%* DE FGH	39 *24%* *30%* E	11 *10%* *9%*	10 *13%* *8%*	4 *10%* *3%*	9 *16%* *7%*	10 *13%* *8%*	74 *24%* *57%*	46 *24%* *35%*	38 *27%* *29%*	26 *19%* *20%*	43 *23%* *33%*
Net: 6/5/4	**170** ***30%***	74 *26%* *43%*	97 *33%* *57%*	25 *19%* *15%*	50 *31%* *29%*	43 *39%* *25%* CH	22 *28%* *13%*	19 *45%* *11%* CH	11 *21%* *7%*	23 *31%* *14%*	94 *31%* *55%*	53 *27%* *31%*	34 *24%* *20%*	42 *30%* *24%*	59 *32%* *35%*
Net: 3/2/1	**37** ***6%***	19 *7%* *52%*	18 *6%* *48%*	9 *7%* *23%*	5 *3%* *15%*	6 *5%* *15%*	7 *9%* *18%*	1 *3%* *3%*	9 *17%* *25%* DEG	3 *4%* *9%*	20 *7%* *55%*	14 *7%* *37%*	10 *7%* *26%*	11 *8%* *29%*	14 *7%* *36%*
Mean	**6.95**	7.08	6.82	7.68 E FGH	7.08	6.53	6.57	6.54	6.37	6.81	6.92	7.06	7.20	6.84	6.81
Standard Deviation	**2.03**	1.99	2.06	2.13	1.86	1.79	1.98	1.73	2.47	1.69	2.08	2.06	2.14	1.88	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 493

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**50** ***9%***	5 *9%* *10%*	3 *8%* *5%*	1 *8%* *3%*	41 *9%* *82%*	46 *9%* *91%*	4 *11%* *9%*	50 *9%* *100%*	50 *9%* *100%*	33 *10%* *65%*	18 *8%* *35%*	19 *8%* *38%*
9	**80** ***14%***	8 *14%* *10%*	5 *14%* *6%*	1 *6%* *1%*	66 *14%* *83%*	76 *14%* *96%*	3 *9%* *4%*	80 *14%* *100%*	80 *14%* *100%*	40 *12%* *50%*	39 *17%* *50%*	42 *17%* *53%*
8	**115** ***20%***	7 *11%* *6%*	10 *32%* *9%* OR	3 *21%* *3%*	95 *20%* *83%*	110 *20%* *95%*	6 *14%* *5%*	115 *20%* *100%*	115 *20%* *100%*	59 *17%* *52%*	56 *24%* *48%*	58 *23%* *50%*
7	**103** ***18%***	10 *17%* *9%*	5 *15%* *5%*	3 *18%* *3%*	85 *18%* *83%*	94 *18%* *92%*	8 *22%* *8%*	103 *18%* *100%*	103 *18%* *100%*	68 *20%* *66%*	35 *15%* *34%*	40 *16%* *39%*
6	**90** ***16%***	15 *26%* *17%* PR	2 *5%* *2%*	5 *30%* *5%* PR	69 *15%* *76%* P	86 *16%* *95%*	4 *11%* *5%*	90 *16%* *100%*	90 *16%* *100%*	62 *18%* *69%*	28 *12%* *31%*	33 *13%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 493

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
5	**54** ***9%***	5 *9%* *10%*	3 *11%* *6%*	1 *5%* *2%*	44 *9%* *82%*	51 *9%* *95%*	3 *7%* *5%*	54 *9%* *100%*	54 *9%* *100%*	30 *9%* *56%*	24 *10%* *44%*	24 *9%* *44%*
4	**26** ***5%***	3 *5%* *11%*	1 *4%* *4%*	1 *6%* *4%*	21 *5%* *81%*	24 *4%* *89%*	3 *7%* *11%*	26 *5%* *100%*	26 *5%* *100%*	13 *4%* *48%*	14 *6%* *52%*	14 *6%* *52%*
3	**13** ***2%***	- - -	1 *3%* *8%*	- - -	12 *3%* *92%*	11 *2%* *80%*	3 *7%* *20%*	13 *2%* *100%*	13 *2%* *100%*	9 *3%* *68%*	4 *2%* *29%*	4 *2%* *29%*
2	**20** ***3%***	1 *1%* *3%*	* * *	* *1%* *1%*	19 *4%* *96%*	18 *3%* *90%*	2 *5%* *10%*	20 *3%* *100%*	20 *3%* *100%*	14 *4%* *71%*	6 *2%* *29%*	6 *2%* *29%*
1	**4** ***1%***	1 *2%* *31%*	- - -	* *1%* *6%*	3 *1%* *63%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	2 *1%* *45%*	2 *1%* *55%*	2 *1%* *55%*
Don't know	**20** ***4%***	3 *5%* *15%*	2 *7%* *11%*	1 *3%* *3%*	15 *3%* *71%*	18 *3%* *88%*	2 *7%* *12%*	20 *4%* *100%*	20 *4%* *100%*	13 *4%* *61%*	8 *3%* *39%*	8 *3%* *39%*
Net: 10/9/8/7	**348** ***60%***	30 *51%* *9%*	22 *70%* *6%* OQ	8 *53%* *2%*	288 *61%* *83%*	326 *61%* *94%*	21 *56%* *6%*	348 *60%* *100%*	348 *60%* *100%*	200 *58%* *58%*	148 *63%* *42%*	159 *64%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 493

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 10/9	**130** ***23%***	13 *23%* *10%*	7 *23%* *6%*	2 *14%* *2%*	107 *23%* *82%*	122 *23%* *94%*	8 *20%* *6%*	130 *23%* *100%*	130 *23%* *100%*	73 *21%* *56%*	57 *25%* *44%*	61 *25%* *47%*
Net: 6/5/4	**170** ***30%***	23 *40%* *14%* P	6 *19%* *4%*	7 *42%* *4%* PR	134 *29%* *79%*	161 *30%* *94%*	10 *25%* *6%*	170 *30%* *100%*	170 *30%* *100%*	105 *31%* *62%*	65 *28%* *38%*	70 *28%* *41%*
Net: 3/2/1	**37** ***6%***	2 *3%* *5%*	1 *3%* *3%*	* *2%* *1%*	34 *7%* *91%*	33 *6%* *88%*	5 *12%* *12%*	37 *6%* *100%*	37 *6%* *100%*	25 *7%* *67%*	12 *5%* *32%*	12 *5%* *32%*
Mean	**6.95**	6.89	7.37	6.83	6.94	6.97	6.64	6.95	6.95	6.88	7.06	7.09
Standard Deviation	**2.03**	1.97	1.80	1.81	2.06	2.01	2.30	2.03	2.03	2.04	2.01	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 494

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**17** ***6%***	8 *5%* *45%*	10 *7%* *55%*	3 *11%* *19%*	2 *3%* *11%*	3 *6%* *17%*	4 *8%* *26%*	2 *3%* *9%*	3 *5%* *18%*	5 *8%* *30%*	10 *7%* *59%*	2 *2%* *11%*	6 *12%* *37%*	3 *5%* *19%*	5 *4%* *28%*
9	**40** ***13%***	29 *18%* *73%* B	11 *8%* *27%*	2 *6%* *4%*	4 *6%* *9%*	6 *13%* *15%*	10 *17%* *24%*	14 *30%* *34%* DH	5 *9%* *13%*	9 *13%* *22%*	17 *12%* *42%*	15 *17%* *37%*	4 *8%* *11%*	3 *4%* *6%*	28 *23%* *69%* M
8	**59** ***20%***	38 *24%* *64%*	21 *15%* *36%*	5 *18%* *9%*	8 *13%* *13%*	13 *28%* *22%*	13 *23%* *23%*	11 *23%* *18%*	9 *14%* *15%*	11 *16%* *19%*	26 *18%* *44%*	22 *25%* *37%*	9 *17%* *16%*	11 *17%* *18%*	24 *20%* *41%*
7	**66** ***22%***	29 *18%* *44%*	37 *26%* *56%*	6 *22%* *10%*	15 *25%* *23%*	6 *13%* *9%*	19 *33%* *29%* E	7 *14%* *10%*	13 *21%* *19%*	17 *26%* *26%*	31 *21%* *47%*	17 *20%* *26%*	16 *29%* *24%*	19 *30%* *28%*	21 *17%* *32%*
6	**46** ***15%***	23 *14%* *49%*	23 *17%* *51%*	7 *25%* *16%*	11 *18%* *24%*	6 *14%* *14%*	8 *13%* *17%*	6 *13%* *13%*	8 *13%* *17%*	12 *18%* *26%*	22 *15%* *47%*	13 *14%* *27%*	6 *12%* *14%*	10 *15%* *21%*	15 *12%* *33%*
5	**17** ***6%***	10 *6%* *62%*	6 *5%* *38%*	* *1%* *2%*	4 *6%* *21%*	3 *7%* *19%*	1 *2%* *5%*	2 *5%* *14%*	6 *11%* *38%*	4 *6%* *23%*	9 *6%* *52%*	4 *5%* *26%*	3 *5%* *16%*	4 *6%* *22%*	8 *6%* *45%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 494

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**8** ***3%***	4 *3%* *55%*	3 *2%* *45%*	1 *2%* *9%*	- - -	1 *3%* *17%*	2 *4%* *27%*	2 *5%* *33%*	1 *2%* *15%*	2 *2%* *21%*	4 *2%* *47%*	2 *3%* *32%*	2 *4%* *32%*	- - -	2 *2%* *30%*
3	**8** ***3%***	7 *4%* *85%*	1 *1%* *15%*	1 *3%* *11%*	2 *3%* *26%*	2 *5%* *29%*	- - -	* * *2%*	3 *4%* *32%*	2 *3%* *25%*	3 *2%* *43%*	3 *3%* *32%*	- - -	4 *7%* *57%*	2 *2%* *32%*
2	**6** ***2%***	3 *2%* *53%*	3 *2%* *47%*	2 *6%* *29%*	3 *5%* *45%*	* *1%* *5%*	- - -	* *1%* *6%*	1 *2%* *15%*	* * *3%*	5 *3%* *79%*	1 *1%* *17%*	2 *3%* *28%*	- - -	3 *2%* *42%*
1	**6** ***2%***	1 * *11%*	5 *4%* *89%*	1 *5%* *26%*	2 *3%* *30%*	1 *2%* *16%*	- - -	- - -	2 *3%* *29%*	- - -	4 *3%* *65%*	2 *2%* *35%*	- - -	- - -	5 *4%* *89%*
Don't know	**28** ***9%***	7 *4%* *24%*	21 *15%* *76%* A	* * *	11 *19%* *41%* F	4 *9%* *15%*	* *1%* *1%*	2 *4%* *7%*	10 *16%* *35%* F	6 *8%* *20%*	15 *11%* *56%*	6 *7%* *23%*	5 *9%* *19%*	10 *16%* *35%*	9 *7%* *32%*
Net: 10/9/8/7	**182** ***61%***	104 *66%* *57%*	78 *55%* *43%*	17 *57%* *9%*	28 *47%* *16%*	28 *60%* *15%*	47 *81%* *26%* DE H	33 *71%* *18%* D	30 *50%* *16%*	42 *63%* *23%*	84 *58%* *46%*	56 *64%* *31%*	36 *66%* *20%*	35 *56%* *19%*	77 *64%* *42%*
Net: 10/9	**58** ***19%***	37 *23%* *64%*	21 *15%* *36%*	5 *17%* *8%*	6 *9%* *10%*	9 *19%* *16%*	14 *24%* *24%*	16 *33%* *27%* DH	8 *14%* *15%*	14 *21%* *24%*	27 *19%* *47%*	17 *19%* *29%*	11 *20%* *19%*	6 *9%* *10%*	33 *27%* *56%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 494

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**70** ***23%***	37 *23%* *53%*	33 *24%* *47%*	8 *29%* *12%*	15 *24%* *21%*	11 *23%* *16%*	11 *18%* *15%*	11 *24%* *15%*	15 *25%* *21%*	17 *26%* *25%*	34 *23%* *48%*	19 *22%* *27%*	11 *21%* *16%*	13 *21%* *19%*	25 *21%* *35%*
Net: 3/2/1	**20** ***7%***	10 *7%* *53%*	9 *6%* *47%*	4 *14%* *21%*	6 *11%* *33%* F	3 *7%* *17%*	- - -	1 *1%* *3%*	5 *9%* *26%*	2 *3%* *11%*	12 *8%* *61%*	6 *6%* *28%*	2 *3%* *9%*	4 *7%* *23%*	10 *8%* *52%*
Mean	**6.98**	7.12	6.80	6.56	6.41	7.04	7.53 D H	7.51 D H	6.60	7.18	6.85	7.01	7.20	6.83	7.03
Standard Deviation	**1.96**	1.88	2.04	2.40	2.09	2.02	1.37	1.66	2.10	1.66	2.12	1.90	1.85	1.67	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 494

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**17** ***6%***	2 *4%* *9%*	1 *4%* *4%*	1 *7%* *4%*	15 *6%* *84%*	14 *5%* *81%*	3 *14%* *19%*	17 *6%* *100%*	17 *6%* *100%*	10 *6%* *55%*	8 *5%* *45%*	8 *5%* *46%*
9	**40** ***13%***	2 *7%* *6%*	2 *14%* *6%*	1 *9%* *2%*	35 *15%* *86%*	38 *14%* *95%*	2 *8%* *4%*	40 *13%* *100%*	40 *13%* *100%*	21 *14%* *53%*	18 *12%* *44%*	22 *14%* *55%*
8	**59** ***20%***	10 *28%* *17%*	3 *18%* *5%*	2 *23%* *3%*	44 *18%* *74%*	56 *20%* *96%*	2 *10%* *4%*	59 *20%* *100%*	59 *20%* *100%*	30 *19%* *51%*	29 *20%* *49%*	34 *22%* *57%*
7	**66** ***22%***	6 *18%* *10%*	2 *10%* *3%*	2 *21%* *3%*	56 *23%* *85%*	60 *22%* *92%*	5 *23%* *8%*	66 *22%* *100%*	66 *22%* *100%*	31 *20%* *48%*	34 *24%* *52%*	36 *23%* *55%*
6	**46** ***15%***	10 *29%* *22%* R	4 *19%* *8%*	2 *18%* *3%*	31 *13%* *67%*	45 *16%* *97%*	1 *6%* *3%*	46 *15%* *100%*	46 *15%* *100%*	26 *17%* *56%*	20 *14%* *44%*	21 *14%* *46%*
5	**17** ***6%***	- - -	2 *13%* *14%* O	* *5%* *3%* O	14 *6%* *83%*	15 *5%* *87%*	2 *9%* *13%*	17 *6%* *100%*	17 *6%* *100%*	5 *3%* *33%*	11 *8%* *67%*	11 *7%* *69%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 494

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**8** ***3%***	2 *6%* *26%*	1 *4%* *9%*	* *3%* *3%*	5 *2%* *62%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	6 *4%* *73%*	2 *1%* *27%*	2 *1%* *27%*
3	**8** ***3%***	- - -	1 *4%* *9%*	* *2%* *2%*	7 *3%* *89%*	7 *2%* *89%*	1 *4%* *11%*	8 *3%* *100%*	8 *3%* *100%*	2 *1%* *28%*	5 *4%* *68%*	5 *3%* *68%*
2	**6** ***2%***	1 *2%* *11%*	1 *5%* *16%*	* *2%* *3%*	4 *2%* *70%*	5 *2%* *83%*	1 *5%* *17%*	6 *2%* *100%*	6 *2%* *100%*	4 *3%* *70%*	2 *1%* *30%*	2 *1%* *30%*
1	**6** ***2%***	- - -	- - -	1 *7%* *11%* OP	5 *2%* *89%*	3 *1%* *58%*	2 *10%* *42%*	6 *2%* *100%*	6 *2%* *100%*	1 *1%* *22%*	4 *3%* *78%*	4 *3%* *78%*
Don't know	**28** ***9%***	2 *6%* *7%*	2 *9%* *6%*	* *4%* *1%*	24 *10%* *86%*	25 *9%* *90%*	3 *12%* *10%*	28 *9%* *100%*	28 *9%* *100%*	19 *12%* *68%*	9 *6%* *32%*	9 *6%* *32%*
Net: 10/9/8/7	**182** ***61%***	20 *58%* *11%*	8 *45%* *4%*	5 *59%* *3%*	148 *62%* *82%* P	169 *61%* *93%*	13 *55%* *7%*	182 *61%* *100%*	182 *61%* *100%*	92 *59%* *50%*	89 *62%* *49%*	100 *64%* *55%*
Net: 10/9	**58** ***19%***	4 *11%* *7%*	3 *17%* *5%*	1 *16%* *2%*	49 *21%* *85%*	53 *19%* *91%*	5 *22%* *9%*	58 *19%* *100%*	58 *19%* *100%*	31 *20%* *54%*	26 *18%* *44%*	30 *19%* *52%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 494

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**70** ***23%***	12 *34%* *17%* R	7 *36%* *9%* R	2 *25%* *3%*	50 *21%* *70%*	67 *24%* *95%*	4 *15%* *5%*	70 *23%* *100%*	70 *23%* *100%*	37 *24%* *52%*	34 *24%* *48%*	34 *22%* *49%*
Net: 3/2/1	**20** ***7%***	1 *2%* *3%*	2 *9%* *9%*	1 *11%* *5%* O	16 *7%* *83%*	15 *6%* *78%*	4 *18%* *22%*	20 *7%* *100%*	20 *7%* *100%*	8 *5%* *40%*	12 *8%* *59%*	12 *7%* *59%*
Mean	**6.98**	7.00	6.53	6.64	7.02	7.02	6.39	6.98	6.98	7.07	6.87	6.96
Standard Deviation	**1.96**	1.57	2.13	2.44	1.99	1.86	2.91	1.96	1.96	1.90	2.01	1.98

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 495

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**135** ***9%***	82 *10%* *61%*	53 *8%* *39%*	5 *5%* *3%*	26 *9%* *19%*	20 *8%* *15%*	18 *6%* *14%*	22 *9%* *16%*	44 *15%* *33%* CEF	24 *9%* *18%*	54 *7%* *40%*	57 *13%* *42%* J	38 *10%* *28%*	27 *8%* *20%*	51 *10%* *37%*
9	**166** ***11%***	106 *13%* *64%*	59 *9%* *36%*	14 *15%* *9%*	26 *9%* *16%*	29 *12%* *17%*	32 *11%* *19%*	21 *9%* *13%*	44 *15%* *27%*	28 *10%* *17%*	87 *12%* *52%*	50 *12%* *30%*	42 *11%* *26%*	37 *12%* *23%*	57 *12%* *35%*
8	**314** ***22%***	166 *20%* *53%*	148 *23%* *47%*	14 *15%* *4%*	50 *18%* *16%*	57 *23%* *18%*	66 *23%* *21%*	59 *24%* *19%*	69 *23%* *22%*	65 *23%* *21%*	162 *22%* *52%*	87 *20%* *28%*	87 *23%* *28%*	79 *25%* *25%*	100 *20%* *32%*
7	**260** ***18%***	145 *18%* *56%*	115 *18%* *44%*	16 *17%* *6%*	49 *18%* *19%*	49 *20%* *19%*	57 *20%* *22%*	47 *19%* *18%*	41 *14%* *16%*	50 *18%* *19%*	144 *20%* *56%*	65 *15%* *25%*	61 *16%* *24%*	60 *19%* *23%*	87 *18%* *34%*
6	**207** ***14%***	126 *15%* *61%*	82 *13%* *39%*	8 *9%* *4%*	61 *22%* *29%* CE G	26 *11%* *13%*	44 *15%* *21%*	25 *10%* *12%*	43 *14%* *21%*	46 *16%* *22%*	100 *14%* *48%*	62 *14%* *30%*	58 *15%* *28%*	41 *13%* *20%*	70 *14%* *34%*
5	**172** ***12%***	88 *11%* *51%*	83 *13%* *49%*	12 *13%* *7%*	28 *10%* *16%*	38 *15%* *22%* H	36 *12%* *21%*	31 *13%* *18%*	27 *9%* *16%*	31 *11%* *18%*	92 *12%* *53%*	49 *11%* *29%*	43 *11%* *25%*	38 *12%* *22%*	59 *12%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 495

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**60** ***4%***	34 *4%* *56%*	26 *4%* *44%*	9 *10%* *15%* H	11 *4%* *18%*	11 *4%* *18%* H	13 *4%* *22%* H	13 *5%* *21%* H	4 *1%* *6%*	11 *4%* *19%*	30 *4%* *50%*	19 *4%* *31%*	16 *4%* *27%*	9 *3%* *15%*	22 *4%* *36%*
3	**48** ***3%***	32 *4%* *67%*	16 *2%* *33%*	8 *9%* *18%* EG H	12 *4%* *24%*	6 *2%* *12%*	11 *4%* *24%*	5 *2%* *11%*	5 *2%* *11%*	8 *3%* *18%*	25 *3%* *53%*	14 *3%* *30%*	10 *3%* *21%*	14 *4%* *30%*	16 *3%* *34%*
2	**33** ***2%***	19 *2%* *56%*	15 *2%* *44%*	2 *2%* *5%*	8 *3%* *23%*	6 *3%* *19%*	7 *2%* *20%*	3 *1%* *8%*	9 *3%* *26%*	4 *1%* *12%*	20 *3%* *59%*	10 *2%* *29%*	7 *2%* *20%*	6 *2%* *18%*	14 *3%* *43%*
1	**16** ***1%***	11 *1%* *66%*	6 *1%* *34%*	5 *6%* *33%* EF H	4 *1%* *22%*	* * *1%*	3 *1%* *17%*	4 *2%* *27%* H	* * *	1 * *6%*	8 *1%* *48%*	8 *2%* *46%*	7 *2%* *42%*	2 *1%* *13%*	4 *1%* *27%*
Don't know	**41** ***3%***	12 *1%* *28%*	30 *5%* *72%* A	1 *2%* *3%*	5 *2%* *12%*	5 *2%* *12%*	4 *1%* *10%*	13 *5%* *31%* F	13 *4%* *31%*	10 *4%* *24%*	16 *2%* *38%*	15 *4%* *37%*	10 *3%* *23%*	9 *3%* *21%*	13 *3%* *32%*
Net: 10/9/8/7	**875** ***60%***	500 *61%* *57%*	375 *59%* *43%*	48 *51%* *5%*	151 *54%* *17%*	155 *63%* *18%*	173 *59%* *20%*	150 *62%* *17%*	198 *66%* *23%* CD	168 *60%* *19%*	447 *61%* *51%*	260 *60%* *30%*	228 *60%* *26%*	204 *63%* *23%*	295 *60%* *34%*
Net: 10/9	**301** ***21%***	188 *23%* *63%* B	112 *18%* *37%*	19 *20%* *6%*	51 *18%* *17%*	49 *20%* *16%*	50 *17%* *17%*	44 *18%* *14%*	88 *30%* *29%* DEFG	53 *19%* *18%*	140 *19%* *47%*	107 *25%* *36%*	80 *21%* *27%*	64 *20%* *21%*	108 *22%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 495

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**439** ***30%***	248 *30%* *56%*	191 *30%* *44%*	29 *31%* *7%*	99 *36%* *23%* H	76 *31%* *17%*	93 *32%* *21%*	69 *28%* *16%*	73 *25%* *17%*	88 *32%* *20%*	221 *30%* *50%*	129 *30%* *29%*	117 *31%* *27%*	88 *27%* *20%*	151 *31%* *34%*
Net: 3/2/1	**97** ***7%***	61 *7%* *63%*	36 *6%* *37%*	15 *16%* *16%* EF GH	23 *8%* *23%*	12 *5%* *13%*	21 *7%* *21%*	12 *5%* *13%*	14 *5%* *14%*	13 *5%* *14%*	53 *7%* *54%*	31 *7%* *32%*	24 *6%* *24%*	22 *7%* *23%*	35 *7%* *36%*
Mean	**6.91**	6.92	6.89	6.17	6.72	6.93 C	6.77	6.93 C	7.41 CDE FG	6.98	6.83	6.99	6.94	6.97	6.90
Standard Deviation	**2.03**	2.07	1.96	2.45	2.04	1.92	1.95	1.99	1.95	1.87	2.00	2.16	2.05	1.95	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 495

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**135** ***9%***	11 *8%* *8%*	6 *7%* *5%*	3 *8%* *2%*	115 *10%* *85%*	123 *9%* *91%*	13 *8%* *9%*	135 *9%* *100%*	135 *9%* *100%*	86 *9%* *63%*	50 *9%* *37%*	52 *9%* *38%*
9	**166** ***11%***	17 *13%* *10%*	7 *8%* *4%*	4 *12%* *3%*	137 *11%* *83%*	151 *12%* *91%*	14 *9%* *8%*	166 *11%* *100%*	166 *11%* *100%*	107 *12%* *65%*	59 *11%* *35%*	63 *11%* *38%*
8	**314** ***22%***	24 *17%* *8%*	18 *22%* *6%*	6 *17%* *2%*	266 *22%* *85%*	284 *22%* *90%*	30 *20%* *10%*	314 *22%* *100%*	314 *22%* *100%*	209 *23%* *67%*	103 *19%* *33%*	107 *19%* *34%*
7	**260** ***18%***	25 *18%* *10%*	17 *20%* *6%*	10 *26%* *4%* OR	208 *17%* *80%*	226 *17%* *87%*	33 *22%* *13%*	260 *18%* *100%*	260 *18%* *100%*	162 *18%* *62%*	97 *18%* *37%*	99 *18%* *38%*
6	**207** ***14%***	23 *17%* *11%*	10 *13%* *5%*	5 *13%* *2%*	169 *14%* *82%*	189 *15%* *91%*	19 *12%* *9%*	207 *14%* *100%*	207 *14%* *100%*	117 *13%* *57%*	90 *17%* *43%*	93 *17%* *45%*
5	**172** ***12%***	17 *12%* *10%*	11 *13%* *6%*	4 *11%* *2%*	140 *12%* *82%*	148 *11%* *86%*	24 *16%* *14%*	172 *12%* *100%*	172 *12%* *100%*	120 *13%* *70%*	52 *10%* *30%*	58 *10%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 495

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**60** ***4%***	9 *7%* *16%*	2 *3%* *4%*	1 *3%* *2%*	47 *4%* *78%*	54 *4%* *90%*	6 *4%* *10%*	60 *4%* *100%*	60 *4%* *100%*	38 *4%* *63%*	22 *4%* *37%*	22 *4%* *37%*
3	**48** ***3%***	2 *1%* *4%*	4 *5%* *8%* O	1 *4%* *3%*	41 *3%* *85%*	47 *4%* *100%* T	* * *	48 *3%* *100%*	48 *3%* *100%*	23 *3%* *48%*	25 *5%* *52%*	26 *5%* *54%*
2	**33** ***2%***	4 *3%* *11%*	2 *3%* *7%*	1 *2%* *2%*	27 *2%* *80%*	28 *2%* *84%*	5 *4%* *16%*	33 *2%* *100%*	33 *2%* *100%*	22 *2%* *65%*	11 *2%* *32%*	11 *2%* *32%*
1	**16** ***1%***	1 *1%* *7%*	1 *2%* *8%*	* *1%* *3%*	13 *1%* *82%*	13 *1%* *80%*	3 *2%* *20%*	16 *1%* *100%*	16 *1%* *100%*	13 *1%* *81%*	3 * *16%*	3 * *16%*
Don't know	**41** ***3%***	5 *4%* *12%*	4 *4%* *9%*	1 *3%* *3%*	32 *3%* *76%*	36 *3%* *87%*	6 *4%* *13%*	41 *3%* *100%*	41 *3%* *100%*	18 *2%* *43%*	24 *4%* *57%* X	24 *4%* *57%* X
Net: 10/9/8/7	**875** ***60%***	77 *56%* *9%*	48 *58%* *5%*	23 *62%* *3%*	727 *61%* *83%*	785 *60%* *90%*	90 *59%* *10%*	875 *60%* *100%*	875 *60%* *100%*	563 *62%* *64%*	308 *58%* *35%*	320 *58%* *37%*
Net: 10/9	**301** ***21%***	28 *21%* *9%*	13 *16%* *4%*	7 *19%* *2%*	252 *21%* *84%*	274 *21%* *91%*	27 *17%* *9%*	301 *21%* *100%*	301 *21%* *100%*	192 *21%* *64%*	108 *20%* *36%*	115 *21%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 495

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**439** ***30%***	49 *36%* *11%*	23 *28%* *5%*	10 *27%* *2%*	357 *30%* *81%*	390 *30%* *89%*	49 *32%* *11%*	439 *30%* *100%*	439 *30%* *100%*	275 *30%* *63%*	164 *31%* *37%*	173 *31%* *39%*
Net: 3/2/1	**97** ***7%***	6 *5%* *7%*	7 *9%* *8%*	3 *7%* *3%*	81 *7%* *83%*	88 *7%* *91%*	9 *6%* *9%*	97 *7%* *100%*	97 *7%* *100%*	58 *6%* *59%*	38 *7%* *39%*	39 *7%* *40%*
Mean	**6.91**	6.82	6.70	6.85	6.93	6.92	6.75	6.91	6.91	6.92	6.88	6.89
Standard Deviation	**2.03**	1.99	2.07	1.99	2.03	2.02	2.05	2.03	2.03	2.04	2.00	2.00

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 496

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**2** ***5%***	2 *8%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	2 *11%* *100%*	- - -	1 *7%* *52%*	1 *4%* *48%*	- - -	1 *9%* *52%*	- - -
9	**6** ***11%***	4 *13%* *67%*	2 *10%* *33%*	* *3%* *4%*	- - -	3 *95%* *56%*	- - -	2 *30%* *29%*	1 *3%* *11%*	1 *16%* *19%*	1 *5%* *15%*	4 *15%* *66%*	- - -	- - -	5 *34%* *85%*
8	**12** ***24%***	8 *27%* *69%*	4 *19%* *31%*	* *3%* *2%*	- - -	- - -	3 *68%* *24%*	* *8%* *4%*	8 *38%* *70%*	3 *41%* *22%*	3 *16%* *24%*	6 *26%* *54%*	- - -	6 *43%* *51%*	4 *27%* *32%*
7	**8** ***16%***	4 *12%* *46%*	4 *22%* *54%*	1 *12%* *11%*	2 *31%* *27%*	- - -	- - -	1 *18%* *12%*	4 *17%* *49%*	1 *10%* *8%*	3 *16%* *36%*	4 *17%* *56%*	3 *34%* *44%*	- - -	2 *17%* *31%*
6	**4** ***8%***	3 *9%* *62%*	2 *8%* *38%*	- - -	2 *23%* *38%*	- - -	- - -	1 *18%* *23%*	2 *7%* *39%*	- - -	3 *14%* *61%*	2 *7%* *39%*	3 *25%* *62%*	- - -	2 *11%* *38%*
5	**7** ***14%***	6 *20%* *90%*	1 *3%* *10%*	3 *47%* *51%*	2 *31%* *32%*	- - -	- - -	* * *	1 *5%* *17%*	1 *10%* *10%*	3 *15%* *39%*	4 *14%* *52%*	1 *11%* *17%*	3 *25%* *51%*	2 *11%* *23%*
4	**1** ***1%***	* *1%* *34%*	* *2%* *66%*	- - -	- - -	- - -	- - -	- - -	1 *3%* *100%*	- - -	1 *4%* *100%*	- - -	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 496

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**2** ***4%***	* *1%* *13%*	2 *9%* *87%*	- - -	- - -	- - -	- - -	- - -	2 *9%* *100%*	- - -	- - -	2 *8%* *100%*	2 *17%* *87%*	- - -	- - -
2	* ***1%***	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -	- - -	* *2%* *100%*	- - -	- - -	- - -
1	**1** ***1%***	1 *2%* *100%*	- - -	1 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *100%*	- - -	- - -	- - -	- - -
Don't know	**7** ***14%***	2 *6%* *27%*	5 *26%* *73%*	2 *26%* *29%*	1 *16%* *16%*	* *5%* *3%*	1 *32%* *19%*	1 *26%* *21%*	1 *4%* *12%*	1 *22%* *21%*	3 *19%* *51%*	2 *8%* *28%*	1 *13%* *19%*	3 *24%* *50%*	- - -
Net: 10/9/8/7	**28** ***56%***	18 *60%* *65%*	10 *51%* *35%*	1 *18%* *5%*	2 *31%* *8%*	3 *95%* *11%*	3 *68%* *10%*	3 *56%* *11%*	15 *69%* *55%*	4 *68%* *16%*	8 *44%* *28%*	16 *62%* *57%*	3 *34%* *12%*	7 *52%* *26%*	11 *78%* *40%*
Net: 10/9	**8** ***16%***	6 *20%* *77%*	2 *10%* *23%*	* *3%* *3%*	- - -	3 *95%* *40%*	- - -	2 *30%* *20%*	3 *14%* *37%*	1 *16%* *13%*	2 *12%* *26%*	5 *19%* *61%*	- - -	1 *9%* *15%*	5 *34%* *60%*
Net: 6/5/4	**12** ***24%***	9 *30%* *77%*	3 *14%* *23%*	3 *47%* *30%*	4 *53%* *32%*	- - -	- - -	1 *18%* *8%*	3 *16%* *30%*	1 *10%* *6%*	6 *33%* *50%*	5 *20%* *44%*	4 *36%* *32%*	3 *25%* *30%*	3 *22%* *27%*
Net: 3/2/1	**3** ***6%***	1 *5%* *44%*	2 *9%* *56%*	1 *9%* *22%*	- - -	- - -	- - -	- - -	3 *11%* *78%*	- - -	1 *4%* *22%*	3 *10%* *78%*	2 *17%* *56%*	- - -	- - -
Mean	**6.90**	7.00	6.71	5.10	6.00	9.00	8.00	7.68	7.02	7.69	6.59	6.93	5.66	7.26	7.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 496

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**1.97**	2.05	1.88	2.12	0.94	0.00	0.00	1.42	2.09	1.33	2.11	2.02	1.57	1.76	1.39

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 496

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**2** ***5%***	1 *12%* *29%*	* *14%* *19%*	- - -	1 *3%* *52%*	2 *5%* *100%*	- - -	2 *5%* *100%*	2 *5%* *100%*	* *2%* *19%*	2 *8%* *81%*	2 *10%* *100%*
9	**6** ***11%***	* *7%* *7%*	* *7%* *4%*	* *13%* *4%*	5 *12%* *85%*	5 *10%* *81%*	1 *41%* *19%*	6 *11%* *100%*	6 *11%* *100%*	4 *17%* *77%*	1 *5%* *23%*	1 *5%* *23%*
8	**12** ***24%***	1 *21%* *11%*	* *13%* *3%*	* *22%* *3%*	10 *26%* *83%*	12 *25%* *100%*	- - -	12 *24%* *100%*	12 *24%* *100%*	5 *18%* *38%*	7 *30%* *62%*	7 *30%* *62%*
7	**8** ***16%***	1 *11%* *8%*	1 *20%* *8%*	1 *38%* *8%*	6 *15%* *75%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	6 *23%* *74%*	2 *8%* *26%*	2 *8%* *26%*
6	**4** ***8%***	- - -	- - -	- - -	4 *11%* *100%*	4 *9%* *100%*	- - -	4 *8%* *100%*	4 *8%* *100%*	3 *10%* *62%*	2 *6%* *38%*	2 *6%* *38%*
5	**7** ***14%***	1 *11%* *10%*	- - -	- - -	6 *16%* *90%*	5 *11%* *77%*	2 *59%* *22%*	7 *14%* *100%*	7 *14%* *100%*	1 *3%* *10%*	6 *25%* *90%*	6 *25%* *90%*
4	**1** ***1%***	* *8%* *66%*	* *7%* *34%*	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	* *1%* *34%*	* *2%* *66%*	* *2%* *66%*

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Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**2** ***4%***	- - -	- - -	* *16%* *13%*	2 *5%* *87%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	- - -	2 *8%* *100%*	2 *8%* *100%*
2	* ***1%***	- - -	* *14%* *100%*	- - -	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*
1	**1** ***1%***	1 *12%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *3%* *100%*	- - -	- - -
Don't know	**7** ***14%***	1 *19%* *16%*	1 *25%* *12%*	* *11%* *3%*	5 *12%* *69%*	7 *15%* *100%*	- - -	7 *14%* *100%*	7 *14%* *100%*	6 *23%* *84%*	1 *5%* *16%*	1 *5%* *16%*
Net: 10/9/8/7	**28** ***56%***	3 *50%* *11%*	2 *54%* *6%*	1 *73%* *4%*	22 *56%* *79%*	27 *57%* *96%*	1 *41%* *4%*	28 *56%* *100%*	28 *56%* *100%*	15 *60%* *54%*	13 *52%* *46%*	13 *53%* *47%*
Net: 10/9	**8** ***16%***	1 *18%* *13%*	1 *21%* *8%*	* *13%* *3%*	6 *16%* *75%*	7 *15%* *87%*	1 *41%* *13%*	8 *16%* *100%*	8 *16%* *100%*	5 *19%* *60%*	3 *13%* *40%*	4 *15%* *46%*
Net: 6/5/4	**12** ***24%***	1 *19%* *9%*	* *7%* *2%*	- - -	10 *27%* *89%*	10 *22%* *87%*	2 *59%* *13%*	12 *24%* *100%*	12 *24%* *100%*	3 *14%* *30%*	8 *34%* *70%*	8 *33%* *70%*
Net: 3/2/1	**3** ***6%***	1 *12%* *22%*	* *14%* *14%*	* *16%* *8%*	2 *5%* *56%*	3 *7%* *100%*	- - -	3 *6%* *100%*	3 *6%* *100%*	1 *3%* *22%*	3 *10%* *78%*	3 *10%* *78%*
Mean	**6.90**	6.42	6.70	6.84	6.99	6.92	6.63	6.90	6.90	7.30	6.57	6.64

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Absolutes/col/row percents

9 Jul 2009

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**** It shows programmes I want to watch - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**1.97**	3.22	3.58	-	1.72	1.97	2.51	1.97	1.97	1.76	2.11	2.15

GfK NOP

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 497

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**328** ***5%***	136 *4%* *41%*	192 *5%* *59%* A	48 *7%* *15%* EG	65 *5%* *20%*	47 *4%* *14%*	59 *5%* *18%*	38 *4%* *11%*	72 *6%* *22%*	25 *2%* *8%*	153 *5%* *47%* I	150 *7%* *46%* IJ	94 *6%* *29%*	74 *4%* *22%*	102 *4%* *31%*
9	**494** ***7%***	199 *6%* *40%*	295 *8%* *60%* A	86 *12%* *17%* DE FGH	88 *6%* *18%*	79 *7%* *16%*	64 *5%* *13%*	68 *7%* *14%*	109 *8%* *22%* F	59 *5%* *12%*	207 *6%* *42%*	227 *10%* *46%* IJ	111 *7%* *22%*	132 *8%* *27%*	174 *8%* *35%*
8	**1336** ***20%***	556 *17%* *42%*	779 *22%* *58%* A	163 *23%* *12%* F	293 *21%* *22%* F	219 *19%* *16%*	203 *17%* *15%*	190 *19%* *14%*	268 *21%* *20%* F	183 *15%* *14%*	698 *21%* *52%* I	455 *21%* *34%* I	403 *25%* *30%* MN	302 *18%* *23%*	401 *17%* *30%*
7	**1552** ***23%***	699 *21%* *45%*	853 *24%* *55%* A	163 *23%* *10%*	331 *24%* *21%*	265 *23%* *17%*	279 *23%* *18%*	238 *23%* *15%*	276 *21%* *18%*	301 *25%* *19%* K	808 *24%* *52%* K	443 *20%* *29%*	350 *21%* *23%*	402 *24%* *26%*	522 *23%* *34%*
6	**1107** ***16%***	561 *17%* *51%*	546 *15%* *49%*	100 *14%* *9%*	233 *17%* *21%*	187 *16%* *17%*	222 *18%* *20%* H	175 *17%* *16%*	191 *15%* *17%*	223 *18%* *20%* K	573 *17%* *52%* K	312 *14%* *28%*	252 *15%* *23%*	275 *16%* *25%*	382 *17%* *34%*

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**** It shows programmes I want to watch - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**874** ***13%***	460 *14%* *53%* B	414 *12%* *47%*	60 *9%* *7%*	176 *13%* *20%* C	186 *16%* *21%* CH	169 *14%* *19%* C	135 *13%* *15%* C	147 *11%* *17%*	204 *17%* *23%* JK	414 *12%* *47%*	256 *12%* *29%*	200 *12%* *23%*	190 *11%* *22%*	332 *14%* *38%* M
4	**463** ***7%***	266 *8%* *58%* B	197 *6%* *42%*	36 *5%* *8%*	84 *6%* *18%*	83 *7%* *18%*	97 *8%* *21%*	75 *7%* *16%*	89 *7%* *19%*	94 *8%* *20%*	237 *7%* *51%*	132 *6%* *28%*	85 *5%* *18%*	147 *9%* *32%* L	167 *7%* *36%* L
3	**248** ***4%***	139 *4%* *56%* B	108 *3%* *44%*	26 *4%* *11%*	43 *3%* *17%*	45 *4%* *18%*	45 *4%* *18%*	36 *4%* *15%*	52 *4%* *21%*	47 *4%* *19%*	121 *4%* *49%*	79 *4%* *32%*	48 *3%* *19%*	63 *4%* *26%*	94 *4%* *38%*
2	**162** ***2%***	97 *3%* *60%* B	65 *2%* *40%*	6 *1%* *4%*	36 *3%* *22%* C	27 *2%* *17%*	38 *3%* *24%* C	28 *3%* *17%* C	26 *2%* *16%*	44 *4%* *27%* JK	77 *2%* *47%*	41 *2%* *25%*	38 *2%* *24%*	57 *3%* *35%*	49 *2%* *30%*
1	**108** ***2%***	72 *2%* *66%* B	37 *1%* *34%*	9 *1%* *8%*	24 *2%* *22%*	22 *2%* *21%*	15 *1%* *14%*	18 *2%* *17%*	20 *2%* *18%*	21 *2%* *20%*	58 *2%* *54%*	29 *1%* *26%*	24 *1%* *23%*	18 *1%* *16%*	47 *2%* *44%*
Don't know	**126** ***2%***	68 *2%* *54%*	58 *2%* *46%*	11 *2%* *9%*	10 *1%* *8%*	11 *1%* *9%*	24 *2%* *19%* D	20 *2%* *16%* D	50 *4%* *39%* CDEF G	20 *2%* *16%*	51 *2%* *40%*	55 *3%* *44%* J	31 *2%* *24%*	40 *2%* *31%*	38 *2%* *30%*

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Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3710** ***55%***	1590 *49%* *43%*	2120 *60%* *57%* A	460 *65%* *12%* DE FGH	776 *56%* *21%* F	611 *52%* *16%*	605 *50%* *16%*	534 *52%* *14%*	724 *56%* *20%* F	569 *47%* *15%*	1866 *55%* *50%* I	1275 *59%* *34%* IJ	958 *59%* *26%* MN	909 *53%* *24%*	1199 *52%* *32%*
Net: 10/9	**822** ***12%***	335 *10%* *41%*	487 *14%* *59%* A	134 *19%* *16%* DE FGH	153 *11%* *19%*	126 *11%* *15%*	123 *10%* *15%*	106 *10%* *13%*	181 *14%* *22%* EFG	85 *7%* *10%*	360 *11%* *44%* I	377 *17%* *46%* IJ	205 *13%* *25%*	205 *12%* *25%*	276 *12%* *34%*
Net: 6/5/4	**2445** ***36%***	1287 *40%* *53%* B	1157 *33%* *47%*	196 *28%* *8%*	492 *36%* *20%* C	455 *39%* *19%* CH	488 *40%* *20%* CH	385 *38%* *16%* CH	427 *33%* *17%*	522 *43%* *21%* JK	1224 *36%* *50%* K	699 *32%* *29%*	537 *33%* *22%*	612 *36%* *25%*	880 *38%* *36%* L
Net: 3/2/1	**517** ***8%***	307 *9%* *59%* B	210 *6%* *41%*	41 *6%* *8%*	103 *7%* *20%*	95 *8%* *18%*	99 *8%* *19%*	82 *8%* *16%*	98 *8%* *19%*	113 *9%* *22%* K	256 *8%* *49%*	149 *7%* *29%*	110 *7%* *21%*	138 *8%* *27%*	189 *8%* *37%*
Mean	**6.49**	6.25	6.71 A	6.94 D EFGH	6.51 F	6.36	6.32	6.38	6.59 EFG	6.11	6.47 I	6.74 IJ	6.67 MN	6.42	6.39
Standard Deviation	**1.94**	2.01	1.86	1.89	1.92	1.94	1.93	1.93	1.99	1.87	1.92	1.99	1.92	1.96	1.97

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Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**328** ***5%***	30 *5%* *9%*	18 *5%* *6%*	9 *4%* *3%*	270 *5%* *82%*	302 *5%* *92%*	26 *6%* *8%*	52 *5%* *16%*	273 *5%* *83%*	275 *5%* *84%*	187 *5%* *57%*	88 *4%* *27%*	94 *4%* *29%*
9	**494** ***7%***	33 *5%* *7%*	28 *8%* *6%* O	16 *8%* *3%* O	416 *7%* *84%* O	457 *7%* *93%*	37 *8%* *7%*	72 *7%* *15%*	418 *7%* *85%* YZ	422 *7%* *85%* YZ	301 *8%* *61%* YZ	119 *6%* *24%*	128 *6%* *26%*
8	**1336** ***20%***	117 *19%* *9%*	74 *22%* *6%*	40 *19%* *3%*	1105 *20%* *83%*	1256 *20%* *94%*	79 *17%* *6%*	172 *16%* *13%*	1145 *20%* *86%* U	1159 *20%* *87%* U	739 *21%* *55%* U	417 *20%* *31%*	440 *19%* *33%*
7	**1552** ***23%***	147 *24%* *9%*	80 *24%* *5%*	51 *25%* *3%*	1274 *23%* *82%*	1461 *23%* *94%*	91 *20%* *6%*	212 *20%* *14%*	1315 *23%* *85%*	1340 *23%* *86%*	838 *23%* *54%*	498 *23%* *32%*	534 *24%* *34%*
6	**1107** ***16%***	110 *18%* *10%*	55 *16%* *5%*	34 *17%* *3%*	909 *16%* *82%*	1039 *16%* *94%*	68 *15%* *6%*	157 *15%* *14%*	936 *17%* *85%*	949 *17%* *86%*	560 *16%* *51%*	388 *18%* *35%* X	405 *18%* *37%*

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Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**874** ***13%***	86 *14%* *10%*	41 *12%* *5%*	24 *12%* *3%*	722 *13%* *83%*	791 *12%* *90%*	83 *18%* *10%* S	148 *14%* *17%*	720 *13%* *82%*	725 *13%* *83%*	464 *13%* *53%*	260 *12%* *30%*	285 *13%* *33%*
4	**463** ***7%***	34 *6%* *7%*	18 *5%* *4%*	12 *6%* *3%*	399 *7%* *86%*	433 *7%* *93%*	31 *7%* *7%*	100 *10%* *22%* VWXZ	359 *6%* *77%*	361 *6%* *78%*	207 *6%* *45%*	151 *7%* *33%*	161 *7%* *35%*
3	**248** ***4%***	22 *4%* *9%*	14 *4%* *6%*	7 *3%* *3%*	205 *4%* *83%*	233 *4%* *94%*	15 *3%* *6%*	53 *5%* *22%* VWXY Z	188 *3%* *76%*	191 *3%* *77%*	124 *3%* *50%*	68 *3%* *27%*	73 *3%* *29%*
2	**162** ***2%***	11 *2%* *7%*	4 *1%* *3%*	2 *1%* *2%*	144 *3%* *89%* PQ	154 *2%* *95%*	7 *2%* *5%*	38 *4%* *23%* VWX	122 *2%* *75%*	122 *2%* *75%*	70 *2%* *43%*	52 *2%* *32%*	55 *2%* *34%*
1	**108** ***2%***	11 *2%* *10%*	3 *1%* *3%*	5 *2%* *4%* P	89 *2%* *83%*	91 *1%* *84%*	17 *4%* *16%* S	26 *2%* *24%* VWXY Z	76 *1%* *70%*	77 *1%* *71%*	49 *1%* *45%*	27 *1%* *25%*	27 *1%* *25%*
Don't know	**126** ***2%***	11 *2%* *9%*	4 *1%* *3%*	3 *2%* *3%*	108 *2%* *86%*	119 *2%* *94%*	7 *2%* *6%*	24 *2%* *19%*	103 *2%* *81%*	103 *2%* *81%*	45 *1%* *35%*	58 *3%* *46%* VWX	59 *3%* *47%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 497

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3710** ***55%***	328 *54%* *9%*	201 *59%* *5%* OR	116 *57%* *3%*	3065 *54%* *83%*	3476 *55%* *94%*	233 *51%* *6%*	508 *48%* *14%*	3150 *56%* *85%* U	3196 *56%* *86%* U	2065 *58%* *56%* UYZ	1123 *53%* *30%* U	1196 *53%* *32%* U
Net: 10/9	**822** ***12%***	64 *10%* *8%*	47 *14%* *6%* O	25 *12%* *3%*	686 *12%* *84%*	759 *12%* *92%*	63 *14%* *8%*	124 *12%* *15%*	690 *12%* *84%* YZ	697 *12%* *85%* YZ	488 *14%* *59%* YZ	207 *10%* *25%*	223 *10%* *27%*
Net: 6/5/4	**2445** ***36%***	230 *38%* *9%*	114 *33%* *5%*	71 *35%* *3%*	2030 *36%* *83%*	2263 *36%* *93%*	182 *39%* *7%*	406 *38%* *17%* X	2016 *36%* *82%*	2035 *36%* *83%*	1231 *34%* *50%*	799 *38%* *33%* X	851 *38%* *35%* X
Net: 3/2/1	**517** ***8%***	44 *7%* *8%*	22 *6%* *4%*	14 *7%* *3%*	438 *8%* *85%*	478 *8%* *92%*	39 *8%* *8%*	118 *11%* *23%* VWXY Z	386 *7%* *75%*	391 *7%* *76%*	243 *7%* *47%*	146 *7%* *28%*	154 *7%* *30%*
Mean	**6.49**	6.47	6.69 OR	6.57	6.48	6.50	6.36	6.18	6.55 U	6.56 U	6.62 UYZ	6.45 U	6.45 U
Standard Deviation	**1.94**	1.88	1.86	1.90	1.96	1.93	2.09	2.12	1.90	1.90	1.91	1.87	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 498

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**868** ***25%***	414 *25%* *48%*	453 *25%* *52%*	149 *41%* *17%* DE FGH	183 *27%* *21%* H	144 *25%* *17%*	136 *23%* *16%*	112 *22%* *13%*	143 *21%* *16%*	163 *27%* *19%*	401 *24%* *46%*	304 *27%* *35%*	204 *25%* *24%*	225 *26%* *26%*	308 *27%* *35%*
9	**608** ***18%***	291 *18%* *48%*	317 *18%* *52%*	73 *20%* *12%*	122 *18%* *20%*	97 *17%* *16%*	97 *16%* *16%*	98 *19%* *16%*	122 *18%* *20%*	86 *14%* *14%*	305 *18%* *50%*	218 *19%* *36%* I	148 *18%* *24%*	159 *18%* *26%*	194 *17%* *32%*
8	**845** ***25%***	380 *23%* *45%*	464 *26%* *55%*	62 *17%* *7%*	179 *26%* *21%* C	144 *25%* *17%* C	145 *24%* *17%* C	127 *25%* *15%* C	188 *27%* *22%* C	155 *26%* *18%*	444 *26%* *53%*	246 *22%* *29%*	203 *25%* *24%*	218 *25%* *26%*	286 *25%* *34%*
7	**465** ***14%***	225 *14%* *48%*	240 *13%* *52%*	24 *6%* *5%*	85 *13%* *18%* C	89 *15%* *19%* C	100 *17%* *22%* C	70 *14%* *15%* C	97 *14%* *21%* C	96 *16%* *21%* K	243 *14%* *52%*	126 *11%* *27%*	107 *13%* *23%*	131 *15%* *28%*	141 *12%* *30%*
6	**211** ***6%***	113 *7%* *54%*	98 *5%* *46%*	21 *6%* *10%*	41 *6%* *20%*	43 *7%* *20%*	33 *6%* *16%*	28 *5%* *13%*	46 *7%* *22%*	33 *5%* *15%*	118 *7%* *56%*	60 *5%* *28%*	43 *5%* *20%*	39 *4%* *18%*	86 *7%* *41%* M

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 498

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**222** ***6%***	103 *6%* *46%*	119 *7%* *54%*	21 *6%* *10%*	37 *6%* *17%*	33 *6%* *15%*	40 *7%* *18%*	34 *7%* *15%*	55 *8%* *25%*	35 *6%* *16%*	97 *6%* *44%*	90 *8%* *41%*	64 *8%* *29%* N	56 *6%* *25%*	59 *5%* *27%*
4	**70** ***2%***	30 *2%* *43%*	40 *2%* *57%*	7 *2%* *10%*	6 *1%* *8%*	10 *2%* *15%*	14 *2%* *20%*	15 *3%* *21%* D	18 *3%* *26%* D	10 *2%* *14%*	36 *2%* *52%*	24 *2%* *34%*	14 *2%* *19%*	25 *3%* *36%*	23 *2%* *32%*
3	**37** ***1%***	19 *1%* *52%*	18 *1%* *48%*	1 *** *3%*	7 *1%* *19%*	4 *1%* *11%*	9 *2%* *25%*	7 *1%* *17%*	9 *1%* *24%*	9 *2%* *24%*	15 *1%* *39%*	14 *1%* *37%*	4 *1%* *12%*	8 *1%* *22%*	19 *2%* *52%*
2	**23** ***1%***	12 *1%* *52%*	11 *1%* *48%*	4 *1%* *16%*	8 *1%* *33%*	5 *1%* *23%*	4 *1%* *17%*	1 *** *4%*	2 *** *7%*	4 *1%* *17%*	8 *** *33%*	12 *1%* *50%*	4 *** *17%*	7 *1%* *28%*	10 *1%* *42%*
1	**32** ***1%***	18 *1%* *58%*	13 *1%* *42%*	5 *1%* *16%* H	5 *1%* *17%*	7 *1%* *23%* H	6 *1%* *19%* H	8 *1%* *24%* H	* * *1%*	3 *1%* *10%*	20 *1%* *64%*	8 *1%* *26%*	8 *1%* *26%*	8 *1%* *27%*	9 *1%* *29%*
Don't know	**38** ***1%***	20 *1%* *53%*	18 *1%* *47%*	2 *1%* *6%*	3 *** *7%*	5 *1%* *14%*	9 *1%* *23%*	6 *1%* *16%*	13 *2%* *34%* D	4 *1%* *10%*	17 *1%* *45%*	17 *2%* *45%*	13 *2%* *36%*	7 *1%* *19%*	14 *1%* *38%*
Net: 10/9/8/7	**2785** ***81%***	1311 *81%* *47%*	1475 *82%* *53%*	307 *83%* *11%*	570 *84%* *20%*	474 *81%* *17%*	478 *81%* *17%*	407 *81%* *15%*	550 *79%* *20%*	499 *84%* *18%*	1392 *82%* *50%*	894 *80%* *32%*	663 *81%* *24%*	732 *83%* *26%*	929 *81%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 498

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**1476** ***43%***	705 *43%* *48%*	771 *43%* *52%*	222 *60%* *15%* DE FGH	305 *45%* *21%* H	241 *41%* *16%*	233 *39%* *16%*	210 *42%* *14%*	265 *38%* *18%*	248 *42%* *17%*	706 *41%* *48%*	522 *47%* *35%* J	353 *43%* *24%*	384 *44%* *26%*	502 *44%* *34%*
Net: 6/5/4	**503** ***15%***	246 *15%* *49%*	256 *14%* *51%*	49 *13%* *10%*	85 *12%* *17%*	86 *15%* *17%*	88 *15%* *17%*	77 *15%* *15%*	119 *17%* *24%* D	77 *13%* *15%*	251 *15%* *50%*	174 *16%* *35%*	121 *15%* *24%*	120 *14%* *24%*	168 *15%* *33%*
Net: 3/2/1	**92** ***3%***	50 *3%* *54%*	42 *2%* *46%*	10 *3%* *11%*	20 *3%* *22%*	16 *3%* *18%*	19 *3%* *21%*	15 *3%* *16%*	11 *2%* *12%*	16 *3%* *17%*	42 *2%* *46%*	34 *3%* *37%*	17 *2%* *18%*	23 *3%* *25%*	38 *3%* *41%*
Mean	**7.99**	7.96	8.01	8.41 D EFGH	8.10	7.95	7.85	7.88	7.89	8.03	7.96	8.01	8.02	7.99	8.01
Standard Deviation	**1.87**	1.91	1.84	1.97	1.83	1.88	1.91	1.92	1.74	1.82	1.84	1.94	1.84	1.89	1.90

GfK NOP

Ofcom PSB Tracker : 2008

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Table 498

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**868** ***25%***	61 *20%* *7%*	44 *26%* *5%* O	25 *25%* *3%*	738 *26%* *85%* O	799 *25%* *92%*	69 *31%* *8%*	138 *24%* *16%*	719 *26%* *83%*	726 *26%* *84%*	462 *26%* *53%*	263 *25%* *30%*	278 *25%* *32%*
9	**608** ***18%***	53 *18%* *9%*	31 *18%* *5%*	23 *23%* *4%* OR	501 *18%* *82%*	572 *18%* *94%*	36 *16%* *6%*	91 *16%* *15%*	502 *18%* *83%*	511 *18%* *84%*	318 *18%* *52%*	193 *18%* *32%*	201 *18%* *33%*
8	**845** ***25%***	77 *25%* *9%*	38 *23%* *5%*	22 *22%* *3%*	707 *25%* *84%*	795 *25%* *94%*	50 *22%* *6%*	145 *25%* *17%*	692 *25%* *82%*	698 *25%* *83%*	448 *26%* *53%*	249 *24%* *29%*	263 *24%* *31%*
7	**465** ***14%***	46 *15%* *10%*	26 *15%* *5%*	14 *14%* *3%*	379 *13%* *81%*	440 *14%* *95%*	25 *11%* *5%*	71 *12%* *15%*	390 *14%* *84%*	393 *14%* *84%*	244 *14%* *53%*	147 *14%* *32%*	158 *14%* *34%*
6	**211** ***6%***	26 *9%* *12%* R	11 *7%* *5%*	6 *6%* *3%*	168 *6%* *79%*	200 *6%* *95%*	11 *5%* *5%*	47 *8%* *22%* X	159 *6%* *75%*	161 *6%* *76%*	88 *5%* *42%*	73 *7%* *35%*	77 *7%* *36%*

GfK NOP

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Table 498

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**222** ***6%***	28 *9%* *13%* QR	11 *6%* *5%*	4 *4%* *2%*	179 *6%* *81%*	202 *6%* *91%*	20 *9%* *9%*	41 *7%* *18%*	176 *6%* *79%*	179 *6%* *81%*	114 *7%* *51%*	65 *6%* *29%*	71 *6%* *32%*
4	**70** ***2%***	4 *1%* *5%*	2 *1%* *3%*	3 *3%* *4%*	62 *2%* *88%*	66 *2%* *94%*	4 *2%* *6%*	21 *4%* *30%* VWX	49 *2%* *70%*	49 *2%* *70%*	23 *1%* *32%*	25 *2%* *36%*	27 *2%* *38%*
3	**37** ***1%***	3 *1%* *8%*	2 *1%* *5%*	* * *1%*	32 *1%* *86%*	37 *1%* *99%*	* * *1%*	9 *2%* *25%*	28 *1%* *75%*	28 *1%* *75%*	16 *1%* *43%*	12 *1%* *32%*	12 *1%* *32%*
2	**23** ***1%***	1 * *2%*	2 *1%* *7%*	1 *1%* *3%*	20 *1%* *88%*	21 *1%* *91%*	2 *1%* *9%*	7 *1%* *29%* YZ	16 *1%* *70%*	16 *1%* *70%*	14 *1%* *62%*	2 * *9%*	3 * *11%*
1	**32** ***1%***	3 *1%* *9%*	2 *1%* *5%*	1 *1%* *4%*	26 *1%* *82%*	28 *1%* *88%*	4 *2%* *12%*	4 *1%* *13%*	19 *1%* *61%*	19 *1%* *61%*	11 *1%* *35%*	8 *1%* *26%*	8 *1%* *26%*
Don't know	**38** ***1%***	2 *1%* *4%*	1 *1%* *3%*	* * *1%*	35 *1%* *92%*	34 *1%* *89%*	4 *2%* *11%*	6 *1%* *17%*	31 *1%* *83%*	31 *1%* *83%*	16 *1%* *41%*	16 *1%* *41%*	17 *1%* *44%*
Net: 10/9/8/7	**2785** ***81%***	237 *78%* *9%*	139 *82%* *5%*	85 *84%* *3%* O	2324 *82%* *83%*	2605 *82%* *94%*	180 *80%* *6%*	446 *77%* *16%*	2304 *83%* *83%* U	2328 *83%* *84%* U	1473 *84%* *53%* U	852 *81%* *31%*	900 *81%* *32%*

GfK NOP

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**1476** ***43%***	114 *38%* *8%*	75 *45%* *5%* O	48 *48%* *3%* O	1239 *44%* *84%* O	1370 *43%* *93%*	105 *47%* *7%*	229 *40%* *16%*	1221 *44%* *83%*	1238 *44%* *84%*	781 *44%* *53%*	456 *43%* *31%*	479 *43%* *32%*
Net: 6/5/4	**503** ***15%***	58 *19%* *11%* PQR	24 *14%* *5%*	13 *13%* *3%*	409 *14%* *81%*	468 *15%* *93%*	35 *15%* *7%*	108 *19%* *22%* VWX	384 *14%* *76%*	390 *14%* *77%*	225 *13%* *45%*	164 *16%* *33%*	175 *16%* *35%*
Net: 3/2/1	**92** ***3%***	7 *2%* *7%*	5 *3%* *5%*	3 *3%* *3%*	78 *3%* *85%*	86 *3%* *93%*	6 *3%* *7%*	20 *3%* *22%*	64 *2%* *69%*	64 *2%* *69%*	42 *2%* *45%*	22 *2%* *24%*	23 *2%* *25%*
Mean	**7.99**	7.80	8.02	8.07 O	8.01 O	7.98	8.06	7.79	8.05 U	8.05 U	8.08 U	8.00	7.99
Standard Deviation	**1.87**	1.81	1.88	1.87	1.88	1.86	2.01	1.99	1.81	1.81	1.80	1.82	1.82

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 499

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**598** ***17%***	302 *18%* *50%*	296 *17%* *50%*	79 *23%* *13%* EF	138 *19%* *23%* F	94 *16%* *16%*	89 *14%* *15%*	89 *17%* *15%*	109 *18%* *18%*	101 *16%* *17%*	298 *17%* *50%*	199 *19%* *33%*	162 *20%* *27%*	143 *17%* *24%*	189 *16%* *32%*
9	**539** ***16%***	230 *14%* *43%*	308 *17%* *57%* A	74 *21%* *14%* EF H	120 *17%* *22%*	77 *13%* *14%*	90 *14%* *17%*	99 *19%* *18%* EH	79 *13%* *15%*	96 *15%* *18%*	257 *15%* *48%*	186 *17%* *34%*	118 *14%* *22%*	128 *15%* *24%*	214 *18%* *40%*
8	**885** ***26%***	432 *26%* *49%*	453 *26%* *51%*	72 *21%* *8%*	149 *21%* *17%*	167 *28%* *19%* D	189 *30%* *21%* CD	139 *27%* *16%* D	168 *28%* *19%* D	172 *27%* *19%*	454 *26%* *51%*	258 *24%* *29%*	225 *27%* *25%*	222 *27%* *25%*	278 *24%* *31%*
7	**514** ***15%***	225 *14%* *44%*	289 *16%* *56%*	47 *13%* *9%*	112 *15%* *22%*	88 *15%* *17%*	105 *17%* *20%*	71 *14%* *14%*	92 *15%* *18%*	103 *16%* *20%*	263 *15%* *51%*	148 *14%* *29%*	118 *14%* *23%*	115 *14%* *22%*	190 *16%* *37%*
6	**311** ***9%***	144 *9%* *46%*	167 *9%* *54%*	24 *7%* *8%*	70 *10%* *23%*	56 *9%* *18%*	51 *8%* *16%*	52 *10%* *17%*	58 *10%* *19%*	43 *7%* *14%*	174 *10%* *56%* I	95 *9%* *30%*	83 *10%* *27%*	72 *9%* *23%*	101 *9%* *32%*
5	**268** ***8%***	160 *10%* *60%* B	108 *6%* *40%*	21 *6%* *8%*	55 *8%* *20%*	55 *9%* *21%*	58 *9%* *22%*	41 *8%* *15%*	37 *6%* *14%*	52 *8%* *19%*	132 *8%* *49%*	83 *8%* *31%*	59 *7%* *22%*	72 *9%* *27%*	88 *7%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 499

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**96** ***3%***	45 *3%* *47%*	51 *3%* *53%*	10 *3%* *11%*	32 *4%* *33%* G	13 *2%* *14%*	16 *3%* *16%*	6 *1%* *6%*	19 *3%* *20%*	16 *2%* *16%*	56 *3%* *59%*	24 *2%* *25%*	21 *2%* *21%*	19 *2%* *20%*	39 *3%* *41%*
3	**81** ***2%***	45 *3%* *56%*	36 *2%* *44%*	12 *3%* *15%*	18 *3%* *22%*	12 *2%* *14%*	8 *1%* *10%*	8 *2%* *10%*	23 *4%* *28%* F	18 *3%* *23%*	30 *2%* *37%*	33 *3%* *40%*	18 *2%* *22%*	20 *2%* *25%*	31 *3%* *38%*
2	**47** ***1%***	23 *1%* *49%*	24 *1%* *51%*	2 *1%* *5%*	12 *2%* *25%*	13 *2%* *28%*	8 *1%* *17%*	4 *1%* *9%*	7 *1%* *15%*	16 *2%* *34%* J	17 *1%* *36%*	14 *1%* *30%*	6 *1%* *12%*	12 *1%* *26%*	20 *2%* *43%*
1	**60** ***2%***	41 *2%* *67%* B	20 *1%* *33%*	3 *1%* *6%*	13 *2%* *21%*	21 *3%* *34%* G	10 *2%* *16%*	5 *1%* *8%*	9 *1%* *15%*	16 *2%* *26%*	24 *1%* *40%*	20 *2%* *34%*	12 *1%* *20%*	15 *2%* *25%*	22 *2%* *36%*
Don't know	**28** ***1%***	11 *1%* *39%*	17 *1%* *61%*	3 *1%* *11%*	5 *1%* *19%*	2 *** *8%*	4 *1%* *13%*	7 *1%* *26%*	7 *1%* *24%*	4 *1%* *15%*	14 *1%* *48%*	10 *1%* *37%*	7 *1%* *25%*	11 *1%* *40%*	5 *** *18%*
Net: 10/9/8/7	**2536** ***74%***	1190 *72%* *47%*	1346 *76%* *53%* A	271 *78%* *11%*	518 *72%* *20%*	426 *71%* *17%*	472 *75%* *19%*	398 *76%* *16%*	448 *74%* *18%*	472 *74%* *19%*	1272 *74%* *50%*	791 *74%* *31%*	624 *75%* *25%*	608 *73%* *24%*	872 *74%* *34%*
Net: 10/9	**1137** ***33%***	532 *32%* *47%*	605 *34%* *53%*	153 *44%* *13%* DE FH	258 *36%* *23%* EF	171 *29%* *15%*	179 *29%* *16%*	188 *36%* *17%* EF	188 *31%* *17%*	197 *31%* *17%*	556 *32%* *49%*	385 *36%* *34%*	280 *34%* *25%*	271 *33%* *24%*	404 *34%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 499

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 6/5/4	**674** ***20%***	349 *21%* *52%*	325 *18%* *48%*	55 *16%* *8%*	157 *22%* *23%*	124 *21%* *18%*	125 *20%* *19%*	99 *19%* *15%*	114 *19%* *17%*	110 *17%* *16%*	362 *21%* *54%*	202 *19%* *30%*	163 *20%* *24%*	163 *20%* *24%*	228 *19%* *34%*
Net: 3/2/1	**188** ***5%***	109 *7%* *58%* B	80 *5%* *42%*	18 *5%* *10%*	43 *6%* *23%*	46 *8%* *24%* FG	26 *4%* *14%*	17 *3%* *9%*	39 *6%* *21%* G	50 *8%* *26%* J	71 *4%* *38%*	67 *6%* *36%* J	35 *4%* *19%*	47 *6%* *25%*	73 *6%* *39%*
Mean	**7.50**	7.40	7.60 A	7.81 D EF	7.45	7.27	7.46	7.72 D EF	7.47	7.36	7.53	7.54	7.63	7.49	7.45
Standard Deviation	**2.06**	2.17	1.95	2.04	2.16	2.22	1.93	1.84	2.07	2.19	1.98	2.12	1.97	2.08	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 499

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Personal Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**598** ***17%***	57 *18%* *10%*	29 *16%* *5%*	18 *17%* *3%*	495 *17%* *83%*	554 *17%* *93%*	45 *18%* *7%*	89 *18%* *15%*	499 *17%* *83%*	509 *17%* *85%*	329 *18%* *55%*	177 *16%* *30%*	188 *16%* *31%*
9	**539** ***16%***	38 *12%* *7%*	25 *14%* *5%*	16 *15%* *3%*	460 *16%* *85%* O	499 *16%* *93%*	39 *16%* *7%*	65 *13%* *12%*	469 *16%* *87%*	473 *16%* *88%*	282 *15%* *52%*	188 *17%* *35%*	197 *17%* *37%*
8	**885** ***26%***	82 *26%* *9%*	51 *29%* *6%*	27 *25%* *3%*	725 *26%* *82%*	845 *27%* *95%* T	40 *16%* *5%*	113 *23%* *13%*	759 *26%* *86%*	771 *26%* *87%*	497 *27%* *56%*	272 *25%* *31%*	294 *25%* *33%*
7	**514** ***15%***	49 *16%* *9%*	27 *15%* *5%*	16 *15%* *3%*	423 *15%* *82%*	475 *15%* *92%*	39 *16%* *8%*	71 *15%* *14%*	437 *15%* *85%*	443 *15%* *86%*	287 *16%* *56%*	155 *14%* *30%*	166 *14%* *32%*
6	**311** ***9%***	31 *10%* *10%*	13 *7%* *4%*	12 *11%* *4%*	256 *9%* *82%*	287 *9%* *92%*	24 *10%* *8%*	46 *9%* *15%*	261 *9%* *84%*	265 *9%* *85%*	155 *8%* *50%*	109 *10%* *35%*	122 *11%* *39%*
5	**268** ***8%***	22 *7%* *8%*	18 *10%* *7%*	9 *9%* *3%*	219 *8%* *82%*	237 *7%* *89%*	31 *12%* *11%* S	44 *9%* *16%*	220 *8%* *82%*	222 *8%* *83%*	129 *7%* *48%*	93 *9%* *35%*	96 *8%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 499

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**96** ***3%***	8 *3%* *9%*	5 *3%* *5%*	4 *3%* *4%*	79 *3%* *83%*	85 *3%* *89%*	10 *4%* *11%*	17 *4%* *18%*	78 *3%* *81%*	78 *3%* *82%*	57 *3%* *60%*	21 *2%* *22%*	23 *2%* *24%*
3	**81** ***2%***	7 *2%* *9%*	4 *3%* *5%*	1 *1%* *2%*	68 *2%* *84%*	75 *2%* *93%*	6 *2%* *7%*	17 *3%* *21%*	63 *2%* *77%*	64 *2%* *79%*	41 *2%* *50%*	24 *2%* *29%*	25 *2%* *31%*
2	**47** ***1%***	8 *2%* *16%* PQ	1 * *2%*	* * *1%*	38 *1%* *81%*	43 *1%* *91%*	4 *2%* *9%*	5 *1%* *10%*	39 *1%* *84%*	41 *1%* *87%*	24 *1%* *50%*	17 *2%* *37%*	18 *2%* *39%*
1	**60** ***2%***	8 *2%* *13%*	2 *1%* *3%*	2 *2%* *4%*	49 *2%* *81%*	55 *2%* *91%*	5 *2%* *9%*	17 *4%* *29%* VWXY Z	43 *1%* *71%*	43 *1%* *71%*	30 *2%* *49%*	12 *1%* *19%*	14 *1%* *24%*
Don't know	**28** ***1%***	3 *1%* *11%*	1 *1%* *4%*	1 *1%* *2%*	23 *1%* *83%*	24 *1%* *84%*	5 *2%* *16%*	5 *1%* *18%*	23 *1%* *82%*	23 *1%* *82%*	13 *1%* *46%*	10 *1%* *37%*	10 *1%* *37%*
Net: 10/9/8/7	**2536** ***74%***	227 *72%* *9%*	131 *75%* *5%*	76 *73%* *3%*	2103 *74%* *83%*	2373 *75%* *94%* T	163 *66%* *6%*	337 *69%* *13%*	2164 *75%* *85%* U	2195 *75%* *87%* U	1394 *76%* *55%* U	792 *73%* *31%*	845 *73%* *33%*
Net: 10/9	**1137** ***33%***	96 *31%* *8%*	53 *30%* *5%*	33 *32%* *3%*	955 *34%* *84%*	1053 *33%* *93%*	84 *34%* *7%*	153 *31%* *13%*	968 *33%* *85%*	982 *33%* *86%*	611 *33%* *54%*	365 *34%* *32%*	385 *33%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 499

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
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Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 6/5/4	**674** ***20%***	61 *19%* *9%*	35 *20%* *5%*	24 *23%* *4%*	554 *20%* *82%*	610 *19%* *90%*	64 *26%* *10%* S	107 *22%* *16%*	559 *19%* *83%*	565 *19%* *84%*	341 *18%* *51%*	223 *21%* *33%*	241 *21%* *36%*
Net: 3/2/1	**188** ***5%***	22 *7%* *12%* PQ	7 *4%* *4%*	4 *4%* *2%*	155 *5%* *82%*	173 *5%* *92%*	15 *6%* *8%*	39 *8%* *21%* VWXY Z	145 *5%* *77%*	148 *5%* *79%*	94 *5%* *50%*	52 *5%* *28%*	58 *5%* *31%*
Mean	**7.50**	7.39	7.53	7.47	7.51	7.52	7.25	7.26	7.54 U	7.54 U	7.55 U	7.53 U	7.52
Standard Deviation	**2.06**	2.19	1.92	2.01	2.06	2.05	2.24	2.29	2.02	2.02	2.03	1.99	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 500

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**624** ***18%***	297 *18%* *48%*	328 *19%* *52%*	81 *23%* *13%* FG	150 *21%* *24%* F	103 *17%* *17%*	96 *15%* *15%*	86 *17%* *14%*	108 *18%* *17%*	96 *15%* *15%*	312 *18%* *50%*	217 *20%* *35%* I	158 *19%* *25%*	148 *18%* *24%*	212 *18%* *34%*
9	**494** ***14%***	205 *12%* *41%*	289 *16%* *59%* A	60 *17%* *12%* H	113 *16%* *23%* H	91 *15%* *19%* H	79 *13%* *16%*	85 *16%* *17%* H	65 *11%* *13%*	92 *14%* *19%*	231 *13%* *47%*	171 *16%* *35%*	120 *14%* *24%*	108 *13%* *22%*	185 *16%* *38%*
8	**871** ***25%***	429 *26%* *49%*	441 *25%* *51%*	82 *24%* *9%*	153 *21%* *18%*	163 *27%* *19%* D	189 *30%* *22%* DG	125 *24%* *14%*	157 *26%* *18%*	168 *26%* *19%*	459 *27%* *53%*	243 *23%* *28%*	205 *25%* *24%*	232 *28%* *27%*	281 *24%* *32%*
7	**585** ***17%***	274 *17%* *47%*	311 *18%* *53%*	53 *15%* *9%*	121 *17%* *21%*	96 *16%* *16%*	125 *20%* *21%*	91 *17%* *16%*	99 *16%* *17%*	122 *19%* *21%*	297 *17%* *51%*	166 *16%* *28%*	119 *14%* *20%*	138 *17%* *24%*	224 *19%* *38%* L
6	**288** ***8%***	147 *9%* *51%*	140 *8%* *49%*	15 *4%* *5%*	57 *8%* *20%*	54 *9%* *19%* C	44 *7%* *15%*	52 *10%* *18%* C	66 *11%* *23%* CF	46 *7%* *16%*	159 *9%* *55%*	83 *8%* *29%*	83 *10%* *29%*	62 *8%* *22%*	87 *7%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 500

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**280** ***8%***	152 *9%* *54%*	128 *7%* *46%*	31 *9%* *11%*	70 *10%* *25%*	46 *8%* *16%*	52 *8%* *19%*	41 *8%* *15%*	40 *7%* *14%*	55 *9%* *19%*	133 *8%* *47%*	93 *9%* *33%*	76 *9%* *27%*	64 *8%* *23%*	96 *8%* *34%*
4	**66** ***2%***	40 *2%* *61%*	26 *1%* *39%*	10 *3%* *16%*	13 *2%* *20%*	8 *1%* *12%*	13 *2%* *20%*	5 *1%* *8%*	16 *3%* *24%*	15 *2%* *23%*	27 *2%* *40%*	25 *2%* *37%*	16 *2%* *24%*	11 *1%* *16%*	27 *2%* *41%*
3	**36** ***1%***	19 *1%* *52%*	18 *1%* *48%*	3 *1%* *9%*	6 *1%* *17%*	7 *1%* *19%*	3 *** *8%*	5 *1%* *13%*	13 *2%* *35%* F	4 *1%* *11%*	16 *1%* *43%*	17 *2%* *47%*	9 *1%* *25%*	6 *1%* *18%*	10 *1%* *28%*
2	**34** ***1%***	22 *1%* *65%*	12 *1%* *35%*	3 *1%* *9%*	12 *2%* *35%* H	7 *1%* *20%*	8 *1%* *23%*	3 *1%* *10%*	2 *** *5%*	9 *1%* *26%*	16 *1%* *46%*	9 *1%* *27%*	9 *1%* *26%*	8 *1%* *25%*	13 *1%* *38%*
1	**27** ***1%***	22 *1%* *80%* B	5 *** *20%*	2 *1%* *8%*	6 *1%* *21%*	8 *1%* *28%*	3 *** *10%*	5 *1%* *17%*	4 *1%* *15%*	8 *1%* *28%*	14 *1%* *50%*	6 *1%* *22%*	7 *1%* *26%*	7 *1%* *27%*	6 *1%* *24%*
Don't know	**122** ***4%***	52 *3%* *43%*	70 *4%* *57%*	6 *2%* *5%*	22 *3%* *18%*	17 *3%* *14%*	15 *2%* *12%*	23 *4%* *19%*	38 *6%* *32%* CDEF	24 *4%* *19%*	57 *3%* *47%*	41 *4%* *33%*	27 *3%* *22%*	43 *5%* *36%*	35 *3%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 500

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9/8/7	**2574** ***75%***	1205 *73%* *47%*	1369 *77%* *53%* A	276 *79%* *11%* H	538 *74%* *21%*	453 *76%* *18%*	489 *78%* *19%* H	388 *74%* *15%*	429 *71%* *17%*	477 *75%* *19%*	1299 *76%* *50%*	797 *74%* *31%*	602 *73%* *23%*	626 *75%* *24%*	902 *77%* *35%*
Net: 10/9	**1118** ***33%***	501 *30%* *45%*	617 *35%* *55%* A	141 *41%* *13%* EF H	263 *36%* *24%* FH	195 *33%* *17%*	175 *28%* *16%*	172 *33%* *15%*	173 *28%* *15%*	187 *29%* *17%*	543 *32%* *49%*	388 *36%* *35%* IJ	278 *34%* *25%*	256 *31%* *23%*	397 *34%* *36%*
Net: 6/5/4	**634** ***18%***	339 *20%* *53%* B	295 *17%* *47%*	57 *16%* *9%*	140 *19%* *22%*	107 *18%* *17%*	109 *17%* *17%*	98 *19%* *15%*	122 *20%* *19%*	115 *18%* *18%*	318 *18%* *50%*	200 *19%* *32%*	175 *21%* *28%*	137 *17%* *22%*	211 *18%* *33%*
Net: 3/2/1	**97** ***3%***	63 *4%* *64%* B	35 *2%* *36%*	8 *2%* *8%*	23 *3%* *24%*	21 *4%* *22%*	14 *2%* *14%*	13 *2%* *13%*	18 *3%* *19%*	20 *3%* *21%*	45 *3%* *46%*	32 *3%* *33%*	25 *3%* *26%*	22 *3%* *23%*	29 *2%* *30%*
Mean	**7.67**	7.52	7.80 A	7.87	7.68	7.65	7.62	7.68	7.59	7.54	7.68	7.72	7.64	7.71	7.68
Standard Deviation	**1.86**	1.97	1.73	1.90	1.96	1.89	1.74	1.79	1.85	1.88	1.82	1.91	1.91	1.82	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 500

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**624** ***18%***	58 *18%* *9%*	31 *18%* *5%*	18 *18%* *3%*	518 *18%* *83%*	568 *18%* *91%*	57 *23%* *9%*	94 *19%* *15%*	518 *18%* *83%*	529 *18%* *85%*	351 *19%* *56%*	173 *16%* *28%*	185 *16%* *30%*
9	**494** ***14%***	38 *12%* *8%*	27 *15%* *5%*	15 *14%* *3%*	413 *15%* *84%*	469 *15%* *95%*	25 *10%* *5%*	63 *13%* *13%*	425 *15%* *86%*	431 *15%* *87%*	250 *14%* *51%*	179 *17%* *36%*	191 *17%* *39%*
8	**871** ***25%***	73 *23%* *8%*	52 *30%* *6%* O	28 *27%* *3%*	718 *25%* *82%*	821 *26%* *94%*	49 *20%* *6%*	119 *24%* *14%*	735 *25%* *84%*	751 *26%* *86%*	498 *27%* *57%*	250 *23%* *29%*	273 *24%* *31%*
7	**585** ***17%***	58 *19%* *10%*	29 *17%* *5%*	17 *17%* *3%*	481 *17%* *82%*	543 *17%* *93%*	42 *17%* *7%*	70 *14%* *12%*	512 *18%* *88%*	514 *18%* *88%*	328 *18%* *56%*	185 *17%* *32%*	200 *17%* *34%*
6	**288** ***8%***	30 *9%* *10%*	14 *8%* *5%*	11 *11%* *4%*	233 *8%* *81%*	270 *8%* *94%*	18 *7%* *6%*	45 *9%* *16%*	238 *8%* *83%*	243 *8%* *84%*	150 *8%* *52%*	91 *8%* *32%*	96 *8%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 500

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**280** ***8%***	24 *8%* *9%*	11 *6%* *4%*	8 *8%* *3%*	237 *8%* *85%*	249 *8%* *89%*	31 *13%* *11%* S	42 *9%* *15%*	234 *8%* *84%*	236 *8%* *84%*	133 *7%* *47%*	103 *10%* *37%*	106 *9%* *38%*
4	**66** ***2%***	8 *3%* *12%*	2 *1%* *3%*	2 *2%* *4%*	54 *2%* *81%*	56 *2%* *84%*	11 *4%* *16%* S	18 *4%* *27%* VWXY Z	48 *2%* *72%*	48 *2%* *72%*	30 *2%* *45%*	18 *2%* *27%*	19 *2%* *29%*
3	**36** ***1%***	6 *2%* *16%*	4 *2%* *11%* R	1 *1%* *2%*	26 *1%* *71%*	35 *1%* *97%*	1 *** *3%*	9 *2%* *25%*	27 *1%* *75%*	27 *1%* *75%*	14 *1%* *40%*	12 *1%* *34%*	12 *1%* *34%*
2	**34** ***1%***	3 *1%* *9%*	1 *** *2%*	- - -	30 *1%* *89%* Q	31 *1%* *92%*	3 *1%* *8%*	5 *1%* *15%*	29 *1%* *85%*	29 *1%* *85%*	19 *1%* *56%*	10 *1%* *29%*	12 *1%* *34%*
1	**27** ***1%***	6 *2%* *21%* PR	- - -	1 *1%* *3%* P	21 *1%* *76%*	26 *1%* *96%*	1 *** *4%*	4 *1%* *16%*	20 *1%* *75%*	22 *1%* *79%*	11 *1%* *40%*	11 *1%* *39%*	11 *1%* *39%*
Don't know	**122** ***4%***	10 *3%* *8%*	4 *2%* *4%*	2 *2%* *2%*	106 *4%* *87%*	111 *4%* *91%*	10 *4%* *9%*	18 *4%* *15%*	104 *4%* *85%*	104 *4%* *85%*	58 *3%* *48%*	46 *4%* *38%*	49 *4%* *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 500

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows programmes I want to watch - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9/8/7	**2574** ***75%***	227 *73%* *9%*	138 *79%* *5%* O	79 *75%* *3%*	2130 *75%* *83%*	2401 *76%* *93%*	172 *70%* *7%*	346 *71%* *13%*	2191 *76%* *85%*	2224 *76%* *86%* U	1427 *77%* *55%* UYZ	787 *73%* *31%*	849 *74%* *33%*
Net: 10/9	**1118** ***33%***	96 *31%* *9%*	57 *33%* *5%*	34 *32%* *3%*	931 *33%* *83%*	1037 *33%* *93%*	81 *33%* *7%*	157 *32%* *14%*	943 *33%* *84%*	959 *33%* *86%*	601 *33%* *54%*	353 *33%* *32%*	376 *33%* *34%*
Net: 6/5/4	**634** ***18%***	62 *20%* *10%*	27 *15%* *4%*	22 *21%* *3%* P	523 *18%* *83%*	574 *18%* *91%*	60 *24%* *9%* S	105 *22%* *17%* X	520 *18%* *82%*	526 *18%* *83%*	313 *17%* *49%*	212 *20%* *33%*	221 *19%* *35%*
Net: 3/2/1	**97** ***3%***	15 *5%* *15%* QR	5 *3%* *5%*	2 *1%* *2%*	77 *3%* *79%*	92 *3%* *95%*	5 *2%* *5%*	19 *4%* *19%*	76 *3%* *79%*	78 *3%* *80%*	44 *2%* *46%*	33 *3%* *34%*	34 *3%* *35%*
Mean	**7.67**	7.49	7.80 O	7.69	7.68	7.68	7.56	7.54	7.69	7.69	7.74	7.60	7.61
Standard Deviation	**1.86**	2.03	1.68	1.75	1.85	1.85	2.00	2.00	1.82	1.83	1.79	1.88	1.87

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 501

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows programmes I want to watch - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	263 *5%*	102 *4%*	207 *6%*	175 *7%*	1 *4%*	77 *6%*	50 *9%*	17 *6%*	135 *9%*	2 *5%*	328 *5%*	868 *25%*	598 *17%*	624 *18%*
9	494 *10%*	224 *10%*	344 *10%*	234 *10%*	3 *10%*	86 *7%*	80 *14%*	40 *13%*	166 *11%*	6 *11%*	494 *7%*	608 *18%*	539 *16%*	494 *14%*
8	1138 *24%*	621 *27%*	764 *22%*	579 *24%*	5 *17%*	213 *17%*	115 *20%*	59 *20%*	314 *22%*	12 *24%*	1336 *20%*	845 *25%*	885 *26%*	871 *25%*
7	1096 *23%*	522 *23%*	717 *20%*	481 *20%*	8 *25%*	249 *20%*	103 *18%*	66 *22%*	260 *18%*	8 *16%*	1552 *23%*	465 *14%*	514 *15%*	585 *17%*
6	719 *15%*	381 *16%*	513 *14%*	390 *16%*	6 *18%*	224 *18%*	90 *16%*	46 *15%*	207 *14%*	4 *8%*	1107 *16%*	211 *6%*	311 *9%*	288 *8%*
5	546 *11%*	201 *9%*	455 *13%*	263 *11%*	4 *11%*	159 *13%*	54 *9%*	17 *6%*	172 *12%*	7 *14%*	874 *13%*	222 *6%*	268 *8%*	280 *8%*
4	263 *5%*	118 *5%*	246 *7%*	136 *6%*	3 *10%*	85 *7%*	26 *5%*	8 *3%*	60 *4%*	1 *1%*	463 *7%*	70 *2%*	96 *3%*	66 *2%*
3	137 *3%*	62 *3%*	142 *4%*	65 *3%*	1 *3%*	57 *5%*	13 *2%*	8 *3%*	48 *3%*	2 *4%*	248 *4%*	37 *1%*	81 *2%*	36 *1%*
2	100 *2%*	42 *2%*	79 *2%*	33 *1%*	* *1%*	30 *2%*	20 *3%*	6 *2%*	33 *2%*	* *1%*	162 *2%*	23 *1%*	47 *1%*	34 *1%*
1	47 *1%*	24 *1%*	47 *1%*	17 *1%*	- -	20 *2%*	4 *1%*	6 *2%*	16 *1%*	1 *1%*	108 *2%*	32 *1%*	60 *2%*	27 *1%*
Don't know	38 *1%*	25 *1%*	36 *1%*	57 *2%*	* *1%*	48 *4%*	20 *4%*	28 *9%*	41 *3%*	7 *14%*	126 *2%*	38 *1%*	28 *1%*	122 *4%*
Net: 10/9/8/7	2991 *62%*	1469 *63%*	2032 *57%*	1468 *60%*	18 *56%*	625 *50%*	348 *60%*	182 *61%*	875 *60%*	28 *56%*	3710 *55%*	2785 *81%*	2536 *74%*	2574 *75%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 501

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows programmes I want to watch - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	757 *16%*	326 *14%*	551 *16%*	408 *17%*	5 *15%*	163 *13%*	130 *23%*	58 *19%*	301 *21%*	8 *16%*	822 *12%*	1476 *43%*	1137 *33%*	1118 *33%*
Net: 6/5/4	1528 *32%*	699 *30%*	1214 *34%*	789 *32%*	12 *39%*	467 *37%*	170 *30%*	70 *23%*	439 *30%*	12 *24%*	2445 *36%*	503 *15%*	674 *20%*	634 *18%*
Net: 3/2/1	285 *6%*	128 *6%*	268 *8%*	115 *5%*	1 *4%*	107 *9%*	37 *6%*	20 *7%*	97 *7%*	3 *6%*	517 *8%*	92 *3%*	188 *5%*	97 *3%*
Mean	6.79	6.84	6.62	6.88	6.63	6.44	6.95	6.98	6.91	6.90	6.49	7.99	7.50	7.67
Standard Deviation	1.88	1.81	2.00	1.86	1.80	2.01	2.03	1.96	2.03	1.97	1.94	1.87	2.06	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 502

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**187** ***4%***	77 *3%* *41%*	110 *4%* *59%*	32 *7%* *17%* DE FGH	40 *4%* *21%*	27 *3%* *14%*	20 *2%* *11%*	27 *3%* *14%*	42 *4%* *22%*	25 *3%* *14%*	92 *4%* *49%*	70 *5%* *37%*	52 *4%* *28%*	45 *4%* *24%*	61 *4%* *33%*
9	**318** ***7%***	155 *7%* *49%*	164 *6%* *51%*	48 *11%* *15%* EF GH	90 *9%* *28%* EF G	44 *5%* *14%*	35 *4%* *11%*	33 *4%* *11%*	68 *7%* *22%* F	58 *6%* *18%*	158 *7%* *50%*	102 *7%* *32%*	82 *7%* *26%*	69 *6%* *22%*	116 *7%* *36%*
8	**1005** ***21%***	465 *21%* *46%*	539 *21%* *54%*	85 *20%* *8%*	252 *26%* *25%* EF GH	168 *21%* *17%* G	173 *20%* *17%* G	120 *16%* *12%*	206 *20%* *20%* G	201 *21%* *20%*	475 *20%* *47%*	328 *21%* *33%*	232 *20%* *23%*	280 *23%* *28%*	333 *20%* *33%*
7	**1003** ***21%***	467 *21%* *47%*	536 *21%* *53%*	96 *23%* *10%*	212 *22%* *21%*	201 *24%* *20%* GH	176 *21%* *18%*	137 *18%* *14%*	181 *18%* *18%*	204 *21%* *20%*	525 *22%* *52%* K	275 *18%* *27%*	246 *21%* *25%*	267 *22%* *27%*	322 *20%* *32%*
6	**750** ***15%***	345 *15%* *46%*	405 *16%* *54%*	56 *13%* *7%*	142 *15%* *19%*	147 *18%* *20%* H	145 *17%* *19%* H	138 *18%* *18%* H	121 *12%* *16%*	156 *16%* *21%*	392 *17%* *52%* K	202 *13%* *27%*	185 *16%* *25%*	187 *15%* *25%*	249 *15%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 502

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**553** ***11%***	250 *11%* *45%*	303 *12%* *55%*	29 *7%* *5%*	96 *10%* *17%*	91 *11%* *16%*	95 *11%* *17%*	114 *15%* *21%* CD EF	127 *13%* *23%* C	116 *12%* *21%*	263 *11%* *48%*	173 *11%* *31%*	124 *11%* *22%*	134 *11%* *24%*	179 *11%* *32%*
4	**306** ***6%***	165 *7%* *54%* B	141 *5%* *46%*	27 *6%* *9%*	40 *4%* *13%*	49 *6%* *16%*	65 *8%* *21%* D	62 *8%* *20%* D	62 *6%* *20%*	54 *6%* *18%*	130 *6%* *42%*	122 *8%* *40%* J	75 *6%* *25%*	78 *6%* *26%*	103 *6%* *34%*
3	**171** ***4%***	81 *4%* *47%*	90 *3%* *53%*	11 *3%* *7%*	21 *2%* *13%*	34 *4%* *20%*	26 *3%* *15%*	37 *5%* *22%* D	42 *4%* *24%* D	34 *4%* *20%*	80 *3%* *47%*	57 *4%* *33%*	42 *4%* *25%*	50 *4%* *29%*	58 *4%* *34%*
2	**112** ***2%***	54 *2%* *48%*	58 *2%* *52%*	10 *2%* *9%*	12 *1%* *11%*	20 *2%* *18%*	28 *3%* *25%* D	17 *2%* *15%*	26 *3%* *23%*	14 *1%* *13%*	52 *2%* *46%*	46 *3%* *41%*	26 *2%* *23%*	21 *2%* *19%*	46 *3%* *41%*
1	**91** ***2%***	55 *2%* *61%* B	35 *1%* *39%*	17 *4%* *18%* DE FH	10 *1%* *11%*	12 *2%* *14%*	14 *2%* *15%*	20 *3%* *22%* D	17 *2%* *19%*	12 *1%* *13%*	41 *2%* *45%*	38 *2%* *42%*	22 *2%* *25%*	15 *1%* *17%*	40 *2%* *44%*
Don't know	**344** ***7%***	141 *6%* *41%*	203 *8%* *59%*	13 *3%* *4%*	52 *5%* *15%*	28 *3%* *8%*	80 *9%* *23%* CD E	59 *8%* *17%* CE	113 *11%* *33%* CDEG	79 *8%* *23%* J	140 *6%* *41%*	126 *8%* *37%* J	90 *8%* *26%*	72 *6%* *21%*	125 *8%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 502

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9/8/7	**2513** ***52%***	1164 *52%* *46%*	1349 *52%* *54%*	261 *62%* *10%* EF GH	594 *61%* *24%* EF GH	439 *54%* *17%* FG	405 *47%* *16%* G	317 *41%* *13%*	497 *49%* *20%* G	488 *51%* *19%*	1250 *53%* *50%*	776 *50%* *31%*	612 *52%* *24%*	661 *54%* *26%*	832 *51%* *33%*
Net: 10/9	**505** ***10%***	231 *10%* *46%*	274 *11%* *54%*	80 *19%* *16%* DE FGH	129 *13%* *26%* EF G	70 *9%* *14%*	55 *6%* *11%*	60 *8%* *12%*	111 *11%* *22%* F	83 *9%* *16%*	250 *11%* *49%*	172 *11%* *34%*	135 *11%* *27%*	114 *9%* *22%*	177 *11%* *35%*
Net: 6/5/4	**1609** ***33%***	760 *34%* *47%*	849 *33%* *53%*	113 *27%* *7%*	279 *29%* *17%*	286 *35%* *18%* CD	304 *36%* *19%* CD	314 *41%* *19%* CD EFH	311 *31%* *19%*	326 *34%* *20%*	785 *33%* *49%*	497 *32%* *31%*	385 *33%* *24%*	400 *33%* *25%*	530 *32%* *33%*
Net: 3/2/1	**374** ***8%***	191 *8%* *51%*	183 *7%* *49%*	38 *9%* *10%* D	44 *5%* *12%*	66 *8%* *18%* D	67 *8%* *18%* D	74 *10%* *20%* D	85 *8%* *23%* D	61 *6%* *16%*	173 *7%* *46%*	141 *9%* *38%* I	91 *8%* *24%*	86 *7%* *23%*	144 *9%* *39%*
Mean	**6.47**	6.40	6.54	6.72 F G	6.87 E FGH	6.43 G	6.29	6.09	6.45 G	6.50	6.52	6.39	6.50	6.54	6.42
Standard Deviation	**1.96**	2.01	1.91	2.19	1.77	1.87	1.90	2.00	2.04	1.82	1.91	2.11	1.98	1.87	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 502

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**187** ***4%***	10 *3%* *6%*	12 *5%* *6%* O	7 *5%* *4%* O	158 *4%* *84%*	169 *4%* *90%*	18 *7%* *10%* S	33 *5%* *18%*	152 *4%* *81%*	154 *4%* *82%*	101 *4%* *54%*	52 *3%* *28%*	56 *3%* *30%*
9	**318** ***7%***	27 *6%* *8%*	15 *6%* *5%*	10 *7%* *3%*	267 *7%* *84%*	297 *6%* *93%*	22 *8%* *7%*	38 *5%* *12%*	280 *7%* *88%*	280 *7%* *88%*	176 *7%* *55%*	102 *6%* *32%*	108 *6%* *34%*
8	**1005** ***21%***	77 *18%* *8%*	57 *22%* *6%*	26 *19%* *3%*	845 *21%* *84%*	959 *21%* *95%*	46 *17%* *5%*	140 *20%* *14%*	855 *21%* *85%*	865 *21%* *86%*	529 *21%* *53%*	333 *21%* *33%*	353 *21%* *35%*
7	**1003** ***21%***	88 *21%* *9%*	51 *20%* *5%*	28 *20%* *3%*	836 *21%* *83%*	950 *21%* *95%*	53 *20%* *5%*	153 *21%* *15%*	833 *20%* *83%*	847 *21%* *84%*	552 *22%* *55%* YZ	294 *18%* *29%*	314 *19%* *31%*
6	**750** ***15%***	63 *15%* *8%*	45 *17%* *6%*	22 *16%* *3%*	621 *15%* *83%*	716 *16%* *96%*	34 *13%* *4%*	113 *16%* *15%*	631 *15%* *84%*	638 *15%* *85%*	378 *15%* *50%*	260 *16%* *35%*	272 *16%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 502

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**553** ***11%***	67 *16%* *12%* PR	29 *11%* *5%*	19 *14%* *4%* R	437 *11%* *79%*	522 *11%* *94%*	31 *12%* *6%*	74 *10%* *13%*	475 *12%* *86%*	479 *12%* *87%*	274 *11%* *49%*	206 *13%* *37%*	215 *13%* *39%*
4	**306** ***6%***	26 *6%* *8%*	16 *6%* *5%*	7 *5%* *2%*	256 *6%* *84%*	286 *6%* *93%*	20 *8%* *7%*	51 *7%* *17%*	248 *6%* *81%*	253 *6%* *83%*	146 *6%* *48%*	104 *7%* *34%*	111 *7%* *36%*
3	**171** ***4%***	10 *2%* *6%*	7 *3%* *4%*	4 *3%* *3%*	150 *4%* *88%*	163 *4%* *95%*	8 *3%* *5%*	20 *3%* *12%*	150 *4%* *87%*	151 *4%* *88%*	90 *4%* *52%*	61 *4%* *35%*	64 *4%* *37%*
2	**112** ***2%***	11 *3%* *10%*	6 *2%* *5%*	3 *2%* *2%*	93 *2%* *83%*	107 *2%* *96%*	5 *2%* *4%*	14 *2%* *13%*	97 *2%* *87%*	98 *2%* *87%*	67 *3%* *60%*	29 *2%* *26%*	35 *2%* *31%*
1	**91** ***2%***	8 *2%* *8%*	3 *1%* *3%*	3 *2%* *3%*	78 *2%* *86%*	79 *2%* *87%*	12 *5%* *13%* S	12 *2%* *13%*	79 *2%* *87%*	79 *2%* *87%*	48 *2%* *53%*	30 *2%* *33%*	31 *2%* *35%*
Don't know	**344** ***7%***	32 *8%* *9%*	16 *6%* *5%*	9 *7%* *3%*	287 *7%* *83%*	326 *7%* *95%*	18 *7%* *5%*	63 *9%* *18%* X	280 *7%* *81%*	281 *7%* *82%*	155 *6%* *45%*	126 *8%* *37%*	131 *8%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 502

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9/8/7	**2513** ***52%***	202 *48%* *8%*	135 *53%* *5%*	70 *51%* *3%*	2106 *52%* *84%*	2375 *52%* *94%*	139 *52%* *6%*	364 *51%* *14%*	2120 *52%* *84%*	2146 *52%* *85%*	1357 *54%* *54%* YZ	780 *49%* *31%*	830 *49%* *33%*
Net: 10/9	**505** ***10%***	37 *9%* *7%*	27 *11%* *5%*	17 *12%* *3%*	425 *11%* *84%*	466 *10%* *92%*	39 *15%* *8%* S	72 *10%* *14%*	432 *11%* *85%*	434 *11%* *86%*	277 *11%* *55%*	154 *10%* *30%*	164 *10%* *32%*
Net: 6/5/4	**1609** ***33%***	155 *37%* *10%* R	90 *35%* *6%*	49 *35%* *3%*	1315 *33%* *82%*	1524 *33%* *95%*	85 *32%* *5%*	237 *33%* *15%*	1354 *33%* *84%*	1369 *33%* *85%*	798 *32%* *50%*	570 *36%* *35%* X	598 *35%* *37%* X
Net: 3/2/1	**374** ***8%***	29 *7%* *8%*	15 *6%* *4%*	10 *7%* *3%*	321 *8%* *86%*	349 *8%* *93%*	25 *9%* *7%*	46 *7%* *12%*	325 *8%* *87%*	328 *8%* *88%*	206 *8%* *55%*	119 *7%* *32%*	130 *8%* *35%*
Mean	**6.47**	6.34	6.59 O	6.50	6.48	6.48	6.43	6.51	6.47	6.47	6.51	6.42	6.41
Standard Deviation	**1.96**	1.90	1.87	1.96	1.97	1.94	2.24	1.93	1.97	1.96	1.98	1.93	1.95

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 503

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**73** ***3%***	32 *3%* *44%*	41 *4%* *56%*	10 *6%* *13%* F	12 *4%* *16%*	14 *4%* *19%* F	6 *1%* *8%*	13 *3%* *17%*	20 *3%* *27%*	8 *2%* *11%*	33 *3%* *44%*	32 *4%* *44%* I	24 *5%* *33%*	19 *3%* *26%*	20 *2%* *28%*
9	**155** ***7%***	84 *7%* *54%*	71 *6%* *46%*	16 *9%* *10%*	36 *11%* *23%* FG H	24 *7%* *16%*	22 *5%* *14%*	24 *6%* *15%*	33 *5%* *21%*	40 *8%* *26%*	67 *6%* *44%*	47 *6%* *30%*	35 *7%* *22%*	23 *4%* *15%*	76 *9%* *49%* M
8	**529** ***23%***	278 *24%* *52%*	252 *22%* *48%*	30 *17%* *6%*	101 *30%* *19%* CG	75 *23%* *14%*	103 *24%* *19%*	77 *18%* *14%*	144 *23%* *27%*	120 *24%* *23%*	265 *25%* *50%* K	144 *19%* *27%*	118 *22%* *22%*	145 *25%* *27%*	192 *23%* *36%*
7	**491** ***21%***	252 *21%* *51%*	239 *21%* *49%*	50 *29%* *10%* H	81 *24%* *16%*	67 *20%* *14%*	100 *23%* *20%*	85 *20%* *17%*	108 *17%* *22%*	95 *19%* *19%*	239 *22%* *49%*	158 *21%* *32%*	102 *19%* *21%*	143 *24%* *29%*	167 *20%* *34%*
6	**336** ***14%***	167 *14%* *50%*	169 *15%* *50%*	19 *11%* *6%*	49 *15%* *15%*	54 *16%* *16%*	62 *14%* *19%*	75 *17%* *22%*	77 *13%* *23%*	79 *16%* *23%*	171 *16%* *51%* K	87 *12%* *26%*	83 *16%* *25%*	64 *11%* *19%*	124 *15%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 503

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**250** ***11%***	127 *11%* *51%*	123 *11%* *49%*	19 *11%* *8%*	25 *8%* *10%*	34 *10%* *14%*	47 *11%* *19%*	57 *13%* *23%* D	67 *11%* *27%*	49 *10%* *20%*	110 *10%* *44%*	91 *12%* *36%*	54 *10%* *21%*	62 *11%* *25%*	89 *11%* *36%*
4	**147** ***6%***	72 *6%* *49%*	76 *7%* *51%*	11 *6%* *7%*	7 *2%* *5%*	21 *6%* *14%* D	18 *4%* *12%*	42 *10%* *28%* DF	49 *8%* *33%* DF	37 *7%* *25%* J	51 *5%* *35%*	59 *8%* *40%* J	32 *6%* *22%*	43 *7%* *29%*	50 *6%* *34%*
3	**57** ***2%***	28 *2%* *48%*	30 *3%* *52%*	3 *2%* *6%*	5 *2%* *9%*	5 *1%* *8%*	15 *4%* *27%*	12 *3%* *21%*	17 *3%* *29%*	9 *2%* *16%*	26 *2%* *46%*	22 *3%* *39%*	11 *2%* *19%*	20 *3%* *35%*	17 *2%* *30%*
2	**48** ***2%***	21 *2%* *43%*	27 *2%* *57%*	5 *3%* *10%*	4 *1%* *9%*	9 *3%* *19%*	12 *3%* *25%*	5 *1%* *11%*	13 *2%* *26%*	3 *1%* *7%*	23 *2%* *48%*	21 *3%* *45%* I	13 *2%* *27%*	9 *2%* *19%*	20 *2%* *41%*
1	**27** ***1%***	17 *1%* *64%*	10 *1%* *36%*	1 *1%* *4%*	2 *1%* *8%*	7 *2%* *26%*	2 *** *7%*	3 *1%* *11%*	12 *2%* *44%*	5 *1%* *19%*	11 *1%* *40%*	11 *2%* *42%*	11 *2%* *41%*	4 *1%* *13%*	6 *1%* *23%*
Don't know	**206** ***9%***	97 *8%* *47%*	109 *9%* *53%*	9 *5%* *4%*	13 *4%* *6%*	21 *6%* *10%*	50 *11%* *24%* DE	36 *8%* *17%* D	77 *13%* *38%* CDE	47 *10%* *23%*	83 *8%* *40%*	76 *10%* *37%*	43 *8%* *21%*	55 *9%* *27%*	81 *10%* *39%*
Net: 10/9/8/7	**1249** ***54%***	646 *55%* *52%*	603 *53%* *48%*	106 *61%* *8%* GH	229 *68%* *18%* EF GH	180 *54%* *14%*	231 *53%* *18%*	198 *46%* *16%*	304 *49%* *24%*	264 *53%* *21%*	604 *56%* *48%*	382 *51%* *31%*	280 *53%* *22%*	331 *56%* *26%*	456 *54%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 503

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**228** ***10%***	116 *10%* *51%*	112 *10%* *49%*	26 *15%* *11%* F	48 *14%* *21%* FG H	38 *11%* *17%* F	28 *6%* *12%*	36 *9%* *16%*	52 *8%* *23%*	49 *10%* *21%*	100 *9%* *44%*	79 *11%* *35%*	59 *11%* *26%*	42 *7%* *19%*	96 *11%* *42%* M
Net: 6/5/4	**734** ***32%***	366 *31%* *50%*	368 *32%* *50%*	49 *28%* *7%*	82 *24%* *11%*	109 *33%* *15%* D	127 *29%* *17%*	173 *40%* *24%* CD FH	194 *31%* *26%*	165 *33%* *22%*	332 *31%* *45%*	237 *32%* *32%*	168 *32%* *23%*	169 *29%* *23%*	263 *31%* *36%*
Net: 3/2/1	**133** ***6%***	66 *6%* *49%*	67 *6%* *51%*	9 *5%* *7%*	11 *3%* *9%*	21 *6%* *15%*	29 *7%* *22%*	21 *5%* *16%*	41 *7%* *31%*	17 *4%* *13%*	60 *6%* *45%*	55 *7%* *42%* I	35 *7%* *27%*	33 *6%* *25%*	43 *5%* *33%*
Mean	**6.60**	6.62	6.57	6.73	7.10 E FGH	6.59	6.54	6.38	6.46	6.67	6.67	6.44	6.58	6.59	6.67
Standard Deviation	**1.85**	1.84	1.86	1.89	1.60	1.95	1.75	1.79	1.97	1.72	1.79	2.00	1.98	1.79	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 503

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**73** ***3%***	4 *2%* *5%*	4 *3%* *5%*	2 *4%* *3%*	64 *3%* *87%*	67 *3%* *91%*	7 *8%* *9%* S	8 *2%* *11%*	66 *3%* *89%*	66 *3%* *89%*	31 *3%* *43%*	34 *4%* *47%*	36 *4%* *49%*
9	**155** ***7%***	9 *5%* *6%*	9 *7%* *6%*	4 *7%* *2%*	134 *7%* *86%*	144 *6%* *93%*	11 *12%* *7%*	23 *6%* *15%*	132 *7%* *85%*	132 *7%* *85%*	69 *7%* *44%*	62 *7%* *40%*	66 *7%* *43%*
8	**529** ***23%***	35 *19%* *7%*	25 *21%* *5%*	13 *23%* *2%*	456 *23%* *86%*	509 *23%* *96%*	20 *23%* *4%*	74 *20%* *14%*	454 *24%* *86%*	456 *23%* *86%*	246 *24%* *47%*	207 *23%* *39%*	215 *22%* *41%*
7	**491** ***21%***	43 *23%* *9%*	25 *20%* *5%*	10 *18%* *2%*	413 *21%* *84%*	476 *21%* *97%*	15 *17%* *3%*	75 *20%* *15%*	406 *21%* *83%*	417 *21%* *85%*	226 *22%* *46%*	191 *21%* *39%*	205 *21%* *42%*
6	**336** ***14%***	31 *17%* *9%*	24 *20%* *7%* R	11 *19%* *3%* R	271 *14%* *81%*	324 *14%* *96%*	13 *14%* *4%*	51 *14%* *15%*	282 *15%* *84%*	285 *15%* *85%*	147 *14%* *44%*	138 *15%* *41%*	141 *15%* *42%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**250** ***11%***	26 *14%* *10%*	13 *11%* *5%*	6 *11%* *3%*	205 *10%* *82%*	245 *11%* *98%*	6 *6%* *2%*	39 *11%* *15%*	208 *11%* *83%*	212 *11%* *85%*	112 *11%* *45%*	99 *11%* *40%*	109 *11%* *43%*
4	**147** ***6%***	12 *6%* *8%*	9 *7%* *6%*	2 *4%* *2%*	124 *6%* *84%*	144 *6%* *98%*	3 *3%* *2%*	30 *8%* *20%*	115 *6%* *78%*	117 *6%* *80%*	57 *5%* *39%*	59 *6%* *40%*	64 *7%* *44%*
3	**57** ***2%***	4 *2%* *7%*	4 *3%* *6%*	1 *2%* *2%*	48 *2%* *84%*	55 *2%* *96%*	3 *3%* *4%*	9 *2%* *16%*	47 *2%* *82%*	48 *2%* *84%*	28 *3%* *49%*	20 *2%* *35%*	21 *2%* *36%*
2	**48** ***2%***	5 *3%* *10%* P	* * *1%*	1 *1%* *1%*	42 *2%* *88%* P	47 *2%* *98%*	1 *1%* *2%*	6 *2%* *13%*	41 *2%* *87%*	41 *2%* *87%*	27 *3%* *57%*	14 *2%* *30%*	16 *2%* *34%*
1	**27** ***1%***	4 *2%* *14%*	1 *1%* *5%*	1 *2%* *4%*	21 *1%* *77%*	26 *1%* *97%*	1 *1%* *3%*	5 *1%* *20%*	22 *1%* *79%*	22 *1%* *80%*	15 *1%* *55%*	6 *1%* *22%*	6 *1%* *22%*
Don't know	**206** ***9%***	14 *7%* *7%*	7 *6%* *4%*	6 *10%* *3%*	179 *9%* *87%*	197 *9%* *95%*	9 *10%* *4%*	48 *13%* *23%* VWXY Z	158 *8%* *77%*	158 *8%* *77%*	84 *8%* *41%*	74 *8%* *36%*	79 *8%* *39%*
Net: 10/9/8/7	**1249** ***54%***	91 *49%* *7%*	62 *52%* *5%*	29 *51%* *2%*	1067 *54%* *85%*	1196 *54%* *96%*	53 *61%* *4%*	179 *49%* *14%*	1057 *55%* *85%*	1070 *55%* *86%*	572 *55%* *46%*	495 *55%* *40%*	522 *54%* *42%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 503

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**228** ***10%***	12 *7%* *5%*	13 *10%* *6%*	6 *10%* *3%*	197 *10%* *87%*	211 *9%* *92%*	17 *20%* *8%* S	30 *8%* *13%*	198 *10%* *87%*	198 *10%* *87%*	100 *10%* *44%*	97 *11%* *42%*	102 *11%* *45%*
Net: 6/5/4	**734** ***32%***	69 *37%* *9%* R	45 *38%* *6%* R	19 *34%* *3%*	600 *31%* *82%*	713 *32%* *97%*	21 *24%* *3%*	120 *33%* *16%*	605 *31%* *82%*	614 *31%* *84%*	317 *30%* *43%*	296 *33%* *40%*	314 *33%* *43%*
Net: 3/2/1	**133** ***6%***	13 *7%* *10%*	5 *4%* *4%*	3 *5%* *2%*	112 *6%* *84%*	128 *6%* *97%*	4 *5%* *3%*	21 *6%* *16%*	110 *6%* *83%*	112 *6%* *84%*	70 *7%* *53%*	41 *4%* *31%*	43 *4%* *32%*
Mean	**6.60**	6.31	6.60	6.65 O	6.62 O	6.58	7.11 S	6.45	6.63	6.62	6.58	6.68	6.66
Standard Deviation	**1.85**	1.85	1.75	1.86	1.85	1.84	1.91	1.87	1.85	1.84	1.89	1.78	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 504

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**112** ***3%***	43 *3%* *38%*	69 *3%* *62%*	12 *3%* *10%*	16 *2%* *14%*	23 *4%* *20%*	19 *3%* *17%*	15 *3%* *14%*	27 *4%* *24%*	7 *1%* *6%*	48 *3%* *42%*	58 *5%* *51%* IJ	36 *4%* *32%*	23 *3%* *21%*	28 *3%* *25%*
9	**188** ***5%***	73 *5%* *39%*	116 *6%* *61%*	38 *11%* *20%* EF GH	57 *8%* *30%* EF GH	27 *4%* *14%*	21 *3%* *11%*	19 *4%* *10%*	26 *4%* *14%*	29 *5%* *16%*	91 *5%* *48%*	68 *5%* *36%*	53 *6%* *28%*	41 *5%* *22%*	60 *6%* *32%*
8	**595** ***17%***	239 *16%* *40%*	356 *18%* *60%*	74 *21%* *13%* G	136 *20%* *23%* G	97 *15%* *16%*	108 *17%* *18%* G	62 *12%* *10%*	118 *17%* *20%* G	75 *13%* *13%*	294 *17%* *49%*	226 *18%* *38%*	158 *16%* *27%*	159 *18%* *27%*	176 *17%* *30%*
7	**758** ***21%***	297 *20%* *39%*	461 *23%* *61%*	76 *21%* *10%*	156 *23%* *21%*	151 *23%* *20%*	126 *20%* *17%*	109 *21%* *14%*	140 *20%* *18%*	120 *22%* *16%*	373 *22%* *49%*	265 *21%* *35%*	230 *24%* *30%*	190 *21%* *25%*	215 *20%* *28%*
6	**602** ***17%***	273 *18%* *45%*	328 *16%* *55%*	54 *15%* *9%*	110 *16%* *18%*	122 *19%* *20%* H	124 *19%* *21%* H	107 *20%* *18%* H	84 *12%* *14%*	91 *16%* *15%*	314 *18%* *52%*	197 *15%* *33%*	157 *16%* *26%*	165 *19%* *27%*	170 *16%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 504

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
5	**446** ***13%***	219 *14%* *49%* B	227 *11%* *51%*	32 *9%* *7%*	79 *12%* *18%*	99 *15%* *22%* C	80 *13%* *18%*	76 *14%* *17%* C	81 *12%* *18%*	82 *15%* *18%* K	228 *13%* *51%*	136 *11%* *30%*	117 *12%* *26%*	99 *11%* *22%*	137 *13%* *31%*
4	**272** ***8%***	148 *10%* *54%* B	124 *6%* *46%*	37 *10%* *14%* D	29 *4%* *11%*	48 *7%* *18%* D	50 *8%* *18%* D	46 *9%* *17%* D	62 *9%* *23%* D	44 *8%* *16%*	131 *8%* *48%*	96 *8%* *35%*	68 *7%* *25%*	73 *8%* *27%*	84 *8%* *31%*
3	**150** ***4%***	68 *4%* *45%*	82 *4%* *55%*	15 *4%* *10%*	21 *3%* *14%*	23 *4%* *15%*	31 *5%* *21%*	28 *5%* *19%*	31 *4%* *21%*	26 *5%* *17%*	70 *4%* *47%*	53 *4%* *36%*	31 *3%* *20%*	42 *5%* *28%*	48 *5%* *32%*
2	**94** ***3%***	37 *2%* *40%*	56 *3%* *60%*	3 *1%* *3%*	17 *2%* *18%*	21 *3%* *22%*	23 *4%* *25%* C	14 *3%* *15%*	16 *2%* *17%*	15 *3%* *16%*	41 *2%* *44%*	37 *3%* *40%*	21 *2%* *22%*	20 *2%* *22%*	33 *3%* *35%*
1	**65** ***2%***	30 *2%* *46%*	35 *2%* *54%*	10 *3%* *15%*	7 *1%* *11%*	11 *2%* *17%*	5 *1%* *8%*	15 *3%* *24%* F	17 *2%* *25%*	10 *2%* *16%*	25 *1%* *39%*	30 *2%* *45%*	22 *2%* *33%*	12 *1%* *18%*	23 *2%* *35%*
Don't know	**269** ***8%***	93 *6%* *34%*	176 *9%* *66%* A	11 *3%* *4%*	51 *8%* *19%* CE	23 *4%* *9%*	50 *8%* *19%* CE	40 *7%* *15%* CE	93 *13%* *35%* CDEF G	53 *10%* *20%* J	110 *6%* *41%*	106 *8%* *39%*	68 *7%* *25%*	64 *7%* *24%*	91 *9%* *34%*
Net: 10/9/8/7	**1654** ***47%***	652 *43%* *39%*	1002 *49%* *61%* A	200 *55%* *12%* EF GH	365 *54%* *22%* EF GH	298 *46%* *18%* G	275 *43%* *17%*	205 *39%* *12%*	311 *45%* *19%*	231 *42%* *14%*	806 *47%* *49%*	616 *48%* *37%* I	477 *50%* *29%*	412 *46%* *25%*	480 *45%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 504

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**300** ***8%***	116 *8%* *38%*	185 *9%* *62%*	50 *14%* *17%* EF GH	73 *11%* *24%* FG	50 *8%* *16%*	41 *6%* *14%*	34 *6%* *11%*	53 *8%* *18%*	36 *7%* *12%*	138 *8%* *46%*	126 *10%* *42%*	89 *9%* *29%*	64 *7%* *21%*	88 *8%* *29%*
Net: 6/5/4	**1320** ***37%***	640 *42%* *49%* B	679 *33%* *51%*	124 *34%* *9%*	218 *32%* *17%*	269 *42%* *20%* DH	254 *40%* *19%* DH	228 *43%* *17%* CD H	227 *33%* *17%*	218 *39%* *16%*	673 *39%* *51%* K	429 *34%* *33%*	342 *36%* *26%*	336 *38%* *25%*	390 *37%* *30%*
Net: 3/2/1	**309** ***9%***	135 *9%* *44%*	174 *9%* *56%*	28 *8%* *9%*	45 *7%* *15%*	54 *8%* *18%*	60 *9%* *19%*	57 *11%* *19%* D	64 *9%* *21%*	52 *9%* *17%*	137 *8%* *44%*	120 *9%* *39%*	73 *8%* *24%*	74 *8%* *24%*	103 *10%* *34%*
Mean	**6.25**	6.10	6.36 A	6.50 F G	6.57 E FGH	6.19	6.15	5.93	6.19	6.05	6.27 I	6.31 I	6.35	6.26	6.17
Standard Deviation	**1.95**	1.94	1.95	2.02	1.83	1.89	1.89	1.96	2.06	1.89	1.88	2.06	1.94	1.88	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 504

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**112** ***3%***	12 *4%* *11%*	9 *4%* *8%*	5 *4%* *4%*	86 *3%* *77%*	105 *3%* *94%*	7 *4%* *6%*	17 *3%* *15%*	92 *3%* *82%*	96 *3%* *85%*	66 *3%* *59%*	30 *3%* *27%*	32 *3%* *29%*
9	**188** ***5%***	14 *4%* *8%*	13 *6%* *7%*	8 *7%* *4%*	154 *5%* *82%*	176 *5%* *94%*	12 *7%* *6%*	30 *6%* *16%*	158 *5%* *84%*	158 *5%* *84%*	97 *5%* *51%*	61 *5%* *33%*	64 *5%* *34%*
8	**595** ***17%***	46 *15%* *8%*	35 *17%* *6%*	21 *18%* *4%*	493 *17%* *83%*	559 *17%* *94%*	36 *20%* *6%*	75 *15%* *13%*	512 *17%* *86%*	520 *17%* *87%*	354 *19%* *59%* YZ	164 *14%* *28%*	174 *14%* *29%*
7	**758** ***21%***	55 *17%* *7%*	45 *22%* *6%*	22 *20%* *3%*	635 *22%* *84%* O	725 *21%* *96%*	33 *19%* *4%*	111 *22%* *15%*	634 *21%* *84%*	646 *21%* *85%*	410 *22%* *54%*	232 *20%* *31%*	247 *20%* *33%*
6	**602** ***17%***	58 *18%* *10%*	30 *14%* *5%*	21 *18%* *4%*	492 *17%* *82%*	579 *17%* *96%*	22 *13%* *4%*	86 *17%* *14%*	508 *17%* *84%*	513 *17%* *85%*	290 *15%* *48%*	223 *19%* *37%* X	234 *19%* *39%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 504

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
5	**446** ***13%***	46 *14%* *10%*	32 *16%* *7%* R	16 *14%* *4%*	352 *12%* *79%*	418 *12%* *94%*	28 *16%* *6%*	50 *10%* *11%*	388 *13%* *87%*	396 *13%* *89%*	252 *13%* *56%*	144 *13%* *32%*	153 *13%* *34%*
4	**272** ***8%***	28 *9%* *10%* Q	13 *6%* *5%*	6 *5%* *2%*	225 *8%* *83%*	258 *8%* *95%*	14 *8%* *5%*	46 *9%* *17%*	222 *7%* *82%*	226 *7%* *83%*	126 *7%* *46%*	100 *9%* *37%*	107 *9%* *39%*
3	**150** ***4%***	14 *4%* *9%*	9 *4%* *6%*	6 *5%* *4%*	120 *4%* *80%*	144 *4%* *96%*	6 *3%* *4%*	17 *3%* *12%*	131 *4%* *88%*	132 *4%* *88%*	82 *4%* *55%*	50 *4%* *34%*	60 *5%* *40%*
2	**94** ***3%***	13 *4%* *14%* Q	5 *3%* *6%*	2 *1%* *2%*	74 *3%* *79%*	91 *3%* *98%*	2 *1%* *2%*	13 *3%* *13%*	81 *3%* *86%*	81 *3%* *87%*	51 *3%* *55%*	29 *3%* *31%*	29 *2%* *31%*
1	**65** ***2%***	4 *1%* *6%*	3 *2%* *5%*	2 *2%* *3%*	56 *2%* *86%*	57 *2%* *87%*	8 *5%* *13%* S	12 *2%* *19%*	53 *2%* *81%*	53 *2%* *81%*	31 *2%* *48%*	22 *2%* *34%*	22 *2%* *34%*
Don't know	**269** ***8%***	25 *8%* *9%*	14 *7%* *5%*	6 *5%* *2%*	224 *8%* *83%*	261 *8%* *97%*	8 *4%* *3%*	43 *9%* *16%*	226 *8%* *84%*	226 *7%* *84%*	131 *7%* *49%*	94 *8%* *35%*	100 *8%* *37%*
Net: 10/9/8/7	**1654** ***47%***	128 *40%* *8%*	101 *49%* *6%* O	56 *49%* *3%* O	1369 *47%* *83%* O	1566 *46%* *95%*	88 *50%* *5%*	232 *47%* *14%*	1396 *46%* *84%* Z	1419 *47%* *86%* YZ	926 *49%* *56%* YZ	487 *42%* *29%*	517 *42%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 504

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**300** ***8%***	26 *8%* *9%*	21 *10%* *7%*	12 *11%* *4%*	240 *8%* *80%*	281 *8%* *94%*	19 *11%* *6%*	46 *9%* *15%*	250 *8%* *83%*	254 *8%* *85%*	162 *9%* *54%*	91 *8%* *30%*	96 *8%* *32%*
Net: 6/5/4	**1320** ***37%***	132 *42%* *10%* R	75 *36%* *6%*	43 *37%* *3%*	1069 *37%* *81%*	1255 *37%* *95%*	64 *36%* *5%*	182 *36%* *14%*	1118 *37%* *85%*	1135 *37%* *86%*	668 *35%* *51%*	467 *41%* *35%* X	494 *40%* *37%* X
Net: 3/2/1	**309** ***9%***	31 *10%* *10%*	18 *8%* *6%*	10 *9%* *3%*	250 *9%* *81%*	292 *9%* *95%*	16 *9%* *5%*	42 *8%* *14%*	265 *9%* *86%*	267 *9%* *86%*	164 *9%* *53%*	101 *9%* *33%*	111 *9%* *36%*
Mean	**6.25**	6.09	6.33	6.39 O	6.26	6.25	6.27	6.25	6.25	6.25	6.32 YZ	6.14	6.12
Standard Deviation	**1.95**	1.98	1.97	1.96	1.94	1.94	2.14	1.99	1.94	1.94	1.95	1.92	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 505

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**68** ***3%***	30 *3%* *44%*	38 *3%* *56%*	24 *6%* *36%* DE FH	17 *3%* *25%* E	2 *1%* *3%*	5 *1%* *8%*	10 *3%* *15%* E	9 *3%* *14%*	4 *1%* *6%*	36 *3%* *54%* I	27 *4%* *40%* I	22 *4%* *33%*	13 *2%* *19%*	22 *3%* *32%*
9	**149** ***6%***	57 *5%* *38%*	92 *7%* *62%*	58 *15%* *39%* DE FGH	45 *7%* *30%* FH	17 *4%* *11%*	10 *3%* *6%*	13 *4%* *9%*	7 *2%* *5%*	31 *7%* *21%*	87 *7%* *58%*	32 *4%* *21%*	28 *5%* *18%*	37 *6%* *25%*	62 *7%* *41%*
8	**408** ***17%***	178 *17%* *44%*	230 *17%* *56%*	73 *19%* *18%*	125 *20%* *31%* H	62 *16%* *15%*	54 *15%* *13%*	44 *14%* *11%*	50 *14%* *12%*	81 *18%* *20%*	220 *18%* *54%*	107 *15%* *26%*	126 *22%* *31%* MN	89 *15%* *22%*	125 *14%* *31%*
7	**490** ***20%***	230 *21%* *47%*	260 *19%* *53%*	66 *17%* *13%*	166 *27%* *34%* CE GH	73 *19%* *15%*	78 *21%* *16%* H	54 *18%* *11%*	52 *14%* *11%*	76 *16%* *15%*	269 *22%* *55%* I	145 *20%* *30%*	95 *17%* *19%*	150 *25%* *31%* L	174 *20%* *36%*
6	**397** ***16%***	173 *16%* *44%*	224 *16%* *56%*	57 *15%* *14%*	100 *16%* *25%*	58 *15%* *15%*	63 *17%* *16%*	59 *19%* *15%*	61 *17%* *15%*	79 *17%* *20%*	208 *17%* *52%*	110 *15%* *28%*	91 *16%* *23%*	101 *17%* *25%*	139 *16%* *35%*
5	**357** ***15%***	157 *15%* *44%*	200 *15%* *56%*	35 *9%* *10%*	79 *13%* *22%*	71 *18%* *20%* CD	60 *16%* *17%* C	61 *20%* *17%* CD	52 *14%* *15%*	73 *16%* *21%*	163 *13%* *46%*	121 *17%* *34%*	79 *14%* *22%*	84 *14%* *24%*	130 *15%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 505

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**185** ***8%***	90 *8%* *49%*	94 *7%* *51%*	26 *7%* *14%*	29 *5%* *16%*	39 *10%* *21%* D	32 *9%* *17%* D	26 *8%* *14%*	34 *9%* *18%* D	42 *9%* *23%*	78 *6%* *42%*	65 *9%* *35%*	40 *7%* *22%*	52 *9%* *28%*	62 *7%* *33%*
3	**81** ***3%***	45 *4%* *55%*	37 *3%* *45%*	12 *3%* *14%*	14 *2%* *18%*	17 *4%* *21%*	11 *3%* *13%*	11 *4%* *14%*	17 *4%* *20%*	21 *4%* *26%*	43 *3%* *52%*	18 *3%* *23%*	17 *3%* *21%*	18 *3%* *22%*	31 *4%* *38%*
2	**58** ***2%***	26 *2%* *45%*	32 *2%* *55%*	13 *3%* *22%*	9 *1%* *16%*	9 *2%* *16%*	10 *3%* *16%*	5 *2%* *9%*	12 *3%* *21%*	12 *3%* *21%*	27 *2%* *46%*	20 *3%* *34%*	3 *1%* *6%*	7 *1%* *12%*	37 *4%* *63%* LM
1	**28** ***1%***	14 *1%* *50%*	14 *1%* *50%*	4 *1%* *16%*	5 *1%* *20%*	6 *2%* *23%*	3 *1%* *12%*	5 *2%* *18%*	3 *1%* *11%*	4 *1%* *14%*	15 *1%* *55%*	9 *1%* *31%*	7 *1%* *25%*	4 *1%* *13%*	16 *2%* *58%*
Don't know	**207** ***9%***	70 *7%* *34%*	137 *10%* *66%* A	12 *3%* *6%*	29 *5%* *14%*	31 *8%* *15%* C	42 *12%* *20%* CD	22 *7%* *11%*	71 *19%* *34%* CDEF G	40 *9%* *20%*	89 *7%* *43%*	77 *11%* *37%*	57 *10%* *28%*	43 *7%* *21%*	67 *8%* *32%*
Net: 10/9/8/7	**1115** ***46%***	495 *46%* *44%*	620 *46%* *56%*	221 *58%* *20%* EF GH	354 *57%* *32%* EF GH	155 *40%* *14%* H	148 *40%* *13%*	121 *39%* *11%*	118 *32%* *11%*	192 *41%* *17%*	613 *50%* *55%* IK	311 *43%* *28%*	270 *48%* *24%*	289 *48%* *26%*	383 *44%* *34%*
Net: 10/9	**217** ***9%***	87 *8%* *40%*	130 *10%* *60%*	82 *22%* *38%* DE FGH	62 *10%* *29%* EFH	19 *5%* *9%*	15 *4%* *7%*	23 *7%* *10%*	16 *4%* *7%*	35 *8%* *16%*	123 *10%* *57%*	59 *8%* *27%*	50 *9%* *23%*	50 *8%* *23%*	84 *10%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 505

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**939** ***39%***	420 *39%* *45%*	519 *38%* *55%*	118 *31%* *13%*	209 *34%* *22%*	167 *43%* *18%* CD	154 *42%* *16%* CD	145 *47%* *15%* CD	147 *40%* *16%* C	195 *42%* *21%*	449 *36%* *48%*	295 *40%* *31%*	210 *37%* *22%*	238 *40%* *25%*	331 *38%* *35%*
Net: 3/2/1	**168** ***7%***	85 *8%* *51%*	83 *6%* *49%*	29 *8%* *17%*	29 *5%* *17%*	33 *9%* *20%* D	24 *6%* *14%*	21 *7%* *13%*	32 *9%* *19%* D	37 *8%* *22%*	84 *7%* *50%*	47 *6%* *28%*	28 *5%* *16%*	29 *5%* *17%*	83 *10%* *50%* LM
Mean	**6.31**	6.23	6.37	6.78 E FGH	6.63 E FGH	5.97	6.08	6.10	5.92	6.14	6.42 I	6.21	6.51 N	6.36	6.16
Standard Deviation	**1.87**	1.89	1.86	2.09	1.70	1.84	1.74	1.84	1.90	1.86	1.86	1.89	1.83	1.72	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 505

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**68** ***3%***	4 *2%* *7%*	3 *4%* *5%*	3 *4%* *5%*	57 *3%* *84%*	63 *3%* *93%*	5 *3%* *7%*	9 *3%* *13%*	57 *3%* *85%*	59 *3%* *87%*	41 *3%* *60%*	18 *2%* *27%*	21 *2%* *31%*
9	**149** ***6%***	12 *5%* *8%*	3 *4%* *2%*	8 *10%* *5%* OPR	126 *6%* *84%*	142 *6%* *95%*	7 *5%* *5%*	20 *7%* *13%*	128 *6%* *86%*	130 *6%* *87%*	81 *6%* *54%*	49 *6%* *33%*	49 *5%* *33%*
8	**408** ***17%***	38 *16%* *9%*	16 *20%* *4%*	15 *18%* *4%*	339 *17%* *83%*	383 *17%* *94%*	25 *17%* *6%*	54 *18%* *13%*	348 *17%* *85%*	354 *17%* *87%*	220 *18%* *54%*	131 *15%* *32%*	141 *15%* *35%*
7	**490** ***20%***	42 *17%* *8%*	16 *19%* *3%*	14 *17%* *3%*	419 *21%* *85%*	457 *20%* *93%*	33 *23%* *7%*	45 *15%* *9%*	436 *21%* *89%*	445 *21%* *91%*	264 *21%* *54%*	181 *21%* *37%*	194 *21%* *40%*
6	**397** ***16%***	38 *16%* *10%*	14 *17%* *4%*	14 *17%* *3%*	331 *16%* *83%*	374 *16%* *94%*	23 *16%* *6%*	49 *17%* *12%*	342 *16%* *86%*	347 *16%* *87%*	193 *15%* *49%*	152 *17%* *38%*	158 *17%* *40%*
5	**357** ***15%***	40 *17%* *11%*	12 *14%* *3%*	11 *14%* *3%*	294 *14%* *82%*	334 *15%* *94%*	23 *16%* *6%*	50 *17%* *14%*	303 *14%* *85%*	307 *14%* *86%*	182 *15%* *51%*	125 *14%* *35%*	137 *15%* *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 505

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**185** ***8%***	22 *9%* *12%*	5 *6%* *3%*	4 *5%* *2%*	153 *8%* *83%*	172 *8%* *93%*	12 *8%* *7%*	25 *8%* *13%*	159 *8%* *86%*	160 *7%* *87%*	90 *7%* *49%*	70 *8%* *38%*	75 *8%* *41%*
3	**81** ***3%***	8 *4%* *10%*	3 *4%* *4%*	4 *5%* *5%*	66 *3%* *81%*	77 *3%* *95%*	4 *3%* *5%*	8 *3%* *10%*	71 *3%* *87%*	73 *3%* *90%*	41 *3%* *50%*	32 *4%* *40%*	34 *4%* *41%*
2	**58** ***2%***	8 *3%* *14%*	1 *2%* *2%*	2 *2%* *3%*	47 *2%* *81%*	57 *2%* *97%*	2 *1%* *3%*	5 *2%* *9%*	53 *3%* *91%*	53 *2%* *91%*	30 *2%* *52%*	22 *3%* *38%*	24 *3%* *41%*
1	**28** ***1%***	- - -	1 *1%* *4%* O	* * *	27 *1%* *96%* O	25 *1%* *89%*	3 *2%* *11%*	6 *2%* *22%*	21 *1%* *76%*	22 *1%* *78%*	11 *1%* *40%*	10 *1%* *38%*	12 *1%* *41%*
Don't know	**207** ***9%***	26 *11%* *13%*	7 *9%* *4%*	6 *8%* *3%*	167 *8%* *81%*	201 *9%* *97%*	6 *4%* *3%*	24 *8%* *12%*	182 *9%* *88%*	183 *9%* *88%*	100 *8%* *48%*	82 *9%* *40%*	88 *9%* *42%*
Net: 10/9/8/7	**1115** ***46%***	96 *40%* *9%*	37 *46%* *3%*	40 *49%* *4%* O	941 *46%* *84%* O	1045 *46%* *94%*	70 *49%* *6%*	127 *43%* *11%*	970 *46%* *87%*	988 *46%* *89%*	605 *48%* *54%*	379 *43%* *34%*	405 *43%* *36%*
Net: 10/9	**217** ***9%***	17 *7%* *8%*	6 *7%* *3%*	11 *14%* *5%* OPR	183 *9%* *84%*	205 *9%* *94%*	12 *8%* *5%*	28 *10%* *13%*	185 *9%* *85%*	189 *9%* *87%*	121 *10%* *56%*	67 *8%* *31%*	70 *7%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 505

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Channel 4 ****

Base : Regular viewers of Channel 4

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**939** ***39%***	100 *42%* *11%*	30 *38%* *3%*	30 *36%* *3%*	779 *38%* *83%*	880 *39%* *94%*	58 *41%* *6%*	124 *42%* *13%*	804 *38%* *86%*	814 *38%* *87%*	466 *37%* *50%*	347 *40%* *37%*	371 *40%* *40%*
Net: 3/2/1	**168** ***7%***	17 *7%* *10%*	6 *7%* *3%*	6 *7%* *3%*	140 *7%* *83%*	159 *7%* *95%*	9 *6%* *5%*	20 *7%* *12%*	145 *7%* *86%*	148 *7%* *88%*	82 *7%* *49%*	65 *7%* *39%*	69 *7%* *41%*
Mean	**6.31**	6.14	6.36	6.56 OR	6.31	6.31	6.31	6.26	6.31	6.31	6.39	6.20	6.19
Standard Deviation	**1.87**	1.82	1.87	1.90	1.88	1.88	1.86	1.94	1.86	1.86	1.87	1.85	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 506

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**1** ***4%***	* *2%* *20%*	1 *5%* *80%*	- - -	- - -	- - -	* *5%* *26%*	1 *12%* *74%*	- - -	1 *8%* *46%*	* *2%* *20%*	* *4%* *34%*
9	**4** ***13%***	1 *8%* *21%*	3 *15%* *79%*	* *100%* *9%*	- - -	1 *14%* *22%*	* *5%* *8%*	1 *9%* *17%*	2 *27%* *43%*	1 *18%* *33%*	1 *8%* *27%*	2 *15%* *40%*
8	**8** ***26%***	4 *34%* *44%*	5 *22%* *56%*	- - -	1 *26%* *14%*	2 *28%* *21%*	3 *38%* *31%*	1 *14%* *13%*	2 *28%* *22%*	1 *15%* *14%*	5 *34%* *56%*	3 *23%* *31%*
7	**3** ***10%***	1 *8%* *26%*	2 *12%* *74%*	- - -	- - -	* *8%* *15%*	1 *14%* *28%*	1 *13%* *29%*	1 *14%* *28%*	1 *15%* *34%*	1 *7%* *27%*	1 *12%* *40%*
6	**7** ***21%***	3 *25%* *40%*	4 *18%* *60%*	- - -	1 *17%* *12%*	2 *36%* *35%*	1 *18%* *19%*	1 *15%* *17%*	1 *17%* *17%*	1 *12%* *14%*	3 *21%* *43%*	3 *25%* *43%*
5	**4** ***11%***	1 *12%* *35%*	2 *11%* *65%*	- - -	1 *17%* *21%*	* *5%* *9%*	* *5%* *9%*	2 *21%* *43%*	1 *10%* *18%*	1 *14%* *29%*	2 *13%* *49%*	1 *7%* *22%*
4	**1** ***3%***	- - -	1 *5%* *100%*	- - -	* *9%* *36%*	* *5%* *28%*	- - -	* *5%* *36%*	- - -	* *4%* *28%*	* *3%* *36%*	* *4%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 506

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***4%***	* *3%* *21%*	1 *5%* *79%*	- - -	1 *14%* *48%*	- - -	- - -	1 *9%* *52%*	- - -	- - -	* *2%* *21%*	1 *10%* *79%*
2	***** ***1%***	* *3%* *100%*	- - -	- - -	- - -	- - -	* *5%* *100%*	- - -	- - -	- - -	* *3%* *100%*	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***6%***	1 *6%* *31%*	1 *6%* *69%*	- - -	1 *16%* *37%*	* *5%* *16%*	1 *10%* *33%*	- - -	* *4%* *14%*	1 *14%* *51%*	1 *7%* *49%*	- - -
Net: 10/9/8/7	**17** ***53%***	6 *52%* *33%*	11 *54%* *67%*	* *100%* *2%*	1 *26%* *7%*	3 *49%* *19%*	4 *62%* *24%*	4 *49%* *21%*	4 *69%* *27%*	4 *56%* *24%*	7 *51%* *41%*	6 *54%* *35%*
Net: 10/9	**5** ***17%***	1 *10%* *21%*	4 *20%* *79%*	* *100%* *7%*	- - -	1 *14%* *17%*	1 *10%* *12%*	2 *22%* *30%*	2 *27%* *33%*	2 *25%* *36%*	1 *10%* *25%*	2 *19%* *39%*
Net: 6/5/4	**11** ***35%***	4 *36%* *35%*	7 *35%* *65%*	- - -	2 *43%* *17%*	3 *46%* *26%*	2 *23%* *14%*	3 *42%* *27%*	2 *27%* *16%*	2 *31%* *20%*	5 *37%* *44%*	4 *36%* *35%*
Net: 3/2/1	**2** ***5%***	1 *6%* *37%*	1 *5%* *63%*	- - -	1 *14%* *38%*	- - -	* *5%* *21%*	1 *9%* *41%*	- - -	- - -	1 *5%* *37%*	1 *10%* *63%*
Mean	**6.86**	6.81	6.89	9.00	5.70	6.95	7.08	6.58	7.45	7.23	6.77	6.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 506

Absolutes/col/row percents

9 Jul 2009

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		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.82**	1.80	1.88	-	2.13	1.52	1.89	2.26	1.46	1.88	1.80	1.96

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 506

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *5%* *80%*	* *3%* *20%*	* *3%* *20%*
9	**4** ***13%***	4 *13%* *100%*	4 *13%* *100%*	- - -	* *5%* *7%*	4 *15%* *93%*	4 *15%* *93%*	2 *12%* *53%*	2 *22%* *39%*	2 *25%* *47%*
8	**8** ***26%***	8 *26%* *100%*	8 *26%* *100%*	- - -	3 *44%* *35%*	5 *21%* *65%*	5 *21%* *65%*	4 *25%* *53%*	1 *14%* *12%*	1 *13%* *12%*
7	**3** ***10%***	3 *10%* *100%*	3 *11%* *100%*	- - -	1 *10%* *20%*	3 *10%* *80%*	3 *10%* *80%*	2 *12%* *67%*	* *6%* *12%*	* *5%* *12%*
6	**7** ***21%***	7 *21%* *100%*	7 *21%* *100%*	- - -	2 *36%* *37%*	4 *16%* *63%*	4 *16%* *63%*	2 *13%* *37%*	2 *24%* *26%*	2 *23%* *26%*
5	**4** ***11%***	4 *11%* *100%*	3 *10%* *89%*	* *100%* *11%*	- - -	4 *15%* *100%*	4 *15%* *100%*	3 *15%* *73%*	1 *14%* *27%*	1 *13%* *27%*
4	**1** ***3%***	1 *3%* *100%*	1 *4%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *6%* *100%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 506

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *5%* *100%*	1 *5%* *100%*	1 *7%* *100%*	- - -	- - -
2	* ***1%***	* *1%* *100%*	* *1%* *100%*	- - -	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -
1	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**2** ***6%***	2 *6%* *100%*	2 *6%* *100%*	- - -	* *5%* *18%*	2 *6%* *82%*	2 *6%* *82%*	* *2%* *16%*	1 *18%* *66%*	1 *17%* *66%*
Net: 10/9/8/7	**17** ***53%***	17 *53%* *100%*	17 *54%* *100%*	- - -	4 *59%* *23%*	13 *52%* *77%*	13 *52%* *77%*	10 *54%* *58%*	3 *45%* *19%*	4 *47%* *21%*
Net: 10/9	**5** ***17%***	5 *17%* *100%*	5 *17%* *100%*	- - -	* *5%* *6%*	5 *20%* *94%*	5 *20%* *94%*	3 *17%* *59%*	2 *25%* *35%*	2 *28%* *41%*
Net: 6/5/4	**11** ***35%***	11 *35%* *100%*	11 *35%* *97%*	* *100%* *3%*	2 *36%* *21%*	9 *35%* *79%*	9 *35%* *79%*	6 *34%* *55%*	3 *38%* *24%*	3 *36%* *24%*
Net: 3/2/1	**2** ***5%***	2 *5%* *100%*	2 *5%* *100%*	- - -	- - -	2 *7%* *100%*	2 *7%* *100%*	2 *9%* *100%*	- - -	- - -
Mean	**6.86**	6.86	6.89	5.00	7.18	6.78	6.78	6.63	7.20	7.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 506

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.82**	1.82	1.82	-	1.09	1.98	1.98	2.08	1.74	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 507

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**25** ***2%***	10 *2%* *41%*	15 *2%* *59%*	3 *3%* *12%*	9 *3%* *35%*	5 *3%* *21%*	1 *1%* *5%*	1 *** *4%*	6 *2%* *23%*	- - -	12 *2%* *47%*	13 *3%* *53%*	- - -	9 *3%* *36%* L	11 *3%* *45%* L
9	**30** ***2%***	10 *2%* *34%*	20 *3%* *66%*	4 *3%* *13%*	9 *3%* *29%*	7 *3%* *23%*	3 *1%* *11%*	5 *3%* *18%*	2 *1%* *6%*	5 *3%* *17%*	18 *3%* *60%*	7 *2%* *23%*	7 *2%* *22%*	5 *2%* *18%*	11 *3%* *36%*
8	**104** ***8%***	38 *8%* *37%*	66 *9%* *63%*	10 *9%* *10%*	17 *7%* *17%*	16 *8%* *15%*	21 *9%* *20%*	17 *9%* *16%*	23 *9%* *22%*	9 *5%* *8%*	50 *8%* *48%*	45 *10%* *44%*	27 *9%* *26%*	27 *9%* *26%*	27 *7%* *26%*
7	**164** ***13%***	76 *15%* *47%*	87 *12%* *53%*	20 *17%* *12%*	33 *13%* *20%*	30 *15%* *18%*	31 *14%* *19%*	20 *11%* *12%*	30 *12%* *18%*	20 *12%* *12%*	88 *14%* *54%*	56 *13%* *34%*	35 *11%* *21%*	54 *18%* *33%* N	46 *11%* *28%*
6	**204** ***16%***	75 *15%* *37%*	129 *17%* *63%*	13 *11%* *7%*	51 *20%* *25%*	37 *18%* *18%*	31 *14%* *15%*	29 *15%* *14%*	42 *16%* *21%*	22 *13%* *11%*	119 *18%* *58%*	63 *14%* *31%*	65 *21%* *32%* N	52 *17%* *25%*	57 *14%* *28%*
5	**202** ***16%***	80 *16%* *40%*	122 *16%* *60%*	15 *13%* *8%*	42 *17%* *21%*	37 *19%* *18%*	29 *12%* *14%*	34 *18%* *17%*	45 *17%* *22%*	21 *12%* *10%*	121 *19%* *60%*	60 *14%* *30%*	49 *16%* *24%*	50 *17%* *25%*	70 *17%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 507

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**148** ***12%***	68 *14%* *46%*	80 *11%* *54%*	16 *14%* *11%*	31 *12%* *21%*	15 *8%* *10%*	42 *18%* *29%* EG H	18 *9%* *12%*	25 *10%* *17%*	24 *14%* *16%*	80 *12%* *54%*	44 *10%* *30%*	37 *12%* *25%*	29 *10%* *19%*	50 *12%* *34%*
3	**82** ***7%***	42 *8%* *51%*	40 *5%* *49%*	14 *12%* *17%* D	8 *3%* *10%*	12 *6%* *15%*	15 *7%* *18%*	16 *9%* *20%* D	17 *7%* *20%*	19 *11%* *23%* J	33 *5%* *40%*	31 *7%* *37%*	25 *8%* *30%*	26 *9%* *32%*	17 *4%* *21%*
2	**79** ***6%***	31 *6%* *39%*	49 *6%* *61%*	11 *9%* *14%*	14 *6%* *18%*	14 *7%* *18%*	17 *7%* *22%*	14 *7%* *18%*	9 *3%* *11%*	14 *8%* *18%*	42 *7%* *53%*	23 *5%* *30%*	18 *6%* *22%*	20 *7%* *25%*	30 *7%* *38%*
1	**43** ***3%***	26 *5%* *62%* B	16 *2%* *38%*	6 *5%* *14%*	7 *3%* *16%*	7 *4%* *17%*	7 *3%* *16%*	10 *5%* *24%*	6 *2%* *14%*	7 *4%* *16%*	18 *3%* *42%*	18 *4%* *42%*	6 *2%* *14%*	8 *3%* *19%*	22 *5%* *52%*
Don't know	**167** ***13%***	41 *8%* *24%*	126 *17%* *76%* A	7 *6%* *4%*	32 *13%* *19%*	19 *9%* *11%*	31 *14%* *19%*	26 *14%* *16%*	52 *20%* *31%* CE	31 *18%* *18%* J	64 *10%* *38%*	72 *17%* *43%* J	42 *14%* *25%* M	19 *6%* *11%*	71 *17%* *43%* M
Net: 10/9/8/7	**322** ***26%***	135 *27%* *42%*	187 *25%* *58%*	37 *31%* *11%*	67 *27%* *21%*	58 *29%* *18%*	57 *25%* *18%*	43 *23%* *13%*	60 *23%* *18%*	33 *20%* *10%*	167 *26%* *52%*	122 *28%* *38%*	68 *22%* *21%*	95 *32%* *30%* LN	95 *23%* *29%*
Net: 10/9	**54** ***4%***	20 *4%* *37%*	34 *5%* *63%*	7 *6%* *13%*	17 *7%* *32%* F	12 *6%* *22%*	5 *2%* *8%*	6 *3%* *11%*	7 *3%* *14%*	5 *3%* *9%*	29 *5%* *54%*	20 *5%* *37%*	7 *2%* *12%*	14 *5%* *26%*	22 *5%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 507

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**553** ***44%***	223 *45%* *40%*	330 *44%* *60%*	45 *38%* *8%*	123 *49%* *22%*	89 *45%* *16%*	102 *45%* *18%*	82 *43%* *15%*	112 *44%* *20%*	67 *39%* *12%*	320 *50%* *58%* IK	166 *38%* *30%*	151 *49%* *27%*	130 *44%* *24%*	177 *43%* *32%*
Net: 3/2/1	**204** ***16%***	99 *20%* *49%* B	105 *14%* *51%*	31 *26%* *15%* DH	29 *12%* *14%*	34 *17%* *16%*	39 *17%* *19%*	41 *21%* *20%* DH	32 *12%* *15%*	39 *23%* *19%* J	93 *14%* *46%*	72 *17%* *35%*	48 *16%* *24%*	54 *18%* *26%*	70 *17%* *34%*
Mean	**5.34**	5.18	5.45	5.12	5.59 G	5.48	5.14	5.07	5.47	4.84	5.40 I	5.44 I	5.29	5.48	5.19
Standard Deviation	**2.07**	2.13	2.03	2.29	2.05	2.11	2.00	2.12	1.94	2.06	1.99	2.20	1.86	2.07	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 507

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**25** ***2%***	2 *2%* *10%*	1 *2%* *6%*	1 *3%* *4%*	20 *2%* *80%*	17 *1%* *70%*	7 *8%* *30%* S	3 *3%* *13%*	22 *2%* *87%*	22 *2%* *87%*	17 *3%* *67%*	5 *1%* *20%*	5 *1%* *20%*
9	**30** ***2%***	4 *4%* *15%*	1 *2%* *4%*	2 *4%* *5%*	22 *2%* *76%*	28 *2%* *94%*	2 *2%* *6%*	2 *2%* *7%*	27 *2%* *91%*	28 *2%* *93%*	16 *2%* *53%*	12 *3%* *40%*	12 *2%* *40%*
8	**104** ***8%***	11 *10%* *11%*	8 *11%* *8%*	3 *7%* *3%*	82 *8%* *78%*	95 *8%* *92%*	9 *10%* *8%*	5 *4%* *5%*	97 *9%* *93%*	99 *9%* *95%*	63 *10%* *60%*	36 *8%* *35%*	39 *8%* *38%*
7	**164** ***13%***	16 *14%* *10%*	7 *9%* *4%*	6 *17%* *4%* P	135 *13%* *82%*	153 *13%* *94%*	11 *12%* *6%*	16 *14%* *10%*	143 *13%* *87%*	145 *13%* *89%*	93 *14%* *57%*	52 *11%* *32%*	56 *11%* *34%*
6	**204** ***16%***	12 *11%* *6%*	11 *15%* *5%*	6 *16%* *3%*	174 *17%* *86%*	191 *17%* *94%*	12 *14%* *6%*	10 *8%* *5%*	191 *17%* *94%* U	194 *17%* *95%* U	112 *17%* *55%* U	81 *17%* *40%* U	87 *17%* *43%* U
5	**202** ***16%***	14 *12%* *7%*	15 *20%* *7%* O	5 *13%* *3%*	168 *16%* *83%*	184 *16%* *91%*	18 *20%* *9%*	28 *24%* *14%* VWX	171 *15%* *85%*	174 *15%* *86%*	99 *15%* *49%*	75 *16%* *37%*	78 *16%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 507

Absolutes/col/row percents

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Q6b(d) Channel-specific ratings
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Base : Regular viewers of Five

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Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**148** ***12%***	18 *16%* *12%*	9 *12%* *6%*	5 *13%* *3%*	116 *11%* *79%*	138 *12%* *94%*	10 *11%* *6%*	22 *19%* *15%* VWX	123 *11%* *83%*	125 *11%* *85%*	66 *10%* *45%*	59 *13%* *40%*	62 *12%* *42%*
3	**82** ***7%***	7 *6%* *8%*	5 *7%* *6%*	3 *7%* *3%*	68 *7%* *82%*	78 *7%* *95%*	4 *5%* *5%*	2 *2%* *3%*	80 *7%* *97%*	80 *7%* *97%*	43 *7%* *52%*	37 *8%* *45%*	38 *8%* *46%*
2	**79** ***6%***	7 *7%* *9%*	3 *4%* *4%*	1 *3%* *2%*	68 *7%* *85%*	78 *7%* *98%*	1 *1%* *2%*	9 *8%* *11%*	70 *6%* *88%*	70 *6%* *89%*	37 *6%* *46%*	32 *7%* *40%*	35 *7%* *45%*
1	**43** ***3%***	3 *2%* *6%*	2 *3%* *5%*	1 *4%* *3%*	36 *4%* *85%*	36 *3%* *84%*	7 *8%* *16%* S	6 *5%* *15%*	36 *3%* *85%*	36 *3%* *85%*	21 *3%* *50%*	15 *3%* *35%*	15 *3%* *35%*
Don't know	**167** ***13%***	19 *17%* *12%*	11 *15%* *6%*	5 *12%* *3%*	132 *13%* *79%*	158 *14%* *95%*	9 *10%* *5%*	13 *11%* *8%*	153 *14%* *92%*	154 *14%* *92%*	86 *13%* *51%*	69 *15%* *41%*	69 *14%* *42%*
Net: 10/9/8/7	**322** ***26%***	34 *30%* *11%*	18 *25%* *6%*	12 *31%* *4%*	259 *25%* *80%*	294 *25%* *91%*	28 *32%* *9%*	27 *23%* *8%*	289 *26%* *90%*	293 *26%* *91%*	188 *29%* *58%* YZ	105 *22%* *33%*	112 *23%* *35%*
Net: 10/9	**54** ***4%***	7 *6%* *12%*	3 *4%* *5%*	3 *7%* *5%*	42 *4%* *78%*	45 *4%* *83%*	9 *10%* *17%* S	5 *5%* *10%*	49 *4%* *89%*	49 *4%* *90%*	32 *5%* *59%*	17 *4%* *31%*	17 *3%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 507

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**553** ***44%***	44 *38%* *8%*	34 *46%* *6%*	16 *42%* *3%*	459 *45%* *83%*	513 *44%* *93%*	40 *45%* *7%*	61 *52%* *11%*	485 *44%* *88%*	493 *44%* *89%*	277 *42%* *50%*	214 *45%* *39%*	226 *46%* *41%*
Net: 3/2/1	**204** ***16%***	17 *15%* *8%*	10 *14%* *5%*	6 *15%* *3%*	172 *17%* *84%*	192 *17%* *94%*	13 *14%* *6%*	18 *15%* *9%*	186 *17%* *91%*	187 *17%* *91%*	101 *16%* *50%*	83 *18%* *41%*	88 *18%* *43%*
Mean	**5.34**	5.47	5.40	5.54	5.31	5.31	5.66	5.03	5.36	5.37	5.50	5.19	5.20
Standard Deviation	**2.07**	2.17	2.02	2.14	2.07	2.04	2.40	2.08	2.08	2.07	2.10	2.02	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 508

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**34** ***6%***	16 *6%* *47%*	18 *6%* *53%*	14 *11%* *40%*	12 *7%* *34%*	3 *3%* *9%*	4 *5%* *11%*	2 *4%* *5%*	* * *1%*	3 *3%* *8%*	26 *9%* *76%*	5 *3%* *16%*	13 *9%* *38%*	6 *4%* *17%*	9 *5%* *26%*
9	**79** ***14%***	45 *16%* *57%*	34 *12%* *43%*	29 *22%* *36%* EG H	25 *16%* *32%*	9 *8%* *11%*	10 *14%* *13%*	2 *5%* *3%*	4 *7%* *5%*	9 *12%* *12%*	44 *14%* *56%*	26 *13%* *33%*	18 *13%* *23%*	22 *16%* *28%*	30 *16%* *38%*
8	**106** ***18%***	55 *19%* *52%*	50 *17%* *48%*	24 *18%* *23%*	27 *17%* *26%*	20 *19%* *19%*	14 *19%* *13%*	5 *13%* *5%*	14 *27%* *14%*	16 *21%* *15%*	59 *19%* *56%*	31 *16%* *29%*	27 *19%* *25%*	23 *16%* *22%*	38 *20%* *36%*
7	**89** ***15%***	42 *15%* *47%*	47 *16%* *53%*	18 *13%* *20%*	39 *24%* *44%* GH	17 *16%* *19%*	10 *13%* *11%*	2 *5%* *3%*	3 *5%* *3%*	11 *15%* *12%*	49 *16%* *55%*	29 *15%* *33%*	18 *13%* *21%*	24 *17%* *27%*	30 *16%* *33%*
6	**81** ***14%***	41 *14%* *50%*	40 *14%* *50%*	9 *7%* *11%*	18 *11%* *22%*	20 *18%* *25%* C	13 *17%* *17%*	13 *31%* *16%* CD	8 *15%* *10%*	18 *24%* *22%* J	39 *13%* *48%*	24 *12%* *29%*	18 *13%* *23%*	26 *18%* *32%*	20 *11%* *25%*
5	**58** ***10%***	28 *10%* *48%*	30 *10%* *52%*	16 *12%* *28%*	10 *6%* *18%*	12 *11%* *20%*	7 *9%* *12%*	9 *21%* *15%* D	4 *8%* *7%*	5 *7%* *9%*	33 *11%* *57%*	20 *10%* *34%*	16 *11%* *27%*	13 *10%* *23%*	19 *10%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 508

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**41** ***7%***	23 *8%* *57%*	18 *6%* *43%*	11 *8%* *27%*	10 *6%* *23%*	11 *11%* *28%*	6 *8%* *14%*	3 *6%* *6%*	1 *1%* *1%*	3 *3%* *6%*	20 *6%* *47%*	19 *10%* *46%*	7 *5%* *16%*	14 *10%* *33%*	14 *7%* *33%*
3	**19** ***3%***	8 *3%* *41%*	11 *4%* *59%*	7 *5%* *34%*	1 *1%* *5%*	5 *4%* *25%*	2 *3%* *11%*	* * *1%*	5 *9%* *24%* D	* *1%* *2%*	2 *1%* *13%*	17 *9%* *85%* J	5 *3%* *25%*	3 *2%* *14%*	6 *3%* *30%*
2	**12** ***2%***	5 *2%* *47%*	6 *2%* *53%*	3 *2%* *25%*	4 *3%* *35%*	2 *2%* *18%*	1 *2%* *12%*	- - -	1 *2%* *9%*	* * *3%*	6 *2%* *51%*	5 *3%* *46%*	4 *3%* *32%*	1 *1%* *12%*	3 *2%* *28%*
1	**14** ***2%***	11 *4%* *78%*	3 *1%* *22%*	1 *1%* *8%*	2 *1%* *15%*	4 *4%* *31%*	1 *1%* *4%*	* * *	6 *11%* *42%* CDF	2 *2%* *14%*	7 *2%* *52%*	5 *2%* *35%*	2 *1%* *13%*	7 *5%* *48%*	4 *2%* *29%*
Don't know	**43** ***7%***	11 *4%* *26%*	32 *11%* *74%* A	2 *1%* *4%*	14 *8%* *32%* C	5 *5%* *12%*	8 *10%* *18%* C	6 *14%* *14%* C	9 *16%* *20%* CE	8 *11%* *19%*	22 *7%* *51%*	13 *7%* *30%*	15 *11%* *35%* M	2 *1%* *5%*	15 *8%* *35%*
Net: 10/9/8/7	**308** ***54%***	158 *55%* *51%*	150 *52%* *49%*	84 *64%* *27%* EG H	104 *64%* *34%* EG H	49 *45%* *16%*	38 *50%* *12%* G	12 *28%* *4%*	21 *39%* *7%*	39 *51%* *13%*	178 *58%* *58%*	91 *47%* *30%*	76 *53%* *25%*	75 *53%* *24%*	107 *57%* *35%*
Net: 10/9	**114** ***20%***	61 *21%* *54%*	53 *18%* *46%*	43 *32%* *38%* EG H	37 *23%* *33%* EH	12 *11%* *10%*	14 *19%* *12%*	4 *9%* *3%*	4 *7%* *3%*	12 *16%* *10%*	70 *23%* *62%*	31 *16%* *28%*	31 *22%* *27%*	28 *20%* *25%*	39 *21%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 508

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**180** ***31%***	92 *32%* *51%*	88 *30%* *49%*	36 *27%* *20%*	37 *23%* *21%*	43 *40%* *24%* D	26 *34%* *15%*	25 *58%* *14%* CDF H	13 *24%* *7%*	26 *34%* *14%*	92 *30%* *51%*	63 *32%* *35%*	41 *29%* *23%*	53 *37%* *29%*	52 *28%* *29%*
Net: 3/2/1	**45** ***8%***	24 *8%* *54%*	21 *7%* *46%*	11 *8%* *24%*	7 *4%* *16%*	11 *10%* *25%*	4 *5%* *9%*	* * *	11 *21%* *26%* CDFG	3 *3%* *6%*	15 *5%* *35%*	27 *14%* *60%* IJ	10 *7%* *23%*	11 *8%* *24%*	13 *7%* *29%*
Mean	**6.68**	6.65	6.71	7.01 E H	7.06 E H	6.17	6.74	6.33	5.80	6.88	6.93 K	6.20	6.86	6.53	6.79
Standard Deviation	**2.15**	2.23	2.06	2.25	1.97	2.13	1.99	1.58	2.62	1.82	2.11	2.26	2.16	2.18	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 508

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**34** ***6%***	4 *7%* *11%*	1 *5%* *4%*	1 *7%* *3%*	28 *6%* *81%*	31 *6%* *90%*	4 *9%* *10%*	34 *6%* *100%*	34 *6%* *100%*	26 *8%* *76%*	8 *4%* *24%*	9 *3%* *25%*
9	**79** ***14%***	4 *7%* *5%*	3 *10%* *4%*	1 *5%* *1%*	71 *15%* *89%* Q	73 *14%* *92%*	6 *16%* *8%*	79 *14%* *100%*	79 *14%* *100%*	49 *14%* *62%*	30 *13%* *38%*	32 *13%* *41%*
8	**106** ***18%***	9 *15%* *8%*	7 *22%* *6%*	2 *13%* *2%*	88 *19%* *83%*	103 *19%* *98%*	2 *6%* *2%*	106 *18%* *100%*	106 *18%* *100%*	65 *19%* *62%*	40 *17%* *38%*	44 *18%* *41%*
7	**89** ***15%***	8 *13%* *9%*	6 *20%* *7%*	3 *20%* *4%*	72 *15%* *81%*	82 *15%* *92%*	7 *19%* *8%*	89 *15%* *100%*	89 *15%* *100%*	46 *14%* *52%*	43 *18%* *48%*	45 *18%* *51%*
6	**81** ***14%***	9 *16%* *12%*	5 *15%* *6%*	3 *19%* *4%*	64 *14%* *79%*	76 *14%* *94%*	5 *12%* *6%*	81 *14%* *100%*	81 *14%* *100%*	49 *14%* *61%*	31 *13%* *39%*	35 *14%* *44%*
5	**58** ***10%***	7 *11%* *11%*	2 *7%* *4%*	1 *8%* *2%*	48 *10%* *83%*	54 *10%* *93%*	4 *10%* *7%*	58 *10%* *100%*	58 *10%* *100%*	37 *11%* *64%*	21 *9%* *36%*	21 *9%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 508

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**41** ***7%***	5 *8%* *12%*	1 *4%* *3%*	1 *8%* *3%*	34 *7%* *82%*	40 *7%* *96%*	2 *4%* *4%*	41 *7%* *100%*	41 *7%* *100%*	25 *7%* *61%*	16 *7%* *39%*	17 *7%* *42%*
3	**19** ***3%***	4 *6%* *18%*	2 *6%* *10%*	* *3%* *2%*	13 *3%* *69%*	18 *3%* *94%*	1 *3%* *6%*	19 *3%* *100%*	19 *3%* *100%*	10 *3%* *51%*	9 *4%* *48%*	10 *4%* *51%*
2	**12** ***2%***	2 *4%* *20%*	1 *2%* *6%*	* *1%* *2%*	8 *2%* *72%*	11 *2%* *91%*	1 *3%* *9%*	12 *2%* *100%*	12 *2%* *100%*	5 *2%* *46%*	6 *3%* *54%*	6 *3%* *54%*
1	**14** ***2%***	1 *1%* *4%*	* *1%* *3%*	* *3%* *3%*	12 *3%* *90%*	12 *2%* *88%*	2 *4%* *12%*	14 *2%* *100%*	14 *2%* *100%*	6 *2%* *46%*	7 *3%* *54%*	7 *3%* *54%*
Don't know	**43** ***7%***	6 *10%* *14%*	3 *8%* *6%*	2 *12%* *5%*	32 *7%* *75%*	38 *7%* *89%*	5 *12%* *11%*	43 *7%* *100%*	43 *7%* *100%*	22 *7%* *52%*	20 *9%* *48%*	21 *9%* *50%*
Net: 10/9/8/7	**308** ***54%***	25 *43%* *8%*	18 *57%* *6%*	7 *46%* *2%*	258 *55%* *84%*	289 *54%* *94%*	19 *51%* *6%*	308 *54%* *100%*	308 *54%* *100%*	187 *55%* *61%*	121 *52%* *39%*	130 *52%* *42%*
Net: 10/9	**114** ***20%***	8 *14%* *7%*	5 *15%* *4%*	2 *13%* *2%*	99 *21%* *87%*	104 *19%* *91%*	10 *25%* *9%*	114 *20%* *100%*	114 *20%* *100%*	75 *22%* *66%*	38 *16%* *34%*	41 *16%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 508

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**180** ***31%***	21 *36%* *11%*	8 *25%* *4%*	6 *35%* *3%*	146 *31%* *81%*	170 *32%* *94%*	10 *27%* *6%*	180 *31%* *100%*	180 *31%* *100%*	112 *33%* *62%*	68 *29%* *38%*	74 *30%* *41%*
Net: 3/2/1	**45** ***8%***	6 *11%* *14%*	3 *10%* *7%*	1 *7%* *2%*	34 *7%* *76%*	41 *8%* *91%*	4 *10%* *9%*	45 *8%* *100%*	45 *8%* *100%*	21 *6%* *48%*	23 *10%* *51%*	24 *9%* *53%*
Mean	**6.68**	6.29	6.70	6.47	6.73	6.68	6.65	6.68	6.68	6.81	6.49	6.51
Standard Deviation	**2.15**	2.21	2.07	2.13	2.15	2.13	2.45	2.15	2.15	2.12	2.18	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 509

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**15** ***5%***	9 *6%* *60%*	6 *4%* *40%*	3 *9%* *17%*	4 *7%* *26%*	3 *7%* *22%*	4 *7%* *28%*	* *1%* *2%*	1 *1%* *5%*	3 *5%* *22%*	9 *6%* *57%*	3 *4%* *21%*	3 *5%* *17%*	3 *5%* *21%*	5 *5%* *35%*
9	**26** ***9%***	21 *13%* *81%* B	5 *3%* *19%*	2 *5%* *6%*	2 *3%* *8%*	7 *15%* *27%*	7 *13%* *28%*	5 *10%* *18%*	4 *6%* *14%*	3 *4%* *10%*	13 *9%* *49%*	11 *13%* *42%*	5 *9%* *19%*	3 *5%* *12%*	14 *12%* *55%*
8	**65** ***22%***	35 *22%* *55%*	30 *21%* *45%*	4 *14%* *6%*	21 *35%* *33%* EH	7 *14%* *10%*	13 *22%* *19%*	12 *27%* *19%*	8 *14%* *12%*	12 *18%* *19%*	34 *23%* *52%*	19 *22%* *29%*	16 *29%* *24%*	15 *24%* *23%*	22 *19%* *35%*
7	**56** ***19%***	30 *19%* *53%*	26 *19%* *47%*	5 *16%* *8%*	10 *17%* *18%*	8 *17%* *14%*	15 *26%* *27%*	6 *14%* *11%*	12 *21%* *22%*	22 *33%* *40%* JK	20 *14%* *36%*	14 *16%* *25%*	9 *16%* *16%*	9 *15%* *16%*	25 *20%* *44%*
6	**45** ***15%***	22 *14%* *49%*	23 *16%* *51%*	8 *29%* *19%*	3 *5%* *6%*	9 *19%* *20%* D	8 *13%* *17%*	10 *21%* *21%* D	7 *12%* *16%*	11 *17%* *25%*	24 *16%* *54%*	10 *11%* *21%*	8 *14%* *17%*	9 *15%* *20%*	21 *17%* *47%*
5	**27** ***9%***	14 *9%* *50%*	14 *10%* *50%*	1 *3%* *3%*	5 *9%* *20%*	3 *7%* *11%*	3 *6%* *12%*	7 *16%* *26%*	7 *13%* *27%*	4 *6%* *16%*	12 *8%* *44%*	11 *13%* *40%*	6 *10%* *21%*	5 *8%* *18%*	8 *6%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 509

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**8** ***3%***	1 * *8%*	8 *5%* *92%* A	- - -	1 *1%* *10%*	2 *3%* *20%*	1 *2%* *14%*	3 *6%* *31%*	2 *3%* *25%*	1 *2%* *13%*	6 *4%* *74%*	1 *1%* *13%*	1 *2%* *13%*	2 *3%* *20%*	3 *3%* *38%*
3	**11** ***4%***	8 *5%* *71%*	3 *2%* *29%*	3 *10%* *27%*	- - -	2 *5%* *20%*	1 *1%* *7%*	* *1%* *2%*	5 *8%* *43%*	2 *3%* *19%*	3 *2%* *32%*	5 *6%* *49%*	4 *7%* *35%*	2 *3%* *18%*	2 *2%* *23%*
2	**5** ***2%***	5 *3%* *100%*	- - -	2 *9%* *53%*	1 *2%* *23%*	- - -	- - -	* *1%* *10%*	1 *1%* *15%*	* *1%* *10%*	1 *1%* *23%*	3 *4%* *68%*	- - -	- - -	4 *3%* *76%*
1	**7** ***2%***	3 *2%* *37%*	5 *3%* *63%*	1 *4%* *18%*	1 *2%* *20%*	- - -	- - -	* * *2%*	4 *7%* *60%*	* * *3%*	3 *2%* *41%*	4 *5%* *57%*	- - -	3 *4%* *34%*	4 *3%* *57%*
Don't know	**34** ***11%***	11 *7%* *33%*	23 *16%* *67%* A	* * *	12 *19%* *35%*	6 *13%* *18%*	5 *9%* *16%*	2 *5%* *7%*	8 *14%* *24%*	8 *11%* *23%*	20 *13%* *58%*	6 *7%* *19%*	4 *7%* *12%*	11 *18%* *34%*	12 *10%* *37%*
Net: 10/9/8/7	**163** ***54%***	96 *61%* *59%* B	67 *47%* *41%*	13 *45%* *8%*	37 *62%* *23%*	25 *53%* *15%*	39 *68%* *24%* H	24 *51%* *14%*	25 *42%* *15%*	40 *60%* *25%*	76 *52%* *47%*	47 *54%* *29%*	32 *59%* *20%*	31 *49%* *19%*	67 *55%* *41%*
Net: 10/9	**42** ***14%***	31 *19%* *73%* B	11 *8%* *27%*	4 *15%* *10%*	6 *10%* *15%*	10 *22%* *25%*	12 *20%* *28%*	5 *11%* *12%*	4 *7%* *10%*	6 *9%* *14%*	22 *15%* *52%*	14 *16%* *34%*	8 *14%* *18%*	6 *10%* *15%*	20 *16%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 509

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**80** ***27%***	36 *23%* *45%*	44 *31%* *55%*	9 *32%* *11%*	9 *15%* *11%*	14 *30%* *17%*	12 *21%* *15%*	19 *42%* *24%* D	17 *28%* *21%*	17 *25%* *21%*	42 *29%* *53%*	22 *25%* *27%*	14 *26%* *18%*	16 *25%* *19%*	32 *26%* *39%*
Net: 3/2/1	**23** ***8%***	15 *10%* *66%*	8 *5%* *34%*	7 *23%* *29%*	2 *4%* *11%*	2 *5%* *10%*	1 *1%* *3%*	1 *2%* *4%*	10 *16%* *43%* FG	3 *4%* *12%*	7 *5%* *33%*	13 *14%* *55%* J	4 *7%* *16%*	4 *7%* *19%*	10 *8%* *44%*
Mean	**6.73**	6.89	6.53	6.08	7.15 H	7.05 H	7.36 H	6.69	5.84	6.87	6.86	6.43	6.94	6.70	6.72
Standard Deviation	**2.01**	2.06	1.94	2.52	1.91	1.86	1.51	1.62	2.30	1.56	1.96	2.35	1.79	2.09	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 509

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**15** ***5%***	3 *8%* *19%*	* *2%* *2%*	1 *9%* *5%*	11 *5%* *74%*	13 *5%* *83%*	3 *11%* *17%*	15 *5%* *100%*	15 *5%* *100%*	7 *5%* *47%*	8 *6%* *53%*	8 *5%* *53%*
9	**26** ***9%***	2 *6%* *7%*	2 *9%* *6%*	* *2%* *1%*	22 *9%* *86%*	25 *9%* *96%*	1 *4%* *4%*	26 *9%* *100%*	26 *9%* *100%*	13 *9%* *51%*	13 *9%* *49%*	16 *11%* *62%*
8	**65** ***22%***	7 *21%* *11%*	3 *15%* *4%*	1 *15%* *2%*	53 *22%* *82%*	58 *21%* *89%*	7 *30%* *11%*	65 *22%* *100%*	65 *22%* *100%*	31 *20%* *48%*	33 *23%* *50%*	38 *25%* *59%*
7	**56** ***19%***	7 *21%* *13%*	4 *23%* *7%*	2 *22%* *4%*	43 *18%* *76%*	54 *20%* *97%*	2 *7%* *3%*	56 *19%* *100%*	56 *19%* *100%*	28 *18%* *49%*	29 *20%* *51%*	30 *19%* *53%*
6	**45** ***15%***	3 *8%* *6%*	3 *19%* *8%*	1 *12%* *2%*	38 *16%* *84%*	41 *15%* *93%*	3 *14%* *7%*	45 *15%* *100%*	45 *15%* *100%*	18 *12%* *41%*	26 *18%* *59%*	27 *17%* *60%*
5	**27** ***9%***	6 *18%* *23%* R	2 *13%* *9%*	1 *8%* *3%*	18 *8%* *66%*	25 *9%* *91%*	2 *10%* *9%*	27 *9%* *100%*	27 *9%* *100%*	21 *14%* *77%* YZ	6 *4%* *23%*	6 *4%* *23%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 509

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**8** ***3%***	2 *5%* *22%*	* *2%* *5%*	* *3%* *3%*	6 *2%* *70%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	3 *2%* *32%*	6 *4%* *68%*	6 *4%* *68%*
3	**11** ***4%***	1 *4%* *12%*	1 *4%* *6%*	1 *8%* *7%*	8 *3%* *75%*	10 *4%* *97%*	* *2%* *3%*	11 *4%* *100%*	11 *4%* *100%*	5 *3%* *48%*	5 *4%* *49%*	5 *3%* *49%*
2	**5** ***2%***	1 *3%* *24%*	- - -	- - -	4 *1%* *76%*	4 *1%* *77%*	1 *5%* *23%*	5 *2%* *100%*	5 *2%* *100%*	5 *3%* *100%*	- - -	- - -
1	**7** ***2%***	- - -	* *2%* *4%*	* *4%* *5%* O	7 *3%* *91%*	6 *2%* *85%*	1 *5%* *15%*	7 *2%* *100%*	7 *2%* *100%*	1 * *9%*	7 *5%* *91%* X	7 *4%* *93%*
Don't know	**34** ***11%***	2 *6%* *6%*	2 *11%* *6%*	2 *18%* *5%*	28 *12%* *83%*	31 *11%* *92%*	3 *12%* *8%*	34 *11%* *100%*	34 *11%* *100%*	23 *15%* *69%*	11 *7%* *31%*	11 *7%* *31%*
Net: 10/9/8/7	**163** ***54%***	19 *56%* *12%*	9 *49%* *5%*	4 *48%* *3%*	130 *55%* *80%*	150 *54%* *92%*	12 *53%* *8%*	163 *54%* *100%*	163 *54%* *100%*	80 *51%* *49%*	82 *57%* *50%*	93 *60%* *57%*
Net: 10/9	**42** ***14%***	5 *14%* *12%*	2 *11%* *5%*	1 *11%* *2%*	34 *14%* *81%*	38 *14%* *91%*	4 *16%* *9%*	42 *14%* *100%*	42 *14%* *100%*	21 *13%* *50%*	21 *15%* *50%*	25 *16%* *59%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 509

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**80** ***27%***	11 *31%* *13%*	6 *34%* *8%*	2 *22%* *2%*	62 *26%* *77%*	75 *27%* *93%*	6 *24%* *7%*	80 *27%* *100%*	80 *27%* *100%*	42 *27%* *52%*	38 *27%* *48%*	39 *25%* *48%*
Net: 3/2/1	**23** ***8%***	2 *7%* *11%*	1 *5%* *4%*	1 *13%* *5%*	18 *8%* *80%*	20 *7%* *89%*	3 *11%* *11%*	23 *8%* *100%*	23 *8%* *100%*	11 *7%* *46%*	12 *8%* *52%*	12 *8%* *53%*
Mean	**6.73**	6.65	6.58	6.40	6.77	6.73	6.80	6.73	6.73	6.72	6.74	6.84
Standard Deviation	**2.01**	2.03	1.77	2.45	2.02	1.98	2.46	2.01	2.01	1.93	2.09	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 510

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**116** ***8%***	71 *9%* *61%*	45 *7%* *39%*	8 *9%* *7%*	35 *12%* *30%* EF G	13 *5%* *11%*	17 *6%* *15%*	13 *5%* *11%*	30 *10%* *26%*	22 *8%* *19%*	51 *7%* *44%*	42 *10%* *36%*	29 *8%* *25%*	26 *8%* *22%*	39 *8%* *34%*
9	**115** ***8%***	70 *9%* *61%*	45 *7%* *39%*	9 *10%* *8%*	23 *8%* *20%*	27 *11%* *24%*	18 *6%* *16%*	14 *6%* *12%*	24 *8%* *20%*	24 *9%* *21%*	60 *8%* *52%*	31 *7%* *27%*	21 *6%* *18%*	23 *7%* *20%*	53 *11%* *46%* L
8	**302** ***21%***	190 *23%* *63%* B	113 *18%* *37%*	18 *20%* *6%*	46 *16%* *15%*	59 *24%* *20%*	57 *20%* *19%*	50 *21%* *17%*	71 *24%* *24%*	70 *25%* *23%*	146 *20%* *48%*	86 *20%* *28%*	63 *17%* *21%*	90 *28%* *30%* L	103 *21%* *34%*
7	**223** ***15%***	126 *15%* *56%*	97 *15%* *44%*	8 *9%* *4%*	55 *20%* *25%* H	40 *16%* *18%* H	56 *19%* *25%* H	42 *17%* *19%* H	23 *8%* *10%*	37 *13%* *16%*	122 *17%* *55%*	64 *15%* *29%*	74 *20%* *33%* N	40 *12%* *18%*	65 *13%* *29%*
6	**155** ***11%***	79 *10%* *51%*	76 *12%* *49%*	7 *7%* *4%*	30 *11%* *19%*	22 *9%* *14%*	33 *11%* *21%*	24 *10%* *16%*	39 *13%* *25%*	24 *9%* *16%*	90 *12%* *58%*	41 *9%* *26%*	45 *12%* *29%*	31 *9%* *20%*	45 *9%* *29%*
5	**180** ***12%***	96 *12%* *53%*	84 *13%* *47%*	21 *23%* *12%* EG H	38 *14%* *21%*	24 *10%* *13%*	37 *13%* *20%*	28 *11%* *15%*	33 *11%* *18%*	30 *11%* *17%*	90 *12%* *50%*	60 *14%* *33%*	53 *14%* *30%*	50 *15%* *28%*	51 *10%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 510

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**77** ***5%***	54 *7%* *71%* B	23 *4%* *29%*	8 *8%* *10%*	12 *4%* *16%*	10 *4%* *12%*	16 *5%* *21%*	17 *7%* *23%*	14 *5%* *18%*	10 *4%* *13%*	40 *5%* *53%*	26 *6%* *34%*	20 *5%* *26%*	19 *6%* *25%*	27 *6%* *35%*
3	**37** ***3%***	23 *3%* *63%*	14 *2%* *37%*	1 *1%* *3%*	6 *2%* *15%*	5 *2%* *13%*	8 *3%* *23%*	7 *3%* *20%*	10 *3%* *26%*	7 *3%* *20%*	19 *3%* *51%*	11 *2%* *29%*	10 *3%* *26%*	4 *1%* *10%*	15 *3%* *41%*
2	**27** ***2%***	16 *2%* *58%*	11 *2%* *42%*	3 *3%* *11%*	4 *2%* *16%*	7 *3%* *24%*	5 *2%* *18%*	4 *1%* *13%*	5 *2%* *18%*	5 *2%* *17%*	12 *2%* *46%*	10 *2%* *37%*	4 *1%* *15%*	1 *** *5%*	13 *3%* *47%*
1	**46** ***3%***	22 *3%* *49%*	24 *4%* *51%*	5 *5%* *10%*	9 *3%* *19%*	5 *2%* *11%*	10 *3%* *21%*	8 *3%* *18%*	10 *3%* *22%*	7 *2%* *15%*	25 *3%* *53%*	15 *3%* *32%*	13 *4%* *29%*	15 *5%* *32%*	14 *3%* *29%*
Don't know	**173** ***12%***	73 *9%* *42%*	100 *16%* *58%* A	6 *6%* *3%*	21 *8%* *12%*	37 *15%* *21%* D	34 *12%* *20%*	36 *15%* *21%* D	40 *13%* *23%*	42 *15%* *24%*	81 *11%* *47%*	50 *11%* *29%*	45 *12%* *26%*	26 *8%* *15%*	69 *14%* *40%* M
Net: 10/9/8/7	**756** ***52%***	456 *56%* *60%* B	300 *47%* *40%*	44 *47%* *6%*	158 *57%* *21%*	139 *56%* *18%*	148 *51%* *20%*	119 *49%* *16%*	148 *50%* *20%*	154 *55%* *20%*	379 *51%* *50%*	223 *51%* *29%*	188 *50%* *25%*	178 *55%* *24%*	260 *53%* *34%*
Net: 10/9	**231** ***16%***	141 *17%* *61%*	90 *14%* *39%*	17 *18%* *7%*	57 *21%* *25%* FG	40 *16%* *17%*	35 *12%* *15%*	27 *11%* *12%*	54 *18%* *23%* G	47 *17%* *20%*	111 *15%* *48%*	73 *17%* *32%*	50 *13%* *22%*	48 *15%* *21%*	92 *19%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 510

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**413** ***28%***	229 *28%* *56%*	183 *29%* *44%*	36 *38%* *9%* E	80 *29%* *19%*	55 *22%* *13%*	86 *30%* *21%*	69 *29%* *17%*	85 *29%* *21%*	65 *23%* *16%*	220 *30%* *53%*	127 *29%* *31%*	118 *31%* *29%*	99 *31%* *24%*	123 *25%* *30%*
Net: 3/2/1	**110** ***8%***	62 *8%* *56%*	49 *8%* *44%*	9 *9%* *8%*	19 *7%* *17%*	16 *7%* *15%*	23 *8%* *21%*	19 *8%* *17%*	25 *8%* *23%*	19 *7%* *17%*	56 *8%* *51%*	36 *8%* *32%*	27 *7%* *25%*	20 *6%* *18%*	42 *8%* *38%*
Mean	**6.67**	6.73	6.57	6.34	6.83	6.87	6.52	6.46	6.76	6.91	6.61	6.62	6.53	6.71	6.74
Standard Deviation	**2.20**	2.19	2.20	2.41	2.20	2.07	2.12	2.16	2.30	2.14	2.16	2.28	2.13	2.19	2.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 510

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**116** ***8%***	13 *9%* *11%*	6 *8%* *5%*	3 *8%* *3%*	94 *8%* *81%*	105 *8%* *90%*	11 *7%* *10%*	116 *8%* *100%*	116 *8%* *100%*	80 *9%* *69%*	35 *7%* *31%*	39 *7%* *33%*
9	**115** ***8%***	9 *6%* *7%*	7 *9%* *6%*	3 *8%* *3%*	96 *8%* *84%*	105 *8%* *91%*	10 *7%* *9%*	115 *8%* *100%*	115 *8%* *100%*	80 *9%* *69%*	35 *7%* *31%*	38 *7%* *33%*
8	**302** ***21%***	22 *16%* *7%*	17 *21%* *6%*	6 *18%* *2%*	256 *21%* *85%*	269 *21%* *89%*	33 *22%* *11%*	302 *21%* *100%*	302 *21%* *100%*	188 *21%* *62%*	113 *21%* *37%*	118 *21%* *39%*
7	**223** ***15%***	26 *19%* *12%*	12 *15%* *6%*	5 *15%* *2%*	179 *15%* *80%*	201 *15%* *90%*	22 *15%* *10%*	223 *15%* *100%*	223 *15%* *100%*	147 *16%* *66%*	74 *14%* *33%*	76 *14%* *34%*
6	**155** ***11%***	19 *14%* *12%*	11 *13%* *7%*	5 *12%* *3%*	121 *10%* *78%*	139 *11%* *89%*	16 *11%* *11%*	155 *11%* *100%*	155 *11%* *100%*	88 *10%* *57%*	67 *13%* *43%*	68 *12%* *44%*
5	**180** ***12%***	13 *10%* *7%*	9 *11%* *5%*	4 *12%* *2%*	154 *13%* *85%*	159 *12%* *88%*	22 *14%* *12%*	180 *12%* *100%*	180 *12%* *100%*	116 *13%* *64%*	64 *12%* *36%*	68 *12%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 510

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**77** ***5%***	7 *5%* *10%*	2 *3%* *3%*	1 *4%* *2%*	66 *5%* *86%*	64 *5%* *83%*	13 *8%* *17%*	77 *5%* *100%*	77 *5%* *100%*	49 *5%* *63%*	28 *5%* *37%*	31 *6%* *40%*
3	**37** ***3%***	5 *3%* *13%*	2 *3%* *6%*	1 *3%* *3%*	29 *2%* *78%*	34 *3%* *93%*	3 *2%* *7%*	37 *3%* *100%*	37 *3%* *100%*	20 *2%* *54%*	17 *3%* *46%*	17 *3%* *46%*
2	**27** ***2%***	6 *4%* *23%* R	2 *2%* *6%*	1 *3%* *4%*	18 *2%* *67%*	24 *2%* *87%*	4 *2%* *13%*	27 *2%* *100%*	27 *2%* *100%*	19 *2%* *71%*	8 *1%* *29%*	8 *1%* *30%*
1	**46** ***3%***	* * *1%*	3 *3%* *6%* O	1 *4%* *3%* O	42 *4%* *90%* O	41 *3%* *88%*	5 *4%* *12%*	46 *3%* *100%*	46 *3%* *100%*	25 *3%* *54%*	20 *4%* *43%*	20 *4%* *44%*
Don't know	**173** ***12%***	17 *13%* *10%*	10 *13%* *6%*	5 *14%* *3%*	140 *12%* *81%*	159 *12%* *92%*	14 *9%* *8%*	173 *12%* *100%*	173 *12%* *100%*	100 *11%* *58%*	72 *14%* *42%*	74 *13%* *43%*
Net: 10/9/8/7	**756** ***52%***	69 *50%* *9%*	43 *53%* *6%*	18 *49%* *2%*	626 *52%* *83%*	679 *52%* *90%*	77 *50%* *10%*	756 *52%* *100%*	756 *52%* *100%*	496 *54%* *66%*	257 *48%* *34%*	270 *49%* *36%*
Net: 10/9	**231** ***16%***	21 *16%* *9%*	14 *16%* *6%*	6 *17%* *3%*	190 *16%* *82%*	210 *16%* *91%*	21 *14%* *9%*	231 *16%* *100%*	231 *16%* *100%*	160 *18%* *69%*	71 *13%* *31%*	77 *14%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 510

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**413** ***28%***	40 *29%* *10%*	22 *27%* *5%*	10 *28%* *2%*	341 *29%* *83%*	361 *28%* *88%*	51 *33%* *12%*	413 *28%* *100%*	413 *28%* *100%*	253 *28%* *61%*	159 *30%* *39%*	167 *30%* *40%*
Net: 3/2/1	**110** ***8%***	11 *8%* *10%*	7 *8%* *6%*	4 *10%* *3%*	89 *7%* *81%*	99 *8%* *89%*	12 *8%* *11%*	110 *8%* *100%*	110 *8%* *100%*	64 *7%* *58%*	45 *8%* *41%*	46 *8%* *41%*
Mean	**6.67**	6.65	6.75	6.59	6.66	6.69	6.48	6.67	6.67	6.75	6.53	6.55
Standard Deviation	**2.20**	2.13	2.19	2.33	2.20	2.19	2.22	2.20	2.20	2.18	2.21	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 511

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**4** ***8%***	1 *4%* *31%*	3 *15%* *69%*	- - -	- - -	- - -	1 *29%* *29%*	2 *30%* *40%*	1 *6%* *31%*	- - -	1 *7%* *33%*	3 *11%* *67%*	- - -	- - -	3 *20%* *69%*
9	**4** ***8%***	2 *7%* *57%*	2 *8%* *43%*	- - -	- - -	2 *64%* *57%*	- - -	- - -	2 *7%* *43%*	- - -	- - -	4 *15%* *100%*	- - -	- - -	4 *26%* *100%*
8	**14** ***29%***	12 *39%* *82%*	3 *14%* *18%*	* *3%* *2%*	2 *22%* *11%*	1 *31%* *7%*	2 *40%* *11%*	* *8%* *3%*	10 *43%* *66%*	4 *57%* *25%*	4 *22%* *27%*	7 *27%* *48%*	2 *17%* *12%*	7 *52%* *51%*	4 *25%* *25%*
7	**4** ***9%***	2 *7%* *47%*	2 *12%* *53%*	* *6%* *10%*	1 *9%* *15%*	- - -	- - -	1 *18%* *22%*	2 *11%* *53%*	- - -	2 *12%* *47%*	2 *9%* *53%*	3 *25%* *59%*	- - -	- - -
6	**2** ***4%***	2 *7%* *100%*	- - -	- - -	1 *21%* *69%*	- - -	- - -	- - -	1 *3%* *31%*	- - -	2 *11%* *88%*	* *1%* *12%*	- - -	- - -	1 *11%* *69%*
5	**2** ***5%***	* *1%* *17%*	2 *10%* *83%*	- - -	2 *23%* *66%*	- - -	- - -	* * *1%*	1 *4%* *34%*	- - -	2 *9%* *66%*	1 *3%* *34%*	- - -	- - -	2 *11%* *66%*
4	**3** ***6%***	2 *5%* *56%*	1 *7%* *44%*	1 *9%* *22%*	1 *9%* *22%*	- - -	- - -	- - -	2 *7%* *56%*	1 *20%* *44%*	- - -	2 *7%* *56%*	2 *16%* *56%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 511

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**6** ***13%***	5 *15%* *72%*	2 *9%* *28%*	3 *47%* *55%*	- - -	- - -	- - -	- - -	3 *13%* *45%*	- - -	1 *6%* *18%*	5 *21%* *82%*	3 *28%* *45%*	3 *25%* *55%*	- - -
2	* ***1%***	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -	- - -	* *2%* *100%*	- - -	- - -	- - -
1	**1** ***1%***	1 *2%* *100%*	- - -	1 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *4%* *100%*	- - -	- - -	- - -	- - -
Don't know	**8** ***16%***	3 *10%* *39%*	5 *25%* *61%*	2 *26%* *25%*	1 *16%* *14%*	* *5%* *2%*	1 *32%* *17%*	2 *44%* *31%*	1 *4%* *10%*	1 *22%* *18%*	5 *29%* *67%*	1 *4%* *14%*	1 *13%* *17%*	3 *24%* *44%*	1 *7%* *12%*
Net: 10/9/8/7	**27** ***54%***	17 *57%* *65%*	9 *49%* *35%*	1 *9%* *3%*	2 *31%* *8%*	3 *95%* *12%*	3 *68%* *11%*	3 *56%* *11%*	15 *67%* *55%*	4 *57%* *14%*	7 *41%* *27%*	16 *62%* *59%*	4 *43%* *17%*	7 *52%* *28%*	10 *71%* *38%*
Net: 10/9	**8** ***16%***	3 *11%* *43%*	4 *23%* *57%*	- - -	- - -	2 *64%* *27%*	1 *29%* *15%*	2 *30%* *21%*	3 *13%* *37%*	- - -	1 *7%* *17%*	7 *26%* *83%*	- - -	- - -	7 *46%* *84%*
Net: 6/5/4	**8** ***15%***	4 *14%* *56%*	3 *17%* *44%*	1 *9%* *9%*	4 *53%* *50%*	- - -	- - -	* * *	3 *14%* *42%*	1 *20%* *17%*	3 *20%* *46%*	3 *11%* *37%*	2 *16%* *22%*	- - -	3 *22%* *41%*
Net: 3/2/1	**8** ***15%***	6 *19%* *76%*	2 *9%* *24%*	4 *56%* *56%*	- - -	- - -	- - -	- - -	3 *15%* *44%*	- - -	2 *10%* *24%*	6 *23%* *76%*	3 *28%* *39%*	3 *25%* *46%*	- - -
Mean	**6.67**	6.52	6.95	3.40	6.14	8.67	8.84	8.74	6.78	6.95	6.53	6.69	5.35	6.39	8.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 511

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**2.42**	2.43	2.47	1.86	1.48	0.57	1.23	1.70	2.25	1.97	2.36	2.61	2.21	2.45	1.70

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 511

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**4** ***8%***	1 *12%* *17%*	* *14%* *11%*	* *8%* *3%*	3 *7%* *69%*	4 *9%* *100%*	- - -	4 *8%* *100%*	4 *8%* *100%*	3 *13%* *80%*	1 *3%* *20%*	1 *5%* *31%*
9	**4** ***8%***	- - -	- - -	- - -	4 *10%* *100%*	4 *8%* *100%*	- - -	4 *8%* *100%*	4 *8%* *100%*	2 *8%* *57%*	2 *7%* *43%*	2 *6%* *43%*
8	**14** ***29%***	1 *15%* *6%*	* *13%* *3%*	* *28%* *3%*	13 *33%* *88%*	12 *25%* *82%*	3 *100%* *18%*	14 *29%* *100%*	14 *29%* *100%*	3 *13%* *23%*	11 *45%* *77%*	11 *45%* *77%*
7	**4** ***9%***	* *8%* *10%*	1 *28%* *20%*	* *28%* *10%*	3 *7%* *59%*	4 *9%* *100%*	- - -	4 *9%* *100%*	4 *9%* *100%*	4 *15%* *84%*	1 *3%* *16%*	1 *3%* *16%*
6	**2** ***4%***	* *7%* *18%*	- - -	* *16%* *12%*	1 *4%* *69%*	2 *5%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	1 *6%* *69%*	1 *3%* *31%*	1 *3%* *31%*
5	**2** ***5%***	- - -	1 *25%* *34%*	- - -	2 *4%* *66%*	2 *5%* *99%*	- - -	2 *5%* *100%*	2 *5%* *100%*	1 *3%* *34%*	2 *7%* *66%*	2 *6%* *66%*
4	**3** ***6%***	1 *22%* *44%*	- - -	- - -	2 *4%* *56%*	3 *6%* *100%*	- - -	3 *6%* *100%*	3 *6%* *100%*	3 *12%* *100%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 511

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**6** ***13%***	- - -	- - -	- - -	6 *17%* *100%*	6 *14%* *100%*	- - -	6 *13%* *100%*	6 *13%* *100%*	- - -	6 *26%* *100%*	6 *26%* *100%*
2	***** ***1%***	- - -	* *14%* *100%*	- - -	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*
1	**1** ***1%***	1 *12%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	1 *3%* *100%*	- - -	- - -
Don't know	**8** ***16%***	2 *26%* *20%*	* *7%* *3%*	* *20%* *4%*	6 *15%* *73%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	7 *26%* *86%*	1 *5%* *14%*	1 *5%* *14%*
Net: 10/9/8/7	**27** ***54%***	2 *34%* *8%*	2 *54%* *7%*	1 *64%* *4%*	22 *57%* *82%*	24 *51%* *90%*	3 *100%* *10%*	27 *54%* *100%*	27 *54%* *100%*	12 *50%* *47%*	14 *58%* *53%*	15 *59%* *55%*
Net: 10/9	**8** ***16%***	1 *12%* *9%*	* *14%* *6%*	* *8%* *2%*	7 *17%* *84%*	8 *17%* *100%*	- - -	8 *16%* *100%*	8 *16%* *100%*	5 *22%* *69%*	2 *10%* *31%*	3 *12%* *37%*
Net: 6/5/4	**8** ***15%***	2 *29%* *23%*	1 *25%* *11%*	* *16%* *3%*	5 *12%* *63%*	8 *16%* *100%*	- - -	8 *15%* *100%*	8 *15%* *100%*	5 *21%* *70%*	2 *9%* *30%*	2 *9%* *30%*
Net: 3/2/1	**8** ***15%***	1 *12%* *9%*	* *14%* *6%*	- - -	6 *17%* *85%*	8 *16%* *100%*	- - -	8 *15%* *100%*	8 *15%* *100%*	1 *3%* *9%*	7 *28%* *91%*	7 *28%* *91%*
Mean	**6.67**	5.73	6.30	7.47	6.80	6.58	8.00	6.67	6.67	7.06	6.36	6.43

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 511

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**2.42**	3.31	2.93	-	2.35	2.48	0.00	2.42	2.42	2.37	2.47	2.50

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 512

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**212** ***3%***	77 *2%* *36%*	135 *4%* *64%* A	39 *5%* *18%* DE FG	32 *2%* *15%*	36 *3%* *17%*	33 *3%* *16%*	28 *3%* *13%*	45 *3%* *21%*	18 *1%* *9%*	93 *3%* *44%* I	101 *5%* *47%* IJ	67 *4%* *32%*	45 *3%* *21%*	65 *3%* *30%*
9	**264** ***4%***	109 *3%* *41%*	156 *4%* *59%*	49 *7%* *19%* DE FG	57 *4%* *22%*	30 *3%* *12%*	31 *3%* *12%*	30 *3%* *11%*	67 *5%* *25%* EFG	32 *3%* *12%*	130 *4%* *49%*	103 *5%* *39%* I	62 *4%* *24%*	49 *3%* *18%*	104 *5%* *39%* M
8	**1103** ***16%***	465 *14%* *42%*	638 *18%* *58%* A	142 *20%* *13%* FG H	271 *20%* *25%* FG H	202 *17%* *18%* FG	158 *13%* *14%*	133 *13%* *12%*	196 *15%* *18%*	165 *14%* *15%*	537 *16%* *49%*	400 *18%* *36%* I	289 *18%* *26%*	273 *16%* *25%*	350 *15%* *32%*
7	**1368** ***20%***	648 *20%* *47%*	721 *20%* *53%*	158 *22%* *12%* H	317 *23%* *23%* FH	241 *21%* *18%*	230 *19%* *17%*	194 *19%* *14%*	227 *18%* *17%*	226 *18%* *17%*	727 *21%* *53%*	415 *19%* *30%*	344 *21%* *25%*	364 *21%* *27%* N	415 *18%* *30%*
6	**1179** ***17%***	604 *19%* *51%* B	575 *16%* *49%*	139 *20%* *12%* H	257 *19%* *22%* H	211 *18%* *18%*	206 *17%* *18%*	168 *16%* *14%*	195 *15%* *17%*	234 *19%* *20%* K	633 *19%* *54%* K	311 *14%* *26%*	260 *16%* *22%*	309 *18%* *26%*	408 *18%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 512

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**1040** ***15%***	531 *16%* *51%*	509 *14%* *49%*	73 *10%* *7%*	191 *14%* *18%*	190 *16%* *18%* C	209 *17%* *20%* C	185 *18%* *18%* CD	192 *15%* *18%* C	228 *19%* *22%* JK	511 *15%* *49%*	301 *14%* *29%*	264 *16%* *25%*	233 *14%* *22%*	359 *16%* *34%*
4	**504** ***7%***	263 *8%* *52%*	242 *7%* *48%*	38 *5%* *8%*	85 *6%* *17%*	88 *7%* *17%*	108 *9%* *21%* CD	85 *8%* *17%*	101 *8%* *20%*	104 *9%* *21%*	227 *7%* *45%*	173 *8%* *34%*	100 *6%* *20%*	138 *8%* *27%*	186 *8%* *37%*
3	**270** ***4%***	157 *5%* *58%* B	113 *3%* *42%*	27 *4%* *10%*	46 *3%* *17%*	52 *4%* *19%*	58 *5%* *21%*	44 *4%* *16%*	42 *3%* *16%*	52 *4%* *19%*	136 *4%* *50%*	82 *4%* *31%*	59 *4%* *22%*	78 *5%* *29%*	99 *4%* *37%*
2	**150** ***2%***	77 *2%* *52%*	73 *2%* *48%*	3 *** *2%*	23 *2%* *15%*	29 *2%* *19%* C	42 *3%* *28%* CD	25 *2%* *17%* C	28 *2%* *19%* C	18 *1%* *12%*	85 *2%* *56%*	48 *2%* *32%*	15 *1%* *10%*	39 *2%* *26%* L	66 *3%* *44%* L
1	**138** ***2%***	87 *3%* *63%* B	51 *1%* *37%*	17 *2%* *12%*	17 *1%* *13%*	22 *2%* *16%*	20 *2%* *15%*	31 *3%* *23%* D	30 *2%* *22%*	26 *2%* *19%*	64 *2%* *46%*	48 *2%* *35%*	37 *2%* *27%*	32 *2%* *23%*	53 *2%* *38%*
Don't know	**570** ***8%***	236 *7%* *41%*	334 *9%* *59%* A	24 *3%* *4%*	85 *6%* *15%* C	70 *6%* *12%* C	120 *10%* *21%* CD E	98 *10%* *17%* CD E	174 *13%* *31%* CDEF G	120 *10%* *21%* J	253 *7%* *44%*	197 *9%* *35%*	137 *8%* *24%*	139 *8%* *24%*	201 *9%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**2947** ***43%***	1298 *40%* *44%*	1649 *47%* *56%* A	388 *55%* *13%* EF GH	677 *49%* *23%* EF GH	509 *43%* *17%* FG	452 *37%* *15%*	385 *38%* *13%*	535 *41%* *18%*	441 *36%* *15%*	1488 *44%* *50%* I	1018 *47%* *35%* I	763 *47%* *26%* N	731 *43%* *25%*	935 *41%* *32%*
Net: 10/9	**477** ***7%***	186 *6%* *39%*	291 *8%* *61%* A	88 *12%* *18%* DE FGH	89 *6%* *19%*	66 *6%* *14%*	64 *5%* *13%*	57 *6%* *12%*	112 *9%* *23%* EFG	50 *4%* *11%*	223 *7%* *47%* I	203 *9%* *43%* IJ	130 *8%* *27%* M	94 *6%* *20%*	169 *7%* *35%*
Net: 6/5/4	**2724** ***40%***	1398 *43%* *51%* B	1325 *37%* *49%*	251 *35%* *9%*	533 *39%* *20%*	488 *42%* *18%* C	524 *43%* *19%* CH	438 *43%* *16%* CH	488 *38%* *18%*	567 *46%* *21%* JK	1372 *40%* *50%* K	785 *36%* *29%*	624 *38%* *23%*	680 *40%* *25%*	952 *41%* *35%*
Net: 3/2/1	**558** ***8%***	321 *10%* *58%* B	237 *7%* *42%*	47 *7%* *8%*	86 *6%* *15%*	103 *9%* *19%* D	120 *10%* *21%* D	101 *10%* *18%* D	101 *8%* *18%*	95 *8%* *17%*	284 *8%* *51%*	178 *8%* *32%*	112 *7%* *20%*	148 *9%* *27%*	217 *9%* *39%* L
Mean	**6.17**	5.98	6.35 A	6.61 D EFGH	6.37 E FG	6.12 F G	5.91	5.91	6.19 FG	5.94	6.17 I	6.30 I	6.33 MN	6.12	6.06
Standard Deviation	**1.91**	1.92	1.88	1.90	1.75	1.88	1.91	1.96	2.00	1.78	1.87	2.02	1.89	1.88	1.97

GfK NOP

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**212** ***3%***	16 *3%* *8%*	12 *3%* *6%*	7 *4%* *3%*	177 *3%* *84%*	190 *3%* *89%*	23 *5%* *11%* S	38 *4%* *18%*	172 *3%* *81%*	173 *3%* *82%*	121 *3%* *57%*	52 *2%* *25%*	58 *3%* *27%*
9	**264** ***4%***	19 *3%* *7%*	21 *6%* *8%* OR	9 *5%* *4%*	215 *4%* *81%*	241 *4%* *91%*	23 *5%* *9%*	42 *4%* *16%*	217 *4%* *82%*	222 *4%* *84%*	139 *4%* *52%*	84 *4%* *32%*	88 *4%* *33%*
8	**1103** ***16%***	92 *15%* *8%*	64 *19%* *6%* O	35 *17%* *3%*	912 *16%* *83%*	1033 *16%* *94%*	69 *15%* *6%*	153 *15%* *14%*	933 *17%* *85%* YZ	945 *17%* *86%* YZ	640 *18%* *58%* UYZ	302 *14%* *27%*	319 *14%* *29%*
7	**1368** ***20%***	128 *21%* *9%*	79 *23%* *6%* QR	38 *18%* *3%*	1124 *20%* *82%*	1281 *20%* *94%*	87 *19%* *6%*	180 *17%* *13%*	1166 *21%* *85%* U	1184 *21%* *87%* U	744 *21%* *54%* U	436 *21%* *32%*	475 *21%* *35%* U
6	**1179** ***17%***	107 *17%* *9%*	54 *16%* *5%*	42 *20%* *4%* PR	976 *17%* *83%*	1095 *17%* *93%*	84 *18%* *7%*	181 *17%* *15%*	982 *17%* *83%*	996 *17%* *84%*	636 *18%* *54%*	360 *17%* *30%*	372 *16%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**1040** ***15%***	103 *17%* *10%*	50 *15%* *5%*	32 *16%* *3%*	856 *15%* *82%*	969 *15%* *93%*	71 *15%* *7%*	158 *15%* *15%*	874 *15%* *84%*	883 *15%* *85%*	525 *15%* *50%*	357 *17%* *34%*	378 *17%* *36%*
4	**504** ***7%***	46 *8%* *9%*	21 *6%* *4%*	12 *6%* *2%*	425 *8%* *84%*	475 *8%* *94%*	29 *6%* *6%*	102 *10%* *20%* VWX	396 *7%* *78%*	399 *7%* *79%*	229 *6%* *45%*	168 *8%* *33%*	177 *8%* *35%*
3	**270** ***4%***	19 *3%* *7%*	9 *3%* *3%*	7 *3%* *2%*	236 *4%* *87%* P	255 *4%* *94%*	15 *3%* *6%*	31 *3%* *12%*	237 *4%* *88%*	239 *4%* *88%*	145 *4%* *54%*	90 *4%* *33%*	102 *5%* *38%*
2	**150** ***2%***	20 *3%* *13%* R	6 *2%* *4%*	4 *2%* *3%*	120 *2%* *80%*	142 *2%* *95%*	8 *2%* *5%*	26 *2%* *18%*	123 *2%* *82%*	124 *2%* *82%*	70 *2%* *47%*	52 *2%* *35%*	58 *3%* *39%*
1	**138** ***2%***	9 *1%* *6%*	3 *1%* *2%*	4 *2%* *3%*	122 *2%* *89%* P	125 *2%* *91%*	13 *3%* *9%*	29 *3%* *21%*	106 *2%* *77%*	108 *2%* *78%*	68 *2%* *50%*	40 *2%* *29%*	40 *2%* *29%*
Don't know	**570** ***8%***	55 *9%* *10%*	22 *6%* *4%*	15 *8%* *3%*	478 *8%* *84%*	530 *8%* *93%*	40 *9%* *7%*	113 *11%* *20%* VWX	449 *8%* *79%*	453 *8%* *79%*	266 *7%* *47%*	185 *9%* *32%*	193 *9%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 512

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**2947** ***43%***	254 *41%* *9%*	175 *51%* *6%* OQR	89 *44%* *3%*	2429 *43%* *82%*	2745 *43%* *93%*	202 *44%* *7%*	413 *39%* *14%*	2488 *44%* *84%* U	2525 *44%* *86%* U	1644 *46%* *56%* UYZ	874 *41%* *30%*	940 *42%* *32%*
Net: 10/9	**477** ***7%***	35 *6%* *7%*	33 *10%* *7%* OR	17 *8%* *3%* O	393 *7%* *82%*	431 *7%* *90%*	46 *10%* *10%* S	80 *8%* *17%*	389 *7%* *82%*	396 *7%* *83%*	259 *7%* *54%*	136 *6%* *29%*	146 *6%* *31%*
Net: 6/5/4	**2724** ***40%***	256 *42%* *9%* P	125 *37%* *5%*	86 *42%* *3%* P	2257 *40%* *83%*	2540 *40%* *93%*	183 *40%* *7%*	441 *42%* *16%*	2251 *40%* *83%*	2277 *40%* *84%*	1390 *39%* *51%*	885 *42%* *33%*	928 *41%* *34%*
Net: 3/2/1	**558** ***8%***	48 *8%* *9%* P	18 *5%* *3%*	14 *7%* *3%*	477 *8%* *86%* P	522 *8%* *94%*	35 *8%* *6%*	87 *8%* *16%*	466 *8%* *84%*	470 *8%* *84%*	284 *8%* *51%*	181 *9%* *33%*	200 *9%* *36%*
Mean	**6.17**	6.10	6.50 OQR	6.29 O	6.16	6.16	6.28	6.06	6.19 Z	6.19 YZ	6.27 UYZ	6.07	6.07
Standard Deviation	**1.91**	1.86	1.79	1.87	1.92	1.90	1.99	2.00	1.89	1.89	1.89	1.88	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 513

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**499** ***15%***	219 *13%* *44%*	280 *16%* *56%*	64 *17%* *13%*	93 *14%* *19%*	71 *12%* *14%*	82 *14%* *16%*	81 *16%* *16%*	109 *16%* *22%*	79 *13%* *16%*	219 *13%* *44%*	202 *18%* *40%* IJ	132 *16%* *26%*	129 *15%* *26%*	163 *14%* *33%*
9	**450** ***13%***	210 *13%* *47%*	240 *13%* *53%*	51 *14%* *11%*	75 *11%* *17%*	91 *16%* *20%* F	61 *10%* *14%*	74 *15%* *16%*	97 *14%* *22%*	67 *11%* *15%*	216 *13%* *48%*	167 *15%* *37%*	105 *13%* *23%*	128 *15%* *29%*	132 *12%* *29%*
8	**866** ***25%***	419 *26%* *48%*	447 *25%* *52%*	77 *21%* *9%*	172 *25%* *20%*	161 *28%* *19%*	151 *25%* *17%*	116 *23%* *13%*	189 *27%* *22%*	162 *27%* *19%*	446 *26%* *51%*	258 *23%* *30%*	214 *26%* *25%*	235 *27%* *27%*	276 *24%* *32%*
7	**598** ***17%***	273 *17%* *46%*	325 *18%* *54%*	58 *16%* *10%*	125 *18%* *21%*	93 *16%* *16%*	130 *22%* *22%* EH	92 *18%* *15%*	100 *14%* *17%*	112 *19%* *19%* K	326 *19%* *55%* K	160 *14%* *27%*	131 *16%* *22%*	161 *18%* *27%*	199 *17%* *33%*
6	**337** ***10%***	166 *10%* *49%*	171 *10%* *51%*	32 *9%* *9%*	83 *12%* *25%*	63 *11%* *19%*	54 *9%* *16%*	44 *9%* *13%*	62 *9%* *18%*	61 *10%* *18%*	176 *10%* *52%*	101 *9%* *30%*	74 *9%* *22%*	76 *9%* *23%*	127 *11%* *38%*
5	**321** ***9%***	164 *10%* *51%*	157 *9%* *49%*	37 *10%* *11%*	72 *11%* *23%*	49 *8%* *15%*	64 *11%* *20%*	41 *8%* *13%*	59 *8%* *18%*	65 *11%* *20%*	153 *9%* *48%*	103 *9%* *32%*	81 *10%* *25%*	68 *8%* *21%*	118 *10%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 513

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
4	**84** ***2%***	49 *3%* *58%*	35 *2%* *42%*	13 *4%* *16%*	19 *3%* *22%*	14 *2%* *16%*	12 *2%* *14%*	15 *3%* *18%*	12 *2%* *14%*	13 *2%* *15%*	44 *3%* *52%*	27 *2%* *32%*	25 *3%* *29%*	23 *3%* *28%*	26 *2%* *31%*
3	**56** ***2%***	32 *2%* *57%*	24 *1%* *43%*	10 *3%* *19%* F	12 *2%* *21%*	6 *1%* *11%*	4 *1%* *7%*	7 *1%* *13%*	16 *2%* *29%* F	8 *1%* *14%*	26 *2%* *47%*	22 *2%* *40%*	9 *1%* *15%*	16 *2%* *28%*	24 *2%* *43%*
2	**30** ***1%***	15 *1%* *50%*	15 *1%* *50%*	5 *1%* *17%*	5 *1%* *18%*	8 *1%* *25%*	7 *1%* *23%*	2 *** *7%*	3 *** *10%*	5 *1%* *18%*	15 *1%* *49%*	10 *1%* *33%*	1 *** *5%*	6 *1%* *22%*	14 *1%* *47%* L
1	**74** ***2%***	40 *2%* *55%*	33 *2%* *45%*	12 *3%* *16%* D	5 *1%* *7%*	12 *2%* *16%*	11 *2%* *14%*	18 *4%* *24%* D	17 *2%* *23%*	12 *2%* *16%*	30 *2%* *41%*	32 *3%* *43%*	21 *3%* *28%*	15 *2%* *21%*	30 *3%* *41%*
Don't know	**103** ***3%***	38 *2%* *37%*	65 *4%* *63%*	9 *2%* *8%*	16 *2%* *15%*	15 *3%* *14%*	18 *3%* *18%*	14 *3%* *14%*	31 *4%* *30%*	13 *2%* *12%*	53 *3%* *51%*	38 *3%* *37%*	21 *3%* *21%*	23 *3%* *23%*	39 *3%* *38%*
Net: 10/9/8/7	**2413** ***71%***	1122 *69%* *46%*	1291 *72%* *54%*	250 *68%* *10%*	465 *69%* *19%*	417 *72%* *17%*	424 *71%* *18%*	362 *72%* *15%*	494 *71%* *20%*	420 *70%* *17%*	1206 *71%* *50%*	786 *70%* *33%*	583 *72%* *24%*	654 *74%* *27%* N	771 *67%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 513

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**949** ***28%***	429 *26%* *45%*	519 *29%* *55%*	115 *31%* *12%*	168 *25%* *18%*	163 *28%* *17%*	143 *24%* *15%*	155 *31%* *16%* F	205 *30%* *22%*	146 *25%* *15%*	434 *26%* *46%*	368 *33%* *39%* IJ	237 *29%* *25%*	257 *29%* *27%*	295 *26%* *31%*
Net: 6/5/4	**743** ***22%***	379 *23%* *51%*	363 *20%* *49%*	82 *22%* *11%*	174 *26%* *23%* GH	125 *21%* *17%*	130 *22%* *17%*	100 *20%* *13%*	132 *19%* *18%*	138 *23%* *19%*	373 *22%* *50%*	232 *21%* *31%*	179 *22%* *24%*	168 *19%* *23%*	271 *24%* *37%*
Net: 3/2/1	**160** ***5%***	88 *5%* *55%*	72 *4%* *45%*	27 *7%* *17%* DF	23 *3%* *14%*	26 *4%* *16%*	21 *4%* *13%*	28 *5%* *17%*	36 *5%* *22%*	25 *4%* *16%*	71 *4%* *44%*	64 *6%* *40%*	31 *4%* *19%*	38 *4%* *24%*	69 *6%* *43%*
Mean	**7.37**	7.26	7.47 A	7.25	7.32	7.40	7.33	7.38	7.48	7.30	7.34	7.44	7.43	7.48 N	7.21
Standard Deviation	**2.01**	2.06	1.96	2.27	1.87	1.96	1.91	2.14	2.03	1.95	1.93	2.16	2.02	1.94	2.10

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 513

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**499** ***15%***	33 *11%* *7%*	25 *15%* *5%*	16 *16%* *3%* O	424 *15%* *85%* O	461 *14%* *92%*	38 *17%* *8%*	82 *14%* *16%*	414 *15%* *83%*	417 *15%* *84%*	278 *16%* *56%*	139 *13%* *28%*	150 *13%* *30%*
9	**450** ***13%***	42 *14%* *9%*	28 *17%* *6%* R	14 *14%* *3%*	366 *13%* *81%*	421 *13%* *94%*	29 *13%* *6%*	67 *12%* *15%*	373 *13%* *83%*	381 *14%* *85%*	250 *14%* *55%*	132 *13%* *29%*	141 *13%* *31%*
8	**866** ***25%***	71 *24%* *8%*	45 *27%* *5%*	24 *24%* *3%*	725 *25%* *84%*	811 *25%* *94%*	55 *24%* *6%*	148 *25%* *17%*	710 *26%* *82%*	716 *25%* *83%*	428 *24%* *49%*	285 *27%* *33%*	294 *26%* *34%*
7	**598** ***17%***	63 *21%* *10%*	27 *16%* *4%*	17 *16%* *3%*	492 *17%* *82%*	561 *18%* *94%*	37 *17%* *6%*	109 *19%* *18%*	482 *17%* *81%*	489 *17%* *82%*	301 *17%* *50%*	187 *18%* *31%*	194 *17%* *32%*
6	**337** ***10%***	36 *12%* *11%*	15 *9%* *4%*	9 *9%* *3%*	277 *10%* *82%*	318 *10%* *94%*	19 *8%* *6%*	56 *10%* *16%*	276 *10%* *82%*	277 *10%* *82%*	157 *9%* *46%*	121 *11%* *36%*	128 *11%* *38%*
5	**321** ***9%***	28 *9%* *9%*	16 *9%* *5%*	10 *10%* *3%*	267 *9%* *83%*	303 *10%* *95%*	18 *8%* *5%*	53 *9%* *17%*	257 *9%* *80%*	261 *9%* *81%*	159 *9%* *49%*	102 *10%* *32%*	108 *10%* *34%*

GfK NOP

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Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
4	**84** ***2%***	6 *2%* *7%*	1 *1%* *1%*	3 *3%* *4%* P	74 *3%* *88%* P	80 *3%* *96%*	4 *2%* *4%*	13 *2%* *16%*	71 *3%* *84%*	71 *3%* *84%*	45 *3%* *54%*	26 *2%* *30%*	27 *2%* *32%*
3	**56** ***2%***	4 *1%* *6%*	2 *1%* *4%*	1 *1%* *2%*	49 *2%* *87%*	54 *2%* *95%*	3 *1%* *5%*	12 *2%* *22%*	44 *2%* *78%*	44 *2%* *78%*	28 *2%* *50%*	14 *1%* *26%*	17 *2%* *30%*
2	**30** ***1%***	5 *2%* *16%*	2 *1%* *6%*	1 *1%* *5%*	22 *1%* *73%*	28 *1%* *92%*	2 *1%* *8%*	6 *1%* *19%*	23 *1%* *77%*	23 *1%* *77%*	18 *1%* *61%*	5 *** *15%*	5 *** *17%*
1	**74** ***2%***	4 *1%* *5%*	2 *1%* *2%*	2 *2%* *2%*	67 *2%* *90%*	64 *2%* *87%*	10 *4%* *13%*	6 *1%* *8%*	61 *2%* *82%*	61 *2%* *82%*	38 *2%* *51%*	23 *2%* *31%*	25 *2%* *33%*
Don't know	**103** ***3%***	11 *4%* *11%*	6 *3%* *6%*	3 *2%* *2%*	84 *3%* *81%*	91 *3%* *88%*	12 *5%* *12%*	28 *5%* *28%* VWYZ	72 *3%* *70%*	74 *3%* *71%*	52 *3%* *51%*	21 *2%* *20%*	24 *2%* *24%*
Net: 10/9/8/7	**2413** ***71%***	209 *69%* *9%*	125 *74%* *5%*	72 *71%* *3%*	2007 *71%* *83%*	2254 *71%* *93%*	158 *70%* *7%*	406 *70%* *17%*	1979 *71%* *82%*	2002 *71%* *83%*	1257 *72%* *52%*	742 *70%* *31%*	779 *70%* *32%*

GfK NOP

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Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**949** ***28%***	75 *25%* *8%*	53 *32%* *6%* O	31 *31%* *3%* O	790 *28%* *83%*	882 *28%* *93%*	66 *30%* *7%*	149 *26%* *16%*	786 *28%* *83%*	798 *28%* *84%*	528 *30%* *56%* Y	270 *26%* *29%*	291 *26%* *31%*
Net: 6/5/4	**743** ***22%***	70 *23%* *9%*	32 *19%* *4%*	22 *22%* *3%*	618 *22%* *83%*	702 *22%* *95%*	40 *18%* *5%*	122 *21%* *16%*	604 *22%* *81%*	609 *22%* *82%*	361 *21%* *49%*	248 *24%* *33%*	263 *24%* *35%*
Net: 3/2/1	**160** ***5%***	12 *4%* *8%*	6 *3%* *4%*	4 *4%* *3%*	137 *5%* *86%*	146 *5%* *91%*	14 *6%* *9%*	24 *4%* *15%*	127 *5%* *80%*	127 *5%* *80%*	84 *5%* *53%*	42 *4%* *26%*	47 *4%* *29%*
Mean	**7.37**	7.28	7.61 OR	7.42	7.36	7.36	7.38	7.38	7.38	7.39	7.42	7.33	7.33
Standard Deviation	**2.01**	1.89	1.85	2.05	2.03	2.00	2.21	1.91	2.01	2.00	2.04	1.94	1.96

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 514

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**318** ***9%***	153 *9%* *48%*	164 *9%* *52%*	34 *10%* *11%*	53 *7%* *17%*	51 *9%* *16%*	47 *7%* *15%*	52 *10%* *16%*	81 *13%* *25%* DEF	39 *6%* *12%*	157 *9%* *50%* I	121 *11%* *38%* I	81 *10%* *25%*	71 *9%* *22%*	103 *9%* *33%*
9	**326** ***9%***	151 *9%* *46%*	175 *10%* *54%*	27 *8%* *8%*	47 *6%* *14%*	67 *11%* *21%* D	57 *9%* *17%*	66 *13%* *20%* D	62 *10%* *19%* D	50 *8%* *15%*	154 *9%* *47%*	122 *11%* *38%*	74 *9%* *23%*	57 *7%* *18%*	135 *11%* *41%* M
8	**801** ***23%***	367 *22%* *46%*	434 *25%* *54%*	59 *17%* *7%*	175 *24%* *22%* C	139 *23%* *17%*	148 *24%* *18%*	143 *27%* *18%* C	135 *22%* *17%*	154 *24%* *19%*	403 *23%* *50%*	244 *23%* *31%*	206 *25%* *26%*	212 *26%* *26%*	245 *21%* *31%*
7	**670** ***20%***	318 *19%* *48%*	351 *20%* *52%*	85 *24%* *13%* GH	153 *21%* *23%*	119 *20%* *18%*	126 *20%* *19%*	88 *17%* *13%*	99 *16%* *15%*	126 *20%* *19%*	356 *21%* *53%*	187 *17%* *28%*	163 *20%* *24%*	177 *21%* *27%*	226 *19%* *34%*
6	**382** ***11%***	184 *11%* *48%*	198 *11%* *52%*	35 *10%* *9%*	88 *12%* *23%*	59 *10%* *16%*	83 *13%* *22%*	52 *10%* *13%*	65 *11%* *17%*	94 *15%* *24%* JK	184 *11%* *48%*	105 *10%* *27%*	90 *11%* *24%*	86 *10%* *23%*	131 *11%* *34%*

GfK NOP

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9 Jul 2009

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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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**431** ***13%***	216 *13%* *50%*	214 *12%* *50%*	51 *15%* *12%*	94 *13%* *22%*	75 *12%* *17%*	81 *13%* *19%*	55 *11%* *13%*	75 *12%* *18%*	73 *11%* *17%*	234 *14%* *54%*	123 *12%* *29%*	86 *10%* *20%*	105 *13%* *24%*	168 *14%* *39%* L
4	**138** ***4%***	62 *4%* *45%*	76 *4%* *55%*	19 *6%* *14%*	30 *4%* *22%*	24 *4%* *17%*	30 *5%* *21%*	16 *3%* *12%*	19 *3%* *14%*	28 *4%* *20%*	77 *4%* *56%*	33 *3%* *24%*	25 *3%* *18%*	35 *4%* *25%*	53 *4%* *38%*
3	**105** ***3%***	67 *4%* *63%* B	38 *2%* *37%*	21 *6%* *20%* EF G	25 *3%* *23%*	14 *2%* *13%*	15 *2%* *14%*	10 *2%* *9%*	21 *3%* *20%*	20 *3%* *19%*	49 *3%* *46%*	37 *3%* *35%*	27 *3%* *26%*	23 *3%* *22%*	40 *3%* *38%*
2	**74** ***2%***	44 *3%* *59%*	30 *2%* *41%*	10 *3%* *13%*	22 *3%* *30%*	14 *2%* *20%*	10 *2%* *14%*	11 *2%* *15%*	7 *1%* *9%*	11 *2%* *16%*	31 *2%* *42%*	31 *3%* *42%*	23 *3%* *31%*	20 *2%* *27%*	20 *2%* *27%*
1	**95** ***3%***	62 *4%* *65%* B	33 *2%* *35%*	4 *1%* *4%*	25 *4%* *27%* H	30 *5%* *31%* CG H	17 *3%* *18%*	12 *2%* *13%*	7 *1%* *7%*	31 *5%* *32%* JK	39 *2%* *41%*	26 *2%* *27%*	26 *3%* *27%*	21 *3%* *22%*	33 *3%* *34%*
Don't know	**88** ***3%***	33 *2%* *38%*	55 *3%* *62%*	3 *1%* *3%*	11 *1%* *12%*	6 *1%* *7%*	14 *2%* *16%*	17 *3%* *20%* E	37 *6%* *42%* CDEF	12 *2%* *14%*	35 *2%* *39%*	41 *4%* *47%* J	29 *3%* *33%*	22 *3%* *25%*	24 *2%* *27%*
Net: 10/9/8/7	**2114** ***62%***	990 *60%* *47%*	1124 *64%* *53%*	205 *59%* *10%*	428 *59%* *20%*	376 *63%* *18%*	377 *60%* *18%*	349 *67%* *16%* DF	377 *62%* *18%*	369 *58%* *17%*	1071 *62%* *51%*	675 *63%* *32%*	523 *63%* *25%*	517 *62%* *24%*	709 *60%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 514

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**643** ***19%***	304 *18%* *47%*	339 *19%* *53%*	61 *18%* *9%*	100 *14%* *16%*	118 *20%* *18%* D	103 *16%* *16%*	118 *23%* *18%* DF	143 *23%* *22%* DF	89 *14%* *14%*	311 *18%* *48%* I	243 *23%* *38%* IJ	154 *19%* *24%*	128 *15%* *20%*	238 *20%* *37%* M
Net: 6/5/4	**951** ***28%***	463 *28%* *49%*	488 *28%* *51%*	105 *30%* *11%*	212 *29%* *22%*	158 *26%* *17%*	194 *31%* *20%* G	123 *24%* *13%*	159 *26%* *17%*	194 *30%* *20%* K	495 *29%* *52%* K	261 *24%* *27%*	201 *24%* *21%*	226 *27%* *24%*	352 *30%* *37%* L
Net: 3/2/1	**274** ***8%***	173 *10%* *63%* B	101 *6%* *37%*	34 *10%* *12%*	72 *10%* *26%* H	58 *10%* *21%* H	42 *7%* *15%*	32 *6%* *12%*	35 *6%* *13%*	62 *10%* *23%* J	119 *7%* *43%*	94 *9%* *34%*	75 *9%* *28%*	64 *8%* *23%*	92 *8%* *34%*
Mean	**6.82**	6.67	6.95 A	6.61	6.58	6.73	6.76	7.11 C DEF	7.12 CDE F	6.57	6.83 I	6.95 I	6.85	6.78	6.78
Standard Deviation	**2.13**	2.25	2.01	2.12	2.16	2.27	2.04	2.07	2.05	2.16	2.06	2.21	2.18	2.08	2.13

GfK NOP

Ofcom PSB Tracker : 2008

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Table 514

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**318** ***9%***	34 *11%* *11%*	19 *11%* *6%*	10 *9%* *3%*	255 *9%* *80%*	297 *9%* *94%*	20 *8%* *6%*	50 *10%* *16%*	263 *9%* *83%*	268 *9%* *84%*	171 *9%* *54%*	97 *9%* *31%*	100 *9%* *31%*
9	**326** ***9%***	31 *10%* *9%*	19 *11%* *6%*	11 *10%* *3%*	266 *9%* *82%*	302 *9%* *93%*	24 *10%* *7%*	37 *8%* *11%*	280 *10%* *86%*	288 *10%* *88%*	167 *9%* *51%*	118 *11%* *36%*	124 *11%* *38%*
8	**801** ***23%***	76 *24%* *9%*	42 *24%* *5%*	21 *20%* *3%*	663 *23%* *83%*	758 *24%* *95%* T	43 *18%* *5%*	107 *22%* *13%*	684 *24%* *85%*	693 *24%* *87%*	440 *24%* *55%*	253 *23%* *32%*	264 *23%* *33%*
7	**670** ***20%***	52 *17%* *8%*	34 *19%* *5%*	17 *16%* *3%*	566 *20%* *85%*	623 *20%* *93%*	47 *19%* *7%*	77 *16%* *12%*	582 *20%* *87%*	590 *20%* *88%*	363 *20%* *54%*	223 *21%* *33%*	246 *21%* *37%* U
6	**382** ***11%***	38 *12%* *10%*	22 *12%* *6%*	15 *14%* *4%* R	307 *11%* *80%*	354 *11%* *93%*	28 *11%* *7%*	61 *12%* *16%*	318 *11%* *83%*	321 *11%* *84%*	218 *12%* *57%*	103 *10%* *27%*	113 *10%* *30%*

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**431** ***13%***	35 *11%* *8%*	19 *11%* *4%*	16 *15%* *4%* P	360 *13%* *84%*	385 *12%* *90%*	45 *18%* *10%* S	76 *15%* *18%*	350 *12%* *81%*	354 *12%* *82%*	223 *12%* *52%*	130 *12%* *30%*	138 *12%* *32%*
4	**138** ***4%***	15 *5%* *11%*	7 *4%* *5%*	4 *4%* *3%*	112 *4%* *81%*	126 *4%* *91%*	13 *5%* *9%*	16 *3%* *12%*	120 *4%* *87%*	122 *4%* *88%*	78 *4%* *56%*	43 *4%* *31%*	48 *4%* *34%*
3	**105** ***3%***	6 *2%* *6%*	4 *2%* *4%*	4 *4%* *4%* O	90 *3%* *86%*	95 *3%* *90%*	10 *4%* *10%*	22 *5%* *21%* YZ	83 *3%* *79%*	83 *3%* *79%*	59 *3%* *56%*	24 *2%* *23%*	27 *2%* *26%*
2	**74** ***2%***	8 *3%* *11%*	2 *1%* *3%*	1 *1%* *2%*	62 *2%* *84%*	68 *2%* *92%*	6 *2%* *8%*	10 *2%* *13%*	64 *2%* *87%*	64 *2%* *87%*	37 *2%* *51%*	27 *2%* *36%*	30 *3%* *40%*
1	**95** ***3%***	9 *3%* *9%*	3 *2%* *3%*	4 *4%* *4%*	79 *3%* *83%*	92 *3%* *97%*	3 *1%* *3%*	18 *4%* *19%*	74 *3%* *78%*	76 *3%* *80%*	43 *2%* *45%*	32 *3%* *34%*	34 *3%* *36%*
Don't know	**88** ***3%***	9 *3%* *10%*	3 *2%* *3%*	2 *2%* *3%*	74 *3%* *84%*	79 *2%* *90%*	9 *3%* *10%*	15 *3%* *17%*	73 *3%* *83%*	73 *2%* *83%*	43 *2%* *49%*	29 *3%* *33%*	30 *3%* *35%*
Net: 10/9/8/7	**2114** ***62%***	192 *62%* *9%*	114 *65%* *5%* Q	58 *55%* *3%*	1750 *62%* *83%* Q	1979 *62%* *94%* T	134 *54%* *6%*	271 *55%* *13%*	1808 *63%* *86%* U	1838 *63%* *87%* U	1141 *62%* *54%* U	690 *64%* *33%* U	734 *64%* *35%* U

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Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**643** ***19%***	64 *21%* *10%*	38 *22%* *6%*	20 *19%* *3%*	521 *18%* *81%*	599 *19%* *93%*	44 *18%* *7%*	87 *18%* *13%*	543 *19%* *84%*	556 *19%* *86%*	338 *18%* *53%*	215 *20%* *33%*	224 *19%* *35%*
Net: 6/5/4	**951** ***28%***	89 *28%* *9%*	48 *28%* *5%*	35 *33%* *4%* R	779 *27%* *82%*	865 *27%* *91%*	86 *35%* *9%* S	152 *31%* *16%* Y	788 *27%* *83%*	797 *27%* *84%*	518 *28%* *55%*	276 *26%* *29%*	299 *26%* *31%*
Net: 3/2/1	**274** ***8%***	23 *7%* *9%*	10 *6%* *4%*	9 *9%* *3%* P	232 *8%* *85%*	255 *8%* *93%*	19 *8%* *7%*	49 *10%* *18%*	221 *8%* *81%*	223 *8%* *81%*	139 *8%* *51%*	82 *8%* *30%*	91 *8%* *33%*
Mean	**6.82**	6.88	7.05 QR	6.67	6.80	6.83	6.62	6.63	6.84	6.85	6.84	6.88	6.84
Standard Deviation	**2.13**	2.18	2.02	2.19	2.13	2.13	2.08	2.25	2.11	2.11	2.09	2.14	2.14

GfK NOP

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Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**364** ***11%***	178 *11%* *49%*	186 *10%* *51%*	37 *11%* *10%*	65 *9%* *18%*	62 *10%* *17%*	60 *10%* *17%*	53 *10%* *14%*	87 *14%* *24%* DF	50 *8%* *14%*	177 *10%* *49%*	137 *13%* *38%* I	88 *11%* *24%*	79 *10%* *22%*	126 *11%* *35%*
9	**346** ***10%***	142 *9%* *41%*	204 *12%* *59%* A	34 *10%* *10%*	67 *9%* *19%*	63 *11%* *18%*	63 *10%* *18%*	57 *11%* *17%*	62 *10%* *18%*	52 *8%* *15%*	180 *10%* *52%*	114 *11%* *33%*	93 *11%* *27%*	69 *8%* *20%*	116 *10%* *34%*
8	**834** ***24%***	391 *24%* *47%*	443 *25%* *53%*	94 *27%* *11%*	174 *24%* *21%*	148 *25%* *18%*	142 *23%* *17%*	145 *28%* *17%* H	129 *21%* *15%*	139 *22%* *17%*	429 *25%* *51%*	265 *25%* *32%*	194 *23%* *23%*	209 *25%* *25%*	291 *25%* *35%*
7	**683** ***20%***	318 *19%* *47%*	365 *21%* *53%*	80 *23%* *12%* E	172 *24%* *25%* EH	99 *17%* *14%*	131 *21%* *19%*	96 *18%* *14%*	104 *17%* *15%*	146 *23%* *21%* K	349 *20%* *51%*	188 *18%* *28%*	155 *19%* *23%*	183 *22%* *27%*	239 *20%* *35%*
6	**393** ***11%***	195 *12%* *50%*	198 *11%* *50%*	30 *9%* *8%*	77 *11%* *20%*	85 *14%* *22%* CG	90 *14%* *23%* CG	49 *9%* *12%*	63 *10%* *16%*	85 *13%* *21%*	195 *11%* *50%*	114 *11%* *29%*	100 *12%* *25%*	94 *11%* *24%*	128 *11%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 515

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**384** ***11%***	210 *13%* *55%* B	175 *10%* *45%*	35 *10%* *9%*	87 *12%* *23%*	74 *12%* *19%*	69 *11%* *18%*	56 *11%* *15%*	63 *10%* *16%*	78 *12%* *20%*	204 *12%* *53%*	102 *10%* *27%*	77 *9%* *20%*	89 *11%* *23%*	144 *12%* *37%*
4	**94** ***3%***	48 *3%* *51%*	46 *3%* *49%*	14 *4%* *15%*	22 *3%* *23%*	13 *2%* *14%*	17 *3%* *18%*	11 *2%* *11%*	17 *3%* *18%*	23 *4%* *24%*	41 *2%* *44%*	30 *3%* *32%*	29 *3%* *30%*	14 *2%* *15%*	33 *3%* *36%*
3	**61** ***2%***	46 *3%* *75%* B	15 *1%* *25%*	7 *2%* *11%*	6 *1%* *9%*	12 *2%* *20%*	12 *2%* *20%*	10 *2%* *16%*	15 *2%* *24%*	8 *1%* *13%*	30 *2%* *49%*	23 *2%* *38%*	17 *2%* *28%*	11 *1%* *17%*	28 *2%* *45%*
2	**46** ***1%***	22 *1%* *48%*	24 *1%* *52%*	1 *** *3%*	15 *2%* *33%*	7 *1%* *14%*	8 *1%* *18%*	7 *1%* *15%*	8 *1%* *17%*	11 *2%* *24%*	15 *1%* *32%*	20 *2%* *44%*	11 *1%* *24%*	13 *2%* *27%*	15 *1%* *33%*
1	**52** ***2%***	37 *2%* *71%* B	15 *1%* *29%*	6 *2%* *12%*	12 *2%* *23%*	13 *2%* *24%*	6 *1%* *12%*	10 *2%* *20%*	5 *1%* *9%*	16 *2%* *30%*	23 *1%* *45%*	13 *1%* *26%*	21 *3%* *40%* N	14 *2%* *26%*	11 *1%* *22%*
Don't know	**168** ***5%***	71 *4%* *42%*	97 *5%* *58%*	9 *3%* *5%*	26 *4%* *16%*	22 *4%* *13%*	29 *5%* *17%*	28 *5%* *17%*	55 *9%* *32%* CDEF G	29 *5%* *17%*	75 *4%* *45%*	64 *6%* *38%*	44 *5%* *26%*	55 *7%* *33%* N	45 *4%* *27%*
Net: 10/9/8/7	**2227** ***65%***	1030 *62%* *46%*	1197 *68%* *54%* A	245 *71%* *11%* E	478 *66%* *21%*	372 *62%* *17%*	396 *63%* *18%*	351 *67%* *16%*	383 *63%* *17%*	388 *61%* *17%*	1136 *66%* *51%* I	703 *66%* *32%*	531 *64%* *24%*	540 *65%* *24%*	773 *66%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 515

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**710** ***21%***	320 *19%* *45%*	390 *22%* *55%*	70 *20%* *10%*	132 *18%* *19%*	125 *21%* *18%*	123 *20%* *17%*	110 *21%* *16%*	149 *24%* *21%* D	102 *16%* *14%*	357 *21%* *50%* I	250 *23%* *35%* I	181 *22%* *26%*	148 *18%* *21%*	243 *21%* *34%*
Net: 6/5/4	**872** ***25%***	453 *27%* *52%* B	419 *24%* *48%*	79 *23%* *9%*	186 *26%* *21%*	173 *29%* *20%* G	176 *28%* *20%* G	115 *22%* *13%*	144 *24%* *16%*	185 *29%* *21%* K	440 *26%* *50%*	247 *23%* *28%*	206 *25%* *24%*	197 *24%* *23%*	306 *26%* *35%*
Net: 3/2/1	**160** ***5%***	105 *6%* *66%* B	54 *3%* *34%*	15 *4%* *9%*	33 *5%* *21%*	32 *5%* *20%*	26 *4%* *16%*	27 *5%* *17%*	27 *4%* *17%*	34 *5%* *22%*	68 *4%* *43%*	57 *5%* *36%*	49 *6%* *30%*	37 *4%* *23%*	54 *5%* *34%*
Mean	**7.12**	6.96	7.27 A	7.17	7.02	7.05	7.07	7.18	7.26	6.85	7.16 I	7.22 I	7.07	7.11	7.12
Standard Deviation	**1.94**	2.05	1.82	1.90	1.91	1.99	1.86	1.96	1.99	1.97	1.88	2.01	2.06	1.89	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 515

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**364** ***11%***	40 *13%* *11%*	20 *12%* *6%*	11 *10%* *3%*	294 *10%* *81%*	328 *10%* *90%*	36 *14%* *10%*	61 *13%* *17%*	293 *10%* *80%*	301 *10%* *83%*	202 *11%* *56%*	98 *9%* *27%*	103 *9%* *28%*
9	**346** ***10%***	31 *10%* *9%*	26 *15%* *8%* OQR	10 *10%* *3%*	279 *10%* *81%*	321 *10%* *93%*	25 *10%* *7%*	52 *11%* *15%*	290 *10%* *84%*	293 *10%* *85%*	175 *10%* *51%*	117 *11%* *34%*	125 *11%* *36%*
8	**834** ***24%***	72 *23%* *9%*	44 *25%* *5%*	25 *24%* *3%*	694 *24%* *83%*	780 *25%* *94%*	53 *22%* *6%*	115 *24%* *14%*	705 *24%* *85%*	718 *24%* *86%*	474 *26%* *57%*	244 *23%* *29%*	258 *22%* *31%*
7	**683** ***20%***	57 *18%* *8%*	29 *17%* *4%*	19 *19%* *3%*	578 *20%* *85%*	636 *20%* *93%*	47 *19%* *7%*	72 *15%* *11%*	602 *21%* *88%* U	608 *21%* *89%* U	364 *20%* *53%* U	239 *22%* *35%* U	253 *22%* *37%* U
6	**393** ***11%***	34 *11%* *9%*	21 *12%* *5%*	15 *15%* *4%* R	322 *11%* *82%*	372 *12%* *95%*	21 *9%* *5%*	59 *12%* *15%*	332 *11%* *84%*	334 *11%* *85%*	215 *12%* *55%*	117 *11%* *30%*	128 *11%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 515

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**384** ***11%***	41 *13%* *11%*	21 *12%* *5%*	13 *12%* *3%*	310 *11%* *81%*	348 *11%* *90%*	37 *15%* *10%*	62 *13%* *16%*	318 *11%* *83%*	322 *11%* *84%*	211 *11%* *55%*	111 *10%* *29%*	124 *11%* *32%*
4	**94** ***3%***	11 *4%* *12%*	4 *2%* *5%*	3 *3%* *3%*	76 *3%* *81%*	88 *3%* *93%*	7 *3%* *7%*	11 *2%* *12%*	82 *3%* *87%*	83 *3%* *88%*	48 *3%* *51%*	35 *3%* *37%*	40 *3%* *42%*
3	**61** ***2%***	3 *1%* *5%*	1 *1%* *2%*	2 *2%* *3%*	55 *2%* *90%*	58 *2%* *94%*	4 *2%* *6%*	11 *2%* *18%*	50 *2%* *82%*	50 *2%* *82%*	33 *2%* *54%*	18 *2%* *29%*	22 *2%* *35%*
2	**46** ***1%***	6 *2%* *13%*	1 *1%* *2%*	1 *1%* *2%*	38 *1%* *84%*	44 *1%* *96%*	2 *1%* *4%*	7 *1%* *15%*	38 *1%* *83%*	39 *1%* *85%*	15 *1%* *33%*	24 *2%* *52%* X	24 *2%* *52%* X
1	**52** ***2%***	4 *1%* *8%*	1 *1%* *2%*	2 *1%* *3%*	46 *2%* *88%*	51 *2%* *97%*	2 *1%* *3%*	13 *3%* *24%* X	37 *1%* *71%*	38 *1%* *73%*	20 *1%* *37%*	19 *2%* *35%*	19 *2%* *36%*
Don't know	**168** ***5%***	14 *5%* *8%*	6 *3%* *3%*	4 *4%* *2%*	144 *5%* *86%*	153 *5%* *91%*	15 *6%* *9%*	25 *5%* *15%*	143 *5%* *85%*	143 *5%* *85%*	86 *5%* *51%*	57 *5%* *34%*	59 *5%* *35%*
Net: 10/9/8/7	**2227** ***65%***	199 *64%* *9%*	119 *68%* *5%*	65 *62%* *3%*	1843 *65%* *83%*	2066 *65%* *93%*	161 *65%* *7%*	301 *62%* *14%*	1890 *65%* *85%*	1921 *66%* *86%*	1215 *66%* *55%*	698 *65%* *31%*	739 *64%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 515

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**710** ***21%***	70 *22%* *10%*	46 *27%* *7%* QR	21 *20%* *3%*	572 *20%* *81%*	650 *20%* *92%*	60 *24%* *8%*	113 *23%* *16%*	583 *20%* *82%*	594 *20%* *84%*	377 *20%* *53%*	215 *20%* *30%*	229 *20%* *32%*
Net: 6/5/4	**872** ***25%***	86 *28%* *10%*	46 *27%* *5%*	31 *30%* *4%* R	708 *25%* *81%*	807 *25%* *93%*	64 *26%* *7%*	132 *27%* *15%*	732 *25%* *84%*	740 *25%* *85%*	474 *26%* *54%*	263 *24%* *30%*	291 *25%* *33%*
Net: 3/2/1	**160** ***5%***	13 *4%* *8%* P	3 *2%* *2%*	4 *4%* *3%* P	139 *5%* *87%* P	152 *5%* *95%*	7 *3%* *5%*	30 *6%* *19%* X	126 *4%* *79%*	128 *4%* *80%*	68 *4%* *42%*	60 *6%* *38%* X	64 *6%* *40%* X
Mean	**7.12**	7.12	7.39 OQR	7.08	7.10	7.11	7.26	7.07	7.12	7.13	7.19 Z	7.03	7.01
Standard Deviation	**1.94**	1.99	1.77	1.90	1.94	1.94	1.91	2.12	1.90	1.90	1.85	1.98	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 516

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows enough new programmes, made in the UK - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	187 *4%*	73 *3%*	112 *3%*	68 *3%*	1 *4%*	25 *2%*	34 *6%*	15 *5%*	116 *8%*	4 *8%*	212 *3%*	499 *15%*	318 *9%*	364 *11%*
9	318 *7%*	155 *7%*	188 *5%*	149 *6%*	4 *13%*	30 *2%*	79 *14%*	26 *9%*	115 *8%*	4 *8%*	264 *4%*	450 *13%*	326 *9%*	346 *10%*
8	1005 *21%*	529 *23%*	595 *17%*	408 *17%*	8 *26%*	104 *8%*	106 *18%*	65 *22%*	302 *21%*	14 *29%*	1103 *16%*	866 *25%*	801 *23%*	834 *24%*
7	1003 *21%*	491 *21%*	758 *21%*	490 *20%*	3 *10%*	164 *13%*	89 *15%*	56 *19%*	223 *15%*	4 *9%*	1368 *20%*	598 *17%*	670 *20%*	683 *20%*
6	750 *15%*	336 *14%*	602 *17%*	397 *16%*	7 *21%*	204 *16%*	81 *14%*	45 *15%*	155 *11%*	2 *4%*	1179 *17%*	337 *10%*	382 *11%*	393 *11%*
5	553 *11%*	250 *11%*	446 *13%*	357 *15%*	4 *11%*	202 *16%*	58 *10%*	27 *9%*	180 *12%*	2 *5%*	1040 *15%*	321 *9%*	431 *13%*	384 *11%*
4	306 *6%*	147 *6%*	272 *8%*	185 *8%*	1 *3%*	148 *12%*	41 *7%*	8 *3%*	77 *5%*	3 *6%*	504 *7%*	84 *2%*	138 *4%*	94 *3%*
3	171 *4%*	57 *2%*	150 *4%*	81 *3%*	1 *4%*	82 *7%*	19 *3%*	11 *4%*	37 *3%*	6 *13%*	270 *4%*	56 *2%*	105 *3%*	61 *2%*
2	112 *2%*	48 *2%*	94 *3%*	58 *2%*	* *1%*	79 *6%*	12 *2%*	5 *2%*	27 *2%*	* *1%*	150 *2%*	30 *1%*	74 *2%*	46 *1%*
1	91 *2%*	27 *1%*	65 *2%*	28 *1%*	- -	43 *3%*	14 *2%*	7 *2%*	46 *3%*	1 *1%*	138 *2%*	74 *2%*	95 *3%*	52 *2%*
Don't know	344 *7%*	206 *9%*	269 *8%*	207 *9%*	2 *6%*	167 *13%*	43 *7%*	34 *11%*	173 *12%*	8 *16%*	570 *8%*	103 *3%*	88 *3%*	168 *5%*
Net: 10/9/8/7	2513 *52%*	1249 *54%*	1654 *47%*	1115 *46%*	17 *53%*	322 *26%*	308 *54%*	163 *54%*	756 *52%*	27 *54%*	2947 *43%*	2413 *71%*	2114 *62%*	2227 *65%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 516

Absolutes/col/row percents

9 Jul 2009

Q6b(d) It shows enough new programmes, made in the UK - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	505 *10%*	228 *10%*	300 *8%*	217 *9%*	5 *17%*	54 *4%*	114 *20%*	42 *14%*	231 *16%*	8 *16%*	477 *7%*	949 *28%*	643 *19%*	710 *21%*
Net: 6/5/4	1609 *33%*	734 *32%*	1320 *37%*	939 *39%*	11 *35%*	553 *44%*	180 *31%*	80 *27%*	413 *28%*	8 *15%*	2724 *40%*	743 *22%*	951 *28%*	872 *25%*
Net: 3/2/1	374 *8%*	133 *6%*	309 *9%*	168 *7%*	2 *5%*	204 *16%*	45 *8%*	23 *8%*	110 *8%*	8 *15%*	558 *8%*	160 *5%*	274 *8%*	160 *5%*
Mean	6.47	6.60	6.25	6.31	6.86	5.34	6.68	6.73	6.67	6.67	6.17	7.37	6.82	7.12
Standard Deviation	1.96	1.85	1.95	1.87	1.82	2.07	2.15	2.01	2.20	2.42	1.91	2.01	2.13	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 517

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Total (Wtd)	**4841**	2257 *47%*	2584 *53%*	424 *9%*	970 *20%*	819 *17%*	856 *18%*	764 *16%*	1006 *21%*	953 *20%*	2348 *49%*	1539 *32%*	1178 *24%*	1218 *25%*	1632 *34%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
10	**437** ***9%***	190 *8%* *43%*	247 *10%* *57%*	58 *14%* *13%* DE FG	84 *9%* *19%*	71 *9%* *16%*	66 *8%* *15%*	47 *6%* *11%*	110 *11%* *25%* FG	59 *6%* *13%*	191 *8%* *44%*	187 *12%* *43%* IJ	114 *10%* *26%*	96 *8%* *22%*	146 *9%* *33%*
9	**759** ***16%***	374 *17%* *49%*	385 *15%* *51%*	103 *24%* *14%* DE FGH	156 *16%* *21%*	133 *16%* *17%*	127 *15%* *17%*	97 *13%* *13%*	144 *14%* *19%*	170 *18%* *22%* K	373 *16%* *49%*	215 *14%* *28%*	206 *18%* *27%* N	219 *18%* *29%* N	225 *14%* *30%*
8	**1336** ***28%***	607 *27%* *45%*	729 *28%* *55%*	83 *20%* *6%*	263 *27%* *20%* C	206 *25%* *15%*	248 *29%* *19%* C	238 *31%* *18%* CE	299 *30%* *22%* C	270 *28%* *20%*	658 *28%* *49%*	408 *27%* *31%*	309 *26%* *23%*	349 *29%* *26%*	458 *28%* *34%*
7	**952** ***20%***	439 *19%* *46%*	513 *20%* *54%*	70 *16%* *7%*	218 *23%* *23%* CH	170 *21%* *18%* H	173 *20%* *18%* H	162 *21%* *17%* H	158 *16%* *17%*	195 *20%* *20%*	498 *21%* *52%* K	259 *17%* *27%*	223 *19%* *23%*	245 *20%* *26%*	328 *20%* *34%*
6	**498** ***10%***	234 *10%* *47%*	264 *10%* *53%*	32 *8%* *6%*	101 *10%* *20%*	102 *12%* *20%* C	81 *10%* *16%*	71 *9%* *14%*	111 *11%* *22%*	106 *11%* *21%*	231 *10%* *46%*	161 *10%* *32%*	117 *10%* *24%*	102 *8%* *20%*	180 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 517

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
5	**373** ***8%***	171 *8%* *46%*	202 *8%* *54%*	30 *7%* *8%*	55 *6%* *15%*	71 *9%* *19%* D	76 *9%* *20%* D	62 *8%* *17%*	80 *8%* *21%*	63 *7%* *17%*	162 *7%* *44%*	147 *10%* *40%* IJ	86 *7%* *23%*	100 *8%* *27%*	122 *7%* *33%*
4	**154** ***3%***	71 *3%* *46%*	83 *3%* *54%*	14 *3%* *9%*	34 *4%* *22%*	18 *2%* *12%*	25 *3%* *16%*	31 *4%* *20%*	31 *3%* *20%*	39 *4%* *25%*	65 *3%* *42%*	50 *3%* *33%*	33 *3%* *22%*	36 *3%* *23%*	53 *3%* *35%*
3	**98** ***2%***	47 *2%* *48%*	51 *2%* *52%*	9 *2%* *10%*	20 *2%* *20%*	10 *1%* *10%*	18 *2%* *19%*	12 *2%* *12%*	29 *3%* *30%* E	15 *2%* *15%*	53 *2%* *54%*	30 *2%* *31%*	33 *3%* *34%*	18 *1%* *18%*	36 *2%* *36%*
2	**67** ***1%***	44 *2%* *66%* B	23 *1%* *34%*	15 *4%* *22%* DE FH	10 *1%* *15%*	9 *1%* *14%*	7 *1%* *11%*	11 *1%* *16%*	14 *1%* *21%*	7 *1%* *11%*	34 *1%* *51%*	26 *2%* *38%*	13 *1%* *19%*	14 *1%* *22%*	28 *2%* *43%*
1	**93** ***2%***	59 *3%* *64%* B	34 *1%* *36%*	7 *2%* *8%*	14 *1%* *15%*	23 *3%* *25%*	11 *1%* *12%*	19 *3%* *21%*	18 *2%* *20%*	14 *1%* *15%*	37 *2%* *39%*	43 *3%* *46%* J	23 *2%* *25%*	20 *2%* *21%*	35 *2%* *38%*
Don't know	**75** ***2%***	21 *1%* *28%*	54 *2%* *72%* A	3 *1%* *4%*	16 *2%* *21%*	8 *1%* *11%*	23 *3%* *31%* E	13 *2%* *18%*	12 *1%* *16%*	16 *2%* *21%*	46 *2%* *61%* K	14 *1%* *18%*	21 *2%* *27%*	19 *2%* *25%*	20 *1%* *27%*
Net: 10/9/8/7	**3483** ***72%***	1610 *71%* *46%*	1873 *72%* *54%*	313 *74%* *9%*	720 *74%* *21%*	579 *71%* *17%*	614 *72%* *18%*	545 *71%* *16%*	711 *71%* *20%*	694 *73%* *20%*	1721 *73%* *49%* K	1069 *69%* *31%*	852 *72%* *24%*	910 *75%* *26%*	1158 *71%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 517

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4850**	2252 *46%*	2598 *54%*	370 *8%*	842 *17%*	838 *17%*	911 *19%*	885 *18%*	988 *20%*	1023 *21%*	2593 *53%*	1153 *24%*	811 *17%*	654 *13%*	1294 *27%*
Effective Total	**3339**	1542	1798	248	588	604	615	609	708	747	1871	830	749	598	1168
Net: 10/9	**1196** ***25%***	564 *25%* *47%*	632 *24%* *53%*	161 *38%* *13%* DE FGH	240 *25%* *20%* G	203 *25%* *17%* G	192 *22%* *16%*	144 *19%* *12%*	254 *25%* *21%* G	229 *24%* *19%*	565 *24%* *47%*	402 *26%* *34%*	320 *27%* *27%* N	315 *26%* *26%*	372 *23%* *31%*
Net: 6/5/4	**1025** ***21%***	476 *21%* *46%*	549 *21%* *54%*	77 *18%* *7%*	190 *20%* *19%*	190 *23%* *19%*	182 *21%* *18%*	164 *21%* *16%*	221 *22%* *22%*	208 *22%* *20%*	458 *20%* *45%*	358 *23%* *35%* J	237 *20%* *23%*	238 *20%* *23%*	355 *22%* *35%*
Net: 3/2/1	**258** ***5%***	150 *7%* *58%* B	108 *4%* *42%*	31 *7%* *12%*	44 *5%* *17%*	42 *5%* *16%*	37 *4%* *14%*	42 *6%* *16%*	62 *6%* *24%*	36 *4%* *14%*	124 *5%* *48%*	98 *6%* *38%* I	69 *6%* *27%*	52 *4%* *20%*	99 *6%* *38%*
Mean	**7.25**	7.17	7.32 A	7.41 G	7.32 G	7.20	7.25	7.09	7.26	7.28	7.27	7.19	7.29	7.34	7.17
Standard Deviation	**1.94**	2.04	1.85	2.19	1.84	1.95	1.83	1.93	2.01	1.80	1.89	2.10	1.97	1.86	1.98

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 517

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Total (Wtd)	**4841**	417 *9%*	257 *5%*	138 *3%*	4029 *83%*	4574 *94%*	267 *6%*	711 *15%*	4078 *84%*	4124 *85%*	2516 *52%*	1595 *33%*	1689 *35%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
10	**437** ***9%***	40 *10%* *9%*	24 *9%* *6%*	17 *12%* *4%* R	356 *9%* *82%*	403 *9%* *92%*	34 *13%* *8%*	59 *8%* *13%*	375 *9%* *86%*	378 *9%* *87%*	252 *10%* *58%*	126 *8%* *29%*	133 *8%* *31%*
9	**759** ***16%***	58 *14%* *8%*	32 *12%* *4%*	18 *13%* *2%*	651 *16%* *86%* P	736 *16%* *97%* T	23 *9%* *3%*	104 *15%* *14%*	649 *16%* *86%*	655 *16%* *86%*	411 *16%* *54%*	241 *15%* *32%*	254 *15%* *33%*
8	**1336** ***28%***	113 *27%* *8%*	72 *28%* *5%*	34 *24%* *3%*	1117 *28%* *84%*	1275 *28%* *95%*	61 *23%* *5%*	193 *27%* *14%*	1131 *28%* *85%*	1143 *28%* *86%*	690 *27%* *52%*	450 *28%* *34%*	482 *29%* *36%*
7	**952** ***20%***	79 *19%* *8%*	48 *19%* *5%*	29 *21%* *3%*	796 *20%* *84%*	902 *20%* *95%*	50 *19%* *5%*	141 *20%* *15%*	801 *20%* *84%*	808 *20%* *85%*	465 *19%* *49%*	340 *21%* *36%*	355 *21%* *37%*
6	**498** ***10%***	54 *13%* *11%* R	30 *12%* *6%*	16 *11%* *3%*	399 *10%* *80%*	458 *10%* *92%*	40 *15%* *8%* S	79 *11%* *16%*	411 *10%* *83%*	416 *10%* *84%*	249 *10%* *50%*	168 *11%* *34%*	180 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 517

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC1 ****

Base : Regular viewers of BBC1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
5	**373** ***8%***	36 *9%* *10%*	19 *7%* *5%*	9 *7%* *3%*	309 *8%* *83%*	347 *8%* *93%*	25 *10%* *7%*	57 *8%* *15%*	310 *8%* *83%*	316 *8%* *85%*	203 *8%* *55%*	111 *7%* *30%*	116 *7%* *31%*
4	**154** ***3%***	14 *3%* *9%*	12 *5%* *8%*	5 *4%* *3%*	122 *5%* *80%*	144 *5%* *94%*	10 *4%* *6%*	27 *4%* *17%*	124 *5%* *81%*	127 *5%* *83%*	72 *4%* *47%*	54 *5%* *35%*	57 *5%* *37%*
3	**98** ***2%***	5 *1%* *5%*	5 *2%* *5%*	2 *1%* *2%*	86 *2%* *88%*	93 *2%* *94%*	6 *2%* *6%*	22 *3%* *22%*	75 *2%* *77%*	76 *2%* *78%*	47 *2%* *47%*	30 *2%* *30%*	31 *2%* *31%*
2	**67** ***1%***	4 *1%* *6%*	5 *2%* *7%*	2 *2%* *3%*	56 *1%* *83%*	60 *1%* *91%*	6 *2%* *9%*	11 *2%* *17%*	54 *1%* *81%*	56 *1%* *83%*	42 *2%* *64%* Z	13 *1%* *20%*	14 *1%* *21%*
1	**93** ***2%***	8 *2%* *9%*	4 *2%* *4%*	2 *2%* *2%*	78 *2%* *84%*	87 *2%* *93%*	6 *2%* *7%*	13 *2%* *14%*	80 *2%* *86%*	80 *2%* *86%*	47 *2%* *50%*	32 *2%* *35%*	35 *2%* *38%*
Don't know	**75** ***2%***	6 *1%* *8%*	6 *2%* *8%*	3 *2%* *4%*	60 *1%* *79%*	69 *2%* *92%*	6 *2%* *8%*	6 *1%* *8%*	68 *2%* *91%*	69 *2%* *92%*	38 *2%* *51%*	31 *2%* *42%*	32 *2%* *43%*
Net: 10/9/8/7	**3483** ***72%***	290 *70%* *8%*	176 *69%* *5%*	98 *71%* *3%*	2919 *72%* *84%* P	3316 *73%* *95%* T	167 *63%* *5%*	496 *70%* *14%*	2955 *72%* *85%*	2984 *72%* *86%*	1818 *72%* *52%*	1156 *72%* *33%*	1224 *72%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 517

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC1 ****

Base : Regular viewers of BBC1

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4850**	687 *14%*	741 *15%*	663 *14%*	2759 *57%*	4534 *93%*	254 *5%*	733 *15%*	4068 *84%*	4114 *85%*	2594 *53%*	1506 *31%*	1612 *33%*
Effective Total	**3339**	639	677	601	2454	3131	212	494	2810	2843	1768	1067	1135
Net: 10/9	**1196** ***25%***	98 *23%* *8%*	56 *22%* *5%*	35 *25%* *3%*	1007 *25%* *84%*	1139 *25%* *95%*	56 *21%* *5%*	163 *23%* *14%*	1023 *25%* *86%*	1033 *25%* *86%*	663 *26%* *55%* YZ	367 *23%* *31%*	387 *23%* *32%*
Net: 6/5/4	**1025** ***21%***	104 *25%* *10%* R	60 *23%* *6%*	31 *22%* *3%*	830 *21%* *81%*	949 *21%* *93%*	75 *28%* *7%* S	163 *23%* *16%*	846 *21%* *83%*	859 *21%* *84%*	524 *21%* *51%*	333 *21%* *32%*	353 *21%* *34%*
Net: 3/2/1	**258** ***5%***	18 *4%* *7%*	14 *5%* *5%*	6 *5%* *2%*	220 *5%* *85%*	240 *5%* *93%*	18 *7%* *7%*	46 *7%* *18%*	209 *5%* *81%*	212 *5%* *82%*	136 *5%* *53%*	75 *5%* *29%*	80 *5%* *31%*
Mean	**7.25**	7.22	7.15	7.28	7.25	7.26 T	6.98	7.12	7.27	7.27	7.29	7.24	7.24
Standard Deviation	**1.94**	1.91	1.97	1.96	1.94	1.93	2.11	1.99	1.93	1.93	1.97	1.88	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 518

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Total (Wtd)	**2321**	1175 *51%*	1146 *49%*	173* *7%* *	336 *14%*	331 *14%*	437 *19%*	428 *18%*	617 *27%*	493 *21%*	1079 *46%*	749 *32%*	526 *23%*	588 *25%*	843 *36%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
10	**178** ***8%***	98 *8%* *55%*	81 *7%* *45%*	13 *8%* *7%*	25 *7%* *14%*	27 *8%* *15%*	34 *8%* *19%*	21 *5%* *12%*	58 *9%* *33%* G	31 *6%* *17%*	81 *8%* *45%*	66 *9%* *37%*	44 *8%* *25%*	44 *8%* *25%*	59 *7%* *33%*
9	**384** ***17%***	193 *16%* *50%*	192 *17%* *50%*	37 *21%* *10%* H	67 *20%* *17%* H	58 *17%* *15%*	70 *16%* *18%*	72 *17%* *19%*	80 *13%* *21%*	112 *23%* *29%* JK	178 *16%* *46%*	95 *13%* *25%*	84 *16%* *22%*	113 *19%* *29%*	141 *17%* *37%*
8	**760** ***33%***	387 *33%* *51%*	374 *33%* *49%*	40 *23%* *5%*	105 *31%* *14%*	95 *29%* *13%*	161 *37%* *21%* CE	150 *35%* *20%* C	209 *34%* *28%* C	151 *31%* *20%*	364 *34%* *48%*	246 *33%* *32%*	169 *32%* *22%*	191 *32%* *25%*	282 *33%* *37%*
7	**437** ***19%***	219 *19%* *50%*	218 *19%* *50%*	38 *22%* *9%*	75 *22%* *17%* H	62 *19%* *14%*	71 *16%* *16%*	94 *22%* *21%* H	96 *16%* *22%*	97 *20%* *22%*	205 *19%* *47%*	135 *18%* *31%*	97 *18%* *22%*	104 *18%* *24%*	159 *19%* *36%*
6	**209** ***9%***	106 *9%* *51%*	103 *9%* *49%*	17 *10%* *8%*	23 *7%* *11%*	36 *11%* *17%*	39 *9%* *19%*	28 *6%* *13%*	66 *11%* *32%* G	39 *8%* *19%*	92 *9%* *44%*	77 *10%* *37%*	52 *10%* *25%*	48 *8%* *23%*	76 *9%* *37%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 518

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
5	**148** ***6%***	72 *6%* *49%*	76 *7%* *51%*	13 *8%* *9%*	19 *6%* *13%*	16 *5%* *11%*	21 *5%* *14%*	25 *6%* *17%*	53 *9%* *36%* F	25 *5%* *17%*	61 *6%* *41%*	63 *8%* *42%*	30 *6%* *20%*	41 *7%* *28%*	49 *6%* *33%*
4	**68** ***3%***	38 *3%* *56%*	30 *3%* *44%*	6 *4%* *9%*	10 *3%* *15%*	11 *3%* *16%*	13 *3%* *18%*	12 *3%* *17%*	16 *3%* *24%*	15 *3%* *22%*	31 *3%* *45%*	22 *3%* *33%*	16 *3%* *24%*	11 *2%* *16%*	31 *4%* *45%*
3	**46** ***2%***	21 *2%* *45%*	25 *2%* *55%*	3 *2%* *7%*	3 *1%* *7%*	8 *2%* *18%*	9 *2%* *19%*	8 *2%* *17%*	15 *2%* *32%*	4 *1%* *8%*	22 *2%* *48%*	20 *3%* *43%*	10 *2%* *22%*	10 *2%* *22%*	18 *2%* *41%*
2	**22** ***1%***	16 *1%* *71%*	6 *1%* *29%*	1 *** *3%*	4 *1%* *17%*	8 *3%* *37%* H	3 *1%* *14%*	3 *1%* *12%*	4 *1%* *16%*	6 *1%* *26%*	11 *1%* *48%*	6 *1%* *26%*	6 *1%* *29%*	2 *** *7%*	10 *1%* *45%*
1	**25** ***1%***	16 *1%* *62%*	10 *1%* *38%*	* * *2%*	2 *** *6%*	5 *1%* *19%*	6 *1%* *25%*	4 *1%* *17%*	8 *1%* *31%*	2 *** *6%*	10 *1%* *42%*	13 *2%* *52%*	5 *1%* *21%*	10 *2%* *38%*	6 *1%* *23%*
Don't know	**43** ***2%***	11 *1%* *26%*	32 *3%* *74%* A	4 *2%* *9%*	4 *1%* *8%*	4 *1%* *10%*	10 *2%* *23%*	11 *3%* *25%*	10 *2%* *24%*	12 *2%* *28%*	24 *2%* *56%*	7 *1%* *17%*	12 *2%* *27%*	15 *3%* *35%*	11 *1%* *25%*
Net: 10/9/8/7	**1760** ***76%***	896 *76%* *51%*	864 *75%* *49%*	128 *74%* *7%*	272 *81%* *15%* H	243 *73%* *14%*	336 *77%* *19%*	338 *79%* *19%* H	444 *72%* *25%*	391 *79%* *22%* K	827 *77%* *47%*	541 *72%* *31%*	395 *75%* *22%*	452 *77%* *26%*	642 *76%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 518

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2334**	1202 *51%*	1132 *49%*	145 *6%*	278 *12%*	332 *14%*	455 *19%*	500 *21%*	614 *26%*	544 *23%*	1185 *51%*	567 *24%*	370 *16%*	327 *14%*	674 *29%*
Effective Total	**1627**	812	815	96	202	245	324	346	435	402	866	412	341	297	611
Net: 10/9	**563** ***24%***	290 *25%* *52%*	273 *24%* *48%*	50 *29%* *9%*	91 *27%* *16%*	85 *26%* *15%*	104 *24%* *18%*	93 *22%* *17%*	139 *22%* *25%*	143 *29%* *25%* K	259 *24%* *46%*	161 *22%* *29%*	128 *24%* *23%*	157 *27%* *28%*	200 *24%* *36%*
Net: 6/5/4	**425** ***18%***	216 *18%* *51%*	209 *18%* *49%*	37 *21%* *9%*	52 *15%* *12%*	63 *19%* *15%*	73 *17%* *17%*	65 *15%* *15%*	136 *22%* *32%* G	79 *16%* *19%*	184 *17%* *43%*	162 *22%* *38%* I	99 *19%* *23%*	100 *17%* *24%*	156 *19%* *37%*
Net: 3/2/1	**93** ***4%***	52 *4%* *56%*	41 *4%* *44%*	4 *2%* *4%*	9 *3%* *9%*	21 *6%* *23%*	18 *4%* *20%*	15 *4%* *16%*	26 *4%* *28%*	11 *2%* *12%*	43 *4%* *47%*	39 *5%* *41%* I	22 *4%* *23%*	21 *4%* *23%*	34 *4%* *37%*
Mean	**7.40**	7.38	7.42	7.43	7.54	7.27	7.46	7.42	7.33	7.58 K	7.43	7.24	7.40	7.49	7.38
Standard Deviation	**1.77**	1.83	1.71	1.69	1.64	1.96	1.77	1.66	1.83	1.62	1.75	1.89	1.79	1.76	1.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 518

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Total (Wtd)	**2321**	187 *8%*	120 *5%*	57 *2%*	1958 *84%*	2233 *96%*	88* *4%* *	367 *16%*	1930 *83%*	1954 *84%*	1043 *45%*	906 *39%*	959 *41%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
10	**178** ***8%***	14 *8%* *8%*	10 *9%* *6%*	6 *10%* *3%*	148 *8%* *83%*	172 *8%* *97%*	6 *7%* *3%*	26 *7%* *14%*	151 *8%* *85%*	153 *8%* *86%*	84 *8%* *47%*	68 *8%* *38%*	76 *8%* *43%*
9	**384** ***17%***	20 *11%* *5%*	16 *14%* *4%*	10 *18%* *3%* O	338 *17%* *88%* O	371 *17%* *97%*	13 *15%* *3%*	55 *15%* *14%*	326 *17%* *85%*	329 *17%* *86%*	171 *16%* *45%*	157 *17%* *41%*	165 *17%* *43%*
8	**760** ***33%***	65 *35%* *9%*	38 *32%* *5%*	16 *28%* *2%*	641 *33%* *84%*	732 *33%* *96%*	28 *32%* *4%*	122 *33%* *16%*	630 *33%* *83%*	638 *33%* *84%*	357 *34%* *47%*	277 *31%* *36%*	297 *31%* *39%*
7	**437** ***19%***	43 *23%* *10%*	23 *19%* *5%*	11 *20%* *3%*	361 *18%* *83%*	419 *19%* *96%*	18 *20%* *4%*	71 *19%* *16%*	360 *19%* *82%*	366 *19%* *84%*	173 *17%* *40%*	193 *21%* *44%* X	199 *21%* *46%* X
6	**209** ***9%***	15 *8%* *7%*	12 *10%* *6%*	6 *10%* *3%*	176 *9%* *84%*	200 *9%* *96%*	9 *10%* *4%*	35 *9%* *17%*	174 *9%* *83%*	174 *9%* *83%*	88 *8%* *42%*	86 *9%* *41%*	90 *9%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 518

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC2 ****

Base : Regular viewers of BBC2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
5	**148** ***6%***	16 *9%* *11%* Q	9 *8%* *6%*	2 *4%* *2%*	121 *6%* *81%*	146 *7%* *98%*	3 *3%* *2%*	23 *6%* *15%*	123 *6%* *83%*	126 *6%* *85%*	70 *7%* *47%*	55 *6%* *37%*	59 *6%* *39%*
4	**68** ***3%***	4 *2%* *5%*	4 *3%* *6%*	2 *3%* *3%*	58 *3%* *86%*	63 *3%* *93%*	5 *5%* *7%*	9 *3%* *14%*	58 *3%* *86%*	58 *3%* *86%*	33 *3%* *49%*	25 *3%* *37%*	26 *3%* *38%*
3	**46** ***2%***	4 *2%* *8%*	3 *2%* *6%*	* *1%* *1%*	39 *2%* *85%*	43 *2%* *94%*	3 *3%* *6%*	10 *3%* *22%*	34 *2%* *76%*	36 *2%* *78%*	20 *2%* *45%*	15 *2%* *33%*	15 *2%* *33%*
2	**22** ***1%***	1 * *3%*	3 *2%* *11%* OR	1 *2%* *6%* OR	18 *1%* *80%*	20 *1%* *88%*	3 *3%* *12%*	4 *1%* *18%*	17 *1%* *75%*	18 *1%* *82%*	15 *1%* *68%* YZ	3 * *14%*	3 * *15%*
1	**25** ***1%***	3 *2%* *13%* P	- - -	1 *2%* *5%* P	21 *1%* *82%*	25 *1%* *98%*	* * *2%*	2 *1%* *9%*	23 *1%* *91%*	23 *1%* *91%*	13 *1%* *50%*	10 *1%* *41%*	11 *1%* *44%*
Don't know	**43** ***2%***	3 *2%* *7%*	1 *1%* *3%*	1 *2%* *3%*	37 *2%* *86%*	42 *2%* *97%*	1 *1%* *2%*	9 *3%* *22%*	34 *2%* *78%*	34 *2%* *78%*	18 *2%* *42%*	16 *2%* *37%*	17 *2%* *39%*
Net: 10/9/8/7	**1760** ***76%***	142 *76%* *8%*	88 *73%* *5%*	43 *75%* *2%*	1488 *76%* *85%*	1695 *76%* *96%*	65 *74%* *4%*	274 *75%* *16%*	1467 *76%* *83%*	1485 *76%* *84%*	785 *75%* *45%*	695 *77%* *40%*	737 *77%* *42%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 518

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC2 ****

Base : Regular viewers of BBC2

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2334**	323 *14%*	357 *15%*	283 *12%*	1371 *59%*	2214 *95%*	84 *4%*	378 *16%*	1932 *83%*	1956 *84%*	1099 *47%*	851 *36%*	908 *39%*
Effective Total	**1627**	302	326	258	1221	1558	70	261	1350	1366	754	609	648
Net: 10/9	**563** ***24%***	34 *18%* *6%*	27 *22%* *5%*	16 *28%* *3%* O	486 *25%* *86%* O	543 *24%* *97%*	19 *22%* *3%*	81 *22%* *14%*	477 *25%* *85%*	482 *25%* *86%*	256 *25%* *45%*	225 *25%* *40%*	241 *25%* *43%*
Net: 6/5/4	**425** ***18%***	35 *19%* *8%*	25 *21%* *6%*	10 *17%* *2%*	355 *18%* *84%*	409 *18%* *96%*	16 *19%* *4%*	67 *18%* *16%*	355 *18%* *83%*	358 *18%* *84%*	191 *18%* *45%*	166 *18%* *39%*	175 *18%* *41%*
Net: 3/2/1	**93** ***4%***	7 *4%* *8%*	5 *4%* *6%*	3 *5%* *3%*	77 *4%* *83%*	87 *4%* *94%*	6 *6%* *6%*	16 *4%* *17%*	74 *4%* *80%*	77 *4%* *83%*	48 *5%* *52%*	29 *3%* *31%*	30 *3%* *32%*
Mean	**7.40**	7.28	7.31	7.38	7.42	7.41	7.21	7.36	7.41	7.41	7.38	7.43	7.45
Standard Deviation	**1.77**	1.75	1.80	1.98	1.77	1.77	1.92	1.74	1.77	1.78	1.84	1.70	1.70

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 519

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Total (Wtd)	**3551**	1520 *43%*	2031 *57%*	362 *10%*	679 *19%*	644 *18%*	639 *18%*	530 *15%*	695 *20%*	553 *16%*	1726 *49%*	1271 *36%*	960 *27%*	887 *25%*	1065 *30%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
10	**239** ***7%***	88 *6%* *37%*	152 *7%* *63%*	27 *7%* *11%*	45 *7%* *19%*	35 *5%* *15%*	50 *8%* *21%*	30 *6%* *12%*	53 *8%* *22%*	15 *3%* *6%*	105 *6%* *44%* I	120 *9%* *50%* IJ	77 *8%* *32%*	56 *6%* *23%*	61 *6%* *25%*
9	**304** ***9%***	124 *8%* *41%*	180 *9%* *59%*	52 *14%* *17%* EF GH	63 *9%* *21%* F	54 *8%* *18%*	34 *5%* *11%*	46 *9%* *15%*	55 *8%* *18%*	37 *7%* *12%*	153 *9%* *50%*	114 *9%* *37%*	90 *9%* *30%*	59 *7%* *19%*	100 *9%* *33%*
8	**788** ***22%***	324 *21%* *41%*	464 *23%* *59%*	73 *20%* *9%*	159 *23%* *20%*	146 *23%* *19%*	150 *24%* *19%*	103 *20%* *13%*	157 *23%* *20%*	108 *19%* *14%*	395 *23%* *50%*	285 *22%* *36%*	212 *22%* *27%*	211 *24%* *27%*	219 *21%* *28%*
7	**766** ***22%***	316 *21%* *41%*	450 *22%* *59%*	50 *14%* *7%*	137 *20%* *18%*	143 *22%* *19%* C	146 *23%* *19%* C	133 *25%* *17%* C	157 *23%* *21%* C	127 *23%* *17%*	388 *22%* *51%*	251 *20%* *33%*	217 *23%* *28%*	202 *23%* *26%*	202 *19%* *26%*
6	**495** ***14%***	219 *14%* *44%*	276 *14%* *56%*	50 *14%* *10%*	97 *14%* *20%*	96 *15%* *19%*	92 *14%* *19%*	82 *15%* *17%*	78 *11%* *16%*	95 *17%* *19%* K	251 *15%* *51%*	150 *12%* *30%*	117 *12%* *24%*	110 *12%* *22%*	178 *17%* *36%* LM
5	**428** ***12%***	199 *13%* *46%*	229 *11%* *54%*	47 *13%* *11%*	62 *9%* *14%*	83 *13%* *19%*	84 *13%* *20%*	63 *12%* *15%*	88 *13%* *21%*	72 *13%* *17%*	181 *10%* *42%*	174 *14%* *41%* J	109 *11%* *25%*	113 *13%* *27%*	131 *12%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 519

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
4	**175** ***5%***	86 *6%* *49%*	88 *4%* *51%*	14 *4%* *8%*	46 *7%* *27%*	30 *5%* *17%*	33 *5%* *19%*	21 *4%* *12%*	30 *4%* *17%*	42 *8%* *24%* JK	78 *5%* *45%*	54 *4%* *31%*	47 *5%* *27%*	45 *5%* *26%*	53 *5%* *30%*
3	**122** ***3%***	60 *4%* *50%*	61 *3%* *50%*	21 *6%* *17%* EF	22 *3%* *18%*	15 *2%* *13%*	15 *2%* *12%*	21 *4%* *17%*	27 *4%* *22%*	14 *3%* *12%*	66 *4%* *54%*	42 *3%* *34%*	37 *4%* *31%*	40 *5%* *33%*	31 *3%* *25%*
2	**78** ***2%***	48 *3%* *62%* B	29 *1%* *38%*	20 *5%* *26%* DF GH	12 *2%* *16%*	17 *3%* *22%*	7 *1%* *9%*	8 *1%* *10%*	14 *2%* *18%*	13 *2%* *16%*	42 *2%* *54%*	23 *2%* *29%*	14 *1%* *18%*	17 *2%* *22%*	30 *3%* *39%*
1	**68** ***2%***	33 *2%* *48%*	35 *2%* *52%*	5 *2%* *8%*	17 *3%* *26%*	15 *2%* *22%*	8 *1%* *12%*	12 *2%* *17%*	11 *2%* *16%*	16 *3%* *23%* J	21 *1%* *31%*	31 *2%* *46%* J	19 *2%* *28%*	9 *1%* *13%*	30 *3%* *45%* M
Don't know	**88** ***2%***	23 *2%* *26%*	65 *3%* *74%* A	4 *1%* *4%*	19 *3%* *21%*	11 *2%* *12%*	19 *3%* *22%*	12 *2%* *13%*	24 *3%* *27%*	14 *3%* *16%*	46 *3%* *52%*	28 *2%* *32%*	22 *2%* *25%*	25 *3%* *28%*	29 *3%* *33%*
Net: 10/9/8/7	**2097** ***59%***	851 *56%* *41%*	1246 *61%* *59%* A	201 *56%* *10%*	404 *59%* *19%*	377 *59%* *18%*	380 *59%* *18%*	312 *59%* *15%*	422 *61%* *20%*	287 *52%* *14%*	1041 *60%* *50%* I	770 *61%* *37%* I	596 *62%* *28%* N	528 *60%* *25%*	582 *55%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 519

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3587**	1543 *43%*	2044 *57%*	311 *9%*	608 *17%*	666 *19%*	698 *19%*	614 *17%*	678 *19%*	608 *17%*	1960 *55%*	954 *27%*	652 *18%*	470 *13%*	819 *23%*
Effective Total	**2404**	1014	1390	210	408	461	452	413	482	437	1379	678	595	430	734
Net: 10/9	**544** ***15%***	211 *14%* *39%*	332 *16%* *61%*	79 *22%* *14%* EF G	108 *16%* *20%*	88 *14%* *16%*	84 *13%* *15%*	76 *14%* *14%*	108 *16%* *20%*	52 *9%* *10%*	258 *15%* *47%* I	234 *18%* *43%* IJ	166 *17%* *31%*	114 *13%* *21%*	160 *15%* *30%*
Net: 6/5/4	**1097** ***31%***	504 *33%* *46%* B	594 *29%* *54%*	111 *31%* *10%*	205 *30%* *19%*	209 *32%* *19%*	210 *33%* *19%*	166 *31%* *15%*	197 *28%* *18%*	209 *38%* *19%* JK	510 *30%* *47%*	378 *30%* *34%*	272 *28%* *25%*	268 *30%* *24%*	362 *34%* *33%* L
Net: 3/2/1	**268** ***8%***	142 *9%* *53%* B	126 *6%* *47%*	46 *13%* *17%* DE FGH	52 *8%* *19%*	47 *7%* *18%*	30 *5%* *11%*	40 *8%* *15%*	52 *7%* *19%*	43 *8%* *16%*	129 *7%* *48%*	96 *8%* *36%*	70 *7%* *26%*	66 *7%* *25%*	91 *9%* *34%*
Mean	**6.70**	6.52	6.84 A	6.59	6.71	6.64	6.78	6.66	6.76	6.34	6.74 I	6.79 I	6.80 N	6.68	6.56
Standard Deviation	**2.01**	2.07	1.95	2.28	2.06	1.98	1.86	1.95	2.00	1.94	1.95	2.10	2.02	1.93	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 519

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Total (Wtd)	**3551**	316 *9%*	208 *6%*	115 *3%*	2912 *82%*	3374 *95%*	176 *5%*	499 *14%*	3005 *85%*	3047 *86%*	1889 *53%*	1150 *32%*	1222 *34%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
10	**239** ***7%***	22 *7%* *9%*	15 *7%* *6%*	9 *8%* *4%*	193 *7%* *81%*	226 *7%* *94%*	13 *7%* *6%*	32 *6%* *13%*	205 *7%* *86%* YZ	208 *7%* *87%* YZ	153 *8%* *64%* YZ	54 *5%* *23%*	58 *5%* *24%*
9	**304** ***9%***	28 *9%* *9%*	15 *7%* *5%*	13 *11%* *4%* P	248 *9%* *82%*	290 *9%* *95%*	15 *8%* *5%*	49 *10%* *16%*	255 *8%* *84%*	255 *8%* *84%*	166 *9%* *55%*	87 *8%* *29%*	95 *8%* *31%*
8	**788** ***22%***	72 *23%* *9%*	48 *23%* *6%*	26 *23%* *3%*	643 *22%* *82%*	753 *22%* *96%*	35 *20%* *4%*	100 *20%* *13%*	673 *22%* *85%*	688 *23%* *87%*	438 *23%* *56%*	248 *22%* *31%*	265 *22%* *34%*
7	**766** ***22%***	73 *23%* *10%*	46 *22%* *6%*	25 *22%* *3%*	621 *21%* *81%*	735 *22%* *96%*	30 *17%* *4%*	117 *23%* *15%*	639 *21%* *83%*	647 *21%* *84%*	394 *21%* *51%*	251 *22%* *33%*	262 *21%* *34%*
6	**495** ***14%***	47 *15%* *9%*	28 *13%* *6%*	17 *14%* *3%*	404 *14%* *82%*	465 *14%* *94%*	30 *17%* *6%*	65 *13%* *13%*	425 *14%* *86%*	428 *14%* *86%*	244 *13%* *49%*	183 *16%* *37%*	197 *16%* *40%* X
5	**428** ***12%***	39 *12%* *9%*	25 *12%* *6%*	10 *9%* *2%*	353 *12%* *83%*	405 *12%* *95%*	23 *13%* *5%*	71 *14%* *17%*	354 *12%* *83%*	357 *12%* *83%*	228 *12%* *53%*	128 *11%* *30%*	134 *11%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 519

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
4	**175** ***5%***	12 *4%* *7%*	11 *5%* *6%*	7 *6%* *4%*	145 *5%* *83%*	166 *5%* *95%*	9 *5%* *5%*	18 *4%* *10%*	155 *5%* *89%*	156 *5%* *90%*	83 *4%* *48%*	73 *6%* *42%*	76 *6%* *44%*
3	**122** ***3%***	5 *2%* *4%*	6 *3%* *5%*	3 *2%* *2%*	108 *4%* *89%* O	114 *3%* *93%*	8 *4%* *6%*	20 *4%* *17%*	98 *3%* *80%*	101 *3%* *83%*	57 *3%* *47%*	45 *4%* *37%*	46 *4%* *38%*
2	**78** ***2%***	8 *3%* *11%*	6 *3%* *8%*	2 *1%* *2%*	61 *2%* *79%*	72 *2%* *93%*	6 *3%* *7%*	11 *2%* *14%*	64 *2%* *83%*	66 *2%* *86%*	48 *3%* *62%*	18 *2%* *23%*	19 *2%* *24%*
1	**68** ***2%***	5 *2%* *7%*	3 *1%* *4%*	2 *2%* *3%*	59 *2%* *86%*	62 *2%* *92%*	6 *3%* *8%*	9 *2%* *13%*	59 *2%* *87%*	59 *2%* *87%*	27 *1%* *39%*	33 *3%* *48%* X	35 *3%* *51%* X
Don't know	**88** ***2%***	5 *1%* *5%*	6 *3%* *7%*	2 *1%* *2%*	77 *3%* *87%*	87 *3%* *99%*	1 *1%* *1%*	8 *2%* *8%*	78 *3%* *88%*	81 *3%* *92%*	50 *3%* *57%*	31 *3%* *35%*	36 *3%* *41%*
Net: 10/9/8/7	**2097** ***59%***	195 *62%* *9%*	124 *60%* *6%*	73 *64%* *3%* R	1705 *59%* *81%*	2004 *59%* *96%*	94 *53%* *4%*	298 *60%* *14%*	1772 *59%* *85%*	1798 *59%* *86%*	1152 *61%* *55%* YZ	639 *56%* *30%*	679 *56%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 519

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - ITV1 ****

Base : Regular viewers of ITV1

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3587**	508 *14%*	596 *17%*	542 *15%*	1941 *54%*	3366 *94%*	171 *5%*	530 *15%*	3015 *84%*	3055 *85%*	1956 *55%*	1090 *30%*	1173 *33%*
Effective Total	**2404**	470	541	491	1721	2264	143	342	2032	2060	1295	760	812
Net: 10/9	**544** ***15%***	50 *16%* *9%*	30 *15%* *6%*	22 *19%* *4%* PR	441 *15%* *81%*	516 *15%* *95%*	28 *16%* *5%*	81 *16%* *15%*	460 *15%* *85%* Y	463 *15%* *85%*	320 *17%* *59%* YZ	141 *12%* *26%*	152 *12%* *28%*
Net: 6/5/4	**1097** ***31%***	98 *31%* *9%*	63 *30%* *6%*	34 *29%* *3%*	902 *31%* *82%*	1035 *31%* *94%*	62 *35%* *6%*	154 *31%* *14%*	934 *31%* *85%*	941 *31%* *86%*	555 *29%* *51%*	384 *33%* *35%*	407 *33%* *37%*
Net: 3/2/1	**268** ***8%***	18 *6%* *7%*	15 *7%* *6%*	6 *6%* *2%*	228 *8%* *85%*	248 *7%* *93%*	19 *11%* *7%*	40 *8%* *15%*	222 *7%* *83%*	227 *7%* *85%*	132 *7%* *49%*	95 *8%* *36%*	99 *8%* *37%*
Mean	**6.70**	6.81	6.71	6.93 R	6.68	6.71	6.47	6.68	6.70 YZ	6.70 YZ	6.81 YZ	6.52	6.53
Standard Deviation	**2.01**	1.93	1.99	1.97	2.02	2.00	2.20	2.00	2.01	2.01	2.01	2.01	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 520

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Total (Wtd)	**2429**	1070 *44%*	1359 *56%*	380 *16%*	620 *26%*	385 *16%*	367 *15%*	309 *13%*	367 *15%*	464 *19%*	1235 *51%*	729 *30%*	565 *23%*	598 *25%*	864 *36%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
10	**135** ***6%***	48 *5%* *36%*	86 *6%* *64%*	35 *9%* *26%* EF H	39 *6%* *29%*	14 *4%* *10%*	15 *4%* *11%*	15 *5%* *11%*	17 *5%* *13%*	13 *3%* *10%*	80 *6%* *59%* I	42 *6%* *31%*	32 *6%* *23%*	39 *6%* *29%*	42 *5%* *31%*
9	**238** ***10%***	105 *10%* *44%*	132 *10%* *56%*	50 *13%* *21%* FH	71 *11%* *30%* H	47 *12%* *20%* H	26 *7%* *11%*	25 *8%* *10%*	19 *5%* *8%*	52 *11%* *22%* K	136 *11%* *57%* K	50 *7%* *21%*	62 *11%* *26%*	55 *9%* *23%*	81 *9%* *34%*
8	**555** ***23%***	258 *24%* *47%*	296 *22%* *53%*	86 *23%* *15%*	166 *27%* *30%* E	73 *19%* *13%*	75 *20%* *13%*	78 *25%* *14%*	77 *21%* *14%*	101 *22%* *18%*	277 *22%* *50%*	176 *24%* *32%*	143 *25%* *26%*	135 *23%* *24%*	189 *22%* *34%*
7	**524** ***22%***	222 *21%* *42%*	302 *22%* *58%*	57 *15%* *11%*	134 *22%* *26%* C	94 *25%* *18%* C	82 *22%* *16%* C	70 *22%* *13%* C	87 *24%* *17%* C	124 *27%* *24%* J	250 *20%* *48%*	150 *21%* *29%*	117 *21%* *22%*	120 *20%* *23%*	207 *24%* *39%*
6	**366** ***15%***	161 *15%* *44%*	205 *15%* *56%*	51 *14%* *14%*	94 *15%* *26%*	66 *17%* *18%*	59 *16%* *16%*	53 *17%* *14%*	42 *11%* *11%*	70 *15%* *19%*	193 *16%* *53%*	103 *14%* *28%*	78 *14%* *21%*	91 *15%* *25%*	129 *15%* *35%*
5	**275** ***11%***	110 *10%* *40%*	165 *12%* *60%*	39 *10%* *14%*	59 *9%* *21%*	39 *10%* *14%*	56 *15%* *20%* D	31 *10%* *11%*	52 *14%* *19%*	52 *11%* *19%*	133 *11%* *49%*	89 *12%* *32%*	56 *10%* *20%*	79 *13%* *29%*	101 *12%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 520

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
4	**105** ***4%***	50 *5%* *48%*	55 *4%* *52%*	21 *6%* *20%*	27 *4%* *26%*	14 *4%* *13%*	16 *4%* *15%*	13 *4%* *13%*	13 *4%* *13%*	24 *5%* *22%*	55 *4%* *52%*	27 *4%* *26%*	23 *4%* *22%*	32 *5%* *31%*	32 *4%* *30%*
3	**58** ***2%***	28 *3%* *49%*	30 *2%* *51%*	12 *3%* *20%*	11 *2%* *19%*	13 *3%* *22%*	5 *1%* *8%*	5 *1%* *8%*	14 *4%* *24%*	6 *1%* *10%*	32 *3%* *55%*	20 *3%* *35%*	16 *3%* *27%*	9 *2%* *16%*	22 *3%* *37%*
2	**32** ***1%***	24 *2%* *76%* B	8 *1%* *24%*	4 *1%* *13%*	2 *** *7%*	3 *1%* *10%*	8 *2%* *24%* D	3 *1%* *9%*	12 *3%* *37%* DE	7 *2%* *23%*	10 *1%* *31%*	15 *2%* *47%*	10 *2%* *33%*	3 *1%* *10%*	13 *2%* *41%*
1	**54** ***2%***	29 *3%* *54%*	25 *2%* *46%*	17 *4%* *31%* D	6 *1%* *10%*	12 *3%* *23%* D	7 *2%* *12%*	5 *2%* *10%*	7 *2%* *14%*	5 *1%* *9%*	24 *2%* *45%*	25 *3%* *46%* I	9 *2%* *17%*	12 *2%* *22%*	26 *3%* *48%*
Don't know	**87** ***4%***	33 *3%* *37%*	55 *4%* *63%*	8 *2%* *9%*	12 *2%* *13%*	11 *3%* *12%*	18 *5%* *21%* D	11 *4%* *13%*	28 *8%* *32%* CDE	9 *2%* *11%*	45 *4%* *52%*	32 *4%* *37%*	20 *3%* *22%*	22 *4%* *25%*	23 *3%* *26%*
Net: 10/9/8/7	**1451** ***60%***	634 *59%* *44%*	817 *60%* *56%*	228 *60%* *16%*	410 *66%* *28%* FH	228 *59%* *16%*	199 *54%* *14%*	188 *61%* *13%*	199 *54%* *14%*	291 *63%* *20%*	743 *60%* *51%*	417 *57%* *29%*	353 *63%* *24%*	349 *58%* *24%*	518 *60%* *36%*
Net: 10/9	**373** ***15%***	154 *14%* *41%*	219 *16%* *59%*	86 *22%* *23%* EF GH	110 *18%* *29%* FH	60 *16%* *16%* H	41 *11%* *11%*	40 *13%* *11%*	36 *10%* *10%*	66 *14%* *18%*	215 *17%* *58%* K	91 *13%* *24%*	94 *17%* *25%*	93 *16%* *25%*	123 *14%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 520

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2339**	1029 *44%*	1310 *56%*	334 *14%*	523 *22%*	408 *17%*	379 *16%*	328 *14%*	360 *15%*	471 *20%*	1314 *56%*	514 *22%*	374 *16%*	310 *13%*	669 *29%*
Effective Total	**1619**	702	917	222	373	294	254	230	263	355	945	374	346	282	602
Net: 6/5/4	**746** ***31%***	321 *30%* *43%*	425 *31%* *57%*	112 *29%* *15%*	180 *29%* *24%*	118 *31%* *16%*	131 *36%* *18%*	97 *32%* *13%*	107 *29%* *14%*	146 *31%* *20%*	381 *31%* *51%*	219 *30%* *29%*	157 *28%* *21%*	203 *34%* *27%*	262 *30%* *35%*
Net: 3/2/1	**144** ***6%***	82 *8%* *57%* B	63 *5%* *43%*	32 *8%* *22%* D	19 *3%* *13%*	28 *7%* *20%* D	19 *5%* *13%*	13 *4%* *9%*	33 *9%* *23%* DG	18 *4%* *12%*	66 *5%* *46%*	60 *8%* *42%* I	36 *6%* *25%*	24 *4%* *17%*	61 *7%* *42%*
Mean	**6.78**	6.68	6.86	6.82	7.07 E FH	6.68	6.59	6.84 H	6.47	6.81	6.87 K	6.61	6.88	6.81	6.69
Standard Deviation	**1.93**	2.01	1.86	2.25	1.72	1.95	1.85	1.79	2.01	1.73	1.92	2.06	1.93	1.88	1.96

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 520

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Total (Wtd)	**2429**	239 *10%*	81 *3%*	82 *3%*	2027 *83%*	2286 *94%*	143 *6%*	295 *12%*	2101 *87%*	2133 *88%*	1253 *52%*	873 *36%*	932 *38%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
10	**135** ***6%***	14 *6%* *10%*	4 *5%* *3%*	4 *5%* *3%*	113 *6%* *83%*	128 *6%* *95%*	7 *5%* *5%*	19 *6%* *14%*	114 *5%* *85%*	116 *5%* *86%*	74 *6%* *55%*	41 *5%* *31%*	44 *5%* *32%*
9	**238** ***10%***	24 *10%* *10%*	9 *11%* *4%*	8 *10%* *3%*	197 *10%* *83%*	219 *10%* *92%*	18 *13%* *8%*	47 *16%* *20%* VWXY Z	190 *9%* *80%*	191 *9%* *80%*	125 *10%* *53%*	65 *7%* *27%*	71 *8%* *30%*
8	**555** ***23%***	51 *21%* *9%*	18 *22%* *3%*	18 *22%* *3%*	468 *23%* *84%*	532 *23%* *96%*	22 *15%* *4%*	55 *19%* *10%*	495 *24%* *89%*	500 *23%* *90%*	302 *24%* *54%*	197 *23%* *36%*	218 *23%* *39%*
7	**524** ***22%***	46 *19%* *9%*	16 *20%* *3%*	18 *22%* *4%*	444 *22%* *85%*	499 *22%* *95%*	25 *17%* *5%*	49 *17%* *9%*	458 *22%* *87%*	475 *22%* *91%*	251 *20%* *48%*	220 *25%* *42%* UX	231 *25%* *44%* UX
6	**366** ***15%***	38 *16%* *10%*	14 *17%* *4%*	15 *19%* *4%*	298 *15%* *82%*	342 *15%* *94%*	24 *17%* *6%*	38 *13%* *10%*	327 *16%* *89%*	328 *15%* *90%*	194 *15%* *53%*	132 *15%* *36%*	138 *15%* *38%*
5	**275** ***11%***	25 *11%* *9%*	7 *9%* *3%*	6 *8%* *2%*	236 *12%* *86%* Q	250 *11%* *91%*	25 *17%* *9%* S	44 *15%* *16%*	230 *11%* *84%*	231 *11%* *84%*	137 *11%* *50%*	94 *11%* *34%*	101 *11%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 520

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
4	**105** ***4%***	12 *5%* *12%*	2 *3%* *2%*	3 *4%* *3%*	87 *4%* *83%*	97 *4%* *92%*	9 *6%* *8%*	16 *5%* *15%*	87 *4%* *83%*	90 *4%* *85%*	53 *4%* *50%*	37 *4%* *35%*	38 *4%* *36%*
3	**58** ***2%***	7 *3%* *12%*	4 *5%* *6%* QR	1 *1%* *1%*	47 *2%* *80%*	54 *2%* *93%*	4 *3%* *7%*	7 *2%* *12%*	50 *2%* *86%*	51 *2%* *88%*	30 *2%* *52%*	21 *2%* *36%*	21 *2%* *37%*
2	**32** ***1%***	2 *1%* *6%*	1 *2%* *5%*	2 *2%* *6%*	27 *1%* *84%*	31 *1%* *96%*	1 *1%* *4%*	5 *2%* *14%*	26 *1%* *81%*	27 *1%* *86%*	16 *1%* *49%*	12 *1%* *36%*	13 *1%* *42%*
1	**54** ***2%***	4 *2%* *8%*	1 *1%* *2%*	2 *2%* *4%*	47 *2%* *87%*	48 *2%* *89%*	6 *4%* *11%*	9 *3%* *16%*	45 *2%* *84%*	45 *2%* *84%*	24 *2%* *44%*	21 *2%* *39%*	21 *2%* *39%*
Don't know	**87** ***4%***	15 *6%* *17%* R	4 *5%* *5%*	4 *4%* *4%*	64 *3%* *74%*	85 *4%* *97%*	2 *2%* *3%*	8 *3%* *9%*	78 *4%* *89%*	80 *4%* *91%*	47 *4%* *54%*	33 *4%* *37%*	36 *4%* *41%*
Net: 10/9/8/7	**1451** ***60%***	135 *56%* *9%*	47 *58%* *3%*	49 *60%* *3%*	1221 *60%* *84%*	1379 *60%* *95%* T	72 *50%* *5%*	170 *58%* *12%*	1258 *60%* *87%*	1281 *60%* *88%*	752 *60%* *52%*	524 *60%* *36%*	564 *60%* *39%*
Net: 10/9	**373** ***15%***	38 *16%* *10%*	13 *16%* *3%*	12 *15%* *3%*	310 *15%* *83%*	347 *15%* *93%*	25 *18%* *7%*	66 *22%* *18%* VWXY Z	304 *14%* *82%*	307 *14%* *82%*	200 *16%* *54%* Y	106 *12%* *28%*	115 *12%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 520

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Channel 4 ****

Base : Regular viewers of Channel 4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2339**	382 *16%*	222 *9%*	382 *16%*	1353 *58%*	2172 *93%*	141 *6%*	295 *13%*	2013 *86%*	2043 *87%*	1255 *54%*	780 *33%*	842 *36%*
Effective Total	**1619**	357	202	352	1197	1504	119	206	1392	1413	847	561	600
Net: 6/5/4	**746** ***31%***	76 *32%* *10%*	24 *29%* *3%*	25 *30%* *3%*	621 *31%* *83%*	689 *30%* *92%*	57 *40%* *8%* S	97 *33%* *13%*	644 *31%* *86%*	649 *30%* *87%*	384 *31%* *51%*	263 *30%* *35%*	277 *30%* *37%*
Net: 3/2/1	**144** ***6%***	13 *5%* *9%*	6 *8%* *4%*	5 *6%* *3%*	121 *6%* *84%*	133 *6%* *92%*	11 *8%* *8%*	21 *7%* *14%*	121 *6%* *84%*	124 *6%* *86%*	70 *6%* *48%*	54 *6%* *37%*	56 *6%* *39%*
Mean	**6.78**	6.78	6.80	6.81	6.78	6.80	6.45	6.75	6.79	6.78	6.84	6.70	6.73
Standard Deviation	**1.93**	1.92	1.93	1.91	1.93	1.91	2.12	2.13	1.90	1.90	1.91	1.88	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 521

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Total (Wtd)	**32**	11** *34%* **	21* *66%* *	*** *1%* **	4** *14%* **	6** *20%* **	7** *21%* **	7** *23%* **	7** *21%* **	7** *23%* **	13* *42%* *	11** *34%* **
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
10	**4** ***13%***	1 *12%* *33%*	3 *13%* *67%*	- - -	* *8%* *9%*	1 *10%* *15%*	1 *9%* *15%*	1 *9%* *16%*	2 *27%* *44%*	1 *8%* *15%*	2 *13%* *43%*	2 *15%* *42%*
9	**3** ***10%***	1 *12%* *40%*	2 *9%* *60%*	* *100%* *12%*	* *9%* *12%*	* *5%* *9%*	1 *19%* *38%*	1 *8%* *17%*	* *6%* *12%*	1 *18%* *40%*	2 *12%* *47%*	* *4%* *12%*
8	**10** ***33%***	4 *35%* *36%*	7 *32%* *64%*	- - -	* *9%* *4%*	2 *32%* *20%*	3 *42%* *27%*	3 *41%* *29%*	2 *32%* *20%*	2 *31%* *22%*	4 *29%* *38%*	4 *38%* *40%*
7	**8** ***25%***	2 *19%* *26%*	6 *28%* *74%*	- - -	3 *57%* *32%*	2 *30%* *25%*	1 *9%* *8%*	2 *22%* *21%*	1 *17%* *14%*	1 *20%* *18%*	3 *23%* *39%*	3 *31%* *43%*
6	**2** ***7%***	1 *13%* *62%*	1 *4%* *38%*	- - -	- - -	1 *8%* *23%*	1 *15%* *43%*	1 *7%* *22%*	* *4%* *12%*	1 *7%* *23%*	1 *9%* *54%*	1 *5%* *23%*
5	**1** ***3%***	* *3%* *26%*	1 *4%* *74%*	- - -	* * *	* *5%* *29%*	- - -	1 *7%* *49%*	* *4%* *22%*	1 *8%* *52%*	1 *4%* *48%*	- - -
4	**1** ***4%***	* *3%* *31%*	1 *4%* *69%*	- - -	* *8%* *32%*	- - -	* *5%* *31%*	* *6%* *37%*	- - -	* *5%* *32%*	* *3%* *31%*	* *4%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 521

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
3	**1** ***2%***	* *3%* *41%*	* *2%* *59%*	- - -	* *9%* *59%*	- - -	- - -	- - -	* *4%* *41%*	* *4%* *41%*	* *3%* *59%*	- - -
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	***** ***1%***	- - -	* *2%* *100%*	- - -	- - -	- - -	- - -	- - -	* *6%* *100%*	- - -	- - -	* *4%* *100%*
Don't know	**1** ***2%***	- - -	1 *3%* *100%*	- - -	- - -	1 *10%* *100%*	- - -	- - -	- - -	- - -	1 *5%* *100%*	- - -
Net: 10/9/8/7	**26** ***80%***	8 *78%* *33%*	17 *81%* *67%*	* *100%* *2%*	4 *83%* *14%*	5 *77%* *19%*	5 *80%* *21%*	6 *80%* *23%*	5 *82%* *21%*	6 *77%* *22%*	10 *76%* *40%*	10 *88%* *37%*
Net: 10/9	**7** ***23%***	3 *25%* *36%*	5 *22%* *64%*	* *100%* *5%*	1 *17%* *10%*	1 *14%* *13%*	2 *28%* *26%*	1 *16%* *17%*	2 *33%* *29%*	2 *26%* *27%*	3 *24%* *45%*	2 *19%* *28%*
Net: 6/5/4	**5** ***14%***	2 *19%* *46%*	2 *12%* *54%*	- - -	* *8%* *8%*	1 *13%* *19%*	1 *20%* *30%*	1 *20%* *32%*	1 *8%* *11%*	1 *19%* *32%*	2 *16%* *47%*	1 *9%* *21%*
Net: 3/2/1	**1** ***3%***	* *3%* *25%*	1 *4%* *75%*	- - -	* *9%* *37%*	- - -	- - -	- - -	1 *10%* *63%*	* *4%* *25%*	* *3%* *37%*	* *4%* *38%*
Mean	**7.51**	7.58	7.48	9.00	6.91	7.58	7.78	7.45	7.58	7.40	7.57	7.52

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 521

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - S4C ****

Base : Regular viewers of S4C

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**97**	33 *34%*	64 *66%*	2 *2%*	12 *12%*	18 *19%*	21 *22%*	23 *24%*	21 *22%*	25 *26%*	44 *45%*	26 *27%*
Effective Total	**89**	30	59	1	11	17	21	22	18	25	42	25
Standard Deviation	**1.76**	1.68	1.85	-	2.08	1.34	1.54	1.59	2.61	1.86	1.71	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 521

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - S4C ****

Base : Regular viewers of S4C

	TOTAL	Nation	Ethnic Origin		TV service(s) in h/hold					
		Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Total (Wtd)	**32**	32* *100%* *	31* *99%* *	*** *1%* **	7** *21%* **	25* *79%* *	25* *79%* *	18* *56%* *	7** *23%* **	8** *24%* **
Effective Total	**89**	89	88	1	18	71	71	50	21	22
10	**4** ***13%***	4 *13%* *100%*	4 *13%* *100%*	- - -	1 *8%* *14%*	3 *14%* *86%*	3 *14%* *86%*	2 *12%* *52%*	1 *19%* *34%*	1 *18%* *34%*
9	**3** ***10%***	3 *10%* *100%*	3 *11%* *100%*	- - -	1 *19%* *39%*	2 *8%* *61%*	2 *8%* *61%*	1 *8%* *41%*	1 *9%* *20%*	1 *9%* *20%*
8	**10** ***33%***	10 *33%* *100%*	10 *32%* *96%*	* *100%* *4%*	2 *29%* *19%*	8 *34%* *81%*	8 *34%* *81%*	6 *35%* *60%*	2 *31%* *21%*	3 *33%* *24%*
7	**8** ***25%***	8 *25%* *100%*	8 *25%* *100%*	- - -	2 *27%* *23%*	6 *24%* *77%*	6 *24%* *77%*	5 *26%* *59%*	1 *20%* *19%*	1 *19%* *19%*
6	**2** ***7%***	2 *7%* *100%*	2 *7%* *100%*	- - -	1 *8%* *23%*	2 *7%* *77%*	2 *7%* *77%*	1 *7%* *51%*	1 *8%* *26%*	1 *8%* *26%*
5	**1** ***3%***	1 *3%* *100%*	1 *3%* *100%*	- - -	* *4%* *22%*	1 *3%* *78%*	1 *3%* *78%*	1 *5%* *78%*	* * *	* * *
4	**1** ***4%***	1 *4%* *100%*	1 *4%* *100%*	- - -	- - -	1 *4%* *100%*	1 *4%* *100%*	1 *4%* *68%*	* *5%* *32%*	* *5%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 521

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 100%	94 97%	1 1%	21 22%	76 78%	76 78%	52 54%	24 25%	25 26%
Effective Total	**89**	89	88	1	18	71	71	50	21	22
3	**1** **2%**	1 2% 100%	1 2% 100%	- - -	- - -	1 3% 100%	1 3% 100%	* 2% 59%	* 4% 41%	* 4% 41%
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	* **1%**	* 1% 100%	* 1% 100%	- - -	- - -	* 2% 100%	* 2% 100%	* 2% 100%	- - -	- - -
Don't know	**1** **2%**	1 2% 100%	1 2% 100%	- - -	* 5% 51%	* 1% 49%	* 1% 49%	- - -	* 4% 49%	* 4% 49%
Net: 10/9/8/7	**26** **80%**	26 80% 100%	25 80% 98%	* 100% 2%	6 83% 22%	20 80% 78%	20 80% 78%	14 80% 56%	6 79% 22%	6 80% 24%
Net: 10/9	**7** **23%**	7 23% 100%	7 23% 100%	- - -	2 28% 25%	5 22% 75%	5 22% 75%	3 19% 47%	2 28% 28%	2 27% 28%
Net: 6/5/4	**5** **14%**	5 14% 100%	5 14% 100%	- - -	1 12% 17%	4 15% 83%	4 15% 83%	3 16% 62%	1 13% 21%	1 13% 21%
Net: 3/2/1	**1** **3%**	1 3% 100%	1 3% 100%	- - -	- - -	1 4% 100%	1 4% 100%	1 5% 75%	* 4% 25%	* 4% 25%
Mean	**7.51**	7.51	7.51	8.00	7.82	7.44	7.44	7.33	7.70	7.72

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 521

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - S4C ****

Base : Regular viewers of S4C

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**97**	97 *100%*	94 *97%*	1 *1%*	21 *22%*	76 *78%*	76 *78%*	52 *54%*	24 *25%*	25 *26%*
Effective Total	**89**	89	88	1	18	71	71	50	21	22
Standard Deviation	**1.76**	1.76	1.77	-	1.33	1.87	1.87	1.90	1.92	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 522

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Total (Wtd)	**1247**	498 *40%*	749 *60%*	119* *10%* *	252 *20%*	200 *16%*	229 *18%*	192 *15%*	255 *20%*	171 *14%*	644 *52%*	432 *35%*	310 *25%*	298 *24%*	413 *33%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
10	**68** ***5%***	26 *5%* *38%*	42 *6%* *62%*	9 *8%* *13%*	12 *5%* *18%*	10 *5%* *15%*	8 *4%* *12%*	10 *5%* *14%*	19 *7%* *28%*	5 *3%* *7%*	27 *4%* *39%*	37 *8%* *54%* IJ	11 *4%* *16%*	20 *7%* *29%*	22 *5%* *32%*
9	**70** ***6%***	24 *5%* *35%*	45 *6%* *65%*	6 *5%* *9%*	14 *5%* *19%*	13 *6%* *19%*	10 *4%* *15%*	10 *5%* *14%*	17 *7%* *24%*	7 *4%* *9%*	38 *6%* *54%*	26 *6%* *37%*	14 *4%* *20%*	20 *7%* *28%*	22 *5%* *31%*
8	**199** ***16%***	77 *16%* *39%*	122 *16%* *61%*	17 *14%* *9%*	34 *13%* *17%*	29 *14%* *15%*	39 *17%* *20%*	44 *23%* *22%* DH	36 *14%* *18%*	17 *10%* *9%*	113 *17%* *57%* I	69 *16%* *35%*	54 *17%* *27%*	54 *18%* *27%*	55 *13%* *28%*
7	**218** ***18%***	86 *17%* *39%*	133 *18%* *61%*	19 *16%* *9%*	55 *22%* *25%* F	37 *18%* *17%*	29 *13%* *13%*	34 *18%* *16%*	45 *18%* *21%*	31 *18%* *14%*	113 *18%* *52%*	74 *17%* *34%*	68 *22%* *31%*	44 *15%* *20%*	72 *17%* *33%*
6	**196** ***16%***	86 *17%* *44%*	111 *15%* *56%*	16 *13%* *8%*	53 *21%* *27%* GH	30 *15%* *15%*	45 *20%* *23%*	22 *11%* *11%*	32 *13%* *16%*	33 *20%* *17%*	107 *17%* *55%*	56 *13%* *28%*	45 *15%* *23%*	40 *14%* *21%*	75 *18%* *38%*
5	**187** ***15%***	73 *15%* *39%*	114 *15%* *61%*	16 *13%* *8%*	35 *14%* *19%*	29 *15%* *16%*	38 *16%* *20%*	28 *14%* *15%*	41 *16%* *22%*	23 *13%* *12%*	94 *15%* *50%*	70 *16%* *37%*	42 *14%* *23%*	64 *21%* *34%* N	51 *12%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 522

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
4	**91** ***7%***	34 *7%* *37%*	57 *8%* *63%*	11 *9%* *12%*	17 *7%* *19%*	18 *9%* *20%*	21 *9%* *24%*	11 *6%* *12%*	12 *5%* *13%*	20 *12%* *22%* K	52 *8%* *57%*	19 *4%* *21%*	27 *9%* *29%*	27 *9%* *29%*	22 *5%* *24%*
3	**55** ***4%***	26 *5%* *48%*	28 *4%* *52%*	5 *4%* *9%*	7 *3%* *12%*	12 *6%* *22%*	7 *3%* *13%*	12 *7%* *23%*	12 *5%* *22%*	10 *6%* *18%*	31 *5%* *56%*	14 *3%* *26%*	22 *7%* *40%*	8 *3%* *15%*	16 *4%* *29%*
2	**32** ***3%***	17 *3%* *51%*	16 *2%* *49%*	8 *7%* *25%* G	7 *3%* *21%*	4 *2%* *13%*	5 *2%* *15%*	1 *** *2%*	8 *3%* *24%*	3 *2%* *10%*	14 *2%* *44%*	15 *3%* *46%*	2 *1%* *5%*	9 *3%* *28%*	15 *4%* *45%* L
1	**42** ***3%***	22 *4%* *53%*	20 *3%* *47%*	8 *7%* *20%*	7 *3%* *16%*	7 *4%* *17%*	8 *3%* *19%*	6 *3%* *13%*	6 *3%* *15%*	4 *3%* *11%*	17 *3%* *40%*	21 *5%* *50%*	5 *2%* *11%*	6 *2%* *14%*	26 *6%* *61%* LM
Don't know	**88** ***7%***	27 *5%* *31%*	61 *8%* *69%*	4 *3%* *5%*	12 *5%* *14%*	11 *6%* *13%*	19 *8%* *22%*	15 *8%* *17%*	26 *10%* *30%*	17 *10%* *20%*	39 *6%* *45%*	31 *7%* *36%*	21 *7%* *24%*	8 *3%* *9%*	38 *9%* *43%* M
Net: 10/9/8/7	**555** ***45%***	213 *43%* *38%*	342 *46%* *62%*	51 *43%* *9%*	114 *45%* *21%*	89 *44%* *16%*	86 *38%* *16%*	97 *51%* *18%* F	117 *46%* *21%*	59 *35%* *11%*	290 *45%* *52%* I	206 *48%* *37%* I	146 *47%* *26%*	137 *46%* *25%*	171 *41%* *31%*
Net: 10/9	**138** ***11%***	50 *10%* *37%*	87 *12%* *63%*	15 *13%* *11%*	26 *10%* *19%*	23 *11%* *17%*	19 *8%* *13%*	20 *10%* *14%*	36 *14%* *26%*	11 *7%* *8%*	64 *10%* *47%*	62 *14%* *45%* I	25 *8%* *18%*	39 *13%* *29%*	43 *10%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 522

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Five ****

Base : Regular viewers of Five

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1262**	507 *40%*	755 *60%*	103 *8%*	236 *19%*	206 *16%*	247 *20%*	222 *18%*	243 *19%*	191 *15%*	713 *56%*	337 *27%*	213 *17%*	164 *13%*	321 *25%*
Effective Total	**866**	340	526	70	165	145	169	146	176	138	513	240	198	147	288
Net: 6/5/4	**475** ***38%***	192 *39%* *41%*	282 *38%* *59%*	42 *36%* *9%*	105 *42%* *22%*	77 *39%* *16%*	104 *45%* *22%* GH	61 *32%* *13%*	85 *33%* *18%*	76 *45%* *16%* K	253 *39%* *53%*	145 *34%* *31%*	114 *37%* *24%*	131 *44%* *28%*	148 *36%* *31%*
Net: 3/2/1	**129** ***10%***	65 *13%* *50%* B	64 *9%* *50%*	21 *18%* *16%* DF	20 *8%* *16%*	23 *11%* *18%*	20 *9%* *15%*	19 *10%* *15%*	26 *10%* *20%*	17 *10%* *13%*	62 *10%* *48%*	50 *12%* *39%*	29 *9%* *22%*	23 *8%* *18%*	56 *14%* *44%*
Mean	**6.19**	6.04	6.30	5.84	6.25	6.11	6.05	6.40	6.35	5.84	6.21	6.30	6.23	6.29	6.01
Standard Deviation	**2.14**	2.21	2.09	2.53	1.98	2.16	2.04	2.08	2.20	1.96	2.04	2.33	1.92	2.08	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 522

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Total (Wtd)	**1247**	114 *9%*	73 *6%*	38 *3%*	1022 *82%*	1157 *93%*	90* *7%* *	118* *9%* *	1113 *89%*	1127 *90%*	652 *52%*	471 *38%*	496 *40%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
10	**68** ***5%***	8 *7%* *12%*	5 *6%* *7%*	3 *8%* *4%*	52 *5%* *77%*	59 *5%* *87%*	9 *10%* *13%*	7 *6%* *10%*	59 *5%* *87%*	61 *5%* *90%*	44 *7%* *64%* Z	17 *4%* *26%*	17 *4%* *26%*
9	**70** ***6%***	6 *5%* *8%*	6 *8%* *9%*	3 *8%* *5%*	55 *5%* *79%*	63 *5%* *90%*	7 *8%* *10%*	9 *8%* *13%*	60 *5%* *86%*	61 *5%* *87%*	36 *5%* *51%*	25 *5%* *36%*	27 *5%* *38%*
8	**199** ***16%***	21 *18%* *11%*	11 *15%* *6%*	4 *11%* *2%*	163 *16%* *82%*	192 *17%* *96%* T	7 *8%* *4%*	19 *16%* *9%*	180 *16%* *90%*	180 *16%* *91%*	113 *17%* *57%*	67 *14%* *33%*	74 *15%* *37%*
7	**218** ***18%***	17 *15%* *8%*	11 *15%* *5%*	7 *17%* *3%*	184 *18%* *84%*	206 *18%* *95%*	12 *13%* *5%*	15 *13%* *7%*	198 *18%* *91%*	203 *18%* *93%*	123 *19%* *56%*	80 *17%* *36%*	87 *18%* *40%*
6	**196** ***16%***	20 *18%* *10%*	10 *13%* *5%*	6 *17%* *3%*	160 *16%* *82%*	168 *15%* *86%*	28 *31%* *14%* S	15 *13%* *8%*	178 *16%* *91%*	179 *16%* *91%*	93 *14%* *47%*	85 *18%* *43%*	89 *18%* *45%*
5	**187** ***15%***	12 *11%* *6%*	13 *18%* *7%* O	4 *12%* *2%*	157 *15%* *84%*	180 *16%* *96%*	7 *8%* *4%*	17 *15%* *9%*	168 *15%* *90%*	170 *15%* *91%*	104 *16%* *55%*	66 *14%* *35%*	68 *14%* *36%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 522

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
4	**91** ***7%***	9 *8%* *10%*	5 *7%* *6%*	1 *4%* *1%*	75 *7%* *83%*	85 *7%* *94%*	5 *6%* *6%*	9 *8%* *10%*	82 *7%* *90%*	82 *7%* *90%*	37 *6%* *40%*	46 *10%* *50%* X	46 *9%* *51%* X
3	**55** ***4%***	5 *5%* *9%*	2 *3%* *4%*	1 *4%* *3%*	46 *4%* *84%*	52 *5%* *96%*	2 *3%* *4%*	5 *5%* *10%*	48 *4%* *88%*	49 *4%* *90%*	26 *4%* *48%*	23 *5%* *42%*	23 *5%* *42%*
2	**32** ***3%***	3 *2%* *8%*	3 *4%* *9%*	2 *4%* *5%*	25 *2%* *79%*	31 *3%* *95%*	2 *2%* *5%*	4 *3%* *11%*	29 *3%* *89%*	29 *3%* *89%*	11 *2%* *35%*	18 *4%* *55%*	18 *4%* *55%*
1	**42** ***3%***	2 *2%* *5%*	2 *3%* *5%*	1 *4%* *3%*	37 *4%* *87%*	36 *3%* *85%*	6 *7%* *15%*	7 *6%* *17%*	35 *3%* *83%*	35 *3%* *83%*	20 *3%* *47%*	15 *3%* *36%*	17 *3%* *40%*
Don't know	**88** ***7%***	11 *9%* *12%*	6 *8%* *6%*	5 *13%* *6%* R	67 *7%* *76%*	83 *7%* *95%*	5 *5%* *5%*	10 *9%* *12%*	77 *7%* *87%*	78 *7%* *88%*	47 *7%* *53%*	31 *7%* *35%*	31 *6%* *35%*
Net: 10/9/8/7	**555** ***45%***	52 *46%* *9%*	33 *44%* *6%*	17 *44%* *3%*	454 *44%* *82%*	520 *45%* *94%*	35 *39%* *6%*	50 *42%* *9%*	497 *45%* *90%*	505 *45%* *91%*	315 *48%* *57%* Y	188 *40%* *34%*	205 *41%* *37%*
Net: 10/9	**138** ***11%***	14 *12%* *10%*	11 *15%* *8%*	6 *16%* *4%* R	107 *10%* *78%*	122 *11%* *88%*	16 *18%* *12%*	16 *14%* *12%*	119 *11%* *86%*	122 *11%* *88%*	79 *12%* *58%*	42 *9%* *31%*	44 *9%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 522

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Five ****

Base : Regular viewers of Five

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1262**	187 *15%*	201 *16%*	176 *14%*	698 *55%*	1157 *92%*	89 *7%*	130 *10%*	1117 *89%*	1131 *90%*	677 *54%*	451 *36%*	475 *38%*
Effective Total	**866**	173	184	161	620	791	77	88	769	777	456	319	335
Net: 6/5/4	**475** ***38%***	41 *36%* *9%*	28 *38%* *6%*	12 *32%* *3%*	393 *38%* *83%*	434 *38%* *91%*	41 *45%* *9%*	41 *35%* *9%*	427 *38%* *90%*	431 *38%* *91%*	233 *36%* *49%*	196 *42%* *41%*	203 *41%* *43%*
Net: 3/2/1	**129** ***10%***	10 *9%* *8%*	7 *10%* *6%*	4 *11%* *3%*	108 *11%* *83%*	119 *10%* *92%*	10 *11%* *8%*	16 *14%* *12%*	112 *10%* *87%*	113 *10%* *88%*	57 *9%* *44%*	56 *12%* *43%*	58 *12%* *45%*
Mean	**6.19**	6.41	6.26	6.35	6.16	6.19	6.23	6.06	6.20	6.21	6.38 YZ	5.96	6.00
Standard Deviation	**2.14**	2.11	2.23	2.34	2.13	2.12	2.36	2.41	2.11	2.11	2.10	2.11	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 523

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Total (Wtd)	**576**	285 *50%*	291 *50%*	133* *23%* *	162* *28%* *	108* *19%* *	76* *13%* *	42* *7%* *	54* *9%* *	76* *13%* *	307 *53%*	193* *34%* *	143* *25%* *	141* *24%* *	187 *33%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
10	**45** ***8%***	20 *7%* *45%*	25 *9%* *55%*	11 *8%* *24%*	16 *10%* *35%*	7 *6%* *15%*	7 *10%* *17%*	3 *7%* *6%*	1 *2%* *3%*	3 *5%* *8%*	22 *7%* *49%*	20 *10%* *43%*	17 *12%* *38%*	7 *5%* *16%*	11 *6%* *24%*
9	**62** ***11%***	27 *9%* *43%*	36 *12%* *57%*	21 *16%* *34%*	17 *10%* *27%*	12 *11%* *19%*	6 *8%* *10%*	2 *4%* *3%*	5 *9%* *8%*	6 *8%* *10%*	33 *11%* *54%*	23 *12%* *36%*	19 *13%* *30%*	11 *8%* *18%*	23 *12%* *37%*
8	**132** ***23%***	73 *26%* *55%*	59 *20%* *45%*	25 *19%* *19%*	38 *24%* *29%*	22 *20%* *17%*	24 *32%* *18%*	8 *18%* *6%*	15 *28%* *12%*	18 *24%* *14%*	80 *26%* *61%*	34 *18%* *26%*	33 *23%* *25%*	34 *24%* *26%*	36 *19%* *28%*
7	**104** ***18%***	45 *16%* *44%*	58 *20%* *56%*	21 *16%* *20%*	34 *21%* *32%*	21 *19%* *20%*	12 *15%* *11%*	8 *19%* *8%*	8 *14%* *8%*	20 *26%* *19%* J	45 *15%* *44%*	38 *20%* *37%*	28 *20%* *27%*	23 *16%* *22%*	35 *18%* *33%*
6	**65** ***11%***	29 *10%* *44%*	36 *12%* *56%*	18 *14%* *28%*	14 *9%* *22%*	16 *14%* *24%*	4 *6%* *7%*	6 *14%* *9%*	7 *12%* *10%*	10 *13%* *15%*	41 *13%* *63%*	15 *8%* *22%*	7 *5%* *10%*	23 *16%* *35%* L	23 *12%* *35%*
5	**59** ***10%***	34 *12%* *58%*	25 *9%* *42%*	13 *10%* *23%*	17 *11%* *29%*	15 *14%* *25%*	6 *8%* *10%*	4 *9%* *6%*	4 *7%* *7%*	6 *8%* *11%*	33 *11%* *55%*	21 *11%* *35%*	13 *9%* *22%*	21 *15%* *36%*	18 *10%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 523

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
4	**34** ***6%***	16 *6%* *46%*	19 *6%* *54%*	13 *10%* *38%*	5 *3%* *14%*	8 *7%* *22%*	5 *7%* *16%*	2 *4%* *5%*	2 *3%* *5%*	2 *2%* *5%*	15 *5%* *43%*	18 *9%* *52%*	5 *3%* *13%*	3 *2%* *10%*	20 *11%* *59%* LM
3	**15** ***3%***	12 *4%* *78%*	3 *1%* *22%*	3 *2%* *17%*	4 *2%* *25%*	1 *1%* *7%*	6 *7%* *36%*	- - -	2 *4%* *15%*	2 *3%* *13%*	9 *3%* *61%*	4 *2%* *26%*	4 *3%* *25%*	6 *5%* *42%*	1 *1%* *8%*
2	**12** ***2%***	6 *2%* *55%*	5 *2%* *45%*	1 *1%* *9%*	6 *4%* *53%*	3 *3%* *28%*	* * *3%*	- - -	1 *2%* *7%*	2 *2%* *16%*	6 *2%* *48%*	4 *2%* *36%*	4 *3%* *32%*	- - -	4 *2%* *34%*
1	**14** ***2%***	12 *4%* *89%* B	2 *1%* *11%*	3 *2%* *21%*	- - -	2 *2%* *14%*	- - -	3 *7%* *20%* DF	6 *11%* *44%* CDEF	2 *2%* *14%*	5 *2%* *38%*	7 *3%* *48%*	2 *1%* *13%*	5 *3%* *33%*	7 *4%* *49%*
Don't know	**33** ***6%***	10 *4%* *31%*	23 *8%* *69%*	4 *3%* *12%*	11 *7%* *34%*	3 *3%* *9%*	5 *6%* *14%*	8 *18%* *23%* CE	3 *5%* *9%*	5 *6%* *14%*	18 *6%* *53%*	11 *6%* *33%*	12 *9%* *36%*	6 *4%* *19%*	8 *4%* *25%*
Net: 10/9/8/7	**343** ***59%***	165 *58%* *48%*	178 *61%* *52%*	77 *58%* *23%*	104 *64%* *30%*	61 *56%* *18%*	50 *65%* *15%*	20 *48%* *6%*	29 *55%* *9%*	47 *63%* *14%*	181 *59%* *53%*	115 *59%* *33%*	97 *68%* *28%*	75 *54%* *22%*	105 *56%* *31%*
Net: 10/9	**107** ***19%***	47 *16%* *44%*	60 *21%* *56%*	32 *24%* *30%*	33 *20%* *30%*	18 *17%* *17%*	14 *18%* *13%*	4 *10%* *4%*	6 *12%* *6%*	10 *13%* *9%*	55 *18%* *52%*	42 *22%* *39%*	35 *25%* *33%*	18 *13%* *17%*	34 *18%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 523

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**541**	260 *48%*	281 *52%*	105 *19%*	139 *26%*	109 *20%*	71 *13%*	54 *10%*	61 *11%*	81 *15%*	315 *58%*	137 *25%*	90 *17%*	69 *13%*	139 *26%*
Effective Total	**365**	175	191	70	96	79	52	36	41	57	228	95	81	63	124
Net: 6/5/4	**159** ***28%***	79 *28%* *50%*	80 *27%* *50%*	45 *34%* *28%*	36 *22%* *23%*	38 *35%* *24%*	16 *21%* *10%*	11 *27%* *7%*	12 *23%* *8%*	18 *23%* *11%*	88 *29%* *56%*	53 *27%* *33%*	24 *17%* *15%*	48 *34%* *30%* L	62 *33%* *39%* L
Net: 3/2/1	**41** ***7%***	31 *11%* *75%* B	10 *3%* *25%*	7 *5%* *16%*	10 *6%* *24%*	6 *6%* *15%*	6 *8%* *15%*	3 *7%* *7%*	9 *17%* *23%* CD	6 *8%* *14%*	20 *7%* *50%*	15 *8%* *36%*	9 *7%* *23%*	11 *8%* *27%*	12 *6%* *29%*
Mean	**6.82**	6.59	7.05 A	6.85	7.07 H	6.67	7.02	6.53	6.21	6.79	6.88	6.73	7.23	6.61	6.60
Standard Deviation	**2.11**	2.27	1.90	2.10	1.98	2.03	2.03	2.25	2.56	1.96	2.03	2.29	2.10	1.99	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 523

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Total (Wtd)	**576**	58* *10%* *	31* *5%* *	16* *3%* *	471 *82%*	538 *93%*	38* *7%* *	576 *100%*	576 *100%*	342 *59%*	233 *40%*	249 *43%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
10	**45** ***8%***	5 *9%* *12%*	4 *12%* *8%*	1 *7%* *2%*	35 *7%* *77%*	43 *8%* *96%*	2 *5%* *4%*	45 *8%* *100%*	45 *8%* *100%*	32 *9%* *71%*	13 *6%* *29%*	15 *6%* *32%*
9	**62** ***11%***	4 *7%* *7%*	3 *9%* *5%*	2 *12%* *3%*	53 *11%* *85%*	62 *12%* *100%*	- - -	62 *11%* *100%*	62 *11%* *100%*	35 *10%* *56%*	27 *12%* *44%*	27 *11%* *44%*
8	**132** ***23%***	17 *30%* *13%*	6 *20%* *5%*	4 *26%* *3%*	104 *22%* *79%*	127 *24%* *96%*	5 *13%* *4%*	132 *23%* *100%*	132 *23%* *100%*	82 *24%* *62%*	50 *21%* *38%*	58 *23%* *44%*
7	**104** ***18%***	9 *16%* *9%*	7 *21%* *6%*	2 *14%* *2%*	86 *18%* *83%*	93 *17%* *89%*	11 *29%* *11%*	104 *18%* *100%*	104 *18%* *100%*	56 *16%* *54%*	48 *21%* *46%*	50 *20%* *48%*
6	**65** ***11%***	6 *10%* *9%*	4 *12%* *6%*	3 *18%* *4%*	53 *11%* *81%*	61 *11%* *93%*	5 *12%* *7%*	65 *11%* *100%*	65 *11%* *100%*	38 *11%* *58%*	27 *12%* *42%*	28 *11%* *44%*
5	**59** ***10%***	4 *6%* *6%*	2 *7%* *4%*	1 *6%* *2%*	53 *11%* *89%*	53 *10%* *90%*	6 *16%* *10%*	59 *10%* *100%*	59 *10%* *100%*	35 *10%* *58%*	24 *10%* *41%*	27 *11%* *45%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 523

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
4	**34** ***6%***	4 *7%* *11%*	1 *3%* *3%*	1 *7%* *3%*	29 *6%* *83%*	33 *6%* *97%*	1 *3%* *3%*	34 *6%* *100%*	34 *6%* *100%*	19 *6%* *56%*	15 *7%* *44%*	16 *7%* *47%*
3	**15** ***3%***	3 *5%* *17%*	1 *3%* *6%*	* *1%* *2%*	12 *2%* *75%*	15 *3%* *100%*	- - -	15 *3%* *100%*	15 *3%* *100%*	12 *3%* *77%*	3 *1%* *23%*	3 *1%* *23%*
2	**12** ***2%***	2 *4%* *21%*	1 *4%* *12%*	- - -	8 *2%* *67%*	11 *2%* *91%*	1 *3%* *9%*	12 *2%* *100%*	12 *2%* *100%*	6 *2%* *51%*	6 *2%* *49%*	6 *2%* *49%*
1	**14** ***2%***	1 *1%* *5%*	- - -	* * *	13 *3%* *95%*	11 *2%* *79%*	3 *8%* *21%* S	14 *2%* *100%*	14 *2%* *100%*	11 *3%* *77%*	3 *1%* *23%*	3 *1%* *23%*
Don't know	**33** ***6%***	3 *5%* *9%*	2 *7%* *7%*	1 *9%* *4%*	27 *6%* *80%*	29 *5%* *86%*	4 *12%* *13%*	33 *6%* *100%*	33 *6%* *100%*	18 *5%* *53%*	16 *7%* *47%*	16 *6%* *47%*
Net: 10/9/8/7	**343** ***59%***	36 *62%* *11%*	20 *63%* *6%*	10 *60%* *3%*	277 *59%* *81%*	325 *60%* *95%*	18 *47%* *5%*	343 *59%* *100%*	343 *59%* *100%*	204 *60%* *60%*	138 *59%* *40%*	150 *60%* *44%*
Net: 10/9	**107** ***19%***	9 *16%* *9%*	7 *21%* *6%*	3 *19%* *3%*	88 *19%* *82%*	105 *20%* *98%* T	2 *5%* *2%*	107 *19%* *100%*	107 *19%* *100%*	67 *20%* *62%*	40 *17%* *38%*	42 *17%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 523

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC3 ****

Base : Regular viewers of BBC3

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**541**	87 *16%*	84 *16%*	72 *13%*	298 *55%*	497 *92%*	37 *7%*	541 *100%*	541 *100%*	332 *61%*	208 *38%*	224 *41%*
Effective Total	**365**	80	75	68	261	336	30	365	365	220	145	156
Net: 6/5/4	**159** ***28%***	13 *23%* *8%*	7 *22%* *4%*	5 *30%* *3%*	134 *29%* *84%*	147 *27%* *93%*	12 *31%* *7%*	159 *28%* *100%*	159 *28%* *100%*	92 *27%* *58%*	67 *29%* *42%*	71 *29%* *45%*
Net: 3/2/1	**41** ***7%***	6 *10%* *14%*	2 *7%* *6%*	* *1%* *1%*	32 *7%* *79%*	37 *7%* *90%*	4 *11%* *10%*	41 *7%* *100%*	41 *7%* *100%*	28 *8%* *70%*	12 *5%* *30%*	12 *5%* *30%*
Mean	**6.82**	6.82	7.07	7.18	6.79	6.87	6.04	6.82	6.82	6.82	6.82	6.85
Standard Deviation	**2.11**	2.22	2.08	1.74	2.11	2.09	2.22	2.11	2.11	2.20	1.97	1.96

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 524

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Total (Wtd)	**300**	158 *53%*	141 *47%*	29** *10%* **	61* *20%* *	47* *16%* *	58* *19%* *	46* *15%* *	59* *20%* *	67* *22%* *	145 *48%*	87* *29%* *	54* *18%* *	62* *21%* *	121* *40%* *
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
10	**20** ***7%***	11 *7%* *55%*	9 *6%* *45%*	2 *6%* *8%*	3 *6%* *17%*	3 *7%* *16%*	5 *9%* *26%*	3 *7%* *15%*	4 *6%* *18%*	4 *6%* *20%*	9 *6%* *47%*	7 *8%* *33%*	5 *9%* *25%*	3 *5%* *16%*	8 *6%* *38%*
9	**31** ***10%***	17 *11%* *56%*	14 *10%* *44%*	* *2%* *1%*	9 *15%* *29%*	5 *10%* *15%*	3 *5%* *10%*	6 *13%* *20%*	8 *13%* *25%*	5 *8%* *17%*	20 *14%* *64%*	6 *7%* *19%*	5 *9%* *15%*	5 *8%* *16%*	16 *14%* *54%*
8	**90** ***30%***	51 *32%* *57%*	39 *28%* *43%*	6 *21%* *7%*	9 *15%* *10%*	17 *36%* *19%* D	26 *46%* *29%* DH	18 *38%* *19%* D	14 *24%* *16%*	27 *40%* *30%* J	32 *22%* *36%*	31 *36%* *34%*	17 *32%* *19%*	19 *31%* *21%*	35 *29%* *39%*
7	**60** ***20%***	34 *22%* *57%*	26 *18%* *43%*	9 *33%* *16%*	15 *24%* *24%*	7 *15%* *11%*	12 *20%* *19%*	8 *18%* *13%*	10 *16%* *16%*	19 *29%* *32%*	26 *18%* *44%*	15 *17%* *24%*	12 *22%* *20%*	14 *23%* *24%*	21 *18%* *36%*
6	**15** ***5%***	6 *4%* *38%*	9 *7%* *62%*	1 *4%* *7%*	3 *4%* *18%*	3 *6%* *18%*	2 *4%* *16%*	3 *6%* *20%*	3 *5%* *21%*	1 *2%* *9%*	10 *7%* *69%*	3 *4%* *21%*	1 *2%* *8%*	1 *2%* *8%*	7 *6%* *47%*
5	**25** ***8%***	13 *8%* *54%*	11 *8%* *46%*	2 *5%* *6%*	4 *7%* *18%*	5 *10%* *18%*	4 *7%* *16%*	3 *7%* *13%*	7 *12%* *28%*	5 *7%* *19%*	15 *10%* *59%*	5 *6%* *22%*	8 *14%* *31%*	5 *8%* *21%*	8 *7%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 524

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
4	**8** ***3%***	4 *3%* *54%*	3 *2%* *46%*	- - -	3 *5%* *40%*	2 *4%* *22%*	1 *1%* *11%*	1 *2%* *9%*	1 *2%* *17%*	1 *1%* *8%*	5 *4%* *72%*	2 *2%* *21%*	* * *	- - -	5 *4%* *72%*
3	**14** ***5%***	9 *6%* *70%*	4 *3%* *30%*	5 *18%* *39%*	* *1%* *3%*	3 *5%* *19%*	2 *3%* *14%*	* * *1%*	3 *6%* *24%*	- - -	6 *4%* *41%*	8 *9%* *59%* I	4 *7%* *28%*	2 *3%* *12%*	4 *4%* *32%*
2	**4** ***1%***	1 *1%* *31%*	3 *2%* *69%*	2 *7%* *44%*	1 *2%* *24%*	1 *1%* *13%*	* *1%* *7%*	* *1%* *5%*	* * *6%*	1 *1%* *13%*	4 *2%* *81%*	* * *5%*	- - -	- - -	3 *2%* *68%*
1	**9** ***3%***	5 *3%* *55%*	4 *3%* *45%*	* *1%* *4%*	1 *2%* *15%*	- - -	2 *3%* *19%*	2 *4%* *18%*	4 *7%* *44%*	- - -	3 *2%* *34%*	6 *7%* *66%*	- - -	3 *4%* *27%*	6 *5%* *63%*
Don't know	**24** ***8%***	6 *4%* *24%*	18 *13%* *76%* A	1 *4%* *5%*	12 *19%* *49%* F	3 *7%* *14%*	* *1%* *1%*	2 *5%* *10%*	5 *9%* *21%*	5 *7%* *19%*	15 *10%* *62%*	4 *5%* *18%*	3 *5%* *11%*	10 *16%* *40%*	7 *6%* *30%*
Net: 10/9/8/7	**201** ***67%***	114 *72%* *56%*	88 *62%* *44%*	18 *61%* *9%*	36 *59%* *18%*	32 *67%* *16%*	46 *80%* *23%* DH	35 *75%* *17%*	35 *59%* *17%*	56 *83%* *28%* J	88 *60%* *44%*	58 *67%* *29%*	39 *72%* *19%*	42 *67%* *21%*	80 *66%* *40%*
Net: 10/9	**51** ***17%***	28 *18%* *56%*	23 *16%* *44%*	2 *7%* *4%*	12 *20%* *25%*	8 *17%* *15%*	8 *14%* *16%*	9 *20%* *18%*	11 *19%* *22%*	9 *14%* *18%*	29 *20%* *57%*	12 *14%* *25%*	10 *18%* *19%*	8 *13%* *16%*	24 *20%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 524

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**317**	167 *53%*	150 *47%*	31 *10%*	53 *17%*	45 *14%*	59 *19%*	58 *18%*	71 *22%*	73 *23%*	158 *50%*	79 *25%*	39 *12%*	37 *12%*	95 *30%*
Effective Total	**221**	114	107	20	39	36	41	38	50	54	116	55	35	32	87
Net: 6/5/4	**47** ***16%***	23 *15%* *49%*	24 *17%* *51%*	3 *9%* *6%*	10 *17%* *22%*	9 *19%* *19%*	7 *12%* *15%*	7 *15%* *15%*	11 *19%* *24%*	7 *10%* *14%*	30 *21%* *64%*	10 *12%* *22%*	9 *16%* *19%*	6 *10%* *14%*	20 *17%* *43%*
Net: 3/2/1	**27** ***9%***	16 *10%* *58%*	11 *8%* *42%*	8 *26%* *28%*	3 *5%* *11%*	3 *7%* *11%*	4 *7%* *15%*	2 *5%* *8%*	8 *13%* *28%*	1 *1%* *2%*	12 *8%* *45%*	14 *17%* *53%* I	4 *7%* *14%*	4 *7%* *15%*	13 *11%* *49%*
Mean	**6.97**	6.99	6.95	6.09	7.02	7.14	7.26	7.36	6.63	7.54 JK	6.89	6.68	7.19	7.11	6.85
Standard Deviation	**2.12**	2.13	2.13	2.39	2.08	1.90	1.93	1.91	2.45	1.30	2.16	2.48	1.84	2.00	2.33

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 524

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC4 ****

Base : Regular viewers of BBC4

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Total (Wtd)	**300**	35* *12%* *	18* *6%* *	9* *3%* *	238 *79%*	276 *92%*	23** *8%* **	300 *100%*	300 *100%*	155 *52%*	143 *48%*	154 *52%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
10	**20** ***7%***	2 *5%* *8%*	2 *10%* *9%*	1 *8%* *3%*	16 *7%* *79%*	18 *7%* *92%*	2 *7%* *8%*	20 *7%* *100%*	20 *7%* *100%*	12 *8%* *61%*	8 *5%* *39%*	9 *6%* *47%*
9	**31** ***10%***	2 *5%* *5%*	2 *11%* *6%*	1 *11%* *3%*	26 *11%* *85%*	29 *11%* *96%*	1 *6%* *4%*	31 *10%* *100%*	31 *10%* *100%*	11 *7%* *37%*	19 *14%* *63%*	20 *13%* *64%*
8	**90** ***30%***	13 *39%* *15%*	4 *21%* *4%*	2 *20%* *2%*	71 *30%* *79%*	88 *32%* *97%*	3 *11%* *3%*	90 *30%* *100%*	90 *30%* *100%*	45 *29%* *49%*	45 *31%* *49%*	53 *34%* *59%*
7	**60** ***20%***	7 *20%* *11%*	3 *17%* *5%*	2 *26%* *4%*	48 *20%* *80%*	52 *19%* *86%*	8 *36%* *14%*	60 *20%* *100%*	60 *20%* *100%*	27 *17%* *44%*	34 *23%* *56%*	34 *22%* *56%*
6	**15** ***5%***	2 *5%* *12%*	3 *14%* *17%* R	1 *12%* *7%* R	10 *4%* *64%*	14 *5%* *92%*	1 *5%* *8%*	15 *5%* *100%*	15 *5%* *100%*	8 *5%* *52%*	7 *5%* *48%*	7 *5%* *48%*
5	**25** ***8%***	2 *5%* *7%*	2 *9%* *6%*	* *4%* *2%*	21 *9%* *85%*	25 *9%* *100%*	- - -	25 *8%* *100%*	25 *8%* *100%*	12 *8%* *50%*	12 *8%* *49%*	13 *8%* *51%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 524

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
4	**8** ***3%***	2 *5%* *21%*	1 *3%* *8%*	- - -	5 *2%* *72%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	4 *3%* *56%*	3 *2%* *44%*	3 *2%* *44%*
3	**14** ***5%***	3 *7%* *19%*	1 *4%* *6%*	* *4%* *3%*	10 *4%* *72%*	13 *5%* *93%*	1 *4%* *7%*	14 *5%* *100%*	14 *5%* *100%*	13 *8%* *92%* YZ	1 *1%* *8%*	1 *1%* *8%*
2	**4** ***1%***	1 *2%* *13%*	1 *3%* *14%*	* *3%* *5%*	3 *1%* *68%*	1 *1%* *32%*	3 *13%* *68%*	4 *1%* *100%*	4 *1%* *100%*	2 *1%* *38%*	3 *2%* *62%*	3 *2%* *62%*
1	**9** ***3%***	1 *2%* *6%*	- - -	* *4%* *4%*	8 *4%* *90%*	9 *3%* *96%*	* *2%* *4%*	9 *3%* *100%*	9 *3%* *100%*	4 *2%* *41%*	6 *4%* *59%*	6 *4%* *59%*
Don't know	**24** ***8%***	2 *7%* *10%*	1 *7%* *6%*	1 *7%* *3%*	20 *8%* *82%*	20 *7%* *84%*	4 *16%* *16%*	24 *8%* *100%*	24 *8%* *100%*	18 *12%* *75%* YZ	6 *4%* *25%*	6 *4%* *25%*
Net: 10/9/8/7	**201** ***67%***	24 *68%* *12%*	11 *59%* *5%*	6 *65%* *3%*	161 *68%* *80%*	187 *68%* *93%*	14 *60%* *7%*	201 *67%* *100%*	201 *67%* *100%*	95 *61%* *47%*	105 *74%* *52%*	116 *75%* *58%* X
Net: 10/9	**51** ***17%***	3 *9%* *6%*	4 *21%* *8%*	2 *19%* *3%*	42 *18%* *83%*	48 *17%* *94%*	3 *12%* *6%*	51 *17%* *100%*	51 *17%* *100%*	24 *15%* *47%*	27 *19%* *53%*	29 *19%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 524

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC4 ****

Base : Regular viewers of BBC4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**317**	54 *17%*	53 *17%*	39 *12%*	171 *54%*	291 *92%*	23 *7%*	317 *100%*	317 *100%*	166 *52%*	149 *47%*	161 *51%*
Effective Total	**221**	49	47	37	152	202	19	221	221	116	104	112
Net: 6/5/4	**47** ***16%***	5 *15%* *11%*	5 *26%* *10%*	1 *17%* *3%*	36 *15%* *76%*	46 *17%* *97%*	1 *5%* *3%*	47 *16%* *100%*	47 *16%* *100%*	24 *16%* *52%*	22 *16%* *48%*	23 *15%* *49%*
Net: 3/2/1	**27** ***9%***	4 *11%* *14%*	1 *8%* *5%*	1 *11%* *4%*	21 *9%* *77%*	23 *8%* *84%*	4 *18%* *16%*	27 *9%* *100%*	27 *9%* *100%*	18 *12%* *66%*	9 *7%* *34%*	9 *6%* *34%*
Mean	**6.97**	6.83	6.99	6.87	7.00	7.02	6.38	6.97	6.97	6.84	7.10	7.18
Standard Deviation	**2.12**	2.06	2.11	2.35	2.14	2.09	2.53	2.12	2.12	2.22	2.03	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 525

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Total (Wtd)	**1452**	820 *56%*	632 *44%*	94* *6%* *	278 *19%*	248 *17%*	291 *20%*	243 *17%*	298 *21%*	280 *19%*	737 *51%*	436 *30%*	378 *26%*	323 *22%*	494 *34%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
10	**200** ***14%***	108 *13%* *54%*	92 *15%* *46%*	18 *19%* *9%*	35 *13%* *17%*	36 *15%* *18%*	31 *11%* *16%*	31 *13%* *15%*	49 *16%* *25%*	33 *12%* *17%*	87 *12%* *43%*	79 *18%* *40%* J	56 *15%* *28%*	44 *13%* *22%*	64 *13%* *32%*
9	**272** ***19%***	156 *19%* *57%*	117 *18%* *43%*	19 *20%* *7%*	46 *17%* *17%*	45 *18%* *17%*	59 *20%* *22%*	43 *18%* *16%*	60 *20%* *22%*	60 *21%* *22%*	149 *20%* *55%*	64 *15%* *23%*	64 *17%* *23%*	58 *18%* *21%*	109 *22%* *40%*
8	**412** ***28%***	233 *28%* *57%*	179 *28%* *43%*	19 *20%* *5%*	78 *28%* *19%*	61 *25%* *15%*	98 *34%* *24%*	71 *29%* *17%*	84 *28%* *20%*	85 *30%* *21%*	218 *30%* *53%*	108 *25%* *26%*	114 *30%* *28%*	102 *32%* *25%*	127 *26%* *31%*
7	**238** ***16%***	134 *16%* *57%*	103 *16%* *43%*	15 *17%* *7%*	49 *18%* *21%*	49 *20%* *21%*	41 *14%* *17%*	44 *18%* *18%*	39 *13%* *17%*	49 *17%* *20%*	112 *15%* *47%*	78 *18%* *33%*	70 *18%* *29%*	43 *13%* *18%*	81 *16%* *34%*
6	**121** ***8%***	71 *9%* *59%*	50 *8%* *41%*	3 *3%* *3%*	27 *10%* *22%*	29 *12%* *24%* H	22 *8%* *18%*	23 *9%* *19%*	17 *6%* *14%*	23 *8%* *19%*	68 *9%* *56%*	30 *7%* *25%*	26 *7%* *21%*	28 *9%* *23%*	46 *9%* *38%*
5	**86** ***6%***	45 *5%* *52%*	41 *7%* *48%*	9 *10%* *11%*	20 *7%* *23%*	10 *4%* *11%*	18 *6%* *21%*	10 *4%* *12%*	19 *6%* *22%*	9 *3%* *10%*	49 *7%* *57%*	28 *6%* *33%*	20 *5%* *23%*	17 *5%* *20%*	28 *6%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 525

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
4	**45** ***3%***	29 *4%* *65%*	16 *3%* *35%*	* * *1%*	13 *5%* *28%* E	3 *1%* *6%*	11 *4%* *25%*	10 *4%* *23%* E	8 *3%* *17%*	13 *5%* *29%*	22 *3%* *50%*	10 *2%* *22%*	8 *2%* *19%*	17 *5%* *37%*	12 *2%* *27%*
3	**20** ***1%***	13 *2%* *62%*	8 *1%* *38%*	4 *4%* *20%* D	1 * *3%*	3 *1%* *13%*	5 *2%* *26%*	3 *1%* *12%*	5 *2%* *25%*	* * *2%*	12 *2%* *57%*	8 *2%* *41%*	6 *2%* *28%*	5 *2%* *25%*	5 *1%* *26%*
2	**13** ***1%***	8 *1%* *62%*	5 *1%* *38%*	2 *3%* *19%* F	4 *1%* *31%*	3 *1%* *20%*	- - -	3 *1%* *25%*	1 * *5%*	2 *1%* *13%*	6 *1%* *43%*	6 *1%* *44%*	5 *1%* *41%*	- - -	5 *1%* *41%*
1	**18** ***1%***	11 *1%* *60%*	7 *1%* *40%*	1 *1%* *7%*	* * *2%*	4 *2%* *23%*	2 *1%* *13%*	1 * *4%*	9 *3%* *51%* DG	- - -	7 *1%* *41%*	10 *2%* *59%* I	3 *1%* *17%*	2 *1%* *13%*	7 *1%* *39%*
Don't know	**28** ***2%***	13 *2%* *48%*	15 *2%* *52%*	2 *2%* *8%*	5 *2%* *18%*	5 *2%* *16%*	3 *1%* *10%*	5 *2%* *19%*	8 *3%* *28%*	7 *2%* *23%*	8 *1%* *27%*	14 *3%* *49%* J	8 *2%* *28%*	6 *2%* *22%*	10 *2%* *35%*
Net: 10/9/8/7	**1121** ***77%***	631 *77%* *56%*	490 *78%* *44%*	71 *76%* *6%*	208 *75%* *19%*	192 *78%* *17%*	229 *79%* *20%*	189 *78%* *17%*	232 *78%* *21%*	226 *81%* *20%*	566 *77%* *50%*	329 *76%* *29%*	303 *80%* *27%*	248 *77%* *22%*	381 *77%* *34%*
Net: 10/9	**472** ***33%***	264 *32%* *56%*	208 *33%* *44%*	37 *39%* *8%*	81 *29%* *17%*	81 *33%* *17%*	90 *31%* *19%*	74 *30%* *16%*	109 *36%* *23%*	93 *33%* *20%*	236 *32%* *50%*	143 *33%* *30%*	120 *32%* *25%*	102 *31%* *22%*	173 *35%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 525

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1507**	833 *55%*	674 *45%*	75 *5%*	241 *16%*	266 *18%*	309 *21%*	295 *20%*	313 *21%*	323 *21%*	815 *54%*	348 *23%*	268 *18%*	182 *12%*	405 *27%*
Effective Total	**1047**	577	471	55	172	199	215	204	216	230	605	244	244	165	366
Net: 6/5/4	**252** ***17%***	145 *18%* *57%*	107 *17%* *43%*	13 *13%* *5%*	60 *21%* *24%*	42 *17%* *17%*	52 *18%* *20%*	43 *18%* *17%*	43 *15%* *17%*	45 *16%* *18%*	139 *19%* *55%*	69 *16%* *27%*	54 *14%* *21%*	62 *19%* *25%*	86 *17%* *34%*
Net: 3/2/1	**51** ***4%***	31 *4%* *61%*	20 *3%* *39%*	8 *8%* *15%* D	5 *2%* *10%*	9 *4%* *18%*	8 *3%* *15%*	6 *3%* *13%*	15 *5%* *29%*	2 *1%* *4%*	25 *3%* *48%* I	24 *6%* *48%* I	14 *4%* *28%*	7 *2%* *14%*	17 *4%* *34%*
Mean	**7.62**	7.58	7.66	7.56	7.53	7.64	7.63	7.61	7.67	7.79	7.59	7.56	7.68	7.64	7.64
Standard Deviation	**1.86**	1.88	1.83	2.21	1.76	1.83	1.73	1.76	2.05	1.58	1.81	2.08	1.81	1.78	1.86

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 525

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Total (Wtd)	**1452**	138 *9%*	82 *6%*	37 *3%*	1195 *82%*	1299 *89%*	153 *11%*	1452 *100%*	1452 *100%*	914 *63%*	533 *37%*	556 *38%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
10	**200** ***14%***	18 *13%* *9%*	12 *15%* *6%*	6 *17%* *3%*	163 *14%* *81%*	176 *14%* *88%*	24 *16%* *12%*	200 *14%* *100%*	200 *14%* *100%*	128 *14%* *64%*	72 *13%* *36%*	72 *13%* *36%*
9	**272** ***19%***	21 *16%* *8%*	13 *16%* *5%*	7 *18%* *2%*	232 *19%* *85%*	257 *20%* *94%* T	16 *10%* *6%*	272 *19%* *100%*	272 *19%* *100%*	189 *21%* *69%* Y	83 *15%* *30%*	89 *16%* *33%*
8	**412** ***28%***	39 *28%* *9%*	20 *24%* *5%*	10 *26%* *2%*	343 *29%* *83%*	372 *29%* *90%*	40 *26%* *10%*	412 *28%* *100%*	412 *28%* *100%*	240 *26%* *58%*	171 *32%* *42%* X	183 *33%* *44%* X
7	**238** ***16%***	25 *18%* *11%*	14 *17%* *6%*	5 *14%* *2%*	194 *16%* *81%*	218 *17%* *92%*	20 *13%* *8%*	238 *16%* *100%*	238 *16%* *100%*	145 *16%* *61%*	91 *17%* *38%*	92 *17%* *39%*
6	**121** ***8%***	13 *9%* *10%*	6 *7%* *5%*	3 *8%* *2%*	100 *8%* *83%*	100 *8%* *82%*	21 *14%* *18%* S	121 *8%* *100%*	121 *8%* *100%*	74 *8%* *61%*	48 *9%* *39%*	48 *9%* *39%*
5	**86** ***6%***	12 *9%* *14%*	7 *8%* *8%*	2 *6%* *3%*	65 *5%* *75%*	74 *6%* *86%*	12 *8%* *14%*	86 *6%* *100%*	86 *6%* *100%*	62 *7%* *72%*	23 *4%* *27%*	25 *5%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 525

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
4	**45** ***3%***	4 *3%* *8%*	2 *3%* *5%*	2 *5%* *4%*	37 *3%* *83%*	35 *3%* *78%*	10 *7%* *22%* S	45 *3%* *100%*	45 *3%* *100%*	27 *3%* *60%*	18 *3%* *40%*	18 *3%* *40%*
3	**20** ***1%***	2 *1%* *10%*	2 *2%* *9%*	1 *2%* *3%*	16 *1%* *78%*	19 *1%* *94%*	1 *1%* *6%*	20 *1%* *100%*	20 *1%* *100%*	14 *2%* *71%*	6 *1%* *29%*	6 *1%* *29%*
2	**13** ***1%***	- - -	2 *3%* *16%* OR	* *1%* *2%*	11 *1%* *82%*	12 *1%* *92%*	1 *1%* *8%*	13 *1%* *100%*	13 *1%* *100%*	9 *1%* *72%*	4 *1%* *28%*	4 *1%* *30%*
1	**18** ***1%***	3 *2%* *15%*	2 *2%* *10%*	1 *2%* *5%*	12 *1%* *70%*	16 *1%* *93%*	1 *1%* *7%*	18 *1%* *100%*	18 *1%* *100%*	11 *1%* *63%*	6 *1%* *34%*	6 *1%* *34%*
Don't know	**28** ***2%***	1 *1%* *4%*	2 *3%* *9%*	1 *2%* *3%*	24 *2%* *85%*	21 *2%* *76%*	7 *4%* *24%* S	28 *2%* *100%*	28 *2%* *100%*	15 *2%* *53%*	13 *2%* *47%*	13 *2%* *47%*
Net: 10/9/8/7	**1121** ***77%***	104 *75%* *9%*	59 *72%* *5%*	28 *75%* *2%*	931 *78%* *83%*	1022 *79%* *91%* T	99 *65%* *9%*	1121 *77%* *100%*	1121 *77%* *100%*	702 *77%* *63%*	416 *78%* *37%*	436 *78%* *39%*
Net: 10/9	**472** ***33%***	40 *29%* *8%*	25 *31%* *5%*	13 *35%* *3%*	394 *33%* *83%*	432 *33%* *92%*	40 *26%* *8%*	472 *33%* *100%*	472 *33%* *100%*	317 *35%* *67%*	154 *29%* *33%*	161 *29%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 525

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC News ****

Base : Regular viewers of BBC News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1507**	229 *15%*	237 *16%*	186 *12%*	855 *57%*	1348 *89%*	137 *9%*	1507 *100%*	1507 *100%*	976 *65%*	525 *35%*	554 *37%*
Effective Total	**1047**	216	218	169	757	929	118	1047	1047	674	370	385
Net: 6/5/4	**252** ***17%***	28 *20%* *11%*	15 *18%* *6%*	7 *19%* *3%*	202 *17%* *80%*	208 *16%* *83%*	44 *29%* *17%* S	252 *17%* *100%*	252 *17%* *100%*	162 *18%* *64%*	89 *17%* *35%*	91 *16%* *36%*
Net: 3/2/1	**51** ***4%***	5 *3%* *9%*	6 *7%* *11%* R	2 *5%* *3%*	39 *3%* *76%*	47 *4%* *93%*	4 *2%* *7%*	51 *4%* *100%*	51 *4%* *100%*	35 *4%* *69%*	16 *3%* *30%*	16 *3%* *31%*
Mean	**7.62**	7.48	7.35	7.56	7.65 P	7.65	7.33	7.62	7.62	7.62	7.63	7.64
Standard Deviation	**1.86**	1.87	2.19	2.11	1.82	1.84	1.95	1.86	1.86	1.90	1.78	1.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 526

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Total (Wtd)	**50**	30** *61%* **	19** *39%* **	8** *15%* **	7** *14%* **	3** *7%* **	4** *8%* **	5** *11%* **	22** *45%* **	6** *13%* **	18** *36%* **	25** *51%* **	10** *21%* **	14** *29%* **	14** *29%* **
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
10	**3** ***6%***	2 *6%* *61%*	1 *6%* *39%*	1 *9%* *23%*	- - -	- - -	1 *29%* *39%*	- - -	1 *5%* *37%*	- - -	2 *11%* *63%*	1 *4%* *37%*	- - -	- - -	1 *8%* *39%*
9	**9** ***19%***	7 *22%* *71%*	3 *14%* *29%*	1 *12%* *9%*	- - -	3 *100%* *36%*	- - -	3 *48%* *28%*	3 *12%* *27%*	2 *27%* *18%*	2 *9%* *17%*	6 *24%* *65%*	- - -	2 *16%* *25%*	6 *41%* *62%*
8	**13** ***27%***	10 *32%* *71%*	4 *20%* *29%*	3 *47%* *26%*	- - -	- - -	2 *40%* *12%*	* *8%* *3%*	8 *36%* *58%*	2 *26%* *12%*	3 *15%* *20%*	9 *36%* *68%*	3 *33%* *26%*	6 *45%* *47%*	2 *11%* *12%*
7	**7** ***14%***	4 *14%* *61%*	3 *14%* *39%*	* *3%* *3%*	1 *9%* *9%*	- - -	- - -	1 *18%* *14%*	5 *24%* *74%*	2 *26%* *23%*	2 *9%* *23%*	4 *15%* *54%*	3 *25%* *37%*	2 *15%* *31%*	1 *7%* *14%*
6	**5** ***10%***	3 *11%* *65%*	2 *9%* *35%*	- - -	4 *53%* *75%*	- - -	- - -	- - -	1 *6%* *25%*	- - -	4 *24%* *87%*	1 *3%* *13%*	1 *11%* *22%*	- - -	3 *22%* *61%*
5	**3** ***6%***	3 *9%* *85%*	* *2%* *15%*	* *3%* *7%*	2 *22%* *49%*	- - -	- - -	* * *	1 *6%* *44%*	- - -	2 *14%* *78%*	1 *3%* *22%*	- - -	- - -	2 *11%* *49%*
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 526

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
3	**2** ***4%***	- - -	2 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *8%* *100%*	- - -	- - -	2 *7%* *100%*	2 *17%* *100%*	- - -	- - -
2	***** ***1%***	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -	- - -	* *2%* *100%*	- - -	- - -	- - -
1	***** ***1%***	- - -	* *2%* *100%*	- - -	- - -	- - -	- - -	- - -	* *2%* *100%*	- - -	- - -	* *2%* *100%*	- - -	- - -	- - -
Don't know	**6** ***12%***	1 *5%* *24%*	4 *23%* *76%*	2 *26%* *34%*	1 *16%* *19%*	- - -	1 *32%* *23%*	1 *26%* *24%*	- - -	1 *22%* *24%*	3 *18%* *56%*	1 *4%* *19%*	1 *13%* *23%*	3 *24%* *58%*	- - -
Net: 10/9/8/7	**33** ***66%***	22 *74%* *68%*	10 *54%* *32%*	5 *71%* *16%*	1 *9%* *2%*	3 *100%* *10%*	3 *68%* *9%*	4 *74%* *12%*	17 *76%* *51%*	5 *78%* *15%*	8 *43%* *23%*	20 *80%* *61%*	6 *59%* *18%*	11 *76%* *33%*	10 *67%* *29%*
Net: 10/9	**12** ***25%***	9 *28%* *69%*	4 *20%* *31%*	2 *21%* *13%*	- - -	3 *100%* *27%*	1 *29%* *10%*	3 *48%* *21%*	4 *17%* *30%*	2 *27%* *14%*	3 *20%* *28%*	7 *28%* *58%*	- - -	2 *16%* *19%*	7 *49%* *56%*
Net: 6/5/4	**8** ***16%***	6 *20%* *73%*	2 *11%* *27%*	* *3%* *3%*	5 *75%* *65%*	- - -	- - -	* * *	3 *12%* *32%*	- - -	7 *38%* *83%*	1 *5%* *17%*	1 *11%* *14%*	- - -	5 *33%* *57%*
Net: 3/2/1	**3** ***5%***	* *1%* *17%*	2 *11%* *83%*	- - -	- - -	- - -	- - -	- - -	3 *12%* *100%*	- - -	- - -	3 *10%* *100%*	2 *17%* *68%*	- - -	- - -
Mean	**7.41**	7.61	7.03	8.24	5.85	9.00	8.84	8.40	7.02	8.01	7.16	7.45	6.46	8.02	7.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 526

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**52**	32 *62%*	20 *38%*	7 *13%*	6 *12%*	3 *6%*	3 *6%*	7 *13%*	26 *50%*	6 *12%*	24 *46%*	21 *40%*	7 *13%*	7 *13%*	11 *21%*
Effective Total	**33**	19	14	3	5	2	3	4	16	5	15	14	7	6	9
Standard Deviation	**1.83**	1.55	2.28	1.12	0.64	0.00	1.23	1.00	2.06	0.92	1.72	2.04	1.96	0.67	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 526

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC Parliament ****

Base : Regular viewers of BBC Parliament

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Total (Wtd)	**50**	6** *12%* **	3** *7%* **	2** *3%* **	39** *78%* **	47* *95%* *	3** *5%* **	50* *100%* *	50* *100%* *	25** *51%* **	25** *49%* **	25** *50%* **
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
10	**3** ***6%***	1 *23%* *46%*	* *14%* *15%*	- - -	1 *3%* *39%*	3 *6%* *100%*	- - -	3 *6%* *100%*	3 *6%* *100%*	2 *9%* *77%*	1 *3%* *23%*	1 *5%* *37%*
9	**9** ***19%***	1 *11%* *7%*	* *7%* *3%*	* *24%* *4%*	8 *21%* *86%*	8 *18%* *89%*	1 *41%* *11%*	9 *19%* *100%*	9 *19%* *100%*	6 *23%* *62%*	4 *15%* *38%*	4 *14%* *38%*
8	**13** ***27%***	1 *21%* *9%*	* *13%* *3%*	* *23%* *3%*	11 *30%* *85%*	13 *29%* *100%*	- - -	13 *27%* *100%*	13 *27%* *100%*	4 *17%* *31%*	9 *38%* *69%*	9 *37%* *69%*
7	**7** ***14%***	1 *18%* *15%*	- - -	* *14%* *3%*	6 *15%* *82%*	7 *15%* *100%*	- - -	7 *14%* *100%*	7 *14%* *100%*	4 *18%* *64%*	3 *10%* *36%*	3 *10%* *36%*
6	**5** ***10%***	- - -	1 *20%* *13%*	* *9%* *3%*	4 *11%* *84%*	5 *11%* *100%*	- - -	5 *10%* *100%*	5 *10%* *100%*	2 *9%* *46%*	3 *11%* *54%*	3 *11%* *54%*
5	**3** ***6%***	* *8%* *15%*	1 *20%* *21%*	* *30%* *16%*	2 *4%* *49%*	2 *3%* *51%*	2 *59%* *49%*	3 *6%* *100%*	3 *6%* *100%*	1 *3%* *28%*	2 *9%* *72%*	2 *9%* *72%*
4	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 526

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
3	**2** ***4%***	- - -	- - -	- - -	2 *5%* *100%*	2 *4%* *100%*	- - -	2 *4%* *100%*	2 *4%* *100%*	- - -	2 *7%* *100%*	2 *7%* *100%*
2	* ***1%***	- - -	* *14%* *100%*	- - -	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	- - -	* *2%* *100%*	* *2%* *100%*
1	* ***1%***	- - -	* *13%* *100%*	- - -	- - -	* *1%* *100%*	- - -	* *1%* *100%*	* *1%* *100%*	* *2%* *100%*	- - -	- - -
Don't know	**6** ***12%***	1 *19%* *19%*	- - -	- - -	5 *12%* *81%*	6 *12%* *100%*	- - -	6 *12%* *100%*	6 *12%* *100%*	5 *19%* *81%*	1 *5%* *19%*	1 *5%* *19%*
Net: 10/9/8/7	**33** ***66%***	4 *73%* *13%*	1 *33%* *3%*	1 *61%* *3%*	26 *68%* *80%*	32 *68%* *97%*	1 *41%* *3%*	33 *66%* *100%*	33 *66%* *100%*	17 *67%* *51%*	16 *66%* *49%*	17 *67%* *50%*
Net: 10/9	**12** ***25%***	2 *34%* *16%*	1 *21%* *6%*	* *24%* *3%*	9 *24%* *75%*	11 *24%* *92%*	1 *41%* *8%*	12 *25%* *100%*	12 *25%* *100%*	8 *32%* *65%*	4 *17%* *35%*	5 *19%* *38%*
Net: 6/5/4	**8** ***16%***	* *8%* *6%*	1 *40%* *16%*	1 *39%* *8%*	6 *15%* *70%*	7 *14%* *81%*	2 *59%* *19%*	8 *16%* *100%*	8 *16%* *100%*	3 *13%* *39%*	5 *20%* *61%*	5 *20%* *61%*
Net: 3/2/1	**3** ***5%***	- - -	1 *26%* *32%*	- - -	2 *5%* *68%*	3 *6%* *100%*	- - -	3 *5%* *100%*	3 *5%* *100%*	* *2%* *16%*	2 *9%* *84%*	2 *9%* *84%*
Mean	**7.41**	8.21	5.64	7.02	7.49	7.46	6.63	7.41	7.41	7.79	7.08	7.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 526

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - BBC Parliament ****

Base : Regular viewers of BBC Parliament

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**52**	10 *19%*	8 *15%*	9 *17%*	25 *48%*	49 *94%*	2 *4%*	52 *100%*	52 *100%*	29 *56%*	23 *44%*	24 *46%*
Effective Total	**33**	9	7	8	22	31	2	33	33	19	14	14
Standard Deviation	**1.83**	1.72	3.56	-	1.61	1.81	2.51	1.83	1.83	1.70	1.91	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 527

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Total (Wtd)	**6799**	3254 *48%*	3545 *52%*	709 *10%*	1382 *20%*	1172 *17%*	1216 *18%*	1021 *15%*	1298 *19%*	1223 *18%*	3397 *50%*	2178 *32%*	1636 *24%*	1699 *25%*	2306 *34%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
10	**334** ***5%***	130 *4%* *39%*	205 *6%* *61%* A	46 *6%* *14%* DG	53 *4%* *16%*	58 *5%* *17%*	50 *4%* *15%*	37 *4%* *11%*	90 *7%* *27%* DFG	21 *2%* *6%*	141 *4%* *42%* I	172 *8%* *52%* IJ	95 *6%* *28%* N	90 *5%* *27%*	88 *4%* *26%*
9	**505** ***7%***	225 *7%* *45%*	280 *8%* *55%*	79 *11%* *16%* DF H	102 *7%* *20%* F	92 *8%* *18%* F	60 *5%* *12%*	81 *8%* *16%* F	91 *7%* *18%*	81 *7%* *16%*	259 *8%* *51%*	165 *8%* *33%*	129 *8%* *25%*	122 *7%* *24%*	166 *7%* *33%*
8	**1400** ***21%***	630 *19%* *45%*	770 *22%* *55%* A	155 *22%* *11%*	269 *19%* *19%*	210 *18%* *15%*	245 *20%* *18%*	220 *22%* *16%*	300 *23%* *21%* E	208 *17%* *15%*	702 *21%* *50%* I	490 *22%* *35%* I	383 *23%* *27%* MN	329 *19%* *24%*	434 *19%* *31%*
7	**1546** ***23%***	736 *23%* *48%*	810 *23%* *52%*	133 *19%* *9%*	338 *24%* *22%* C	276 *24%* *18%*	285 *23%* *18%*	220 *22%* *14%*	291 *22%* *19%*	279 *23%* *18%*	818 *24%* *53%* K	449 *21%* *29%*	364 *22%* *24%*	386 *23%* *25%*	534 *23%* *35%*
6	**1114** ***16%***	563 *17%* *51%*	551 *16%* *49%*	120 *17%* *11%*	235 *17%* *21%* H	200 *17%* *18%* H	215 *18%* *19%* H	170 *17%* *15%*	174 *13%* *16%*	259 *21%* *23%* JK	532 *16%* *48%*	323 *15%* *29%*	273 *17%* *25%*	296 *17%* *27%*	360 *16%* *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 527

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
5	**869** ***13%***	436 *13%* *50%*	433 *12%* *50%*	78 *11%* *9%*	198 *14%* *23%*	155 *13%* *18%*	153 *13%* *18%*	136 *13%* *16%*	149 *11%* *17%*	166 *14%* *19%*	439 *13%* *51%*	265 *12%* *30%*	165 *10%* *19%*	215 *13%* *25%*	344 *15%* *40%* L
4	**362** ***5%***	191 *6%* *53%*	171 *5%* *47%*	34 *5%* *9%*	78 *6%* *22%*	59 *5%* *16%*	75 *6%* *21%*	49 *5%* *13%*	67 *5%* *18%*	77 *6%* *21%*	180 *5%* *50%*	105 *5%* *29%*	79 *5%* *22%*	100 *6%* *28%*	125 *5%* *35%*
3	**195** ***3%***	102 *3%* *52%*	93 *3%* *48%*	10 *1%* *5%*	42 *3%* *21%*	40 *3%* *20%* C	36 *3%* *18%*	29 *3%* *15%*	38 *3%* *20%*	42 *3%* *21%*	94 *3%* *48%*	59 *3%* *30%*	45 *3%* *23%*	38 *2%* *20%*	84 *4%* *43%*
2	**123** ***2%***	74 *2%* *60%* B	49 *1%* *40%*	15 *2%* *12%*	14 *1%* *12%*	23 *2%* *19%*	32 *3%* *26%* D	16 *2%* *13%*	23 *2%* *18%*	22 *2%* *18%*	62 *2%* *51%*	39 *2%* *31%*	24 *1%* *19%*	31 *2%* *25%*	48 *2%* *39%*
1	**151** ***2%***	98 *3%* *65%* B	53 *1%* *35%*	26 *4%* *17%* DF	21 *2%* *14%*	33 *3%* *22%* F	17 *1%* *11%*	29 *3%* *19%* F	25 *2%* *16%*	28 *2%* *18%*	71 *2%* *47%*	52 *2%* *35%*	34 *2%* *22%*	36 *2%* *24%*	63 *3%* *41%*
Don't know	**200** ***3%***	70 *2%* *35%*	130 *4%* *65%* A	12 *2%* *6%*	31 *2%* *15%*	26 *2%* *13%*	47 *4%* *24%* CD E	35 *3%* *17%*	49 *4%* *25%* C	41 *3%* *21%*	99 *3%* *49%*	60 *3%* *30%*	46 *3%* *23%*	57 *3%* *29%*	60 *3%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 527

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6798**	3219 *47%*	3579 *53%*	608 *9%*	1215 *18%*	1238 *18%*	1268 *19%*	1174 *17%*	1267 *19%*	1310 *19%*	3722 *55%*	1631 *24%*	1126 *17%*	910 *13%*	1814 *27%*
Effective Total	**4667**	2206	2462	410	850	874	863	806	909	961	2693	1168	1029	833	1633
Net: 10/9/8/7	**3785** ***56%***	1720 *53%* *45%*	2065 *58%* *55%* A	413 *58%* *11%*	763 *55%* *20%*	636 *54%* *17%*	641 *53%* *17%*	557 *55%* *15%*	773 *60%* *20%* EFG	589 *48%* *16%*	1920 *57%* *51%* I	1276 *59%* *34%* I	970 *59%* *26%* MN	927 *55%* *24%*	1222 *53%* *32%*
Net: 10/9	**840** ***12%***	355 *11%* *42%*	485 *14%* *58%* A	125 *18%* *15%* DE FG	156 *11%* *19%*	150 *13%* *18%* F	110 *9%* *13%*	118 *12%* *14%*	181 *14%* *22%* F	102 *8%* *12%*	400 *12%* *48%* I	337 *15%* *40%* IJ	224 *14%* *27%* N	212 *12%* *25%*	254 *11%* *30%*
Net: 6/5/4	**2345** ***34%***	1190 *37%* *51%* B	1155 *33%* *49%*	233 *33%* *10%*	510 *37%* *22%* H	414 *35%* *18%* H	443 *36%* *19%* H	354 *35%* *15%* H	390 *30%* *17%*	501 *41%* *21%* JK	1151 *34%* *49%*	693 *32%* *30%*	518 *32%* *22%*	611 *36%* *26%*	829 *36%* *35%* L
Net: 3/2/1	**469** ***7%***	274 *8%* *58%* B	195 *5%* *42%*	50 *7%* *11%*	78 *6%* *17%*	95 *8%* *20%* D	85 *7%* *18%*	75 *7%* *16%*	86 *7%* *18%*	91 *7%* *20%*	227 *7%* *48%*	150 *7%* *32%*	103 *6%* *22%*	104 *6%* *22%*	194 *8%* *41%* LM
Mean	**6.57**	6.40	6.73 A	6.72 F	6.56	6.49	6.46	6.53	6.73 EFG	6.30	6.57 I	6.73 IJ	6.74 N	6.57 N	6.40
Standard Deviation	**1.93**	1.99	1.87	2.09	1.81	1.99	1.87	1.95	1.97	1.83	1.90	2.02	1.91	1.92	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 527

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Total (Wtd)	**6799**	613 *9%*	341 *5%*	204 *3%*	5641 *83%*	6337 *93%*	461 *7%*	1054 *16%*	5654 *83%*	5725 *84%*	3583 *53%*	2126 *31%*	2261 *33%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
10	**334** ***5%***	32 *5%* *10%*	17 *5%* *5%*	11 *6%* *3%*	274 *5%* *82%*	303 *5%* *91%*	31 *7%* *9%*	54 *5%* *16%*	275 *5%* *82%*	280 *5%* *84%*	193 *5%* *58%*	87 *4%* *26%*	93 *4%* *28%*
9	**505** ***7%***	46 *7%* *9%*	25 *7%* *5%*	17 *8%* *3%*	417 *7%* *82%*	478 *8%* *95%*	27 *6%* *5%*	65 *6%* *13%*	435 *8%* *86%*	440 *8%* *87%*	301 *8%* *60%* UYZ	138 *6%* *27%*	148 *7%* *29%*
8	**1400** ***21%***	128 *21%* *9%*	87 *25%* *6%* OQR	40 *19%* *3%*	1146 *20%* *82%*	1321 *21%* *94%*	79 *17%* *6%*	198 *19%* *14%*	1184 *21%* *85%*	1201 *21%* *86%*	783 *22%* *56%*	416 *20%* *30%*	455 *20%* *32%*
7	**1546** ***23%***	133 *22%* *9%*	82 *24%* *5%*	48 *23%* *3%*	1283 *23%* *83%*	1461 *23%* *95%* T	85 *18%* *5%*	234 *22%* *15%*	1291 *23%* *84%*	1306 *23%* *84%*	798 *22%* *52%*	505 *24%* *33%*	531 *23%* *34%*
6	**1114** ***16%***	109 *18%* *10%* P	42 *12%* *4%*	33 *16%* *3%* P	930 *16%* *83%* P	1048 *17%* *94%*	65 *14%* *6%*	145 *14%* *13%*	958 *17%* *86%* U	966 *17%* *87%* U	570 *16%* *51%*	391 *18%* *35%* UX	409 *18%* *37%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 527

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - All channels combined ****

Base : All who ever watch any of the channels

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
5	**869** ***13%***	82 *13%* *9%*	38 *11%* *4%*	25 *12%* *3%*	724 *13%* *83%*	791 *12%* *91%*	79 *17%* *9%* S	153 *14%* *18%*	709 *13%* *82%*	717 *13%* *82%*	448 *12%* *52%*	269 *13%* *31%*	281 *12%* *32%*
4	**362** ***5%***	31 *5%* *9%*	18 *5%* *5%*	9 *5%* *3%*	303 *5%* *84%*	334 *5%* *92%*	28 *6%* *8%*	72 *7%* *20%* VWX	282 *5%* *78%*	285 *5%* *79%*	172 *5%* *48%*	111 *5%* *31%*	118 *5%* *33%*
3	**195** ***3%***	12 *2%* *6%*	11 *3%* *6%*	4 *2%* *2%*	167 *3%* *86%*	181 *3%* *93%*	14 *3%* *7%*	45 *4%* *23%* VWX	147 *3%* *76%*	150 *3%* *77%*	90 *3%* *46%*	58 *3%* *30%*	65 *3%* *33%*
2	**123** ***2%***	10 *2%* *8%*	7 *2%* *5%*	4 *2%* *3%*	102 *2%* *83%*	114 *2%* *93%*	8 *2%* *7%*	26 *2%* *21%* Z	94 *2%* *77%*	95 *2%* *78%*	67 *2%* *54%*	28 *1%* *23%*	30 *1%* *24%*
1	**151** ***2%***	10 *2%* *6%*	4 *1%* *3%*	5 *3%* *3%* P	132 *2%* *87%*	127 *2%* *84%*	24 *5%* *16%* S	34 *3%* *23%* VWX	114 *2%* *76%*	115 *2%* *76%*	65 *2%* *43%*	50 *2%* *33%*	54 *2%* *35%*
Don't know	**200** ***3%***	20 *3%* *10%*	10 *3%* *5%*	7 *3%* *4%*	163 *3%* *81%*	178 *3%* *89%*	22 *5%* *11%* S	29 *3%* *15%*	164 *3%* *82%*	169 *3%* *85%*	96 *3%* *48%*	72 *3%* *36%*	79 *3%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 527

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - All channels combined ****

Base : All who ever watch any of the channels

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6798**	997 *15%*	975 *14%*	976 *14%*	3850 *57%*	6288 *92%*	422 *6%*	1088 *16%*	5624 *83%*	5693 *84%*	3660 *54%*	2014 *30%*	2161 *32%*
Effective Total	**4667**	923	890	882	3415	4316	355	738	3870	3916	2482	1421	1520
Net: 10/9/8/7	**3785** ***56%***	339 *55%* *9%*	211 *62%* *6%* OQR	116 *57%* *3%*	3120 *55%* *82%*	3563 *56%* *94%* T	222 *48%* *6%*	551 *52%* *15%*	3185 *56%* *84%* U	3228 *56%* *85%* U	2075 *58%* *55%* UYZ	1147 *54%* *30%*	1227 *54%* *32%*
Net: 10/9	**840** ***12%***	78 *13%* *9%*	43 *13%* *5%*	29 *14%* *3%*	690 *12%* *82%*	781 *12%* *93%*	58 *13%* *7%*	119 *11%* *14%*	710 *13%* *85%*	721 *13%* *86%* Y	493 *14%* *59%* YZ	225 *11%* *27%*	241 *11%* *29%*
Net: 6/5/4	**2345** ***34%***	222 *36%* *9%* P	97 *29%* *4%*	68 *33%* *3%* P	1957 *35%* *83%* P	2173 *34%* *93%*	172 *37%* *7%*	369 *35%* *16%*	1950 *34%* *83%*	1968 *34%* *84%*	1190 *33%* *51%*	771 *36%* *33%*	807 *36%* *34%*
Net: 3/2/1	**469** ***7%***	32 *5%* *7%*	22 *6%* *5%*	13 *6%* *3%*	401 *7%* *86%*	422 *7%* *90%*	46 *10%* *10%* S	105 *10%* *22%* VWXY Z	356 *6%* *76%*	360 *6%* *77%*	222 *6%* *47%*	137 *6%* *29%*	148 *7%* *32%*
Mean	**6.57**	6.64	6.74 R	6.65	6.55	6.59 T	6.27	6.33	6.62 U	6.62 U	6.68 UYZ	6.52 U	6.53 U
Standard Deviation	**1.93**	1.86	1.89	1.95	1.94	1.91	2.22	2.09	1.90	1.90	1.91	1.87	1.88

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 528

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Total (Wtd)	**3418**	1627 *48%*	1791 *52%*	368 *11%*	677 *20%*	582 *17%*	593 *17%*	504 *15%*	693 *20%*	596 *17%*	1703 *50%*	1120 *33%*	814 *24%*	882 *26%*	1149 *34%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
10	**1187** ***35%***	579 *36%* *49%*	608 *34%* *51%*	156 *43%* *13%* FH	249 *37%* *21%*	205 *35%* *17%*	186 *31%* *16%*	174 *35%* *15%*	216 *31%* *18%*	243 *41%* *20%* JK	582 *34%* *49%*	362 *32%* *31%*	277 *34%* *23%*	316 *36%* *27%*	404 *35%* *34%*
9	**619** ***18%***	302 *19%* *49%*	317 *18%* *51%*	51 *14%* *8%*	120 *18%* *19%*	103 *18%* *17%*	111 *19%* *18%*	91 *18%* *15%*	143 *21%* *23%* C	111 *19%* *18%*	322 *19%* *52%*	186 *17%* *30%*	150 *18%* *24%*	138 *16%* *22%*	223 *19%* *36%*
8	**713** ***21%***	330 *20%* *46%*	383 *21%* *54%*	49 *13%* *7%*	146 *22%* *20%* C	117 *20%* *16%* C	147 *25%* *21%* C	108 *21%* *15%* C	145 *21%* *20%* C	116 *19%* *16%*	350 *21%* *49%*	247 *22%* *35%*	177 *22%* *25%*	168 *19%* *24%*	248 *22%* *35%*
7	**373** ***11%***	163 *10%* *44%*	209 *12%* *56%*	40 *11%* *11%*	81 *12%* *22%*	67 *12%* *18%*	64 *11%* *17%*	49 *10%* *13%*	71 *10%* *19%*	58 *10%* *16%*	203 *12%* *55%*	111 *10%* *30%*	88 *11%* *24%*	109 *12%* *29%*	114 *10%* *31%*
6	**185** ***5%***	99 *6%* *54%*	86 *5%* *46%*	28 *8%* *15%*	36 *5%* *20%*	35 *6%* *19%*	29 *5%* *16%*	21 *4%* *11%*	37 *5%* *20%*	33 *6%* *18%*	80 *5%* *43%*	72 *6%* *39%*	41 *5%* *22%*	58 *7%* *31%*	50 *4%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 528

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
5	**154** ***4%***	72 *4%* *47%*	81 *5%* *53%*	21 *6%* *14%*	19 *3%* *12%*	22 *4%* *14%*	28 *5%* *18%*	23 *5%* *15%*	41 *6%* *26%* D	13 *2%* *9%*	71 *4%* *46%*	69 *6%* *45%* I	32 *4%* *21%*	41 *5%* *27%*	52 *5%* *34%*
4	**47** ***1%***	13 *1%* *28%*	33 *2%* *72%* A	3 *1%* *6%*	10 *1%* *21%*	5 *1%* *11%*	6 *1%* *13%*	12 *2%* *25%*	11 *2%* *24%*	9 *2%* *20%*	19 *1%* *41%*	18 *2%* *40%*	13 *2%* *27%*	8 *1%* *18%*	18 *2%* *38%*
3	**21** ***1%***	12 *1%* *56%*	9 *1%* *44%*	2 *1%* *9%*	3 *** *15%*	3 *1%* *16%*	6 *1%* *28%*	3 *1%* *12%*	4 *1%* *20%*	2 *** *9%*	16 *1%* *74%*	4 *** *17%*	5 *1%* *24%*	8 *1%* *39%*	5 *** *21%*
2	**10** ***	6 *** *65%*	3 *** *35%*	3 *1%* *28%*	2 *** *19%*	- - -	1 *** *8%*	2 *** *21%*	2 *** *22%*	2 *** *17%*	5 *** *50%*	3 *** *33%*	- - -	2 *** *21%*	4 *** *42%*
1	**49** ***1%***	32 *2%* *64%*	18 *1%* *36%*	7 *2%* *15%*	6 *1%* *13%*	8 *1%* *17%*	6 *1%* *11%*	13 *3%* *26%*	9 *1%* *18%*	2 *** *4%*	24 *1%* *49%*	23 *2%* *47%* I	14 *2%* *27%*	13 *1%* *27%*	16 *1%* *32%*
Don't know	**61** ***2%***	18 *1%* *29%*	43 *2%* *71%* A	7 *2%* *11%*	6 *1%* *10%*	15 *3%* *24%*	10 *2%* *16%*	10 *2%* *17%*	13 *2%* *22%*	6 *1%* *10%*	30 *2%* *50%*	24 *2%* *40%*	17 *2%* *28%*	21 *2%* *34%*	15 *1%* *25%*
Net: 10/9/8/7	**2892** ***85%***	1375 *84%* *48%*	1517 *85%* *52%*	297 *81%* *10%*	595 *88%* *21%* CH	494 *85%* *17%*	509 *86%* *18%*	421 *84%* *15%*	576 *83%* *20%*	528 *89%* *18%* K	1458 *86%* *50%* K	906 *81%* *31%*	693 *85%* *24%*	731 *83%* *25%*	990 *86%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 528

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Importance Rating ****

Base : All in sample A

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3403**	1613 *47%*	1790 *53%*	317 *9%*	589 *17%*	614 *18%*	628 *18%*	595 *17%*	645 *19%*	659 *19%*	1835 *54%*	836 *25%*	556 *16%*	469 *14%*	908 *27%*
Effective Total	**2333**	1097	1237	214	416	432	414	405	475	476	1331	602	507	431	822
Net: 10/9	**1806** ***53%***	881 *54%* *49%*	925 *52%* *51%*	207 *56%* *11%*	368 *54%* *20%*	309 *53%* *17%*	297 *50%* *16%*	265 *53%* *15%*	360 *52%* *20%*	354 *59%* *20%* JK	904 *53%* *50%*	548 *49%* *30%*	427 *52%* *24%*	454 *51%* *25%*	628 *55%* *35%*
Net: 6/5/4	**386** ***11%***	185 *11%* *48%*	201 *11%* *52%*	52 *14%* *13%*	65 *10%* *17%*	62 *11%* *16%*	63 *11%* *16%*	55 *11%* *14%*	88 *13%* *23%*	56 *9%* *14%*	170 *10%* *44%*	160 *14%* *41%* IJ	85 *10%* *22%*	107 *12%* *28%*	120 *10%* *31%*
Net: 3/2/1	**80** ***2%***	50 *3%* *62%* B	31 *2%* *38%*	12 *3%* *15%*	11 *2%* *14%*	12 *2%* *15%*	12 *2%* *15%*	17 *3%* *22%*	15 *2%* *19%*	6 *1%* *7%*	45 *3%* *56%* I	30 *3%* *37%*	19 *2%* *23%*	23 *3%* *29%*	25 *2%* *31%*
Mean	**8.33**	8.32	8.33	8.32	8.44	8.38	8.31	8.24	8.25	8.61 JK	8.33	8.16	8.34	8.28	8.38
Standard Deviation	**1.86**	1.92	1.79	2.07	1.72	1.80	1.75	2.04	1.86	1.61	1.84	1.97	1.84	1.90	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 528

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Total (Wtd)	**3418**	303 *9%*	168 *5%*	101 *3%*	2846 *83%*	3193 *93%*	225 *7%*	581 *17%*	2782 *81%*	2812 *82%*	1754 *51%*	1054 *31%*	1113 *33%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
10	**1187** ***35%***	93 *31%* *8%*	59 *35%* *5%*	38 *38%* *3%* O	997 *35%* *84%*	1089 *34%* *92%*	98 *44%* *8%* S	191 *33%* *16%*	982 *35%* *83%*	991 *35%* *83%*	643 *37%* *54%*	346 *33%* *29%*	373 *33%* *31%*
9	**619** ***18%***	59 *19%* *10%*	30 *18%* *5%*	18 *18%* *3%*	512 *18%* *83%*	587 *18%* *95%*	32 *14%* *5%*	95 *16%* *15%*	514 *18%* *83%*	521 *19%* *84%*	314 *18%* *51%*	207 *20%* *33%*	212 *19%* *34%*
8	**713** ***21%***	62 *20%* *9%*	35 *21%* *5%*	23 *22%* *3%*	594 *21%* *83%*	677 *21%* *95%*	36 *16%* *5%*	124 *21%* *17%*	583 *21%* *82%*	587 *21%* *82%*	347 *20%* *49%*	240 *23%* *34%*	248 *22%* *35%*
7	**373** ***11%***	34 *11%* *9%* Q	20 *12%* *5%* Q	7 *7%* *2%*	312 *11%* *84%* Q	354 *11%* *95%*	19 *8%* *5%*	74 *13%* *20%*	293 *11%* *79%*	299 *11%* *80%*	189 *11%* *51%*	110 *10%* *30%*	115 *10%* *31%*
6	**185** ***5%***	25 *8%* *14%* PQR	8 *4%* *4%*	4 *4%* *2%*	149 *5%* *80%*	176 *6%* *95%*	9 *4%* *5%*	28 *5%* *15%*	154 *6%* *83%*	154 *5%* *83%*	99 *6%* *53%*	55 *5%* *30%*	58 *5%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 528

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
5	**154** ***4%***	16 *5%* *11%*	7 *4%* *5%*	5 *5%* *4%*	125 *4%* *81%*	144 *5%* *94%*	10 *4%* *6%*	33 *6%* *22%*	115 *4%* *75%*	116 *4%* *76%*	74 *4%* *48%*	41 *4%* *27%*	45 *4%* *29%*
4	**47** ***1%***	3 *1%* *7%*	3 *2%* *7%*	2 *2%* *4%*	38 *1%* *82%*	40 *1%* *86%*	6 *3%* *14%*	6 *1%* *13%*	40 *1%* *86%*	41 *1%* *87%*	33 *2%* *71%* Y	7 *1%* *16%*	11 *1%* *23%*
3	**21** ***1%***	2 *1%* *10%*	* * *2%*	1 *1%* *4%*	18 *1%* *84%*	20 *1%* *93%*	2 *1%* *7%*	5 *1%* *23%*	15 *1%* *71%*	15 *1%* *71%*	5 * *25%*	10 *1%* *46%*	10 *1%* *46%*
2	**10** *****	1 * *15%*	1 *1%* *10%*	1 *1%* *12%* R	6 * *63%*	10 * *100%*	- - -	1 * *12%*	7 * *74%*	7 * *74%*	4 * *43%*	3 * *31%*	3 * *33%*
1	**49** ***1%***	5 *2%* *10%*	1 *1%* *2%*	1 *1%* *2%*	43 *1%* *86%*	44 *1%* *89%*	5 *2%* *11%*	9 *2%* *19%*	36 *1%* *72%*	36 *1%* *72%*	15 *1%* *30%*	21 *2%* *42%* X	21 *2%* *42%* X
Don't know	**61** ***2%***	2 *1%* *4%*	4 *2%* *7%* O	1 *1%* *2%*	53 *2%* *87%*	53 *2%* *87%*	8 *4%* *13%*	14 *2%* *24%*	44 *2%* *72%*	45 *2%* *74%*	32 *2%* *52%*	14 *1%* *22%*	18 *2%* *29%*
Net: 10/9/8/7	**2892** ***85%***	248 *82%* *9%*	144 *86%* *5%*	86 *85%* *3%*	2414 *85%* *83%*	2707 *85%* *94%*	185 *82%* *6%*	483 *83%* *17%*	2372 *85%* *82%*	2398 *85%* *83%*	1493 *85%* *52%*	903 *86%* *31%*	948 *85%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 528

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Importance Rating ****

Base : All in sample A

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3403**	499 *15%*	488 *14%*	483 *14%*	1933 *57%*	3146 *92%*	206 *6%*	567 *17%*	2781 *82%*	2813 *83%*	1797 *53%*	1010 *30%*	1074 *32%*
Effective Total	**2333**	457	441	434	1716	2163	172	392	1907	1927	1214	710	752
Net: 10/9	**1806** ***53%***	152 *50%* *8%*	89 *53%* *5%*	56 *56%* *3%*	1509 *53%* *84%*	1676 *52%* *93%*	130 *58%* *7%*	286 *49%* *16%*	1496 *54%* *83%*	1512 *54%* *84%*	957 *55%* *53%*	553 *52%* *31%*	585 *53%* *32%*
Net: 6/5/4	**386** ***11%***	45 *15%* *12%* R	18 *11%* *5%*	11 *11%* *3%*	312 *11%* *81%*	360 *11%* *93%*	25 *11%* *7%*	67 *12%* *17%*	309 *11%* *80%*	311 *11%* *81%*	206 *12%* *53%*	104 *10%* *27%*	114 *10%* *30%*
Net: 3/2/1	**80** ***2%***	9 *3%* *11%*	2 *1%* *3%*	3 *3%* *3%*	67 *2%* *83%*	73 *2%* *91%*	7 *3%* *8%*	15 *3%* *19%*	58 *2%* *72%*	58 *2%* *72%*	24 *1%* *30%*	33 *3%* *42%* X	34 *3%* *42%* X
Mean	**8.33**	8.15	8.39	8.39	8.34	8.32	8.42	8.22	8.37	8.37	8.41	8.30	8.30
Standard Deviation	**1.86**	1.92	1.76	1.90	1.85	1.84	2.07	1.90	1.82	1.81	1.77	1.88	1.89

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 529

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**893** ***26%***	451 *27%* *50%*	443 *25%* *50%*	113 *33%* *13%* DE F	178 *25%* *20%*	141 *24%* *16%*	155 *25%* *17%*	153 *29%* *17%*	154 *25%* *17%*	183 *29%* *20%*	427 *25%* *48%*	283 *26%* *32%*	233 *28%* *26%*	196 *24%* *22%*	313 *27%* *35%*
9	**605** ***18%***	284 *17%* *47%*	320 *18%* *53%*	54 *16%* *9%*	121 *17%* *20%*	114 *19%* *19%*	112 *18%* *18%*	103 *20%* *17%*	101 *17%* *17%*	112 *18%* *19%*	319 *19%* *53%*	174 *16%* *29%*	147 *18%* *24%*	148 *18%* *25%*	205 *17%* *34%*
8	**771** ***23%***	379 *23%* *49%*	392 *22%* *51%*	51 *15%* *7%*	153 *21%* *20%*	130 *22%* *17%* C	167 *27%* *22%* C	114 *22%* *15%* C	155 *25%* *20%* C	140 *22%* *18%*	391 *23%* *51%*	239 *22%* *31%*	183 *22%* *24%*	210 *25%* *27%*	243 *21%* *32%*
7	**404** ***12%***	176 *11%* *44%*	228 *13%* *56%*	47 *13%* *12%*	96 *13%* *24%*	71 *12%* *18%*	71 *11%* *18%*	49 *9%* *12%*	69 *11%* *17%*	76 *12%* *19%*	218 *13%* *54%*	110 *10%* *27%*	87 *10%* *22%*	96 *12%* *24%*	139 *12%* *35%*
6	**228** ***7%***	96 *6%* *42%*	131 *7%* *58%*	20 *6%* *9%*	55 *8%* *24%*	43 *7%* *19%*	35 *6%* *15%*	35 *7%* *15%*	40 *7%* *18%*	38 *6%* *17%*	114 *7%* *50%*	75 *7%* *33%*	49 *6%* *21%*	44 *5%* *19%*	92 *8%* *40%*
5	**237** ***7%***	113 *7%* *48%*	124 *7%* *52%*	20 *6%* *8%*	60 *8%* *25%*	43 *7%* *18%*	43 *7%* *18%*	31 *6%* *13%*	40 *7%* *17%*	47 *7%* *20%*	107 *6%* *45%*	83 *8%* *35%*	64 *8%* *27%*	58 *7%* *25%*	79 *7%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 529

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
4	**84** ***2%***	41 *2%* *49%*	43 *2%* *51%*	15 *4%* *17%*	21 *3%* *25%*	11 *2%* *13%*	12 *2%* *14%*	12 *2%* *15%*	14 *2%* *16%*	9 *1%* *11%*	46 *3%* *55%*	29 *3%* *34%*	19 *2%* *23%*	24 *3%* *28%*	33 *3%* *39%*
3	**52** ***2%***	28 *2%* *55%*	24 *1%* *45%*	2 *1%* *4%*	10 *1%* *19%*	15 *3%* *29%*	5 *1%* *10%*	6 *1%* *12%*	13 *2%* *26%*	8 *1%* *16%*	16 *1%* *31%*	27 *3%* *53%* J	16 *2%* *31%*	13 *2%* *25%*	13 *1%* *25%*
2	**41** ***1%***	25 *1%* *59%*	17 *1%* *41%*	11 *3%* *26%* EH	10 *1%* *23%*	5 *1%* *11%*	7 *1%* *17%*	5 *1%* *12%*	5 *1%* *11%*	3 *1%* *8%*	26 *2%* *64%*	12 *1%* *28%*	9 *1%* *22%*	15 *2%* *37%*	11 *1%* *27%*
1	**78** ***2%***	46 *3%* *59%*	32 *2%* *41%*	11 *3%* *14%*	15 *2%* *19%*	22 *4%* *28%*	11 *2%* *14%*	9 *2%* *12%*	11 *2%* *14%*	16 *2%* *20%*	36 *2%* *45%*	27 *2%* *34%*	17 *2%* *22%*	15 *2%* *19%*	36 *3%* *46%*
Don't know	**34** ***1%***	19 *1%* *56%*	15 *1%* *44%*	4 *1%* *12%*	5 *1%* *16%*	4 *1%* *13%*	9 *2%* *28%*	4 *1%* *13%*	6 *1%* *18%*	4 *1%* *10%*	19 *1%* *56%*	11 *1%* *33%*	4 *1%* *13%*	10 *1%* *30%*	14 *1%* *42%*
Net: 10/9/8/7	**2673** ***78%***	1290 *78%* *48%*	1383 *78%* *52%*	265 *76%* *10%*	548 *76%* *21%*	455 *76%* *17%*	505 *81%* *19%*	419 *80%* *16%*	479 *79%* *18%*	511 *80%* *19%*	1356 *79%* *51%*	806 *75%* *30%*	650 *78%* *24%*	650 *78%* *24%*	900 *76%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 529

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1498** ***44%***	735 *44%* *49%*	763 *43%* *51%*	167 *48%* *11%*	299 *41%* *20%*	255 *43%* *17%*	266 *43%* *18%*	255 *49%* *17%* DH	255 *42%* *17%*	295 *46%* *20%*	746 *43%* *50%*	457 *43%* *31%*	380 *46%* *25%*	344 *42%* *23%*	517 *44%* *35%*
Net: 6/5/4	**549** ***16%***	251 *15%* *46%*	298 *17%* *54%*	55 *16%* *10%*	135 *19%* *25%*	97 *16%* *18%*	90 *14%* *16%*	78 *15%* *14%*	94 *16%* *17%*	94 *15%* *17%*	267 *16%* *49%*	188 *18%* *34%*	132 *16%* *24%*	126 *15%* *23%*	204 *17%* *37%*
Net: 3/2/1	**171** ***5%***	99 *6%* *58%* B	73 *4%* *42%*	23 *7%* *14%*	34 *5%* *20%*	42 *7%* *24%* F	23 *4%* *13%*	21 *4%* *12%*	29 *5%* *17%*	28 *4%* *16%*	78 *5%* *46%*	66 *6%* *38%*	42 *5%* *25%*	43 *5%* *25%*	60 *5%* *35%*
Mean	**7.83**	7.82	7.84	7.78	7.72	7.68	7.94	8.04 D E	7.85	7.96	7.84	7.74	7.89	7.79	7.79
Standard Deviation	**2.14**	2.23	2.05	2.42	2.14	2.26	1.98	2.05	2.06	2.09	2.09	2.23	2.15	2.12	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 529

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**893** ***26%***	84 *27%* *9%*	43 *25%* *5%*	25 *24%* *3%*	741 *26%* *83%*	820 *26%* *92%*	73 *30%* *8%*	112 *23%* *13%*	767 *27%* *86%*	779 *27%* *87%*	500 *27%* *56%*	275 *26%* *31%*	288 *25%* *32%*
9	**605** ***18%***	55 *18%* *9%*	30 *17%* *5%*	20 *19%* *3%*	500 *18%* *83%*	578 *18%* *96%* T	27 *11%* *4%*	69 *14%* *11%*	531 *18%* *88%* U	536 *18%* *89%*	329 *18%* *54%*	204 *19%* *34%* U	220 *19%* *36%* U
8	**771** ***23%***	69 *22%* *9%*	42 *24%* *5%*	23 *22%* *3%*	637 *22%* *83%*	734 *23%* *95%* T	37 *15%* *5%*	104 *21%* *14%*	657 *23%* *85%*	664 *23%* *86%*	402 *22%* *52%*	260 *24%* *34%*	278 *24%* *36%*
7	**404** ***12%***	44 *14%* *11%*	24 *14%* *6%*	14 *13%* *3%*	322 *11%* *80%*	369 *12%* *91%*	35 *14%* *9%*	64 *13%* *16%*	334 *12%* *83%*	340 *12%* *84%*	227 *12%* *56%*	113 *11%* *28%*	123 *11%* *31%*
6	**228** ***7%***	25 *8%* *11%*	9 *5%* *4%*	9 *9%* *4%* P	185 *7%* *81%*	220 *7%* *97%* T	7 *3%* *3%*	38 *8%* *17%*	187 *6%* *82%*	189 *6%* *83%*	117 *6%* *51%*	71 *7%* *31%*	79 *7%* *35%*
5	**237** ***7%***	18 *6%* *7%*	11 *7%* *5%*	6 *6%* *3%*	202 *7%* *85%*	209 *7%* *88%*	28 *11%* *12%* S	37 *8%* *16%*	196 *7%* *83%*	199 *7%* *84%*	131 *7%* *55%*	68 *6%* *29%*	72 *6%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 529

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
4	**84** ***2%***	5 *2%* *6%*	3 *2%* *4%*	1 *1%* *1%*	76 *3%* *90%* Q	68 *2%* *80%*	17 *7%* *20%* S	18 *4%* *22%*	64 *2%* *76%*	66 *2%* *78%*	39 *2%* *47%*	27 *2%* *32%*	28 *2%* *33%*
3	**52** ***2%***	4 *1%* *8%*	4 *2%* *8%*	2 *2%* *3%*	42 *1%* *81%*	51 *2%* *98%*	1 *** *2%*	11 *2%* *21%*	41 *1%* *79%*	41 *1%* *79%*	29 *2%* *56%*	12 *1%* *23%*	16 *1%* *31%*
2	**41** ***1%***	1 *** *3%*	3 *2%* *8%* O	1 *1%* *3%*	35 *1%* *86%*	37 *1%* *89%*	4 *2%* *11%*	12 *2%* *28%* VWYZ	30 *1%* *72%*	30 *1%* *72%*	20 *1%* *49%*	10 *1%* *23%*	10 *1%* *23%*
1	**78** ***2%***	7 *2%* *9%*	2 *1%* *2%*	2 *2%* *3%*	67 *2%* *86%*	67 *2%* *85%*	11 *5%* *15%* S	20 *4%* *26%* VWXY Z	56 *2%* *71%*	57 *2%* *73%*	35 *2%* *44%*	20 *2%* *26%*	23 *2%* *29%*
Don't know	**34** ***1%***	2 *1%* *5%*	2 *1%* *6%*	1 *1%* *4%*	28 *1%* *85%*	27 *1%* *80%*	7 *3%* *20%* S	3 *1%* *9%*	28 *1%* *85%*	31 *1%* *91%*	14 *1%* *41%*	17 *2%* *50%*	17 *1%* *50%*
Net: 10/9/8/7	**2673** ***78%***	251 *80%* *9%*	139 *80%* *5%*	82 *78%* *3%*	2200 *78%* *82%*	2501 *79%* *94%* T	172 *69%* *6%*	348 *71%* *13%*	2289 *79%* *86%* U	2319 *79%* *87%* U	1457 *79%* *55%* U	852 *79%* *32%* U	909 *79%* *34%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 529

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Personal Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1498** ***44%***	138 *44%* *9%*	73 *42%* *5%*	45 *43%* *3%*	1242 *44%* *83%*	1398 *44%* *93%*	100 *40%* *7%*	180 *37%* *12%*	1298 *45%* *87%* U	1315 *45%* *88%* U	829 *45%* *55%* U	478 *44%* *32%* U	508 *44%* *34%* U
Net: 6/5/4	**549** ***16%***	47 *15%* *9%*	24 *14%* *4%*	16 *15%* *3%*	462 *16%* *84%*	497 *16%* *91%*	52 *21%* *9%* S	94 *19%* *17%*	447 *15%* *81%*	455 *16%* *83%*	287 *16%* *52%*	166 *15%* *30%*	179 *16%* *33%*
Net: 3/2/1	**171** ***5%***	13 *4%* *7%*	9 *5%* *5%*	5 *5%* *3%*	145 *5%* *84%*	155 *5%* *90%*	17 *7%* *10%*	43 *9%* *25%* VWXY Z	127 *4%* *74%*	128 *4%* *74%*	84 *5%* *49%*	42 *4%* *25%*	48 *4%* *28%*
Mean	**7.83**	7.93	7.86	7.85	7.82	7.86 T	7.43	7.38	7.91 U	7.91 U	7.90 U	7.93 U	7.90 U
Standard Deviation	**2.14**	2.02	2.04	2.05	2.16	2.10	2.56	2.43	2.07	2.07	2.09	2.04	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 530

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Total (Wtd)	**3427**	1658 *48%*	1768 *52%*	347 *10%*	723 *21%*	598 *17%*	627 *18%*	521 *15%*	608 *18%*	636 *19%*	1719 *50%*	1071 *31%*	829 *24%*	829 *24%*	1177 *34%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
10	**1015** ***30%***	506 *31%* *50%*	508 *29%* *50%*	134 *39%* *13%* EF H	225 *31%* *22%*	160 *27%* *16%*	176 *28%* *17%*	162 *31%* *16%*	156 *26%* *15%*	215 *34%* *21%* J	493 *29%* *49%*	307 *29%* *30%*	259 *31%* *26%*	226 *27%* *22%*	344 *29%* *34%*
9	**634** ***18%***	302 *18%* *48%*	331 *19%* *52%*	71 *21%* *11%*	119 *16%* *19%*	122 *20%* *19%*	113 *18%* *18%*	100 *19%* *16%*	109 *18%* *17%*	110 *17%* *17%*	318 *18%* *50%*	206 *19%* *32%*	154 *19%* *24%*	154 *19%* *24%*	223 *19%* *35%*
8	**749** ***22%***	358 *22%* *48%*	391 *22%* *52%*	61 *18%* *8%*	153 *21%* *20%*	123 *20%* *16%*	148 *24%* *20%*	112 *21%* *15%*	151 *25%* *20%* C	130 *20%* *17%*	386 *22%* *52%*	233 *22%* *31%*	178 *22%* *24%*	215 *26%* *29%* N	229 *19%* *31%*
7	**365** ***11%***	159 *10%* *44%*	206 *12%* *56%*	19 *6%* *5%*	85 *12%* *23%* C	69 *12%* *19%* C	72 *12%* *20%* C	54 *10%* *15%* C	65 *11%* *18%* C	69 *11%* *19%*	196 *11%* *54%*	101 *9%* *28%*	83 *10%* *23%*	68 *8%* *19%*	139 *12%* *38%*
6	**208** ***6%***	106 *6%* *51%*	102 *6%* *49%*	15 *4%* *7%*	45 *6%* *21%*	40 *7%* *19%*	40 *6%* *19%*	30 *6%* *14%*	39 *6%* *19%*	33 *5%* *16%*	104 *6%* *50%*	72 *7%* *34%*	52 *6%* *25%*	40 *5%* *19%*	82 *7%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 530

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
5	**201** ***6%***	89 *5%* *45%*	111 *6%* *55%*	17 *5%* *8%*	48 *7%* *24%*	36 *6%* *18%*	37 *6%* *19%*	33 *6%* *16%*	30 *5%* *15%*	40 *6%* *20%*	103 *6%* *51%*	58 *5%* *29%*	43 *5%* *22%*	50 *6%* *25%*	78 *7%* *39%*
4	**45** ***1%***	24 *1%* *52%*	22 *1%* *48%*	8 *2%* *17%*	8 *1%* *18%*	4 *1%* *8%*	8 *1%* *18%*	10 *2%* *22%*	7 *1%* *16%*	10 *2%* *22%*	17 *1%* *39%*	18 *2%* *40%*	12 *1%* *27%*	8 *1%* *18%*	13 *1%* *29%*
3	**34** ***1%***	17 *1%* *49%*	17 *1%* *51%*	6 *2%* *19%*	8 *1%* *23%*	7 *1%* *21%*	5 *1%* *14%*	1 *** *4%*	6 *1%* *19%*	2 *** *6%*	12 *1%* *35%*	20 *2%* *60%* IJ	13 *2%* *37%*	8 *1%* *23%*	9 *1%* *25%*
2	**26** ***1%***	16 *1%* *63%*	10 *1%* *37%*	2 *1%* *8%*	6 *1%* *25%*	6 *1%* *23%*	2 *** *7%*	2 *** *9%*	7 *1%* *29%*	3 *** *12%*	14 *1%* *56%*	8 *1%* *32%*	7 *1%* *28%*	9 *1%* *36%*	8 *1%* *31%*
1	**46** ***1%***	35 *2%* *76%* B	11 *1%* *24%*	9 *3%* *19%*	7 *1%* *15%*	11 *2%* *24%*	6 *1%* *13%*	3 *1%* *7%*	10 *2%* *21%*	8 *1%* *17%*	22 *1%* *48%*	16 *1%* *35%*	5 *1%* *11%*	12 *1%* *27%*	24 *2%* *52%* L
Don't know	**105** ***3%***	46 *3%* *44%*	59 *3%* *56%*	4 *1%* *4%*	18 *3%* *17%*	21 *4%* *20%*	20 *3%* *20%*	14 *3%* *13%*	27 *4%* *26%* C	17 *3%* *16%*	55 *3%* *53%*	33 *3%* *31%*	23 *3%* *22%*	38 *5%* *36%*	30 *3%* *28%*
Net: 10/9/8/7	**2762** ***81%***	1326 *80%* *48%*	1436 *81%* *52%*	286 *82%* *10%*	583 *81%* *21%*	474 *79%* *17%*	509 *81%* *18%*	428 *82%* *15%*	481 *79%* *17%*	524 *82%* *19%*	1392 *81%* *50%*	846 *79%* *31%*	674 *81%* *24%*	663 *80%* *24%*	935 *79%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 530

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Social Importance Rating ****

Base : All in sample B

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3442**	1638 *48%*	1804 *52%*	297 *9%*	642 *19%*	634 *18%*	646 *19%*	585 *17%*	625 *18%*	661 *19%*	1912 *56%*	804 *23%*	575 *17%*	447 *13%*	927 *27%*
Effective Total	**2365**	1131	1234	201	445	450	452	404	436	493	1383	571	527	408	827
Net: 10/9	**1648** ***48%***	809 *49%* *49%*	839 *47%* *51%*	206 *59%* *12%* DE FGH	345 *48%* *21%*	282 *47%* *17%*	289 *46%* *18%*	262 *50%* *16%*	265 *44%* *16%*	325 *51%* *20%*	810 *47%* *49%*	513 *48%* *31%*	412 *50%* *25%*	380 *46%* *23%*	567 *48%* *34%*
Net: 6/5/4	**454** ***13%***	219 *13%* *48%*	235 *13%* *52%*	40 *11%* *9%*	101 *14%* *22%*	79 *13%* *17%*	85 *14%* *19%*	72 *14%* *16%*	77 *13%* *17%*	83 *13%* *18%*	224 *13%* *49%*	148 *14%* *33%*	107 *13%* *24%*	99 *12%* *22%*	173 *15%* *38%*
Net: 3/2/1	**105** ***3%***	68 *4%* *64%* B	38 *2%* *36%*	17 *5%* *16%* FG	21 *3%* *20%*	24 *4%* *23%* G	12 *2%* *12%*	7 *1%* *7%*	23 *4%* *22%* G	13 *2%* *12%*	48 *3%* *46%*	44 *4%* *42%*	25 *3%* *24%*	29 *4%* *28%*	40 *3%* *38%*
Mean	**8.14**	8.10	8.17	8.30	8.13	8.04	8.15	8.25	8.02	8.26	8.13	8.06	8.20	8.12	8.06
Standard Deviation	**1.93**	2.05	1.81	2.16	1.92	2.00	1.80	1.79	1.97	1.88	1.89	2.02	1.89	1.95	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 530

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Social Importance Rating ****

Base : All in sample B

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Total (Wtd)	**3427**	313 *9%*	174 *5%*	105 *3%*	2835 *83%*	3179 *93%*	247 *7%*	488 *14%*	2891 *84%*	2932 *86%*	1842 *54%*	1077 *31%*	1153 *34%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
10	**1015** ***30%***	101 *32%* *10%*	53 *31%* *5%*	31 *30%* *3%*	829 *29%* *82%*	929 *29%* *92%*	85 *34%* *8%*	135 *28%* *13%*	864 *30%* *85%*	878 *30%* *87%*	565 *31%* *56%*	308 *29%* *30%*	323 *28%* *32%*
9	**634** ***18%***	53 *17%* *8%*	32 *18%* *5%*	19 *19%* *3%*	530 *19%* *84%*	603 *19%* *95%* T	30 *12%* *5%*	67 *14%* *11%*	558 *19%* *88%* U	565 *19%* *89%* U	361 *20%* *57%* U	201 *19%* *32%* U	218 *19%* *34%* U
8	**749** ***22%***	63 *20%* *8%*	43 *25%* *6%*	22 *21%* *3%*	622 *22%* *83%*	710 *22%* *95%* T	39 *16%* *5%*	109 *22%* *15%*	631 *22%* *84%*	638 *22%* *85%*	383 *21%* *51%*	253 *24%* *34%*	273 *24%* *36%*
7	**365** ***11%***	40 *13%* *11%*	20 *12%* *6%*	14 *13%* *4%*	291 *10%* *80%*	334 *10%* *91%*	32 *13%* *9%*	64 *13%* *18%*	293 *10%* *80%*	299 *10%* *82%*	190 *10%* *52%*	108 *10%* *30%*	117 *10%* *32%*
6	**208** ***6%***	18 *6%* *8%*	8 *5%* *4%*	9 *9%* *4%* PR	173 *6%* *83%*	197 *6%* *95%*	11 *5%* *5%*	33 *7%* *16%*	175 *6%* *84%*	175 *6%* *84%*	108 *6%* *52%*	67 *6%* *32%*	74 *6%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 530

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
5	**201** ***6%***	18 *6%* *9%*	7 *4%* *3%*	4 *3%* *2%*	172 *6%* *86%* Q	177 *6%* *88%*	23 *9%* *12%* S	27 *6%* *13%*	170 *6%* *85%*	174 *6%* *87%*	118 *6%* *59%*	56 *5%* *28%*	57 *5%* *28%*
4	**45** ***1%***	6 *2%* *13%*	3 *2%* *7%*	2 *2%* *5%*	34 *1%* *75%*	41 *1%* *91%*	4 *2%* *9%*	10 *2%* *21%*	35 *1%* *76%*	36 *1%* *79%*	21 *1%* *46%*	14 *1%* *32%*	16 *1%* *36%*
3	**34** ***1%***	3 *1%* *9%*	2 *1%* *5%*	* * *1%*	29 *1%* *85%*	29 *1%* *87%*	4 *2%* *13%*	6 *1%* *19%*	27 *1%* *81%*	27 *1%* *81%*	19 *1%* *57%*	8 *1%* *24%*	10 *1%* *30%*
2	**26** ***1%***	1 * *2%*	1 * *3%*	- - -	24 *1%* *95%*	24 *1%* *93%*	2 *1%* *7%*	9 *2%* *36%* VWXY Z	16 *1%* *64%*	16 *1%* *64%*	13 *1%* *51%*	3 * *13%*	3 * *13%*
1	**46** ***1%***	2 *1%* *5%*	1 *1%* *3%*	1 *1%* *2%*	41 *1%* *90%*	40 *1%* *87%*	6 *2%* *13%*	11 *2%* *25%* X	32 *1%* *70%*	33 *1%* *72%*	14 *1%* *31%*	19 *2%* *41%* X	20 *2%* *45%* X
Don't know	**105** ***3%***	8 *3%* *8%*	4 *2%* *4%*	2 *2%* *2%*	90 *3%* *86%*	95 *3%* *90%*	10 *4%* *10%*	15 *3%* *15%*	88 *3%* *84%*	89 *3%* *85%*	49 *3%* *47%*	40 *4%* *38%*	42 *4%* *40%*
Net: 10/9/8/7	**2762** ***81%***	257 *82%* *9%*	148 *85%* *5%* R	86 *82%* *3%*	2272 *80%* *82%*	2576 *81%* *93%*	186 *75%* *7%*	376 *77%* *14%*	2347 *81%* *85%*	2381 *81%* *86%*	1499 *81%* *54%*	870 *81%* *31%*	931 *81%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 530

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Channel-specific ratings
**** I trust this channel - Social Importance Rating ****

Base : All in sample B

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3442**	503 *15%*	491 *14%*	499 *14%*	1949 *57%*	3176 *92%*	227 *7%*	537 *16%*	2858 *83%*	2896 *84%*	1875 *54%*	1008 *29%*	1092 *32%*
Effective Total	**2365**	470	453	453	1723	2175	192	358	1975	2002	1279	715	772
Net: 10/9	**1648** ***48%***	154 *49%* *9%*	85 *49%* *5%*	50 *48%* *3%*	1359 *48%* *82%*	1533 *48%* *93%*	115 *47%* *7%*	203 *42%* *12%*	1423 *49%* *86%* U	1443 *49%* *88%* U	926 *50%* *56%* U	509 *47%* *31%*	541 *47%* *33%*
Net: 6/5/4	**454** ***13%***	42 *13%* *9%*	19 *11%* *4%*	15 *14%* *3%*	379 *13%* *83%*	416 *13%* *91%*	39 *16%* *9%*	70 *14%* *15%*	379 *13%* *84%*	385 *13%* *85%*	247 *13%* *54%*	137 *13%* *30%*	147 *13%* *32%*
Net: 3/2/1	**105** ***3%***	6 *2%* *5%*	4 *2%* *3%*	2 *2%* *2%*	94 *3%* *90%*	93 *3%* *88%*	12 *5%* *12%*	27 *6%* *26%* VWXY Z	76 *3%* *72%*	77 *3%* *73%*	46 *3%* *44%*	31 *3%* *29%*	34 *3%* *32%*
Mean	**8.14**	8.22	8.27	8.19	8.12	8.15	7.94	7.83	8.19 U	8.19 U	8.21 U	8.15 U	8.14 U
Standard Deviation	**1.93**	1.83	1.77	1.79	1.96	1.90	2.25	2.18	1.87	1.88	1.86	1.91	1.91

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 531

Absolutes/col/row percents

9 Jul 2009

Q6b(d) I trust this channel - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Total (Wtd)	4841	2321	3551	2429	32	1247	576	300	1452	50	6799	3418	3427	3427
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
10	437 *9%*	178 *8%*	239 *7%*	135 *6%*	4 *13%*	68 *5%*	45 *8%*	20 *7%*	200 *14%*	3 *6%*	334 *5%*	1187 *35%*	893 *26%*	1015 *30%*
9	759 *16%*	384 *17%*	304 *9%*	238 *10%*	3 *10%*	70 *6%*	62 *11%*	31 *10%*	272 *19%*	9 *19%*	505 *7%*	619 *18%*	605 *18%*	634 *18%*
8	1336 *28%*	760 *33%*	788 *22%*	555 *23%*	10 *33%*	199 *16%*	132 *23%*	90 *30%*	412 *28%*	13 *27%*	1400 *21%*	713 *21%*	771 *23%*	749 *22%*
7	952 *20%*	437 *19%*	766 *22%*	524 *22%*	8 *25%*	218 *18%*	104 *18%*	60 *20%*	238 *16%*	7 *14%*	1546 *23%*	373 *11%*	404 *12%*	365 *11%*
6	498 *10%*	209 *9%*	495 *14%*	366 *15%*	2 *7%*	196 *16%*	65 *11%*	15 *5%*	121 *8%*	5 *10%*	1114 *16%*	185 *5%*	228 *7%*	208 *6%*
5	373 *8%*	148 *6%*	428 *12%*	275 *11%*	1 *3%*	187 *15%*	59 *10%*	25 *8%*	86 *6%*	3 *6%*	869 *13%*	154 *4%*	237 *7%*	201 *6%*
4	154 *3%*	68 *3%*	175 *5%*	105 *4%*	1 *4%*	91 *7%*	34 *6%*	8 *3%*	45 *3%*	- -	362 *5%*	47 *1%*	84 *2%*	45 *1%*
3	98 *2%*	46 *2%*	122 *3%*	58 *2%*	1 *2%*	55 *4%*	15 *3%*	14 *5%*	20 *1%*	2 *4%*	195 *3%*	21 *1%*	52 *2%*	34 *1%*
2	67 *1%*	22 *1%*	78 *2%*	32 *1%*	- -	32 *3%*	12 *2%*	4 *1%*	13 *1%*	* *1%*	123 *2%*	10 *	41 *1%*	26 *1%*
1	93 *2%*	25 *1%*	68 *2%*	54 *2%*	* *1%*	42 *3%*	14 *2%*	9 *3%*	18 *1%*	* *1%*	151 *2%*	49 *1%*	78 *2%*	46 *1%*
Don't know	75 *2%*	43 *2%*	88 *2%*	87 *4%*	1 *2%*	88 *7%*	33 *6%*	24 *8%*	28 *2%*	6 *12%*	200 *3%*	61 *2%*	34 *1%*	105 *3%*
Net: 10/9/8/7	3483 *72%*	1760 *76%*	2097 *59%*	1451 *60%*	26 *80%*	555 *45%*	343 *59%*	201 *67%*	1121 *77%*	33 *66%*	3785 *56%*	2892 *85%*	2673 *78%*	2762 *81%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 531

Absolutes/col/row percents

9 Jul 2009

Q6b(d) I trust this channel - SUMMARY

Base : Regular viewers of each channel

	Q6b(d) - Summary													
	BBC1	BBC2	ITV1	Channel 4	S4C	Five	BBC3	BBC4	BBC News	BBC Parliament	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	4850	2334	3587	2339	97	1262	541	317	1507	52	6798	3403	3442	3442
Effective Total	3339	1627	2404	1619	89	866	365	221	1047	33	4667	2333	2365	2365
Net: 10/9	1196 *25%*	563 *24%*	544 *15%*	373 *15%*	7 *23%*	138 *11%*	107 *19%*	51 *17%*	472 *33%*	12 *25%*	840 *12%*	1806 *53%*	1498 *44%*	1648 *48%*
Net: 6/5/4	1025 *21%*	425 *18%*	1097 *31%*	746 *31%*	5 *14%*	475 *38%*	159 *28%*	47 *16%*	252 *17%*	8 *16%*	2345 *34%*	386 *11%*	549 *16%*	454 *13%*
Net: 3/2/1	258 *5%*	93 *4%*	268 *8%*	144 *6%*	1 *3%*	129 *10%*	41 *7%*	27 *9%*	51 *4%*	3 *5%*	469 *7%*	80 *2%*	171 *5%*	105 *3%*
Mean	7.25	7.40	6.70	6.78	7.51	6.19	6.82	6.97	7.62	7.41	6.57	8.33	7.83	8.14
Standard Deviation	1.94	1.77	2.01	1.93	1.76	2.14	2.11	2.12	1.86	1.83	1.93	1.86	2.14	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 532

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(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)	4850	4850	4850	4850	4850	4850
Total (Wtd)	4841	4841	4841	4841	4841	4841
Effective Total	3339	3339	3339	3339	3339	3339
10	434 *9%*	164 *3%*	260 *5%*	263 *5%*	187 *4%*	437 *9%*
9	819 *17%*	236 *5%*	413 *9%*	494 *10%*	318 *7%*	759 *16%*
8	1584 *33%*	807 *17%*	1030 *21%*	1138 *24%*	1005 *21%*	1336 *28%*
7	916 *19%*	1129 *23%*	1092 *23%*	1096 *23%*	1003 *21%*	952 *20%*
6	483 *10%*	877 *18%*	790 *16%*	719 *15%*	750 *15%*	498 *10%*
5	296 *6%*	679 *14%*	518 *11%*	546 *11%*	553 *11%*	373 *8%*
4	147 *3%*	313 *6%*	244 *5%*	263 *5%*	306 *6%*	154 *3%*
3	49 *1%*	135 *3%*	154 *3%*	137 *3%*	171 *4%*	98 *2%*
2	34 *1%*	89 *2%*	106 *2%*	100 *2%*	112 *2%*	67 *1%*
1	28 *1%*	85 *2%*	96 *2%*	47 *1%*	91 *2%*	93 *2%*
Don't know	50 *1%*	326 *7%*	138 *3%*	38 *1%*	344 *7%*	75 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 532

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC1 SUMMARY

Base : Regular viewers of BBC1

	Q6b(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)	4850	4850	4850	4850	4850	4850
Effective Total	3339	3339	3339	3339	3339	3339
Net: 10/9/8/7	3753 *78%*	2336 *48%*	2795 *58%*	2991 *62%*	2513 *52%*	3483 *72%*
Net: 10/9	1253 *26%*	400 *8%*	672 *14%*	757 *16%*	505 *10%*	1196 *25%*
Net: 6/5/4	926 *19%*	1870 *39%*	1551 *32%*	1528 *32%*	1609 *33%*	1025 *21%*
Net: 3/2/1	112 *2%*	309 *6%*	356 *7%*	285 *6%*	374 *8%*	258 *5%*
Mean	7.52	6.36	6.65	6.79	6.47	7.25
Standard Deviation	1.66	1.84	1.96	1.88	1.96	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 533

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(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)	2334	2334	2334	2334	2334	2334
Total (Wtd)	2321	2321	2321	2321	2321	2321
Effective Total	1627	1627	1627	1627	1627	1627
10	192 *8%*	78 *3%*	131 *6%*	102 *4%*	73 *3%*	178 *8%*
9	435 *19%*	151 *6%*	246 *11%*	224 *10%*	155 *7%*	384 *17%*
8	826 *36%*	538 *23%*	709 *31%*	621 *27%*	529 *23%*	760 *33%*
7	433 *19%*	539 *23%*	475 *20%*	522 *23%*	491 *21%*	437 *19%*
6	179 *8%*	383 *16%*	309 *13%*	381 *16%*	336 *14%*	209 *9%*
5	130 *6%*	257 *11%*	167 *7%*	201 *9%*	250 *11%*	148 *6%*
4	53 *2%*	124 *5%*	102 *4%*	118 *5%*	147 *6%*	68 *3%*
3	15 *1%*	41 *2%*	49 *2%*	62 *3%*	57 *2%*	46 *2%*
2	21 *1%*	29 *1%*	33 *1%*	42 *2%*	48 *2%*	22 *1%*
1	7 *	24 *1%*	27 *1%*	24 *1%*	27 *1%*	25 *1%*
Don't know	31 *1%*	157 *7%*	74 *3%*	25 *1%*	206 *9%*	43 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 533

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC2 SUMMARY

Base : Regular viewers of BBC2

	Q6b(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)	2334	2334	2334	2334	2334	2334
Effective Total	1627	1627	1627	1627	1627	1627
Net: 10/9/8/7	1886 *81%*	1305 *56%*	1560 *67%*	1469 *63%*	1249 *54%*	1760 *76%*
Net: 10/9	627 *27%*	228 *10%*	376 *16%*	326 *14%*	228 *10%*	563 *24%*
Net: 6/5/4	362 *16%*	763 *33%*	579 *25%*	699 *30%*	734 *32%*	425 *18%*
Net: 3/2/1	43 *2%*	95 *4%*	108 *5%*	128 *6%*	133 *6%*	93 *4%*
Mean	7.64	6.70	7.06	6.84	6.60	7.40
Standard Deviation	1.56	1.72	1.80	1.81	1.85	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 534

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(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)	3587	3587	3587	3587	3587	3587
Total (Wtd)	3551	3551	3551	3551	3551	3551
Effective Total	2404	2404	2404	2404	2404	2404
10	231 *6%*	97 *3%*	152 *4%*	207 *6%*	112 *3%*	239 *7%*
9	420 *12%*	152 *4%*	196 *6%*	344 *10%*	188 *5%*	304 *9%*
8	901 *25%*	494 *14%*	548 *15%*	764 *22%*	595 *17%*	788 *22%*
7	798 *22%*	753 *21%*	737 *21%*	717 *20%*	758 *21%*	766 *22%*
6	498 *14%*	670 *19%*	565 *16%*	513 *14%*	602 *17%*	495 *14%*
5	325 *9%*	533 *15%*	513 *14%*	455 *13%*	446 *13%*	428 *12%*
4	163 *5%*	250 *7%*	285 *8%*	246 *7%*	272 *8%*	175 *5%*
3	83 *2%*	154 *4%*	186 *5%*	142 *4%*	150 *4%*	122 *3%*
2	39 *1%*	86 *2%*	120 *3%*	79 *2%*	94 *3%*	78 *2%*
1	34 *1%*	67 *2%*	116 *3%*	47 *1%*	65 *2%*	68 *2%*
Don't know	60 *2%*	295 *8%*	135 *4%*	36 *1%*	269 *8%*	88 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 534

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - ITV1 SUMMARY

Base : Regular viewers of ITV1

	Q6b(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)	3587	3587	3587	3587	3587	3587
Effective Total	2404	2404	2404	2404	2404	2404
Net: 10/9/8/7	2349 *66%*	1496 *42%*	1632 *46%*	2032 *57%*	1654 *47%*	2097 *59%*
Net: 10/9	650 *18%*	249 *7%*	348 *10%*	551 *16%*	300 *8%*	544 *15%*
Net: 6/5/4	987 *28%*	1453 *41%*	1363 *38%*	1214 *34%*	1320 *37%*	1097 *31%*
Net: 3/2/1	156 *4%*	307 *9%*	421 *12%*	268 *8%*	309 *9%*	268 *8%*
Mean	7.02	6.13	6.10	6.62	6.25	6.70
Standard Deviation	1.81	1.89	2.11	2.00	1.95	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 535

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(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)	2339	2339	2339	2339	2339	2339
Total (Wtd)	2429	2429	2429	2429	2429	2429
Effective Total	1619	1619	1619	1619	1619	1619
10	144 *6%*	129 *5%*	169 *7%*	175 *7%*	68 *3%*	135 *6%*
9	282 *12%*	247 *10%*	308 *13%*	234 *10%*	149 *6%*	238 *10%*
8	621 *26%*	526 *22%*	579 *24%*	579 *24%*	408 *17%*	555 *23%*
7	572 *24%*	525 *22%*	482 *20%*	481 *20%*	490 *20%*	524 *22%*
6	358 *15%*	349 *14%*	296 *12%*	390 *16%*	397 *16%*	366 *15%*
5	205 *8%*	254 *10%*	217 *9%*	263 *11%*	357 *15%*	275 *11%*
4	81 *3%*	92 *4%*	97 *4%*	136 *6%*	185 *8%*	105 *4%*
3	54 *2%*	55 *2%*	85 *4%*	65 *3%*	81 *3%*	58 *2%*
2	19 *1%*	40 *2%*	48 *2%*	33 *1%*	58 *2%*	32 *1%*
1	13 *1%*	20 *1%*	28 *1%*	17 *1%*	28 *1%*	54 *2%*
Don't know	80 *3%*	191 *8%*	120 *5%*	57 *2%*	207 *9%*	87 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 535

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Channel 4 SUMMARY

Base : Regular viewers of Channel 4

	Q6b(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)	2339	2339	2339	2339	2339	2339
Effective Total	1619	1619	1619	1619	1619	1619
Net: 10/9/8/7	1620 *67%*	1428 *59%*	1538 *63%*	1468 *60%*	1115 *46%*	1451 *60%*
Net: 10/9	427 *18%*	377 *16%*	477 *20%*	408 *17%*	217 *9%*	373 *15%*
Net: 6/5/4	644 *27%*	696 *29%*	610 *25%*	789 *32%*	939 *39%*	746 *31%*
Net: 3/2/1	85 *4%*	114 *5%*	161 *7%*	115 *5%*	168 *7%*	144 *6%*
Mean	7.10	6.88	6.97	6.88	6.31	6.78
Standard Deviation	1.69	1.82	1.97	1.86	1.87	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 536

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - S4C SUMMARY

Base : Regular viewers of S4C

	Q6b(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)	97	97	97	97	97	97
Total (Wtd)	32	32	32	32	32	32
Effective Total	89	89	89	89	89	89
10	1 *5%*	2 *6%*	1 *2%*	1 *4%*	1 *4%*	4 *13%*
9	5 *15%*	1 *5%*	1 *3%*	3 *10%*	4 *13%*	3 *10%*
8	7 *23%*	5 *16%*	6 *19%*	5 *17%*	8 *26%*	10 *33%*
7	7 *22%*	6 *19%*	6 *20%*	8 *25%*	3 *10%*	8 *25%*
6	6 *19%*	5 *15%*	7 *20%*	6 *18%*	7 *21%*	2 *7%*
5	2 *8%*	5 *15%*	4 *13%*	4 *11%*	4 *11%*	1 *3%*
4	1 *3%*	3 *10%*	2 *7%*	3 *10%*	1 *3%*	1 *4%*
3	1 *2%*	* *1%*	1 *4%*	1 *3%*	1 *4%*	1 *2%*
2	- -	1 *3%*	1 *4%*	* *1%*	* *1%*	- -
1	- -	- -	- -	- -	- -	* *1%*
Don't know	1 *3%*	3 *11%*	2 *6%*	* *1%*	2 *6%*	1 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 536

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - S4C SUMMARY

Base : Regular viewers of S4C

	Q6b(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)	97	97	97	97	97	97
Effective Total	89	89	89	89	89	89
Net: 10/9/8/7	21 *65%*	14 *45%*	14 *45%*	18 *56%*	17 *53%*	26 *80%*
Net: 10/9	6 *20%*	3 *10%*	2 *5%*	5 *15%*	5 *17%*	7 *23%*
Net: 6/5/4	9 *29%*	13 *40%*	13 *41%*	12 *39%*	11 *35%*	5 *14%*
Net: 3/2/1	1 *2%*	1 *4%*	3 *9%*	1 *4%*	2 *5%*	1 *3%*
Mean	7.16	6.41	6.21	6.63	6.86	7.51
Standard Deviation	1.58	1.90	1.82	1.80	1.82	1.76

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 537

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Five SUMMARY

Base : Regular viewers of Five

	Q6b(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)	1262	1262	1262	1262	1262	1262
Total (Wtd)	1247	1247	1247	1247	1247	1247
Effective Total	866	866	866	866	866	866
10	70 *6%*	38 *3%*	48 *4%*	77 *6%*	25 *2%*	68 *5%*
9	81 *7%*	48 *4%*	69 *6%*	86 *7%*	30 *2%*	70 *6%*
8	201 *16%*	166 *13%*	165 *13%*	213 *17%*	104 *8%*	199 *16%*
7	263 *21%*	224 *18%*	217 *17%*	249 *20%*	164 *13%*	218 *18%*
6	245 *20%*	208 *17%*	181 *15%*	224 *18%*	204 *16%*	196 *16%*
5	153 *12%*	195 *16%*	178 *14%*	159 *13%*	202 *16%*	187 *15%*
4	74 *6%*	91 *7%*	91 *7%*	85 *7%*	148 *12%*	91 *7%*
3	43 *3%*	55 *4%*	69 *6%*	57 *5%*	82 *7%*	55 *4%*
2	21 *2%*	34 *3%*	60 *5%*	30 *2%*	79 *6%*	32 *3%*
1	17 *1%*	29 *2%*	44 *4%*	20 *2%*	43 *3%*	42 *3%*
Don't know	79 *6%*	159 *13%*	125 *10%*	48 *4%*	167 *13%*	88 *7%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 537

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Five SUMMARY

Base : Regular viewers of Five

	Q6b(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)	1262	1262	1262	1262	1262	1262
Effective Total	866	866	866	866	866	866
Net: 10/9/8/7	615 *49%*	476 *38%*	498 *40%*	625 *50%*	322 *26%*	555 *45%*
Net: 10/9	152 *12%*	86 *7%*	116 *9%*	163 *13%*	54 *4%*	138 *11%*
Net: 6/5/4	472 *38%*	493 *40%*	451 *36%*	467 *37%*	553 *44%*	475 *38%*
Net: 3/2/1	81 *7%*	119 *10%*	173 *14%*	107 *9%*	204 *16%*	129 *10%*
Mean	6.50	6.03	5.92	6.44	5.34	6.19
Standard Deviation	1.90	1.98	2.21	2.01	2.07	2.14

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 538

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(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)	541	541	541	541	541	541
Total (Wtd)	576	576	576	576	576	576
Effective Total	365	365	365	365	365	365
10	48 *8%*	32 *6%*	30 *5%*	50 *9%*	34 *6%*	45 *8%*
9	80 *14%*	63 *11%*	48 *8%*	80 *14%*	79 *14%*	62 *11%*
8	128 *22%*	95 *16%*	91 *16%*	115 *20%*	106 *18%*	132 *23%*
7	121 *21%*	110 *19%*	89 *15%*	103 *18%*	89 *15%*	104 *18%*
6	73 *13%*	80 *14%*	80 *14%*	90 *16%*	81 *14%*	65 *11%*
5	62 *11%*	49 *8%*	73 *13%*	54 *9%*	58 *10%*	59 *10%*
4	19 *3%*	39 *7%*	62 *11%*	26 *5%*	41 *7%*	34 *6%*
3	11 *2%*	21 *4%*	24 *4%*	13 *2%*	19 *3%*	15 *3%*
2	7 *1%*	18 *3%*	20 *3%*	20 *3%*	12 *2%*	12 *2%*
1	1 *	12 *2%*	20 *4%*	4 *1%*	14 *2%*	14 *2%*
Don't know	26 *4%*	57 *10%*	39 *7%*	20 *4%*	43 *7%*	33 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(d) Programme quality - BBC3 SUMMARY

Base : Regular viewers of BBC3

	Q6b(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)	541	541	541	541	541	541
Effective Total	365	365	365	365	365	365
Net: 10/9/8/7	377 *66%*	300 *52%*	258 *45%*	348 *60%*	308 *54%*	343 *59%*
Net: 10/9	128 *22%*	95 *17%*	78 *14%*	130 *23%*	114 *20%*	107 *19%*
Net: 6/5/4	153 *27%*	168 *29%*	214 *37%*	170 *30%*	180 *31%*	159 *28%*
Net: 3/2/1	19 *3%*	51 *9%*	65 *11%*	37 *6%*	45 *8%*	41 *7%*
Mean	7.17	6.57	6.16	6.95	6.68	6.82
Standard Deviation	1.79	2.14	2.25	2.03	2.15	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 539

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(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)	317	317	317	317	317	317
Total (Wtd)	300	300	300	300	300	300
Effective Total	221	221	221	221	221	221
10	27 *9%*	13 *4%*	22 *7%*	17 *6%*	15 *5%*	20 *7%*
9	55 *18%*	24 *8%*	39 *13%*	40 *13%*	26 *9%*	31 *10%*
8	75 *25%*	81 *27%*	73 *24%*	59 *20%*	65 *22%*	90 *30%*
7	53 *18%*	53 *18%*	62 *21%*	66 *22%*	56 *19%*	60 *20%*
6	25 *8%*	36 *12%*	22 *7%*	46 *15%*	45 *15%*	15 *5%*
5	17 *6%*	26 *9%*	24 *8%*	17 *6%*	27 *9%*	25 *8%*
4	8 *3%*	9 *3%*	14 *5%*	8 *3%*	8 *3%*	8 *3%*
3	2 *1%*	5 *2%*	7 *2%*	8 *3%*	11 *4%*	14 *5%*
2	7 *2%*	8 *3%*	2 *1%*	6 *2%*	5 *2%*	4 *1%*
1	6 *2%*	6 *2%*	5 *2%*	6 *2%*	7 *2%*	9 *3%*
Don't know	25 *8%*	39 *13%*	29 *10%*	28 *9%*	34 *11%*	24 *8%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6b(d) Programme quality - BBC4 SUMMARY

Base : Regular viewers of BBC4

	Q6b(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)	317	317	317	317	317	317
Effective Total	221	221	221	221	221	221
Net: 10/9/8/7	210 *70%*	170 *57%*	196 *66%*	182 *61%*	163 *54%*	201 *67%*
Net: 10/9	82 *27%*	37 *12%*	61 *20%*	58 *19%*	42 *14%*	51 *17%*
Net: 6/5/4	50 *17%*	72 *24%*	60 *20%*	70 *23%*	80 *27%*	47 *16%*
Net: 3/2/1	15 *5%*	19 *6%*	14 *5%*	20 *7%*	23 *8%*	27 *9%*
Mean	7.39	6.83	7.14	6.98	6.73	6.97
Standard Deviation	1.98	1.98	1.94	1.96	2.01	2.12

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 540

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC News SUMMARY

Base : Regular viewers of BBC News

	Q6b(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)	1507	1507	1507	1507	1507	1507
Total (Wtd)	1452	1452	1452	1452	1452	1452
Effective Total	1047	1047	1047	1047	1047	1047
10	166 *11%*	63 *4%*	127 *9%*	135 *9%*	116 *8%*	200 *14%*
9	216 *15%*	81 *6%*	208 *14%*	166 *11%*	115 *8%*	272 *19%*
8	449 *31%*	250 *17%*	338 *23%*	314 *22%*	302 *21%*	412 *28%*
7	251 *17%*	286 *20%*	275 *19%*	260 *18%*	223 *15%*	238 *16%*
6	128 *9%*	221 *15%*	156 *11%*	207 *14%*	155 *11%*	121 *8%*
5	108 *7%*	228 *16%*	139 *10%*	172 *12%*	180 *12%*	86 *6%*
4	32 *2%*	74 *5%*	63 *4%*	60 *4%*	77 *5%*	45 *3%*
3	15 *1%*	52 *4%*	36 *2%*	48 *3%*	37 *3%*	20 *1%*
2	11 *1%*	36 *2%*	29 *2%*	33 *2%*	27 *2%*	13 *1%*
1	17 *1%*	30 *2%*	20 *1%*	16 *1%*	46 *3%*	18 *1%*
Don't know	58 *4%*	131 *9%*	60 *4%*	41 *3%*	173 *12%*	28 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 540

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC News SUMMARY

Base : Regular viewers of BBC News

	Q6b(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)	1507	1507	1507	1507	1507	1507
Effective Total	1047	1047	1047	1047	1047	1047
Net: 10/9/8/7	1082 *75%*	680 *47%*	949 *65%*	875 *60%*	756 *52%*	1121 *77%*
Net: 10/9	382 *26%*	144 *10%*	335 *23%*	301 *21%*	231 *16%*	472 *33%*
Net: 6/5/4	269 *19%*	523 *36%*	358 *25%*	439 *30%*	413 *28%*	252 *17%*
Net: 3/2/1	44 *3%*	118 *8%*	86 *6%*	97 *7%*	110 *8%*	51 *4%*
Mean	7.51	6.34	7.07	6.91	6.67	7.62
Standard Deviation	1.78	1.98	2.01	2.03	2.20	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 541

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC Parliament SUMMARY

Base : Regular viewers of BBC Parliament

	Q6b(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)	52	52	52	52	52	52
Total (Wtd)	50	50	50	50	50	50
Effective Total	33	33	33	33	33	33
10	7 *13%*	2 *4%*	5 *10%*	2 *5%*	4 *8%*	3 *6%*
9	6 *13%*	6 *12%*	8 *15%*	6 *11%*	4 *8%*	9 *19%*
8	10 *20%*	8 *16%*	8 *17%*	12 *24%*	14 *29%*	13 *27%*
7	6 *12%*	8 *16%*	10 *20%*	8 *16%*	4 *9%*	7 *14%*
6	6 *12%*	1 *2%*	5 *11%*	4 *8%*	2 *4%*	5 *10%*
5	2 *4%*	4 *9%*	3 *6%*	7 *14%*	2 *5%*	3 *6%*
4	6 *11%*	5 *10%*	* *1%*	1 *1%*	3 *6%*	- -
3	- -	5 *11%*	3 *7%*	2 *4%*	6 *13%*	2 *4%*
2	* *1%*	2 *4%*	2 *4%*	* *1%*	* *1%*	* *1%*
1	1 *1%*	1 *1%*	- -	1 *1%*	1 *1%*	* *1%*
Don't know	6 *11%*	7 *14%*	4 *9%*	7 *14%*	8 *16%*	6 *12%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 541

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - BBC Parliament SUMMARY

Base : Regular viewers of BBC Parliament

	Q6b(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)	52	52	52	52	52	52
Effective Total	33	33	33	33	33	33
Net: 10/9/8/7	29 *59%*	24 *48%*	31 *62%*	28 *56%*	27 *54%*	33 *66%*
Net: 10/9	13 *26%*	8 *16%*	13 *25%*	8 *16%*	8 *16%*	12 *25%*
Net: 6/5/4	14 *28%*	11 *21%*	9 *18%*	12 *24%*	8 *15%*	8 *16%*
Net: 3/2/1	1 *2%*	8 *16%*	5 *11%*	3 *6%*	8 *15%*	3 *5%*
Mean	7.21	6.19	7.04	6.90	6.67	7.41
Standard Deviation	2.13	2.42	2.19	1.97	2.42	1.83

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 542

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - All channels combined SUMMARY

Base : All who ever watch any of the channels

	Q6b(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)	6798	6798	6798	6798	6798	6798
Total (Wtd)	6799	6799	6799	6799	6799	6799
Effective Total	4667	4667	4667	4667	4667	4667
10	356 *5%*	203 *3%*	303 *4%*	328 *5%*	212 *3%*	334 *5%*
9	666 *10%*	356 *5%*	444 *7%*	494 *7%*	264 *4%*	505 *7%*
8	1630 *24%*	1078 *16%*	1277 *19%*	1336 *20%*	1103 *16%*	1400 *21%*
7	1607 *24%*	1596 *23%*	1581 *23%*	1552 *23%*	1368 *20%*	1546 *23%*
6	1103 *16%*	1253 *18%*	1070 *16%*	1107 *16%*	1179 *17%*	1114 *16%*
5	706 *10%*	938 *14%*	909 *13%*	874 *13%*	1040 *15%*	869 *13%*
4	308 *5%*	416 *6%*	405 *6%*	463 *7%*	504 *7%*	362 *5%*
3	139 *2%*	219 *3%*	249 *4%*	248 *4%*	270 *4%*	195 *3%*
2	66 *1%*	123 *2%*	152 *2%*	162 *2%*	150 *2%*	123 *2%*
1	65 *1%*	101 *1%*	152 *2%*	108 *2%*	138 *2%*	151 *2%*
Don't know	153 *2%*	515 *8%*	256 *4%*	126 *2%*	570 *8%*	200 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 542

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - All channels combined SUMMARY

Base : All who ever watch any of the channels

	Q6b(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)	6798	6798	6798	6798	6798	6798
Effective Total	4667	4667	4667	4667	4667	4667
Net: 10/9/8/7	4259 *63%*	3234 *48%*	3606 *53%*	3710 *55%*	2947 *43%*	3785 *56%*
Net: 10/9	1022 *15%*	560 *8%*	747 *11%*	822 *12%*	477 *7%*	840 *12%*
Net: 6/5/4	2117 *31%*	2606 *38%*	2384 *35%*	2445 *36%*	2724 *40%*	2345 *34%*
Net: 3/2/1	269 *4%*	443 *7%*	553 *8%*	517 *8%*	558 *8%*	469 *7%*
Mean	6.90	6.35	6.43	6.49	6.17	6.57
Standard Deviation	1.75	1.81	1.97	1.94	1.91	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 543

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Importance Rating SUMMARY

Base : All in sample A

	Q6b(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)	3403	3403	3403	3403	3403	3403
Total (Wtd)	3418	3418	3418	3418	3418	3418
Effective Total	2333	2333	2333	2333	2333	2333
10	885 *26%*	422 *12%*	603 *18%*	868 *25%*	499 *15%*	1187 *35%*
9	730 *21%*	516 *15%*	555 *16%*	608 *18%*	450 *13%*	619 *18%*
8	885 *26%*	877 *26%*	887 *26%*	845 *25%*	866 *25%*	713 *21%*
7	413 *12%*	627 *18%*	561 *16%*	465 *14%*	598 *17%*	373 *11%*
6	208 *6%*	366 *11%*	297 *9%*	211 *6%*	337 *10%*	185 *5%*
5	145 *4%*	281 *8%*	233 *7%*	222 *6%*	321 *9%*	154 *4%*
4	41 *1%*	89 *3%*	89 *3%*	70 *2%*	84 *2%*	47 *1%*
3	31 *1%*	39 *1%*	37 *1%*	37 *1%*	56 *2%*	21 *1%*
2	17 *	23 *1%*	24 *1%*	23 *1%*	30 *1%*	10 *
1	35 *1%*	50 *1%*	69 *2%*	32 *1%*	74 *2%*	49 *1%*
Don't know	28 *1%*	128 *4%*	63 *2%*	38 *1%*	103 *3%*	61 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 543

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Importance Rating SUMMARY

Base : All in sample A

	Q6b(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)	3403	3403	3403	3403	3403	3403
Effective Total	2333	2333	2333	2333	2333	2333
Net: 10/9/8/7	2913 *85%*	2442 *71%*	2606 *76%*	2785 *81%*	2413 *71%*	2892 *85%*
Net: 10/9	1615 *47%*	938 *27%*	1158 *34%*	1476 *43%*	949 *28%*	1806 *53%*
Net: 6/5/4	394 *12%*	736 *22%*	619 *18%*	503 *15%*	743 *22%*	386 *11%*
Net: 3/2/1	83 *2%*	112 *3%*	130 *4%*	92 *3%*	160 *5%*	80 *2%*
Mean	8.17	7.43	7.62	7.99	7.37	8.33
Standard Deviation	1.76	1.86	1.96	1.87	2.01	1.86

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 544

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Personal Importance Rating SUMMARY

Base : All in sample B

	Q6b(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)	3442	3442	3442	3442	3442	3442
Total (Wtd)	3427	3427	3427	3427	3427	3427
Effective Total	2365	2365	2365	2365	2365	2365
10	584 *17%*	323 *9%*	471 *14%*	598 *17%*	318 *9%*	893 *26%*
9	622 *18%*	333 *10%*	484 *14%*	539 *16%*	326 *9%*	605 *18%*
8	988 *29%*	808 *24%*	910 *27%*	885 *26%*	801 *23%*	771 *23%*
7	519 *15%*	688 *20%*	580 *17%*	514 *15%*	670 *20%*	404 *12%*
6	252 *7%*	428 *12%*	324 *9%*	311 *9%*	382 *11%*	228 *7%*
5	223 *7%*	361 *11%*	305 *9%*	268 *8%*	431 *13%*	237 *7%*
4	72 *2%*	132 *4%*	83 *2%*	96 *3%*	138 *4%*	84 *2%*
3	49 *1%*	96 *3%*	80 *2%*	81 *2%*	105 *3%*	52 *2%*
2	35 *1%*	61 *2%*	54 *2%*	47 *1%*	74 *2%*	41 *1%*
1	57 *2%*	78 *2%*	86 *3%*	60 *2%*	95 *3%*	78 *2%*
Don't know	26 *1%*	118 *3%*	49 *1%*	28 *1%*	88 *3%*	34 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 544

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Personal Importance Rating SUMMARY

Base : All in sample B

	Q6b(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)	3442	3442	3442	3442	3442	3442
Effective Total	2365	2365	2365	2365	2365	2365
Net: 10/9/8/7	2713 *79%*	2153 *63%*	2445 *71%*	2536 *74%*	2114 *62%*	2673 *78%*
Net: 10/9	1206 *35%*	656 *19%*	955 *28%*	1137 *33%*	643 *19%*	1498 *44%*
Net: 6/5/4	547 *16%*	921 *27%*	713 *21%*	674 *20%*	951 *28%*	549 *16%*
Net: 3/2/1	141 *4%*	236 *7%*	219 *6%*	188 *5%*	274 *8%*	171 *5%*
Mean	7.69	6.92	7.30	7.50	6.82	7.83
Standard Deviation	1.92	2.06	2.09	2.06	2.13	2.14

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 545

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Social Importance Rating SUMMARY

Base : All in sample B

	Q6b(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)	3442	3442	3442	3442	3442	3442
Total (Wtd)	3427	3427	3427	3427	3427	3427
Effective Total	2365	2365	2365	2365	2365	2365
10	652 *19%*	393 *11%*	585 *17%*	624 *18%*	364 *11%*	1015 *30%*
9	604 *18%*	370 *11%*	496 *14%*	494 *14%*	346 *10%*	634 *18%*
8	945 *28%*	807 *24%*	828 *24%*	871 *25%*	834 *24%*	749 *22%*
7	494 *14%*	710 *21%*	544 *16%*	585 *17%*	683 *20%*	365 *11%*
6	294 *9%*	430 *13%*	370 *11%*	288 *8%*	393 *11%*	208 *6%*
5	194 *6%*	335 *10%*	278 *8%*	280 *8%*	384 *11%*	201 *6%*
4	57 *2%*	61 *2%*	72 *2%*	66 *2%*	94 *3%*	45 *1%*
3	29 *1%*	51 *1%*	50 *1%*	36 *1%*	61 *2%*	34 *1%*
2	22 *1%*	41 *1%*	32 *1%*	34 *1%*	46 *1%*	26 *1%*
1	33 *1%*	34 *1%*	32 *1%*	27 *1%*	52 *2%*	46 *1%*
Don't know	104 *3%*	195 *6%*	141 *4%*	122 *4%*	168 *5%*	105 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 545

Absolutes/col/row percents

9 Jul 2009

Q6b(d) Programme quality - Social Importance Rating SUMMARY

Base : All in sample B

	Q6b(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)	3442	3442	3442	3442	3442	3442
Effective Total	2365	2365	2365	2365	2365	2365
Net: 10/9/8/7	2695 *79%*	2280 *67%*	2452 *72%*	2574 *75%*	2227 *65%*	2762 *81%*
Net: 10/9	1256 *37%*	763 *22%*	1080 *32%*	1118 *33%*	710 *21%*	1648 *48%*
Net: 6/5/4	544 *16%*	826 *24%*	720 *21%*	634 *18%*	872 *25%*	454 *13%*
Net: 3/2/1	84 *2%*	126 *4%*	114 *3%*	97 *3%*	160 *5%*	105 *3%*
Mean	7.85	7.26	7.57	7.67	7.12	8.14
Standard Deviation	1.79	1.84	1.90	1.86	1.94	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 546

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC

Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**403**	169 *42%*	234 *58%*	18 *4%*	128 *32%*	168 *42%*	80 *20%*	8 *2%*	74 *18%*	262 *65%*	60 *15%*	59 *15%*	59 *15%*	102 *25%*
Total (Wtd)	**409**	182 *44%*	227 *56%*	25** *6%* **	140* *34%* *	161 *39%*	76* *19%* *	8** *2%* **	76* *19%* *	239 *59%*	93* *23%* *	81* *20%* *	111* *27%* *	143* *35%* *
Effective Total	**270**	117	153	13	84	116	55	7	56	187	42	54	53	91
10	**52** ***13%***	25 *14%* *48%*	27 *12%* *52%*	9 *37%* *18%*	13 *10%* *26%*	20 *12%* *38%*	9 *12%* *18%*	* *5%* *1%*	6 *8%* *12%*	27 *11%* *53%*	19 *20%* *36%*	7 *9%* *13%*	8 *7%* *16%*	23 *16%* *45%*
9	**70** ***17%***	27 *15%* *38%*	44 *19%* *62%*	2 *10%* *3%*	34 *25%* *49%* E	21 *13%* *30%*	12 *15%* *16%*	1 *14%* *2%*	8 *10%* *11%*	33 *14%* *47%*	29 *32%* *42%* IJ	18 *22%* *26%*	18 *16%* *26%*	22 *15%* *31%*
8	**98** ***24%***	43 *24%* *44%*	55 *24%* *56%*	- - -	43 *31%* *44%*	42 *26%* *43%*	12 *16%* *12%*	1 *17%* *1%*	22 *30%* *23%*	56 *23%* *57%*	19 *21%* *20%*	15 *18%* *15%*	34 *30%* *34%*	33 *23%* *34%*
7	**71** ***17%***	34 *19%* *47%*	37 *16%* *53%*	8 *31%* *11%*	21 *15%* *29%*	30 *19%* *42%*	11 *15%* *16%*	1 *18%* *2%*	13 *17%* *18%*	52 *22%* *73%* K	7 *7%* *10%*	14 *17%* *19%*	15 *14%* *22%*	29 *21%* *41%*
6	**46** ***11%***	24 *13%* *52%*	22 *10%* *48%*	3 *11%* *6%*	14 *10%* *31%*	12 *7%* *26%*	15 *19%* *32%* E	2 *32%* *5%*	10 *13%* *21%*	29 *12%* *63%*	8 *8%* *16%*	6 *7%* *13%*	15 *14%* *33%*	15 *11%* *33%*
5	**32** ***8%***	10 *5%* *31%*	22 *10%* *69%*	3 *11%* *8%*	7 *5%* *23%*	15 *9%* *47%*	6 *8%* *18%*	1 *14%* *3%*	9 *12%* *28%*	14 *6%* *45%*	9 *9%* *27%*	11 *13%* *34%*	5 *4%* *15%*	12 *8%* *37%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 546

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC

Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**403**	169 *42%*	234 *58%*	18 *4%*	128 *32%*	168 *42%*	80 *20%*	8 *2%*	74 *18%*	262 *65%*	60 *15%*	59 *15%*	59 *15%*	102 *25%*
Effective Total	**270**	117	153	13	84	116	55	7	56	187	42	54	53	91
4	**2** *****	2 *1%* *88%*	* * *12%*	* *1%* *11%*	- - -	* * *17%*	1 *2%* *72%*	- - -	- - -	2 *1%* *100%*	- - -	- - -	1 *1%* *72%*	- - -
3	**9** ***2%***	4 *2%* *45%*	5 *2%* *55%*	- - -	- - -	7 *4%* *73%* D	3 *3%* *27%*	- - -	2 *3%* *26%*	4 *2%* *45%*	3 *3%* *29%*	3 *3%* *28%*	4 *4%* *46%*	2 *2%* *26%*
2	**2** *****	2 *1%* *100%*	- - -	- - -	* * *23%*	1 *1%* *77%*	- - -	- - -	* *1%* *23%*	1 *1%* *77%*	- - -	- - -	- - -	1 *1%* *77%*
1	**1** *****	1 *1%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *86%*	- - -	- - -
Don't know	**24** ***6%***	10 *6%* *42%*	14 *6%* *58%*	- - -	7 *5%* *27%*	10 *6%* *43%*	7 *10%* *30%*	- - -	6 *8%* *24%* K	18 *8%* *76%*	- - -	7 *9%* *29%*	10 *9%* *42%*	5 *3%* *20%*
Net: 10/9/8/7	**292** ***71%***	128 *71%* *44%*	163 *72%* *56%*	19 *78%* *7%*	111 *80%* *38%* F	113 *70%* *39%*	44 *58%* *15%*	4 *54%* *1%*	49 *64%* *17%*	169 *71%* *58%*	74 *80%* *25%*	54 *66%* *18%*	75 *68%* *26%*	107 *75%* *37%*
Net: 10/9	**122** ***30%***	52 *28%* *42%*	71 *31%* *58%*	11 *46%* *9%*	48 *34%* *39%*	41 *26%* *33%*	21 *28%* *17%*	1 *19%* *1%*	14 *18%* *11%*	61 *25%* *50%*	48 *51%* *39%* IJ	25 *31%* *20%*	26 *24%* *22%*	45 *32%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 546

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC

Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**403**	169 *42%*	234 *58%*	18 *4%*	128 *32%*	168 *42%*	80 *20%*	8 *2%*	74 *18%*	262 *65%*	60 *15%*	59 *15%*	59 *15%*	102 *25%*
Effective Total	**270**	117	153	13	84	116	55	7	56	187	42	54	53	91
Net: 6/5/4	**80** ***20%***	36 *20%* *44%*	45 *20%* *56%*	6 *22%* *7%*	22 *15%* *27%*	28 *17%* *34%*	22 *29%* *27%*	4 *46%* *4%*	19 *25%* *23%*	45 *19%* *56%*	16 *17%* *20%*	17 *20%* *21%*	21 *19%* *27%*	27 *19%* *34%*
Net: 3/2/1	**12** ***3%***	7 *4%* *58%*	5 *2%* *42%*	- - -	* * *3%*	10 *6%* *77%* D	3 *3%* *20%*	- - -	3 *4%* *23%*	7 *3%* *55%*	3 *3%* *22%*	4 *5%* *31%*	4 *4%* *35%*	4 *3%* *29%*
Mean	**7.58**	7.52	7.64	7.95	7.90 E F	7.39	7.33	7.00	7.23	7.50	8.05 I	7.36	7.48	7.67
Standard Deviation	**1.73**	1.82	1.66	1.89	1.36	1.92	1.83	1.54	1.69	1.70	1.76	1.94	1.65	1.71

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 546

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC

Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**403**	49 *12%*	77 *19%*	57 *14%*	220 *55%*	358 *89%*	38 *9%*	28 *7%*	367 *91%*	374 *93%*	250 *62%*	123 *31%*	131 *33%*
Total (Wtd)	**409**	32* *8%* *	29* *7%* *	12* *3%* *	335 *82%*	359 *88%*	50* *12%* *	35** *9%* **	364 *89%*	373 *91%*	249 *61%*	123* *30%* *	128* *31%* *
Effective Total	**270**	45	70	52	194	237	33	20	246	251	164	86	91
10	**52** ***13%***	6 *20%* *12%*	5 *17%* *9%*	2 *16%* *4%*	39 *12%* *74%*	45 *12%* *86%*	7 *15%* *14%*	5 *13%* *9%*	47 *13%* *90%*	47 *13%* *91%*	35 *14%* *68%*	11 *9%* *21%*	11 *9%* *21%*
9	**70** ***17%***	6 *18%* *8%*	4 *15%* *6%*	2 *19%* *3%*	58 *17%* *82%*	58 *16%* *82%*	13 *25%* *18%*	7 *20%* *10%*	60 *16%* *85%*	64 *17%* *90%*	41 *17%* *59%*	22 *18%* *32%*	22 *17%* *32%*
8	**98** ***24%***	6 *20%* *6%*	7 *26%* *8%*	3 *24%* *3%*	81 *24%* *83%*	84 *23%* *86%*	14 *28%* *14%*	12 *35%* *12%*	82 *23%* *84%*	85 *23%* *87%*	60 *24%* *61%*	25 *21%* *26%*	30 *24%* *31%*
7	**71** ***17%***	5 *15%* *7%*	5 *18%* *7%*	3 *23%* *4%*	59 *17%* *82%*	64 *18%* *90%*	7 *15%* *10%*	1 *3%* *2%*	70 *19%* *98%*	70 *19%* *98%*	51 *20%* *71%*	19 *16%* *27%*	19 *15%* *27%*
6	**46** ***11%***	5 *14%* *10%*	5 *16%* *10%*	1 *7%* *2%*	36 *11%* *78%*	43 *12%* *94%*	3 *6%* *6%*	2 *5%* *4%*	42 *12%* *91%*	44 *12%* *96%*	31 *12%* *66%*	14 *11%* *29%*	14 *11%* *29%*
5	**32** ***8%***	3 *10%* *10%*	1 *3%* *3%*	1 *4%* *2%*	27 *8%* *85%*	28 *8%* *86%*	5 *9%* *14%*	5 *14%* *15%*	27 *8%* *85%*	27 *7%* *85%*	12 *5%* *37%*	15 *12%* *48%* X	16 *12%* *49%* X

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 546

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC

Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**403**	49 *12%*	77 *19%*	57 *14%*	220 *55%*	358 *89%*	38 *9%*	28 *7%*	367 *91%*	374 *93%*	250 *62%*	123 *31%*	131 *33%*
Effective Total	**270**	45	70	52	194	237	33	20	246	251	164	86	91
4	**2** *****	- - -	* *1%* *17%*	* *2%* *11%*	1 * *72%*	2 *1%* *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*	* * *	* * *
3	**9** ***2%***	- - -	- - -	- - -	9 *3%* *100%*	9 *3%* *100%*	- - -	- - -	9 *3%* *100%*	9 *3%* *100%*	3 *1%* *30%*	7 *5%* *70%* X	7 *5%* *70%*
2	**2** *****	- - -	* *1%* *23%*	- - -	1 * *77%*	2 * *100%*	- - -	- - -	2 * *100%*	2 * *100%*	2 *1%* *100%*	- - -	- - -
1	**1** *****	- - -	- - -	* *2%* *14%*	1 * *86%*	1 * *100%*	- - -	* *1%* *14%*	1 * *86%*	1 * *86%*	- - -	1 *1%* *86%*	1 *1%* *86%*
Don't know	**24** ***6%***	1 *2%* *3%*	1 *2%* *3%*	1 *5%* *3%*	22 *7%* *91%*	23 *6%* *95%*	1 *3%* *5%*	3 *9%* *13%*	21 *6%* *87%*	21 *6%* *87%*	13 *5%* *53%*	8 *7%* *34%*	8 *7%* *34%*
Net: 10/9/8/7	**292** ***71%***	23 *73%* *8%*	22 *76%* *8%*	10 *80%* *3%*	237 *71%* *81%*	251 *70%* *86%*	41 *82%* *14%*	25 *71%* *8%*	259 *71%* *89%*	266 *71%* *91%*	187 *75%* *64%*	78 *63%* *27%*	83 *65%* *28%*
Net: 10/9	**122** ***30%***	12 *39%* *10%*	9 *32%* *8%*	4 *34%* *3%*	97 *29%* *79%*	103 *29%* *84%*	20 *40%* *16%*	11 *33%* *9%*	107 *29%* *87%*	111 *30%* *91%*	77 *31%* *63%*	33 *27%* *27%*	33 *26%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 546

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBBC

Base : All whose children regularly watch CBBC (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**403**	49 *12%*	77 *19%*	57 *14%*	220 *55%*	358 *89%*	38 *9%*	28 *7%*	367 *91%*	374 *93%*	250 *62%*	123 *31%*	131 *33%*
Effective Total	**270**	45	70	52	194	237	33	20	246	251	164	86	91
Net: 6/5/4	**80** ***20%***	8 *25%* *10%*	6 *20%* *7%*	2 *13%* *2%*	65 *19%* *81%*	73 *20%* *91%*	7 *15%* *9%*	7 *19%* *8%*	71 *20%* *89%*	73 *20%* *92%*	45 *18%* *56%*	29 *24%* *36%*	29 *23%* *36%*
Net: 3/2/1	**12** ***3%***	- - -	* *1%* *3%*	* *2%* *2%*	12 *4%* *95%*	12 *3%* *100%*	- - -	* *1%* *2%*	12 *3%* *98%*	12 *3%* *98%*	4 *2%* *36%*	8 *6%* *63%*	8 *6%* *63%*
Mean	**7.58**	7.84	7.77	7.82	7.53	7.52	8.01	7.85	7.55	7.56	7.71 YZ	7.22	7.24
Standard Deviation	**1.73**	1.67	1.64	1.77	1.75	1.76	1.46	1.68	1.75	1.74	1.60	1.95	1.91

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 547

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies

Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**416**	177 *43%*	239 *57%*	25 *6%*	166 *40%*	162 *39%*	56 *13%*	6 *1%*	83 *20%*	261 *63%*	64 *15%*	68 *16%*	54 *13%*	111 *27%*
Total (Wtd)	**440**	185 *42%*	256 *58%*	31** *7%* **	194 *44%*	153 *35%*	57* *13%* *	6** *1%* **	92* *21%* *	250 *57%*	99* *22%* *	103* *23%* *	104* *24%* *	159* *36%* *
Effective Total	**284**	124	161	16	113	116	39	5	65	190	43	62	50	99
10	**82** ***19%***	35 *19%* *43%*	47 *18%* *57%*	13 *42%* *16%*	35 *18%* *42%*	25 *17%* *31%*	9 *16%* *11%*	- - -	14 *16%* *17%*	44 *17%* *53%*	24 *24%* *29%*	16 *15%* *19%*	12 *12%* *15%*	32 *20%* *39%*
9	**99** ***22%***	28 *15%* *29%*	70 *27%* *71%* A	4 *12%* *4%*	59 *31%* *60%* EF	28 *19%* *29%*	5 *10%* *6%*	2 *30%* *2%*	22 *24%* *22%*	52 *21%* *52%*	25 *25%* *26%*	28 *27%* *28%*	20 *19%* *20%*	35 *22%* *35%*
8	**116** ***26%***	52 *28%* *45%*	64 *25%* *55%*	4 *12%* *3%*	49 *26%* *43%*	44 *29%* *38%*	17 *29%* *14%*	2 *32%* *2%*	28 *30%* *24%*	66 *26%* *57%*	22 *22%* *19%*	25 *25%* *22%*	30 *29%* *26%*	46 *29%* *40%*
7	**65** ***15%***	30 *16%* *46%*	35 *14%* *54%*	1 *3%* *2%*	27 *14%* *41%*	25 *16%* *38%*	12 *21%* *18%*	1 *18%* *2%*	13 *14%* *20%*	39 *16%* *60%*	13 *13%* *20%*	13 *13%* *20%*	20 *19%* *30%*	21 *13%* *32%*
6	**36** ***8%***	14 *8%* *39%*	22 *9%* *61%*	8 *25%* *22%*	13 *7%* *37%*	13 *8%* *35%*	2 *4%* *6%*	- - -	6 *7%* *17%*	20 *8%* *57%*	9 *9%* *26%*	9 *9%* *25%*	12 *11%* *33%*	12 *7%* *33%*
5	**11** ***2%***	7 *4%* *67%*	4 *1%* *33%*	2 *5%* *14%*	3 *2%* *31%*	5 *3%* *45%*	- - -	1 *20%* *10%*	2 *2%* *15%*	9 *3%* *80%*	1 *1%* *5%*	4 *4%* *39%*	2 *2%* *16%*	2 *1%* *14%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 547

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies

Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**416**	177 *43%*	239 *57%*	25 *6%*	166 *40%*	162 *39%*	56 *13%*	6 *1%*	83 *20%*	261 *63%*	64 *15%*	68 *16%*	54 *13%*	111 *27%*
Effective Total	**284**	124	161	16	113	116	39	5	65	190	43	62	50	99
4	**4** ***1%***	3 *1%* *69%*	1 *** *31%*	- - -	- - -	1 *1%* *31%*	3 *5%* *69%* D	- - -	- - -	4 *2%* *100%*	- - -	- - -	1 *1%* *37%*	2 *2%* *63%*
3	**10** ***2%***	7 *4%* *68%*	3 *1%* *32%*	- - -	2 *1%* *18%*	5 *3%* *44%*	4 *7%* *39%* D	- - -	1 *1%* *12%*	4 *2%* *41%*	5 *5%* *47%*	- - -	4 *4%* *42%*	5 *3%* *52%*
2	***** *****	- - -	* * *100%*	- - -	- - -	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -	* * *100%*	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**17** ***4%***	8 *4%* *46%*	9 *4%* *54%*	* * *	5 *3%* *32%*	7 *5%* *42%*	4 *8%* *26%*	- - -	5 *6%* *29%*	12 *5%* *71%*	- - -	7 *7%* *42%*	3 *3%* *19%*	5 *3%* *28%*
Net: 10/9/8/7	**362** ***82%***	146 *79%* *40%*	216 *85%* *60%*	22 *70%* *6%*	170 *88%* *47%*	123 *80%* *34%*	43 *76%* *12%*	4 *80%* *1%*	77 *84%* *21%*	200 *80%* *55%*	84 *85%* *23%*	82 *80%* *23%*	82 *78%* *23%*	133 *84%* *37%*
Net: 10/9	**181** ***41%***	64 *34%* *35%*	117 *46%* *65%*	17 *54%* *9%*	94 *48%* *52%* EF	54 *35%* *30%*	15 *26%* *8%*	2 *30%* *1%*	36 *40%* *20%*	95 *38%* *53%*	49 *50%* *27%*	44 *42%* *24%*	32 *31%* *18%*	67 *42%* *37%*
Net: 6/5/4	**51** ***11%***	24 *13%* *47%*	27 *10%* *53%*	9 *30%* *19%*	17 *9%* *33%*	19 *12%* *37%*	5 *8%* *10%*	1 *20%* *2%*	8 *9%* *16%*	33 *13%* *65%*	10 *10%* *19%*	13 *13%* *26%*	15 *14%* *29%*	16 *10%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 547

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies

Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**416**	177 *43%*	239 *57%*	25 *6%*	166 *40%*	162 *39%*	56 *13%*	6 *1%*	83 *20%*	261 *63%*	64 *15%*	68 *16%*	54 *13%*	111 *27%*
Effective Total	**284**	124	161	16	113	116	39	5	65	190	43	62	50	99
Net: 3/2/1	**10** **2%**	7 *4%* *68%*	3 *1%* *32%*	- - -	2 *1%* *18%*	5 *3%* *44%*	4 *7%* *39%* D	- - -	1 *1%* *12%*	4 *2%* *41%*	5 *5%* *47%*	- - -	4 *4%* *42%*	5 *3%* *52%*
Mean	**8.06**	7.84	8.22	8.28	8.30 F	7.91	7.56	7.53	8.16	7.98	8.16	8.16	7.68	8.08
Standard Deviation	**1.58**	1.75	1.43	1.82	1.34	1.62	1.96	1.57	1.38	1.58	1.74	1.37	1.65	1.65

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 547

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies

Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**416**	51 *12%*	71 *17%*	61 *15%*	233 *56%*	373 *90%*	39 *9%*	26 *6%*	381 *92%*	388 *93%*	276 *66%*	111 *27%*	115 *28%*
Total (Wtd)	**440**	32* *7%* *	28* *6%* *	14* *3%* *	366 *83%*	391 *89%*	49* *11%* *	32** *7%* **	395 *90%*	407 *92%*	292 *66%*	114* *26%* *	117* *26%* *
Effective Total	**284**	47	64	57	208	252	33	18	261	266	187	78	80
10	**82** ***19%***	10 *30%* *12%* R	9 *33%* *11%* R	3 *24%* *4%*	60 *16%* *73%*	72 *18%* *87%*	10 *21%* *13%*	7 *21%* *8%*	73 *19%* *89%*	75 *18%* *91%*	56 *19%* *68%*	18 *16%* *21%*	19 *16%* *23%*
9	**99** ***22%***	8 *25%* *8%*	5 *18%* *5%*	3 *22%* *3%*	82 *22%* *83%*	88 *22%* *89%*	11 *23%* *11%*	8 *26%* *9%*	85 *21%* *86%*	90 *22%* *91%*	58 *20%* *59%*	32 *28%* *32%*	32 *28%* *33%*
8	**116** ***26%***	5 *15%* *4%*	6 *21%* *5%*	3 *25%* *3%*	101 *28%* *88%*	104 *27%* *90%*	12 *24%* *10%*	9 *28%* *8%*	104 *26%* *90%*	107 *26%* *92%*	86 *29%* *74%*	21 *19%* *18%*	22 *19%* *19%*
7	**65** ***15%***	5 *16%* *8%*	4 *16%* *7%*	2 *15%* *3%*	54 *15%* *82%*	60 *15%* *92%*	5 *11%* *8%*	4 *12%* *6%*	59 *15%* *91%*	61 *15%* *94%*	39 *13%* *59%*	23 *20%* *35%*	23 *20%* *35%*
6	**36** ***8%***	1 *2%* *1%*	2 *6%* *5%*	1 *8%* *3%*	33 *9%* *91%*	34 *9%* *94%*	2 *5%* *6%*	3 *8%* *8%*	33 *8%* *92%*	33 *8%* *92%*	27 *9%* *75%*	6 *6%* *18%*	6 *5%* *18%*
5	**11** ***2%***	2 *7%* *20%*	1 *2%* *5%*	1 *4%* *6%*	7 *2%* *69%*	8 *2%* *72%*	3 *6%* *28%*	* *1%* *2%*	11 *3%* *98%*	11 *3%* *98%*	7 *2%* *60%*	4 *4%* *38%*	4 *4%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 547

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies

Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**416**	51 *12%*	71 *17%*	61 *15%*	233 *56%*	373 *90%*	39 *9%*	26 *6%*	381 *92%*	388 *93%*	276 *66%*	111 *27%*	115 *28%*
Effective Total	**284**	47	64	57	208	252	33	18	261	266	187	78	80
4	**4** ***1%***	- - -	- - -	- - -	4 *1%* *100%*	4 *1%* *100%*	- - -	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*	- - -	- - -
3	**10** ***2%***	1 *2%* *6%*	- - -	- - -	10 *3%* *94%*	6 *2%* *59%*	4 *9%* *41%* S	1 *4%* *12%*	9 *2%* *88%*	9 *2%* *88%*	7 *3%* *70%*	2 *2%* *17%*	2 *2%* *17%*
2	* *	- - -	- - -	- - -	* * *100%*	* * *100%*	- - -	- - -	* * *100%*	* * *100%*	- - -	* * *100%*	* * *100%*
1	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**17** ***4%***	1 *2%* *4%*	1 *4%* *6%*	* *1%* *1%*	15 *4%* *89%*	16 *4%* *94%*	1 *2%* *6%*	- - -	16 *4%* *93%*	16 *4%* *93%*	9 *3%* *49%*	8 *7%* *44%*	8 *7%* *44%*
Net: 10/9/8/7	**362** ***82%***	28 *88%* *8%*	25 *88%* *7%*	12 *86%* *3%*	297 *81%* *82%*	324 *83%* *89%*	38 *78%* *11%*	28 *87%* *8%*	322 *81%* *89%*	333 *82%* *92%*	239 *82%* *66%*	94 *82%* *26%*	97 *83%* *27%*
Net: 10/9	**181** ***41%***	18 *56%* *10%* R	14 *51%* *8%*	6 *47%* *4%*	142 *39%* *79%*	159 *41%* *88%*	21 *44%* *12%*	15 *47%* *8%*	158 *40%* *87%*	165 *41%* *91%*	114 *39%* *63%*	50 *44%* *27%*	51 *44%* *28%*
Net: 6/5/4	**51** ***11%***	3 *8%* *5%*	2 *8%* *5%*	2 *12%* *3%*	44 *12%* *87%*	45 *12%* *90%*	5 *11%* *10%*	3 *9%* *6%*	48 *12%* *94%*	48 *12%* *94%*	37 *13%* *74%*	10 *9%* *21%*	10 *9%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 547

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CBeebies

Base : All whose children regularly watch CBeebies (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**416**	51 *12%*	71 *17%*	61 *15%*	233 *56%*	373 *90%*	39 *9%*	26 *6%*	381 *92%*	388 *93%*	276 *66%*	111 *27%*	115 *28%*
Effective Total	**284**	47	64	57	208	252	33	18	261	266	187	78	80
Net: 3/2/1	**10** ***2%***	1 *2%* *6%*	- - -	- - -	10 *3%* *94%*	6 *2%* *60%*	4 *9%* *40%* S	1 *4%* *12%*	9 *2%* *88%*	9 *2%* *88%*	7 *3%* *70%*	2 *2%* *17%*	2 *2%* *17%*
Mean	**8.06**	8.38	8.52 R	8.27	7.99	8.09	7.83	8.17	8.03	8.05	8.02	8.10	8.12
Standard Deviation	**1.58**	1.66	1.40	1.47	1.59	1.51	2.06	1.62	1.59	1.58	1.61	1.49	1.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 548

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV

Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**282**	101 *36%*	181 *64%*	10 *4%*	92 *33%*	128 *45%*	46 *16%*	5 *2%*	47 *17%*	189 *67%*	43 *15%*	43 *15%*	44 *16%*	62 *22%*
Total (Wtd)	**286**	112* *39%* *	175 *61%*	11** *4%* **	104* *36%* *	120* *42%* *	48* *17%* *	3** *1%* **	47* *16%* *	176 *61%*	64** *22%* **	60* *21%* *	84* *29%* *	89* *31%* *
Effective Total	**189**	70	119	7	62	86	33	3	35	135	29	38	41	55
10	**20** ***7%***	7 *6%* *35%*	13 *7%* *65%*	2 *16%* *9%*	9 *8%* *44%*	6 *5%* *32%*	3 *7%* *16%*	- - -	2 *4%* *8%*	12 *7%* *59%*	7 *10%* *33%*	4 *7%* *21%*	2 *2%* *9%*	7 *8%* *37%*
9	**28** ***10%***	14 *12%* *49%*	14 *8%* *51%*	- - -	13 *12%* *46%*	12 *10%* *41%*	4 *8%* *13%*	- - -	- - -	17 *10%* *61%*	11 *17%* *39%*	4 *7%* *15%*	11 *13%* *40%*	5 *6%* *18%*
8	**67** ***23%***	27 *24%* *40%*	40 *23%* *60%*	- - -	37 *36%* *55%* E	18 *15%* *27%*	12 *24%* *17%*	1 *19%* *1%*	8 *18%* *13%*	45 *26%* *67%*	14 *21%* *20%*	19 *32%* *29%*	20 *24%* *30%*	16 *17%* *23%*
7	**48** ***17%***	18 *16%* *36%*	31 *18%* *64%*	1 *6%* *1%*	18 *18%* *38%*	21 *18%* *43%*	8 *16%* *16%*	1 *30%* *2%*	8 *18%* *17%*	34 *19%* *70%*	6 *9%* *12%*	7 *11%* *14%*	12 *14%* *24%*	21 *24%* *44%*
6	**43** ***15%***	19 *17%* *45%*	24 *13%* *55%*	6 *60%* *15%*	11 *11%* *26%*	22 *18%* *51%* F	2 *4%* *5%*	1 *43%* *3%*	7 *16%* *17%*	25 *14%* *60%*	10 *15%* *23%*	7 *12%* *17%*	12 *15%* *29%*	16 *19%* *39%*
5	**39** ***14%***	14 *12%* *35%*	26 *15%* *65%*	2 *14%* *4%*	10 *9%* *25%*	19 *16%* *47%*	9 *19%* *24%*	- - -	11 *24%* *28%*	22 *12%* *55%*	7 *10%* *17%*	12 *19%* *29%*	10 *12%* *25%*	14 *16%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 548

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV

Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**282**	101 *36%*	181 *64%*	10 *4%*	92 *33%*	128 *45%*	46 *16%*	5 *2%*	47 *17%*	189 *67%*	43 *15%*	43 *15%*	44 *16%*	62 *22%*
Effective Total	**189**	70	119	7	62	86	33	3	35	135	29	38	41	55
4	**7** ***3%***	4 *3%* *50%*	4 *2%* *50%*	- - -	1 *1%* *9%*	6 *5%* *90%*	* * *	- - -	5 *10%* *64%* J	2 *1%* *27%*	1 *1%* *9%*	1 *2%* *19%*	3 *4%* *47%*	1 *1%* *17%*
3	**10** ***3%***	2 *2%* *18%*	8 *5%* *82%*	- - -	1 *1%* *7%*	7 *6%* *68%*	2 *5%* *25%*	- - -	2 *4%* *20%*	5 *3%* *52%*	3 *4%* *28%*	1 *2%* *13%*	4 *5%* *44%*	2 *3%* *25%*
2	**2** ***1%***	* * *25%*	1 *1%* *75%*	- - -	* * *25%*	1 *1%* *75%*	- - -	- - -	2 *3%* *100%* J	- - -	- - -	- - -	- - -	1 *1%* *75%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**22** ***8%***	8 *7%* *36%*	14 *8%* *64%*	* *4%* *2%*	5 *5%* *21%*	8 *7%* *36%*	9 *18%* *39%* D	* *8%* *1%*	2 *3%* *7%*	13 *8%* *61%*	7 *11%* *32%*	4 *7%* *19%*	9 *11%* *42%*	4 *5%* *20%*
Net: 10/9/8/7	**164** ***57%***	65 *59%* *40%*	99 *56%* *60%*	2 *22%* *1%*	77 *74%* *47%* E	57 *48%* *35%*	26 *54%* *16%*	2 *49%* *1%*	19 *40%* *11%*	108 *62%* *66%* I	37 *58%* *23%*	34 *57%* *21%*	45 *54%* *27%*	49 *55%* *30%*
Net: 10/9	**48** ***17%***	21 *19%* *43%*	28 *16%* *57%*	2 *16%* *4%*	22 *21%* *45%*	18 *15%* *37%*	7 *14%* *14%*	- - -	2 *4%* *3%*	29 *16%* *60%*	18 *28%* *37%*	8 *14%* *17%*	13 *15%* *27%*	13 *14%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 548

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV

Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**282**	101 *36%*	181 *64%*	10 *4%*	92 *33%*	128 *45%*	46 *16%*	5 *2%*	47 *17%*	189 *67%*	43 *15%*	43 *15%*	44 *16%*	62 *22%*
Effective Total	**189**	70	119	7	62	86	33	3	35	135	29	38	41	55
Net: 6/5/4	**89** ***31%***	36 *32%* *41%*	53 *30%* *59%*	8 *74%* *9%*	21 *21%* *24%*	47 *39%* *53%* D	11 *23%* *13%*	1 *43%* *2%*	23 *49%* *26%* J	49 *28%* *55%*	17 *27%* *19%*	20 *34%* *23%*	25 *30%* *28%*	32 *36%* *36%*
Net: 3/2/1	**11** ***4%***	2 *2%* *19%*	9 *5%* *81%*	- - -	1 *1%* *9%*	8 *7%* *69%*	2 *5%* *22%*	- - -	3 *7%* *31%*	5 *3%* *45%*	3 *4%* *24%*	1 *2%* *11%*	4 *5%* *38%*	4 *4%* *32%*
Mean	**6.98**	7.09	6.91	6.58	7.52 E	6.55	6.96	6.74	6.00	7.12 I	7.34	7.01	6.85	6.81
Standard Deviation	**1.76**	1.68	1.82	1.68	1.48	1.88	1.86	0.94	1.78	1.63	1.88	1.71	1.77	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 548

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV

Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**282**	42 *15%*	46 *16%*	45 *16%*	149 *53%*	255 *90%*	22 *8%*	15 *5%*	262 *93%*	267 *95%*	173 *61%*	93 *33%*	97 *34%*
Total (Wtd)	**286**	25* *9%* *	18* *6%* *	10* *4%* *	233 *81%*	257 *90%*	29** *10%* **	16** *6%* **	265 *93%*	271 *94%*	171 *60%*	99* *35%* *	102* *36%* *
Effective Total	**189**	40	42	41	133	170	18	9	178	180	116	64	67
10	**20** ***7%***	3 *13%* *17%*	2 *13%* *12%*	1 *11%* *5%*	13 *6%* *66%*	18 *7%* *88%*	2 *8%* *12%*	1 *5%* *4%*	18 *7%* *90%*	19 *7%* *96%*	12 *7%* *60%*	7 *7%* *36%*	7 *7%* *36%*
9	**28** ***10%***	3 *12%* *11%*	3 *14%* *9%*	2 *19%* *7%* R	20 *9%* *73%*	26 *10%* *93%*	2 *7%* *7%*	1 *9%* *5%*	27 *10%* *95%*	27 *10%* *95%*	14 *8%* *48%*	13 *13%* *47%*	14 *14%* *51%*
8	**67** ***23%***	6 *22%* *8%*	3 *19%* *5%*	3 *31%* *5%*	55 *24%* *82%*	57 *22%* *84%*	11 *36%* *16%*	2 *11%* *3%*	64 *24%* *96%*	65 *24%* *97%*	49 *29%* *73%*	16 *17%* *25%*	16 *16%* *25%*
7	**48** ***17%***	5 *18%* *10%*	2 *12%* *4%*	2 *21%* *4%*	40 *17%* *82%*	43 *17%* *89%*	5 *17%* *11%*	1 *4%* *1%*	45 *17%* *93%*	48 *18%* *99%*	33 *19%* *67%*	15 *15%* *32%*	15 *15%* *32%*
6	**43** ***15%***	3 *11%* *7%*	3 *17%* *7%*	1 *8%* *2%*	36 *15%* *84%*	41 *16%* *96%*	2 *6%* *4%*	8 *48%* *18%*	35 *13%* *82%*	35 *13%* *82%*	23 *13%* *54%*	12 *12%* *28%*	14 *14%* *33%*
5	**39** ***14%***	2 *9%* *6%*	1 *5%* *2%*	1 *5%* *1%*	36 *15%* *90%*	32 *12%* *81%*	8 *26%* *19%*	4 *23%* *9%*	36 *13%* *91%*	36 *13%* *91%*	15 *9%* *39%*	20 *20%* *51%* X	20 *20%* *52%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV

Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)

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Total (Unwtd)	**282**	42 *15%*	46 *16%*	45 *16%*	149 *53%*	255 *90%*	22 *8%*	15 *5%*	262 *93%*	267 *95%*	173 *61%*	93 *33%*	97 *34%*
Effective Total	**189**	40	42	41	133	170	18	9	178	180	116	64	67
4	**7** ***3%***	1 *2%* *8%*	1 *4%* *9%*	- - -	6 *3%* *82%*	7 *3%* *100%*	- - -	- - -	7 *3%* *100%*	7 *3%* *100%*	4 *2%* *52%*	3 *3%* *48%*	3 *3%* *48%*
3	**10** ***3%***	1 *5%* *12%*	* *2%* *3%*	* *2%* *2%*	8 *3%* *82%*	10 *4%* *100%*	- - -	- - -	10 *4%* *100%*	10 *4%* *100%*	4 *3%* *45%*	5 *5%* *55%*	5 *5%* *55%*
2	**2** ***1%***	- - -	* *2%* *25%*	- - -	1 * *75%*	2 *1%* *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	* * *25%*	1 *1%* *75%*	1 *1%* *75%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**22** ***8%***	2 *7%* *8%*	2 *12%* *10%*	* *2%* *1%*	18 *8%* *81%*	22 *9%* *100%*	- - -	- - -	22 *8%* *100%*	22 *8%* *100%*	17 *10%* *78%*	5 *5%* *22%*	5 *5%* *22%*
Net: 10/9/8/7	**164** ***57%***	17 *66%* *10%*	10 *58%* *6%*	8 *83%* *5%* PR	128 *55%* *78%*	144 *56%* *88%*	20 *68%* *12%*	5 *29%* *3%*	154 *58%* *94%*	159 *59%* *97%*	107 *63%* *65%*	52 *53%* *32%*	53 *52%* *33%*
Net: 10/9	**48** ***17%***	7 *26%* *13%*	5 *27%* *10%* R	3 *30%* *6%* R	34 *15%* *70%*	44 *17%* *91%*	4 *15%* *9%*	2 *14%* *5%*	45 *17%* *93%*	46 *17%* *95%*	26 *15%* *53%*	20 *21%* *42%*	22 *21%* *45%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 548

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - CITV

Base : All whose children regularly watch CITV (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**282**	42 *15%*	46 *16%*	45 *16%*	149 *53%*	255 *90%*	22 *8%*	15 *5%*	262 *93%*	267 *95%*	173 *61%*	93 *33%*	97 *34%*
Effective Total	**189**	40	42	41	133	170	18	9	178	180	116	64	67
Net: 6/5/4	**89** ***31%***	6 *23%* *6%*	5 *26%* *5%*	1 *14%* *2%*	77 *33%* *87%* Q	80 *31%* *89%*	9 *32%* *11%*	11 *71%* *13%*	78 *29%* *87%*	78 *29%* *87%*	42 *25%* *47%*	35 *36%* *40%*	38 *37%* *42%*
Net: 3/2/1	**11** ***4%***	1 *5%* *11%*	1 *4%* *6%*	* *2%* *2%*	9 *4%* *81%*	11 *4%* *100%*	- - -	- - -	11 *4%* *100%*	11 *4%* *100%*	5 *3%* *42%*	7 *7%* *58%*	7 *6%* *58%*
Mean	**6.98**	7.34	7.35	7.77 R	6.88	6.96	7.16	6.51	6.99	7.01	7.18	6.73	6.74
Standard Deviation	**1.76**	1.91	2.02	1.53	1.73	1.79	1.58	1.49	1.78	1.78	1.63	1.98	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 549

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels

Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**316**	133 *42%*	183 *58%*	12 *4%*	105 *33%*	144 *46%*	51 *16%*	4 *1%*	56 *18%*	215 *68%*	40 *13%*	49 *16%*	39 *12%*	72 *23%*
Total (Wtd)	**304**	129* *42%* *	175 *58%*	14** *5%* **	120* *39%* *	119* *39%* *	46* *15%* *	4** *1%* **	55* *18%* *	189 *62%*	59** *19%* **	76* *25%* *	74* *24%* *	96* *31%* *
Effective Total	**205**	88	117	7	71	93	33	3	41	147	26	45	36	64
10	**27** ***9%***	11 *9%* *41%*	16 *9%* *59%*	4 *28%* *14%*	11 *9%* *42%*	7 *6%* *25%*	5 *11%* *19%*	- - -	4 *6%* *13%*	12 *6%* *45%*	11 *19%* *42%*	6 *7%* *21%*	3 *5%* *13%*	10 *11%* *38%*
9	**36** ***12%***	13 *10%* *36%*	23 *13%* *64%*	- - -	16 *14%* *46%*	12 *10%* *33%*	8 *17%* *21%*	- - -	2 *3%* *5%*	25 *13%* *68%*	10 *16%* *27%*	8 *11%* *23%*	11 *15%* *32%*	10 *11%* *28%*
8	**56** ***18%***	27 *21%* *49%*	28 *16%* *51%*	5 *35%* *9%*	22 *19%* *40%*	24 *20%* *43%*	3 *7%* *6%*	1 *33%* *3%*	15 *27%* *27%*	29 *15%* *52%*	12 *20%* *21%*	16 *21%* *29%*	12 *17%* *22%*	18 *19%* *32%*
7	**34** ***11%***	13 *10%* *39%*	21 *12%* *61%*	- - -	14 *12%* *42%*	13 *11%* *38%*	7 *14%* *20%*	* *3%* *	3 *5%* *8%*	22 *12%* *65%*	9 *15%* *27%*	9 *12%* *28%*	17 *22%* *49%* N	3 *3%* *8%*
6	**28** ***9%***	15 *12%* *55%*	13 *7%* *45%*	3 *23%* *12%*	13 *11%* *46%*	9 *8%* *32%*	3 *6%* *10%*	- - -	6 *11%* *21%*	19 *10%* *67%*	3 *6%* *12%*	9 *12%* *31%*	4 *5%* *14%*	10 *10%* *35%*
5	**44** ***15%***	17 *13%* *38%*	27 *16%* *62%*	1 *9%* *3%*	20 *17%* *45%*	20 *16%* *45%*	3 *7%* *7%*	- - -	13 *23%* *28%*	29 *15%* *66%*	3 *4%* *6%*	12 *16%* *27%*	5 *7%* *12%*	20 *21%* *45%*
4	**19** ***6%***	12 *9%* *63%*	7 *4%* *37%*	1 *5%* *3%*	7 *6%* *39%*	5 *4%* *27%*	3 *6%* *16%*	3 *63%* *14%*	1 *1%* *3%*	15 *8%* *81%*	3 *5%* *16%*	3 *4%* *17%*	2 *2%* *9%*	8 *9%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 549

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels

Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**316**	133 *42%*	183 *58%*	12 *4%*	105 *33%*	144 *46%*	51 *16%*	4 *1%*	56 *18%*	215 *68%*	40 *13%*	49 *16%*	39 *12%*	72 *23%*
Effective Total	**205**	88	117	7	71	93	33	3	41	147	26	45	36	64
3	**7** ***2%***	3 *2%* *39%*	4 *2%* *61%*	- - -	1 *1%* *10%*	5 *4%* *72%*	1 *3%* *18%*	- - -	2 *4%* *31%*	5 *2%* *69%*	- - -	1 *2%* *18%*	- - -	2 *2%* *36%*
2	**17** ***6%***	6 *5%* *35%*	11 *6%* *65%*	- - -	5 *4%* *30%*	9 *8%* *54%*	3 *6%* *17%*	- - -	3 *5%* *17%*	10 *6%* *62%*	4 *6%* *21%*	3 *3%* *15%*	4 *5%* *23%*	7 *7%* *41%*
1	**12** ***4%***	5 *4%* *40%*	7 *4%* *60%*	- - -	3 *2%* *22%*	2 *2%* *20%*	7 *15%* *57%* DE	- - -	3 *6%* *27%*	4 *2%* *33%*	5 *8%* *40%*	2 *2%* *13%*	4 *6%* *36%*	2 *2%* *19%*
Don't know	**24** ***8%***	7 *5%* *28%*	17 *10%* *72%*	* * *	6 *5%* *26%*	14 *12%* *58%*	4 *8%* *16%*	- - -	5 *9%* *20%*	19 *10%* *80%*	- - -	7 *9%* *29%*	11 *15%* *48%*	4 *5%* *18%*
Net: 10/9/8/7	**153** ***50%***	65 *50%* *42%*	88 *50%* *58%*	9 *63%* *6%*	64 *54%* *42%*	55 *46%* *36%*	23 *49%* *15%*	2 *37%* *1%*	23 *42%* *15%*	88 *46%* *58%*	42 *71%* *27%*	40 *52%* *26%*	44 *59%* *29%*	41 *43%* *27%*
Net: 10/9	**63** ***21%***	24 *19%* *38%*	39 *22%* *62%*	4 *28%* *6%*	28 *23%* *44%*	19 *16%* *29%*	13 *28%* *20%*	- - -	5 *10%* *9%*	37 *19%* *58%*	21 *36%* *33%*	14 *18%* *22%*	15 *20%* *24%*	20 *21%* *32%*
Net: 6/5/4	**91** ***30%***	44 *34%* *48%*	47 *27%* *52%*	5 *37%* *6%*	41 *34%* *44%*	34 *28%* *37%*	9 *20%* *10%*	3 *63%* *3%*	19 *35%* *21%*	63 *33%* *69%*	9 *15%* *10%*	24 *31%* *26%*	11 *15%* *12%*	38 *40%* *42%* M

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 549

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels

Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**316**	133 *42%*	183 *58%*	12 *4%*	105 *33%*	144 *46%*	51 *16%*	4 *1%*	56 *18%*	215 *68%*	40 *13%*	49 *16%*	39 *12%*	72 *23%*
Effective Total	**205**	88	117	7	71	93	33	3	41	147	26	45	36	64
Net: 3/2/1	**36** ***12%***	13 *10%* *38%*	22 *13%* *62%*	- - -	8 *7%* *24%*	16 *14%* *46%*	11 *24%* *31%* D	- - -	8 *15%* *23%*	19 *10%* *54%*	8 *14%* *23%*	5 *7%* *15%*	8 *11%* *23%*	11 *12%* *32%*
Mean	**6.47**	6.45	6.49	7.62	6.73	6.29	5.96	5.43	6.10	6.39	7.01	6.72	6.71	6.31
Standard Deviation	**2.47**	2.40	2.53	1.94	2.26	2.40	3.15	2.16	2.44	2.34	2.80	2.17	2.46	2.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 549

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels

Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**316**	43 *14%*	56 *18%*	57 *18%*	160 *51%*	280 *89%*	28 *9%*	10 *3%*	298 *94%*	306 *97%*	285 *90%*	21 *7%*	22 *7%*
Total (Wtd)	**304**	25* *8%* *	20* *7%* *	13* *4%* *	246 *81%*	271 *89%*	33** *11%* **	12** *4%* **	283 *93%*	292 *96%*	273 *90%*	19** *6%* **	19** *6%* **
Effective Total	**205**	39	53	51	142	183	21	7	192	197	184	13	13
10	**27** ***9%***	1 *6%* *5%*	4 *22%* *16%* OR	2 *14%* *7%*	19 *8%* *72%*	20 *7%* *75%*	7 *20%* *25%*	2 *16%* *7%*	23 *8%* *87%*	25 *9%* *93%*	24 *9%* *91%*	1 *3%* *2%*	1 *3%* *2%*
9	**36** ***12%***	2 *10%* *7%*	2 *11%* *6%*	1 *10%* *4%*	30 *12%* *83%*	31 *11%* *85%*	6 *17%* *15%*	- - -	31 *11%* *86%*	36 *12%* *100%*	30 *11%* *82%*	7 *34%* *18%*	7 *34%* *18%*
8	**56** ***18%***	4 *17%* *8%*	3 *14%* *5%*	2 *16%* *4%*	47 *19%* *84%*	50 *18%* *89%*	6 *19%* *11%*	6 *48%* *10%*	50 *18%* *90%*	50 *17%* *90%*	49 *18%* *88%*	1 *7%* *2%*	1 *8%* *3%*
7	**34** ***11%***	2 *8%* *6%*	1 *3%* *2%*	2 *19%* *7%* P	29 *12%* *85%*	34 *13%* *100%*	- - -	- - -	32 *11%* *94%*	34 *12%* *100%*	32 *12%* *95%*	2 *9%* *5%*	2 *9%* *5%*
6	**28** ***9%***	2 *7%* *6%*	2 *8%* *6%*	2 *17%* *7%*	23 *9%* *80%*	22 *8%* *78%*	6 *19%* *22%*	- - -	28 *10%* *99%*	28 *10%* *100%*	28 *10%* *98%*	1 *3%* *2%*	1 *3%* *2%*
5	**44** ***15%***	4 *17%* *10%*	2 *10%* *5%*	1 *5%* *1%*	37 *15%* *84%*	41 *15%* *92%*	4 *11%* *8%*	2 *14%* *4%*	43 *15%* *96%*	43 *15%* *96%*	38 *14%* *86%*	5 *24%* *10%*	5 *24%* *10%*
4	**19** ***6%***	3 *11%* *14%*	2 *8%* *9%*	1 *10%* *7%*	13 *5%* *70%*	19 *7%* *100%*	- - -	2 *13%* *8%*	17 *6%* *92%*	17 *6%* *92%*	17 *6%* *92%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 549

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels

Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**316**	43 *14%*	56 *18%*	57 *18%*	160 *51%*	280 *89%*	28 *9%*	10 *3%*	298 *94%*	306 *97%*	285 *90%*	21 *7%*	22 *7%*
Effective Total	**205**	39	53	51	142	183	21	7	192	197	184	13	13
3	**7** ***2%***	1 *5%* *19%*	2 *8%* *24%* R	* *2%* *3%*	4 *1%* *54%*	7 *2%* *100%*	- - -	- - -	7 *2%* *100%*	7 *2%* *100%*	7 *2%* *100%*	- - -	- - -
2	**17** ***6%***	2 *6%* *9%*	2 *8%* *10%*	* *3%* *2%*	13 *5%* *79%*	14 *5%* *81%*	3 *10%* *19%*	- - -	17 *6%* *99%*	17 *6%* *100%*	17 *6%* *100%*	- - -	- - -
1	**12** ***4%***	3 *13%* *27%* R	* *2%* *3%*	* *3%* *3%*	8 *3%* *67%*	12 *4%* *100%*	- - -	1 *8%* *8%*	11 *4%* *92%*	11 *4%* *92%*	11 *4%* *91%*	* *1%* *1%*	* *1%* *1%*
Don't know	**24** ***8%***	* * *	1 *5%* *4%*	* *2%* *1%*	23 *9%* *95%*	22 *8%* *94%*	2 *5%* *6%*	- - -	24 *8%* *100%*	24 *8%* *100%*	20 *7%* *85%*	4 *19%* *15%*	4 *19%* *15%*
Net: 10/9/8/7	**153** ***50%***	10 *41%* *7%*	10 *50%* *7%*	8 *60%* *5%*	125 *51%* *82%*	135 *50%* *88%*	18 *56%* *12%*	8 *65%* *5%*	137 *48%* *89%*	145 *50%* *95%*	135 *50%* *88%*	10 *53%* *7%*	10 *54%* *7%*
Net: 10/9	**63** ***21%***	4 *16%* *6%*	7 *33%* *10%*	3 *24%* *5%*	49 *20%* *78%*	51 *19%* *81%*	12 *37%* *19%*	2 *16%* *3%*	54 *19%* *86%*	61 *21%* *97%*	54 *20%* *86%*	7 *37%* *11%*	7 *37%* *11%*
Net: 6/5/4	**91** ***30%***	9 *35%* *10%*	5 *27%* *6%*	4 *31%* *4%*	73 *30%* *80%*	82 *30%* *89%*	10 *30%* *11%*	3 *27%* *3%*	88 *31%* *96%*	88 *30%* *97%*	83 *30%* *91%*	5 *27%* *6%*	5 *27%* *6%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 549

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Nickelodeon channels

Base : All whose children regularly watch Nickelodeon channels (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**316**	43 *14%*	56 *18%*	57 *18%*	160 *51%*	280 *89%*	28 *9%*	10 *3%*	298 *94%*	306 *97%*	285 *90%*	21 *7%*	22 *7%*
Effective Total	**205**	39	53	51	142	183	21	7	192	197	184	13	13
Net: 3/2/1	**36** ***12%***	6 *24%* *17%* R	4 *18%* *10%*	1 *7%* *3%*	25 *10%* *70%*	32 *12%* *91%*	3 *10%* *9%*	1 *8%* *3%*	34 *12%* *97%*	35 *12%* *97%*	34 *13%* *97%*	* *1%* *	* *1%* *
Mean	**6.47**	5.52	6.62	6.84 O	6.55 O	6.38	7.25	6.81	6.38	6.46	6.40	7.33	7.34
Standard Deviation	**2.47**	2.81	2.90	2.37	2.39	2.46	2.48	2.69	2.46	2.46	2.48	1.96	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 550

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels

Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**325**	131 *40%*	194 *60%*	13 *4%*	111 *34%*	144 *44%*	49 *15%*	7 *2%*	1 *	54 *17%*	226 *70%*	43 *13%*	51 *16%*	45 *14%*	71 *22%*
Total (Wtd)	**322**	128* *40%* *	194 *60%*	15** *5%* **	125* *39%* *	124 *39%*	51* *16%* *	6** *2%* **	2** *1%* **	54* *17%* *	205 *64%*	63** *20%* **	79* *24%* *	86* *27%* *	94* *29%* *
Effective Total	**217**	90	128	8	74	100	34	5	1	40	157	29	49	41	64
10	**48** ***15%***	18 *14%* *37%*	30 *16%* *63%*	4 *27%* *9%*	23 *19%* *49%*	14 *11%* *29%*	7 *14%* *14%*	- - -	- - -	1 *2%* *2%*	25 *12%* *51%*	23 *36%* *47%*	13 *16%* *26%*	9 *10%* *18%*	13 *13%* *26%*
9	**34** ***11%***	11 *9%* *33%*	23 *12%* *67%*	3 *21%* *9%*	11 *9%* *33%*	15 *12%* *46%*	4 *8%* *12%*	- - -	- - -	7 *14%* *22%*	20 *10%* *59%*	6 *10%* *19%*	13 *17%* *39%* N	13 *15%* *39%* N	2 *2%* *7%*
8	**54** ***17%***	28 *22%* *53%*	26 *13%* *47%*	1 *4%* *1%*	28 *22%* *51%*	19 *15%* *34%*	5 *10%* *10%*	- - -	2 *100%* *3%*	8 *16%* *16%*	38 *18%* *70%*	8 *13%* *15%*	14 *18%* *26%*	10 *12%* *19%*	21 *22%* *38%*
7	**44** ***14%***	19 *15%* *44%*	25 *13%* *56%*	- - -	21 *17%* *48%*	11 *9%* *25%*	8 *16%* *18%*	4 *64%* *8%*	- - -	10 *18%* *23%*	26 *13%* *59%*	8 *13%* *18%*	5 *6%* *10%*	19 *22%* *43%* L	15 *15%* *33%*
6	**25** ***8%***	10 *8%* *39%*	15 *8%* *61%*	2 *14%* *9%*	7 *6%* *29%*	12 *10%* *49%*	3 *7%* *14%*	- - -	- - -	5 *8%* *18%*	19 *9%* *75%*	2 *3%* *7%*	7 *9%* *30%*	2 *2%* *6%*	10 *10%* *39%*
5	**22** ***7%***	9 *7%* *44%*	12 *6%* *56%*	2 *10%* *7%*	5 *4%* *25%*	13 *11%* *60%*	2 *3%* *7%*	* *2%* *1%*	- - -	4 *8%* *21%*	15 *7%* *70%*	2 *3%* *10%*	4 *5%* *18%*	6 *7%* *26%*	8 *9%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 550

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels

Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**325**	131 *40%*	194 *60%*	13 *4%*	111 *34%*	144 *44%*	49 *15%*	7 *2%*	1 *	54 *17%*	226 *70%*	43 *13%*	51 *16%*	45 *14%*	71 *22%*
Effective Total	**217**	90	128	8	74	100	34	5	1	40	157	29	49	41	64
4	**17** ***5%***	5 *4%* *29%*	12 *6%* *71%*	2 *10%* *9%*	8 *6%* *44%*	4 *3%* *22%*	3 *5%* *15%*	2 *29%* *10%*	- - -	5 *9%* *29%*	10 *5%* *59%*	2 *3%* *12%*	5 *6%* *27%*	2 *2%* *10%*	5 *6%* *31%*
3	**18** ***6%***	11 *9%* *60%*	7 *4%* *40%*	2 *10%* *9%*	5 *4%* *28%*	8 *6%* *44%*	3 *7%* *19%*	- - -	- - -	3 *5%* *16%*	13 *6%* *71%*	2 *4%* *13%*	6 *8%* *36%*	2 *2%* *9%*	8 *9%* *45%*
2	**13** ***4%***	5 *4%* *38%*	8 *4%* *62%*	- - -	5 *4%* *42%*	4 *4%* *33%*	3 *7%* *25%*	- - -	- - -	* * *1%*	12 *6%* *90%*	1 *2%* *8%*	2 *3%* *19%*	6 *6%* *42%*	2 *3%* *18%*
1	**17** ***5%***	2 *2%* *15%*	15 *8%* *85%*	* *1%* *1%*	3 *3%* *19%*	7 *5%* *38%*	7 *14%* *41%* D	- - -	- - -	5 *10%* *32%*	8 *4%* *46%*	4 *6%* *22%*	3 *4%* *16%*	8 *9%* *45%*	2 *2%* *13%*
Don't know	**29** ***9%***	9 *7%* *30%*	21 *11%* *70%*	- - -	7 *6%* *24%*	17 *14%* *58%*	5 *10%* *17%*	* *5%* *1%*	- - -	5 *8%* *15%*	20 *10%* *67%*	5 *8%* *17%*	7 *8%* *23%*	11 *13%* *39%*	8 *8%* *26%*
Net: 10/9/8/7	**180** ***56%***	77 *60%* *43%*	104 *53%* *57%*	8 *53%* *4%*	84 *67%* *46%* E	59 *48%* *33%*	24 *48%* *13%*	4 *64%* *2%*	2 *100%* *1%*	27 *50%* *15%*	109 *53%* *60%*	45 *71%* *25%*	44 *57%* *25%*	51 *59%* *28%*	50 *53%* *28%*
Net: 10/9	**82** ***26%***	29 *23%* *35%*	53 *28%* *65%*	7 *49%* *9%*	35 *28%* *42%*	29 *24%* *36%*	11 *22%* *13%*	- - -	- - -	8 *16%* *10%*	45 *22%* *55%*	29 *46%* *35%*	26 *33%* *31%* N	22 *25%* *26%*	15 *16%* *18%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 550

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels

Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**325**	131 *40%*	194 *60%*	13 *4%*	111 *34%*	144 *44%*	49 *15%*	7 *2%*	1 *	54 *17%*	226 *70%*	43 *13%*	51 *16%*	45 *14%*	71 *22%*
Effective Total	**217**	90	128	8	74	100	34	5	1	40	157	29	49	41	64
Net: 6/5/4	**64** ***20%***	24 *19%* *38%*	39 *20%* *62%*	5 *35%* *8%*	20 *16%* *32%*	29 *23%* *45%*	7 *15%* *12%*	2 *32%* *3%*	- - -	14 *26%* *22%*	44 *21%* *69%*	6 *9%* *9%*	16 *20%* *25%*	9 *10%* *14%*	23 *25%* *37%*
Net: 3/2/1	**48** ***15%***	18 *14%* *38%*	30 *15%* *62%*	2 *12%* *4%*	14 *11%* *29%*	19 *15%* *39%*	14 *28%* *29%* D	- - -	- - -	8 *16%* *18%*	33 *16%* *68%*	7 *11%* *15%*	12 *15%* *24%*	15 *17%* *31%*	13 *14%* *27%*
Mean	**6.68**	6.81	6.59	7.12	7.10 F	6.52	5.83	6.02	8.00	6.05	6.54	7.67	6.92	6.51	6.56
Standard Deviation	**2.68**	2.45	2.84	2.75	2.48	2.66	3.18	1.53	-	2.56	2.62	2.79	2.68	2.87	2.40

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 550

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels

Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**325**	52 *16%*	51 *16%*	55 *17%*	167 *51%*	284 *87%*	35 *11%*	7 *2%*	313 *96%*	318 *98%*	298 *92%*	20 *6%*	24 *7%*
Total (Wtd)	**322**	33* *10%* *	18* *6%* *	12* *4%* *	259 *80%*	279 *87%*	42** *13%* **	11** *3%* **	303 *94%*	311 *97%*	290 *90%*	21** *7%* **	24** *7%* **
Effective Total	**217**	48	48	49	150	189	28	6	209	212	198	14	16
10	**48** ***15%***	7 *23%* *15%*	4 *22%* *8%*	3 *25%* *6%* R	34 *13%* *70%*	39 *14%* *80%*	9 *22%* *20%*	2 *14%* *3%*	44 *15%* *91%*	47 *15%* *97%*	45 *16%* *94%*	2 *7%* *3%*	2 *7%* *3%*
9	**34** ***11%***	3 *8%* *8%*	2 *9%* *5%*	1 *7%* *3%*	29 *11%* *84%*	30 *11%* *89%*	4 *9%* *11%*	3 *25%* *8%*	31 *10%* *92%*	31 *10%* *92%*	27 *9%* *81%*	4 *18%* *11%*	4 *17%* *12%*
8	**54** ***17%***	5 *15%* *9%*	2 *13%* *4%*	2 *16%* *4%*	45 *17%* *83%*	46 *17%* *86%*	8 *18%* *14%*	3 *27%* *5%*	50 *16%* *92%*	51 *16%* *95%*	46 *16%* *86%*	5 *22%* *9%*	5 *19%* *9%*
7	**44** ***14%***	3 *8%* *6%*	2 *9%* *4%*	2 *15%* *4%*	38 *15%* *86%*	37 *13%* *84%*	7 *17%* *16%*	- - -	42 *14%* *95%*	44 *14%* *100%*	42 *14%* *95%*	2 *10%* *5%*	2 *9%* *5%*
6	**25** ***8%***	2 *8%* *10%*	2 *11%* *8%*	2 *13%* *7%*	19 *7%* *75%*	19 *7%* *77%*	6 *13%* *23%*	- - -	24 *8%* *99%*	25 *8%* *100%*	25 *9%* *100%*	- - -	2 *9%* *9%*
5	**22** ***7%***	2 *5%* *8%*	1 *7%* *6%*	1 *6%* *3%*	18 *7%* *82%*	16 *6%* *72%*	6 *14%* *28%*	- - -	22 *7%* *100%*	22 *7%* *100%*	19 *7%* *88%*	3 *12%* *12%*	3 *11%* *12%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 550

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels

Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**325**	52 *16%*	51 *16%*	55 *17%*	167 *51%*	284 *87%*	35 *11%*	7 *2%*	313 *96%*	318 *98%*	298 *92%*	20 *6%*	24 *7%*
Effective Total	**217**	48	48	49	150	189	28	6	209	212	198	14	16
4	**17** ***5%***	3 *9%* *17%*	1 *7%* *8%*	1 *10%* *7%*	12 *5%* *69%*	16 *6%* *95%*	1 *2%* *5%*	2 *15%* *9%*	16 *5%* *91%*	16 *5%* *91%*	16 *5%* *91%*	- - -	- - -
3	**18** ***6%***	1 *2%* *3%*	1 *6%* *6%*	* *2%* *1%*	16 *6%* *90%*	18 *6%* *100%*	- - -	- - -	18 *6%* *100%*	18 *6%* *100%*	18 *6%* *100%*	- - -	- - -
2	**13** ***4%***	2 *7%* *16%*	* *2%* *3%*	* *2%* *1%*	10 *4%* *79%*	13 *5%* *100%*	- - -	2 *19%* *15%*	10 *3%* *73%*	11 *4%* *85%*	11 *4%* *85%*	- - -	- - -
1	**17** ***5%***	3 *10%* *19%*	1 *4%* *4%*	* *3%* *2%*	13 *5%* *74%*	17 *6%* *99%*	* * *1%*	- - -	17 *6%* *100%*	17 *6%* *100%*	17 *6%* *97%*	1 *2%* *3%*	1 *2%* *3%*
Don't know	**29** ***9%***	2 *6%* *7%*	2 *9%* *6%* *Q*	* * *	26 *10%* *87%* *Q*	28 *10%* *95%*	2 *4%* *5%*	- - -	29 *10%* *100%*	29 *9%* *100%*	23 *8%* *79%*	6 *29%* *21%*	6 *26%* *21%*
Net: 10/9/8/7	**180** ***56%***	18 *54%* *10%*	10 *53%* *5%*	8 *64%* *4%*	145 *56%* *80%*	152 *55%* *84%*	28 *66%* *16%*	7 *67%* *4%*	167 *55%* *93%*	173 *56%* *96%*	161 *56%* *89%*	12 *57%* *7%*	12 *52%* *7%*
Net: 10/9	**82** ***26%***	10 *31%* *12%*	6 *31%* *7%*	4 *32%* *5%*	62 *24%* *76%*	69 *25%* *84%*	13 *31%* *16%*	4 *39%* *5%*	75 *25%* *92%*	78 *25%* *95%*	73 *25%* *88%*	5 *25%* *7%*	6 *24%* *7%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 550

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Disney channels

Base : All whose children regularly watch Disney channels (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**325**	52 *16%*	51 *16%*	55 *17%*	167 *51%*	284 *87%*	35 *11%*	7 *2%*	313 *96%*	318 *98%*	298 *92%*	20 *6%*	24 *7%*
Effective Total	**217**	48	48	49	150	189	28	6	209	212	198	14	16
Net: 6/5/4	**64** ***20%***	7 *22%* *11%*	5 *25%* *7%*	4 *29%* *6%*	48 *19%* *76%*	51 *18%* *80%*	13 *30%* *20%*	2 *15%* *2%*	62 *20%* *97%*	62 *20%* *98%*	59 *21%* *93%*	3 *12%* *4%*	5 *20%* *7%*
Net: 3/2/1	**48** ***15%***	6 *18%* *12%*	2 *12%* *4%*	1 *7%* *2%*	40 *15%* *82%*	48 *17%* *100%*	* * *	2 *19%* *4%*	45 *15%* *93%*	46 *15%* *96%*	46 *16%* *95%*	1 *2%* *1%*	1 *2%* *1%*
Mean	**6.68**	6.53	6.93	7.16	6.66	6.54	7.54	6.82	6.66	6.67	6.62	7.58	7.40
Standard Deviation	**2.68**	3.13	2.74	2.52	2.64	2.77	1.88	3.07	2.67	2.67	2.70	2.01	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 551

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1

Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**446**	195 *44%*	251 *56%*	4 *1%*	96 *22%*	206 *46%*	122 *27%*	15 *3%*	2 *	83 *19%*	298 *67%*	59 *13%*	66 *15%*	68 *15%*	109 *24%*
Total (Wtd)	**436**	197 *45%*	239 *55%*	6** *1%* **	111* *26%* *	182 *42%*	122* *28%* *	12** *3%* **	2** *1%* **	74* *17%* *	275 *63%*	88* *20%* *	88* *20%* *	128* *29%* *	143* *33%* *
Effective Total	**299**	133	166	3	65	138	84	11	1	59	216	39	60	63	96
10	**20** ***4%***	8 *4%* *39%*	12 *5%* *61%*	1 *26%* *7%*	4 *3%* *19%*	6 *3%* *32%*	6 *5%* *33%*	- - -	2 *81%* *10%*	- - -	10 *4%* *53%*	9 *10%* *47%* I	3 *4%* *18%*	5 *4%* *25%*	9 *6%* *47%*
9	**35** ***8%***	19 *10%* *55%*	16 *7%* *45%*	- - -	8 *7%* *23%*	16 *9%* *46%*	10 *8%* *28%*	1 *9%* *3%*	- - -	7 *10%* *21%*	16 *6%* *45%*	12 *14%* *34%*	11 *12%* *31%*	11 *8%* *30%*	9 *6%* *25%*
8	**85** ***19%***	27 *14%* *32%*	57 *24%* *68%* A	2 *43%* *3%*	22 *19%* *26%*	38 *21%* *45%*	20 *16%* *24%*	2 *17%* *3%*	- - -	10 *13%* *11%*	61 *22%* *72%*	14 *16%* *17%*	26 *29%* *31%*	19 *15%* *23%*	25 *18%* *30%*
7	**75** ***17%***	41 *21%* *55%*	34 *14%* *45%*	* *7%* *1%*	23 *20%* *30%*	35 *19%* *46%*	14 *12%* *19%*	3 *23%* *4%*	- - -	15 *20%* *19%*	49 *18%* *66%*	11 *13%* *15%*	8 *9%* *11%*	21 *17%* *28%*	30 *21%* *39%*
6	**60** ***14%***	24 *12%* *40%*	36 *15%* *60%*	- - -	16 *14%* *26%*	26 *14%* *43%*	15 *12%* *26%*	3 *25%* *5%*	- - -	12 *16%* *20%*	39 *14%* *66%*	8 *10%* *14%*	11 *12%* *18%*	21 *17%* *35%*	17 *12%* *28%*
5	**56** ***13%***	26 *13%* *46%*	30 *13%* *54%*	1 *25%* *2%*	17 *16%* *31%*	22 *12%* *39%*	15 *12%* *26%*	- - -	* *19%* *1%*	9 *12%* *16%*	33 *12%* *60%*	14 *16%* *24%*	11 *12%* *19%*	15 *11%* *26%*	17 *12%* *31%*
4	**24** ***5%***	8 *4%* *33%*	16 *7%* *67%*	- - -	8 *7%* *35%*	8 *4%* *34%*	7 *6%* *29%*	1 *4%* *2%*	- - -	6 *9%* *28%*	16 *6%* *67%*	1 *1%* *6%*	3 *3%* *11%*	5 *4%* *19%*	12 *8%* *50%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 551

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1

Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**446**	195 *44%*	251 *56%*	4 *1%*	96 *22%*	206 *46%*	122 *27%*	15 *3%*	2 *	83 *19%*	298 *67%*	59 *13%*	66 *15%*	68 *15%*	109 *24%*
Effective Total	**299**	133	166	3	65	138	84	11	1	59	216	39	60	63	96
3	**13** ***3%***	7 *4%* *57%*	6 *2%* *43%*	- - -	3 *3%* *26%*	3 *2%* *21%*	6 *5%* *44%*	1 *9%* *8%*	- - -	3 *4%* *25%*	10 *4%* *75%*	- - -	1 *1%* *8%*	5 *4%* *39%*	5 *3%* *37%*
2	**8** ***2%***	7 *3%* *82%*	1 *1%* *18%*	- - -	3 *3%* *36%*	5 *3%* *58%*	1 *** *6%*	- - -	- - -	* *1%* *5%*	4 *1%* *46%*	4 *4%* *49%*	1 *2%* *17%*	2 *1%* *20%*	2 *2%* *31%*
1	**6** ***1%***	3 *1%* *49%*	3 *1%* *51%*	- - -	1 *1%* *11%*	4 *2%* *66%*	1 *1%* *23%*	- - -	- - -	- - -	6 *2%* *100%*	* * *	3 *3%* *43%*	- - -	2 *2%* *40%*
Don't know	**56** ***13%***	28 *14%* *50%*	28 *12%* *50%*	- - -	7 *6%* *13%*	20 *11%* *35%*	27 *22%* *49%* DE	2 *13%* *3%*	- - -	11 *15%* *20%*	31 *11%* *55%*	14 *16%* *25%*	11 *12%* *20%*	25 *19%* *45%*	14 *10%* *25%*
Net: 10/9/8/7	**214** ***49%***	95 *48%* *45%*	119 *50%* *55%*	4 *75%* *2%*	56 *50%* *26%*	96 *52%* *45%*	51 *41%* *24%*	6 *48%* *3%*	2 *81%* *1%*	31 *43%* *15%*	136 *50%* *64%*	47 *53%* *22%*	48 *55%* *22%*	56 *44%* *26%*	73 *51%* *34%*
Net: 10/9	**55** ***13%***	27 *14%* *49%*	28 *12%* *51%*	1 *26%* *3%*	12 *10%* *21%*	22 *12%* *41%*	16 *13%* *30%*	1 *9%* *2%*	2 *81%* *3%*	7 *10%* *13%*	26 *10%* *48%*	21 *24%* *39%* J	14 *16%* *26%*	15 *12%* *28%*	18 *13%* *33%*
Net: 6/5/4	**139** ***32%***	57 *29%* *41%*	82 *34%* *59%*	1 *25%* *1%*	41 *37%* *30%*	56 *31%* *40%*	37 *30%* *27%*	4 *29%* *3%*	* *19%* *	28 *37%* *20%*	88 *32%* *63%*	23 *27%* *17%*	24 *27%* *17%*	40 *32%* *29%*	46 *32%* *33%*
Net: 3/2/1	**27** ***6%***	17 *9%* *63%*	10 *4%* *37%*	- - -	7 *6%* *26%*	11 *6%* *42%*	8 *6%* *28%*	1 *9%* *4%*	- - -	4 *5%* *14%*	19 *7%* *72%*	4 *4%* *15%*	5 *6%* *19%*	7 *5%* *25%*	10 *7%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 551

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1

Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**446**	195 *44%*	251 *56%*	4 *1%*	96 *22%*	206 *46%*	122 *27%*	15 *3%*	2 *	83 *19%*	298 *67%*	59 *13%*	66 *15%*	68 *15%*	109 *24%*
Effective Total	**299**	133	166	3	65	138	84	11	1	59	216	39	60	63	96
Mean	**6.59**	6.47	6.68	7.70	6.44	6.62	6.57	6.56	9.03	6.35	6.50	7.08	6.89	6.64	6.51
Standard Deviation	**1.96**	2.05	1.88	1.99	1.88	1.96	2.04	1.74	2.63	1.71	1.96	2.09	2.05	1.81	2.04

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 551

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1

Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**446**	60 *13%*	77 *17%*	66 *15%*	243 *54%*	414 *93%*	23 *5%*	31 *7%*	408 *91%*	414 *93%*	264 *59%*	147 *33%*	156 *35%*
Total (Wtd)	**436**	36* *8%* *	28* *6%* *	14* *3%* *	358 *82%*	404 *93%*	32** *7%* **	31** *7%* **	399 *92%*	405 *93%*	265 *61%*	137* *31%* *	142 *33%*
Effective Total	**299**	57	71	61	214	278	21	18	276	281	180	99	104
10	**20** ***4%***	1 *3%* *5%*	1 *2%* *3%*	* *4%* *3%*	17 *5%* *89%*	16 *4%* *84%*	3 *10%* *16%*	3 *10%* *16%*	15 *4%* *78%*	16 *4%* *84%*	13 *5%* *67%*	3 *2%* *17%*	3 *2%* *17%*
9	**35** ***8%***	1 *3%* *3%*	3 *11%* *9%*	1 *4%* *2%*	30 *8%* *86%*	33 *8%* *93%*	2 *7%* *7%*	5 *15%* *13%*	30 *8%* *87%*	30 *7%* *87%*	15 *6%* *44%*	15 *11%* *43%*	15 *10%* *43%*
8	**85** ***19%***	7 *20%* *9%*	4 *15%* *5%*	3 *20%* *3%*	70 *20%* *83%*	78 *19%* *92%*	7 *22%* *8%*	4 *14%* *5%*	79 *20%* *93%*	80 *20%* *95%*	58 *22%* *69%*	22 *16%* *26%*	25 *17%* *29%*
7	**75** ***17%***	6 *17%* *8%*	7 *25%* *9%*	3 *23%* *4%*	59 *16%* *78%*	64 *16%* *86%*	11 *34%* *14%*	8 *25%* *10%*	67 *17%* *89%*	67 *17%* *90%*	46 *17%* *62%*	21 *15%* *28%*	22 *15%* *29%*
6	**60** ***14%***	6 *15%* *9%*	3 *11%* *5%*	2 *15%* *4%*	49 *14%* *82%*	60 *15%* *100%*	- - -	3 *9%* *5%*	54 *14%* *91%*	57 *14%* *95%*	40 *15%* *66%*	17 *12%* *28%*	17 *12%* *29%*
5	**56** ***13%***	8 *21%* *13%*	3 *13%* *6%*	2 *18%* *4%*	43 *12%* *76%*	51 *13%* *90%*	5 *17%* *10%*	5 *16%* *9%*	51 *13%* *91%*	51 *13%* *91%*	31 *12%* *55%*	20 *15%* *36%*	21 *14%* *37%*
4	**24** ***5%***	2 *6%* *9%*	2 *7%* *9%*	1 *4%* *2%*	19 *5%* *80%*	21 *5%* *90%*	2 *7%* *10%*	* *1%* *2%*	23 *6%* *98%*	23 *6%* *98%*	14 *5%* *58%*	8 *6%* *34%*	10 *7%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 551

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1

Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**446**	60 *13%*	77 *17%*	66 *15%*	243 *54%*	414 *93%*	23 *5%*	31 *7%*	408 *91%*	414 *93%*	264 *59%*	147 *33%*	156 *35%*
Effective Total	**299**	57	71	61	214	278	21	18	276	281	180	99	104
3	**13** ***3%***	1 *3%* *9%*	* *1%* *3%*	* *3%* *3%*	11 *3%* *85%*	13 *3%* *100%*	- - -	- - -	13 *3%* *100%*	13 *3%* *100%*	9 *4%* *72%*	4 *3%* *28%*	4 *3%* *28%*
2	**8** ***2%***	1 *4%* *18%*	1 *3%* *11%*	* *1%* *2%*	5 *2%* *68%*	8 *2%* *100%*	- - -	1 *2%* *7%*	7 *2%* *93%*	7 *2%* *93%*	6 *2%* *74%*	2 *1%* *20%*	2 *1%* *20%*
1	**6** ***1%***	1 *2%* *11%*	- - -	* *3%* *6%*	5 *1%* *83%*	6 *1%* *100%*	- - -	* *1%* *3%*	5 *1%* *86%*	5 *1%* *86%*	3 *1%* *45%*	2 *2%* *40%*	2 *2%* *40%*
Don't know	**56** ***13%***	2 *6%* *4%*	3 *10%* *5%*	1 *7%* *2%*	50 *14%* *90%*	54 *13%* *98%*	1 *3%* *2%*	2 *7%* *4%*	53 *13%* *96%*	53 *13%* *96%*	30 *11%* *53%*	23 *16%* *41%*	23 *16%* *41%*
Net: 10/9/8/7	**214** ***49%***	16 *43%* *7%*	15 *55%* *7%*	7 *50%* *3%*	177 *49%* *82%*	191 *47%* *89%*	23 *73%* *11%*	20 *64%* *9%*	192 *48%* *89%*	195 *48%* *91%*	133 *50%* *62%*	61 *45%* *29%*	65 *45%* *30%*
Net: 10/9	**55** ***13%***	2 *6%* *4%*	4 *14%* *7%*	1 *8%* *2%*	48 *13%* *87%*	49 *12%* *90%*	5 *17%* *10%*	8 *25%* *14%*	46 *11%* *84%*	47 *12%* *86%*	29 *11%* *52%*	18 *13%* *33%*	18 *13%* *33%*
Net: 6/5/4	**139** ***32%***	15 *42%* *11%*	9 *31%* *6%*	5 *37%* *4%*	110 *31%* *79%*	132 *33%* *95%*	8 *24%* *5%*	8 *27%* *6%*	128 *32%* *92%*	131 *32%* *94%*	84 *32%* *60%*	45 *33%* *32%*	47 *33%* *34%*
Net: 3/2/1	**27** ***6%***	3 *9%* *12%*	1 *4%* *5%*	1 *7%* *4%*	22 *6%* *80%*	27 *7%* *100%*	- - -	1 *2%* *3%*	26 *6%* *95%*	26 *6%* *95%*	18 *7%* *67%*	8 *6%* *28%*	8 *5%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 551

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC1

Base : All whose children regularly watch BBC1 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**446**	60 *13%*	77 *17%*	66 *15%*	243 *54%*	414 *93%*	23 *5%*	31 *7%*	408 *91%*	414 *93%*	264 *59%*	147 *33%*	156 *35%*
Effective Total	**299**	57	71	61	214	278	21	18	276	281	180	99	104
Mean	**6.59**	6.11	6.62	6.38	6.65	6.54	7.12	7.17	6.53	6.55	6.59	6.51	6.49
Standard Deviation	**1.96**	1.97	1.86	1.95	1.97	1.98	1.69	1.87	1.95	1.95	1.94	1.97	1.96

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 552

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2

Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**246**	106 *43%*	140 *57%*	6 *2%*	47 *19%*	108 *44%*	76 *31%*	8 *3%*	1 *	49 *20%*	159 *65%*	33 *13%*	35 *14%*	35 *14%*	61 *25%*
Total (Wtd)	**238**	106* *44%* *	132* *56%* *	9** *4%* **	51* *21%* *	93* *39%* *	76* *32%* *	7** *3%* **	2** *1%* **	45* *19%* *	142 *60%*	51** *22%* **	49* *20%* *	65* *27%* *	80* *34%* *
Effective Total	**164**	72	93	4	30	73	52	7	1	35	115	23	31	33	53
10	**5** ***2%***	3 *3%* *64%*	2 *1%* *36%*	- - -	- - -	1 *1%* *24%*	4 *5%* *76%*	- - -	- - -	- - -	3 *2%* *54%*	2 *5%* *46%*	1 *2%* *24%*	- - -	3 *4%* *64%*
9	**11** ***5%***	4 *3%* *32%*	8 *6%* *68%*	- - -	2 *4%* *17%*	3 *3%* *28%*	6 *8%* *55%*	- - -	- - -	1 *2%* *9%*	8 *6%* *69%*	3 *5%* *23%*	5 *10%* *44%*	- - -	5 *6%* *41%*
8	**31** ***13%***	15 *14%* *48%*	16 *12%* *52%*	2 *28%* *8%*	8 *16%* *27%*	9 *10%* *29%*	9 *12%* *30%*	- - -	2 *100%* *6%*	7 *17%* *24%*	19 *13%* *61%*	5 *9%* *15%*	5 *10%* *16%*	11 *17%* *35%*	13 *16%* *41%*
7	**45** ***19%***	21 *20%* *46%*	24 *18%* *54%*	- - -	12 *24%* *28%*	18 *19%* *39%*	13 *17%* *28%*	2 *34%* *5%*	- - -	5 *11%* *11%*	28 *19%* *61%*	13 *25%* *29%*	10 *21%* *23%*	13 *21%* *30%*	15 *18%* *32%*
6	**22** ***9%***	7 *7%* *34%*	14 *11%* *66%*	4 *45%* *18%*	3 *6%* *15%*	10 *11%* *47%*	5 *6%* *21%*	- - -	- - -	3 *6%* *12%*	13 *9%* *61%*	6 *12%* *28%*	3 *6%* *13%*	3 *5%* *16%*	8 *10%* *36%*
5	**22** ***9%***	5 *4%* *21%*	17 *13%* *79%*	2 *23%* *9%*	5 *10%* *23%*	11 *12%* *53%*	3 *4%* *15%*	- - -	- - -	7 *15%* *31%*	9 *6%* *40%*	6 *12%* *29%*	3 *5%* *12%*	6 *9%* *28%*	6 *8%* *29%*
4	**13** ***5%***	3 *3%* *25%*	9 *7%* *75%*	- - -	1 *1%* *5%*	7 *8%* *56%*	4 *5%* *31%*	1 *15%* *9%*	- - -	5 *10%* *36%*	8 *5%* *60%*	1 *1%* *4%*	4 *7%* *28%*	2 *2%* *12%*	5 *6%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 552

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2

Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**246**	106 *43%*	140 *57%*	6 *2%*	47 *19%*	108 *44%*	76 *31%*	8 *3%*	1 *	49 *20%*	159 *65%*	33 *13%*	35 *14%*	35 *14%*	61 *25%*
Effective Total	**164**	72	93	4	30	73	52	7	1	35	115	23	31	33	53
3	**11** ***4%***	7 *7%* *68%*	3 *3%* *32%*	- - -	3 *5%* *26%*	4 *4%* *33%*	4 *6%* *41%*	- - -	- - -	2 *5%* *20%*	7 *5%* *68%*	1 *3%* *12%*	3 *6%* *29%*	2 *2%* *15%*	2 *3%* *23%*
2	**20** ***8%***	13 *12%* *65%*	7 *5%* *35%*	- - -	6 *12%* *31%*	9 *10%* *44%*	4 *5%* *21%*	1 *11%* *4%*	- - -	3 *7%* *16%*	11 *8%* *54%*	6 *12%* *30%*	1 *3%* *7%*	9 *14%* *45%*	8 *9%* *38%*
1	**5** ***2%***	1 *1%* *12%*	5 *3%* *88%*	- - -	1 *3%* *29%*	3 *4%* *65%*	* * *6%*	- - -	- - -	1 *3%* *23%*	4 *3%* *77%*	- - -	- - -	- - -	2 *3%* *45%*
Don't know	**53** ***22%***	27 *25%* *50%*	27 *20%* *50%*	* *4%* *1%*	9 *18%* *17%*	18 *19%* *33%*	24 *31%* *44%*	3 *40%* *5%*	- - -	11 *25%* *21%*	34 *24%* *63%*	9 *17%* *17%*	14 *28%* *26%*	19 *29%* *35%*	14 *18%* *27%*
Net: 10/9/8/7	**93** ***39%***	43 *40%* *46%*	50 *38%* *54%*	2 *28%* *3%*	23 *45%* *25%*	31 *33%* *33%*	32 *42%* *35%*	2 *34%* *3%*	2 *100%* *2%*	13 *29%* *14%*	57 *40%* *62%*	22 *44%* *24%*	22 *44%* *23%*	24 *37%* *26%*	35 *44%* *38%*
Net: 10/9	**17** ***7%***	7 *7%* *42%*	10 *7%* *58%*	- - -	2 *4%* *12%*	4 *5%* *27%*	10 *13%* *62%*	- - -	- - -	1 *2%* *6%*	11 *7%* *64%*	5 *10%* *30%*	6 *13%* *38%* M	- - -	8 *10%* *48%*
Net: 6/5/4	**56** ***24%***	15 *14%* *27%*	41 *31%* *73%* A	6 *68%* *10%*	9 *17%* *16%*	29 *31%* *51%*	12 *15%* *21%*	1 *15%* *2%*	- - -	14 *31%* *25%*	29 *21%* *52%*	13 *25%* *23%*	9 *18%* *16%*	11 *17%* *20%*	19 *23%* *33%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 552

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2

Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**246**	106 *43%*	140 *57%*	6 *2%*	47 *19%*	108 *44%*	76 *31%*	8 *3%*	1 *	49 *20%*	159 *65%*	33 *13%*	35 *14%*	35 *14%*	61 *25%*
Effective Total	**164**	72	93	4	30	73	52	7	1	35	115	23	31	33	53
Net: 3/2/1	**36** ***15%***	21 *20%* *58%*	15 *11%* *42%*	- - -	11 *21%* *29%*	16 *17%* *44%*	9 *12%* *24%*	1 *11%* *2%*	- - -	7 *15%* *18%*	22 *16%* *61%*	7 *14%* *20%*	4 *9%* *12%*	11 *16%* *30%*	12 *16%* *35%*
Mean	**5.87**	5.83	5.90	6.33	5.71	5.48	6.45 E	5.34	8.00	5.45	5.91	6.10	6.45	5.67	6.03
Standard Deviation	**2.30**	2.46	2.18	1.21	2.37	2.26	2.37	2.29	-	2.21	2.35	2.24	2.13	2.23	2.44

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Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2

Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**246**	34 *14%*	44 *18%*	37 *15%*	131 *53%*	229 *93%*	15 *6%*	19 *8%*	223 *91%*	227 *92%*	131 *53%*	94 *38%*	99 *40%*
Total (Wtd)	**238**	21* *9%* *	15* *6%* *	8* *3%* *	194 *82%*	218 *91%*	20** *9%* **	19** *8%* **	213 *89%*	220 *92%*	135* *57%* *	82* *34%* *	83* *35%* *
Effective Total	**164**	32	41	35	116	151	13	12	149	152	89	62	64
10	**5** ***2%***	- - -	* *2%* *6%*	* *4%* *6%*	5 *2%* *88%*	3 *1%* *60%*	2 *10%* *40%*	- - -	4 *2%* *76%*	5 *2%* *100%*	4 *3%* *70%*	2 *2%* *30%*	2 *2%* *30%*
9	**11** ***5%***	1 *3%* *5%*	1 *4%* *6%*	* *6%* *4%*	10 *5%* *85%*	8 *4%* *70%*	3 *17%* *30%*	2 *9%* *15%*	10 *5%* *85%*	10 *4%* *85%*	7 *5%* *64%*	2 *3%* *21%*	2 *3%* *21%*
8	**31** ***13%***	1 *3%* *2%*	1 *5%* *2%*	1 *14%* *4%*	28 *15%* *92%*	31 *14%* *100%*	- - -	2 *13%* *8%*	27 *13%* *88%*	28 *13%* *92%*	18 *14%* *59%*	10 *12%* *33%*	10 *12%* *33%*
7	**45** ***19%***	3 *16%* *7%*	2 *15%* *5%*	1 *16%* *3%*	38 *20%* *85%*	40 *18%* *88%*	5 *26%* *12%*	4 *23%* *10%*	38 *18%* *84%*	41 *19%* *90%*	26 *19%* *57%*	15 *19%* *34%*	16 *19%* *34%*
6	**22** ***9%***	4 *20%* *19%* R	3 *17%* *12%*	1 *13%* *5%*	14 *7%* *65%*	21 *10%* *96%*	1 *4%* *4%*	5 *28%* *25%*	16 *8%* *75%*	16 *7%* *75%*	8 *6%* *38%*	8 *10%* *38%*	9 *10%* *40%*
5	**22** ***9%***	3 *14%* *14%*	3 *21%* *15%* R	1 *7%* *3%*	15 *8%* *69%*	20 *9%* *94%*	1 *7%* *6%*	3 *15%* *13%*	19 *9%* *87%*	19 *9%* *87%*	10 *7%* *46%*	9 *11%* *42%*	9 *11%* *42%*
4	**13** ***5%***	1 *5%* *9%*	1 *8%* *10%*	1 *7%* *5%*	10 *5%* *77%*	11 *5%* *83%*	2 *10%* *17%*	1 *3%* *4%*	12 *6%* *96%*	12 *6%* *96%*	8 *6%* *61%*	4 *5%* *35%*	5 *6%* *39%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 552

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2

Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**246**	34 *14%*	44 *18%*	37 *15%*	131 *53%*	229 *93%*	15 *6%*	19 *8%*	223 *91%*	227 *92%*	131 *53%*	94 *38%*	99 *40%*
Effective Total	**164**	32	41	35	116	151	13	12	149	152	89	62	64
3	**11** ***4%***	2 *10%* *19%*	1 *5%* *6%*	1 *10%* *7%*	7 *4%* *67%*	11 *5%* *100%*	- - -	- - -	11 *5%* *100%*	11 *5%* *100%*	10 *7%* *91%*	1 *1%* *9%*	1 *1%* *11%*
2	**20** ***8%***	1 *6%* *7%*	1 *4%* *3%*	- - -	18 *9%* *90%*	17 *8%* *85%*	3 *15%* *15%*	- - -	19 *9%* *94%*	20 *9%* *100%*	13 *10%* *64%*	7 *9%* *36%*	7 *9%* *36%*
1	**5** ***2%***	2 *8%* *32%* R	1 *5%* *14%*	* *6%* *9%*	2 *1%* *45%*	5 *2%* *100%*	- - -	- - -	5 *2%* *100%*	5 *2%* *100%*	3 *2%* *63%*	2 *2%* *37%*	2 *2%* *37%*
Don't know	**53** ***22%***	3 *14%* *6%*	2 *15%* *4%*	1 *16%* *2%*	47 *24%* *88%*	51 *24%* *96%*	2 *10%* *4%*	2 *9%* *3%*	52 *24%* *97%*	52 *24%* *97%*	28 *21%* *53%*	21 *25%* *39%*	21 *25%* *39%*
Net: 10/9/8/7	**93** ***39%***	4 *22%* *5%*	4 *26%* *4%*	3 *41%* *4%*	81 *42%* *87%* O	82 *38%* *88%*	11 *53%* *12%*	8 *45%* *9%*	79 *37%* *85%*	84 *38%* *91%*	55 *41%* *59%*	29 *36%* *32%*	30 *36%* *32%*
Net: 10/9	**17** ***7%***	1 *3%* *3%*	1 *6%* *6%*	1 *10%* *5%*	14 *7%* *86%*	11 *5%* *67%*	6 *27%* *33%*	2 *9%* *10%*	14 *6%* *82%*	15 *7%* *90%*	11 *8%* *66%*	4 *5%* *24%*	4 *5%* *24%*
Net: 6/5/4	**56** ***24%***	8 *40%* *15%* R	7 *45%* *12%* R	2 *28%* *4%*	39 *20%* *69%*	52 *24%* *92%*	4 *21%* *8%*	9 *46%* *15%*	47 *22%* *85%*	47 *22%* *85%*	26 *19%* *46%*	22 *26%* *39%*	23 *27%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 552

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - BBC2

Base : All whose children regularly watch BBC2 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**246**	34 *14%*	44 *18%*	37 *15%*	131 *53%*	229 *93%*	15 *6%*	19 *8%*	223 *91%*	227 *92%*	131 *53%*	94 *38%*	99 *40%*
Effective Total	**164**	32	41	35	116	151	13	12	149	152	89	62	64
Net: 3/2/1	**36** ***15%***	5 *25%* *14%*	2 *13%* *6%*	1 *16%* *3%*	28 *14%* *77%*	33 *15%* *91%*	3 *15%* *9%*	- - -	35 *16%* *97%*	36 *16%* *100%*	26 *19%* *72%*	10 *12%* *28%*	10 *12%* *28%*
Mean	**5.87**	4.92	5.48	5.99	6.02	5.82	6.32	6.61	5.76	5.80	5.78	5.83	5.82
Standard Deviation	**2.30**	2.18	2.14	2.54	2.31	2.25	2.72	1.31	2.35	2.37	2.45	2.23	2.21

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 553

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - ITV1

Base : All whose children regularly watch ITV1 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**386**	162 *42%*	224 *58%*	7 *2%*	80 *21%*	180 *47%*	102 *26%*	14 *4%*	2 *1%*	64 *17%*	264 *68%*	54 *14%*	61 *16%*	58 *15%*	91 *24%*
Total (Wtd)	**386**	170 *44%*	216 *56%*	11** *3%* **	98* *25%* *	160 *41%*	104* *27%* *	11** *3%* **	2** *1%* **	60* *16%* *	239 *62%*	86* *22%* *	86* *22%* *	111* *29%* *	122* *32%* *
Effective Total	**258**	111	147	5	56	118	72	10	1	48	188	38	54	55	80
10	**7** ***2%***	* * *7%*	6 *3%* *93%*	- - -	* * *3%*	6 *4%* *89%*	1 * *7%*	- - -	- - -	* * *3%*	1 *1%* *20%*	5 *6%* *77%* J	- - -	3 *3%* *41%*	2 *2%* *32%*
9	**15** ***4%***	12 *7%* *80%* B	3 *1%* *20%*	- - -	3 *3%* *21%*	4 *3%* *29%*	8 *7%* *50%*	- - -	- - -	- - -	6 *3%* *42%*	9 *10%* *58%*	- - -	8 *7%* *50%*	5 *4%* *30%*
8	**55** ***14%***	16 *10%* *30%*	39 *18%* *70%*	2 *22%* *4%*	15 *15%* *27%*	29 *18%* *52%* F	6 *5%* *10%*	1 *12%* *2%*	2 *81%* *3%*	6 *10%* *11%*	36 *15%* *66%*	13 *15%* *23%*	25 *29%* *45%* MN	10 *9%* *17%*	12 *10%* *22%*
7	**59** ***15%***	26 *15%* *44%*	33 *15%* *56%*	* *4%* *1%*	14 *15%* *24%*	31 *19%* *53%*	9 *9%* *16%*	4 *33%* *6%*	- - -	6 *11%* *11%*	38 *16%* *65%*	14 *16%* *24%*	13 *16%* *23%*	12 *11%* *21%*	22 *18%* *37%*
6	**73** ***19%***	30 *18%* *42%*	42 *20%* *58%*	3 *26%* *4%*	19 *20%* *27%*	29 *18%* *40%*	21 *20%* *29%*	* *4%* *1%*	- - -	7 *12%* *10%*	51 *21%* *71%*	14 *16%* *19%*	13 *16%* *19%*	25 *23%* *35%*	22 *18%* *31%*
5	**45** ***12%***	22 *13%* *48%*	24 *11%* *52%*	2 *16%* *4%*	10 *11%* *23%*	16 *10%* *36%*	15 *14%* *33%*	2 *15%* *4%*	- - -	7 *11%* *15%*	28 *12%* *62%*	10 *12%* *23%*	9 *11%* *20%*	13 *12%* *30%*	12 *10%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 553

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - ITV1

Base : All whose children regularly watch ITV1 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**386**	162 *42%*	224 *58%*	7 *2%*	80 *21%*	180 *47%*	102 *26%*	14 *4%*	2 *1%*	64 *17%*	264 *68%*	54 *14%*	61 *16%*	58 *15%*	91 *24%*
Effective Total	**258**	111	147	5	56	118	72	10	1	48	188	38	54	55	80
4	**36** ***9%***	16 *9%* *44%*	20 *9%* *56%*	- - -	18 *18%* *50%* EF	11 *7%* *30%*	6 *6%* *17%*	1 *10%* *3%*	- - -	10 *17%* *28%* J	17 *7%* *48%*	9 *10%* *24%*	9 *10%* *24%*	5 *5%* *15%*	15 *13%* *43%*
3	**18** ***5%***	10 *6%* *54%*	8 *4%* *46%*	- - -	6 *6%* *31%*	6 *3%* *31%*	7 *7%* *38%*	- - -	- - -	4 *6%* *21%*	13 *6%* *74%*	1 *1%* *5%*	1 *1%* *7%*	7 *6%* *38%*	7 *6%* *38%*
2	**19** ***5%***	10 *6%* *55%*	9 *4%* *45%*	- - -	3 *3%* *17%*	10 *6%* *53%*	4 *4%* *23%*	1 *7%* *4%*	* *19%* *2%*	8 *14%* *43%* J	7 *3%* *39%*	3 *4%* *18%*	4 *5%* *21%*	5 *4%* *26%*	7 *5%* *34%*
1	**10** ***3%***	4 *2%* *39%*	6 *3%* *61%*	3 *32%* *35%*	2 *2%* *18%*	3 *2%* *33%*	1 *1%* *13%*	- - -	- - -	1 *2%* *13%*	5 *2%* *46%*	4 *5%* *41%*	1 *1%* *13%*	3 *3%* *35%*	4 *3%* *39%*
Don't know	**49** ***13%***	23 *14%* *47%*	26 *12%* *53%*	- - -	7 *7%* *14%*	14 *9%* *29%*	26 *25%* *53%* DE	2 *19%* *4%*	- - -	10 *17%* *20%*	35 *15%* *72%*	4 *5%* *8%*	10 *11%* *19%*	19 *17%* *39%*	14 *12%* *28%*
Net: 10/9/8/7	**135** ***35%***	55 *32%* *40%*	81 *37%* *60%*	3 *25%* *2%*	33 *33%* *24%*	70 *44%* *52%* F	23 *22%* *17%*	5 *46%* *4%*	2 *81%* *1%*	13 *22%* *10%*	82 *34%* *60%*	41 *47%* *30%* I	38 *45%* *28%*	32 *29%* *24%*	40 *33%* *30%*
Net: 10/9	**22** ***6%***	13 *7%* *57%*	9 *4%* *43%*	- - -	3 *3%* *15%*	10 *7%* *48%*	8 *8%* *37%*	- - -	- - -	* * *1%*	8 *3%* *35%*	14 *16%* *64%* IJ	- - -	10 *9%* *47%* L	7 *6%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 553

Absolutes/col/row percents

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	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**386**	162 *42%*	224 *58%*	7 *2%*	80 *21%*	180 *47%*	102 *26%*	14 *4%*	2 *1%*	64 *17%*	264 *68%*	54 *14%*	61 *16%*	58 *15%*	91 *24%*
Effective Total	**258**	111	147	5	56	118	72	10	1	48	188	38	54	55	80
Net: 6/5/4	**154** ***40%***	68 *40%* *44%*	86 *40%* *56%*	5 *43%* *3%*	48 *49%* *31%*	56 *35%* *37%*	42 *41%* *27%*	3 *29%* *2%*	- - -	24 *40%* *16%*	97 *41%* *63%*	33 *38%* *21%*	31 *36%* *20%*	44 *40%* *29%*	50 *41%* *33%*
Net: 3/2/1	**47** ***12%***	24 *14%* *51%*	23 *11%* *49%*	3 *32%* *7%*	11 *11%* *23%*	19 *12%* *41%*	12 *12%* *27%*	1 *7%* *2%*	* *19%* *1%*	13 *22%* *28%* J	25 *10%* *54%*	8 *10%* *18%*	7 *8%* *14%*	15 *14%* *33%*	17 *14%* *37%*
Mean	**5.83**	5.68	5.96	4.70	5.66	6.10	5.66	5.94	6.83	4.86	5.90 I	6.27 I	6.14	5.81	5.62
Standard Deviation	**2.06**	2.08	2.03	2.86	1.90	2.10	1.99	1.85	3.15	2.08	1.87	2.30	1.87	2.16	2.09

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 553

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - ITV1

Base : All whose children regularly watch ITV1 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**386**	55 *14%*	64 *17%*	57 *15%*	210 *54%*	360 *93%*	20 *5%*	33 *9%*	347 *90%*	353 *91%*	235 *61%*	116 *30%*	122 *32%*
Total (Wtd)	**386**	33* *8%* *	23* *6%* *	12* *3%* *	318 *82%*	359 *93%*	27** *7%* **	34** *9%* **	343 *89%*	351 *91%*	239 *62%*	111* *29%* *	115* *30%* *
Effective Total	**258**	52	60	54	186	242	16	20	234	238	159	78	82
10	**7** ***2%***	1 *3%* *15%*	- - -	1 *7%* *13%* PR	5 *2%* *72%*	7 *2%* *100%*	- - -	3 *9%* *45%*	4 *1%* *55%*	4 *1%* *55%*	1 *** *16%*	3 *2%* *39%*	3 *2%* *39%*
9	**15** ***4%***	1 *2%* *3%*	2 *9%* *14%*	* *4%* *3%*	12 *4%* *80%*	13 *4%* *86%*	2 *8%* *14%*	1 *2%* *3%*	15 *4%* *97%*	15 *4%* *97%*	7 *3%* *47%*	8 *7%* *50%*	8 *7%* *50%*
8	**55** ***14%***	3 *10%* *6%*	3 *14%* *6%*	2 *13%* *3%*	47 *15%* *85%*	49 *14%* *89%*	6 *23%* *11%*	5 *16%* *10%*	45 *13%* *83%*	49 *14%* *90%*	37 *15%* *67%*	13 *11%* *23%*	14 *12%* *25%*
7	**59** ***15%***	6 *18%* *10%*	3 *13%* *5%*	3 *21%* *4%*	47 *15%* *81%*	52 *15%* *89%*	6 *23%* *11%*	2 *7%* *4%*	56 *16%* *96%*	56 *16%* *96%*	42 *18%* *72%*	14 *13%* *24%*	15 *13%* *26%*
6	**73** ***19%***	7 *20%* *9%*	3 *14%* *4%*	2 *15%* *2%*	61 *19%* *84%*	64 *18%* *88%*	9 *32%* *12%*	12 *35%* *17%*	59 *17%* *82%*	61 *17%* *83%*	42 *18%* *58%*	18 *16%* *25%*	19 *16%* *26%*
5	**45** ***12%***	4 *12%* *9%*	4 *19%* *10%*	2 *17%* *5%*	35 *11%* *77%*	45 *13%* *99%*	* *1%* *1%*	2 *6%* *5%*	43 *13%* *95%*	43 *12%* *95%*	27 *11%* *59%*	16 *15%* *36%*	17 *15%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 553

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - ITV1

Base : All whose children regularly watch ITV1 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**386**	55 *14%*	64 *17%*	57 *15%*	210 *54%*	360 *93%*	20 *5%*	33 *9%*	347 *90%*	353 *91%*	235 *61%*	116 *30%*	122 *32%*
Effective Total	**258**	52	60	54	186	242	16	20	234	238	159	78	82
4	**36** ***9%***	5 *15%* *13%*	1 *6%* *4%*	1 *5%* *2%*	29 *9%* *82%*	33 *9%* *93%*	3 *10%* *7%*	2 *6%* *6%*	32 *9%* *90%*	34 *10%* *94%*	27 *11%* *75%*	6 *5%* *16%*	6 *6%* *18%*
3	**18** ***5%***	1 *3%* *5%*	2 *7%* *9%*	* *3%* *2%*	15 *5%* *84%*	17 *5%* *94%*	1 *4%* *6%*	- - -	18 *5%* *100%*	18 *5%* *100%*	15 *6%* *86%*	3 *2%* *14%*	3 *2%* *14%*
2	**19** ***5%***	2 *7%* *12%*	1 *3%* *4%*	1 *5%* *3%*	16 *5%* *82%*	19 *5%* *100%*	- - -	- - -	19 *6%* *100%*	19 *5%* *100%*	9 *4%* *49%*	10 *9%* *51%*	10 *8%* *51%*
1	**10** ***3%***	- - -	1 *4%* *9%*	* *3%* *4%*	9 *3%* *87%*	10 *3%* *100%*	- - -	* *1%* *2%*	10 *3%* *98%*	10 *3%* *98%*	5 *2%* *53%*	4 *4%* *45%*	4 *4%* *45%*
Don't know	**49** ***13%***	3 *11%* *7%*	2 *11%* *5%*	1 *7%* *2%*	43 *13%* *86%*	49 *14%* *100%*	- - -	7 *19%* *13%*	42 *12%* *84%*	43 *12%* *87%*	26 *11%* *52%*	17 *15%* *35%*	17 *15%* *35%*
Net: 10/9/8/7	**135** ***35%***	11 *33%* *8%*	8 *36%* *6%*	5 *45%* *4%*	111 *35%* *82%*	121 *34%* *89%*	14 *53%* *11%*	11 *33%* *8%*	120 *35%* *89%*	124 *35%* *92%*	87 *37%* *64%*	37 *33%* *27%*	39 *34%* *29%*
Net: 10/9	**22** ***6%***	2 *5%* *7%*	2 *9%* *9%*	1 *11%* *6%*	17 *5%* *78%*	20 *6%* *91%*	2 *8%* *9%*	4 *10%* *16%*	18 *5%* *84%*	18 *5%* *84%*	8 *3%* *37%*	10 *9%* *46%*	10 *9%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 553

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - ITV1

Base : All whose children regularly watch ITV1 (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**386**	55 *14%*	64 *17%*	57 *15%*	210 *54%*	360 *93%*	20 *5%*	33 *9%*	347 *90%*	353 *91%*	235 *61%*	116 *30%*	122 *32%*
Effective Total	**258**	52	60	54	186	242	16	20	234	238	159	78	82
Net: 6/5/4	**154** ***40%***	15 *47%* *10%*	9 *39%* *6%*	4 *37%* *3%*	125 *39%* *81%*	142 *40%* *92%*	12 *43%* *8%*	16 *47%* *11%*	135 *39%* *88%*	138 *39%* *89%*	96 *40%* *62%*	40 *36%* *26%*	42 *37%* *27%*
Net: 3/2/1	**47** ***12%***	3 *10%* *7%*	3 *14%* *7%*	1 *11%* *3%*	39 *12%* *83%*	46 *13%* *98%*	1 *4%* *2%*	* *1%* *	47 *14%* *100%*	47 *13%* *100%*	30 *13%* *64%*	17 *15%* *36%*	17 *15%* *36%*
Mean	**5.83**	5.75	5.83	6.18	5.83	5.77	6.59	6.72	5.73	5.75	5.77	5.74	5.77
Standard Deviation	**2.06**	1.93	2.18	2.28	2.06	2.08	1.52	1.71	2.07	2.07	1.96	2.31	2.29

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 554

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4

Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**309**	128 *41%*	181 *59%*	4 *1%*	67 *22%*	139 *45%*	86 *28%*	11 *4%*	1 *	54 *17%*	211 *68%*	40 *13%*	44 *14%*	51 *17%*	76 *25%*
Total (Wtd)	**308**	139* *45%* *	169 *55%*	6** *2%* **	75* *24%* *	120* *39%* *	95* *31%* *	10** *3%* **	2** *1%* **	53* *17%* *	195 *63%*	60** *19%* **	61* *20%* *	96* *31%* *	99* *32%* *
Effective Total	**210**	88	122	2	46	94	62	9	1	41	151	27	40	48	68
10	**1** *	* * *51%*	* * *49%*	- - -	- - -	* * *51%*	* * *49%*	- - -	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -
9	**11** ***4%***	7 *5%* *61%*	4 *3%* *39%*	- - -	2 *3%* *18%*	3 *2%* *26%*	6 *6%* *56%*	- - -	- - -	2 *3%* *16%*	3 *2%* *31%*	6 *10%* *53%*	- - -	4 *4%* *40%*	5 *5%* *47%*
8	**26** ***8%***	17 *12%* *67%*	8 *5%* *33%*	3 *58%* *14%*	6 *8%* *24%*	5 *4%* *19%*	8 *8%* *32%*	1 *11%* *4%*	2 *100%* *7%*	5 *9%* *18%*	11 *5%* *42%*	10 *17%* *40%*	11 *18%* *42%*	7 *7%* *25%*	7 *7%* *26%*
7	**25** ***8%***	6 *4%* *24%*	19 *11%* *76%*	1 *10%* *2%*	3 *3%* *10%*	18 *15%* *70%* DF	4 *4%* *15%*	1 *7%* *3%*	- - -	3 *5%* *10%*	18 *9%* *72%*	4 *7%* *17%*	1 *2%* *5%*	8 *8%* *30%*	9 *9%* *35%*
6	**35** ***11%***	17 *12%* *48%*	18 *11%* *52%*	- - -	11 *14%* *30%*	14 *12%* *41%*	8 *8%* *22%*	3 *24%* *7%*	- - -	7 *13%* *20%*	24 *12%* *69%*	4 *6%* *10%*	10 *16%* *27%*	12 *12%* *34%*	7 *7%* *21%*
5	**50** ***16%***	21 *15%* *42%*	29 *17%* *58%*	- - -	17 *22%* *33%* F	24 *20%* *47%* F	7 *7%* *14%*	3 *26%* *5%*	- - -	7 *13%* *14%*	37 *19%* *73%*	7 *11%* *13%*	16 *26%* *32%*	12 *12%* *23%*	14 *14%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 554

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4

Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**309**	128 *41%*	181 *59%*	4 *1%*	67 *22%*	139 *45%*	86 *28%*	11 *4%*	1 *	54 *17%*	211 *68%*	40 *13%*	44 *14%*	51 *17%*	76 *25%*
Effective Total	**210**	88	122	2	46	94	62	9	1	41	151	27	40	48	68
4	**31** ***10%***	14 *10%* *46%*	17 *10%* *54%*	2 *26%* *5%*	9 *12%* *29%*	11 *9%* *34%*	10 *11%* *32%*	- - -	- - -	6 *12%* *20%*	19 *10%* *61%*	6 *10%* *18%*	3 *5%* *9%*	6 *6%* *19%*	14 *14%* *45%*
3	**24** ***8%***	12 *9%* *53%*	11 *7%* *47%*	- - -	9 *12%* *39%*	6 *5%* *25%*	8 *8%* *32%*	1 *11%* *5%*	- - -	4 *8%* *18%*	16 *8%* *69%*	3 *5%* *13%*	2 *4%* *10%*	9 *9%* *37%*	10 *11%* *44%*
2	**21** ***7%***	12 *9%* *59%*	8 *5%* *41%*	- - -	9 *12%* *43%*	8 *6%* *37%*	4 *4%* *18%*	* *4%* *2%*	- - -	4 *7%* *18%*	11 *6%* *55%*	6 *10%* *28%*	2 *3%* *8%*	9 *9%* *42%*	6 *6%* *31%*
1	**14** ***5%***	4 *3%* *29%*	10 *6%* *71%*	- - -	2 *3%* *14%*	11 *9%* *77%* F	1 *1%* *9%*	- - -	- - -	5 *10%* *37%*	9 *5%* *63%*	- - -	1 *2%* *9%*	3 *3%* *22%*	6 *6%* *42%*
Don't know	**71** ***23%***	28 *20%* *39%*	43 *25%* *61%*	* *6%* *1%*	8 *11%* *12%*	21 *17%* *29%*	40 *42%* *56%* DE	2 *17%* *3%*	- - -	11 *20%* *15%*	46 *24%* *65%*	14 *24%* *20%*	15 *25%* *21%*	28 *29%* *39%*	20 *21%* *29%*
Net: 10/9/8/7	**62** ***20%***	30 *22%* *49%*	32 *19%* *51%*	4 *68%* *7%*	11 *14%* *17%*	26 *21%* *41%*	18 *19%* *29%*	2 *18%* *3%*	2 *100%* *3%*	9 *17%* *14%*	32 *17%* *52%*	21 *35%* *34%*	12 *20%* *19%*	18 *19%* *30%*	20 *21%* *33%*
Net: 10/9	**11** ***4%***	7 *5%* *60%*	5 *3%* *40%*	- - -	2 *3%* *17%*	3 *3%* *27%*	6 *7%* *55%*	- - -	- - -	2 *3%* *15%*	3 *2%* *29%*	6 *11%* *55%*	- - -	4 *4%* *38%*	5 *5%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 554

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4

Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**309**	128 *41%*	181 *59%*	4 *1%*	67 *22%*	139 *45%*	86 *28%*	11 *4%*	1 *	54 *17%*	211 *68%*	40 *13%*	44 *14%*	51 *17%*	76 *25%*
Effective Total	**210**	88	122	2	46	94	62	9	1	41	151	27	40	48	68
Net: 6/5/4	**117** ***38%***	52 *38%* *45%*	64 *38%* *55%*	2 *26%* *1%*	36 *48%* *31%* F	49 *41%* *42%*	25 *26%* *21%*	5 *51%* *4%*	- - -	21 *39%* *18%*	80 *41%* *69%*	16 *27%* *14%*	29 *47%* *24%*	30 *31%* *25%*	35 *36%* *30%*
Net: 3/2/1	**58** ***19%***	29 *21%* *49%*	30 *18%* *51%*	- - -	20 *26%* *34%*	24 *20%* *42%*	13 *13%* *21%*	1 *14%* *3%*	- - -	13 *24%* *22%*	36 *19%* *62%*	9 *15%* *15%*	5 *9%* *9%*	20 *21%* *35%*	23 *23%* *39%*
Mean	**5.05**	5.15	4.96	6.79	4.71	4.87	5.42	5.46	8.00	4.69	4.90	5.87	5.58	5.03	4.83
Standard Deviation	**2.15**	2.23	2.09	1.92	1.98	2.17	2.28	1.68	-	2.31	1.97	2.39	1.78	2.24	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 554

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4

Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**309**	45 *15%*	42 *14%*	51 *17%*	171 *55%*	289 *94%*	15 *5%*	24 *8%*	280 *91%*	284 *92%*	187 *61%*	94 *30%*	99 *32%*
Total (Wtd)	**308**	26* *8%* *	15* *5%* *	11* *4%* *	256 *83%*	288 *93%*	21** *7%* **	25** *8%* **	279 *90%*	283 *92%*	192 *62%*	88* *28%* *	93* *30%* *
Effective Total	**210**	43	40	47	153	196	13	16	190	193	127	64	68
10	**1** *	- - -	- - -	1 *6%* *100%* OR	- - -	1 *** *100%*	- - -	* *1%* *51%*	* * *49%*	* * *49%*	* * *49%*	- - -	- - -
9	**11** ***4%***	1 *4%* *9%*	* *2%* *3%*	* *2%* *2%*	9 *4%* *86%*	7 *2%* *65%*	4 *19%* *35%*	- - -	11 *4%* *100%*	11 *4%* *100%*	8 *4%* *75%*	3 *3%* *25%*	3 *3%* *25%*
8	**26** ***8%***	- - -	1 *8%* *5%* O	* *4%* *2%*	24 *9%* *93%*	22 *7%* *84%*	4 *20%* *16%*	3 *14%* *13%*	21 *7%* *82%*	22 *8%* *87%*	19 *10%* *75%*	3 *3%* *12%*	3 *3%* *12%*
7	**25** ***8%***	4 *14%* *14%*	2 *16%* *10%* R	1 *13%* *6%*	18 *7%* *70%*	22 *8%* *86%*	3 *17%* *14%*	4 *15%* *15%*	21 *8%* *85%*	21 *8%* *85%*	14 *7%* *56%*	7 *8%* *29%*	9 *9%* *34%*
6	**35** ***11%***	3 *11%* *8%*	2 *14%* *6%*	1 *13%* *4%*	29 *11%* *82%*	32 *11%* *90%*	3 *17%* *10%*	2 *8%* *6%*	33 *12%* *94%*	33 *12%* *94%*	23 *12%* *66%*	10 *11%* *28%*	12 *13%* *35%*
5	**50** ***16%***	5 *18%* *9%*	2 *11%* *3%*	3 *23%* *5%*	41 *16%* *82%*	45 *16%* *90%*	5 *24%* *10%*	2 *7%* *4%*	48 *17%* *96%*	49 *17%* *96%*	25 *13%* *50%*	24 *27%* *47%* X	24 *25%* *47%* X

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 554

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4

Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**309**	45 *15%*	42 *14%*	51 *17%*	171 *55%*	289 *94%*	15 *5%*	24 *8%*	280 *91%*	284 *92%*	187 *61%*	94 *30%*	99 *32%*
Effective Total	**210**	43	40	47	153	196	13	16	190	193	127	64	68
4	**31** ***10%***	4 *17%* *14%*	2 *11%* *5%*	2 *19%* *7%* R	23 *9%* *74%*	30 *11%* *97%*	1 *4%* *3%*	3 *13%* *10%*	28 *10%* *90%*	28 *10%* *90%*	20 *10%* *64%*	7 *8%* *22%*	8 *9%* *26%*
3	**24** ***8%***	1 *2%* *2%*	1 *7%* *4%*	* *4%* *2%*	22 *8%* *92%*	24 *8%* *100%*	- - -	4 *15%* *15%*	19 *7%* *79%*	20 *7%* *85%*	15 *8%* *65%*	4 *5%* *19%*	4 *5%* *19%*
2	**21** ***7%***	3 *10%* *12%*	1 *6%* *4%*	1 *6%* *3%*	16 *6%* *80%*	21 *7%* *100%*	- - -	- - -	21 *7%* *100%*	21 *7%* *100%*	18 *9%* *87%*	3 *3%* *13%*	3 *3%* *13%*
1	**14** ***5%***	2 *9%* *17%*	1 *7%* *7%*	* *4%* *3%*	10 *4%* *73%*	14 *5%* *100%*	- - -	- - -	14 *5%* *95%*	14 *5%* *95%*	9 *5%* *61%*	5 *6%* *34%*	5 *5%* *34%*
Don't know	**71** ***23%***	4 *16%* *6%*	3 *17%* *4%*	1 *7%* *1%*	64 *25%* *89%* Q	71 *25%* *100%*	- - -	7 *27%* *9%*	63 *23%* *89%*	64 *23%* *91%*	40 *21%* *57%*	22 *26%* *32%*	22 *24%* *32%*
Net: 10/9/8/7	**62** ***20%***	4 *17%* *7%*	4 *27%* *7%*	3 *25%* *4%*	51 *20%* *82%*	51 *18%* *82%*	11 *55%* *18%*	8 *30%* *12%*	53 *19%* *86%*	55 *19%* *88%*	42 *22%* *67%*	13 *15%* *21%*	14 *15%* *23%*
Net: 10/9	**11** ***4%***	1 *4%* *8%*	* *2%* *3%*	1 *8%* *7%*	9 *4%* *82%*	8 *3%* *67%*	4 *19%* *33%*	* *1%* *3%*	11 *4%* *97%*	11 *4%* *97%*	8 *4%* *73%*	3 *3%* *24%*	3 *3%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 554

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Channel 4

Base : All whose children regularly watch Channel 4 (Data for Q3 and Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**309**	45 *15%*	42 *14%*	51 *17%*	171 *55%*	289 *94%*	15 *5%*	24 *8%*	280 *91%*	284 *92%*	187 *61%*	94 *30%*	99 *32%*
Effective Total	**210**	43	40	47	153	196	13	16	190	193	127	64	68
Net: 6/5/4	**117** ***38%***	12 *46%* *10%*	6 *36%* *5%*	6 *55%* *5%* R	93 *36%* *80%*	108 *37%* *92%*	9 *45%* *8%*	7 *28%* *6%*	110 *39%* *94%*	110 *39%* *94%*	68 *35%* *58%*	40 *46%* *35%*	44 *48%* *38%*
Net: 3/2/1	**58** ***19%***	6 *21%* *9%*	3 *20%* *5%*	1 *13%* *3%*	48 *19%* *83%*	58 *20%* *100%*	- - -	4 *15%* *6%*	53 *19%* *91%*	54 *19%* *93%*	42 *22%* *72%*	12 *13%* *20%*	12 *13%* *20%*
Mean	**5.05**	4.58	5.12	5.30	5.08	4.88	6.79	5.61	5.01	5.01	5.02	5.02	5.08
Standard Deviation	**2.15**	2.14	2.26	2.22	2.15	2.13	1.59	1.98	2.15	2.15	2.26	1.91	1.88

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 555

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age				Social grade		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**27**	7 *26%*	20 *74%*	2 *7%*	6 *22%*	12 *44%*	7 *26%*	5 *19%*	20 *74%*	2 *7%*
Total (Wtd)	**9**	2** *24%* **	7** *76%* **	1** *11%* **	3** *27%* **	4** *39%* **	2** *23%* **	2** *18%* **	7** *69%* **	1** *13%* **
Effective Total	**26**	7	19	2	6	12	7	5	20	2
10	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
9	**1** ***10%***	* *14%* *35%*	1 *9%* *65%*	- - -	- - -	1 *26%* *100%*	- - -	- - -	1 *14%* *100%*	- - -
8	**4** ***38%***	1 *27%* *17%*	3 *42%* *83%*	* *38%* *11%*	1 *54%* *38%*	* *8%* *8%*	2 *70%* *43%*	1 *63%* *29%*	2 *29%* *53%*	1 *50%* *18%*
7	**2** ***17%***	* *14%* *21%*	1 *17%* *79%*	1 *62%* *40%*	- - -	1 *16%* *39%*	* *15%* *21%*	- - -	1 *14%* *60%*	1 *50%* *40%*
6	* ***4%***	* *17%* *100%*	- - -	- - -	* *16%* *100%*	- - -	- - -	- - -	* *6%* *100%*	- - -
5	**1** ***8%***	* *14%* *46%*	* *5%* *54%*	- - -	* *15%* *54%*	- - -	* *15%* *46%*	- - -	1 *11%* *100%*	- - -
4	**1** ***7%***	- - -	1 *9%* *100%*	- - -	- - -	1 *17%* *100%*	- - -	* *18%* *49%*	* *5%* *51%*	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 555

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age				Social grade		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**27**	7	20	2	6	12	7	5	20	2
		26%	*74%*	*7%*	*22%*	*44%*	*26%*	*19%*	*74%*	*7%*
Effective Total	**26**	7	19	2	6	12	7	5	20	2
3	*	-	*	-	*	-	-	-	*	-
	4%	-	*5%*	-	*15%*	-	-	-	*6%*	-
		-	*100%*	-	*100%*	-	-	-	*100%*	-
2	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-
1	*	*	-	-	-	*	-	-	*	-
	3%	*13%*	-	-	-	*8%*	-	-	*5%*	-
		100%	-	-	-	*100%*	-	-	*100%*	-
Don't know	**1**	-	1	-	-	1	-	*	1	-
	10%	-	*13%*	-	-	*25%*	-	*18%*	*10%*	-
		-	*100%*	-	-	*100%*	-	*33%*	*67%*	-
Net: 10/9/8/7	**6**	1	5	1	1	2	2	1	4	1
	65%	*55%*	*67%*	*100%*	*54%*	*50%*	*85%*	*63%*	*58%*	*100%*
		21%	*79%*	*17%*	*22%*	*30%*	*31%*	*17%*	*62%*	*21%*
Net: 10/9	**1**	*	1	-	-	1	-	-	1	-
	10%	*14%*	*9%*	-	-	*26%*	-	-	*14%*	-
		35%	*65%*	-	-	*100%*	-	-	*100%*	-
Net: 6/5/4	**2**	1	1	-	1	1	*	*	1	-
	18%	*32%*	*14%*	-	*31%*	*17%*	*15%*	*18%*	*22%*	-
		42%	*58%*	-	*45%*	*36%*	*19%*	*18%*	*82%*	-
Net: 3/2/1	**1**	*	*	-	*	*	-	-	1	-
	7%	*13%*	*5%*	-	*15%*	*8%*	-	-	*11%*	-
		44%	*56%*	-	*56%*	*44%*	-	-	*100%*	-
Mean	**6.82**	6.31	7.00	7.38	6.46	6.47	7.40	7.10	6.61	7.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 555

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age				Social grade		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	AB (I)	C1C2 (J)	DE (K)
Total (Unwtd)	**27**	7 *26%*	20 *74%*	2 *7%*	6 *22%*	12 *44%*	7 *26%*	5 *19%*	20 *74%*	2 *7%*
Effective Total	**26**	7	19	2	6	12	7	5	20	2
Standard Deviation	**2.09**	3.21	1.90	-	2.39	3.33	1.45	-	2.38	-

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 555

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**27**	27 *100%*	27 *100%*	4 *15%*	22 *81%*	23 *85%*	15 *56%*	8 *30%*	8 *30%*
Total (Wtd)	**9**	9** *100%* **	9** *100%* **	2** *17%* **	7** *79%* **	8** *83%* **	5** *52%* **	3** *31%* **	3** *31%* **
Effective Total	**26**	26	26	4	21	22	15	7	7
10	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
9	**1** ***10%***	1 *10%* *100%*	1 *10%* *100%*	- - -	1 *13%* *100%*	1 *12%* *100%*	1 *19%* *100%*	- - -	- - -
8	**4** ***38%***	4 *38%* *100%*	4 *38%* *100%*	1 *76%* *35%*	2 *26%* *54%*	2 *30%* *65%*	1 *14%* *20%*	2 *57%* *46%*	2 *57%* *46%*
7	**2** ***17%***	2 *17%* *100%*	2 *17%* *100%*	- - -	2 *21%* *100%*	2 *20%* *100%*	1 *19%* *60%*	1 *22%* *40%*	1 *22%* *40%*
6	* ***4%***	* *4%* *100%*	* *4%* *100%*	- - -	* *5%* *100%*	* *5%* *100%*	* *8%* *100%*	- - -	- - -
5	**1** ***8%***	1 *8%* *100%*	1 *8%* *100%*	* *24%* *54%*	* *4%* *46%*	* *4%* *46%*	- - -	* *11%* *46%*	* *11%* *46%*
4	**1** ***7%***	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *8%* *100%*	1 *8%* *100%*	1 *13%* *100%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 555

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**27**	27 *100%*	27 *100%*	4 *15%*	22 *81%*	23 *85%*	15 *56%*	8 *30%*	8 *30%*
Effective Total	**26**	26	26	4	21	22	15	7	7
3	* ***4%** *100%*	* *4%* *100%*	* *4%* *100%*	- - -	* *5%* *100%*	* *5%* *100%*	* *8%* *100%*	- - -	- - -
2	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	* ***3%** *100%*	* *3%* *100%*	* *3%* *100%*	- - -	* *4%* *100%*	* *4%* *100%*	- - -	* *10%* *100%*	* *10%* *100%*
Don't know	**1** ***10%*** *100%*	1 *10%* *100%*	1 *10%* *100%*	- - -	1 *13%* *100%*	1 *12%* *100%*	1 *19%* *100%*	- - -	- - -
Net: 10/9/8/7	**6** ***65%*** *100%*	6 *65%* *100%*	6 *65%* *100%*	1 *76%* *20%*	4 *60%* *73%*	5 *62%* *80%*	3 *53%* *42%*	2 *78%* *37%*	2 *78%* *37%*
Net: 10/9	**1** ***10%*** *100%*	1 *10%* *100%*	1 *10%* *100%*	- - -	1 *13%* *100%*	1 *12%* *100%*	1 *19%* *100%*	- - -	- - -
Net: 6/5/4	**2** ***18%*** *100%*	2 *18%* *100%*	2 *18%* *100%*	* *24%* *22%*	1 *18%* *78%*	1 *17%* *78%*	1 *21%* *59%*	* *11%* *19%*	* *11%* *19%*
Net: 3/2/1	**1** ***7%*** *100%*	1 *7%* *100%*	1 *7%* *100%*	- - -	1 *9%* *100%*	1 *9%* *100%*	* *8%* *56%*	* *10%* *44%*	* *10%* *44%*
Mean	**6.82**	6.82	6.82	7.29	6.63	6.71	6.70	6.72	6.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 555

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - S4C

Base : All whose children regularly watch S4C (Data for Q3 and Q4 2008 only)

	TOTAL	Nation	Ethnic Origin	TV service(s) in h/hold					
		Wales (P)	White (S)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**27**	27 *100%*	27 *100%*	4 *15%*	22 *81%*	23 *85%*	15 *56%*	8 *30%*	8 *30%*
Effective Total	**26**	26	26	4	21	22	15	7	7
Standard Deviation	**2.09**	2.09	2.09	-	2.30	2.25	2.34	2.67	2.67

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 556

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five

Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**235**	103 *44%*	132 *56%*	3 *1%*	55 *23%*	98 *42%*	69 *29%*	9 *4%*	1 *	47 *20%*	150 *64%*	34 *14%*	38 *16%*	40 *17%*	55 *23%*
Total (Wtd)	**243**	114* *47%* *	129* *53%* *	3** *1%* **	66* *27%* *	90* *37%* *	74* *31%* *	7** *3%* **	2** *1%* **	50* *21%* *	145 *60%*	47** *19%* **	54* *22%* *	74* *30%* *	74* *31%* *
Effective Total	**166**	75	91	3	40	69	49	7	1	37	113	22	36	38	49
10	**5** ***2%***	- - -	5 *4%* *100%*	* *13%* *8%*	2 *4%* *50%*	2 *2%* *42%*	- - -	- - -	- - -	- - -	4 *3%* *87%*	1 *1%* *13%*	- - -	- - -	3 *4%* *55%*
9	**8** ***3%***	3 *3%* *39%*	5 *4%* *61%*	- - -	4 *6%* *49%*	2 *2%* *24%*	2 *3%* *27%*	- - -	- - -	- - -	3 *2%* *33%*	5 *11%* *67%*	- - -	- - -	6 *8%* *78%*
8	**27** ***11%***	11 *10%* *41%*	16 *12%* *59%*	- - -	10 *15%* *36%*	9 *10%* *32%*	6 *9%* *24%*	* *3%* *1%*	2 *100%* *7%*	3 *7%* *13%*	16 *11%* *60%*	7 *16%* *27%*	13 *24%* *48%* N	6 *8%* *22%*	5 *7%* *20%*
7	**36** ***15%***	18 *16%* *49%*	18 *14%* *51%*	- - -	20 *31%* *56%* EF	9 *10%* *25%*	5 *6%* *13%*	2 *29%* *6%*	- - -	11 *21%* *30%*	25 *17%* *68%*	1 *1%* *2%*	10 *18%* *26%*	9 *13%* *26%*	14 *19%* *39%*
6	**26** ***11%***	12 *10%* *46%*	14 *11%* *54%*	- - -	7 *10%* *27%*	14 *16%* *55%*	3 *5%* *13%*	1 *19%* *5%*	- - -	7 *13%* *25%*	13 *9%* *50%*	6 *13%* *24%*	4 *8%* *17%*	7 *10%* *28%*	9 *12%* *34%*
5	**34** ***14%***	13 *12%* *38%*	21 *16%* *62%*	- - -	7 *10%* *20%*	15 *17%* *44%*	12 *16%* *35%*	- - -	- - -	3 *6%* *9%*	19 *13%* *56%*	12 *25%* *35%*	6 *12%* *18%*	12 *17%* *36%*	10 *13%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 556

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five

Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**235**	103 *44%*	132 *56%*	3 *1%*	55 *23%*	98 *42%*	69 *29%*	9 *4%*	1 *	47 *20%*	150 *64%*	34 *14%*	38 *16%*	40 *17%*	55 *23%*
Effective Total	**166**	75	91	3	40	69	49	7	1	37	113	22	36	38	49
4	**16** ***6%***	8 *7%* *52%*	8 *6%* *48%*	- - -	6 *8%* *35%*	6 *6%* *35%*	5 *6%* *29%*	- - -	- - -	6 *12%* *40%*	9 *6%* *56%*	1 *1%* *3%*	3 *5%* *19%*	2 *2%* *12%*	5 *7%* *33%*
3	**15** ***6%***	7 *6%* *50%*	7 *6%* *50%*	1 *45%* *9%*	4 *7%* *30%*	4 *4%* *24%*	5 *6%* *31%*	1 *10%* *5%*	- - -	2 *3%* *11%*	10 *7%* *67%*	3 *7%* *21%*	3 *5%* *18%*	5 *7%* *34%*	4 *6%* *31%*
2	**13** ***6%***	7 *6%* *52%*	6 *5%* *48%*	- - -	* * *2%*	10 *11%* *73%* D	3 *5%* *25%*	- - -	- - -	3 *7%* *25%*	6 *4%* *47%*	4 *8%* *28%*	3 *5%* *20%*	6 *8%* *44%*	2 *3%* *18%*
1	**18** ***7%***	11 *10%* *62%*	7 *5%* *38%*	1 *42%* *7%*	2 *3%* *13%*	6 *7%* *33%*	7 *10%* *41%*	1 *15%* *6%*	- - -	6 *11%* *32%*	11 *8%* *61%*	1 *3%* *7%*	2 *4%* *13%*	7 *9%* *37%*	6 *9%* *36%*
Don't know	**45** ***18%***	23 *20%* *51%*	22 *17%* *49%*	- - -	4 *5%* *8%*	14 *16%* *31%*	25 *34%* *57%* DE	2 *24%* *4%*	- - -	9 *19%* *21%*	29 *20%* *65%*	6 *14%* *14%*	10 *19%* *23%*	19 *26%* *42%*	8 *11%* *19%*
Net: 10/9/8/7	**76** ***31%***	32 *28%* *42%*	44 *34%* *58%*	* *13%* *1%*	36 *55%* *48%* EF	22 *24%* *29%*	13 *18%* *17%*	2 *32%* *3%*	2 *100%* *2%*	14 *28%* *19%*	48 *33%* *63%*	14 *29%* *18%*	23 *42%* *30%*	15 *21%* *20%*	28 *38%* *37%*
Net: 10/9	**13** ***5%***	3 *3%* *24%*	10 *7%* *76%*	* *13%* *3%*	6 *9%* *50%*	4 *4%* *31%*	2 *3%* *16%*	- - -	- - -	- - -	7 *5%* *54%*	6 *12%* *46%*	- - -	- - -	9 *12%* *69%* LM

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 556

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five

Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**235**	103 *44%*	132 *56%*	3 *1%*	55 *23%*	98 *42%*	69 *29%*	9 *4%*	1 *	47 *20%*	150 *64%*	34 *14%*	38 *16%*	40 *17%*	55 *23%*
Effective Total	**166**	75	91	3	40	69	49	7	1	37	113	22	36	38	49
Net: 6/5/4	**76** ***31%***	33 *29%* *44%*	43 *33%* *56%*	- - -	19 *29%* *25%*	35 *39%* *46%*	20 *27%* *27%*	1 *19%* *2%*	- - -	16 *32%* *21%*	41 *28%* *54%*	19 *40%* *25%*	13 *25%* *18%*	22 *29%* *29%*	24 *32%* *31%*
Net: 3/2/1	**46** ***19%***	25 *22%* *55%*	21 *16%* *45%*	3 *87%* *6%*	7 *10%* *15%*	19 *21%* *42%*	15 *21%* *33%*	2 *25%* *4%*	- - -	11 *21%* *23%*	27 *19%* *59%*	8 *17%* *18%*	8 *14%* *17%*	18 *24%* *38%*	13 *18%* *29%*
Mean	**5.39**	5.06	5.68	3.03	6.29 E F	5.14	4.73	5.08	8.00	4.90	5.44	5.74	5.84	4.77	5.67
Standard Deviation	**2.38**	2.39	2.34	3.41	2.04	2.34	2.43	2.66	-	2.32	2.40	2.35	2.19	2.28	2.48

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five

Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**235**	34 *14%*	40 *17%*	28 *12%*	133 *57%*	220 *94%*	14 *6%*	19 *8%*	211 *90%*	216 *92%*	126 *54%*	88 *37%*	93 *40%*
Total (Wtd)	**243**	20* *8%* *	14* *6%* *	6** *3%* **	201 *83%*	226 *93%*	17** *7%* **	17** *7%* **	219 *90%*	226 *93%*	134* *55%* *	89* *37%* *	93* *38%* *
Effective Total	**166**	33	37	25	121	153	13	12	150	154	91	61	64
10	**5** ***2%***	1 *2%* *10%*	2 *12%* *35%* R	- - -	3 *1%* *55%*	5 *2%* *100%*	- - -	2 *14%* *46%*	2 *1%* *46%*	3 *1%* *54%*	* * *8%*	2 *3%* *46%*	2 *2%* *46%*
9	**8** ***3%***	1 *3%* *8%*	1 *5%* *9%*	* *5%* *4%*	6 *3%* *78%*	6 *2%* *73%*	2 *12%* *27%*	* *2%* *4%*	5 *2%* *60%*	7 *3%* *96%*	6 *5%* *80%*	1 *1%* *16%*	1 *1%* *16%*
8	**27** ***11%***	1 *6%* *4%*	2 *11%* *6%*	- - -	24 *12%* *90%*	24 *11%* *88%*	3 *19%* *12%*	1 *7%* *5%*	25 *11%* *91%*	26 *11%* *95%*	15 *11%* *54%*	11 *13%* *41%*	11 *12%* *41%*
7	**36** ***15%***	1 *5%* *3%*	1 *6%* *3%*	1 *19%* *3%*	33 *16%* *91%*	36 *16%* *100%*	- - -	4 *27%* *12%*	32 *15%* *88%*	32 *14%* *88%*	13 *10%* *35%*	19 *21%* *52%* X	19 *21%* *52%*
6	**26** ***11%***	2 *11%* *9%*	2 *15%* *8%*	1 *15%* *4%*	21 *10%* *79%*	24 *10%* *91%*	2 *13%* *9%*	1 *8%* *5%*	25 *11%* *95%*	25 *11%* *95%*	14 *10%* *52%*	11 *12%* *43%*	11 *12%* *43%*
5	**34** ***14%***	3 *15%* *9%*	1 *8%* *4%*	1 *23%* *4%*	29 *14%* *83%*	30 *13%* *86%*	5 *28%* *14%*	4 *27%* *13%*	30 *14%* *87%*	30 *13%* *87%*	21 *15%* *60%*	9 *10%* *27%*	10 *11%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 556

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five

Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**235**	34 *14%*	40 *17%*	28 *12%*	133 *57%*	220 *94%*	14 *6%*	19 *8%*	211 *90%*	216 *92%*	126 *54%*	88 *37%*	93 *40%*
Effective Total	**166**	33	37	25	121	153	13	12	150	154	91	61	64
4	**16** ***6%***	3 *16%* *20%* R	2 *15%* *14%* R	* *6%* *2%*	10 *5%* *63%*	16 *7%* *100%*	- - -	* *2%* *2%*	15 *7%* *98%*	15 *7%* *98%*	8 *6%* *53%*	7 *8%* *45%*	10 *11%* *63%*
3	**15** ***6%***	2 *9%* *13%*	1 *4%* *4%*	- - -	12 *6%* *83%*	12 *5%* *84%*	2 *14%* *16%*	- - -	13 *6%* *92%*	15 *6%* *100%*	13 *10%* *91%* YZ	1 *2%* *9%*	1 *1%* *9%*
2	**13** ***6%***	1 *5%* *8%*	1 *7%* *8%*	* *3%* *2%*	11 *5%* *82%*	13 *6%* *100%*	- - -	1 *3%* *4%*	13 *6%* *96%*	13 *6%* *96%*	6 *5%* *48%*	5 *6%* *40%*	5 *6%* *40%*
1	**18** ***7%***	1 *5%* *5%*	1 *7%* *6%*	1 *9%* *3%*	16 *8%* *86%*	17 *7%* *93%*	1 *8%* *7%*	- - -	18 *8%* *100%*	18 *8%* *100%*	14 *11%* *78%*	4 *4%* *22%*	4 *4%* *22%*
Don't know	**45** ***18%***	5 *22%* *10%*	1 *9%* *3%*	1 *20%* *3%*	38 *19%* *84%*	44 *19%* *98%*	1 *6%* *2%*	2 *10%* *4%*	42 *19%* *94%*	43 *19%* *96%*	24 *18%* *53%*	18 *20%* *39%*	18 *19%* *39%*
Net: 10/9/8/7	**76** ***31%***	3 *17%* *4%*	5 *34%* *6%*	2 *24%* *2%*	66 *33%* *87%*	71 *31%* *93%*	5 *31%* *7%*	8 *50%* *11%*	63 *29%* *83%*	68 *30%* *89%*	34 *25%* *45%*	34 *38%* *44%*	34 *36%* *44%*
Net: 10/9	**13** ***5%***	1 *6%* *9%*	2 *17%* *19%* R	* *5%* *3%*	9 *4%* *69%*	10 *5%* *84%*	2 *12%* *16%*	3 *16%* *21%*	7 *3%* *54%*	10 *4%* *79%*	7 *5%* *52%*	3 *4%* *27%*	3 *4%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 556

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - Five

Base : All whose children regularly watch Five (Data for Q3 and Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**235**	34 *14%*	40 *17%*	28 *12%*	133 *57%*	220 *94%*	14 *6%*	19 *8%*	211 *90%*	216 *92%*	126 *54%*	88 *37%*	93 *40%*
Effective Total	**166**	33	37	25	121	153	13	12	150	154	91	61	64
Net: 6/5/4	**76** ***31%***	8 *41%* *11%*	6 *38%* *7%*	3 *44%* *4%*	59 *29%* *78%*	69 *30%* *91%*	7 *41%* *9%*	6 *37%* *8%*	70 *32%* *92%*	70 *31%* *92%*	42 *32%* *56%*	27 *31%* *36%*	31 *33%* *40%*
Net: 3/2/1	**46** ***19%***	4 *19%* *9%*	3 *19%* *6%*	1 *12%* *2%*	39 *19%* *84%*	43 *19%* *92%*	4 *21%* *8%*	1 *3%* *1%*	44 *20%* *96%*	46 *20%* *99%*	34 *25%* *73%* YZ	11 *12%* *23%*	11 *11%* *23%*
Mean	**5.39**	4.95	5.71	5.27	5.41	5.37	5.66	6.65	5.22	5.29	4.99	5.80	5.73
Standard Deviation	**2.38**	2.26	2.83	2.30	2.37	2.38	2.43	2.02	2.34	2.38	2.44	2.19	2.17

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Table 557

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly watch BBC1 and/or BBC2, ITV1, S4C, Five, CBeebies, CBBC (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**357**	139 *39%*	218 *61%*	15 *4%*	112 *31%*	148 *41%*	69 *19%*	11 *3%*	1 *	63 *18%*	233 *65%*	56 *16%*	57 *16%*	41 *11%*	83 *23%*
Total (Wtd)	**351**	137* *39%* *	215 *61%*	22** *6%* **	126* *36%* *	130* *37%* *	65* *18%* *	8** *2%* ** * **	***	69* *20%* *	198 *56%*	85* *24%* *	83* *24%* *	81* *23%* *	122* *35%* *
Effective Total	**227**	90	137	11	73	96	45	7	1	47	161	36	52	37	73
10	**28** ***8%***	8 *6%* *30%*	20 *9%* *70%*	4 *19%* *15%*	13 *10%* *46%*	9 *7%* *31%*	2 *3%* *8%*	- - -	- - -	6 *9%* *22%*	6 *3%* *23%*	15 *18%* *55%* J	3 *4%* *11%*	5 *6%* *18%*	13 *11%* *47%*
9	**43** ***12%***	11 *8%* *26%*	32 *15%* *74%*	3 *16%* *8%*	12 *9%* *27%*	20 *15%* *46%*	7 *10%* *15%*	1 *16%* *3%*	- - -	7 *10%* *17%*	21 *11%* *49%*	15 *17%* *34%*	7 *9%* *17%*	16 *19%* *36%*	14 *11%* *32%*
8	**69** ***20%***	30 *22%* *43%*	40 *18%* *57%*	* *2%* *1%*	30 *24%* *44%*	22 *17%* *32%*	14 *21%* *20%*	3 *40%* *5%*	- - -	13 *19%* *18%*	41 *21%* *59%*	15 *18%* *22%*	26 *31%* *38%* N	11 *14%* *16%*	19 *16%* *27%*
7	**67** ***19%***	26 *19%* *39%*	41 *19%* *61%*	4 *17%* *6%*	25 *20%* *37%*	25 *19%* *38%*	12 *19%* *18%*	1 *7%* *1%*	- - -	10 *15%* *15%*	46 *23%* *69%*	11 *13%* *16%*	14 *17%* *21%*	19 *24%* *29%*	23 *19%* *34%*
6	**65** ***19%***	24 *17%* *36%*	41 *19%* *64%*	10 *44%* *15%*	31 *25%* *47%* F	19 *14%* *29%*	6 *9%* *9%*	* *2%* *	- - -	11 *17%* *18%*	41 *21%* *63%*	13 *15%* *20%*	21 *25%* *32%*	10 *12%* *15%*	21 *17%* *32%*
5	**46** ***13%***	16 *11%* *34%*	30 *14%* *66%*	1 *3%* *1%*	8 *7%* *18%*	24 *19%* *53%* D	11 *17%* *24%*	2 *21%* *4%*	- - -	13 *19%* *29%*	22 *11%* *48%*	11 *13%* *23%*	3 *4%* *7%*	11 *14%* *24%*	22 *18%* *47%* L

GfK NOP

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**357**	139 *39%*	218 *61%*	15 *4%*	112 *31%*	148 *41%*	69 *19%*	11 *3%*	1 *	63 *18%*	233 *65%*	56 *16%*	57 *16%*	41 *11%*	83 *23%*
Effective Total	**227**	90	137	11	73	96	45	7	1	47	161	36	52	37	73
4	**12** ***3%***	5 *4%* *44%*	7 *3%* *56%*	- - -	4 *3%* *32%*	4 *3%* *32%*	3 *5%* *27%*	1 *14%* *9%*	- - -	4 *5%* *31%*	7 *4%* *64%*	1 *1%* *5%*	4 *5%* *38%*	- - -	5 *4%* *43%*
3	**10** ***3%***	6 *5%* *65%*	3 *2%* *35%*	- - -	* * *3%*	5 *4%* *49%*	5 *7%* *49%* D	- - -	- - -	3 *5%* *36%*	6 *3%* *59%*	1 *1%* *5%*	1 *1%* *12%*	5 *6%* *51%*	3 *2%* *27%*
2	**4** ***1%***	3 *2%* *71%*	1 *1%* *29%*	- - -	3 *2%* *70%*	1 *1%* *18%*	- - -	- - -	* *100%* *12%*	* *1%* *12%*	2 *1%* *59%*	1 *1%* *29%*	* * *	- - -	2 *1%* *41%*
1	**9** ***2%***	8 *6%* *96%* B	* * *4%*	- - -	- - -	3 *2%* *36%*	5 *8%* *64%* D	- - -	- - -	* * *2%*	6 *3%* *65%*	3 *3%* *32%*	2 *3%* *29%*	4 *5%* *51%*	1 *1%* *15%*
Net: 10/9/8/7	**207** ***59%***	75 *55%* *36%*	132 *61%* *64%*	12 *54%* *6%*	80 *63%* *39%*	75 *58%* *37%*	35 *54%* *17%*	5 *63%* *2%*	- - -	36 *53%* *18%*	114 *58%* *55%*	56 *66%* *27%*	50 *61%* *24%*	51 *63%* *25%*	68 *56%* *33%*
Net: 10/9	**71** ***20%***	20 *14%* *28%*	51 *24%* *72%*	8 *35%* *11%*	25 *20%* *35%*	28 *22%* *40%*	9 *14%* *12%*	1 *16%* *2%*	- - -	13 *19%* *19%*	28 *14%* *39%*	30 *35%* *42%* J	10 *13%* *15%*	21 *26%* *29%*	27 *22%* *38%*
Net: 6/5/4	**123** ***35%***	44 *33%* *36%*	78 *36%* *64%*	10 *46%* *8%*	43 *34%* *35%*	46 *36%* *38%*	20 *31%* *16%*	3 *37%* *2%*	- - -	28 *41%* *23%*	70 *35%* *57%*	24 *28%* *20%*	29 *35%* *24%*	21 *26%* *17%*	48 *39%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 557

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly watch BBC1 and/or BBC2, ITV1, S4C, Five, CBeebies, CBBC (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**357**	139 *39%*	218 *61%*	15 *4%*	112 *31%*	148 *41%*	69 *19%*	11 *3%*	1 *	63 *18%*	233 *65%*	56 *16%*	57 *16%*	41 *11%*	83 *23%*
Effective Total	**227**	90	137	11	73	96	45	7	1	47	161	36	52	37	73
Net: 3/2/1	**22** ***6%***	17 *13%* *78%* B	5 *2%* *22%*	- - -	3 *2%* *13%*	9 *7%* *39%*	10 *16%* *46%* D	- - -	* *100%* *2%*	4 *6%* *19%*	14 *7%* *61%*	4 *5%* *20%*	4 *4%* *16%*	9 *11%* *42%*	5 *5%* *25%*
Mean	**6.82**	6.41	7.09 A	7.41	7.15 F	6.76	6.15	6.87	2.00	6.70	6.64	7.36	6.87	6.75	6.84
Standard Deviation	**1.99**	2.27	1.75	1.70	1.70	2.01	2.38	1.90	-	1.97	1.89	2.18	1.79	2.25	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 557

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly watch BBC1 and/or BBC2, ITV1, S4C, Five, CBeebies, CBBC (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	47 *13%*	63 *18%*	66 *18%*	181 *51%*	327 *92%*	25 *7%*	20 *6%*	328 *92%*	337 *94%*	225 *63%*	111 *31%*	115 *32%*
Total (Wtd)	**351**	28* *8%* *	23* *7%* *	14* *4%* *	285 *81%*	314 *89%*	37** *11%* **	24** *7%* **	314 *89%*	328 *93%*	221 *63%*	106* *30%* *	108* *31%* *
Effective Total	**227**	44	58	60	159	206	22	14	207	213	143	70	72
10	**28** ***8%***	3 *11%* *11%*	2 *10%* *8%*	1 *8%* *4%*	21 *7%* *76%*	22 *7%* *80%*	6 *15%* *20%*	- - -	24 *8%* *85%*	28 *9%* *100%*	23 *11%* *84%*	5 *4%* *16%*	5 *4%* *16%*
9	**43** ***12%***	3 *12%* *8%*	2 *10%* *5%*	1 *5%* *2%*	37 *13%* *85%*	35 *11%* *82%*	8 *21%* *18%*	6 *24%* *13%*	37 *12%* *87%*	37 *11%* *87%*	28 *13%* *66%*	9 *8%* *21%*	9 *8%* *21%*
8	**69** ***20%***	5 *17%* *7%*	5 *21%* *7%*	3 *24%* *5%*	56 *20%* *81%*	61 *20%* *89%*	8 *21%* *11%*	2 *7%* *3%*	67 *21%* *97%*	67 *21%* *97%*	46 *21%* *67%*	21 *20%* *30%*	21 *20%* *31%*
7	**67** ***19%***	4 *14%* *6%*	4 *18%* *6%*	3 *18%* *4%*	56 *20%* *84%*	62 *20%* *94%*	4 *11%* *6%*	3 *14%* *5%*	57 *18%* *86%*	63 *19%* *95%*	36 *16%* *53%*	28 *26%* *42%*	28 *26%* *42%*
6	**65** ***19%***	7 *26%* *11%*	3 *14%* *5%*	3 *21%* *5%*	52 *18%* *79%*	57 *18%* *87%*	9 *23%* *13%*	7 *28%* *10%*	57 *18%* *87%*	58 *18%* *90%*	46 *21%* *71%*	12 *11%* *19%*	12 *11%* *19%*
5	**46** ***13%***	4 *13%* *8%*	4 *18%* *9%*	2 *12%* *4%*	36 *13%* *79%*	43 *14%* *93%*	3 *9%* *7%*	3 *14%* *7%*	41 *13%* *90%*	43 *13%* *93%*	23 *10%* *49%*	20 *19%* *44%*	21 *19%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 557

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly watch BBC1 and/or BBC2, ITV1, S4C, Five, CBeebies, CBBC (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	47 *13%*	63 *18%*	66 *18%*	181 *51%*	327 *92%*	25 *7%*	20 *6%*	328 *92%*	337 *94%*	225 *63%*	111 *31%*	115 *32%*
Effective Total	**227**	44	58	60	159	206	22	14	207	213	143	70	72
4	**12** ***3%***	- - -	1 *6%* *12%*	1 *6%* *7%* O	9 *3%* *81%*	12 *4%* *100%*	- - -	2 *7%* *14%*	10 *3%* *86%*	10 *3%* *86%*	7 *3%* *63%*	3 *2%* *23%*	3 *2%* *23%*
3	**10** ***3%***	- - -	1 *2%* *5%*	* *3%* *4%*	9 *3%* *90%*	10 *3%* *100%*	- - -	- - -	10 *3%* *100%*	10 *3%* *100%*	8 *3%* *78%*	2 *2%* *22%*	2 *2%* *22%*
2	**4** ***1%***	2 *7%* *54%* R	- - -	* *1%* *5%*	2 *1%* *41%*	4 *1%* *100%*	- - -	2 *7%* *41%*	2 *1%* *59%*	2 *1%* *59%*	2 *1%* *47%*	* * *12%*	* * *12%*
1	**9** ***2%***	- - -	* *1%* *4%*	* *1%* *2%*	8 *3%* *94%*	8 *3%* *100%*	- - -	- - -	9 *3%* *100%*	9 *3%* *100%*	2 *1%* *22%*	7 *6%* *78%* X	7 *6%* *78%* X
Net: 10/9/8/7	**207** ***59%***	15 *54%* *7%*	14 *58%* *7%*	8 *56%* *4%*	170 *59%* *82%*	181 *58%* *88%*	25 *68%* *12%*	11 *45%* *5%*	186 *59%* *90%*	196 *60%* *95%*	134 *61%* *65%*	62 *59%* *30%*	63 *58%* *30%*
Net: 10/9	**71** ***20%***	6 *23%* *9%*	4 *19%* *6%*	2 *14%* *3%*	58 *20%* *82%*	58 *18%* *81%*	13 *36%* *19%*	6 *24%* *8%*	61 *19%* *86%*	65 *20%* *92%*	52 *23%* *73%*	14 *13%* *19%*	14 *13%* *19%*
Net: 6/5/4	**123** ***35%***	11 *38%* *9%*	9 *38%* *7%*	5 *38%* *4%*	97 *34%* *79%*	111 *35%* *90%*	12 *32%* *10%*	12 *49%* *9%*	108 *34%* *88%*	111 *34%* *91%*	76 *34%* *62%*	35 *33%* *28%*	36 *33%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 557

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - All channels combined

Base : All whose children regularly watch BBC1 and/or BBC2, ITV1, S4C, Five, CBeebies, CBBC (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**357**	47 *13%*	63 *18%*	66 *18%*	181 *51%*	327 *92%*	25 *7%*	20 *6%*	328 *92%*	337 *94%*	225 *63%*	111 *31%*	115 *32%*
Effective Total	**227**	44	58	60	159	206	22	14	207	213	143	70	72
Net: 3/2/1	**22** ***6%***	2 *7%* *9%*	1 *4%* *4%*	1 *6%* *4%*	18 *6%* *83%*	22 *7%* *100%*	- - -	2 *7%* *7%*	21 *7%* *93%*	21 *6%* *93%*	11 *5%* *51%*	9 *9%* *42%*	9 *9%* *42%*
Mean	**6.82**	6.86	6.84	6.72	6.82	6.72	7.68	6.46	6.82	6.85	7.04 YZ	6.45	6.45
Standard Deviation	**1.99**	2.09	1.96	1.97	2.00	2.01	1.62	2.00	2.00	1.99	1.91	2.11	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 558

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Importance Rating ****

Base : All in sample A (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**797**	364 *46%*	433 *54%*	65 *8%*	142 *18%*	141 *18%*	148 *19%*	140 *18%*	156 *20%*	122 *15%*	447 *56%*	214 *27%*	133 *17%*	120 *15%*	191 *24%*
Total (Wtd)	**810**	362 *45%*	448 *55%*	82* *10%* *	168* *21%* *	132* *16%* *	134* *17%* *	115* *14%* *	177 *22%*	119* *15%* *	403 *50%*	288 *36%*	189 *23%*	220 *27%*	262 *32%*
Effective Total	**539**	246	293	45	99	94	92	96	121	85	324	151	120	108	172
10	**207** ***26%***	86 *24%* *41%*	121 *27%* *59%*	31 *37%* *15%* DG H	32 *19%* *15%*	44 *34%* *21%* DG H	43 *32%* *21%* DG H	22 *19%* *11%*	35 *20%* *17%*	39 *33%* *19%*	103 *26%* *50%*	65 *22%* *31%*	48 *26%* *23%*	55 *25%* *26%*	70 *27%* *34%*
9	**107** ***13%***	37 *10%* *34%*	70 *16%* *66%*	9 *11%* *9%*	31 *19%* *29%*	17 *13%* *16%*	19 *14%* *17%*	11 *9%* *10%*	20 *11%* *18%*	19 *16%* *17%*	45 *11%* *42%*	44 *15%* *41%*	25 *13%* *23%*	28 *13%* *26%*	35 *13%* *33%*
8	**174** ***22%***	81 *22%* *46%*	93 *21%* *54%*	11 *13%* *6%*	49 *29%* *28%* C	29 *22%* *17%*	28 *21%* *16%*	24 *21%* *14%*	33 *18%* *19%*	19 *16%* *11%*	95 *24%* *55%*	59 *21%* *34%*	38 *20%* *22%*	51 *23%* *29%*	49 *19%* *28%*
7	**77** ***10%***	34 *9%* *44%*	44 *10%* *56%*	11 *14%* *15%*	21 *13%* *27%*	12 *9%* *16%*	9 *7%* *12%*	9 *8%* *11%*	15 *8%* *19%*	14 *12%* *19%*	44 *11%* *56%*	19 *7%* *25%*	17 *9%* *22%*	21 *10%* *27%*	29 *11%* *37%*
6	**45** ***6%***	22 *6%* *48%*	24 *5%* *52%*	7 *8%* *14%*	7 *4%* *16%*	6 *4%* *12%*	4 *3%* *9%*	9 *8%* *21%*	13 *7%* *28%*	3 *2%* *6%*	23 *6%* *50%*	20 *7%* *43%*	15 *8%* *34%*	9 *4%* *20%*	12 *5%* *27%*
5	**33** ***4%***	13 *4%* *40%*	20 *4%* *60%*	2 *2%* *5%*	6 *4%* *19%*	8 *6%* *23%*	10 *8%* *31%*	2 *2%* *6%*	5 *3%* *16%*	7 *6%* *22%*	12 *3%* *36%*	14 *5%* *42%*	5 *3%* *16%*	18 *8%* *54%* N	5 *2%* *17%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 558

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Importance Rating ****

Base : All in sample A (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**797**	364 *46%*	433 *54%*	65 *8%*	142 *18%*	141 *18%*	148 *19%*	140 *18%*	156 *20%*	122 *15%*	447 *56%*	214 *27%*	133 *17%*	120 *15%*	191 *24%*
Effective Total	**539**	246	293	45	99	94	92	96	121	85	324	151	120	108	172
4	**13** ***2%***	6 *2%* *49%*	6 *1%* *51%*	2 *3%* *18%*	4 *2%* *30%*	2 *2%* *20%*	1 *** *5%*	- - -	3 *2%* *27%*	1 *** *5%*	8 *2%* *66%*	4 *1%* *29%*	3 *2%* *23%*	2 *1%* *16%*	6 *2%* *49%*
3	**7** ***1%***	1 *** *14%*	6 *1%* *86%*	2 *3%* *33%*	- - -	- - -	- - -	2 *2%* *28%*	3 *1%* *39%*	* * *4%*	5 *1%* *72%*	2 *1%* *25%*	1 *1%* *14%*	2 *1%* *30%*	4 *1%* *53%*
2	**4** ***	3 *1%* *93%*	* * *7%*	- - -	2 *1%* *51%*	1 *** *14%*	1 *1%* *34%*	- - -	- - -	* * *7%*	3 *1%* *93%*	- - -	3 *1%* *78%*	- - -	- - -
1	**10** ***1%***	9 *2%* *81%*	2 *** *19%*	- - -	2 *1%* *21%*	- - -	2 *2%* *20%*	4 *3%* *34%*	3 *1%* *25%*	- - -	5 *1%* *52%*	5 *2%* *47%*	3 *1%* *24%*	3 *2%* *33%*	3 *1%* *30%*
Don't know	**132** ***16%***	71 *20%* *54%*	61 *14%* *46%*	7 *9%* *6%*	13 *8%* *10%*	13 *10%* *10%*	17 *12%* *13%*	33 *28%* *25%* CD EF	49 *28%* *37%* CDEF	16 *13%* *12%*	59 *15%* *45%*	57 *20%* *43%*	30 *16%* *23%*	32 *14%* *24%*	49 *19%* *37%*
Net: 10/9/8/7	**566** ***70%***	237 *65%* *42%*	329 *73%* *58%* A	62 *75%* *11%* GH	134 *79%* *24%* GH	103 *78%* *18%* GH	99 *74%* *18%* GH	66 *57%* *12%*	102 *57%* *18%*	92 *77%* *16%*	287 *71%* *51%*	187 *65%* *33%*	129 *68%* *23%*	155 *70%* *27%*	183 *70%* *32%*
Net: 10/9	**314** ***39%***	122 *34%* *39%*	192 *43%* *61%* A	40 *48%* *13%* GH	63 *38%* *20%*	62 *47%* *20%* GH	61 *46%* *20%* GH	33 *29%* *11%*	54 *31%* *17%*	58 *49%* *18%* J	148 *37%* *47%*	108 *38%* *35%*	73 *39%* *23%*	83 *38%* *26%*	105 *40%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 558

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Importance Rating ****

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**797**	364 *46%*	433 *54%*	65 *8%*	142 *18%*	141 *18%*	148 *19%*	140 *18%*	156 *20%*	122 *15%*	447 *56%*	214 *27%*	133 *17%*	120 *15%*	191 *24%*
Effective Total	**539**	246	293	45	99	94	92	96	121	85	324	151	120	108	172
Net: 6/5/4	**91** ***11%***	41 *11%* *45%*	50 *11%* *55%*	11 *13%* *12%*	17 *10%* *19%*	16 *12%* *17%*	15 *11%* *16%*	11 *10%* *12%*	21 *12%* *23%*	11 *9%* *12%*	43 *11%* *47%*	37 *13%* *41%*	24 *13%* *26%*	29 *13%* *32%*	24 *9%* *26%*
Net: 3/2/1	**21** ***3%***	13 *4%* *61%*	8 *2%* *39%*	2 *3%* *11%*	4 *2%* *19%*	1 *** *2%*	3 *3%* *16%*	5 *5%* *26%*	5 *3%* *25%*	1 *** *2%*	14 *3%* *66%*	7 *2%* *32%*	6 *3%* *30%*	5 *2%* *26%*	7 *3%* *32%*
Mean	**8.11**	7.94	8.24	8.27	7.99	8.39	8.27	7.85	7.91	8.49	8.03	8.07	8.04	8.02	8.19
Standard Deviation	**1.92**	2.10	1.77	1.92	1.80	1.69	1.98	2.17	2.02	1.62	1.98	1.94	2.01	1.95	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 558

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Importance Rating ****

Base : All in sample A (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**797**	126 *16%*	107 *13%*	120 *15%*	444 *56%*	746 *94%*	39 *5%*	115 *14%*	669 *84%*	675 *85%*	413 *52%*	260 *33%*	267 *34%*
Total (Wtd)	**810**	74 *9%*	39* *5%* *	25 *3%*	672 *83%*	755 *93%*	55* *7%* *	132* *16%* *	658 *81%*	668 *82%*	402 *50%*	265 *33%*	273 *34%*
Effective Total	**539**	115	98	103	394	506	34	81	450	454	279	175	180
10	**207** ***26%***	17 *23%* *8%*	11 *28%* *5%*	6 *24%* *3%*	173 *26%* *84%*	193 *26%* *93%*	14 *25%* *7%*	32 *25%* *16%*	172 *26%* *83%*	175 *26%* *84%*	105 *26%* *51%*	70 *26%* *34%*	70 *26%* *34%*
9	**107** ***13%***	10 *13%* *9%*	5 *14%* *5%*	3 *14%* *3%*	88 *13%* *83%*	95 *13%* *89%*	12 *21%* *11%*	15 *11%* *14%*	92 *14%* *86%*	92 *14%* *86%*	53 *13%* *50%*	39 *15%* *37%*	39 *14%* *37%*
8	**174** ***22%***	17 *23%* *10%*	12 *32%* *7%* R	7 *28%* *4%*	138 *21%* *79%*	162 *21%* *93%*	12 *22%* *7%*	27 *20%* *15%*	140 *21%* *80%*	142 *21%* *82%*	90 *22%* *52%*	52 *20%* *30%*	55 *20%* *31%*
7	**77** ***10%***	4 *5%* *5%*	3 *9%* *4%*	3 *13%* *4%* O	67 *10%* *86%*	71 *9%* *92%*	6 *11%* *8%*	9 *7%* *12%*	64 *10%* *82%*	65 *10%* *84%*	43 *11%* *55%*	22 *8%* *29%*	22 *8%* *29%*
6	**45** ***6%***	5 *7%* *11%*	2 *5%* *4%*	2 *6%* *4%*	37 *5%* *81%*	43 *6%* *95%*	2 *4%* *5%*	8 *6%* *18%*	35 *5%* *77%*	37 *6%* *82%*	27 *7%* *59%*	11 *4%* *23%*	13 *5%* *27%*
5	**33** ***4%***	3 *5%* *10%*	1 *2%* *2%*	* *1%* *1%*	29 *4%* *87%*	31 *4%* *93%*	2 *4%* *7%*	4 *3%* *12%*	29 *4%* *88%*	29 *4%* *88%*	17 *4%* *52%*	12 *4%* *36%*	12 *4%* *36%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 558

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Importance Rating ****

Base : All in sample A (Data for Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**797**	126 *16%*	107 *13%*	120 *15%*	444 *56%*	746 *94%*	39 *5%*	115 *14%*	669 *84%*	675 *85%*	413 *52%*	260 *33%*	267 *34%*
Effective Total	**539**	115	98	103	394	506	34	81	450	454	279	175	180
4	**13** ***2%***	1 *1%* *5%*	* *1%* *3%*	1 *2%* *4%*	11 *2%* *88%*	12 *2%* *98%*	* * *2%*	4 *3%* *30%* YZ	9 *1%* *70%*	9 *1%* *70%*	9 *2%* *68%*	* * *2%*	* * *2%*
3	**7** ***1%***	- - -	- - -	* *1%* *4%*	7 *1%* *96%*	7 *1%* *100%*	- - -	- - -	7 *1%* *100%*	7 *1%* *100%*	2 *1%* *33%*	4 *1%* *53%*	6 *2%* *82%*
2	**4** *	1 *1%* *14%*	- - -	* *1%* *7%*	3 * *78%*	4 * *100%*	- - -	- - -	4 *1%* *100%*	4 *1%* *100%*	2 * *49%*	2 *1%* *51%*	2 *1%* *51%*
1	**10** ***1%***	1 *2%* *13%*	* * *	* *1%* *1%*	9 *1%* *86%*	10 *1%* *94%*	1 *1%* *6%*	4 *3%* *41%*	6 *1%* *59%*	6 *1%* *59%*	4 *1%* *43%*	2 *1%* *16%*	2 *1%* *16%*
Don't know	**132** ***16%***	15 *21%* *12%* PQ	4 *10%* *3%*	2 *8%* *2%*	111 *17%* *84%* Q	126 *17%* *95%*	6 *11%* *5%*	29 *22%* *22%* X	101 *15%* *76%*	102 *15%* *77%*	51 *13%* *38%*	52 *19%* *39%* X	52 *19%* *40%*
Net: 10/9/8/7	**566** ***70%***	48 *64%* *8%*	32 *82%* *6%* OR	20 *79%* *3%* O	466 *69%* *82%*	522 *69%* *92%*	43 *79%* *8%*	83 *63%* *15%*	468 *71%* *83%*	474 *71%* *84%*	290 *72%* *51%*	183 *69%* *32%*	186 *68%* *33%*
Net: 10/9	**314** ***39%***	27 *36%* *9%*	16 *42%* *5%*	9 *38%* *3%*	261 *39%* *83%*	288 *38%* *92%*	26 *47%* *8%*	47 *36%* *15%*	264 *40%* *84%*	267 *40%* *85%*	158 *39%* *50%*	109 *41%* *35%*	109 *40%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 558

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Importance Rating ****

Base : All in sample A (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**797**	126 *16%*	107 *13%*	120 *15%*	444 *56%*	746 *94%*	39 *5%*	115 *14%*	669 *84%*	675 *85%*	413 *52%*	260 *33%*	267 *34%*
Effective Total	**539**	115	98	103	394	506	34	81	450	454	279	175	180
Net: 6/5/4	**91** ***11%***	9 *12%* *10%*	3 *8%* *3%*	3 *10%* *3%*	76 *11%* *84%*	86 *11%* *95%*	5 *8%* *5%*	16 *12%* *18%*	73 *11%* *80%*	75 *11%* *82%*	52 *13%* *57%*	23 *9%* *25%*	25 *9%* *27%*
Net: 3/2/1	**21** ***3%***	2 *2%* *9%*	* * *	1 *3%* *3%*	18 *3%* *88%*	20 *3%* *97%*	1 *1%* *3%*	4 *3%* *20%*	17 *3%* *80%*	17 *2%* *80%*	8 *2%* *41%*	7 *3%* *34%*	9 *3%* *44%*
Mean	**8.11**	8.08	8.46	8.08	8.09	8.09	8.35	7.97	8.14	8.14	8.08	8.27	8.20
Standard Deviation	**1.92**	1.98	1.37	1.81	1.95	1.94	1.66	2.20	1.88	1.88	1.89	1.84	1.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 559

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Personal Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**815**	408 *50%*	407 *50%*	60 *7%*	145 *18%*	139 *17%*	170 *21%*	139 *17%*	155 *19%*	155 *19%*	477 *59%*	173 *21%*	146 *18%*	108 *13%*	200 *25%*
Total (Wtd)	**802**	412 *51%*	391 *49%*	79* *10%* *	170* *21%* *	130 *16%*	168 *21%*	115 *14%*	140 *17%*	171 *21%*	403 *50%*	228 *28%*	198 *25%*	183* *23%* *	286 *36%*
Effective Total	**552**	279	273	42	97	100	121	100	106	118	338	119	133	97	176
10	**160** ***20%***	79 *19%* *49%*	81 *21%* *51%*	22 *27%* *14%*	40 *24%* *25%*	26 *20%* *16%*	30 *18%* *19%*	20 *18%* *13%*	21 *15%* *13%*	39 *23%* *24%*	71 *18%* *44%*	50 *22%* *31%*	36 *18%* *23%*	39 *21%* *24%*	56 *19%* *35%*
9	**104** ***13%***	52 *13%* *50%*	53 *13%* *50%*	4 *5%* *4%*	24 *14%* *23%*	20 *16%* *19%*	21 *12%* *20%*	19 *16%* *18%*	17 *12%* *17%*	15 *9%* *14%*	53 *13%* *51%*	36 *16%* *34%*	22 *11%* *21%*	21 *11%* *20%*	41 *14%* *40%*
8	**177** ***22%***	86 *21%* *48%*	92 *23%* *52%*	21 *26%* *12%*	38 *22%* *21%*	28 *22%* *16%*	35 *21%* *20%*	30 *26%* *17%*	26 *18%* *14%*	37 *22%* *21%*	96 *24%* *54%*	44 *19%* *25%*	41 *21%* *23%*	42 *23%* *24%*	66 *23%* *37%*
7	**71** ***9%***	32 *8%* *45%*	39 *10%* *55%*	9 *11%* *13%*	14 *8%* *19%*	20 *15%* *28%* GH	19 *11%* *26%* G	3 *3%* *5%*	7 *5%* *9%*	16 *10%* *23%*	43 *11%* *60%*	12 *5%* *17%*	20 *10%* *28%*	14 *8%* *20%*	27 *9%* *37%*
6	**41** ***5%***	25 *6%* *60%*	16 *4%* *40%*	6 *7%* *14%*	9 *5%* *21%*	6 *5%* *16%*	6 *4%* *15%*	9 *8%* *23%*	4 *3%* *11%*	8 *4%* *19%*	21 *5%* *53%*	12 *5%* *29%*	16 *8%* *39%* M	3 *2%* *8%*	13 *5%* *33%*
5	**44** ***6%***	29 *7%* *65%*	15 *4%* *35%*	6 *8%* *14%*	12 *7%* *26%*	6 *5%* *15%*	9 *6%* *21%*	5 *4%* *12%*	5 *4%* *12%*	13 *8%* *30%*	23 *6%* *52%*	8 *4%* *18%*	8 *4%* *17%*	16 *9%* *37%* N	9 *3%* *20%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 559

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Personal Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**815**	408 *50%*	407 *50%*	60 *7%*	145 *18%*	139 *17%*	170 *21%*	139 *17%*	155 *19%*	155 *19%*	477 *59%*	173 *21%*	146 *18%*	108 *13%*	200 *25%*
Effective Total	**552**	279	273	42	97	100	121	100	106	118	338	119	133	97	176
4	**23** ***3%***	13 *3%* *56%*	10 *3%* *44%*	6 *8%* *27%* EG H	4 *2%* *19%*	- - -	10 *6%* *44%* EH	1 *1%* *4%*	1 *1%* *6%*	7 *4%* *30%*	13 *3%* *58%*	3 *1%* *12%*	8 *4%* *35%*	5 *3%* *21%*	9 *3%* *39%*
3	**14** ***2%***	6 *2%* *45%*	8 *2%* *55%*	- - -	9 *5%* *61%* FH	4 *3%* *25%*	1 *** *4%*	1 *1%* *7%*	* * *3%*	2 *1%* *16%*	10 *2%* *67%*	2 *1%* *17%*	1 *** *7%*	6 *4%* *44%*	5 *2%* *34%*
2	**12** ***2%***	10 *2%* *81%*	2 *1%* *19%*	2 *2%* *12%*	- - -	4 *3%* *36%*	3 *2%* *24%*	1 *1%* *11%*	2 *1%* *17%*	2 *1%* *15%*	9 *2%* *70%*	2 *1%* *15%*	5 *3%* *41%*	2 *1%* *15%*	4 *1%* *32%*
1	**30** ***4%***	16 *4%* *53%*	14 *4%* *47%*	- - -	10 *6%* *33%*	5 *4%* *18%*	3 *2%* *9%*	3 *2%* *9%*	9 *7%* *31%*	7 *4%* *24%*	14 *4%* *47%*	9 *4%* *29%*	6 *3%* *22%*	4 *2%* *14%*	16 *6%* *53%*
Don't know	**125** ***16%***	65 *16%* *52%*	61 *16%* *48%*	4 *5%* *3%*	11 *6%* *9%*	9 *7%* *7%*	31 *18%* *25%* CD E	23 *20%* *19%* CD E	47 *33%* *37%* CDEF G	25 *14%* *20%*	51 *13%* *40%*	50 *22%* *40%* J	34 *17%* *27%*	30 *17%* *24%*	40 *14%* *32%*
Net: 10/9/8/7	**513** ***64%***	249 *60%* *49%*	264 *68%* *51%*	55 *70%* *11%* H	115 *68%* *22%* H	95 *73%* *18%* H	105 *63%* *20%*	72 *62%* *14%*	71 *50%* *14%*	108 *63%* *21%*	263 *65%* *51%*	142 *62%* *28%*	120 *60%* *23%*	116 *63%* *23%*	190 *66%* *37%*
Net: 10/9	**264** ***33%***	131 *32%* *49%*	133 *34%* *51%*	26 *32%* *10%*	64 *38%* *24%*	46 *36%* *18%*	51 *30%* *19%*	39 *34%* *15%*	38 *27%* *15%*	54 *32%* *20%*	124 *31%* *47%*	86 *38%* *32%*	58 *29%* *22%*	60 *33%* *23%*	97 *34%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 559

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Personal Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**815**	408 *50%*	407 *50%*	60 *7%*	145 *18%*	139 *17%*	170 *21%*	139 *17%*	155 *19%*	155 *19%*	477 *59%*	173 *21%*	146 *18%*	108 *13%*	200 *25%*
Effective Total	**552**	279	273	42	97	100	121	100	106	118	338	119	133	97	176
Net: 6/5/4	**107** ***13%***	66 *16%* *61%*	41 *11%* *39%*	18 *23%* *17%* H	25 *15%* *23%*	13 *10%* *12%*	25 *15%* *24%*	15 *13%* *14%*	11 *8%* *10%*	28 *16%* *26%*	57 *14%* *53%*	22 *10%* *21%*	31 *16%* *29%*	24 *13%* *22%*	31 *11%* *29%*
Net: 3/2/1	**57** ***7%***	32 *8%* *57%*	25 *6%* *43%*	2 *2%* *3%*	19 *11%* *33%* F	14 *10%* *24%*	6 *4%* *11%*	5 *4%* *9%*	12 *8%* *21%*	11 *7%* *20%*	33 *8%* *57%*	13 *6%* *23%*	12 *6%* *22%*	12 *7%* *22%*	25 *9%* *44%*
Mean	**7.54**	7.39	7.71	7.66	7.41	7.48	7.57	7.85	7.40	7.47	7.40	7.89	7.43	7.60	7.50
Standard Deviation	**2.39**	2.48	2.29	2.09	2.59	2.44	2.21	2.10	2.74	2.45	2.39	2.33	2.38	2.34	2.52

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 559

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
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Base : All in sample B (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**815**	124 *15%*	122 *15%*	115 *14%*	454 *56%*	763 *94%*	39 *5%*	101 *12%*	705 *87%*	714 *88%*	446 *55%*	266 *33%*	280 *34%*
Total (Wtd)	**802**	71 *9%*	42 *5%*	24 *3%*	666 *83%*	746 *93%*	56* *7%* *	94* *12%* *	697 *87%*	708 *88%*	425 *53%*	282 *35%*	294 *37%*
Effective Total	**552**	114	111	103	403	518	34	69	477	483	298	185	194
10	**160** ***20%***	15 *21%* *9%*	9 *22%* *6%*	5 *22%* *3%*	131 *20%* *82%*	149 *20%* *93%*	11 *19%* *7%*	15 *15%* *9%*	142 *20%* *89%*	145 *20%* *91%*	98 *23%* *61%*	46 *16%* *29%*	47 *16%* *29%*
9	**104** ***13%***	8 *12%* *8%*	8 *19%* *8%*	3 *15%* *3%*	84 *13%* *81%*	88 *12%* *84%*	17 *29%* *16%* S	8 *9%* *8%*	95 *14%* *91%*	96 *14%* *92%*	54 *13%* *52%*	42 *15%* *40%*	43 *14%* *41%*
8	**177** ***22%***	13 *18%* *7%*	12 *28%* *7%*	4 *17%* *2%*	149 *22%* *84%*	172 *23%* *97%*	5 *9%* *3%*	15 *16%* *9%*	159 *23%* *90%*	162 *23%* *91%*	93 *22%* *52%*	70 *25%* *39%*	71 *24%* *40%*
7	**71** ***9%***	5 *7%* *7%*	2 *6%* *3%*	3 *15%* *5%* OP	61 *9%* *85%*	69 *9%* *96%*	3 *5%* *4%*	8 *8%* *11%*	64 *9%* *89%*	64 *9%* *89%*	40 *9%* *55%*	24 *9%* *34%*	24 *8%* *34%*
6	**41** ***5%***	4 *6%* *11%*	3 *6%* *6%*	1 *5%* *3%*	33 *5%* *80%*	33 *4%* *81%*	8 *13%* *19%* S	2 *2%* *5%*	37 *5%* *92%*	39 *5%* *95%*	27 *6%* *66%*	12 *4%* *29%*	14 *5%* *35%*
5	**44** ***6%***	8 *11%* *18%* PR	1 *3%* *3%*	2 *9%* *5%* P	33 *5%* *74%*	39 *5%* *89%*	5 *8%* *11%*	6 *6%* *13%*	39 *6%* *87%*	39 *5%* *87%*	22 *5%* *50%*	16 *6%* *37%*	16 *6%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 559

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Personal Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**815**	124 *15%*	122 *15%*	115 *14%*	454 *56%*	763 *94%*	39 *5%*	101 *12%*	705 *87%*	714 *88%*	446 *55%*	266 *33%*	280 *34%*
Effective Total	**552**	114	111	103	403	518	34	69	477	483	298	185	194
4	**23** ***3%***	1 *1%* *3%*	* *1%* *1%*	* *1%* *1%*	21 *3%* *95%*	21 *3%* *93%*	2 *3%* *7%*	3 *3%* *13%*	18 *3%* *80%*	20 *3%* *87%*	15 *4%* *66%*	5 *2%* *20%*	5 *2%* *20%*
3	**14** ***2%***	1 *1%* *7%*	1 *1%* *4%*	1 *2%* *4%*	12 *2%* *85%*	13 *2%* *89%*	2 *3%* *11%*	- - -	14 *2%* *100%*	14 *2%* *100%*	8 *2%* *59%*	6 *2%* *41%*	6 *2%* *43%*
2	**12** ***2%***	1 *1%* *7%*	- - -	1 *2%* *5%*	11 *2%* *88%*	10 *1%* *78%*	3 *5%* *22%*	3 *3%* *24%*	9 *1%* *76%*	9 *1%* *76%*	6 *1%* *50%*	3 *1%* *26%*	3 *1%* *26%*
1	**30** ***4%***	2 *3%* *6%*	1 *2%* *3%*	* *2%* *1%*	27 *4%* *89%*	30 *4%* *100%*	- - -	5 *5%* *16%*	25 *4%* *84%*	25 *4%* *84%*	15 *3%* *49%*	11 *4%* *35%*	12 *4%* *39%*
Don't know	**125** ***16%***	14 *19%* *11%*	5 *11%* *4%*	2 *10%* *2%*	105 *16%* *84%*	122 *16%* *98%*	3 *5%* *2%*	30 *32%* *24%* VWXY Z	94 *13%* *75%*	95 *13%* *76%*	48 *11%* *38%*	47 *17%* *38%*	53 *18%* *42%* X
Net: 10/9/8/7	**513** ***64%***	40 *57%* *8%*	31 *75%* *6%* OR	16 *68%* *3%*	425 *64%* *83%*	477 *64%* *93%*	35 *63%* *7%*	46 *49%* *9%*	460 *66%* *90%* U	467 *66%* *91%* U	284 *67%* *55%* U	182 *65%* *35%* U	185 *63%* *36%* U
Net: 10/9	**264** ***33%***	23 *32%* *9%*	17 *41%* *7%*	9 *36%* *3%*	215 *32%* *81%*	236 *32%* *90%*	27 *49%* *10%* S	23 *24%* *9%*	237 *34%* *90%*	241 *34%* *91%*	152 *36%* *57%*	88 *31%* *33%*	90 *30%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 559

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
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Base : All in sample B (Data for Q4 2008 only)

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**815**	124 *15%*	122 *15%*	115 *14%*	454 *56%*	763 *94%*	39 *5%*	101 *12%*	705 *87%*	714 *88%*	446 *55%*	266 *33%*	280 *34%*
Effective Total	**552**	114	111	103	403	518	34	69	477	483	298	185	194
Net: 6/5/4	**107** ***13%***	13 *18%* *12%*	4 *10%* *4%*	4 *16%* *3%*	86 *13%* *81%*	93 *13%* *87%*	14 *25%* *13%* S	11 *11%* *10%*	94 *13%* *87%*	97 *14%* *90%*	64 *15%* *60%*	33 *12%* *30%*	35 *12%* *33%*
Net: 3/2/1	**57** ***7%***	4 *5%* *7%*	2 *4%* *3%*	1 *6%* *3%*	50 *7%* *88%*	53 *7%* *92%*	4 *8%* *8%*	8 *8%* *14%*	49 *7%* *86%*	49 *7%* *86%*	29 *7%* *51%*	20 *7%* *35%*	21 *7%* *38%*
Mean	**7.54**	7.53	8.10 R	7.59	7.51	7.54	7.55	7.14	7.58	7.59	7.60	7.56	7.51
Standard Deviation	**2.39**	2.36	1.96	2.28	2.43	2.40	2.34	2.75	2.35	2.35	2.37	2.32	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 560

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Social Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**815**	408 *50%*	407 *50%*	60 *7%*	145 *18%*	139 *17%*	170 *21%*	139 *17%*	155 *19%*	155 *19%*	477 *59%*	173 *21%*	146 *18%*	108 *13%*	200 *25%*
Total (Wtd)	**802**	412 *51%*	391 *49%*	79* *10%* *	170* *21%* *	130 *16%*	168 *21%*	115 *14%*	140 *17%*	171 *21%*	403 *50%*	228 *28%*	198 *25%*	183* *23%* *	286 *36%*
Effective Total	**552**	279	273	42	97	100	121	100	106	118	338	119	133	97	176
10	**190** ***24%***	102 *25%* *54%*	88 *23%* *46%*	28 *35%* *15%* GH	43 *25%* *22%*	30 *23%* *16%*	43 *26%* *23%*	21 *18%* *11%*	26 *18%* *13%*	50 *29%* *26%*	86 *21%* *45%*	54 *24%* *28%*	45 *23%* *24%*	40 *22%* *21%*	72 *25%* *38%*
9	**145** ***18%***	69 *17%* *48%*	75 *19%* *52%*	5 *7%* *4%*	33 *19%* *23%*	22 *17%* *15%*	28 *17%* *20%*	29 *25%* *20%* C	27 *19%* *19%*	21 *12%* *15%*	69 *17%* *47%*	55 *24%* *38%* I	37 *19%* *26%*	32 *17%* *22%*	51 *18%* *35%*
8	**172** ***21%***	73 *18%* *43%*	99 *25%* *57%* A	13 *17%* *8%*	35 *21%* *21%*	29 *23%* *17%*	35 *21%* *20%*	28 *24%* *16%*	31 *22%* *18%*	35 *21%* *21%*	90 *22%* *52%*	47 *20%* *27%*	45 *23%* *26%*	39 *21%* *23%*	57 *20%* *33%*
7	**89** ***11%***	46 *11%* *52%*	42 *11%* *48%*	12 *15%* *14%*	25 *15%* *28%*	19 *15%* *21%*	14 *8%* *16%*	9 *8%* *10%*	9 *7%* *11%*	20 *12%* *23%*	53 *13%* *60%* K	15 *7%* *17%*	21 *11%* *24%*	22 *12%* *25%*	34 *12%* *38%*
6	**39** ***5%***	28 *7%* *72%* B	11 *3%* *28%*	6 *8%* *16%*	5 *3%* *13%*	8 *6%* *20%*	9 *5%* *22%*	6 *6%* *16%*	5 *4%* *13%*	7 *4%* *17%*	24 *6%* *63%*	8 *3%* *20%*	16 *8%* *41%* N	8 *5%* *22%*	7 *2%* *18%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 560

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Social Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**815**	408 *50%*	407 *50%*	60 *7%*	145 *18%*	139 *17%*	170 *21%*	139 *17%*	155 *19%*	155 *19%*	477 *59%*	173 *21%*	146 *18%*	108 *13%*	200 *25%*
Effective Total	**552**	279	273	42	97	100	121	100	106	118	338	119	133	97	176
5	**38** ***5%***	23 *6%* *60%*	15 *4%* *40%*	8 *11%* *22%* G	11 *7%* *29%*	6 *5%* *17%*	6 *4%* *17%*	1 *1%* *4%*	4 *3%* *11%*	10 *6%* *26%*	21 *5%* *56%*	7 *3%* *18%*	4 *2%* *10%*	14 *8%* *37%* L	11 *4%* *30%*
4	**13** ***2%***	5 *1%* *40%*	8 *2%* *60%*	3 *3%* *21%*	3 *2%* *24%*	* * *2%*	5 *3%* *38%*	- - -	2 *1%* *14%*	2 *1%* *14%*	7 *2%* *57%*	4 *2%* *29%*	1 *1%* *9%*	4 *2%* *34%*	5 *2%* *36%*
3	**10** ***1%***	5 *1%* *45%*	6 *1%* *55%*	- - -	4 *2%* *35%*	2 *1%* *16%*	3 *2%* *28%*	2 *2%* *19%*	* * *2%*	- - -	10 *2%* *98%*	* * *2%*	2 *1%* *19%*	5 *3%* *52%*	3 *1%* *27%*
2	**5** ***1%***	3 *1%* *61%*	2 * *39%*	* * *	1 * *14%*	2 *2%* *51%*	- - -	- - -	2 *1%* *35%*	- - -	3 *1%* *65%*	2 *1%* *35%*	2 *1%* *35%*	- - -	2 *1%* *51%*
1	**18** ***2%***	10 *2%* *55%*	8 *2%* *45%*	- - -	6 *4%* *35%*	2 *2%* *12%*	3 *2%* *17%*	2 *1%* *9%*	5 *3%* *26%*	8 *4%* *44%*	8 *2%* *43%*	2 *1%* *13%*	3 *1%* *16%*	4 *2%* *25%*	9 *3%* *50%*
Don't know	**85** ***11%***	48 *12%* *57%*	37 *9%* *43%*	4 *5%* *4%*	4 *2%* *5%*	10 *7%* *11%*	21 *13%* *25%* D	17 *15%* *20%* D	30 *21%* *35%* CDE	18 *11%* *22%*	32 *8%* *37%*	35 *15%* *41%* J	22 *11%* *26%*	14 *7%* *16%*	35 *12%* *41%*
Net: 10/9/8/7	**595** ***74%***	290 *70%* *49%*	305 *78%* *51%* A	58 *73%* *10%*	136 *80%* *23%* H	100 *77%* *17%*	120 *72%* *20%*	87 *75%* *15%*	93 *66%* *16%*	127 *74%* *21%*	298 *74%* *50%*	170 *75%* *29%*	148 *75%* *25%*	133 *73%* *22%*	214 *75%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 560

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
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Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**815**	408 *50%*	407 *50%*	60 *7%*	145 *18%*	139 *17%*	170 *21%*	139 *17%*	155 *19%*	155 *19%*	477 *59%*	173 *21%*	146 *18%*	108 *13%*	200 *25%*
Effective Total	**552**	279	273	42	97	100	121	100	106	118	338	119	133	97	176
Net: 10/9	**334** ***42%***	171 *42%* *51%*	164 *42%* *49%*	33 *41%* *10%*	76 *45%* *23%*	52 *40%* *15%*	72 *43%* *21%*	50 *44%* *15%*	53 *38%* *16%*	71 *42%* *21%*	155 *38%* *46%*	108 *48%* *32%*	82 *42%* *25%*	71 *39%* *21%*	123 *43%* *37%*
Net: 6/5/4	**90** ***11%***	56 *14%* *63%*	34 *9%* *37%*	18 *22%* *20%* GH	19 *11%* *21%*	14 *11%* *16%*	20 *12%* *22%*	8 *7%* *9%*	11 *8%* *12%*	18 *11%* *21%*	53 *13%* *59%*	18 *8%* *20%*	21 *11%* *23%*	27 *15%* *30%*	23 *8%* *26%*
Net: 3/2/1	**32** ***4%***	17 *4%* *53%*	15 *4%* *47%*	* * *	10 *6%* *32%*	6 *5%* *19%*	6 *4%* *18%*	4 *3%* *11%*	6 *5%* *20%*	8 *4%* *24%*	21 *5%* *63%*	4 *2%* *13%*	6 *3%* *20%*	10 *5%* *30%*	14 *5%* *43%*
Mean	**7.99**	7.93	8.05	7.99	7.83	7.91	8.06	8.25	7.97	7.98	7.80	8.36 J	8.11	7.74	8.02
Standard Deviation	**2.04**	2.11	1.97	1.91	2.22	2.01	2.04	1.70	2.17	2.24	2.07	1.76	1.86	2.15	2.16

Ofcom PSB Tracker : 2008

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Table 560

Absolutes/col/row percents

9 Jul 2009

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Total (Unwtd)	**815**	124 *15%*	122 *15%*	115 *14%*	454 *56%*	763 *94%*	39 *5%*	101 *12%*	705 *87%*	714 *88%*	446 *55%*	266 *33%*	280 *34%*
Total (Wtd)	**802**	71 *9%*	42 *5%*	24 *3%*	666 *83%*	746 *93%*	56* *7%* *	94* *12%* *	697 *87%*	708 *88%*	425 *53%*	282 *35%*	294 *37%*
Effective Total	**552**	114	111	103	403	518	34	69	477	483	298	185	194
10	**190** ***24%***	14 *20%* *8%*	13 *30%* *7%*	6 *24%* *3%*	157 *24%* *83%*	170 *23%* *90%*	20 *35%* *10%*	16 *17%* *9%*	171 *25%* *90%*	174 *25%* *91%*	113 *27%* *59%*	60 *21%* *31%*	60 *21%* *32%*
9	**145** ***18%***	11 *16%* *8%*	10 *23%* *7%*	4 *17%* *3%*	120 *18%* *83%*	134 *18%* *93%*	11 *19%* *7%*	18 *19%* *12%*	126 *18%* *87%*	127 *18%* *88%*	75 *18%* *52%*	52 *18%* *36%*	52 *18%* *36%*
8	**172** ***21%***	19 *27%* *11%*	9 *21%* *5%*	4 *18%* *2%*	140 *21%* *82%*	166 *22%* *97%*	6 *10%* *3%*	16 *17%* *9%*	153 *22%* *89%*	156 *22%* *91%*	82 *19%* *47%*	74 *26%* *43%*	78 *26%* *45%*
7	**89** ***11%***	6 *9%* *7%*	2 *6%* *3%*	3 *12%* *3%*	77 *12%* *87%*	81 *11%* *92%*	7 *13%* *8%*	5 *5%* *5%*	84 *12%* *95%*	84 *12%* *95%*	54 *13%* *61%*	30 *10%* *33%*	30 *10%* *33%*
6	**39** ***5%***	4 *6%* *10%*	2 *4%* *4%*	2 *9%* *5%*	31 *5%* *80%*	36 *5%* *93%*	3 *5%* *7%*	5 *5%* *13%*	33 *5%* *84%*	34 *5%* *87%*	22 *5%* *55%*	12 *4%* *32%*	13 *4%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

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Total (Unwtd)	**815**	124 *15%*	122 *15%*	115 *14%*	454 *56%*	763 *94%*	39 *5%*	101 *12%*	705 *87%*	714 *88%*	446 *55%*	266 *33%*	280 *34%*
Effective Total	**552**	114	111	103	403	518	34	69	477	483	298	185	194
5	**38** ***5%***	6 *8%* *15%*	1 *2%* *3%*	2 *8%* *5%* P	29 *4%* *77%*	33 *4%* *88%*	5 *8%* *12%*	11 *12%* *29%* VWXY Z	27 *4%* *71%*	27 *4%* *71%*	17 *4%* *45%*	10 *4%* *26%*	10 *3%* *26%*
4	**13** ***2%***	1 *1%* *8%*	1 *2%* *6%*	1 *3%* *6%*	10 *2%* *80%*	13 *2%* *100%*	- - -	- - -	11 *2%* *88%*	13 *2%* *100%*	9 *2%* *68%*	4 *1%* *32%*	4 *1%* *32%*
3	**10** ***1%***	- - -	- - -	* *1%* *2%*	10 *1%* *98%*	9 *1%* *85%*	2 *3%* *15%*	* * *2%*	10 *1%* *98%*	10 *1%* *98%*	10 *2%* *97%* YZ	* * *	* * *
2	**5** ***1%***	1 *1%* *14%*	- - -	- - -	4 *1%* *86%*	4 * *75%*	1 *2%* *25%*	1 *1%* *25%*	4 *1%* *75%*	4 * *75%*	2 *1%* *49%*	1 * *26%*	1 * *26%*
1	**18** ***2%***	1 *1%* *4%*	1 *1%* *4%*	* *1%* *1%*	16 *2%* *91%*	18 *2%* *100%*	- - -	5 *5%* *28%* X	13 *2%* *72%*	13 *2%* *72%*	5 *1%* *30%*	7 *3%* *43%*	9 *3%* *50%*
Don't know	**85** ***11%***	8 *12%* *10%*	5 *11%* *5%*	1 *6%* *2%*	71 *11%* *83%*	82 *11%* *97%*	3 *5%* *3%*	17 *18%* *20%* VWX	66 *9%* *78%*	68 *10%* *80%*	36 *9%* *43%*	32 *11%* *37%*	37 *13%* *44%*
Net: 10/9/8/7	**595** ***74%***	51 *72%* *9%*	33 *79%* *6%*	17 *71%* *3%*	494 *74%* *83%*	551 *74%* *93%*	43 *77%* *7%*	55 *58%* *9%*	534 *77%* *90%* U	540 *76%* *91%* U	324 *76%* *54%* U	215 *76%* *36%* U	220 *75%* *37%* U

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 560

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Channel-specific ratings
**** Provides a wide range of high quality and UK made programmes for children - Social Importance Rating ****

Base : All in sample B (Data for Q4 2008 only)

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**815**	124 *15%*	122 *15%*	115 *14%*	454 *56%*	763 *94%*	39 *5%*	101 *12%*	705 *87%*	714 *88%*	446 *55%*	266 *33%*	280 *34%*
Effective Total	**552**	114	111	103	403	518	34	69	477	483	298	185	194
Net: 10/9	**334** ***42%***	26 *36%* *8%*	22 *53%* *7%* OR	10 *42%* *3%*	277 *42%* *83%*	304 *41%* *91%*	30 *54%* *9%*	34 *36%* *10%*	297 *43%* *89%*	300 *42%* *90%*	188 *44%* *56%*	111 *40%* *33%*	113 *38%* *34%*
Net: 6/5/4	**90** ***11%***	11 *15%* *12%*	4 *8%* *4%*	5 *21%* *5%* PR	71 *11%* *79%*	82 *11%* *92%*	7 *13%* *8%*	16 *17%* *18%*	71 *10%* *79%*	74 *10%* *82%*	48 *11%* *53%*	26 *9%* *29%*	27 *9%* *30%*
Net: 3/2/1	**32** ***4%***	1 *2%* *4%*	1 *1%* *2%*	* *2%* *1%*	30 *5%* *93%*	30 *4%* *92%*	3 *5%* *8%*	6 *7%* *19%*	26 *4%* *81%*	26 *4%* *81%*	17 *4%* *54%*	9 *3%* *27%*	10 *3%* *31%*
Mean	**7.99**	7.95	8.49 OQR	7.86	7.96	7.97	8.16	7.48	8.05 U	8.05	8.04	8.04	8.01
Standard Deviation	**2.04**	1.86	1.76	2.01	2.08	2.04	2.09	2.50	1.97	1.97	2.00	1.94	1.98

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 561

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - SUMMARY

Base : All whose children regularly watch each channel (Data for Q3 and Q4 2008 only)

	Q6b(e) - Summary														
	CBBC	CBeebies	CITV	Nickelodeon channels	Disney channels	BBC1	BBC2	ITV1	Channel 4	S4C	Five	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	403	416	282	316	325	446	246	386	309	27	235	357	797	815	815
Total (Wtd)	409	440	286	304	322	436	238	386	308	9	243	351	810	802	802
Effective Total	270	284	189	205	217	299	164	258	210	26	166	227	539	552	552
10	52 *13%*	82 *19%*	20 *7%*	27 *9%*	48 *15%*	20 *4%*	5 *2%*	7 *2%*	1 *	- -	5 *2%*	28 *8%*	207 *26%*	160 *20%*	190 *24%*
9	70 *17%*	99 *22%*	28 *10%*	36 *12%*	34 *11%*	35 *8%*	11 *5%*	15 *4%*	11 *4%*	1 *10%*	8 *3%*	43 *12%*	107 *13%*	104 *13%*	145 *18%*
8	98 *24%*	116 *26%*	67 *23%*	56 *18%*	54 *17%*	85 *19%*	31 *13%*	55 *14%*	26 *8%*	4 *38%*	27 *11%*	69 *20%*	174 *22%*	177 *22%*	172 *21%*
7	71 *17%*	65 *15%*	48 *17%*	34 *11%*	44 *14%*	75 *17%*	45 *19%*	59 *15%*	25 *8%*	2 *17%*	36 *15%*	67 *19%*	77 *10%*	71 *9%*	89 *11%*
6	46 *11%*	36 *8%*	43 *15%*	28 *9%*	25 *8%*	60 *14%*	22 *9%*	73 *19%*	35 *11%*	* *4%*	26 *11%*	65 *19%*	45 *6%*	41 *5%*	39 *5%*
5	32 *8%*	11 *2%*	39 *14%*	44 *15%*	22 *7%*	56 *13%*	22 *9%*	45 *12%*	50 *16%*	1 *8%*	34 *14%*	46 *13%*	33 *4%*	44 *6%*	38 *5%*
4	2 *	4 *1%*	7 *3%*	19 *6%*	17 *5%*	24 *5%*	13 *5%*	36 *9%*	31 *10%*	1 *7%*	16 *6%*	12 *3%*	13 *2%*	23 *3%*	13 *2%*
3	9 *2%*	10 *2%*	10 *3%*	7 *2%*	18 *6%*	13 *3%*	11 *4%*	18 *5%*	24 *8%*	* *4%*	15 *6%*	10 *3%*	7 *1%*	14 *2%*	10 *1%*
2	2 *	* *	2 *1%*	17 *6%*	13 *4%*	8 *2%*	20 *8%*	19 *5%*	21 *7%*	- -	13 *6%*	4 *1%*	4 *	12 *2%*	5 *1%*
1	1 *	- -	- -	12 *4%*	17 *5%*	6 *1%*	5 *2%*	10 *3%*	14 *5%*	* *3%*	18 *7%*	9 *2%*	10 *1%*	30 *4%*	18 *2%*
Don't know	24 *6%*	17 *4%*	22 *8%*	24 *8%*	29 *9%*	56 *13%*	53 *22%*	49 *13%*	71 *23%*	1 *10%*	45 *18%*	- -	132 *16%*	125 *16%*	85 *11%*
Net: 10/9/8/7	292 *71%*	362 *82%*	164 *57%*	153 *50%*	180 *56%*	214 *49%*	93 *39%*	135 *35%*	62 *20%*	6 *65%*	76 *31%*	207 *59%*	566 *70%*	513 *64%*	595 *74%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 561

Absolutes/col/row percents

9 Jul 2009

Q6b(e) Provides a wide range of high quality and UK made programmes for children - SUMMARY

Base : All whose children regularly watch each channel (Data for Q3 and Q4 2008 only)

	Q6b(e) - Summary														
	CBBC	CBeebies	CITV	Nickelodeon channels	Disney channels	BBC1	BBC2	ITV1	Channel 4	S4C	Five	All channels combined	Importance Rating	Personal Importance Rating	Social Importance Rating
Total (Unwtd)	403	416	282	316	325	446	246	386	309	27	235	357	797	815	815
Effective Total	270	284	189	205	217	299	164	258	210	26	166	227	539	552	552
Net: 10/9	122 *30%*	181 *41%*	48 *17%*	63 *21%*	82 *26%*	55 *13%*	17 *7%*	22 *6%*	11 *4%*	1 *10%*	13 *5%*	71 *20%*	314 *39%*	264 *33%*	334 *42%*
Net: 6/5/4	80 *20%*	51 *11%*	89 *31%*	91 *30%*	64 *20%*	139 *32%*	56 *24%*	154 *40%*	117 *38%*	2 *18%*	76 *31%*	123 *35%*	91 *11%*	107 *13%*	90 *11%*
Net: 3/2/1	12 *3%*	10 *2%*	11 *4%*	36 *12%*	48 *15%*	27 *6%*	36 *15%*	47 *12%*	58 *19%*	1 *7%*	46 *19%*	22 *6%*	21 *3%*	57 *7%*	32 *4%*
Mean	7.58	8.06	6.98	6.47	6.68	6.59	5.87	5.83	5.05	6.82	5.39	6.82	8.11	7.54	7.99
Standard Deviation	1.73	1.58	1.76	2.47	2.68	1.96	2.30	2.06	2.15	2.09	2.38	1.99	1.92	2.39	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 562

Absolutes/col/row percents

9 Jul 2009

Q6d Overall satisfaction with all channels combined

Base : Anyone who answered Q6b

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6824**	3236 *47%*	3588 *53%*	610 *9%*	1223 *18%*	1243 *18%*	1271 *19%*	1179 *17%*	1270 *19%*	1313 *19%*	3737 *55%*	1636 *24%*	1129 *17%*	914 *13%*	1827 *27%*
Total (Wtd)	**6821**	3268 *48%*	3554 *52%*	710 *10%*	1388 *20%*	1177 *17%*	1218 *18%*	1024 *15%*	1302 *19%*	1226 *18%*	3411 *50%*	2184 *32%*	1640 *24%*	1706 *25%*	2315 *34%*
Effective Total	**4684**	2218	2467	412	855	878	865	808	911	964	2705	1171	1032	837	1642
Very satisfied	**1031** ***15%***	442 *14%* *43%*	589 *17%* *57%* A	151 *21%* *15%* DE FGH	204 *15%* *20%*	162 *14%* *16%*	164 *13%* *16%*	144 *14%* *14%*	207 *16%* *20%*	144 *12%* *14%*	475 *14%* *46%*	411 *19%* *40%* IJ	261 *16%* *25%*	260 *15%* *25%*	327 *14%* *32%*
Quite satisfied	**3985** ***58%***	1827 *56%* *46%*	2158 *61%* *54%* A	414 *58%* *10%*	843 *61%* *21%* G	688 *58%* *17%*	714 *59%* *18%*	571 *56%* *14%*	756 *58%* *19%*	719 *59%* *18%*	2057 *60%* *52%* K	1209 *55%* *30%*	973 *59%* *24%*	978 *57%* *25%*	1342 *58%* *34%*
Neither satisfied nor dissatisfied	**966** ***14%***	516 *16%* *53%* B	450 *13%* *47%*	97 *14%* *10%*	222 *16%* *23%* H	193 *16%* *20%* H	162 *13%* *17%*	144 *14%* *15%*	149 *11%* *15%*	209 *17%* *22%* JK	471 *14%* *49%*	285 *13%* *30%*	209 *13%* *22%*	237 *14%* *25%*	364 *16%* *38%* L
Quite dissatisfied	**577** ***8%***	330 *10%* *57%* B	248 *7%* *43%*	41 *6%* *7%*	84 *6%* *15%*	92 *8%* *16%*	139 *11%* *24%* CD E	105 *10%* *18%* CD	115 *9%* *20%* D	113 *9%* *20%*	308 *9%* *53%*	157 *7%* *27%*	137 *8%* *24%*	170 *10%* *30%*	189 *8%* *33%*
Very dissatisfied	**171** ***3%***	106 *3%* *62%* B	64 *2%* *38%*	4 *1%* *3%*	31 *2%* *18%* C	38 *3%* *22%* CF	21 *2%* *13%*	33 *3%* *20%* CF	42 *3%* *25%* CF	32 *3%* *19%*	68 *2%* *40%*	71 *3%* *41%* J	39 *2%* *23%*	34 *2%* *20%*	63 *3%* *37%*
Don't know	**91** ***1%***	47 *1%* *51%*	45 *1%* *49%*	3 *** *3%*	6 *** *6%*	5 *** *6%*	18 *1%* *20%* DE	27 *3%* *29%* CD E	33 *3%* *36%* CDE	9 *1%* *10%*	31 *1%* *34%*	51 *2%* *56%* IJ	22 *1%* *24%*	25 *1%* *28%*	31 *1%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 562

Absolutes/col/row percents

9 Jul 2009

Q6d Overall satisfaction with all channels combined

Base : Anyone who answered Q6b

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6824**	3236 *47%*	3588 *53%*	610 *9%*	1223 *18%*	1243 *18%*	1271 *19%*	1179 *17%*	1270 *19%*	1313 *19%*	3737 *55%*	1636 *24%*	1129 *17%*	914 *13%*	1827 *27%*
Effective Total	**4684**	2218	2467	412	855	878	865	808	911	964	2705	1171	1032	837	1642
Very/quite satisfied	**5016** ***74%***	2269 *69%* *45%*	2747 *77%* *55%* A	565 *79%* *11%* EF GH	1046 *75%* *21%* G	849 *72%* *17%*	878 *72%* *18%*	714 *70%* *14%*	963 *74%* *19%*	863 *70%* *17%*	2532 *74%* *50%* I	1620 *74%* *32%*	1234 *75%* *25%*	1239 *73%* *25%*	1669 *72%* *33%*
Very/quite dissatisfied	**748** ***11%***	436 *13%* *58%* B	312 *9%* *42%*	45 *6%* *6%*	115 *8%* *15%*	130 *11%* *17%* CD	160 *13%* *21%* CD	139 *14%* *19%* CD	157 *12%* *21%* CD	144 *12%* *19%*	376 *11%* *50%*	228 *10%* *30%*	176 *11%* *24%*	204 *12%* *27%*	252 *11%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 562

Absolutes/col/row percents

9 Jul 2009

Q6d Overall satisfaction with all channels combined

Base : Anyone who answered Q6b

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6824**	1000 *15%*	977 *14%*	977 *14%*	3870 *57%*	6303 *92%*	431 *6%*	1097 *16%*	5633 *83%*	5703 *84%*	3668 *54%*	2016 *30%*	2164 *32%*
Total (Wtd)	**6821**	615 *9%*	341 *5%*	204 *3%*	5661 *83%*	6350 *93%*	470 *7%*	1061 *16%*	5666 *83%*	5737 *84%*	3592 *53%*	2128 *31%*	2264 *33%*
Effective Total	**4684**	924	892	883	3429	4326	362	744	3877	3924	2489	1423	1522
Very satisfied	**1031** ***15%***	93 *15%* *9%*	57 *17%* *6%*	32 *16%* *3%*	848 *15%* *82%*	974 *15%* *95%*	56 *12%* *5%*	149 *14%* *14%*	871 *15%* *85%*	881 *15%* *86%*	575 *16%* *56%*	305 *14%* *30%*	321 *14%* *31%*
Quite satisfied	**3985** ***58%***	368 *60%* *9%*	202 *59%* *5%*	122 *60%* *3%*	3293 *58%* *83%*	3727 *59%* *94%*	258 *55%* *6%*	586 *55%* *15%*	3344 *59%* *84%*	3392 *59%* *85%* U	2125 *59%* *53%*	1255 *59%* *31%*	1333 *59%* *33%*
Neither satisfied nor dissatisfied	**966** ***14%***	81 *13%* *8%*	44 *13%* *5%*	31 *15%* *3%*	810 *14%* *84%*	885 *14%* *92%*	81 *17%* *8%*	146 *14%* *15%*	802 *14%* *83%*	811 *14%* *84%*	518 *14%* *54%*	290 *14%* *30%*	314 *14%* *33%*
Quite dissatisfied	**577** ***8%***	45 *7%* *8%*	24 *7%* *4%*	12 *6%* *2%*	496 *9%* *86%* Q	528 *8%* *92%*	49 *10%* *8%*	115 *11%* *20%* VWX	459 *8%* *79%*	461 *8%* *80%*	272 *8%* *47%*	188 *9%* *33%*	202 *9%* *35%*
Very dissatisfied	**171** ***3%***	19 *3%* *11%*	10 *3%* *6%*	6 *3%* *3%*	136 *2%* *80%*	149 *2%* *87%*	22 *5%* *13%* S	41 *4%* *24%* VWX	126 *2%* *74%*	127 *2%* *75%*	68 *2%* *40%*	60 *3%* *35%*	63 *3%* *37%*
Don't know	**91** ***1%***	9 *2%* *10%*	3 *1%* *4%*	1 *1%* *1%*	78 *1%* *85%*	87 *1%* *95%*	5 *1%* *5%*	25 *2%* *27%* VWX	64 *1%* *70%*	65 *1%* *71%*	33 *1%* *37%*	31 *1%* *34%*	31 *1%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 562

Absolutes/col/row percents

9 Jul 2009

Q6d Overall satisfaction with all channels combined

Base : Anyone who answered Q6b

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6824**	1000 *15%*	977 *14%*	977 *14%*	3870 *57%*	6303 *92%*	431 *6%*	1097 *16%*	5633 *83%*	5703 *84%*	3668 *54%*	2016 *30%*	2164 *32%*
Effective Total	**4684**	924	892	883	3429	4326	362	744	3877	3924	2489	1423	1522
Very/quite satisfied	**5016** ***74%***	461 *75%* *9%*	260 *76%* *5%*	154 *76%* *3%*	4141 *73%* *83%*	4701 *74%* *94%* T	314 *67%* *6%*	735 *69%* *15%*	4215 *74%* *84%* U	4273 *74%* *85%* U	2701 *75%* *54%* U	1560 *73%* *31%* U	1654 *73%* *33%*
Very/quite dissatisfied	**748** ***11%***	64 *10%* *9%*	34 *10%* *5%*	18 *9%* *2%*	632 *11%* *85%* Q	677 *11%* *91%*	71 *15%* *9%* S	155 *15%* *21%* VWXY Z	585 *10%* *78%*	588 *10%* *79%*	340 *9%* *45%*	247 *12%* *33%* X	265 *12%* *35%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 595

Absolutes/col/row percents

9 Jul 2009

QT1 Text services accessed

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	837 *48%*	906 *52%*	168 *10%*	312 *18%*	320 *18%*	319 *18%*	279 *16%*	342 *20%*	347 *20%*	945 *54%*	406 *23%*	286 *16%*	237 *14%*	470 *27%*
Total (Wtd)	**1743**	837 *48%*	906 *52%*	181 *10%*	353 *20%*	305 *17%*	310 *18%*	255 *15%*	338 *19%*	314 *18%*	871 *50%*	558 *32%*	418 *24%*	436 *25%*	593 *34%*
Effective Total	**1205**	569	636	106	227	226	222	192	238	264	695	295	258	222	421
Teletext, the text services provided by ITV, Channel 4 or Channel 100 on digital TV	**750** ***43%***	365 *44%* *49%*	386 *43%* *51%*	80 *44%* *11%*	132 *37%* *18%*	144 *47%* *19%* DH	156 *50%* *21%* DH	119 *47%* *16%* H	116 *34%* *15%*	123 *39%* *16%*	404 *46%* *54%* I	223 *40%* *30%*	174 *42%* *23%*	215 *49%* *29%* N	223 *38%* *30%*
Ceefax, the text services provided by BBC through BBC One and BBC Two	**617** ***35%***	337 *40%* *55%* B	280 *31%* *45%*	43 *24%* *7%*	105 *30%* *17%*	119 *39%* *19%* CD	130 *42%* *21%* CD	100 *39%* *16%* CD	119 *35%* *19%* C	117 *37%* *19%*	323 *37%* *52%*	178 *32%* *29%*	134 *32%* *22%*	160 *37%* *26%*	203 *34%* *33%*
BBCi, the text services provided through BBC on digital TV	**474** ***27%***	280 *33%* *59%* B	195 *21%* *41%*	51 *28%* *11%* H	135 *38%* *28%* FG H	105 *34%* *22%* GH	86 *28%* *18%* H	53 *21%* *11%* H	44 *13%* *9%*	103 *33%* *22%* K	255 *29%* *54%* K	116 *21%* *24%*	105 *25%* *22%*	110 *25%* *23%*	165 *28%* *35%*
Sky Text, the text service provided through Sky channels	**270** ***15%***	150 *18%* *56%* B	120 *13%* *44%*	38 *21%* *14%* H	55 *16%* *20%* H	69 *23%* *26%* GH	53 *17%* *19%* H	33 *13%* *12%* H	23 *7%* *8%*	41 *13%* *15%*	159 *18%* *59%* K	69 *12%* *26%*	62 *15%* *23%*	78 *18%* *29%*	77 *13%* *28%*
Don't know	**11** ***1%***	3 *** *23%*	9 *1%* *77%*	1 *1%* *11%*	2 *** *13%*	* * *	5 *2%* *45%* H	3 *1%* *31%*	- - -	6 *2%* *48%* K	6 *1%* *52%*	- - -	2 *1%* *19%*	5 *1%* *40%*	4 *1%* *33%*
None of the above	**662** ***38%***	296 *35%* *45%*	366 *40%* *55%*	69 *38%* *10%*	140 *40%* *21%* F	110 *36%* *17%*	94 *30%* *14%*	78 *31%* *12%*	170 *50%* *26%* CDEF G	113 *36%* *17%*	304 *35%* *46%*	244 *44%* *37%* J	162 *39%* *24%*	156 *36%* *24%*	248 *42%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 595

Absolutes/col/row percents

9 Jul 2009

QT1 Text services accessed

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1743**	250 *14%*	250 *14%*	250 *14%*	993 *57%*	1612 *92%*	107 *6%*	231 *13%*	1489 *85%*	1502 *86%*	981 *56%*	516 *30%*	554 *32%*
Total (Wtd)	**1743**	157 *9%*	87 *5%*	52 *3%*	1447 *83%*	1623 *93%*	120* *7%* *	221 *13%*	1501 *86%*	1512 *87%*	953 *55%*	553 *32%*	581 *33%*
Effective Total	**1205**	229	224	225	884	1114	91	155	1035	1044	665	374	395
Teletext, the text services provided by ITV, Channel 4 or Channel 100 on digital TV	**750** ***43%***	70 *45%* *9%*	41 *47%* *6%*	27 *52%* *4%* R	611 *42%* *81%*	713 *44%* *95%* T	37 *31%* *5%*	74 *33%* *10%*	669 *45%* *89%* U	674 *45%* *90%* U	416 *44%* *55%* U	256 *46%* *34%* U	266 *46%* *35%* U
Ceefax, the text services provided by BBC through BBC One and BBC Two	**617** ***35%***	58 *37%* *9%*	36 *41%* *6%* R	25 *47%* *4%* OR	497 *34%* *81%*	587 *36%* *95%* T	30 *25%* *5%*	66 *30%* *11%*	547 *36%* *89%*	551 *36%* *89%*	345 *36%* *56%*	206 *37%* *33%*	214 *37%* *35%*
BBCi, the text services provided through BBC on digital TV	**474** ***27%***	51 *32%* *11%*	28 *33%* *6%*	15 *28%* *3%*	380 *26%* *80%*	447 *28%* *94%*	27 *22%* *6%*	11 *5%* *2%*	462 *31%* *97%* U	463 *31%* *98%* U	315 *33%* *66%* UYZ	145 *26%* *31%* U	157 *27%* *33%* U
Sky Text, the text service provided through Sky channels	**270** ***15%***	24 *15%* *9%*	18 *21%* *7%* R	11 *20%* *4%* R	217 *15%* *80%*	248 *15%* *92%*	21 *18%* *8%*	6 *3%* *2%*	262 *17%* *97%* UYZ	264 *17%* *98%* UYZ	243 *25%* *90%* UVWYZ	19 *3%* *7%*	22 *4%* *8%*
Don't know	**11** ***1%***	1 *** *5%*	- - -	* *1%* *4%*	10 *1%* *91%*	9 *1%* *77%*	3 *2%* *23%*	1 *** *9%*	10 *1%* *91%*	10 *1%* *91%*	7 *1%* *57%*	4 *1%* *33%*	4 *1%* *33%*
None of the above	**662** ***38%***	55 *35%* *8%*	28 *32%* *4%*	14 *27%* *2%*	566 *39%* *85%* PQ	603 *37%* *91%*	59 *49%* *9%* S	117 *53%* *18%* VWXY Z	532 *35%* *80%*	538 *36%* *81%*	335 *35%* *51%*	200 *36%* *30%*	209 *36%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 596

Absolutes/col/row percents

9 Jul 2009

QT2a Regularity of using analogue Teletext

Base : Those accessing Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**780**	378 *48%*	402 *52%*	86 *11%*	123 *16%*	154 *20%*	159 *20%*	130 *17%*	126 *16%*	142 *18%*	453 *58%*	166 *21%*	118 *15%*	119 *15%*	177 *23%*
Total (Wtd)	**750**	365 *49%*	386 *51%*	80* *11%* *	132* *18%* *	144 *19%*	156 *21%*	119* *16%* *	116* *15%* *	123 *16%*	404 *54%*	223 *30%*	174 *23%*	215 *29%*	223 *30%*
Effective Total	**521**	253	268	49	84	105	112	87	85	103	321	117	108	110	158
Regularly	**170** ***23%***	88 *24%* *52%*	82 *21%* *48%*	18 *22%* *10%*	22 *17%* *13%*	25 *17%* *14%*	43 *28%* *26%*	35 *29%* *20%* E	27 *24%* *16%*	19 *16%* *11%*	97 *24%* *57%*	53 *24%* *31%*	44 *25%* *26%*	49 *23%* *29%*	37 *16%* *22%*
Occasionally	**378** ***50%***	169 *46%* *45%*	210 *54%* *55%*	35 *44%* *9%*	66 *50%* *17%*	74 *51%* *20%*	71 *45%* *19%*	62 *52%* *16%*	69 *59%* *18%*	66 *54%* *17%*	200 *49%* *53%*	112 *50%* *30%*	84 *48%* *22%*	101 *47%* *27%*	125 *56%* *33%*
Never	**200** ***27%***	108 *30%* *54%*	93 *24%* *46%*	27 *34%* *14%* H	42 *32%* *21%* H	46 *32%* *23%* H	42 *27%* *21%*	23 *19%* *11%*	20 *17%* *10%*	37 *30%* *18%*	106 *26%* *53%*	57 *26%* *29%*	44 *26%* *22%*	64 *30%* *32%*	62 *28%* *31%*
Don't know	**2** *	* * *14%*	2 * *86%*	- - -	2 *1%* *86%*	- - -	- - -	- - -	* * *14%*	- - -	2 * *85%*	* * *15%*	2 *1%* *85%*	- - -	* * *1%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 596

Absolutes/col/row percents

9 Jul 2009

QT2a Regularity of using analogue Teletext

Base : Those accessing Teletext

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**780**	117 *15%*	121 *16%*	128 *16%*	414 *53%*	734 *94%*	32 *4%*	91 *12%*	681 *87%*	688 *88%*	440 *56%*	247 *32%*	263 *34%*
Total (Wtd)	**750**	70 *9%*	41 *6%*	27 *4%*	611 *81%*	713 *95%*	37** *5%* **	74* *10%* *	669 *89%*	674 *90%*	416 *55%*	256 *34%*	266 *35%*
Effective Total	**521**	105	107	116	370	493	28	55	463	466	288	178	186
Regularly	**170** ***23%***	20 *29%* *12%*	10 *25%* *6%*	9 *33%* *5%* R	130 *21%* *76%*	163 *23%* *96%*	7 *18%* *4%*	33 *44%* *19%* VWXY Z	137 *20%* *81%*	137 *20%* *81%*	80 *19%* *47%*	57 *22%* *34%*	60 *23%* *35%*
Occasionally	**378** ***50%***	35 *50%* *9%*	22 *53%* *6%*	12 *43%* *3%*	309 *51%* *82%*	358 *50%* *95%*	20 *55%* *5%*	40 *54%* *10%*	337 *50%* *89%*	339 *50%* *90%*	215 *52%* *57%*	124 *48%* *33%*	130 *49%* *34%*
Never	**200** ***27%***	15 *21%* *7%*	9 *21%* *4%*	6 *23%* *3%*	170 *28%* *85%*	190 *27%* *95%*	10 *26%* *5%*	2 *2%* *1%*	194 *29%* *97%* U	196 *29%* *98%* U	119 *29%* *59%* U	75 *29%* *38%* U	76 *29%* *38%* U
Don't know	**2** *	- - -	- - -	* *1%* *14%*	2 * *86%*	2 * *99%*	- - -	- - -	2 * *100%*	2 * *100%*	2 * *100%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 597

Absolutes/col/row percents

9 Jul 2009

QT2a Regularity of using analogue Teletext

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	837 *48%*	906 *52%*	168 *10%*	312 *18%*	320 *18%*	319 *18%*	279 *16%*	342 *20%*	347 *20%*	945 *54%*	406 *23%*	286 *16%*	237 *14%*	470 *27%*
Total (Wtd)	**1743**	837 *48%*	906 *52%*	181 *10%*	353 *20%*	305 *17%*	310 *18%*	255 *15%*	338 *19%*	314 *18%*	871 *50%*	558 *32%*	418 *24%*	436 *25%*	593 *34%*
Effective Total	**1205**	569	636	106	227	226	222	192	238	264	695	295	258	222	421
Regularly	**170** ***10%***	88 *11%* *52%*	82 *9%* *48%*	18 *10%* *10%*	22 *6%* *13%*	25 *8%* *14%*	43 *14%* *26%* DE H	35 *14%* *20%* D	27 *8%* *16%*	19 *6%* *11%*	97 *11%* *57%* I	53 *10%* *31%*	44 *11%* *26%* N	49 *11%* *29%* N	37 *6%* *22%*
Occasionally	**378** ***22%***	169 *20%* *45%*	210 *23%* *55%*	35 *19%* *9%*	66 *19%* *17%*	74 *24%* *20%*	71 *23%* *19%*	62 *24%* *16%*	69 *20%* *18%*	66 *21%* *17%*	200 *23%* *53%*	112 *20%* *30%*	84 *20%* *22%*	101 *23%* *27%*	125 *21%* *33%*
Never	**1193** ***68%***	580 *69%* *49%*	613 *68%* *51%*	128 *71%* *11%*	263 *75%* *22%* FG	206 *68%* *17%*	196 *63%* *16%*	158 *62%* *13%*	241 *71%* *20%* G	228 *73%* *19%* J	573 *66%* *48%*	392 *70%* *33%*	289 *69%* *24%*	286 *66%* *24%*	431 *73%* *36%*
Don't know	**2** *	* * *14%*	2 * *86%*	- - -	2 * *86%*	- - -	- - -	- - -	* * *14%*	- - -	2 * *85%*	* * *15%*	2 * *85%*	- - -	* * *1%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 597

Absolutes/col/row percents

9 Jul 2009

QT2a Regularity of using analogue Teletext

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1743**	250 *14%*	250 *14%*	250 *14%*	993 *57%*	1612 *92%*	107 *6%*	231 *13%*	1489 *85%*	1502 *86%*	981 *56%*	516 *30%*	554 *32%*
Total (Wtd)	**1743**	157 *9%*	87 *5%*	52 *3%*	1447 *83%*	1623 *93%*	120* *7%* *	221 *13%*	1501 *86%*	1512 *87%*	953 *55%*	553 *32%*	581 *33%*
Effective Total	**1205**	229	224	225	884	1114	91	155	1035	1044	665	374	395
Regularly	**170** ***10%***	20 *13%* *12%*	10 *12%* *6%*	9 *17%* *5%* R	130 *9%* *76%*	163 *10%* *96%*	7 *6%* *4%*	33 *15%* *19%* VWX	137 *9%* *81%*	137 *9%* *81%*	80 *8%* *47%*	57 *10%* *34%*	60 *10%* *35%*
Occasionally	**378** ***22%***	35 *22%* *9%*	22 *25%* *6%*	12 *22%* *3%*	309 *21%* *82%*	358 *22%* *95%*	20 *17%* *5%*	40 *18%* *10%*	337 *22%* *89%*	339 *22%* *90%*	215 *23%* *57%*	124 *22%* *33%*	130 *22%* *34%*
Never	**1193** ***68%***	101 *65%* *8%*	55 *63%* *5%*	31 *60%* *3%*	1006 *70%* *84%* PQ	1100 *68%* *92%*	93 *78%* *8%*	149 *67%* *13%*	1026 *68%* *86%*	1035 *68%* *87%*	656 *69%* *55%*	372 *67%* *31%*	391 *67%* *33%*
Don't know	**2** *	- - -	- - -	* *1%* *14%*	2 * *86%*	2 * *99%*	- - -	- - -	2 * *100%*	2 * *100%*	2 * *100%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 598

Absolutes/col/row percents

9 Jul 2009

QT2b Regularity of using digital Teletext

Base : Those accessing Teletext in multi-channel households

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**688**	340 *49%*	348 *51%*	76 *11%*	112 *16%*	141 *20%*	142 *21%*	118 *17%*	98 *14%*	124 *18%*	404 *59%*	144 *21%*	107 *16%*	105 *15%*	160 *23%*
Total (Wtd)	**674**	332 *49%*	341 *51%*	70* *10%* *	123* *18%* *	133* *20%* *	145 *21%*	109* *16%* *	94* *14%* *	110* *16%* *	364 *54%*	200 *30%*	161* *24%* *	189* *28%* *	200 *30%*
Effective Total	**466**	231	235	45	77	97	102	79	67	91	288	105	98	98	143
Regularly	**179** ***27%***	111 *33%* *62%* B	68 *20%* *38%*	25 *36%* *14%* GH	39 *32%* *22%* G	39 *30%* *22%*	37 *25%* *21%*	20 *18%* *11%*	18 *19%* *10%*	38 *35%* *21%*	95 *26%* *53%*	45 *23%* *25%*	43 *27%* *24%*	50 *26%* *28%*	51 *25%* *28%*
Occasionally	**298** ***44%***	145 *44%* *49%*	152 *45%* *51%*	28 *41%* *10%*	52 *42%* *17%*	60 *45%* *20%*	72 *50%* *24%*	40 *37%* *14%*	45 *48%* *15%*	37 *33%* *12%*	174 *48%* *58%* I	87 *44%* *29%*	73 *45%* *24%*	87 *46%* *29%*	85 *43%* *29%*
Never	**193** ***29%***	76 *23%* *39%*	118 *34%* *61%* A	16 *23%* *8%*	30 *24%* *15%*	32 *24%* *17%*	36 *25%* *18%*	48 *44%* *25%* CD EF	31 *33%* *16%*	35 *32%* *18%*	91 *25%* *47%*	67 *34%* *35%*	43 *27%* *22%*	53 *28%* *27%*	62 *31%* *32%*
Don't know	**4** ***1%***	* * *8%*	4 *1%* *92%*	- - -	2 *1%* *39%*	1 *1%* *29%*	* * *8%*	1 *1%* *24%*	- - -	- - -	4 *1%* *100%*	- - -	2 *1%* *39%*	- - -	2 *1%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 598

Absolutes/col/row percents

9 Jul 2009

QT2b Regularity of using digital Teletext

Base : Those accessing Teletext in multi-channel households

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**688**	106 *15%*	104 *15%*	106 *15%*	372 *54%*	649 *94%*	27 *4%*	681 *99%*	688 *100%*	440 *64%*	247 *36%*	263 *38%*
Total (Wtd)	**674**	65* *10%* *	36* *5%* *	22* *3%* *	550 *82%*	643 *95%*	31** *5%* **	669 *99%*	674 *100%*	416 *62%*	256 *38%*	266 *39%*
Effective Total	**466**	95	93	97	333	443	24	463	466	288	178	186
Regularly	**179** ***27%***	18 *28%* *10%*	10 *27%* *6%*	7 *31%* *4%*	144 *26%* *80%*	169 *26%* *95%*	10 *31%* *5%*	178 *27%* *100%*	179 *27%* *100%*	121 *29%* *67%*	58 *23%* *33%*	60 *23%* *34%*
Occasionally	**298** ***44%***	26 *40%* *9%*	19 *52%* *6%*	9 *38%* *3%*	245 *45%* *82%*	287 *45%* *96%*	11 *35%* *4%*	294 *44%* *99%*	298 *44%* *100%*	191 *46%* *64%*	105 *41%* *35%*	113 *42%* *38%*
Never	**193** ***29%***	21 *32%* *11%*	7 *20%* *4%*	7 *31%* *4%*	158 *29%* *82%*	183 *28%* *95%*	10 *34%* *5%*	193 *29%* *100%*	193 *29%* *100%*	102 *25%* *53%*	91 *35%* *47%* X	91 *34%* *47%* X
Don't know	**4** ***1%***	- - -	* *1%* *8%*	- - -	4 *1%* *92%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	2 * *47%*	2 *1%* *53%*	2 *1%* *53%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 599

Absolutes/col/row percents

9 Jul 2009

QT2b Regularity of using digital Teletext

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	837 *48%*	906 *52%*	168 *10%*	312 *18%*	320 *18%*	319 *18%*	279 *16%*	342 *20%*	347 *20%*	945 *54%*	406 *23%*	286 *16%*	237 *14%*	470 *27%*
Total (Wtd)	**1743**	837 *48%*	906 *52%*	181 *10%*	353 *20%*	305 *17%*	310 *18%*	255 *15%*	338 *19%*	314 *18%*	871 *50%*	558 *32%*	418 *24%*	436 *25%*	593 *34%*
Effective Total	**1205**	569	636	106	227	226	222	192	238	264	695	295	258	222	421
Regularly	**179** ***10%***	111 *13%* *62%* B	68 *7%* *38%*	25 *14%* *14%* H	39 *11%* *22%* H	39 *13%* *22%* H	37 *12%* *21%* H	20 *8%* *11%*	18 *5%* *10%*	38 *12%* *21%*	95 *11%* *53%*	45 *8%* *25%*	43 *10%* *24%*	50 *11%* *28%*	51 *9%* *28%*
Occasionally	**298** ***17%***	145 *17%* *49%*	152 *17%* *51%*	28 *16%* *10%*	52 *15%* *17%*	60 *20%* *20%*	72 *23%* *24%* DH	40 *16%* *14%*	45 *13%* *15%*	37 *12%* *12%*	174 *20%* *58%* I	87 *16%* *29%*	73 *17%* *24%*	87 *20%* *29%*	85 *14%* *29%*
Never	**1262** ***72%***	580 *69%* *46%*	683 *75%* *54%* A	127 *70%* *10%*	260 *74%* *21%* F	204 *67%* *16%*	201 *65%* *16%*	194 *76%* *15%* EF	275 *81%* *22%* CDEF	239 *76%* *19%* J	598 *69%* *47%*	425 *76%* *34%* J	301 *72%* *24%*	299 *69%* *24%*	454 *77%* *36%* M
Don't know	**4** *	* * *8%*	4 * *92%*	- - -	2 * *39%*	1 * *29%*	* * *8%*	1 * *24%*	- - -	- - -	4 * *100%*	- - -	2 * *39%*	- - -	2 * *53%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 599

Absolutes/col/row percents

9 Jul 2009

QT2b Regularity of using digital Teletext

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1743**	250 *14%*	250 *14%*	250 *14%*	993 *57%*	1612 *92%*	107 *6%*	231 *13%*	1489 *85%*	1502 *86%*	981 *56%*	516 *30%*	554 *32%*
Total (Wtd)	**1743**	157 *9%*	87 *5%*	52 *3%*	1447 *83%*	1623 *93%*	120* *7%* *	221 *13%*	1501 *86%*	1512 *87%*	953 *55%*	553 *32%*	581 *33%*
Effective Total	**1205**	229	224	225	884	1114	91	155	1035	1044	665	374	395
Regularly	**179** ***10%***	18 *12%* *10%*	10 *11%* *6%*	7 *13%* *4%*	144 *10%* *80%*	169 *10%* *95%*	10 *8%* *5%*	- - -	178 *12%* *100%* U	179 *12%* *100%* U	121 *13%* *67%* U	58 *10%* *33%* U	60 *10%* *34%* U
Occasionally	**298** ***17%***	26 *16%* *9%*	19 *21%* *6%*	9 *16%* *3%*	245 *17%* *82%*	287 *18%* *96%* T	11 *9%* *4%*	- - -	294 *20%* *99%* U	298 *20%* *100%* U	191 *20%* *64%* U	105 *19%* *35%* U	113 *19%* *38%* U
Never	**1262** ***72%***	113 *72%* *9%*	58 *67%* *5%*	37 *70%* *3%*	1054 *73%* *83%*	1162 *72%* *92%*	100 *83%* *8%* S	221 *100%* *18%* VWXY Z	1025 *68%* *81%*	1032 *68%* *82%*	640 *67%* *51%*	388 *70%* *31%*	406 *70%* *32%*
Don't know	**4** *	- - -	* * *8%*	- - -	4 * *92%*	4 * *100%*	- - -	- - -	4 * *100%*	4 * *100%*	2 * *47%*	2 * *53%*	2 * *53%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 600

Absolutes/col/row percents

9 Jul 2009

QT2c Regularity of using Ceefax

Base : Those accessing Ceefax

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**658**	365 *55%*	293 *45%*	55 *8%*	93 *14%*	123 *19%*	134 *20%*	117 *18%*	134 *20%*	135 *21%*	367 *56%*	146 *22%*	91 *14%*	90 *14%*	166 *25%*
Total (Wtd)	**617**	337 *55%*	280 *45%*	43* *7%* *	105* *17%* *	119* *19%* *	130* *21%* *	100* *16%* *	119* *19%* *	117 *19%*	323 *52%*	178* *29%* *	134* *22%* *	160* *26%* *	203 *33%*
Effective Total	**447**	249	198	33	65	84	98	78	91	100	262	99	84	84	151
Regularly	**209** ***34%***	132 *39%* *63%* B	77 *28%* *37%*	15 *34%* *7%*	33 *31%* *16%*	35 *29%* *17%*	53 *41%* *26%*	40 *40%* *19%*	34 *28%* *16%*	32 *28%* *15%*	112 *35%* *54%*	65 *37%* *31%*	51 *38%* *25%*	48 *30%* *23%*	64 *31%* *30%*
Occasionally	**352** ***57%***	172 *51%* *49%*	180 *64%* *51%* A	21 *49%* *6%*	64 *61%* *18%*	67 *57%* *19%*	64 *50%* *18%*	55 *55%* *16%*	79 *66%* *22%* F	76 *65%* *22%*	174 *54%* *49%*	102 *57%* *29%*	76 *57%* *22%*	96 *60%* *27%*	117 *58%* *33%*
Never	**55** ***9%***	32 *10%* *59%*	23 *8%* *41%*	7 *16%* *13%* H	8 *7%* *14%*	17 *14%* *30%* H	12 *9%* *22%*	5 *5%* *10%*	6 *5%* *11%*	8 *7%* *15%*	37 *11%* *66%*	10 *6%* *19%*	7 *5%* *13%*	16 *10%* *29%*	22 *11%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 600

Absolutes/col/row percents

9 Jul 2009

QT2c Regularity of using Ceefax

Base : Those accessing Ceefax

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**658**	95 *14%*	101 *15%*	115 *17%*	347 *53%*	625 *95%*	25 *4%*	81 *12%*	571 *87%*	577 *88%*	374 *57%*	203 *31%*	214 *33%*
Total (Wtd)	**617**	58* *9%* *	36* *6%* *	25 *4%*	497 *81%*	587 *95%*	30** *5%* **	66* *11%* *	547 *89%*	551 *89%*	345 *56%*	206 *33%*	214 *35%*
Effective Total	**447**	88	90	107	313	425	22	53	392	395	249	146	153
Regularly	**209** ***34%***	22 *38%* *11%*	12 *34%* *6%*	12 *48%* *6%* PR	163 *33%* *78%*	200 *34%* *96%*	9 *30%* *4%*	26 *40%* *13%*	181 *33%* *86%*	183 *33%* *87%*	113 *33%* *54%*	70 *34%* *33%*	74 *35%* *36%*
Occasionally	**352** ***57%***	32 *55%* *9%*	20 *56%* *6%* Q	10 *41%* *3%*	289 *58%* *82%* Q	335 *57%* *95%*	17 *56%* *5%*	36 *54%* *10%*	314 *58%* *89%*	316 *57%* *90%*	200 *58%* *57%*	116 *57%* *33%*	120 *56%* *34%*
Never	**55** ***9%***	4 *7%* *7%*	4 *10%* *7%*	3 *10%* *5%*	45 *9%* *82%*	51 *9%* *93%*	4 *14%* *7%*	4 *6%* *7%*	51 *9%* *93%*	52 *9%* *93%*	32 *9%* *58%*	20 *10%* *36%*	20 *9%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 601

Absolutes/col/row percents

9 Jul 2009

QT2c Regularity of using Ceefax

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	837 *48%*	906 *52%*	168 *10%*	312 *18%*	320 *18%*	319 *18%*	279 *16%*	342 *20%*	347 *20%*	945 *54%*	406 *23%*	286 *16%*	237 *14%*	470 *27%*
Total (Wtd)	**1743**	837 *48%*	906 *52%*	181 *10%*	353 *20%*	305 *17%*	310 *18%*	255 *15%*	338 *19%*	314 *18%*	871 *50%*	558 *32%*	418 *24%*	436 *25%*	593 *34%*
Effective Total	**1205**	569	636	106	227	226	222	192	238	264	695	295	258	222	421
Regularly	**209** ***12%***	132 *16%* *63%* B	77 *8%* *37%*	15 *8%* *7%*	33 *9%* *16%*	35 *11%* *17%*	53 *17%* *26%* CD H	40 *16%* *19%*	34 *10%* *16%*	32 *10%* *15%*	112 *13%* *54%*	65 *12%* *31%*	51 *12%* *25%*	48 *11%* *23%*	64 *11%* *30%*
Occasionally	**352** ***20%***	172 *21%* *49%*	180 *20%* *51%*	21 *12%* *6%*	64 *18%* *18%*	67 *22%* *19%* C	64 *21%* *18%* C	55 *21%* *16%* C	79 *23%* *22%* C	76 *24%* *22%*	174 *20%* *49%*	102 *18%* *29%*	76 *18%* *22%*	96 *22%* *27%*	117 *20%* *33%*
Never	**1181** ***68%***	532 *64%* *45%*	650 *72%* *55%* A	145 *80%* *12%* EF GH	256 *73%* *22%* FG	203 *67%* *17%*	192 *62%* *16%*	160 *63%* *14%*	225 *67%* *19%*	205 *65%* *17%*	585 *67%* *50%*	391 *70%* *33%*	291 *70%* *25%*	292 *67%* *25%*	412 *69%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 601

Absolutes/col/row percents

9 Jul 2009

QT2c Regularity of using Ceefax

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1743**	250 *14%*	250 *14%*	250 *14%*	993 *57%*	1612 *92%*	107 *6%*	231 *13%*	1489 *85%*	1502 *86%*	981 *56%*	516 *30%*	554 *32%*
Total (Wtd)	**1743**	157 *9%*	87 *5%*	52 *3%*	1447 *83%*	1623 *93%*	120* *7%* *	221 *13%*	1501 *86%*	1512 *87%*	953 *55%*	553 *32%*	581 *33%*
Effective Total	**1205**	229	224	225	884	1114	91	155	1035	1044	665	374	395
Regularly	**209** ***12%***	22 *14%* *11%*	12 *14%* *6%*	12 *23%* *6%* OPR	163 *11%* *78%*	200 *12%* *96%*	9 *7%* *4%*	26 *12%* *13%*	181 *12%* *86%*	183 *12%* *87%*	113 *12%* *54%*	70 *13%* *33%*	74 *13%* *36%*
Occasionally	**352** ***20%***	32 *21%* *9%*	20 *23%* *6%*	10 *20%* *3%*	289 *20%* *82%*	335 *21%* *95%*	17 *14%* *5%*	36 *16%* *10%*	314 *21%* *89%*	316 *21%* *90%*	200 *21%* *57%*	116 *21%* *33%*	120 *21%* *34%*
Never	**1181** ***68%***	102 *65%* *9%*	55 *63%* *5%*	30 *58%* *3%*	994 *69%* *84%* Q	1087 *67%* *92%*	94 *79%* *8%* S	159 *72%* *13%*	1006 *67%* *85%*	1013 *67%* *86%*	640 *67%* *54%*	367 *66%* *31%*	387 *67%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 602

Absolutes/col/row percents

9 Jul 2009

QT2D Regularity of using BBCi

Base : Those accessing BBCi

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	289 *59%*	203 *41%*	58 *12%*	117 *24%*	112 *23%*	90 *18%*	66 *13%*	49 *10%*	113 *23%*	276 *56%*	88 *18%*	70 *14%*	59 *12%*	131 *27%*
Total (Wtd)	**474**	280 *59%*	195 *41%*	51* *11%* *	135* *28%* *	105* *22%* *	86* *18%* *	53* *11%* *	44* *9%* *	103* *22%* *	255 *54%*	116* *24%* *	105* *22%* *	110* *23%* *	165 *35%*
Effective Total	**334**	196	138	34	84	77	65	45	33	85	200	61	61	57	118
Regularly	**151** **32%**	102 *37%* *68%* B	49 *25%* *32%*	20 *40%* *14%*	41 *30%* *27%*	37 *36%* *25%*	26 *30%* *17%*	17 *31%* *11%*	10 *23%* *7%*	39 *38%* *26%*	79 *31%* *52%*	33 *28%* *22%*	24 *23%* *16%*	40 *36%* *26%*	50 *30%* *33%*
Occasionally	**297** **63%**	165 *59%* *56%*	132 *68%* *44%*	25 *50%* *9%*	92 *68%* *31%*	66 *63%* *22%*	51 *60%* *17%*	35 *67%* *12%*	27 *62%* *9%*	58 *57%* *20%*	164 *64%* *55%*	76 *65%* *25%*	74 *70%* *25%*	60 *55%* *20%*	113 *68%* *38%*
Never	**25** **5%**	12 *4%* *47%*	13 *7%* *53%*	5 *10%* *21%* DE	2 *1%* *8%*	1 *1%* *4%*	9 *10%* *35%* DE	1 *2%* *5%*	7 *16%* *28%* DEG	5 *5%* *21%*	12 *5%* *48%*	8 *7%* *31%*	7 *6%* *26%*	10 *9%* *38%* N	3 *2%* *10%*
Don't know	**1** *	1 * - *100%*	- - -	- - -	- - -	1 *1%* - *100%*	- - -	- - -	- - -	- - -	1 * - *100%*	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 602

Absolutes/col/row percents

9 Jul 2009

QT2D Regularity of using BBCi

Base : Those accessing BBCi

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**492**	82 *17%*	81 *16%*	69 *14%*	260 *53%*	459 *93%*	26 *5%*	16 *3%*	474 *96%*	476 *97%*	331 *67%*	143 *29%*	157 *32%*
Total (Wtd)	**474**	51* *11%* *	28* *6%* *	15* *3%* *	380 *80%*	447 *94%*	27** *6%* **	11** *2%* **	462 *97%*	463 *98%*	315 *66%*	145 *31%*	157 *33%*
Effective Total	**334**	76	72	61	231	313	21	10	324	325	222	101	109
Regularly	**151** ***32%***	20 *40%* *13%*	11 *39%* *7%*	5 *35%* *3%*	115 *30%* *76%*	142 *32%* *94%*	9 *34%* *6%*	5 *44%* *3%*	146 *32%* *97%*	146 *32%* *97%*	102 *32%* *68%*	44 *30%* *29%*	46 *30%* *31%*
Occasionally	**297** ***63%***	27 *52%* *9%*	15 *54%* *5%*	8 *57%* *3%*	247 *65%* *83%*	280 *63%* *94%*	18 *66%* *6%*	6 *50%* *2%*	291 *63%* *98%*	292 *63%* *98%*	196 *62%* *66%*	93 *64%* *31%*	103 *65%* *34%*
Never	**25** ***5%***	3 *7%* *13%*	2 *6%* *7%*	1 *8%* *5%*	19 *5%* *75%*	25 *6%* *100%*	- - -	1 *6%* *3%*	24 *5%* *97%*	24 *5%* *97%*	16 *5%* *65%*	8 *6%* *32%*	8 *5%* *32%*
Don't know	**1** *	1 *1%* *100%* R	- - -	- - -	- - -	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 603

Absolutes/col/row percents

9 Jul 2009

QT2D Regularity of using BBCi

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	837 *48%*	906 *52%*	168 *10%*	312 *18%*	320 *18%*	319 *18%*	279 *16%*	342 *20%*	347 *20%*	945 *54%*	406 *23%*	286 *16%*	237 *14%*	470 *27%*
Total (Wtd)	**1743**	837 *48%*	906 *52%*	181 *10%*	353 *20%*	305 *17%*	310 *18%*	255 *15%*	338 *19%*	314 *18%*	871 *50%*	558 *32%*	418 *24%*	436 *25%*	593 *34%*
Effective Total	**1205**	569	636	106	227	226	222	192	238	264	695	295	258	222	421
Regularly	**151** ***9%***	102 *12%* *68%* B	49 *5%* *32%*	20 *11%* *14%* H	41 *12%* *27%* H	37 *12%* *25%* GH	26 *8%* *17%* H	17 *7%* *11%*	10 *3%* *7%*	39 *12%* *26%* K	79 *9%* *52%*	33 *6%* *22%*	24 *6%* *16%*	40 *9%* *26%*	50 *8%* *33%*
Occasionally	**297** ***17%***	165 *20%* *56%* B	132 *15%* *44%*	25 *14%* *9%*	92 *26%* *31%* CF GH	66 *22%* *22%* GH	51 *16%* *17%* H	35 *14%* *12%*	27 *8%* *9%*	58 *19%* *20%*	164 *19%* *55%* K	76 *14%* *25%*	74 *18%* *25%*	60 *14%* *20%*	113 *19%* *38%*
Never	**1294** ***74%***	569 *68%* *44%*	725 *80%* *56%* A	135 *75%* *10%* D	220 *62%* *17%*	201 *66%* *16%*	233 *75%* *18%* DE	203 *80%* *16%* DE	300 *89%* *23%* CDEF G	216 *69%* *17%*	628 *72%* *49%*	449 *81%* *35%* IJ	320 *76%* *25%*	336 *77%* *26%*	430 *72%* *33%*
Don't know	**1** *****	1 * - *100%*	- - - -	- - - -	- - - -	1 * - *100%*	- - - -	- - - -	- - - -	- - - -	1 * - *100%*	- - - -	- - - -	- - - -	- - - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 603

Absolutes/col/row percents

9 Jul 2009

QT2D Regularity of using BBCi

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1743**	250 *14%*	250 *14%*	250 *14%*	993 *57%*	1612 *92%*	107 *6%*	231 *13%*	1489 *85%*	1502 *86%*	981 *56%*	516 *30%*	554 *32%*
Total (Wtd)	**1743**	157 *9%*	87 *5%*	52 *3%*	1447 *83%*	1623 *93%*	120* *7%* *	221 *13%*	1501 *86%*	1512 *87%*	953 *55%*	553 *32%*	581 *33%*
Effective Total	**1205**	229	224	225	884	1114	91	155	1035	1044	665	374	395
Regularly	**151** ***9%***	20 *13%* *13%* R	11 *13%* *7%* R	5 *10%* *3%*	115 *8%* *76%*	142 *9%* *94%*	9 *8%* *6%*	5 *2%* *3%*	146 *10%* *97%* U	146 *10%* *97%* U	102 *11%* *68%* U	44 *8%* *29%* U	46 *8%* *31%* U
Occasionally	**297** ***17%***	27 *17%* *9%*	15 *18%* *5%*	8 *16%* *3%*	247 *17%* *83%*	280 *17%* *94%*	18 *15%* *6%*	6 *3%* *2%*	291 *19%* *98%* U	292 *19%* *98%* U	196 *21%* *66%* U	93 *17%* *31%* U	103 *18%* *34%* U
Never	**1294** ***74%***	109 *70%* *8%*	61 *69%* *5%*	39 *74%* *3%*	1085 *75%* *84%*	1200 *74%* *93%*	93 *78%* *7%*	211 *95%* *16%* VWXY Z	1064 *71%* *82%*	1074 *71%* *83%*	654 *69%* *51%*	416 *75%* *32%* X	432 *74%* *33%* X
Don't know	**1** *	1 * *100%* R	- - -	- - -	- - -	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 604

Absolutes/col/row percents

9 Jul 2009

QT2E Regularity of using Sky Text

Base : Those accessing Sky Text

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**285**	157 *55%*	128 *45%*	35 *12%*	49 *17%*	70 *25%*	56 *20%*	42 *15%*	31 *11%*	45 *16%*	178 *62%*	58 *20%*	41 *14%*	41 *14%*	61 *21%*
Total (Wtd)	**270**	150 *56%*	120* *44%* *	38** *14%* **	55* *20%* *	69* *26%* *	53* *19%* *	33** *12%* **	23** *8%* **	41* *15%* *	159 *59%*	69* *26%* *	62* *23%* *	78* *29%* *	77* *28%* *
Effective Total	**188**	104	83	24	33	46	43	25	18	32	124	37	39	39	54
Regularly	**106** ***39%***	67 *45%* *64%*	38 *32%* *36%*	22 *57%* *20%*	22 *39%* *20%*	23 *34%* *22%*	19 *36%* *18%*	14 *42%* *13%*	7 *28%* *6%*	16 *39%* *15%*	64 *40%* *60%*	26 *38%* *25%*	28 *46%* *27%*	36 *46%* *34%*	25 *33%* *24%*
Occasionally	**137** ***51%***	70 *47%* *51%*	67 *56%* *49%*	13 *35%* *10%*	33 *60%* *24%*	39 *56%* *28%*	25 *47%* *18%*	18 *57%* *13%*	9 *40%* *7%*	20 *48%* *14%*	83 *52%* *60%*	35 *50%* *25%*	24 *38%* *17%*	37 *48%* *27%*	45 *59%* *33%*
Never	**25** ***9%***	12 *8%* *50%*	12 *10%* *50%*	3 *8%* *12%*	1 *1%* *3%*	7 *10%* *27%*	9 *16%* *34%* D	* *1%* *2%*	5 *24%* *22%*	6 *14%* *23%*	12 *8%* *50%*	7 *10%* *28%*	10 *16%* *40%*	5 *6%* *19%*	5 *6%* *19%*
Don't know	**2** ***1%***	- - -	2 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *7%* *100%*	- - -	- - -	2 *2%* *100%*	- - -	- - -	2 *2%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 604

Absolutes/col/row percents

9 Jul 2009

QT2E Regularity of using Sky Text

Base : Those accessing Sky Text

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**285**	38 *13%*	53 *19%*	51 *18%*	143 *50%*	261 *92%*	19 *7%*	4 *1%*	279 *98%*	281 *99%*	261 *92%*	19 *7%*	24 *8%*
Total (Wtd)	**270**	24* *9%* *	18* *7%* *	11* *4%* *	217 *80%*	248 *92%*	21** *8%* **	6** *2%* **	262 *97%*	264 *98%*	243 *90%*	19** *7%* **	22** *8%* **
Effective Total	**188**	36	47	47	130	172	16	3	184	186	171	13	17
Regularly	**106** ***39%***	8 *33%* *8%*	4 *20%* *3%*	5 *43%* *4%* P	89 *41%* *85%* P	99 *40%* *94%*	6 *31%* *6%*	* *6%* *	105 *40%* *100%*	105 *40%* *100%*	101 *41%* *95%*	5 *25%* *5%*	5 *21%* *5%*
Occasionally	**137** ***51%***	13 *55%* *10%*	13 *71%* *10%* QR	5 *48%* *4%*	106 *49%* *77%*	124 *50%* *90%*	13 *62%* *10%*	5 *94%* *4%*	130 *50%* *95%*	132 *50%* *96%*	118 *48%* *86%*	13 *66%* *9%*	16 *71%* *12%*
Never	**25** ***9%***	3 *11%* *11%*	2 *9%* *7%*	1 *9%* *4%*	20 *9%* *79%*	23 *9%* *94%*	1 *7%* *6%*	- - -	25 *9%* *100%*	25 *9%* *100%*	23 *9%* *93%*	2 *9%* *7%*	2 *8%* *7%*
Don't know	**2** ***1%***	- - -	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 605

Absolutes/col/row percents

9 Jul 2009

QT2E Regularity of using Sky Text

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	837 *48%*	906 *52%*	168 *10%*	312 *18%*	320 *18%*	319 *18%*	279 *16%*	342 *20%*	347 *20%*	945 *54%*	406 *23%*	286 *16%*	237 *14%*	470 *27%*
Total (Wtd)	**1743**	837 *48%*	906 *52%*	181 *10%*	353 *20%*	305 *17%*	310 *18%*	255 *15%*	338 *19%*	314 *18%*	871 *50%*	558 *32%*	418 *24%*	436 *25%*	593 *34%*
Effective Total	**1205**	569	636	106	227	226	222	192	238	264	695	295	258	222	421
Regularly	**106** ***6%***	67 *8%* *64%* B	38 *4%* *36%*	22 *12%* *20%* GH	22 *6%* *20%* H	23 *8%* *22%* H	19 *6%* *18%* H	14 *5%* *13%*	7 *2%* *6%*	16 *5%* *15%*	64 *7%* *60%*	26 *5%* *25%*	28 *7%* *27%*	36 *8%* *34%* N	25 *4%* *24%*
Occasionally	**137** ***8%***	70 *8%* *51%*	67 *7%* *49%*	13 *7%* *10%*	33 *9%* *24%* H	39 *13%* *28%* H	25 *8%* *18%* H	18 *7%* *13%* H	9 *3%* *7%*	20 *6%* *14%*	83 *10%* *60%*	35 *6%* *25%*	24 *6%* *17%*	37 *9%* *27%*	45 *8%* *33%*
Never	**1498** ***86%***	699 *84%* *47%*	799 *88%* *53%* A	146 *81%* *10%*	299 *85%* *20%*	243 *80%* *16%*	266 *86%* *18%*	223 *87%* *15%* E	320 *95%* *21%* CDEF G	278 *89%* *19%* J	725 *83%* *48%*	496 *89%* *33%* J	366 *88%* *24%*	363 *83%* *24%*	521 *88%* *35%*
Don't know	**2** *	- - -	2 * *100%*	- - -	- - -	- - -	- - -	- - -	2 * *100%*	- - -	- - -	2 * *100%*	- - -	- - -	2 * *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 605

Absolutes/col/row percents

9 Jul 2009

QT2E Regularity of using Sky Text

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1743**	250 *14%*	250 *14%*	250 *14%*	993 *57%*	1612 *92%*	107 *6%*	231 *13%*	1489 *85%*	1502 *86%*	981 *56%*	516 *30%*	554 *32%*
Total (Wtd)	**1743**	157 *9%*	87 *5%*	52 *3%*	1447 *83%*	1623 *93%*	120* *7%* *	221 *13%*	1501 *86%*	1512 *87%*	953 *55%*	553 *32%*	581 *33%*
Effective Total	**1205**	229	224	225	884	1114	91	155	1035	1044	665	374	395
Regularly	**106** ***6%***	8 *5%* *8%*	4 *4%* *3%*	5 *9%* *4%* P	89 *6%* *85%*	99 *6%* *94%*	6 *5%* *6%*	* * *	105 *7%* *100%* UYZ	105 *7%* *100%* UYZ	101 *11%* *95%* UVWYZ	5 *1%* *5%*	5 *1%* *5%*
Occasionally	**137** ***8%***	13 *8%* *10%*	13 *15%* *10%* OR	5 *10%* *4%*	106 *7%* *77%*	124 *8%* *90%*	13 *11%* *10%*	5 *2%* *4%*	130 *9%* *95%* UYZ	132 *9%* *96%* UYZ	118 *12%* *86%* UVWYZ	13 *2%* *9%*	16 *3%* *12%*
Never	**1498** ***86%***	136 *86%* *9%*	71 *81%* *5%*	43 *81%* *3%*	1250 *86%* *83%* P	1397 *86%* *93%*	101 *84%* *7%*	216 *97%* *14%* VWX	1265 *84%* *84%* X	1273 *84%* *85%* X	733 *77%* *49%*	536 *97%* *36%* VWX	561 *96%* *37%* VWX
Don't know	**2** *	- - -	- - -	- - -	2 * *100%*	2 * *100%*	- - -	- - -	2 * *100%*	2 * *100%*	2 * *100%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

*** small base**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 606

Absolutes/col/row percents

9 Jul 2009

QT2 Regularity of using text services - Summary

Base : Those accessing any text service

	QT2 - Summary				
	Analogue Teletext	Digital Teletext	Ceefax	BBCi	Sky Text
Total (Unwtd)	780	688	658	492	285
Total (Wtd)	750	674	617	474	270
Effective Total	521	466	447	334	188
Regularly	170 *23%*	179 *27%*	209 *34%*	151 *32%*	106 *39%*
Occasionally	378 *50%*	298 *44%*	352 *57%*	297 *63%*	137 *51%*
Never	200 *27%*	193 *29%*	55 *9%*	25 *5%*	25 *9%*
Don't know	2 *	4 *1%*	- -	1 *	2 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 607

Absolutes/col/row percents

9 Jul 2009

QT3a Frequency of using analogue Teletext

Base : Those accessing analogue Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**780**	378 *48%*	402 *52%*	86 *11%*	123 *16%*	154 *20%*	159 *20%*	130 *17%*	126 *16%*	142 *18%*	453 *58%*	166 *21%*	118 *15%*	119 *15%*	177 *23%*
Total (Wtd)	**750**	365 *49%*	386 *51%*	80* *11%* *	132* *18%* *	144 *19%*	156 *21%*	119* *16%* *	116* *15%* *	123 *16%*	404 *54%*	223 *30%*	174 *23%*	215 *29%*	223 *30%*
Effective Total	**521**	253	268	49	84	105	112	87	85	103	321	117	108	110	158
Every day	**103** ***14%***	53 *15%* *52%*	50 *13%* *48%*	8 *10%* *7%*	14 *10%* *13%*	13 *9%* *13%*	24 *16%* *24%*	21 *18%* *21%*	23 *20%* *22%* E	12 *10%* *12%*	57 *14%* *55%*	34 *15%* *33%*	29 *17%* *29%*	30 *14%* *29%*	20 *9%* *19%*
Most days	**50** ***7%***	23 *6%* *45%*	28 *7%* *55%*	6 *7%* *11%*	8 *6%* *16%*	10 *7%* *19%*	11 *7%* *22%*	9 *8%* *18%*	7 *6%* *14%*	3 *2%* *6%*	41 *10%* *82%* IK	6 *3%* *12%*	9 *5%* *17%*	17 *8%* *34%*	14 *6%* *27%*
2-3 times a week	**110** ***15%***	58 *16%* *52%*	52 *14%* *48%*	8 *10%* *8%*	17 *12%* *15%*	24 *17%* *22%*	24 *15%* *22%*	18 *15%* *17%*	18 *16%* *17%*	16 *13%* *14%*	51 *13%* *46%*	44 *20%* *40%*	22 *13%* *20%*	32 *15%* *29%*	32 *14%* *29%*
About once a week	**84** ***11%***	27 *7%* *32%*	57 *15%* *68%* A	8 *11%* *10%*	15 *11%* *18%*	8 *6%* *10%*	15 *10%* *18%*	16 *14%* *19%*	22 *19%* *26%* E	16 *13%* *19%*	37 *9%* *44%*	31 *14%* *37%*	31 *18%* *37%* MN	16 *7%* *19%*	16 *7%* *19%*
Less than once a week	**55** ***7%***	31 *8%* *56%*	24 *6%* *44%*	7 *8%* *12%*	7 *5%* *13%*	13 *9%* *23%*	7 *5%* *14%*	9 *7%* *16%*	11 *9%* *19%*	11 *9%* *19%*	33 *8%* *60%*	11 *5%* *21%*	16 *9%* *29%*	10 *5%* *19%*	21 *10%* *39%*
A few times a month	**56** ***7%***	26 *7%* *47%*	29 *8%* *53%*	3 *4%* *6%*	11 *8%* *20%*	14 *10%* *25%*	15 *10%* *27%*	8 *6%* *14%*	5 *4%* *9%*	9 *8%* *17%*	26 *6%* *47%*	20 *9%* *36%*	10 *6%* *18%*	20 *10%* *37%*	18 *8%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 607

Absolutes/col/row percents

9 Jul 2009

QT3a Frequency of using analogue Teletext

Base : Those accessing analogue Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**780**	378 *48%*	402 *52%*	86 *11%*	123 *16%*	154 *20%*	159 *20%*	130 *17%*	126 *16%*	142 *18%*	453 *58%*	166 *21%*	118 *15%*	119 *15%*	177 *23%*
Effective Total	**521**	253	268	49	84	105	112	87	85	103	321	117	108	110	158
About once a month	**52** ***7%***	25 *7%* *49%*	26 *7%* *51%*	8 *9%* *15%*	9 *6%* *17%*	12 *8%* *23%*	10 *7%* *20%*	7 *6%* *13%*	7 *6%* *13%*	8 *6%* *15%*	34 *8%* *66%*	10 *4%* *19%*	4 *2%* *7%*	15 *7%* *28%*	24 *11%* *46%* L
Less often	**38** ***5%***	14 *4%* *36%*	24 *6%* *64%*	5 *6%* *13%*	8 *6%* *21%*	5 *3%* *12%*	7 *4%* *18%*	9 *7%* *23%*	5 *4%* *12%*	11 *9%* *30%*	18 *4%* *46%*	9 *4%* *24%*	6 *4%* *17%*	8 *4%* *22%*	16 *7%* *42%*
Don't know	**2** *	* * *14%*	2 * *86%*	- - -	2 *1%* *86%*	- - -	- - -	- - -	* * *14%*	- - -	2 * *85%*	* * *15%*	2 *1%* *85%*	- - -	* * *1%*
Never	**200** ***27%***	108 *30%* *54%*	93 *24%* *46%*	27 *34%* *14%* H	42 *32%* *21%* H	46 *32%* *23%* H	42 *27%* *21%*	23 *19%* *11%*	20 *17%* *10%*	37 *30%* *18%*	106 *26%* *53%*	57 *26%* *29%*	44 *26%* *22%*	64 *30%* *32%*	62 *28%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 607

Absolutes/col/row percents

9 Jul 2009

QT3a Frequency of using analogue Teletext

Base : Those accessing analogue Teletext

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**780**	117 *15%*	121 *16%*	128 *16%*	414 *53%*	734 *94%*	32 *4%*	91 *12%*	681 *87%*	688 *88%*	440 *56%*	247 *32%*	263 *34%*
Total (Wtd)	**750**	70 *9%*	41 *6%*	27 *4%*	611 *81%*	713 *95%*	37** *5%* **	74* *10%* *	669 *89%*	674 *90%*	416 *55%*	256 *34%*	266 *35%*
Effective Total	**521**	105	107	116	370	493	28	55	463	466	288	178	186
Every day	**103** ***14%***	10 *15%* *10%*	7 *16%* *6%*	6 *23%* *6%* R	80 *13%* *77%*	97 *14%* *94%*	7 *18%* *6%*	22 *30%* *21%* VWXY Z	81 *12%* *79%*	81 *12%* *79%*	44 *11%* *43%*	37 *14%* *36%*	40 *15%* *38%*
Most days	**50** ***7%***	5 *7%* *9%*	3 *7%* *6%*	3 *11%* *6%*	40 *6%* *79%*	49 *7%* *97%*	1 *4%* *3%*	9 *12%* *18%*	41 *6%* *82%*	41 *6%* *82%*	24 *6%* *48%*	17 *7%* *34%*	17 *7%* *35%*
2-3 times a week	**110** ***15%***	13 *19%* *12%*	6 *15%* *6%*	4 *14%* *4%*	87 *14%* *79%*	109 *15%* *99%*	1 *3%* *1%*	16 *21%* *14%*	94 *14%* *85%*	94 *14%* *86%*	59 *14%* *54%*	35 *13%* *31%*	35 *13%* *31%*
About once a week	**84** ***11%***	10 *14%* *12%*	8 *19%* *9%* R	3 *11%* *3%*	64 *10%* *76%*	82 *12%* *98%*	2 *5%* *2%*	5 *7%* *6%*	77 *12%* *92%*	79 *12%* *94%*	56 *13%* *67%*	23 *9%* *27%*	26 *10%* *31%*
Less than once a week	**55** ***7%***	3 *4%* *5%*	2 *6%* *4%*	2 *8%* *4%*	48 *8%* *87%*	51 *7%* *93%*	4 *10%* *7%*	8 *10%* *14%*	48 *7%* *86%*	48 *7%* *86%*	23 *5%* *41%*	25 *10%* *45%*	27 *10%* *49%*
A few times a month	**56** ***7%***	4 *5%* *7%*	3 *6%* *5%*	1 *3%* *1%*	49 *8%* *87%*	50 *7%* *91%*	5 *14%* *9%*	4 *5%* *6%*	52 *8%* *94%*	52 *8%* *94%*	33 *8%* *60%*	19 *7%* *33%*	19 *7%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 607

Absolutes/col/row percents

9 Jul 2009

QT3a Frequency of using analogue Teletext

Base : Those accessing analogue Teletext

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**780**	117 *15%*	121 *16%*	128 *16%*	414 *53%*	734 *94%*	32 *4%*	91 *12%*	681 *87%*	688 *88%*	440 *56%*	247 *32%*	263 *34%*
Effective Total	**521**	105	107	116	370	493	28	55	463	466	288	178	186
About once a month	**52** ***7%***	6 *9%* *12%*	2 *5%* *4%*	1 *5%* *3%*	42 *7%* *81%*	49 *7%* *96%*	2 *6%* *4%*	6 *9%* *12%*	45 *7%* *88%*	45 *7%* *88%*	30 *7%* *58%*	16 *6%* *30%*	17 *6%* *32%*
Less often	**38** ***5%***	5 *7%* *13%*	2 *5%* *5%*	* *2%* *1%*	31 *5%* *81%*	33 *5%* *87%*	5 *13%* *13%*	3 *4%* *7%*	35 *5%* *93%*	35 *5%* *93%*	25 *6%* *67%*	10 *4%* *26%*	10 *4%* *27%*
Don't know	**2** ***	- - -	- - -	* *1%* *14%*	2 * *86%*	2 * *99%*	- - -	- - -	2 * *100%*	2 * *100%*	2 * *100%*	- - -	- - -
Never	**200** ***27%***	15 *21%* *7%*	9 *21%* *4%*	6 *23%* *3%*	170 *28%* *85%*	190 *27%* *95%*	10 *26%* *5%*	2 *2%* *1%*	194 *29%* *97%* U	196 *29%* *98%* U	119 *29%* *59%* U	75 *29%* *38%* U	76 *29%* *38%* U

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 608

Absolutes/col/row percents

9 Jul 2009

QT3b Frequency of using digital Teletext

Base : Those accessing digital Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**681**	336 *49%*	345 *51%*	76 *11%*	111 *16%*	139 *20%*	142 *21%*	116 *17%*	96 *14%*	123 *18%*	401 *59%*	141 *21%*	106 *16%*	105 *15%*	159 *23%*
Total (Wtd)	**669**	330 *49%*	339 *51%*	70* *10%* *	122* *18%* *	133* *20%* *	145 *22%*	107* *16%* *	92* *14%* *	109* *16%* *	364 *54%*	196 *29%*	159* *24%* *	189* *28%* *	199 *30%*
Effective Total	**463**	229	234	45	77	96	102	78	66	90	287	103	97	98	143
Every day	**90** ***13%***	59 *18%* *65%* B	31 *9%* *35%*	13 *19%* *15%*	19 *15%* *21%*	18 *14%* *20%*	17 *12%* *19%*	16 *15%* *17%*	7 *8%* *8%*	20 *19%* *23%* K	54 *15%* *60%*	16 *8%* *18%*	19 *12%* *21%*	33 *17%* *36%*	17 *9%* *19%*
Most days	**50** ***7%***	31 *9%* *62%*	19 *6%* *38%*	12 *17%* *24%* DF G	6 *5%* *12%*	13 *10%* *26%*	9 *6%* *18%*	3 *2%* *5%*	8 *9%* *16%*	8 *8%* *17%*	27 *7%* *55%*	14 *7%* *29%*	15 *9%* *29%* M	4 *2%* *8%*	23 *12%* *46%* M
2-3 times a week	**114** ***17%***	66 *20%* *58%*	48 *14%* *42%*	7 *10%* *6%*	20 *17%* *18%*	30 *23%* *26%* G	34 *24%* *30%* CG	8 *8%* *7%*	14 *15%* *12%*	12 *11%* *11%*	60 *16%* *52%*	42 *22%* *37%*	31 *20%* *27%*	29 *15%* *25%*	36 *18%* *31%*
About once a week	**102** ***15%***	46 *14%* *46%*	55 *16%* *54%*	13 *19%* *13%*	27 *22%* *27%* FG	17 *13%* *17%*	14 *10%* *14%*	11 *10%* *10%*	19 *21%* *19%* F	17 *16%* *17%*	56 *15%* *55%*	29 *15%* *28%*	26 *17%* *26%*	29 *15%* *29%*	27 *13%* *26%*
Less than once a week	**35** ***5%***	16 *5%* *46%*	19 *6%* *54%*	4 *5%* *11%*	7 *6%* *20%*	4 *3%* *12%*	12 *8%* *33%*	3 *3%* *8%*	6 *6%* *16%*	6 *5%* *17%*	24 *7%* *69%*	5 *3%* *15%*	6 *4%* *16%*	14 *8%* *40%*	11 *6%* *32%*
A few times a month	**28** ***4%***	13 *4%* *44%*	16 *5%* *56%*	1 *2%* *5%*	7 *5%* *23%*	7 *6%* *26%*	5 *4%* *19%*	5 *4%* *16%*	3 *3%* *10%*	3 *3%* *12%*	18 *5%* *62%*	7 *4%* *26%*	4 *3%* *15%*	11 *6%* *38%*	6 *3%* *23%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 608

Absolutes/col/row percents

9 Jul 2009

QT3b Frequency of using digital Teletext

Base : Those accessing digital Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**681**	336 *49%*	345 *51%*	76 *11%*	111 *16%*	139 *20%*	142 *21%*	116 *17%*	96 *14%*	123 *18%*	401 *59%*	141 *21%*	106 *16%*	105 *15%*	159 *23%*
Effective Total	**463**	229	234	45	77	96	102	78	66	90	287	103	97	98	143
About once a month	**27** ***4%***	15 *4%* *53%*	13 *4%* *47%*	1 *1%* *3%*	4 *4%* *16%*	5 *4%* *20%*	9 *6%* *32%* H	8 *7%* *29%* H	- - -	2 *2%* *9%*	17 *5%* *61%*	8 *4%* *30%*	1 *1%* *5%*	13 *7%* *46%* L	8 *4%* *30%*
Less often	**25** ***4%***	9 *3%* *36%*	16 *5%* *64%*	3 *4%* *11%*	1 *1%* *3%*	4 *3%* *16%*	8 *6%* *34%*	4 *4%* *18%*	4 *4%* *17%*	4 *4%* *18%*	13 *3%* *51%*	8 *4%* *31%*	11 *7%* *44%*	5 *3%* *19%*	6 *3%* *23%*
Don't know	**5** ***1%***	1 * *28%*	4 *1%* *72%*	- - -	2 *1%* *30%*	1 *1%* *23%*	* * *6%*	2 *2%* *40%*	- - -	- - -	5 *1%* *100%*	- - -	3 *2%* *52%*	- - -	2 *1%* *42%*
Never	**193** ***29%***	75 *23%* *39%*	118 *35%* *61%* A	16 *23%* *8%*	30 *24%* *15%*	32 *24%* *17%*	36 *25%* *19%*	48 *45%* *25%* CD EF	31 *34%* *16%*	35 *32%* *18%*	91 *25%* *47%*	67 *34%* *35%*	43 *27%* *22%*	53 *28%* *27%*	62 *31%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 608

Absolutes/col/row percents

9 Jul 2009

QT3b Frequency of using digital Teletext

Base : Those accessing digital Teletext

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**681**	106 *16%*	103 *15%*	102 *15%*	370 *54%*	642 *94%*	27 *4%*	681 *100%*	681 *100%*	433 *64%*	247 *36%*	263 *39%*
Total (Wtd)	**669**	65* *10%* *	36* *5%* *	22* *3%* *	547 *82%*	638 *95%*	31** *5%* **	669 *100%*	669 *100%*	411 *61%*	256 *38%*	266 *40%*
Effective Total	**463**	95	92	93	331	439	24	463	463	284	178	186
Every day	**90** ***13%***	10 *16%* *12%*	6 *18%* *7%*	5 *21%* *5%* R	68 *13%* *76%*	85 *13%* *94%*	5 *17%* *6%*	90 *13%* *100%*	90 *13%* *100%*	60 *14%* *66%*	30 *12%* *34%*	32 *12%* *36%*
Most days	**50** ***7%***	4 *6%* *8%*	2 *5%* *3%*	3 *13%* *6%* OP	41 *8%* *83%*	48 *8%* *97%*	1 *5%* *3%*	50 *7%* *100%*	50 *7%* *100%*	31 *8%* *63%*	19 *7%* *37%*	19 *7%* *38%*
2-3 times a week	**114** ***17%***	7 *11%* *6%*	8 *23%* *7%* O	3 *13%* *3%*	96 *17%* *84%*	109 *17%* *95%*	6 *18%* *5%*	114 *17%* *100%*	114 *17%* *100%*	80 *19%* *70%*	32 *13%* *28%*	34 *13%* *29%*
About once a week	**102** ***15%***	11 *17%* *11%*	6 *17%* *6%*	2 *9%* *2%*	82 *15%* *81%*	97 *15%* *95%*	5 *15%* *5%*	102 *15%* *100%*	102 *15%* *100%*	66 *16%* *65%*	36 *14%* *35%*	41 *15%* *40%*
Less than once a week	**35** ***5%***	2 *3%* *5%*	2 *4%* *4%*	1 *3%* *2%*	31 *6%* *89%*	33 *5%* *94%*	2 *7%* *6%*	35 *5%* *100%*	35 *5%* *100%*	24 *6%* *66%*	12 *5%* *34%*	13 *5%* *36%*
A few times a month	**28** ***4%***	5 *8%* *18%*	1 *3%* *4%*	* *2%* *2%*	22 *4%* *76%*	28 *4%* *100%*	- - -	28 *4%* *100%*	28 *4%* *100%*	17 *4%* *61%*	11 *4%* *39%*	11 *4%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 608

Absolutes/col/row percents

9 Jul 2009

QT3b Frequency of using digital Teletext

Base : Those accessing digital Teletext

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**681**	106 *16%*	103 *15%*	102 *15%*	370 *54%*	642 *94%*	27 *4%*	681 *100%*	681 *100%*	433 *64%*	247 *36%*	263 *39%*
Effective Total	**463**	95	92	93	331	439	24	463	463	284	178	186
About once a month	**27** ***4%***	3 *4%* *9%*	2 *6%* *7%*	1 *3%* *3%*	22 *4%* *81%*	27 *4%* *100%*	- - -	27 *4%* *100%*	27 *4%* *100%*	17 *4%* *60%*	11 *4%* *40%*	11 *4%* *40%*
Less often	**25** ***4%***	2 *3%* *7%*	1 *2%* *4%*	1 *4%* *3%*	21 *4%* *86%*	23 *4%* *95%*	1 *4%* *5%*	25 *4%* *100%*	25 *4%* *100%*	13 *3%* *55%*	11 *4%* *45%*	11 *4%* *46%*
Don't know	**5** ***1%***	- - -	* *1%* *6%*	- - -	5 *1%* *94%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	2 * *37%*	3 *1%* *63%*	3 *1%* *63%*
Never	**193** ***29%***	21 *32%* *11%*	7 *20%* *4%*	7 *30%* *3%*	158 *29%* *82%*	182 *29%* *95%*	10 *34%* *5%*	193 *29%* *100%*	193 *29%* *100%*	102 *25%* *53%*	91 *35%* *47%* X	91 *34%* *47%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 609

Absolutes/col/row percents

9 Jul 2009

QT3e Frequency of using Ceefax

Base : Those accessing Ceefax

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**658**	365 *55%*	293 *45%*	55 *8%*	93 *14%*	123 *19%*	134 *20%*	117 *18%*	134 *20%*	135 *21%*	367 *56%*	146 *22%*	91 *14%*	90 *14%*	166 *25%*
Total (Wtd)	**617**	337 *55%*	280 *45%*	43* *7%* *	105* *17%* *	119* *19%* *	130* *21%* *	100* *16%* *	119* *19%* *	117 *19%*	323 *52%*	178* *29%* *	134* *22%* *	160* *26%* *	203 *33%*
Effective Total	**447**	249	198	33	65	84	98	78	91	100	262	99	84	84	151
Every day	**131** ***21%***	88 *26%* *67%* B	43 *15%* *33%*	10 *22%* *7%*	11 *10%* *8%*	21 *18%* *16%*	31 *24%* *24%* D	33 *33%* *26%* DE	25 *21%* *19%*	17 *15%* *13%*	68 *21%* *52%*	46 *26%* *35%*	35 *26%* *27%*	31 *20%* *24%*	34 *17%* *26%*
Most days	**64** ***10%***	41 *12%* *64%*	23 *8%* *36%*	7 *15%* *10%*	15 *14%* *23%*	8 *7%* *13%*	17 *13%* *26%*	6 *6%* *9%*	12 *10%* *19%*	16 *14%* *25%*	37 *12%* *58%*	11 *6%* *17%*	13 *10%* *21%*	16 *10%* *24%*	19 *9%* *30%*
2-3 times a week	**111** ***18%***	70 *21%* *63%*	41 *15%* *37%*	4 *9%* *3%*	24 *23%* *22%*	20 *17%* *18%*	19 *15%* *17%*	21 *21%* *19%*	24 *20%* *21%*	23 *19%* *20%*	53 *16%* *47%*	36 *20%* *33%*	22 *16%* *19%*	27 *17%* *24%*	41 *20%* *37%*
About once a week	**87** ***14%***	44 *13%* *50%*	43 *16%* *50%*	6 *14%* *7%*	18 *18%* *21%*	18 *15%* *20%*	17 *13%* *20%*	7 *7%* *8%*	20 *17%* *23%*	15 *13%* *17%*	42 *13%* *48%*	30 *17%* *34%*	16 *12%* *19%*	26 *16%* *30%*	27 *13%* *31%*
Less than once a week	**56** ***9%***	21 *6%* *37%*	36 *13%* *63%* A	3 *8%* *6%*	9 *9%* *16%*	10 *8%* *17%*	11 *9%* *20%*	9 *9%* *16%*	12 *10%* *22%*	11 *9%* *19%*	30 *9%* *52%*	16 *9%* *28%*	12 *9%* *21%*	14 *9%* *26%*	23 *11%* *41%*
A few times a month	**33** ***5%***	15 *4%* *44%*	19 *7%* *56%*	2 *5%* *7%*	10 *9%* *28%*	5 *4%* *15%*	7 *5%* *21%*	5 *5%* *14%*	5 *4%* *16%*	7 *6%* *21%*	17 *5%* *51%*	9 *5%* *27%*	14 *10%* *41%* M	3 *2%* *9%*	11 *5%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 609

Absolutes/col/row percents

9 Jul 2009

QT3e Frequency of using Ceefax

Base : Those accessing Ceefax

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**658**	365 *55%*	293 *45%*	55 *8%*	93 *14%*	123 *19%*	134 *20%*	117 *18%*	134 *20%*	135 *21%*	367 *56%*	146 *22%*	91 *14%*	90 *14%*	166 *25%*
Effective Total	**447**	249	198	33	65	84	98	78	91	100	262	99	84	84	151
About once a month	**36** ***6%***	15 *4%* *41%*	21 *8%* *59%*	1 *3%* *4%*	5 *4%* *13%*	12 *10%* *33%*	7 *5%* *20%*	5 *5%* *13%*	6 *5%* *18%*	9 *8%* *25%*	16 *5%* *44%*	11 *6%* *31%*	9 *6%* *24%*	13 *8%* *37%*	7 *4%* *21%*
Less often	**43** ***7%***	12 *4%* *29%*	31 *11%* *71%* A	3 *7%* *7%*	6 *6%* *14%*	9 *7%* *20%*	8 *6%* *19%*	9 *9%* *20%*	8 *7%* *19%*	11 *9%* *25%*	24 *8%* *56%*	8 *5%* *19%*	7 *5%* *17%*	13 *8%* *31%*	18 *9%* *42%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Never	**55** ***9%***	32 *10%* *59%*	23 *8%* *41%*	7 *16%* *13%* H	8 *7%* *14%*	17 *14%* *30%* H	12 *9%* *22%*	5 *5%* *10%*	6 *5%* *11%*	8 *7%* *15%*	37 *11%* *66%*	10 *6%* *19%*	7 *5%* *13%*	16 *10%* *29%*	22 *11%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 609

Absolutes/col/row percents

9 Jul 2009

QT3e Frequency of using Ceefax

Base : Those accessing Ceefax

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**658**	95 *14%*	101 *15%*	115 *17%*	347 *53%*	625 *95%*	25 *4%*	81 *12%*	571 *87%*	577 *88%*	374 *57%*	203 *31%*	214 *33%*
Total (Wtd)	**617**	58* *9%* *	36* *6%* *	25 *4%*	497 *81%*	587 *95%*	30** *5%* **	66* *11%* *	547 *89%*	551 *89%*	345 *56%*	206 *33%*	214 *35%*
Effective Total	**447**	88	90	107	313	425	22	53	392	395	249	146	153
Every day	**131** ***21%***	13 *23%* *10%*	8 *23%* *6%*	9 *35%* *7%* R	100 *20%* *77%*	126 *22%* *97%*	4 *14%* *3%*	16 *24%* *12%*	113 *21%* *87%*	115 *21%* *88%*	71 *20%* *54%*	44 *22%* *34%*	48 *22%* *37%*
Most days	**64** ***10%***	9 *15%* *14%*	4 *12%* *7%*	3 *11%* *4%*	48 *10%* *75%*	62 *10%* *96%*	3 *9%* *4%*	12 *18%* *18%*	52 *10%* *82%*	52 *10%* *82%*	34 *10%* *53%*	19 *9%* *29%*	20 *9%* *31%*
2-3 times a week	**111** ***18%***	11 *19%* *10%*	7 *20%* *6%*	4 *17%* *4%*	89 *18%* *80%*	109 *19%* *98%*	2 *8%* *2%*	10 *15%* *9%*	101 *19%* *91%*	101 *18%* *91%*	69 *20%* *62%*	32 *16%* *29%*	33 *16%* *30%*
About once a week	**87** ***14%***	8 *14%* *9%*	6 *16%* *7%*	3 *13%* *4%*	70 *14%* *80%*	81 *14%* *93%*	6 *20%* *7%*	7 *10%* *8%*	78 *14%* *90%*	80 *15%* *92%*	46 *13%* *53%*	34 *17%* *39%*	35 *16%* *40%*
Less than once a week	**56** ***9%***	4 *6%* *7%*	2 *6%* *4%*	1 *5%* *2%*	49 *10%* *87%*	55 *9%* *98%*	1 *4%* *2%*	7 *10%* *12%*	50 *9%* *88%*	50 *9%* *88%*	25 *7%* *44%*	25 *12%* *44%*	25 *12%* *44%*
A few times a month	**33** ***5%***	3 *5%* *9%*	2 *5%* *6%*	1 *3%* *2%*	28 *6%* *83%*	31 *5%* *93%*	3 *8%* *7%*	5 *7%* *14%*	29 *5%* *86%*	29 *5%* *86%*	21 *6%* *62%*	8 *4%* *24%*	8 *4%* *24%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 609

Absolutes/col/row percents

9 Jul 2009

QT3e Frequency of using Ceefax

Base : Those accessing Ceefax

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**658**	95 *14%*	101 *15%*	115 *17%*	347 *53%*	625 *95%*	25 *4%*	81 *12%*	571 *87%*	577 *88%*	374 *57%*	203 *31%*	214 *33%*
Effective Total	**447**	88	90	107	313	425	22	53	392	395	249	146	153
About once a month	**36** ***6%***	3 *5%* *9%*	2 *6%* *6%*	1 *4%* *3%*	29 *6%* *82%*	34 *6%* *96%*	1 *4%* *4%*	1 *2%* *4%*	34 *6%* *96%*	34 *6%* *96%*	24 *7%* *68%*	10 *5%* *28%*	10 *5%* *28%*
Less often	**43** ***7%***	3 *6%* *8%*	1 *1%* *1%*	* *2%* *1%*	39 *8%* *90%* PQ	37 *6%* *87%*	6 *19%* *13%*	5 *8%* *12%*	38 *7%* *88%*	38 *7%* *88%*	24 *7%* *56%*	14 *7%* *32%*	15 *7%* *35%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Never	**55** ***9%***	4 *7%* *7%*	4 *10%* *7%*	3 *10%* *5%*	45 *9%* *82%*	51 *9%* *93%*	4 *14%* *7%*	4 *6%* *7%*	51 *9%* *93%*	52 *9%* *93%*	32 *9%* *58%*	20 *10%* *36%*	20 *9%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 610

Absolutes/col/row percents

9 Jul 2009

QT3g Frequency of using BBCi

Base : Those accessing BBCi

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	289 *59%*	203 *41%*	58 *12%*	117 *24%*	112 *23%*	90 *18%*	66 *13%*	49 *10%*	113 *23%*	276 *56%*	88 *18%*	70 *14%*	59 *12%*	131 *27%*
Total (Wtd)	**474**	280 *59%*	195 *41%*	51* *11%* *	135* *28%* *	105* *22%* *	86* *18%* *	53* *11%* *	44* *9%* *	103* *22%* *	255 *54%*	116* *24%* *	105* *22%* *	110* *23%* *	165 *35%*
Effective Total	**334**	196	138	34	84	77	65	45	33	85	200	61	61	57	118
Every day	**72** ***15%***	46 *16%* *64%*	26 *13%* *36%*	13 *25%* *18%*	17 *12%* *23%*	16 *16%* *23%*	11 *12%* *15%*	12 *22%* *16%*	4 *8%* *5%*	22 *22%* *31%* J	32 *13%* *45%*	17 *15%* *24%*	6 *6%* *8%*	22 *20%* *31%* L	28 *17%* *39%* L
Most days	**57** ***12%***	43 *15%* *75%* B	14 *7%* *25%*	7 *13%* *12%*	15 *11%* *25%*	15 *14%* *26%*	11 *13%* *19%*	7 *13%* *12%*	3 *8%* *6%*	7 *7%* *12%*	36 *14%* *63%*	15 *13%* *25%*	13 *12%* *22%*	16 *14%* *27%*	14 *9%* *25%*
2-3 times a week	**102** ***22%***	65 *23%* *63%*	37 *19%* *37%*	5 *11%* *5%*	25 *18%* *24%*	33 *32%* *33%* CD	16 *18%* *15%*	9 *18%* *9%*	14 *30%* *13%* C	20 *20%* *20%*	54 *21%* *53%*	28 *24%* *27%*	21 *20%* *21%*	24 *22%* *23%*	39 *24%* *38%*
About once a week	**93** ***20%***	44 *16%* *48%*	49 *25%* *52%* A	7 *13%* *7%*	38 *28%* *41%* E	15 *15%* *16%*	16 *18%* *17%*	10 *19%* *11%*	8 *18%* *8%*	22 *21%* *23%*	48 *19%* *51%*	23 *20%* *25%*	32 *31%* *34%* M	14 *12%* *15%*	31 *19%* *33%*
Less than once a week	**34** ***7%***	15 *5%* *44%*	19 *10%* *56%*	5 *9%* *13%*	12 *9%* *34%*	7 *7%* *20%*	2 *3%* *7%*	6 *11%* *18%*	3 *6%* *8%*	8 *8%* *23%*	22 *9%* *63%*	5 *4%* *13%*	7 *7%* *21%*	7 *6%* *20%*	13 *8%* *38%*
A few times a month	**35** ***7%***	19 *7%* *52%*	17 *9%* *48%*	3 *6%* *9%*	14 *10%* *39%*	6 *6%* *18%*	10 *12%* *29%*	1 *2%* *4%*	* *1%* *1%*	4 *3%* *10%*	23 *9%* *64%*	9 *8%* *26%*	9 *8%* *25%*	10 *9%* *29%*	10 *6%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 610

Absolutes/col/row percents

9 Jul 2009

QT3g Frequency of using BBCi

Base : Those accessing BBCi

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	289 *59%*	203 *41%*	58 *12%*	117 *24%*	112 *23%*	90 *18%*	66 *13%*	49 *10%*	113 *23%*	276 *56%*	88 *18%*	70 *14%*	59 *12%*	131 *27%*
Effective Total	**334**	196	138	34	84	77	65	45	33	85	200	61	61	57	118
About once a month	**32** ***7%***	24 *8%* *73%*	9 *4%* *27%*	5 *9%* *15%*	6 *5%* *19%*	6 *6%* *19%*	9 *10%* *28%*	4 *7%* *11%*	3 *6%* *8%*	9 *9%* *29%*	18 *7%* *56%*	5 *4%* *15%*	5 *5%* *17%*	6 *6%* *20%*	17 *10%* *52%*
Less often	**19** ***4%***	11 *4%* *58%*	8 *4%* *42%*	2 *3%* *8%*	8 *6%* *39%*	4 *4%* *21%*	2 *3%* *12%*	2 *4%* *10%*	2 *4%* *9%*	5 *5%* *26%*	9 *4%* *46%*	5 *5%* *27%*	4 *4%* *22%*	1 *1%* *7%*	9 *5%* *46%*
Don't know	**3** ***1%***	2 *1%* *51%*	2 *1%* *49%*	- - -	- - -	1 *1%* *17%*	- - -	1 *2%* *34%*	2 *4%* *49%*	- - -	2 *1%* *51%*	2 *1%* *49%*	1 *1%* *34%*	- - -	2 *1%* *49%*
Never	**25** ***5%***	12 *4%* *47%*	13 *7%* *53%*	5 *10%* *21%* DE	2 *1%* *8%*	1 *1%* *4%*	9 *10%* *35%* DE	1 *2%* *5%*	7 *16%* *28%* DEG	5 *5%* *21%*	12 *5%* *48%*	8 *7%* *31%*	7 *6%* *26%*	10 *9%* *38%* N	3 *2%* *10%*

Ofcom PSB Tracker : 2008

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Table 610

Absolutes/col/row percents

9 Jul 2009

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Base : Those accessing BBCi

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**492**	82 *17%*	81 *16%*	69 *14%*	260 *53%*	459 *93%*	26 *5%*	16 *3%*	474 *96%*	476 *97%*	331 *67%*	143 *29%*	157 *32%*
Total (Wtd)	**474**	51* *11%* *	28* *6%* *	15* *3%* *	380 *80%*	447 *94%*	27** *6%* **	11** *2%* **	462 *97%*	463 *98%*	315 *66%*	145 *31%*	157 *33%*
Effective Total	**334**	76	72	61	231	313	21	10	324	325	222	101	109
Every day	**72** ***15%***	8 *17%* *12%*	5 *18%* *7%*	2 *14%* *3%*	56 *15%* *79%*	65 *15%* *90%*	7 *26%* *10%*	3 *28%* *4%*	69 *15%* *96%*	69 *15%* *96%*	49 *15%* *68%*	20 *14%* *28%*	22 *14%* *31%*
Most days	**57** ***12%***	7 *14%* *12%*	5 *17%* *8%*	3 *20%* *5%*	43 *11%* *74%*	53 *12%* *93%*	4 *14%* *7%*	1 *11%* *2%*	56 *12%* *98%*	56 *12%* *98%*	36 *12%* *64%*	20 *14%* *34%*	20 *13%* *34%*
2-3 times a week	**102** ***22%***	9 *18%* *9%*	6 *23%* *6%*	3 *21%* *3%*	84 *22%* *82%*	102 *23%* *100%*	- - -	2 *18%* *2%*	100 *22%* *98%*	100 *22%* *98%*	76 *24%* *74%*	23 *16%* *22%*	26 *17%* *25%*
About once a week	**93** ***20%***	10 *20%* *11%*	5 *16%* *5%*	2 *12%* *2%*	77 *20%* *82%*	85 *19%* *91%*	8 *32%* *9%*	- - -	93 *20%* *100%*	93 *20%* *100%*	59 *19%* *63%*	35 *24%* *37%*	37 *24%* *40%*
Less than once a week	**34** ***7%***	5 *10%* *14%*	2 *8%* *6%*	* *3%* *1%*	27 *7%* *78%*	31 *7%* *91%*	3 *11%* *9%*	- - -	34 *7%* *99%*	34 *7%* *100%*	26 *8%* *76%*	8 *6%* *24%*	10 *6%* *28%*
A few times a month	**35** ***7%***	4 *7%* *10%*	1 *3%* *3%*	2 *11%* *4%*	29 *8%* *83%*	33 *7%* *93%*	2 *9%* *7%*	2 *15%* *5%*	34 *7%* *95%*	34 *7%* *95%*	28 *9%* *79%*	5 *3%* *13%*	7 *5%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 610

Absolutes/col/row percents

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Total (Unwtd)	**492**	82 *17%*	81 *16%*	69 *14%*	260 *53%*	459 *93%*	26 *5%*	16 *3%*	474 *96%*	476 *97%*	331 *67%*	143 *29%*	157 *32%*
Effective Total	**334**	76	72	61	231	313	21	10	324	325	222	101	109
About once a month	**32** ***7%***	1 *2%* *4%*	2 *6%* *6%*	1 *4%* *2%*	29 *8%* *89%*	32 *7%* *100%*	- - -	* *2%* *1%*	32 *7%* *99%*	32 *7%* *99%*	13 *4%* *41%*	19 *13%* *59%* X	19 *12%* *59%* X
Less often	**19** ***4%***	3 *5%* *14%*	1 *4%* *6%*	1 *6%* *5%*	15 *4%* *75%*	17 *4%* *88%*	2 *8%* *12%*	2 *21%* *13%*	17 *4%* *87%*	17 *4%* *87%*	10 *3%* *52%*	7 *5%* *35%*	7 *4%* *37%*
Don't know	**3** ***1%***	1 *1%* *17%*	- - -	- - -	3 *1%* *83%*	3 *1%* *100%*	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *66%*	1 *1%* *34%*	1 *1%* *34%*
Never	**25** ***5%***	3 *7%* *13%*	2 *6%* *7%*	1 *8%* *5%*	19 *5%* *75%*	25 *6%* *100%*	- - -	1 *6%* *3%*	24 *5%* *97%*	24 *5%* *97%*	16 *5%* *65%*	8 *6%* *32%*	8 *5%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 611

Absolutes/col/row percents

9 Jul 2009

QT3i Frequency of using Sky Text

Base : Those accessing Sky Text

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**285**	157 *55%*	128 *45%*	35 *12%*	49 *17%*	70 *25%*	56 *20%*	42 *15%*	31 *11%*	45 *16%*	178 *62%*	58 *20%*	41 *14%*	41 *14%*	61 *21%*
Total (Wtd)	**270**	150 *56%*	120* *44%* *	38** *14%* **	55* *20%* *	69* *26%* *	53* *19%* *	33** *12%* **	23** *8%* **	41* *15%* *	159 *59%*	69* *26%* *	62* *23%* *	78* *29%* *	77* *28%* *
Effective Total	**188**	104	83	24	33	46	43	25	18	32	124	37	39	39	54
Every day	**49** ***18%***	33 *22%* *67%*	16 *14%* *33%*	12 *32%* *25%*	12 *21%* *24%*	7 *11%* *15%*	5 *9%* *10%*	9 *29%* *19%*	4 *16%* *7%*	8 *18%* *15%*	28 *18%* *57%*	14 *20%* *28%*	9 *15%* *19%*	19 *25%* *40%*	10 *13%* *21%*
Most days	**33** ***12%***	23 *15%* *69%*	10 *8%* *31%*	9 *23%* *26%*	1 *1%* *2%*	9 *13%* *27%*	12 *23%* *36%* D	3 *10%* *10%*	- - -	4 *10%* *12%*	23 *14%* *69%*	6 *9%* *18%*	7 *11%* *21%*	8 *10%* *25%*	13 *17%* *40%*
2-3 times a week	**60** ***22%***	30 *20%* *51%*	29 *25%* *49%*	7 *20%* *12%*	12 *22%* *21%*	21 *31%* *36%*	9 *17%* *15%*	5 *15%* *8%*	5 *21%* *8%*	5 *12%* *9%*	36 *23%* *61%*	18 *26%* *31%*	14 *22%* *23%*	21 *27%* *35%*	13 *17%* *22%*
About once a week	**51** ***19%***	33 *22%* *65%*	18 *15%* *35%*	3 *9%* *6%*	15 *26%* *28%*	15 *22%* *29%*	10 *19%* *20%*	4 *11%* *7%*	5 *21%* *9%*	12 *28%* *23%*	31 *20%* *61%*	9 *13%* *17%*	13 *21%* *25%*	11 *14%* *22%*	15 *19%* *29%*
Less than once a week	**23** ***9%***	8 *5%* *33%*	16 *13%* *67%*	2 *5%* *8%*	5 *10%* *23%*	2 *3%* *8%*	5 *9%* *21%*	8 *23%* *32%*	2 *8%* *8%*	4 *11%* *19%*	12 *8%* *52%*	7 *10%* *29%*	4 *7%* *19%*	7 *9%* *30%*	9 *12%* *38%*
A few times a month	**14** ***5%***	8 *5%* *56%*	6 *5%* *44%*	1 *3%* *9%*	8 *15%* *60%* F	2 *3%* *16%*	- - -	1 *4%* *10%*	1 *3%* *5%*	- - -	10 *6%* *73%*	4 *5%* *27%*	4 *6%* *27%*	2 *3%* *15%*	5 *7%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 611

Absolutes/col/row percents

9 Jul 2009

QT3i Frequency of using Sky Text

Base : Those accessing Sky Text

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**285**	157 *55%*	128 *45%*	35 *12%*	49 *17%*	70 *25%*	56 *20%*	42 *15%*	31 *11%*	45 *16%*	178 *62%*	58 *20%*	41 *14%*	41 *14%*	61 *21%*
Effective Total	**188**	104	83	24	33	46	43	25	18	32	124	37	39	39	54
About once a month	**6** **2%**	* * *4%*	6 *5%* *96%* A	- - -	* * *	4 *6%* *66%*	2 *3%* *29%*	* *1%* *4%*	* * *	2 *4%* *29%*	2 *1%* *27%*	3 *4%* *44%*	1 *2%* *21%*	3 *3%* *44%*	1 *2%* *19%*
Less often	**6** **2%**	2 *1%* *35%*	4 *3%* *65%*	- - -	1 *3%* *23%*	2 *2%* *24%*	2 *3%* *26%*	2 *5%* *28%*	- - -	1 *3%* *19%*	4 *3%* *69%*	1 *1%* *12%*	- - -	2 *2%* *26%*	4 *5%* *57%*
Don't know	**2** **1%**	- - -	2 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	2 *7%* *100%*	- - -	- - -	2 *2%* *100%*	- - -	- - -	2 *2%* *100%*
Never	**25** **9%**	12 *8%* *50%*	12 *10%* *50%*	3 *8%* *12%*	1 *1%* *3%*	7 *10%* *27%*	9 *16%* *34%* D	* *1%* *2%*	5 *24%* *22%*	6 *14%* *23%*	12 *8%* *50%*	7 *10%* *28%*	10 *16%* *40%*	5 *6%* *19%*	5 *6%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 611

Absolutes/col/row percents

9 Jul 2009

QT3i Frequency of using Sky Text

Base : Those accessing Sky Text

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**285**	38 *13%*	53 *19%*	51 *18%*	143 *50%*	261 *92%*	19 *7%*	4 *1%*	279 *98%*	281 *99%*	261 *92%*	19 *7%*	24 *8%*
Total (Wtd)	**270**	24* *9%* *	18* *7%* *	11* *4%* *	217 *80%*	248 *92%*	21** *8%* **	6** *2%* **	262 *97%*	264 *98%*	243 *90%*	19** *7%* **	22** *8%* **
Effective Total	**188**	36	47	47	130	172	16	3	184	186	171	13	17
Every day	**49** ***18%***	5 *21%* *10%*	3 *14%* *5%*	3 *27%* *6%*	39 *18%* *79%*	48 *19%* *97%*	1 *6%* *3%*	- - -	49 *19%* *100%*	49 *19%* *100%*	47 *19%* *96%*	2 *11%* *4%*	2 *9%* *4%*
Most days	**33** ***12%***	3 *12%* *9%*	1 *6%* *3%*	1 *9%* *3%*	28 *13%* *85%*	28 *11%* *84%*	5 *25%* *16%*	* *6%* *1%*	33 *12%* *99%*	33 *12%* *99%*	33 *13%* *99%*	* *1%* *	* *1%* *
2-3 times a week	**60** ***22%***	5 *20%* *8%*	6 *30%* *9%*	2 *18%* *3%*	48 *22%* *80%*	57 *23%* *95%*	3 *14%* *5%*	1 *10%* *1%*	59 *23%* *99%*	59 *22%* *99%*	55 *23%* *92%*	5 *23%* *8%*	5 *20%* *8%*
About once a week	**51** ***19%***	6 *24%* *11%*	5 *25%* *9%*	2 *22%* *4%*	39 *18%* *75%*	48 *19%* *94%*	3 *15%* *6%*	- - -	51 *20%* *100%*	51 *19%* *100%*	43 *18%* *84%*	8 *43%* *16%*	9 *39%* *17%*
Less than once a week	**23** ***9%***	1 *5%* *5%*	1 *6%* *5%*	1 *6%* *3%*	21 *9%* *88%*	19 *8%* *81%*	4 *21%* *19%*	2 *37%* *9%*	19 *7%* *82%*	21 *8%* *91%*	20 *8%* *87%*	1 *5%* *4%*	2 *9%* *9%*
A few times a month	**14** ***5%***	1 *3%* *5%*	1 *7%* *9%*	1 *8%* *6%*	11 *5%* *80%*	12 *5%* *83%*	2 *11%* *17%*	- - -	14 *5%* *100%*	14 *5%* *100%*	12 *5%* *90%*	1 *7%* *10%*	2 *9%* *15%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 611

Absolutes/col/row percents

9 Jul 2009

QT3i Frequency of using Sky Text

Base : Those accessing Sky Text

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**285**	38	53	51	143	261	19	4	279	281	261	19	24
		13%	*19%*	*18%*	*50%*	*92%*	*7%*	*1%*	*98%*	*99%*	*92%*	*7%*	*8%*
Effective Total	**188**	36	47	47	130	172	16	3	184	186	171	13	17
About once a month	**6**	1	*	*	5	6	-	3	3	3	3	-	1
	2%	*2%*	*1%*	*2%*	*2%*	*2%*	-	*48%*	*1%*	*1%*	*1%*	-	*5%*
		9%	*4%*	*3%*	*84%*	*100%*	-	*44%*	*56%*	*56%*	*56%*	-	*19%*
Less often	**6**	1	*	-	5	6	-	-	6	6	5	-	-
	2%	*3%*	*2%*	-	*2%*	*3%*	-	-	*2%*	*2%*	*2%*	-	-
		12%	*5%*	-	*83%*	*100%*	-	-	*100%*	*100%*	*74%*	-	-
Don't know	**2**	-	-	-	2	2	-	-	2	2	2	-	-
	1%	-	-	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	-	-
		-	-	-	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	-	-
Never	**25**	3	2	1	20	23	1	-	25	25	23	2	2
	9%	*11%*	*9%*	*9%*	*9%*	*9%*	*7%*	-	*9%*	*9%*	*9%*	*9%*	*8%*
		11%	*7%*	*4%*	*79%*	*94%*	*6%*	-	*100%*	*100%*	*93%*	*7%*	*7%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

QT3 Frequency of using text services - Summary

Base : Those accessing any text service

	QT3 - Summary				
	Analogue Teletext	Digital Teletext	Ceefax	BBCi	Sky Text
Total (Unwtd)	780	681	658	492	285
Total (Wtd)	750	669	617	474	270
Effective Total	521	463	447	334	188
Every day	103 *14%*	90 *13%*	131 *21%*	72 *15%*	49 *18%*
Most days	50 *7%*	50 *7%*	64 *10%*	57 *12%*	33 *12%*
2-3 times a week	110 *15%*	114 *17%*	111 *18%*	102 *22%*	60 *22%*
About once a week	84 *11%*	102 *15%*	87 *14%*	93 *20%*	51 *19%*
Less than once a week	55 *7%*	35 *5%*	56 *9%*	34 *7%*	23 *9%*
A few times a month	56 *7%*	28 *4%*	33 *5%*	35 *7%*	14 *5%*
About once a month	52 *7%*	27 *4%*	36 *6%*	32 *7%*	6 *2%*
Less often	38 *5%*	25 *4%*	43 *7%*	19 *4%*	6 *2%*
Don't know	2 *	5 *1%*	- -	3 *1%*	2 *1%*
Never	200 *27%*	193 *29%*	55 *9%*	25 *5%*	25 *9%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 613

Absolutes/col/row percents

9 Jul 2009

QT3c Channels through which Teletext used

Base : Those accessing digital Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**684**	339 *50%*	345 *50%*	76 *11%*	111 *16%*	140 *20%*	141 *21%*	117 *17%*	98 *14%*	124 *18%*	400 *58%*	144 *21%*	106 *15%*	105 *15%*	158 *23%*
Total (Wtd)	**670**	332 *50%*	338 *50%*	70* *10%* *	121* *18%* *	132* *20%* *	144 *22%*	108* *16%* *	94* *14%* *	110* *16%* *	360 *54%*	200 *30%*	159* *24%* *	189* *28%* *	198 *30%*
Effective Total	**463**	231	232	45	76	96	102	78	67	91	285	105	97	98	142
Channel 100	**208** ***31%***	109 *33%* *52%*	100 *30%* *48%*	23 *32%* *11%*	40 *33%* *19%*	46 *35%* *22%*	38 *26%* *18%*	27 *25%* *13%*	35 *37%* *17%*	27 *25%* *13%*	122 *34%* *58%*	59 *30%* *28%*	46 *29%* *22%*	51 *27%* *24%*	69 *35%* *33%*
ITV channels, e.g. ITV1, ITV2, ITV3 etc	**395** ***59%***	191 *57%* *48%*	204 *60%* *52%*	39 *56%* *10%*	79 *65%* *20%* H	77 *58%* *19%*	91 *63%* *23%* H	65 *60%* *16%*	44 *47%* *11%*	64 *58%* *16%*	217 *60%* *55%*	113 *57%* *29%*	95 *60%* *24%*	104 *55%* *26%*	117 *59%* *30%*
Channel 4 channels, e.g. E4, More 4	**158** ***24%***	85 *26%* *54%*	73 *22%* *46%*	31 *45%* *20%* EF GH	35 *29%* *22%* E	20 *15%* *13%*	32 *22%* *20%*	22 *20%* *14%*	18 *19%* *11%*	26 *23%* *16%*	88 *24%* *56%*	44 *22%* *28%*	43 *27%* *27%*	40 *21%* *26%*	42 *21%* *27%*
Other	**142** ***21%***	86 *26%* *61%* B	56 *17%* *39%*	13 *19%* *9%*	27 *22%* *19%*	36 *27%* *25%*	25 *18%* *18%*	21 *20%* *15%*	20 *21%* *14%*	31 *28%* *22%*	67 *19%* *47%*	44 *22%* *31%*	34 *21%* *24%*	41 *22%* *29%*	43 *22%* *30%*
Don't know	**54** ***8%***	20 *6%* *38%*	33 *10%* *62%*	2 *3%* *4%*	3 *3%* *6%*	11 *8%* *20%*	13 *9%* *25%*	13 *12%* *24%* D	11 *12%* *20%* D	8 *7%* *15%*	24 *7%* *45%*	21 *11%* *40%*	13 *8%* *24%*	25 *13%* *46%*	12 *6%* *22%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 613

Absolutes/col/row percents

9 Jul 2009

QT3c Channels through which Teletext used

Base : Those accessing digital Teletext

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**684**	106 *15%*	103 *15%*	106 *15%*	369 *54%*	645 *94%*	27 *4%*	677 *99%*	684 *100%*	438 *64%*	245 *36%*	261 *38%*
Total (Wtd)	**670**	65* *10%* *	36* *5%* *	22* *3%* *	547 *82%*	639 *95%*	31** *5%* **	665 *99%*	670 *100%*	414 *62%*	254 *38%*	264 *39%*
Effective Total	**463**	95	92	97	330	440	24	460	463	286	176	184
Channel 100	**208** ***31%***	22 *34%* *11%*	14 *41%* *7%*	6 *27%* *3%*	166 *30%* *80%*	203 *32%* *98%*	5 *16%* *2%*	207 *31%* *99%*	208 *31%* *100%*	136 *33%* *65%*	71 *28%* *34%*	74 *28%* *36%*
ITV channels, e.g. ITV1, ITV2, ITV3 etc	**395** ***59%***	44 *68%* *11%*	20 *56%* *5%*	16 *69%* *4%* R	315 *58%* *80%*	375 *59%* *95%*	20 *66%* *5%*	391 *59%* *99%*	395 *59%* *100%*	258 *62%* *65%*	137 *54%* *35%*	143 *54%* *36%*
Channel 4 channels, e.g. E4, More 4	**158** ***24%***	18 *28%* *12%*	8 *21%* *5%*	7 *30%* *4%*	125 *23%* *79%*	153 *24%* *97%*	4 *14%* *3%*	156 *23%* *99%*	158 *24%* *100%*	103 *25%* *66%*	53 *21%* *33%*	56 *21%* *35%*
Other	**142** ***21%***	12 *18%* *8%*	8 *21%* *5%*	5 *24%* *4%*	117 *21%* *82%*	137 *21%* *96%*	5 *18%* *4%*	140 *21%* *98%*	142 *21%* *100%*	96 *23%* *68%*	44 *18%* *31%*	47 *18%* *33%*
Don't know	**54** ***8%***	2 *3%* *3%*	1 *4%* *2%*	1 *6%* *3%*	49 *9%* *92%* O	51 *8%* *95%*	3 *9%* *5%*	54 *8%* *100%*	54 *8%* *100%*	24 *6%* *45%*	30 *12%* *55%* X	30 *11%* *55%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 614

Absolutes/col/row percents

9 Jul 2009

QT3d Which Teletext service used more often

Base : Those accessing analogue and digital Teletext

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**174**	87 *50%*	87 *50%*	14 *8%*	24 *14%*	28 *16%*	44 *25%*	31 *18%*	32 *18%*	24 *14%*	96 *55%*	47 *27%*	33 *19%*	31 *18%*	33 *19%*
Total (Wtd)	**178**	90* *50%* *	89* *50%* *	13** *7%* **	26** *15%* **	31** *17%* **	45** *25%* **	23** *13%* **	40** *22%* **	23** *13%* **	87* *49%* *	67* *38%* *	50* *28%* *	57** *32%* **	43** *24%* **
Effective Total	**115**	55	60	7	18	19	28	20	25	18	70	34	31	28	30
Analogue teletext	**74** ***41%***	34 *38%* *46%*	40 *45%* *54%*	2 *15%* *3%*	14 *53%* *19%*	15 *47%* *20%*	15 *33%* *20%*	9 *37%* *12%*	20 *50%* *27%*	14 *59%* *19%*	30 *34%* *40%*	30 *45%* *41%*	12 *24%* *16%*	29 *51%* *39%*	19 *44%* *26%*
Digital teletext	**83** ***47%***	47 *52%* *57%*	36 *41%* *43%*	11 *85%* *13%*	11 *41%* *13%*	11 *35%* *13%*	23 *52%* *28%*	14 *58%* *16%*	14 *35%* *17%*	9 *38%* *11%*	43 *49%* *52%*	31 *46%* *37%*	31 *61%* *37%*	21 *38%* *26%*	20 *46%* *24%*
Don't know	**21** ***12%***	9 *10%* *40%*	13 *14%* *60%*	- - -	2 *6%* *7%*	5 *18%* *26%*	7 *16%* *33%*	1 *5%* *5%*	6 *15%* *28%*	1 *3%* *3%*	15 *17%* *69%*	6 *9%* *29%*	8 *15%* *36%*	7 *11%* *31%*	4 *9%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 614

Absolutes/col/row percents

9 Jul 2009

QT3d Which Teletext service used more often

Base : Those accessing analogue and digital Teletext

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**174**	19	33	25	97	168	3	1	171	172	108	64	73
		11%	*19%*	*14%*	*56%*	*97%*	*2%*	*1%*	*98%*	*99%*	*62%*	*37%*	*42%*
Total (Wtd)	**178**	11**	12**	5**	151*	174	4**	2**	174	174	99*	75*	80*
		6%	*7%*	*3%*	*84%*	*98%*	*2%*	*1%*	*98%*	*98%*	*56%*	*42%*	*45%*
		**	**	**	*		**	**			*	*	*
Effective Total	**115**	17	28	21	87	113	3	1	114	114	65	48	52
Analogue teletext	**74**	6	5	3	60	74	-	-	74	74	41	32	37
	41%	*53%*	*42%*	*61%*	*40%*	*42%*	-	-	*42%*	*42%*	*42%*	*43%*	*46%*
		8%	*7%*	*4%*	*81%*	*100%*	-	-	*100%*	*100%*	*56%*	*44%*	*50%*
Digital teletext	**83**	4	5	2	72	82	1	-	80	80	49	32	33
	47%	*37%*	*43%*	*33%*	*48%*	*47%*	*30%*	-	*46%*	*46%*	*49%*	*43%*	*41%*
		5%	*6%*	*2%*	*87%*	*99%*	*1%*	-	*97%*	*97%*	*58%*	*39%*	*40%*
Don't know	**21**	1	2	*	18	19	3	2	20	20	9	10	10
	12%	*9%*	*15%*	*5%*	*12%*	*11%*	*70%*	*100%*	*11%*	*11%*	*10%*	*14%*	*13%*
		5%	*8%*	*1%*	*86%*	*87%*	*13%*	*8%*	*92%*	*92%*	*44%*	*48%*	*48%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 615

Absolutes/col/row percents

9 Jul 2009

QT4a Information read on analogue Teletext

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)	**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
National news	**207** ***57%***	87 *58%* *42%*	120 *56%* *58%*	14 *49%* *7%*	41 *73%* *20%* GH	41 *69%* *20%* GH	42 *59%* *20%*	33 *44%* *16%*	36 *49%* *17%*	36 *57%* *17%*	111 *61%* *54%*	60 *50%* *29%*	39 *51%* *19%*	70 *66%* *34%*	55 *53%* *27%*
Regional news	**228** ***63%***	82 *55%* *36%*	146 *68%* *64%* A	21 *73%* *9%*	37 *65%* *16%*	39 *67%* *17%*	46 *65%* *20%*	43 *58%* *19%*	42 *58%* *19%*	30 *47%* *13%*	119 *66%* *52%* I	79 *66%* *35%* I	49 *64%* *22%*	78 *73%* *34%* N	51 *49%* *22%*
Other types of information about your region	**153** ***42%***	59 *40%* *39%*	94 *44%* *61%*	12 *42%* *8%*	21 *36%* *13%*	26 *44%* *17%*	34 *48%* *22%*	28 *38%* *18%*	31 *42%* *20%*	23 *36%* *15%*	78 *43%* *51%*	52 *44%* *34%*	29 *37%* *19%*	44 *41%* *29%*	43 *41%* *28%*
Other types of information about your local area (ie local neighbourhood)	**109** ***30%***	48 *32%* *44%*	61 *28%* *56%*	7 *23%* *6%*	14 *24%* *12%*	14 *24%* *13%*	25 *35%* *23%*	23 *31%* *21%*	25 *34%* *23%*	14 *22%* *13%*	60 *33%* *55%*	35 *29%* *32%*	24 *31%* *22%*	32 *30%* *29%*	27 *26%* *25%*
Finance	**66** ***18%***	34 *23%* *52%*	32 *15%* *48%*	* *1%* *1%*	8 *14%* *12%*	4 *8%* *7%*	18 *26%* *28%* E	12 *16%* *18%*	23 *31%* *35%* E	11 *18%* *17%*	35 *19%* *54%*	19 *16%* *29%*	13 *16%* *19%*	18 *17%* *28%*	23 *23%* *36%*
Weather	**266** ***73%***	107 *72%* *40%*	159 *74%* *60%*	16 *55%* *6%*	36 *63%* *14%*	48 *81%* *18%*	58 *82%* *22%* D	56 *75%* *21%*	52 *71%* *20%*	46 *73%* *17%*	127 *71%* *48%*	92 *77%* *35%*	57 *74%* *21%*	87 *81%* *33%*	72 *69%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 615

Absolutes/col/row percents

9 Jul 2009

QT4a Information read on analogue Teletext

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Travel information	**184** ***51%***	68 *46%* *37%*	116 *54%* *63%*	10 *36%* *6%*	22 *39%* *12%*	33 *55%* *18%*	34 *48%* *18%*	37 *50%* *20%*	46 *63%* *25%* D	36 *56%* *19%*	88 *48%* *48%*	61 *51%* *33%*	35 *45%* *19%*	56 *53%* *31%*	58 *56%* *32%*
Sports	**183** ***50%***	93 *62%* *51%* B	90 *42%* *49%*	13 *46%* *7%*	31 *54%* *17%*	33 *56%* *18%*	37 *53%* *20%*	36 *48%* *19%*	31 *43%* *17%*	29 *45%* *16%*	98 *54%* *54%*	56 *47%* *31%*	39 *51%* *21%*	54 *51%* *30%*	48 *46%* *26%*
TV guide, including 'Now and Next'	**191** ***53%***	75 *50%* *39%*	116 *54%* *61%*	16 *58%* *9%*	35 *62%* *18%*	33 *56%* *17%*	42 *60%* *22%*	33 *44%* *17%*	32 *43%* *17%*	31 *50%* *16%*	106 *59%* *56%*	54 *45%* *28%*	36 *47%* *19%*	55 *52%* *29%*	61 *59%* *32%*
Holiday information	**132** ***36%***	48 *32%* *36%*	84 *39%* *64%*	7 *23%* *5%*	16 *28%* *12%*	23 *39%* *18%*	28 *40%* *21%*	28 *38%* *21%*	28 *38%* *21%*	22 *34%* *16%*	65 *36%* *49%*	45 *37%* *34%*	29 *37%* *22%*	35 *33%* *27%*	41 *39%* *31%*
Entertainment, including lottery and cinema information	**189** ***52%***	63 *42%* *33%*	126 *59%* *67%* A	15 *52%* *8%*	31 *55%* *16%*	34 *58%* *18%*	37 *53%* *20%*	39 *52%* *20%*	33 *45%* *17%*	24 *39%* *13%*	106 *59%* *56%* I	59 *49%* *31%*	54 *70%* *29%* MN	44 *41%* *23%*	52 *50%* *27%*
Other types of information	**57** ***16%***	24 *16%* *42%*	33 *15%* *58%*	7 *23%* *11%*	5 *9%* *9%*	13 *22%* *23%*	11 *16%* *20%*	12 *17%* *22%*	7 *9%* *12%*	9 *14%* *15%*	34 *19%* *60%*	14 *12%* *24%*	12 *15%* *21%*	19 *18%* *34%*	15 *14%* *25%*
Don't know	* * -	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -	* * *100%*	- - -	- - -	* * *100%*	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 615

Absolutes/col/row percents

9 Jul 2009

QT4a Information read on analogue Teletext

Base : Those accessing analogue Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)	**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
National news	**207** ***57%***	17 *46%* *8%*	15 *68%* *7%* O	10 *58%* *5%*	165 *57%* *80%*	196 *56%* *95%*	11 *68%* *5%*	34 *47%* *17%*	172 *60%* *83%*	172 *59%* *83%*	103 *61%* *50%*	70 *57%* *34%*	72 *57%* *35%*
Regional news	**228** ***63%***	22 *61%* *10%*	16 *71%* *7%*	12 *71%* *5%*	178 *62%* *78%*	215 *62%* *95%*	12 *78%* *5%*	39 *54%* *17%*	189 *65%* *83%*	189 *65%* *83%*	115 *68%* *51%*	74 *60%* *32%*	77 *60%* *34%*
Other types of information about your region	**153** ***42%***	17 *46%* *11%*	12 *53%* *8%*	8 *50%* *6%*	116 *40%* *76%*	141 *40%* *92%*	12 *77%* *8%*	31 *42%* *20%*	122 *42%* *80%*	122 *42%* *80%*	74 *44%* *49%*	48 *40%* *32%*	53 *42%* *35%*
Other types of information about your local area (ie local neighbourhood)	**109** ***30%***	12 *34%* *11%*	9 *40%* *8%*	5 *29%* *5%*	83 *29%* *76%*	100 *29%* *92%*	9 *54%* *8%*	22 *30%* *20%*	87 *30%* *80%*	87 *30%* *80%*	51 *30%* *46%*	37 *30%* *34%*	41 *32%* *38%*
Finance	**66** ***18%***	4 *12%* *7%*	5 *23%* *8%* Q	2 *10%* *3%*	54 *19%* *83%*	60 *17%* *92%*	5 *34%* *8%*	18 *26%* *28%*	47 *16%* *72%*	47 *16%* *72%*	28 *17%* *43%*	19 *15%* *29%*	20 *15%* *30%*
Weather	**266** ***73%***	22 *59%* *8%*	18 *80%* *7%* O	11 *66%* *4%*	215 *75%* *81%* O	253 *73%* *95%*	12 *77%* *5%*	46 *64%* *17%*	219 *76%* *82%*	219 *75%* *83%*	128 *75%* *48%*	92 *75%* *34%*	97 *76%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 615

Absolutes/col/row percents

9 Jul 2009

QT4a Information read on analogue Teletext

Base : Those accessing analogue Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Travel information	**184** ***51%***	18 *48%* *10%*	9 *39%* *5%*	8 *46%* *4%*	150 *52%* *81%*	173 *50%* *94%*	11 *68%* *6%*	33 *45%* *18%*	149 *52%* *81%*	151 *52%* *82%*	77 *45%* *42%*	75 *61%* *41%* X	79 *62%* *43%* X
Sports	**183** ***50%***	20 *55%* *11%*	11 *48%* *6%*	11 *63%* *6%*	141 *49%* *77%*	173 *50%* *94%*	10 *64%* *6%*	44 *61%* *24%* YZ	137 *47%* *75%*	139 *48%* *76%* Y	97 *57%* *53%* YZ	43 *35%* *23%*	45 *35%* *25%*
TV guide, including 'Now and Next'	**191** ***53%***	16 *43%* *8%*	14 *62%* *7%*	9 *55%* *5%*	152 *53%* *80%*	182 *52%* *95%*	9 *55%* *5%*	42 *59%* *22%*	149 *51%* *78%*	149 *51%* *78%*	82 *48%* *43%*	67 *55%* *35%*	71 *55%* *37%*
Holiday information	**132** ***36%***	12 *32%* *9%*	8 *35%* *6%*	7 *42%* *5%*	105 *36%* *80%*	128 *37%* *97%*	4 *24%* *3%*	27 *37%* *20%*	103 *36%* *78%*	105 *36%* *80%*	61 *36%* *47%*	43 *36%* *33%*	47 *37%* *36%*
Entertainment, including lottery and cinema information	**189** ***52%***	18 *49%* *10%*	14 *63%* *7%*	8 *46%* *4%*	150 *52%* *79%*	183 *53%* *97%*	6 *40%* *3%*	26 *37%* *14%*	161 *56%* *85%* U	163 *56%* *86%* U	98 *58%* *52%* U	64 *53%* *34%*	68 *53%* *36%*
Other types of information	**57** ***16%***	5 *13%* *9%*	5 *21%* *8%*	2 *12%* *4%*	45 *16%* *80%*	53 *15%* *93%*	4 *25%* *7%*	13 *18%* *23%*	44 *15%* *77%*	44 *15%* *77%*	27 *16%* *47%*	17 *14%* *31%*	19 *15%* *34%*
Don't know	* *	- - -	- - -	* 2% *100%* R	- - -	* * *100%*	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 616

Absolutes/col/row percents

9 Jul 2009

QT4b Information read on digital Teletext

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)	**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
National news	**218** ***60%***	134 *65%* *61%*	84 *53%* *39%*	26 *51%* *12%*	47 *64%* *22%*	52 *65%* *24%*	54 *69%* *25%* G	20 *45%* *9%*	19 *51%* *9%*	36 *61%* *16%*	140 *67%* *64%* K	43 *44%* *20%*	58 *65%* *27%*	58 *57%* *26%*	67 *58%* *31%*
Regional news	**241** ***66%***	145 *70%* *60%*	96 *61%* *40%*	29 *57%* *12%*	54 *73%* *22%*	59 *73%* *24%*	52 *65%* *22%*	29 *66%* *12%*	18 *49%* *7%*	35 *59%* *14%*	146 *70%* *61%*	60 *62%* *25%*	61 *68%* *25%*	64 *64%* *27%*	71 *62%* *30%*
Other types of information about your region	**194** ***53%***	107 *52%* *55%*	87 *55%* *45%*	24 *47%* *12%*	38 *52%* *20%*	45 *56%* *23%*	53 *68%* *28%* G	18 *42%* *9%*	16 *43%* *8%*	23 *40%* *12%*	122 *58%* *63%* I	49 *51%* *25%*	50 *57%* *26%*	53 *53%* *27%*	56 *48%* *29%*
Other types of information about your local area (ie local neighbourhood)	**116** ***32%***	70 *34%* *60%*	46 *29%* *40%*	13 *25%* *11%*	21 *29%* *18%*	29 *36%* *25%*	34 *43%* *30%* G	9 *21%* *8%*	10 *26%* *8%*	11 *19%* *10%*	77 *37%* *67%* I	27 *28%* *24%*	30 *33%* *26%*	28 *28%* *24%*	34 *30%* *30%*
Finance	**63** ***17%***	43 *21%* *68%*	20 *13%* *32%*	3 *7%* *5%*	7 *10%* *12%*	11 *14%* *18%*	17 *22%* *28%*	10 *22%* *15%*	14 *39%* *22%*	11 *19%* *18%*	40 *19%* *62%*	13 *13%* *20%*	17 *19%* *27%*	12 *12%* *19%*	23 *20%* *37%*
Weather	**282** ***77%***	150 *73%* *53%*	132 *83%* *47%* A	31 *60%* *11%*	57 *77%* *20%*	64 *80%* *23%* C	70 *88%* *25%* C	32 *73%* *11%*	28 *76%* *10%*	39 *66%* *14%*	169 *81%* *60%* I	74 *76%* *26%*	70 *78%* *25%*	78 *77%* *28%*	89 *77%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 616

Absolutes/col/row percents

9 Jul 2009

QT4b Information read on digital Teletext

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Travel information	**170** ***47%***	86 *42%* *50%*	85 *53%* *50%*	12 *23%* *7%*	31 *43%* *18%*	43 *54%* *25%* C	48 *61%* *28%* C	24 *54%* *14%* C	12 *33%* *7%*	32 *54%* *19%*	103 *49%* *61%*	35 *36%* *21%*	47 *52%* *27%*	47 *47%* *28%*	48 *42%* *28%*
Sports	**184** ***50%***	129 *62%* *70%* B	55 *35%* *30%*	33 *63%* *18%*	39 *53%* *21%*	41 *51%* *22%*	38 *48%* *21%*	20 *45%* *11%*	14 *38%* *8%*	38 *65%* *21%* K	111 *53%* *61%* K	34 *35%* *19%*	41 *46%* *22%*	53 *53%* *29%*	53 *46%* *29%*
TV guide, including 'Now and Next'	**189** ***52%***	100 *49%* *53%*	89 *56%* *47%*	27 *51%* *14%*	44 *60%* *23%*	39 *49%* *21%*	43 *54%* *23%*	22 *50%* *12%*	15 *41%* *8%*	30 *51%* *16%*	112 *53%* *59%*	47 *49%* *25%*	50 *56%* *26%*	47 *47%* *25%*	61 *53%* *32%*
Holiday information	**125** ***34%***	56 *27%* *45%*	70 *44%* *55%* A	12 *24%* *10%*	25 *34%* *20%*	24 *30%* *19%*	36 *45%* *28%*	20 *45%* *16%*	8 *23%* *7%*	19 *32%* *15%*	71 *34%* *57%*	36 *37%* *28%*	36 *41%* *29%*	41 *40%* *32%*	28 *24%* *22%*
Entertainment, including lottery, games and cinema information	**206** ***56%***	111 *54%* *54%*	94 *60%* *46%*	39 *75%* *19%* EG	46 *62%* *22%*	37 *46%* *18%*	50 *63%* *24%*	20 *45%* *10%*	14 *39%* *7%*	27 *46%* *13%*	123 *59%* *60%*	56 *58%* *27%*	56 *63%* *27%* N	68 *67%* *33%* N	48 *42%* *23%*
NHS Direct	**21** ***6%***	8 *4%* *39%*	13 *8%* *61%*	3 *5%* *13%*	8 *11%* *38%*	2 *3%* *12%*	5 *6%* *25%*	* *1%* *1%*	2 *6%* *11%*	1 *2%* *7%*	15 *7%* *73%*	4 *4%* *20%*	8 *9%* *40%* M	* * *	8 *7%* *38%* M
Your Say	**11** ***3%***	7 *4%* *64%*	4 *3%* *36%*	* *1%* *4%*	- - -	3 *4%* *30%*	6 *7%* *51%*	* * *	2 *5%* *15%*	- - -	9 *4%* *80%*	2 *2%* *20%*	3 *3%* *23%*	3 *3%* *30%*	1 *1%* *9%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 616

Absolutes/col/row percents

9 Jul 2009

QT4b Information read on digital Teletext

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Other types of information	**67** ***18%***	37 *18%* *56%*	30 *19%* *44%*	4 *9%* *7%*	15 *21%* *23%*	11 *14%* *16%*	20 *25%* *30%*	9 *21%* *14%*	7 *20%* *11%*	10 *17%* *14%*	45 *21%* *66%*	13 *13%* *19%*	15 *17%* *22%*	20 *20%* *30%*	22 *19%* *32%*
Don't know	**6** ***2%***	- - -	6 *4%* *100%* A	- - -	- - -	3 *4%* *48%*	- - -	1 *3%* *22%*	2 *5%* *30%*	2 *3%* *26%*	3 *1%* *44%*	2 *2%* *30%*	3 *3%* *52%*	3 *3%* *48%*	* * *

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 616

Absolutes/col/row percents

9 Jul 2009

QT4b Information read on digital Teletext

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)	**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
National news	**218** ***60%***	19 *60%* *9%*	9 *52%* *4%*	7 *66%* *3%*	183 *60%* *84%*	204 *59%* *94%*	14 *77%* *6%*	216 *60%* *99%*	218 *60%* *100%*	145 *61%* *66%*	72 *58%* *33%*	74 *58%* *34%*
Regional news	**241** ***66%***	21 *66%* *9%*	14 *79%* *6%*	9 *85%* *4%* R	197 *65%* *82%*	229 *66%* *95%*	12 *67%* *5%*	236 *65%* *98%*	238 *66%* *99%*	160 *68%* *67%*	78 *63%* *32%*	81 *63%* *34%*
Other types of information about your region	**194** ***53%***	17 *54%* *9%*	11 *60%* *5%*	7 *69%* *4%* R	159 *52%* *82%*	185 *53%* *95%*	10 *55%* *5%*	190 *53%* *98%*	192 *53%* *99%*	129 *54%* *66%*	63 *51%* *32%*	65 *51%* *33%*
Other types of information about your local area (ie local neighbourhood)	**116** ***32%***	13 *39%* *11%*	6 *35%* *5%*	5 *47%* *4%* R	92 *30%* *80%*	108 *31%* *93%*	8 *47%* *7%*	113 *31%* *98%*	113 *31%* *98%*	79 *33%* *68%*	35 *28%* *30%*	36 *28%* *31%*
Finance	**63** ***17%***	7 *21%* *11%*	3 *16%* *4%*	2 *15%* *2%*	52 *17%* *82%*	57 *17%* *91%*	6 *32%* *9%*	61 *17%* *97%*	63 *17%* *100%*	39 *17%* *62%*	24 *19%* *38%*	25 *19%* *39%*
Weather	**282** ***77%***	25 *77%* *9%*	15 *83%* *5%* Q	6 *63%* *2%*	236 *77%* *84%* Q	265 *76%* *94%*	17 *93%* *6%*	280 *78%* *99%*	282 *78%* *100%*	190 *80%* *67%*	90 *73%* *32%*	93 *73%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 616

Absolutes/col/row percents

9 Jul 2009

QT4b Information read on digital Teletext

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Travel information	**170** ***47%***	18 *57%* *11%* PQ	6 *36%* *4%*	3 *33%* *2%*	142 *47%* *84%*	161 *47%* *95%*	9 *50%* *5%*	170 *47%* *100%*	170 *47%* *100%*	106 *45%* *62%*	64 *52%* *38%*	66 *52%* *39%*
Sports	**184** ***50%***	18 *57%* *10%*	12 *66%* *6%* R	6 *63%* *4%*	147 *48%* *80%*	170 *49%* *93%*	14 *76%* *7%*	179 *50%* *98%*	181 *50%* *99%*	128 *54%* *70%*	51 *42%* *28%*	53 *41%* *29%*
TV guide, including 'Now and Next'	**189** ***52%***	16 *49%* *8%*	8 *48%* *4%*	7 *65%* *4%*	158 *52%* *84%*	180 *52%* *95%*	9 *52%* *5%*	187 *52%* *99%*	189 *52%* *100%*	118 *50%* *63%*	71 *57%* *37%*	71 *55%* *38%*
Holiday information	**125** ***34%***	13 *39%* *10%*	5 *26%* *4%*	3 *33%* *3%*	105 *34%* *84%*	122 *35%* *97%*	3 *19%* *3%*	123 *34%* *98%*	123 *34%* *98%*	79 *33%* *63%*	42 *34%* *34%*	43 *34%* *34%*
Entertainment, including lottery, games and cinema information	**206** ***56%***	17 *53%* *8%*	8 *46%* *4%*	8 *80%* *4%* OPR	172 *56%* *84%*	196 *56%* *95%*	10 *54%* *5%*	202 *56%* *98%*	203 *56%* *99%*	137 *58%* *67%*	65 *52%* *31%*	66 *51%* *32%*
NHS Direct	**21** ***6%***	2 *6%* *9%*	1 *5%* *4%*	2 *17%* *8%* R	16 *5%* *78%*	20 *6%* *99%*	* *1%* *1%*	21 *6%* *100%*	21 *6%* *100%*	17 *7%* *81%*	4 *3%* *19%*	5 *4%* *25%*
Your Say	**11** ***3%***	3 *9%* *25%* R	* *2%* *3%*	1 *12%* *11%* PR	7 *2%* *62%*	11 *3%* *100%*	- - -	11 *3%* *100%*	11 *3%* *100%*	7 *3%* *61%*	4 *4%* *39%*	4 *3%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 616

Absolutes/col/row percents

9 Jul 2009

QT4b Information read on digital Teletext

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Other types of information	**67** ***18%***	6 *18%* *9%*	2 *9%* *2%*	3 *29%* *4%* P	57 *19%* *85%*	65 *19%* *96%*	2 *13%* *4%*	65 *18%* *97%*	67 *19%* *100%*	45 *19%* *67%*	22 *18%* *33%*	22 *17%* *33%*
Don't know	**6** ***2%***	- - -	- - -	- - -	6 *2%* *100%*	6 *2%* *100%*	- - -	6 *2%* *100%*	6 *2%* *100%*	3 *1%* *52%*	3 *2%* *48%*	3 *2%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 617

Absolutes/col/row percents

9 Jul 2009

QT5a Agreement that analogue Teletext contains a range of information

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Agree strongly	**(5)**	**174** ***48%***	72 *48%* *42%*	102 *48%* *58%*	16 *56%* *9%*	20 *35%* *11%*	34 *57%* *19%*	35 *50%* *20%*	41 *55%* *24%*	27 *37%* *16%*	26 *40%* *15%*	88 *49%* *51%*	61 *51%* *35%*	43 *56%* *25%*	45 *42%* *26%*	44 *43%* *26%*
Agree slightly	**(4)**	**120** ***33%***	52 *35%* *43%*	69 *32%* *57%*	9 *32%* *8%*	24 *42%* *20%*	16 *27%* *13%*	25 *36%* *21%*	22 *30%* *18%*	24 *33%* *20%*	24 *37%* *20%*	63 *35%* *53%*	33 *28%* *28%*	16 *20%* *13%*	51 *47%* *42%* L	34 *33%* *28%*
Neither agree nor disagree	**(3)**	**50** ***14%***	20 *13%* *40%*	30 *14%* *60%*	3 *11%* *7%*	9 *15%* *17%*	9 *16%* *18%*	8 *11%* *16%*	6 *8%* *12%*	15 *20%* *29%*	12 *20%* *25%*	21 *12%* *42%*	16 *14%* *33%*	17 *22%* *34%* M	8 *7%* *16%*	14 *13%* *27%*
Disagree slightly	**(2)**	**4** ***1%***	3 *2%* *63%*	2 *1%* *37%*	- - -	2 *3%* *37%*	* *1%* *7%	* * *4%	2 *3%* *52%	- - -	- - -	2 *1%* *41%	3 *2%* *59%	- - -	2 *2%* *52%	1 *1%* *32%
Disagree strongly	**(1)**	* *	* * *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* *1%* *100%*	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -
Don't know		**14** ***4%***	2 *2%* *17%*	12 *5%* *83%*	- - -	3 *5%* *21%*	- - -	2 *3%* *15%*	2 *3%* *17%*	7 *9%* *47%* E	1 *2%* *9%*	6 *3%* *42%*	7 *6%* *50%*	2 *2%* *13%*	1 *1%* *10%*	10 *10%* *71%* M

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 617

Absolutes/col/row percents

9 Jul 2009

QT5a Agreement that analogue Teletext contains a range of information

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: Agree	**295** ***81%***	124 *83%* *42%*	171 *80%* *58%*	25 *89%* *9%*	44 *77%* *15%*	50 *84%* *17%*	60 *85%* *20%*	63 *85%* *21%*	52 *70%* *18%*	49 *78%* *17%*	152 *84%* *51%*	94 *78%* *32%*	58 *76%* *20%*	96 *89%* *32%*	79 *76%* *27%*
Net: Disagree	**5** ***1%***	3 *2%* *66%*	2 *1%* *34%*	- - -	2 *3%* *34%*	* *1%* *6%*	* * *4%*	2 *3%* *47%*	* *1%* *9%*	* *1%* *9%*	2 *1%* *37%*	3 *2%* *53%*	- - -	2 *2%* *47%*	1 *1%* *29%*
Mean	**4.33**	4.31	4.34	4.45	4.15	4.40	4.39	4.42	4.17	4.19	4.36	4.34	4.35	4.31	4.30
Standard Deviation	**0.77**	0.80	0.76	0.70	0.80	0.77	0.71	0.79	0.82	0.81	0.73	0.81	0.83	0.71	0.77

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

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Absolutes/col/row percents

9 Jul 2009

QT5a Agreement that analogue Teletext contains a range of information

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
Agree strongly	(5)	**174** ***48%***	20 *53%* *11%*	11 *50%* *6%*	11 *68%* *7%* PR	132 *46%* *76%*	167 *48%* *96%*	8 *48%* *4%*	38 *53%* *22%*	134 *46%* *77%*	136 *47%* *78%*	75 *44%* *43%*	61 *50%* *35%*	67 *52%* *38%*
Agree slightly	(4)	**120** ***33%***	10 *26%* *8%*	8 *34%* *6%* Q	3 *17%* *2%*	100 *35%* *83%* Q	114 *33%* *95%*	6 *38%* *5%*	22 *31%* *19%*	98 *34%* *81%*	98 *34%* *81%*	65 *38%* *54%*	33 *27%* *28%*	34 *26%* *28%*
Neither agree nor disagree	(3)	**50** ***14%***	7 *19%* *14%*	3 *15%* *7%*	2 *10%* *3%*	38 *13%* *76%*	48 *14%* *95%*	2 *14%* *5%*	7 *10%* *14%*	43 *15%* *86%*	43 *15%* *86%*	26 *15%* *52%*	17 *14%* *34%*	17 *13%* *34%*
Disagree slightly	(2)	**4** ***1%***	- - -	- - -	1 *4%* *16%* O	4 *1%* *84%*	4 *1%* *100%*	- - -	* * *7%*	4 *1%* *93%*	4 *1%* *93%*	2 *1%* *41%*	2 *2%* *52%*	2 *2%* *52%*
Disagree strongly	(1)	* *	* *1%* *100%* R	- - -	- - -	- - -	* * *100%*	- - -	* *1%* *100%*	- - -	- - -	- - -	- - -	- - -
Don't know		**14** ***4%***	* *1%* *3%*	* *1%* *2%*	* *1%* *1%*	13 *5%* *93%*	14 *4%* *100%*	- - -	4 *6%* *30%*	10 *3%* *70%*	10 *3%* *70%*	2 *1%* *14%*	8 *7%* *56%* X	8 *6%* *56%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 617

Absolutes/col/row percents

9 Jul 2009

QT5a Agreement that analogue Teletext contains a range of information

Base : Those accessing analogue Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: Agree	**295** ***81%***	29 *79%* *10%*	18 *84%* *6%*	14 *85%* *5%*	233 *81%* *79%*	281 *81%* *95%*	14 *86%* *5%*	60 *83%* *20%*	232 *80%* *79%*	234 *80%* *80%*	140 *82%* *47%*	95 *78%* *32%*	100 *79%* *34%*
Net: Disagree	**5** ***1%***	* *1%* *9%*	- - -	1 *4%* *15%*	4 *1%* *76%*	5 *1%* *100%*	- - -	1 *1%* *16%*	4 *1%* *84%*	4 *1%* *84%*	2 *1%* *37%*	2 *2%* *47%*	2 *2%* *47%*
Mean	**4.33**	4.31	4.35	4.50	4.32	4.33	4.33	4.43	4.30	4.30	4.27	4.35	4.37
Standard Deviation	**0.77**	0.87	0.75	0.87	0.76	0.78	0.74	0.75	0.78	0.78	0.76	0.81	0.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 618

Absolutes/col/row percents

9 Jul 2009

QT5b Agreement that digital Teletext contains a range of information

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Agree strongly	**(5)**	**190** ***52%***	114 *55%* *60%*	77 *48%* *40%*	31 *59%* *16%*	48 *65%* *25%* F	39 *48%* *20%*	33 *42%* *18%*	26 *60%* *14%*	14 *37%* *7%*	27 *46%* *14%*	118 *57%* *62%*	45 *46%* *24%*	55 *61%* *29%*	47 *47%* *25%*	57 *50%* *30%*
Agree slightly	**(4)**	**123** ***34%***	68 *33%* *55%*	56 *35%* *45%*	14 *28%* *12%*	19 *26%* *16%*	28 *35%* *23%*	28 *36%* *23%*	14 *33%* *12%*	19 *51%* *15%*	19 *33%* *15%*	68 *33%* *55%*	36 *37%* *29%*	22 *25%* *18%*	44 *44%* *36%* L	36 *31%* *29%*
Neither agree nor disagree	**(3)**	**42** ***12%***	23 *11%* *55%*	19 *12%* *45%*	4 *8%* *10%*	7 *9%* *16%*	10 *12%* *24%*	15 *19%* *35%*	3 *7%* *8%*	3 *9%* *8%*	10 *18%* *25%*	21 *10%* *49%*	11 *11%* *26%*	11 *12%* *26%*	7 *7%* *17%*	18 *15%* *42%*
Disagree slightly	**(2)**	**4** ***1%***	1 * *14%*	4 *2%* *86%*	2 *5%* *56%*	- - -	2 *2%* *44%*	- - -	- - -	- - -	- - -	2 *1%* *44%*	2 *2%* *56%*	1 *1%* *31%*	- - -	2 *2%* *56%*
Disagree strongly	**(1)**	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know		**5** ***1%***	1 *1%* *25%*	4 *2%* *75%*	- - -	- - -	1 *1%* *25%*	3 *3%* *56%*	- - -	1 *3%* *19%*	2 *4%* *44%* J	- - -	3 *3%* *56%*	- - -	3 *3%* *56%*	2 *2%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 618

Absolutes/col/row percents

9 Jul 2009

QT5b Agreement that digital Teletext contains a range of information

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Net: Agree	**314** ***86%***	181 *88%* *58%*	132 *83%* *42%*	45 *87%* *14%*	67 *91%* *21%*	67 *84%* *21%*	62 *78%* *20%*	41 *93%* *13%*	32 *88%* *10%*	46 *79%* *15%*	186 *89%* *59%*	81 *83%* *26%*	77 *86%* *25%*	91 *90%* *29%*	93 *81%* *30%*
Net: Disagree	**4** ***1%***	1 *** *14%*	4 *2%* *86%*	2 *5%* *56%*	- - -	2 *2%* *44%*	- - -	- - -	- - -	- - -	2 *1%* *44%*	2 *2%* *56%*	1 *1%* *31%*	- - -	2 *2%* *56%*
Mean	**4.39**	4.44	4.32	4.42	4.56 F	4.32	4.24	4.53	4.28	4.29	4.45	4.31	4.46	4.41	4.31
Standard Deviation	**0.74**	0.70	0.78	0.83	0.66	0.79	0.76	0.64	0.64	0.77	0.71	0.78	0.77	0.62	0.81

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 618

Absolutes/col/row percents

9 Jul 2009

QT5b Agreement that digital Teletext contains a range of information

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
Agree strongly	**(5)**	**190** ***52%***	17 *54%* *9%*	8 *46%* *4%*	7 *63%* *3%*	158 *52%* *83%*	176 *51%* *92%*	15 *82%* *8%*	188 *52%* *99%*	190 *53%* *100%*	136 *57%* *72%* YZ	54 *44%* *28%*	57 *44%* *30%*
Agree slightly	**(4)**	**123** ***34%***	12 *37%* *10%*	6 *36%* *5%*	3 *26%* *2%*	102 *34%* *83%*	120 *35%* *97%*	3 *18%* *3%*	121 *33%* *98%*	121 *33%* *98%*	70 *29%* *57%*	49 *40%* *40%*	51 *40%* *41%*
Neither agree nor disagree	**(3)**	**42** ***12%***	3 *8%* *6%*	3 *17%* *7%*	1 *11%* *3%*	36 *12%* *84%*	42 *12%* *100%*	- - -	42 *12%* *99%*	42 *12%* *100%*	23 *10%* *54%*	20 *16%* *46%*	20 *15%* *47%*
Disagree slightly	**(2)**	**4** ***1%***	1 *2%* *14%*	- - -	- - -	4 *1%* *86%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *2%* *100%*	- - -	- - -
Disagree strongly	**(1)**	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know		**5** ***1%***	- - -	- - -	- - -	5 *2%* *100%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	4 *2%* *81%*	1 *1%* *19%*	1 *1%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 618

Absolutes/col/row percents

9 Jul 2009

QT5b Agreement that digital Teletext contains a range of information

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Net: Agree	**314** ***86%***	29 *90%* *9%*	15 *83%* *5%*	9 *89%* *3%*	261 *86%* *83%*	296 *85%* *94%*	18 *100%* *6%*	309 *86%* *99%*	311 *86%* *99%*	206 *87%* *66%*	103 *83%* *33%*	107 *84%* *34%*
Net: Disagree	**4** ***1%***	1 *2%* *14%*	- - -	- - -	4 *1%* *86%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *2%* *100%*	- - -	- - -
Mean	**4.39**	4.42	4.29	4.53	4.39	4.37	4.82	4.39	4.39	4.45	4.28	4.29
Standard Deviation	**0.74**	0.73	0.77	0.71	0.74	0.75	0.40	0.74	0.74	0.74	0.72	0.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 619

Absolutes/col/row percents

9 Jul 2009

QT6a Agreement that information on analogue Teletext is accurate and impartial

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Agree strongly	**(5)**	**166** ***46%***	72 *48%* *43%*	94 *44%* *57%*	16 *58%* *10%*	22 *39%* *14%*	25 *43%* *15%*	28 *41%* *17%*	40 *53%* *24%*	34 *46%* *20%*	23 *37%* *14%*	71 *39%* *43%*	71 *59%* *43%* IJ	31 *40%* *19%*	51 *47%* *31%*	45 *44%* *27%*
Agree slightly	**(4)**	**145** ***40%***	54 *36%* *37%*	91 *43%* *63%*	9 *31%* *6%*	25 *44%* *17%*	23 *39%* *16%*	34 *48%* *23%*	27 *37%* *19%*	26 *35%* *18%*	31 *49%* *21%* K	80 *45%* *55%* K	34 *28%* *23%*	33 *43%* *23%*	48 *45%* *33%*	37 *35%* *25%*
Neither agree nor disagree	**(3)**	**38** ***10%***	16 *11%* *43%*	22 *10%* *57%*	2 *7%* *5%*	8 *14%* *21%*	7 *12%* *19%*	6 *8%* *15%*	3 *4%* *8%*	12 *16%* *31%* G	6 *10%* *16%*	22 *12%* *57%*	10 *9%* *27%*	8 *10%* *20%*	8 *8%* *22%*	14 *14%* *37%*
Disagree slightly	**(2)**	**6** ***2%***	3 *2%* *58%*	2 *1%* *42%*	1 *5%* *23%*	* * *4%*	4 *6%* *61%*	- - -	- - -	1 *1%* *12%*	2 *3%* *31%*	2 *1%* *27%*	2 *2%* *42%*	4 *5%* *61%*	- - -	1 *1%* *23%*
Disagree strongly	**(1)**	**1** *****	1 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	- - -	- - -
Don't know		**8** ***2%***	3 *2%* *37%*	5 *2%* *63%*	- - -	1 *3%* *19%*	- - -	2 *3%* *27%*	3 *4%* *38%*	1 *2%* *16%*	1 *2%* *15%*	5 *3%* *60%*	2 *2%* *25%*	1 *1%* *14%*	- - -	6 *6%* *81%* M

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 619

Absolutes/col/row percents

9 Jul 2009

QT6a Agreement that information on analogue Teletext is accurate and impartial

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: Agree	**311** ***86%***	126 *84%* *40%*	185 *86%* *60%*	25 *89%* *8%*	47 *83%* *15%*	48 *82%* *16%*	62 *89%* *20%*	67 *90%* *22%*	60 *81%* *19%*	54 *86%* *17%*	152 *84%* *49%*	105 *88%* *34%*	64 *83%* *20%*	99 *92%* *32%* N	82 *79%* *26%*
Net: Disagree	**7** ***2%***	4 *3%* *65%*	2 *1%* *35%*	1 *5%* *19%*	* * *3%*	4 *6%* *51%*	- - -	1 *2%* *16%*	1 *1%* *10%*	2 *3%* *26%*	3 *1%* *39%*	2 *2%* *35%*	5 *6%* *67%*	- - -	1 *1%* *19%*
Mean	**4.32**	4.31	4.32	4.42	4.25	4.19	4.33	4.47	4.28	4.22	4.24	4.48 J	4.17	4.40	4.29
Standard Deviation	**0.75**	0.82	0.71	0.82	0.72	0.88	0.63	0.73	0.77	0.74	0.75	0.74	0.90	0.63	0.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 619

Absolutes/col/row percents

9 Jul 2009

QT6a Agreement that information on analogue Teletext is accurate and impartial

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
Agree strongly	**(5)**	**166** ***46%***	19 *50%* *11%*	12 *54%* *7%*	8 *50%* *5%*	127 *44%* *76%*	160 *46%* *97%*	5 *33%* *3%*	28 *39%* *17%*	136 *47%* *82%*	138 *47%* *83%*	81 *48%* *49%*	57 *46%* *34%*	58 *46%* *35%*
Agree slightly	**(4)**	**145** ***40%***	14 *38%* *10%*	8 *34%* *5%*	6 *35%* *4%*	118 *41%* *81%*	138 *40%* *95%*	8 *48%* *5%*	31 *43%* *21%*	114 *39%* *78%*	115 *39%* *79%*	68 *40%* *47%*	46 *38%* *32%*	50 *39%* *34%*
Neither agree nor disagree	**(3)**	**38** ***10%***	4 *10%* *10%*	2 *10%* *6%*	2 *11%* *5%*	30 *10%* *79%*	36 *10%* *96%*	2 *10%* *4%*	9 *13%* *24%*	29 *10%* *76%*	29 *10%* *76%*	15 *9%* *41%*	13 *11%* *35%*	14 *11%* *37%*
Disagree slightly	**(2)**	**6** ***2%***	* *1%* *8%*	- - -	* *3%* *8%*	5 *2%* *84%*	4 *1%* *77%*	1 *8%* *23%*	1 *1%* *12%*	5 *2%* *88%*	5 *2%* *88%*	4 *2%* *65%*	1 *1%* *23%*	1 *1%* *23%*
Disagree strongly	**(1)**	**1** *	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 *1%* *100%*	- - -	- - -
Don't know		**8** ***2%***	- - -	* *1%* *3%*	* *1%* *2%*	7 *3%* *94%*	8 *2%* *100%*	- - -	4 *5%* *47%* X	4 *1%* *53%*	4 *1%* *53%*	- - -	4 *3%* *53%* X	4 *3%* *53%* X

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 619

Absolutes/col/row percents

9 Jul 2009

QT6a Agreement that information on analogue Teletext is accurate and impartial

Base : Those accessing analogue Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: Agree	**311** ***86%***	33 *89%* *11%*	20 *89%* *6%*	14 *85%* *5%*	244 *85%* *79%*	298 *86%* *96%*	13 *81%* *4%*	59 *81%* *19%*	250 *86%* *80%*	252 *87%* *81%*	149 *88%* *48%*	103 *84%* *33%*	108 *85%* *35%*
Net: Disagree	**7** ***2%***	* *1%* *7%*	- - -	* *3%* *7%*	6 *2%* *86%*	6 *2%* *81%*	1 *8%* *19%*	1 *1%* *10%*	6 *2%* *90%*	6 *2%* *90%*	5 *3%* *70%*	1 *1%* *19%*	1 *1%* *19%*
Mean	**4.32**	4.38	4.45	4.34	4.30	4.33	4.07	4.26	4.33	4.33	4.32	4.35	4.34
Standard Deviation	**0.75**	0.73	0.69	0.81	0.76	0.74	0.90	0.72	0.76	0.76	0.78	0.72	0.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 620

Absolutes/col/row percents

9 Jul 2009

QT6b Agreement that information on digital Teletext is accurate and impartial

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Agree strongly	**(5)**	**159** ***44%***	87 *42%* *55%*	72 *45%* *45%*	24 *47%* *15%*	41 *56%* *26%* EF	28 *35%* *18%*	27 *34%* *17%*	24 *54%* *15%*	14 *38%* *9%*	22 *38%* *14%*	87 *42%* *55%*	49 *51%* *31%*	41 *46%* *26%*	42 *42%* *27%*	49 *43%* *31%*
Agree slightly	**(4)**	**139** ***38%***	80 *39%* *57%*	59 *37%* *43%*	15 *29%* *11%*	23 *31%* *16%*	30 *37%* *22%*	38 *48%* *27%*	16 *36%* *11%*	17 *46%* *12%*	17 *30%* *13%*	92 *44%* *66%*	29 *30%* *21%*	31 *35%* *22%*	45 *45%* *33%*	41 *36%* *30%*
Neither agree nor disagree	**(3)**	**55** ***15%***	33 *16%* *60%*	22 *14%* *40%*	12 *23%* *21%*	7 *10%* *13%*	18 *22%* *32%*	12 *15%* *22%*	3 *6%* *5%*	4 *10%* *7%*	14 *23%* *25%*	27 *13%* *49%*	14 *15%* *26%*	15 *17%* *28%*	13 *13%* *24%*	18 *16%* *32%*
Disagree slightly	**(2)**	**4** ***1%***	4 *2%* *82%*	1 *1%* *18%*	- - -	* * *8%*	2 *3%* *48%*	2 *2%* *40%*	- - -	* * *3%*	3 *6%* *75%* J	* * *3%*	1 *1%* *21%*	- - -	- - -	2 *2%* *53%*
Disagree strongly	**(1)**	**1** *	1 * *100%*	- - -	* * *29%*	- - -	1 *1%* *71%*	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	- - -
Don't know		**7** ***2%***	2 *1%* *29%*	5 *3%* *71%*	- - -	2 *3%* *32%*	1 *1%* *18%*	- - -	2 *4%* *26%*	2 *4%* *24%*	2 *3%* *29%*	1 *1%* *21%*	3 *4%* *50%*	2 *2%* *26%*	- - -	4 *4%* *63%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 620

Absolutes/col/row percents

9 Jul 2009

QT6b Agreement that information on digital Teletext is accurate and impartial

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Net: Agree	**298** ***82%***	166 *81%* *56%*	131 *83%* *44%*	40 *77%* *13%*	64 *87%* *21%*	58 *73%* *20%*	65 *82%* *22%*	39 *90%* *13%*	31 *85%* *10%*	40 *68%* *13%*	180 *86%* *60%* I	78 *81%* *26%*	72 *81%* *24%*	87 *87%* *29%*	90 *79%* *30%*
Net: Disagree	**5** ***1%***	4 *2%* *84%*	1 *1%* *16%*	* * *4%*	* * *7%*	3 *3%* *52%*	2 *2%* *34%*	- - -	* * *3%*	3 *6%* *64%* J	1 *1%* *18%*	1 *1%* *18%*	- - -	- - -	2 *2%* *45%*
Mean	**4.26**	4.21	4.32	4.23	4.46 E F	4.06	4.14	4.50 E F	4.28	4.03	4.28	4.35	4.30	4.29	4.24
Standard Deviation	**0.78**	0.81	0.73	0.84	0.70	0.88	0.76	0.62	0.68	0.94	0.72	0.78	0.75	0.69	0.80

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 620

Absolutes/col/row percents

9 Jul 2009

QT6b Agreement that information on digital Teletext is accurate and impartial

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
Agree strongly	**(5)**	**159** ***44%***	14 *43%* *9%*	7 *41%* *5%*	5 *47%* *3%*	133 *44%* *84%*	152 *44%* *95%*	7 *40%* *4%*	157 *44%* *99%*	159 *44%* *100%*	105 *44%* *66%*	54 *44%* *34%*	54 *43%* *34%*
Agree slightly	**(4)**	**139** ***38%***	11 *35%* *8%*	6 *37%* *5%*	4 *38%* *3%*	117 *38%* *84%*	130 *38%* *94%*	8 *47%* *6%*	136 *38%* *98%*	136 *38%* *98%*	90 *38%* *65%*	45 *36%* *32%*	47 *36%* *34%*
Neither agree nor disagree	**(3)**	**55** ***15%***	5 *17%* *10%*	2 *12%* *4%*	1 *11%* *2%*	47 *15%* *84%*	53 *15%* *96%*	2 *13%* *4%*	55 *15%* *100%*	55 *15%* *100%*	34 *14%* *62%*	21 *17%* *38%*	23 *18%* *42%*
Disagree slightly	**(2)**	**4** ***1%***	1 *3%* *21%*	1 *6%* *22%* R	* *1%* *3%*	2 *1%* *53%*	4 *1%* *100%*	- - -	4 *1%* *92%*	4 *1%* *100%*	4 *2%* *93%*	* * *7%*	* * *7%*
Disagree strongly	**(1)**	**1** *	1 *2%* *71%* R	- - -	* *2%* *29%* R	- - -	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
Don't know		**7** ***2%***	- - -	1 *4%* *11%*	- - -	6 *2%* *89%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	4 *2%* *55%*	3 *2%* *45%*	3 *2%* *45%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 620

Absolutes/col/row percents

9 Jul 2009

QT6b Agreement that information on digital Teletext is accurate and impartial

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Net: Agree	**298** ***82%***	25 *78%* *9%*	14 *78%* *5%*	9 *85%* *3%*	250 *82%* *84%*	282 *81%* *95%*	15 *87%* *5%*	293 *81%* *98%*	295 *81%* *99%*	194 *82%* *65%*	99 *80%* *33%*	101 *79%* *34%*
Net: Disagree	**5** ***1%***	2 *5%* *29%* R	1 *6%* *19%* R	* *4%* *7%*	2 *1%* *45%*	5 *2%* *100%*	- - -	5 *1%* *93%*	5 *1%* *100%*	5 *2%* *94%*	* * *6%*	* * *6%*
Mean	**4.26**	4.15	4.19	4.26	4.27	4.26	4.27	4.26	4.26	4.25	4.27	4.24
Standard Deviation	**0.78**	0.94	0.90	0.93	0.75	0.78	0.70	0.78	0.78	0.80	0.75	0.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 621

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its news content is trustworthy

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**27** ***7%***	8 *5%* *28%*	19 *9%* *72%*	4 *15%* *16%*	2 *4%* *8%*	4 *6%* *14%*	5 *6%* *17%*	6 *8%* *22%*	6 *8%* *23%*	4 *7%* *16%*	12 *7%* *44%*	11 *9%* *40%*	9 *11%* *32%*	6 *5%* *21%*	7 *7%* *25%*
9	**(9)**	**33** ***9%***	14 *9%* *43%*	19 *9%* *57%*	6 *20%* *18%*	2 *3%* *5%*	7 *11%* *21%*	4 *6%* *13%*	5 *7%* *16%*	9 *12%* *27%*	* *1%* *1%*	19 *11%* *59%* I	13 *11%* *40%* I	3 *4%* *9%*	11 *11%* *35%*	11 *11%* *34%*
8	**(8)**	**95** ***26%***	28 *19%* *30%*	66 *31%* *70%* A	7 *26%* *8%*	16 *28%* *17%*	15 *25%* *16%*	15 *21%* *16%*	20 *27%* *21%*	20 *27%* *21%*	17 *26%* *18%*	43 *24%* *45%*	35 *29%* *37%*	24 *31%* *25%*	19 *18%* *20%*	32 *31%* *34%*
7	**(7)**	**80** ***22%***	37 *25%* *46%*	43 *20%* *54%*	5 *19%* *7%*	13 *24%* *17%*	19 *32%* *23%*	16 *23%* *20%*	14 *19%* *17%*	12 *17%* *15%*	14 *22%* *17%*	48 *26%* *60%*	18 *15%* *23%*	18 *24%* *23%*	26 *24%* *33%*	18 *18%* *23%*
6	**(6)**	**36** ***10%***	15 *10%* *40%*	21 *10%* *60%*	1 *2%* *2%*	12 *20%* *32%* G	6 *11%* *17%*	7 *10%* *20%*	3 *5%* *9%*	7 *9%* *19%*	4 *6%* *11%*	21 *11%* *58%*	11 *10%* *32%*	1 *1%* *3%*	14 *13%* *39%* L	10 *9%* *27%*
5	**(5)**	**20** ***6%***	8 *5%* *41%*	12 *6%* *59%*	- - -	4 *7%* *19%*	2 *3%* *9%*	8 *11%* *38%*	3 *4%* *15%*	4 *5%* *19%*	4 *6%* *20%*	11 *6%* *57%*	5 *4%* *22%*	6 *8%* *31%*	3 *3%* *15%*	6 *6%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 621

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its news content is trustworthy

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
4	(4)	**10** ***3%***	7 *5%* *70%*	3 *1%* *30%*	5 *18%* *50%*	- - -	1 *1%* *6%*	2 *2%* *16%*	1 *2%* *12%*	2 *2%* *17%*	2 *3%* *17%*	3 *2%* *33%*	5 *4%* *50%*	1 *1%* *11%*	5 *5%* *49%*	3 *3%* *30%*
3	(3)	**6** ***2%***	3 *2%* *55%*	3 *1%* *45%*	- - -	1 *3%* *26%*	- - -	2 *2%* *31%*	1 *1%* *19%*	1 *2%* *24%*	1 *2%* *24%*	4 *2%* *76%*	- - -	1 *1%* *19%*	3 *3%* *55%*	1 *1%* *26%*
2	(2)	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	(1)	**2** ***1%***	2 *1%* *88%*	* * *12%*	- - -	- - -	- - -	- - -	* * *12%*	2 *3%* *88%*	- - -	* * *12%*	2 *2%* *88%*	2 *2%* *88%*	- - -	- - -
Don't know		**56** ***15%***	28 *19%* *51%*	27 *13%* *49%*	* * *	7 *12%* *13%*	6 *11%* *11%*	12 *17%* *21%*	20 *27%* *36%* E	11 *14%* *19%*	17 *27%* *31%* J	19 *10%* *34%*	20 *17%* *36%*	12 *16%* *21%*	20 *19%* *36%*	16 *15%* *28%*
Net: 10/9/8/7		**234** ***64%***	87 *58%* *37%*	148 *69%* *63%*	23 *80%* *10%*	33 *58%* *14%*	44 *75%* *19%*	40 *57%* *17%*	45 *61%* *19%*	47 *64%* *20%*	35 *56%* *15%*	122 *67%* *52%*	77 *64%* *33%*	54 *70%* *23%*	62 *58%* *26%*	68 *66%* *29%*
Net: 6/5/4		**66** ***18%***	30 *20%* *45%*	36 *17%* *55%*	6 *20%* *9%*	15 *27%* *23%* G	9 *15%* *13%*	16 *24%* *25%*	8 *10%* *11%*	12 *17%* *19%*	10 *15%* *14%*	36 *20%* *54%*	21 *18%* *32%*	8 *11%* *13%*	22 *21%* *34%*	18 *18%* *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 621

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its news content is trustworthy

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: 3/2/1	**8** **2%**	5 *3%* *64%*	3 *1%* *36%*	- - -	1 *3%* *19%*	- - -	2 *2%* *22%*	1 *2%* *17%*	3 *4%* *42%*	1 *2%* *18%*	4 *2%* *58%*	2 *2%* *24%*	3 *4%* *38%*	3 *3%* *40%*	1 *1%* *19%*
Mean	**7.32**	7.03	7.51 A	7.56	7.02	7.53	7.05	7.55	7.32	7.17	7.28	7.46	7.35	7.13	7.44
Standard Deviation	**1.62**	1.77	1.49	1.97	1.37	1.24	1.63	1.57	1.93	1.58	1.55	1.75	1.87	1.64	1.53

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 621

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its news content is trustworthy

Base : Those accessing analogue Teletext most often

			Nation				Ethnic Origin		TV service(s) in h/hold					
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**27** ***7%***	3 *7%* *9%*	1 *6%* *5%*	2 *12%* *8%*	21 *7%* *78%*	25 *7%* *94%*	2 *11%* *6%*	5 *6%* *17%*	22 *8%* *83%*	22 *8%* *83%*	17 *10%* *64%*	5 *4%* *19%*	5 *4%* *19%*
9	**(9)**	**33** ***9%***	4 *12%* *14%*	1 *6%* *4%*	1 *8%* *4%*	25 *9%* *78%*	28 *8%* *86%*	5 *29%* *14%*	6 *9%* *19%*	26 *9%* *80%*	26 *9%* *81%*	11 *7%* *35%*	15 *12%* *46%*	15 *12%* *46%*
8	**(8)**	**95** ***26%***	9 *24%* *9%*	5 *25%* *6%*	6 *35%* *6%*	75 *26%* *79%*	92 *27%* *98%*	2 *15%* *2%*	15 *21%* *16%*	78 *27%* *82%*	80 *27%* *84%*	49 *29%* *52%*	30 *25%* *32%*	31 *24%* *33%*
7	**(7)**	**80** ***22%***	8 *21%* *9%*	6 *25%* *7%*	4 *23%* *5%*	63 *22%* *79%*	77 *22%* *96%*	4 *22%* *4%*	19 *27%* *24%*	60 *21%* *75%*	61 *21%* *76%*	38 *22%* *47%*	23 *18%* *28%*	23 *18%* *29%*
6	**(6)**	**36** ***10%***	6 *16%* *17%*	4 *17%* *11%*	1 *7%* *3%*	25 *9%* *69%*	36 *10%* *100%*	- - -	4 *5%* *10%*	32 *11%* *90%*	32 *11%* *90%*	14 *8%* *40%*	18 *15%* *50%*	19 *15%* *53%*
5	**(5)**	**20** ***6%***	2 *5%* *9%*	2 *8%* *9%*	1 *8%* *7%*	15 *5%* *75%*	20 *6%* *100%*	- - -	4 *6%* *21%*	16 *5%* *79%*	16 *5%* *79%*	8 *5%* *42%*	7 *6%* *37%*	8 *6%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 621

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its news content is trustworthy

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
4	**(4)**	**10** ***3%***	1 *2%* *6%*	* *2%* *4%*	* *1%* *1%*	9 *3%* *89%*	9 *3%* *86%*	1 *9%* *14%*	5 *7%* *50%* VWYZ	5 *2%* *50%*	5 *2%* *50%*	5 *3%* *50%*	- - -	* * *1%*
3	**(3)**	**6** ***2%***	- - -	- - -	- - -	6 *2%* *100%*	6 *2%* *100%*	- - -	- - -	6 *2%* *100%*	6 *2%* *100%*	4 *2%* *69%*	2 *1%* *31%*	2 *1%* *31%*
2	**(2)**	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**(1)**	**2** ***1%***	- - -	* *1%* *12%*	- - -	2 *1%* *88%*	2 *1%* *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	* * *12%*	2 *2%* *88%*	2 *2%* *100%*
Don't know		**56** ***15%***	5 *14%* *9%*	2 *9%* *4%*	1 *6%* *2%*	48 *17%* *85%* Q	53 *15%* *96%*	2 *15%* *4%*	14 *19%* *25%*	42 *14%* *75%*	42 *14%* *75%*	21 *13%* *38%*	20 *17%* *37%*	23 *18%* *41%*
Net: 10/9/8/7		**234** ***64%***	23 *63%* *10%*	14 *62%* *6%*	13 *78%* *6%* R	184 *64%* *79%*	222 *64%* *95%*	12 *76%* *5%*	45 *62%* *19%*	187 *65%* *80%*	189 *65%* *81%*	116 *69%* *50%*	73 *60%* *31%*	74 *58%* *32%*
Net: 6/5/4		**66** ***18%***	8 *23%* *13%*	6 *27%* *9%*	3 *16%* *4%*	49 *17%* *74%*	65 *19%* *98%*	1 *9%* *2%*	13 *18%* *20%*	53 *18%* *80%*	53 *18%* *80%*	28 *16%* *42%*	25 *21%* *38%*	27 *21%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 621

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its news content is trustworthy

Base : Those accessing analogue Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: 3/2/1	**8** ***2%***	- - -	* *1%* *3%*	- - -	7 *3%* *97%*	8 *2%* *100%*	- - -	- - -	8 *3%* *100%*	8 *3%* *100%*	4 *2%* *54%*	4 *3%* *46%*	4 *3%* *50%*
Mean	**7.32**	7.43	7.09	7.66 P	7.30	7.29	7.91	7.23	7.34	7.34	7.41	7.24	7.21
Standard Deviation	**1.62**	1.42	1.57	1.44	1.67	1.61	1.73	1.59	1.64	1.63	1.63	1.64	1.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 622

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**29** ***8%***	12 *8%* *42%*	17 *8%* *58%*	4 *15%* *15%*	2 *4%* *8%*	2 *3%* *6%*	5 *7%* *18%*	10 *14%* *35%*	5 *7%* *19%*	3 *5%* *12%*	12 *7%* *43%*	13 *11%* *45%*	7 *9%* *25%*	10 *10%* *36%*	6 *6%* *21%*
9	**(9)**	**29** ***8%***	15 *10%* *50%*	15 *7%* *50%*	3 *9%* *9%*	3 *4%* *9%*	8 *13%* *26%*	5 *7%* *16%*	6 *9%* *22%*	5 *7%* *18%*	2 *3%* *6%*	15 *8%* *50%*	13 *11%* *44%*	5 *6%* *17%*	7 *6%* *23%*	9 *9%* *31%*
8	**(8)**	**90** ***25%***	30 *20%* *33%*	60 *28%* *67%*	7 *23%* *7%*	16 *28%* *18%*	18 *31%* *20%*	14 *19%* *15%*	16 *22%* *18%*	19 *26%* *21%*	10 *15%* *11%*	48 *27%* *54%*	32 *26%* *35%*	27 *35%* *30%*	21 *20%* *24%*	27 *26%* *30%*
7	**(7)**	**62** ***17%***	27 *18%* *43%*	36 *17%* *57%*	7 *23%* *10%*	8 *14%* *13%*	14 *24%* *23%*	11 *16%* *18%*	10 *14%* *16%*	11 *15%* *17%*	12 *19%* *19%*	32 *18%* *52%*	18 *15%* *29%*	12 *15%* *19%*	17 *16%* *27%*	17 *16%* *27%*
6	**(6)**	**34** ***9%***	11 *7%* *32%*	23 *11%* *68%*	4 *13%* *11%*	7 *11%* *19%*	1 *2%* *4%*	9 *13%* *27%*	5 *7%* *15%*	8 *11%* *24%*	6 *10%* *18%*	14 *8%* *43%*	13 *11%* *39%*	4 *6%* *13%*	16 *15%* *49%*	5 *5%* *16%*
5	**(5)**	**34** ***9%***	16 *11%* *47%*	18 *8%* *53%*	2 *7%* *6%*	5 *8%* *14%*	6 *10%* *17%*	9 *12%* *25%*	5 *7%* *16%*	8 *10%* *22%*	5 *7%* *13%*	18 *10%* *52%*	12 *10%* *35%*	9 *12%* *27%*	11 *10%* *31%*	10 *9%* *28%*
4	**(4)**	**11** ***3%***	3 *2%* *33%*	7 *3%* *67%*	- - -	3 *5%* *25%*	2 *3%* *19%*	3 *5%* *31%*	3 *4%* *25%*	- - -	4 *6%* *37%*	5 *3%* *52%*	1 *1%* *11%*	2 *3%* *20%*	2 *1%* *15%*	4 *4%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Absolutes/col/row percents

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QT7a Analogue Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
3	(3)	**5** ***1%***	4 *3%* *79%*	1 *1%* *21%*	- - -	2 *4%* *39%*	- - -	2 *3%* *35%*	1 *1%* *21%*	* * *5%*	* * *5%*	5 *3%* *95%*	- - -	1 *1%* *21%*	2 *2%* *39%*	1 *1%* *24%*
2	(2)	**8** ***2%***	6 *4%* *81%*	1 *1%* *19%*	- - -	- - -	* *1%* *4%*	4 *6%* *53%*	1 *2%* *15%*	2 *3%* *28%*	3 *4%* *37%*	4 *2%* *53%*	1 *1%* *10%*	1 *1%* *15%*	3 *3%* *40%*	2 *2%* *31%*
1	(1)	**2** *	1 *1%* *60%*	1 * *40%*	* *1%* *25%*	1 *1%* *40%*	- - -	1 *1%* *35%*	- - -	- - -	1 *2%* *75%*	* * *25%*	- - -	- - -	- - -	- - -
Don't know		**61** ***17%***	25 *17%* *41%*	36 *17%* *59%*	2 *8%* *4%*	12 *21%* *20%*	8 *14%* *13%*	8 *11%* *13%*	16 *21%* *25%*	15 *21%* *25%*	18 *28%* *29%* J	26 *15%* *43%*	17 *15%* *28%*	8 *11%* *14%*	19 *17%* *31%*	22 *21%* *36%*
Net: 10/9/8/7		**210** ***58%***	83 *55%* *40%*	127 *59%* *60%*	20 *70%* *10%*	29 *50%* *14%*	42 *70%* *20%* F	35 *50%* *17%*	43 *58%* *21%*	40 *55%* *19%*	27 *42%* *13%*	107 *59%* *51%* I	76 *63%* *36%* I	51 *66%* *24%*	55 *51%* *26%*	59 *57%* *28%*
Net: 6/5/4		**78** ***21%***	30 *20%* *39%*	48 *22%* *61%*	6 *20%* *7%*	14 *24%* *18%*	9 *15%* *12%*	21 *30%* *27%*	13 *18%* *17%*	16 *21%* *20%*	15 *23%* *19%*	38 *21%* *48%*	26 *22%* *33%*	16 *20%* *20%*	29 *27%* *36%*	19 *18%* *24%*
Net: 3/2/1		**14** ***4%***	11 *8%* *78%* B	3 *1%* *22%*	* *1%* *3%*	3 *5%* *19%*	* *1%* *2%*	6 *9%* *45%*	2 *3%* *15%*	2 *3%* *17%*	4 *7%* *30%* K	9 *5%* *65%*	1 *1%* *5%*	2 *3%* *15%*	5 *5%* *35%*	4 *4%* *25%*
Mean		**7.10**	6.91	7.24	7.56	6.82	7.35	6.54	7.44 F	7.18	6.43	7.04	7.51 I	7.28	7.00	7.13

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Standard Deviation	**1.87**	2.12	1.67	1.71	1.84	1.47	2.18	1.95	1.78	2.16	1.89	1.61	1.77	1.92	1.85

GfK NOP

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Absolutes/col/row percents

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			Nation				Ethnic Origin		TV service(s) in h/hold					
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**29** ***8%***	2 *6%* *7%*	2 *7%* *5%*	2 *9%* *5%*	23 *8%* *82%*	26 *7%* *90%*	3 *19%* *10%*	3 *4%* *9%*	26 *9%* *91%*	26 *9%* *91%*	17 *10%* *60%*	9 *7%* *30%*	9 *7%* *30%*
9	**(9)**	**29** ***8%***	4 *10%* *13%*	1 *7%* *5%*	3 *18%* *10%* R	21 *7%* *72%*	27 *8%* *91%*	3 *16%* *9%*	6 *8%* *19%*	23 *8%* *80%*	24 *8%* *81%*	15 *9%* *50%*	9 *7%* *31%*	10 *8%* *34%*
8	**(8)**	**90** ***25%***	6 *15%* *6%*	4 *19%* *5%*	5 *28%* *5%*	75 *26%* *84%*	85 *24%* *95%*	4 *28%* *5%*	18 *25%* *20%*	70 *24%* *78%*	72 *25%* *80%*	39 *23%* *44%*	32 *26%* *36%*	32 *25%* *36%*
7	**(7)**	**62** ***17%***	9 *24%* *14%*	6 *26%* *9%*	2 *14%* *4%*	45 *16%* *73%*	60 *17%* *96%*	2 *14%* *4%*	12 *16%* *19%*	51 *17%* *81%*	51 *17%* *81%*	32 *19%* *51%*	19 *16%* *30%*	20 *15%* *31%*
6	**(6)**	**34** ***9%***	4 *11%* *12%*	1 *6%* *4%*	2 *12%* *6%*	26 *9%* *78%*	34 *10%* *100%*	- - -	6 *8%* *18%*	27 *9%* *81%*	27 *9%* *82%*	10 *6%* *31%*	17 *14%* *51%*	17 *14%* *52%*
5	**(5)**	**34** ***9%***	2 *5%* *5%*	2 *10%* *6%*	1 *4%* *2%*	29 *10%* *86%*	31 *9%* *92%*	3 *16%* *8%*	11 *16%* *33%* YZ	23 *8%* *67%*	23 *8%* *67%*	16 *10%* *48%*	7 *5%* *19%*	7 *5%* *19%*
4	**(4)**	**11** ***3%***	1 *3%* *11%*	1 *6%* *13%*	* *3%* *5%*	8 *3%* *71%*	10 *3%* *99%*	* *1%* *1%*	1 *1%* *8%*	10 *3%* *92%*	10 *3%* *92%*	7 *4%* *69%*	2 *2%* *23%*	3 *2%* *24%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 622

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
3	**(3)**	**5** ***1%***	1 *2%* *11%*	* *1%* *5%*	- - -	4 *2%* *84%*	5 *2%* *100%*	- - -	- - -	5 *2%* *100%*	5 *2%* *100%*	3 *2%* *50%*	3 *2%* *50%*	3 *2%* *50%*
2	**(2)**	**8** ***2%***	1 *2%* *10%*	* *1%* *4%*	- - -	7 *2%* *86%*	8 *2%* *100%*	- - -	1 *1%* *10%*	7 *2%* *90%*	7 *2%* *90%*	4 *2%* *52%*	3 *2%* *37%*	4 *3%* *53%*
1	**(1)**	**2** *	1 *3%* *75%* R	* *2%* *25%* R	- - -	- - -	2 * *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	1 *1%* *75%*	* * *25%*	* * *25%*
Don't know		**61** ***17%***	7 *19%* *11%*	3 *14%* *5%*	2 *12%* *3%*	49 *17%* *80%*	60 *17%* *98%*	1 *7%* *2%*	15 *21%* *25%*	46 *16%* *75%*	46 *16%* *75%*	25 *15%* *41%*	21 *17%* *34%*	24 *19%* *39%*
Net: 10/9/8/7		**210** ***58%***	20 *55%* *10%*	13 *59%* *6%*	12 *69%* *6%*	165 *57%* *79%*	198 *57%* *94%*	12 *76%* *6%*	38 *53%* *18%*	170 *59%* *81%*	172 *59%* *82%*	103 *61%* *49%*	69 *57%* *33%*	70 *55%* *34%*
Net: 6/5/4		**78** ***21%***	7 *19%* *9%*	5 *23%* *6%*	3 *19%* *4%*	63 *22%* *81%*	75 *22%* *97%*	3 *17%* *3%*	18 *25%* *23%*	60 *21%* *77%*	60 *21%* *77%*	34 *20%* *43%*	26 *21%* *33%*	27 *21%* *34%*
Net: 3/2/1		**14** ***4%***	3 *7%* *18%*	1 *4%* *7%*	- - -	11 *4%* *76%*	14 *4%* *100%*	- - -	1 *1%* *5%*	14 *5%* *95%*	14 *5%* *95%*	8 *5%* *54%*	6 *5%* *41%*	7 *6%* *49%*
Mean		**7.10**	6.84	6.82	7.69 OPR	7.12	7.06	7.87	7.04	7.11	7.12	7.12	7.12	7.06

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Standard Deviation	**1.87**	2.15	2.01	1.54	1.85	1.88	1.73	1.60	1.94	1.94	2.01	1.84	1.91

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Regional/national news content provides a wide range of good quality news about my area

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**21** ***6%***	8 *5%* *40%*	13 *6%* *60%*	* *1%* *1%*	2 *4%* *10%*	2 *3%* *8%*	4 *6%* *21%*	6 *9%* *31%*	6 *8%* *29%*	3 *4%* *14%*	11 *6%* *53%*	7 *6%* *33%*	6 *8%* *29%*	7 *6%* *33%*	5 *5%* *26%*
9	**(9)**	**19** ***5%***	10 *7%* *55%*	9 *4%* *45%*	2 *8%* *12%*	* * *1%*	4 *7%* *22%*	2 *3%* *10%*	6 *9%* *33%*	4 *5%* *21%*	* * *1%*	5 *3%* *27%*	14 *11%* *72%* IJ	4 *5%* *21%*	6 *6%* *33%*	3 *3%* *15%*
8	**(8)**	**73** ***20%***	21 *14%* *28%*	52 *24%* *72%* A	5 *17%* *6%*	10 *18%* *14%*	15 *25%* *20%*	12 *17%* *17%*	13 *18%* *18%*	18 *24%* *24%*	6 *9%* *8%*	33 *18%* *45%*	34 *28%* *47%* I	19 *24%* *26%*	18 *17%* *25%*	20 *19%* *28%*
7	**(7)**	**56** ***15%***	19 *13%* *34%*	37 *17%* *66%*	4 *13%* *7%*	7 *13%* *13%*	14 *24%* *25%*	11 *16%* *20%*	10 *13%* *18%*	8 *11%* *15%*	7 *11%* *13%*	34 *19%* *61%*	15 *12%* *26%*	16 *21%* *28%*	12 *11%* *21%*	17 *16%* *30%*
6	**(6)**	**42** ***12%***	16 *11%* *38%*	26 *12%* *62%*	4 *14%* *9%*	7 *12%* *16%*	8 *14%* *19%*	7 *10%* *17%*	6 *9%* *15%*	9 *13%* *23%*	7 *11%* *17%*	24 *13%* *56%*	11 *9%* *26%*	13 *16%* *30%*	15 *14%* *37%*	7 *6%* *16%*
5	**(5)**	**34** ***9%***	18 *12%* *51%*	17 *8%* *49%*	3 *9%* *8%*	6 *11%* *18%*	6 *10%* *17%*	9 *13%* *26%*	4 *5%* *11%*	7 *10%* *20%*	7 *10%* *19%*	21 *12%* *61%*	7 *6%* *20%*	8 *10%* *22%*	8 *7%* *23%*	10 *10%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Regional/national news content provides a wide range of good quality news about my area

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
4	(4)	**15** ***4%***	9 *6%* *61%*	6 *3%* *39%*	5 *19%* *35%*	1 *3%* *9%*	4 *6%* *24%*	2 *3%* *14%*	2 *2%* *12%*	1 *1%* *6%*	1 *2%* *8%*	10 *5%* *65%*	4 *3%* *27%*	1 *1%* *7%*	5 *5%* *33%*	5 *5%* *34%*
3	(3)	**7** ***2%***	6 *4%* *87%* B	1 *** *13%*	- - -	* *1%* *6%*	1 *1%* *8%*	3 *4%* *42%*	1 *2%* *16%*	2 *3%* *28%*	2 *2%* *22%*	5 *3%* *78%*	- - -	- - -	2 *2%* *24%*	3 *3%* *46%*
2	(2)	**3** ***1%***	2 *2%* *89%*	* * *11%*	- - -	- - -	* *1%* *11%*	* * *11%*	- - -	2 *3%* *78%*	2 *3%* *71%* J	- - -	1 *1%* *29%*	- - -	1 *1%* *49%*	- - -
1	(1)	**2** ***1%***	2 *2%* *100%*	- - -	* *1%* *17%*	- - -	- - -	2 *3%* *77%*	* * *7%*	- - -	- - -	2 *1%* *100%*	- - -	- - -	- - -	1 *1%* *52%*
Don't know		**91** ***25%***	37 *25%* *41%*	54 *25%* *59%*	5 *18%* *6%*	22 *39%* *24%* E	6 *10%* *7%*	17 *24%* *18%*	25 *33%* *27%* E	16 *22%* *18%*	29 *45%* *31%* JK	35 *19%* *38%*	28 *23%* *30%*	11 *14%* *12%*	33 *30%* *36%*	32 *31%* *35%* L
Net: 10/9/8/7		**169** ***46%***	58 *39%* *35%*	110 *52%* *65%* A	11 *39%* *7%*	20 *35%* *12%*	35 *58%* *20%* D	30 *42%* *18%*	36 *49%* *21%*	36 *49%* *21%*	16 *25%* *10%*	83 *46%* *49%* I	69 *58%* *41%* I	45 *58%* *26%*	43 *40%* *26%*	45 *44%* *27%*
Net: 6/5/4		**91** ***25%***	43 *29%* *47%*	48 *23%* *53%*	12 *42%* *13%*	14 *25%* *16%*	17 *30%* *19%*	18 *26%* *20%*	12 *16%* *13%*	17 *24%* *19%*	15 *24%* *16%*	54 *30%* *59%*	22 *18%* *24%*	21 *28%* *23%*	28 *26%* *31%*	22 *21%* *24%*

GfK NOP

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Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: 3/2/1	**12** **3%**	11 *7%* *90%* B	1 *1%* *10%*	* *1%* *3%*	* *1%* *4%*	1 *2%* *7%*	5 *7%* *42%*	1 *2%* *10%*	4 *6%* *34%*	4 *6%* *29%*	8 *4%* *64%*	1 *1%* *7%*	- - -	3 *3%* *25%*	4 *4%* *37%*
Mean	**6.86**	6.43	7.15 A	6.25	6.77	6.88	6.49	7.41 F	6.98	6.26	6.62	7.44 IJ	7.21	6.89	6.71
Standard Deviation	**1.83**	2.15	1.51	1.89	1.54	1.56	2.09	1.76	1.97	1.99	1.86	1.58	1.47	1.87	1.94

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Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**21** ***6%***	* * *	1 *3%* *3%*	2 *10%* *8%* O	18 *6%* *89%*	19 *5%* *92%*	2 *11%* *8%*	3 *3%* *12%*	18 *6%* *88%*	18 *6%* *88%*	15 *9%* *71%*	3 *3%* *17%*	3 *3%* *17%*
9	**(9)**	**19** ***5%***	3 *9%* *18%*	* *1%* *2%*	2 *12%* *10%* PR	13 *5%* *70%*	19 *5%* *100%*	- - -	4 *6%* *22%*	15 *5%* *78%*	15 *5%* *78%*	12 *7%* *63%*	3 *2%* *15%*	3 *2%* *15%*
8	**(8)**	**73** ***20%***	8 *21%* *11%*	4 *19%* *6%*	4 *24%* *5%*	57 *20%* *78%*	69 *20%* *95%*	3 *21%* *5%*	8 *12%* *11%*	63 *22%* *86%*	64 *22%* *89%*	30 *18%* *41%*	34 *28%* *47%* U	34 *27%* *47%* U
7	**(7)**	**56** ***15%***	4 *12%* *8%*	6 *25%* *10%*	2 *11%* *3%*	45 *15%* *79%*	52 *15%* *91%*	5 *30%* *9%*	14 *20%* *26%*	42 *14%* *74%*	42 *14%* *74%*	28 *16%* *49%*	14 *12%* *25%*	16 *12%* *28%*
6	**(6)**	**42** ***12%***	2 *6%* *5%*	3 *12%* *6%*	2 *13%* *5%*	35 *12%* *83%*	41 *12%* *97%*	1 *7%* *3%*	8 *11%* *19%*	34 *12%* *80%*	34 *12%* *81%*	18 *11%* *44%*	15 *13%* *37%*	15 *12%* *37%*
5	**(5)**	**34** ***9%***	4 *10%* *10%*	3 *15%* *10%*	2 *10%* *5%*	26 *9%* *75%*	34 *10%* *100%*	- - -	10 *14%* *30%*	24 *8%* *70%*	24 *8%* *70%*	16 *9%* *45%*	8 *7%* *24%*	8 *7%* *24%*

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Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
4	**(4)**	**15** ***4%***	2 *6%* *13%*	1 *5%* *7%*	1 *4%* *5%*	11 *4%* *75%*	14 *4%* *91%*	1 *8%* *9%*	4 *6%* *27%*	11 *4%* *73%*	11 *4%* *73%*	8 *5%* *51%*	3 *3%* *22%*	5 *4%* *32%*
3	**(3)**	**7** ***2%***	2 *4%* *21%*	- - -	1 *3%* *8%*	5 *2%* *70%*	7 *2%* *98%*	* *1%* *2%*	* * *3%*	7 *2%* *97%*	7 *2%* *97%*	4 *2%* *52%*	3 *3%* *45%*	3 *3%* *47%*
2	**(2)**	**3** ***1%***	1 *2%* *29%*	1 *3%* *22%*	- - -	1 *** *49%*	3 *1%* *100%*	- - -	1 *2%* *40%*	2 *1%* *60%*	2 *1%* *60%*	2 *1%* *60%*	- - -	* * *
1	**(1)**	**2** ***1%***	1 *2%* *25%*	* *2%* *17%*	* *1%* *7%*	1 *** *52%*	2 *1%* *100%*	- - -	* * *7%*	2 *1%* *93%*	2 *1%* *93%*	1 *1%* *52%*	1 *1%* *41%*	1 *1%* *41%*
Don't know		**91** ***25%***	11 *29%* *12%* Q	3 *14%* *3%*	2 *12%* *2%*	75 *26%* *83%* Q	88 *25%* *96%*	4 *23%* *4%*	19 *26%* *20%*	73 *25%* *79%*	73 *25%* *80%*	37 *22%* *40%*	36 *29%* *39%*	39 *30%* *42%*
Net: 10/9/8/7		**169** ***46%***	16 *42%* *9%*	11 *49%* *6%*	9 *56%* *6%*	133 *46%* *79%*	159 *46%* *94%*	10 *61%* *6%*	30 *41%* *17%*	137 *47%* *81%*	139 *48%* *83%*	84 *50%* *50%*	55 *45%* *33%*	56 *44%* *33%*
Net: 6/5/4		**91** ***25%***	8 *21%* *9%*	7 *32%* *8%*	5 *27%* *5%*	72 *25%* *79%*	89 *26%* *97%*	2 *15%* *3%*	23 *31%* *25%*	69 *24%* *75%*	69 *24%* *75%*	42 *25%* *46%*	27 *22%* *30%*	29 *22%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 623

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Regional/national news content provides a wide range of good quality news about my area

Base : Those accessing analogue Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: 3/2/1	**12** **3%**	3 *8%* *24%*	1 *5%* *8%*	1 *4%* *6%*	8 *3%* *62%*	12 *3%* *99%*	* *1%* *1%*	1 *2%* *12%*	11 *4%* *88%*	11 *4%* *88%*	7 *4%* *54%*	4 *3%* *34%*	4 *3%* *35%*
Mean	**6.86**	6.45	6.40	7.11	6.93	6.84	7.24	6.55	6.92	6.93	6.96	6.88	6.83
Standard Deviation	**1.83**	2.12	1.84	2.02	1.78	1.84	1.71	1.75	1.86	1.85	1.96	1.68	1.70

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 624

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**18** ***5%***	10 *7%* *56%*	8 *4%* *44%*	2 *7%* *12%*	2 *4%* *12%*	2 *3%* *10%*	1 *2%* *7%*	7 *9%* *40%*	3 *5%* *20%*	3 *5%* *17%*	7 *4%* *42%*	7 *6%* *41%*	4 *6%* *24%*	6 *6%* *36%*	5 *5%* *27%*
9	**(9)**	**12** ***3%***	6 *4%* *52%*	6 *3%* *48%*	2 *5%* *13%*	- - -	* *1%* *3%*	6 *9%* *51%* H	4 *5%* *33%*	- - -	- - -	7 *4%* *53%*	6 *5%* *47%*	4 *5%* *30%*	3 *3%* *27%*	2 *2%* *20%*
8	**(8)**	**44** ***12%***	14 *9%* *32%*	30 *14%* *68%*	5 *17%* *11%*	5 *9%* *12%*	4 *7%* *10%*	4 *5%* *9%*	12 *16%* *27%*	13 *18%* *31%* F	6 *10%* *15%*	18 *10%* *42%*	19 *16%* *43%*	13 *17%* *30%* N	13 *12%* *29%*	6 *6%* *13%*
7	**(7)**	**64** ***18%***	16 *11%* *25%*	48 *23%* *75%* A	7 *25%* *11%*	8 *14%* *12%*	15 *25%* *23%*	12 *18%* *19%*	11 *15%* *17%*	9 *13%* *14%*	7 *11%* *11%*	36 *20%* *55%*	22 *18%* *34%*	14 *18%* *21%*	17 *16%* *26%*	24 *24%* *38%*
6	**(6)**	**42** ***12%***	15 *10%* *36%*	27 *13%* *64%*	3 *11%* *7%*	5 *9%* *13%*	13 *22%* *31%* G	8 *11%* *18%*	4 *6%* *11%*	9 *12%* *20%*	4 *7%* *10%*	24 *13%* *57%*	14 *12%* *33%*	7 *9%* *17%*	13 *12%* *31%*	10 *10%* *24%*
5	**(5)**	**50** ***14%***	26 *17%* *52%*	24 *11%* *48%*	1 *5%* *3%*	12 *20%* *23%*	12 *20%* *24%*	7 *10%* *14%*	7 *10%* *14%*	11 *15%* *22%*	5 *8%* *10%*	32 *17%* *63%*	13 *11%* *26%*	12 *16%* *25%*	12 *11%* *23%*	16 *16%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 624

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
4	(4)	**18** ***5%***	13 *9%* *75%* B	4 *2%* *25%*	4 *15%* *24%*	3 *6%* *18%*	3 *5%* *16%*	3 *5%* *19%*	2 *3%* *13%*	2 *3%* *11%*	2 *3%* *10%*	12 *7%* *69%*	4 *3%* *21%*	1 *1%* *6%*	7 *6%* *39%*	4 *4%* *21%*
3	(3)	**6** ***2%***	6 *4%* *93%* B	* * *7%*	* *2%* *7%*	1 *2%* *15%*	- - -	2 *2%* *26%*	- - -	3 *4%* *52%*	3 *4%* *42%*	3 *2%* *45%*	1 *1%* *13%*	- - -	1 *1%* *22%*	2 *2%* *37%*
2	(2)	**2** ***1%***	2 *2%* *100%*	- - -	- - -	- - -	1 *1%* *25%*	2 *2%* *75%*	- - -	- - -	- - -	2 *1%* *100%*	- - -	- - -	2 *2%* *75%*	- - -
1	(1)	**1** ***	1 *1%* *100%*	- - -	- - -	- - -	- - -	1 *1%* *65%*	* * *18%*	* * *17%*	* * *17%*	1 * *83%*	- - -	- - -	- - -	- - -
Don't know		**107** ***29%***	40 *27%* *38%*	67 *31%* *62%*	4 *13%* *3%*	21 *36%* *19%* E	10 *16%* *9%*	25 *35%* *23%* E	26 *35%* *24%* E	23 *31%* *21%*	33 *52%* *31%* JK	39 *22%* *37%*	35 *29%* *33%*	22 *29%* *21%*	34 *31%* *31%*	34 *33%* *32%*
Net: 10/9/8/7		**138** ***38%***	46 *31%* *34%*	91 *43%* *66%*	16 *55%* *11%*	15 *27%* *11%*	21 *36%* *15%*	24 *34%* *17%*	34 *46%* *25%*	26 *35%* *19%*	17 *26%* *12%*	68 *38%* *49%*	53 *44%* *39%* I	34 *45%* *25%*	39 *36%* *28%*	37 *36%* *27%*
Net: 6/5/4		**110** ***30%***	54 *36%* *50%*	55 *26%* *50%*	9 *30%* *8%*	20 *35%* *18%*	28 *47%* *25%* FG	18 *26%* *16%*	14 *19%* *13%*	21 *29%* *19%*	11 *18%* *10%*	68 *37%* *62%* I	31 *26%* *28%*	20 *27%* *19%*	32 *30%* *29%*	30 *29%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 624

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: 3/2/1	**9** **3%**	9 *6%* *95%* B	* * *5%*	* *2%* *5%*	1 *2%* *10%*	1 *1%* *6%*	4 *5%* *42%*	* * *2%*	3 *5%* *36%*	3 *4%* *29%*	6 *3%* *62%*	1 *1%* *9%*	- - -	3 *3%* *33%*	2 *2%* *24%*
Mean	**6.55**	6.18	6.83 A	6.77	6.18	6.24	6.34	7.29 E F	6.49	6.49	6.32	6.97 J	6.96	6.55	6.45
Standard Deviation	**1.75**	2.09	1.40	1.85	1.64	1.38	1.98	1.77	1.77	1.97	1.76	1.61	1.57	1.87	1.63

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 624

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing analogue Teletext most often

			Nation				Ethnic Origin		TV service(s) in h/hold					
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**18** ***5%***	* * *	1 *5%* *6%*	1 *8%* *8%* O	15 *5%* *86%*	16 *5%* *90%*	2 *11%* *10%*	3 *4%* *15%*	15 *5%* *85%*	15 *5%* *85%*	12 *7%* *69%*	3 *2%* *17%*	3 *2%* *17%*
9	**(9)**	**12** ***3%***	1 *3%* *9%*	* *2%* *3%*	1 *7%* *10%*	9 *3%* *77%*	12 *4%* *100%*	- - -	* * *3%*	12 *4%* *97%*	12 *4%* *97%*	5 *3%* *45%*	6 *5%* *53%*	6 *5%* *53%*
8	**(8)**	**44** ***12%***	6 *18%* *15%*	3 *15%* *8%*	3 *15%* *6%*	31 *11%* *72%*	42 *12%* *95%*	2 *13%* *5%*	8 *10%* *17%*	36 *12%* *83%*	36 *12%* *83%*	18 *11%* *42%*	18 *15%* *41%*	18 *14%* *41%*
7	**(7)**	**64** ***18%***	3 *7%* *4%*	4 *16%* *6%*	3 *20%* *5%* O	55 *19%* *85%* O	57 *16%* *89%*	7 *44%* *11%*	16 *22%* *24%*	48 *17%* *75%*	49 *17%* *76%*	26 *15%* *40%*	23 *19%* *36%*	23 *18%* *36%*
6	**(6)**	**42** ***12%***	4 *11%* *10%*	5 *22%* *12%* R	3 *16%* *6%*	30 *11%* *72%*	42 *12%* *100%*	- - -	8 *11%* *18%*	34 *12%* *82%*	34 *12%* *82%*	23 *14%* *55%*	11 *9%* *27%*	12 *9%* *28%*
5	**(5)**	**50** ***14%***	6 *15%* *11%* Q	3 *15%* *7%* Q	1 *3%* *1%*	40 *14%* *81%* Q	47 *14%* *95%*	3 *16%* *5%*	11 *15%* *22%*	39 *14%* *78%*	39 *13%* *78%*	26 *15%* *53%*	13 *11%* *26%*	14 *11%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 624

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
4	**(4)**	**18** ***5%***	3 *9%* *19%*	1 *6%* *7%*	1 *9%* *8%*	12 *4%* *66%*	18 *5%* *99%*	* *1%* *1%*	6 *8%* *31%*	12 *4%* *68%*	12 *4%* *69%*	8 *5%* *47%*	4 *3%* *21%*	4 *3%* *24%*
3	**(3)**	**6** ***2%***	1 *4%* *24%*	* *1%* *5%*	1 *4%* *11%*	4 *1%* *60%*	6 *2%* *100%*	- - -	1 *2%* *22%*	5 *2%* *78%*	5 *2%* *78%*	4 *2%* *67%*	1 *1%* *11%*	2 *2%* *32%*
2	**(2)**	**2** ***1%***	1 *2%* *25%*	- - -	- - -	2 *1%* *75%*	2 *1%* *100%*	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	1 *** *25%*	2 *1%* *75%*	2 *1%* *75%*
1	**(1)**	**1** ***	1 *2%* *65%* R	- - -	* *2%* *35%* R	- - -	1 *** *100%*	- - -	* *** *18%*	1 *** *82%*	1 *** *82%*	* *** *17%*	1 *** *65%*	1 *** *65%*
Don't know		**107** ***29%***	11 *30%* *10%*	4 *17%* *3%*	3 *16%* *3%*	90 *31%* *84%* PQ	105 *30%* *98%*	2 *15%* *2%*	21 *29%* *19%*	85 *29%* *79%*	87 *30%* *81%*	45 *27%* *42%*	41 *34%* *38%*	44 *34%* *41%*
Net: 10/9/8/7		**138** ***38%***	10 *28%* *7%*	8 *38%* *6%*	9 *51%* *6%* O	110 *38%* *80%*	127 *36%* *92%*	11 *68%* *8%*	26 *36%* *19%*	111 *39%* *81%*	112 *38%* *81%*	61 *36%* *45%*	50 *41%* *36%*	50 *39%* *36%*
Net: 6/5/4		**110** ***30%***	13 *35%* *12%*	10 *43%* *9%* R	5 *27%* *4%*	82 *29%* *75%*	107 *31%* *97%*	3 *17%* *3%*	24 *33%* *22%*	85 *30%* *78%*	86 *29%* *78%*	58 *34%* *53%*	28 *23%* *25%*	30 *23%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 624

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing analogue Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: 3/2/1	**9** **3%**	3 *7%* *28%* R	* *1%* *3%*	1 *6%* *11%* R	5 *2%* *57%*	9 *3%* *100%*	- - -	1 *2%* *16%*	8 *3%* *84%*	8 *3%* *84%*	5 *3%* *52%*	3 *2%* *32%*	4 *3%* *45%*
Mean	**6.55**	5.89	6.50	6.75 O	6.63 O	6.52	7.12	6.30	6.62	6.62	6.55	6.71	6.62
Standard Deviation	**1.75**	1.95	1.61	2.11	1.71	1.76	1.52	1.63	1.78	1.78	1.83	1.71	1.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 625

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**15** ***4%***	10 *7%* *68%*	5 *2%* *32%*	* *1%* *2%*	2 *3%* *13%*	2 *3%* *12%*	2 *2%* *12%*	6 *8%* *39%*	3 *5%* *23%*	4 *6%* *25%*	6 *3%* *37%*	5 *5%* *37%*	4 *5%* *29%*	4 *4%* *27%*	3 *3%* *22%*
9	**(9)**	**16** ***4%***	6 *4%* *37%*	10 *5%* *63%*	3 *10%* *18%*	* *1%* *3%*	1 *2%* *7%*	6 *8%* *36%* H	6 *8%* *36%* H	- - -	- - -	9 *5%* *55%*	7 *6%* *45%*	5 *7%* *35%*	2 *2%* *10%*	5 *5%* *33%*
8	**(8)**	**39** ***11%***	13 *8%* *33%*	26 *12%* *67%*	3 *9%* *7%*	3 *6%* *8%*	6 *11%* *17%*	8 *11%* *20%*	11 *15%* *29%*	8 *10%* *20%*	6 *9%* *14%*	14 *8%* *37%*	19 *16%* *48%*	9 *12%* *23%*	10 *10%* *27%*	11 *10%* *28%*
7	**(7)**	**63** ***17%***	21 *14%* *33%*	42 *20%* *67%*	7 *25%* *11%*	7 *12%* *11%*	17 *28%* *26%*	12 *17%* *18%*	10 *13%* *16%*	11 *15%* *17%*	7 *11%* *11%*	36 *20%* *56%*	21 *17%* *32%*	15 *19%* *23%*	14 *13%* *22%*	18 *18%* *29%*
6	**(6)**	**48** ***13%***	20 *14%* *42%*	27 *13%* *58%*	6 *20%* *12%*	6 *10%* *12%*	12 *20%* *24%*	7 *10%* *14%*	6 *9%* *13%*	11 *15%* *24%*	7 *11%* *15%*	25 *14%* *53%*	15 *13%* *32%*	12 *15%* *25%*	14 *13%* *30%*	13 *12%* *27%*
5	**(5)**	**56** ***15%***	24 *16%* *43%*	32 *15%* *57%*	3 *12%* *6%*	11 *20%* *20%*	12 *21%* *22%*	12 *17%* *21%*	10 *13%* *18%*	7 *10%* *13%*	11 *17%* *20%*	34 *19%* *62%*	10 *9%* *18%*	9 *11%* *15%*	17 *16%* *31%*	16 *16%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 625

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
4	**(4)**	**23** ***6%***	16 *10%* *67%* B	8 *4%* *33%*	6 *20%* *25%*	4 *7%* *17%*	- - -	1 *2%* *5%*	5 *7%* *21%*	8 *10%* *33%* E	* *1%* *2%*	12 *7%* *53%*	11 *9%* *46%*	5 *6%* *20%*	8 *7%* *32%*	5 *5%* *23%*
3	**(3)**	**3** ***1%***	2 *1%* *59%*	1 *1%* *41%*	* *1%* *13%*	* * *8%*	2 *4%* *79%*	- - -	- - -	- - -	- - -	3 *2%* *100%*	- - -	- - -	2 *2%* *59%*	- - -
2	**(2)**	**10** ***3%***	6 *4%* *62%*	4 *2%* *38%*	- - -	5 *8%* *48%* G	* * *2%*	4 *6%* *42%*	- - -	1 *1%* *8%*	4 *6%* *38%*	5 *3%* *54%*	1 *1%* *8%*	- - -	6 *5%* *58%*	2 *2%* *25%*
1	**(1)**	**4** ***1%***	4 *3%* *96%*	* * *4%*	1 *2%* *15%*	* * *	- - -	1 *1%* *15%*	1 *2%* *36%*	1 *2%* *34%*	2 *2%* *39%*	2 *1%* *61%*	- - -	1 *1%* *28%*	1 *1%* *34%*	* * *
Don't know		**88** ***24%***	29 *20%* *33%*	59 *27%* *67%*	* * *	18 *32%* *21%* E	7 *12%* *8%*	19 *27%* *22%*	19 *25%* *21%*	23 *32%* *26%* E	23 *36%* *26%* J	34 *19%* *38%*	31 *26%* *35%*	18 *23%* *20%*	30 *28%* *34%*	29 *28%* *33%*
Net: 10/9/8/7		**132** ***36%***	49 *33%* *37%*	83 *39%* *63%*	13 *45%* *10%*	13 *22%* *9%*	26 *44%* *20%* D	27 *38%* *20%*	33 *44%* *25%* D	22 *30%* *17%*	17 *26%* *12%*	64 *36%* *48%*	52 *43%* *39%*	33 *43%* *25%*	30 *28%* *23%*	38 *36%* *28%*
Net: 6/5/4		**127** ***35%***	60 *40%* *47%*	67 *31%* *53%*	15 *52%* *12%*	21 *37%* *17%*	24 *40%* *19%*	20 *28%* *15%*	21 *29%* *17%*	26 *36%* *21%*	18 *29%* *14%*	72 *40%* *57%*	36 *30%* *29%*	25 *32%* *20%*	39 *36%* *31%*	35 *33%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 625

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: 3/2/1	**17** ***5%***	12 *8%* *70%* B	5 *2%* *30%*	1 *4%* *6%*	5 *9%* *29%*	2 *4%* *15%*	5 *7%* *28%*	1 *2%* *9%*	2 *3%* *13%*	5 *8%* *32%* K	10 *6%* *63%*	1 *1%* *5%*	1 *1%* *7%*	9 *8%* *53%*	2 *2%* *15%*
Mean	**6.28**	6.00	6.49	6.08	5.59	6.38	6.35	6.81	6.14	5.97	6.08	6.75 J	6.71	5.86	6.43
Standard Deviation	**1.91**	2.20	1.63	1.83	2.01	1.46	2.05	2.04	1.90	2.27	1.87	1.73	1.81	2.04	1.74

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 625

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing analogue Teletext most often

			Nation				Ethnic Origin		TV service(s) in h/hold					
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**15** ***4%***	1 *3%* *6%*	1 *6%* *8%*	1 *7%* *8%*	11 *4%* *78%*	13 *4%* *88%*	2 *11%* *12%*	3 *4%* *20%*	12 *4%* *80%*	12 *4%* *80%*	8 *5%* *56%*	4 *3%* *24%*	4 *3%* *24%*
9	**(9)**	**16** ***4%***	2 *5%* *11%*	* *1%* *2%*	1 *8%* *9%*	12 *4%* *78%*	16 *5%* *100%*	- - -	1 *1%* *3%*	15 *5%* *97%*	15 *5%* *97%*	9 *6%* *60%*	6 *5%* *37%*	7 *5%* *45%*
8	**(8)**	**39** ***11%***	3 *8%* *7%*	3 *15%* *8%*	2 *14%* *6%*	30 *11%* *78%*	36 *10%* *93%*	3 *16%* *7%*	7 *9%* *17%*	32 *11%* *83%*	32 *11%* *83%*	19 *11%* *50%*	13 *11%* *33%*	13 *10%* *33%*
7	**(7)**	**63** ***17%***	8 *20%* *12%*	4 *19%* *7%*	5 *27%* *7%* R	47 *16%* *74%*	60 *17%* *95%*	3 *18%* *5%*	11 *15%* *17%*	52 *18%* *83%*	52 *18%* *83%*	30 *18%* *48%*	22 *18%* *35%*	22 *18%* *35%*
6	**(6)**	**48** ***13%***	3 *9%* *7%*	4 *17%* *8%*	2 *11%* *4%*	39 *13%* *81%*	44 *13%* *92%*	4 *23%* *8%*	9 *12%* *18%*	39 *13%* *81%*	39 *13%* *82%*	26 *16%* *56%*	12 *10%* *26%*	13 *10%* *28%*
5	**(5)**	**56** ***15%***	8 *20%* *13%*	4 *19%* *7%*	2 *12%* *3%*	42 *15%* *76%*	53 *15%* *95%*	3 *16%* *5%*	14 *19%* *25%*	42 *14%* *75%*	42 *14%* *75%*	26 *15%* *47%*	16 *13%* *28%*	17 *13%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 625

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
4	**(4)**	**23** ***6%***	4 *10%* *16%*	2 *7%* *7%*	1 *3%* *2%*	18 *6%* *75%*	22 *6%* *94%*	1 *9%* *6%*	9 *12%* *37%*	15 *5%* *63%*	15 *5%* *63%*	9 *5%* *39%*	6 *5%* *25%*	6 *5%* *25%*
3	**(3)**	**3** ***1%***	1 *2%* *20%*	* *2%* *13%*	* *1%* *8%*	2 *1%* *59%*	3 *1%* *100%*	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	1 *1%* *41%*	2 *1%* *59%*	2 *1%* *59%*
2	**(2)**	**10** ***3%***	1 *4%* *15%*	- - -	* *1%* *2%*	8 *3%* *83%*	10 *3%* *100%*	- - -	1 *1%* *8%*	9 *3%* *92%*	9 *3%* *92%*	2 *1%* *22%*	7 *6%* *70%*	7 *5%* *70%*
1	**(1)**	**4** ***1%***	1 *2%* *15%*	* *2%* *10%*	1 *3%* *13%*	2 *1%* *62%*	4 *1%* *100%*	- - -	* * *8%*	4 *1%* *92%*	4 *1%* *92%*	3 *2%* *68%*	1 *1%* *24%*	1 *1%* *24%*
Don't know		**88** ***24%***	7 *19%* *8%*	3 *13%* *3%*	2 *13%* *2%*	76 *26%* *87%* PQ	87 *25%* *99%*	1 *7%* *1%*	19 *26%* *22%*	67 *23%* *76%*	69 *24%* *78%*	35 *21%* *40%*	34 *28%* *39%*	37 *29%* *42%*
Net: 10/9/8/7		**132** ***36%***	13 *35%* *10%*	9 *41%* *7%*	9 *56%* *7%* OR	101 *35%* *76%*	125 *36%* *95%*	7 *45%* *5%*	21 *29%* *16%*	111 *39%* *84%*	111 *38%* *84%*	67 *40%* *51%*	45 *36%* *34%*	46 *36%* *35%*
Net: 6/5/4		**127** ***35%***	15 *39%* *11%*	9 *43%* *7%* Q	4 *26%* *3%*	99 *34%* *78%*	119 *34%* *94%*	8 *48%* *6%*	31 *43%* *25%*	95 *33%* *75%*	96 *33%* *75%*	62 *36%* *49%*	34 *28%* *27%*	36 *28%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 625

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing analogue Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: 3/2/1	**17** ***5%***	3 *7%* *16%*	1 *4%* *5%*	1 *6%* *6%*	12 *4%* *74%*	17 *5%* *100%*	- - -	1 *2%* *7%*	15 *5%* *93%*	15 *5%* *93%*	6 *4%* *36%*	9 *8%* *57%*	9 *7%* *57%*
Mean	**6.28**	5.89	6.32	6.73 O	6.30	6.26	6.63	6.03	6.34	6.34	6.45	6.17	6.19
Standard Deviation	**1.91**	1.97	1.84	2.08	1.90	1.92	1.76	1.74	1.95	1.95	1.88	2.05	2.05

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 626

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: It is a high quality service

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**25** ***7%***	13 *8%* *50%*	13 *6%* *50%*	2 *8%* *9%*	2 *4%* *9%*	2 *3%* *6%*	6 *9%* *24%*	9 *12%* *34%*	5 *6%* *18%*	3 *5%* *13%*	13 *7%* *51%*	9 *8%* *36%*	5 *7%* *21%*	8 *7%* *31%*	7 *7%* *28%*
9	**(9)**	**25** ***7%***	10 *7%* *41%*	15 *7%* *59%*	1 *4%* *5%*	1 *1%* *2%*	6 *11%* *26%*	3 *4%* *12%*	7 *9%* *28%*	7 *9%* *26%*	2 *3%* *8%*	12 *7%* *49%*	11 *9%* *42%*	5 *6%* *20%*	9 *9%* *37%*	6 *5%* *23%*
8	**(8)**	**66** ***18%***	20 *14%* *31%*	46 *21%* *69%*	5 *18%* *8%*	6 *11%* *9%*	9 *15%* *13%*	13 *18%* *19%*	21 *29%* *32%* D	12 *17%* *19%*	11 *17%* *16%*	25 *14%* *38%*	31 *26%* *46%* J	20 *26%* *30%* M	11 *10%* *16%*	20 *19%* *30%*
7	**(7)**	**83** ***23%***	31 *21%* *37%*	52 *24%* *63%*	7 *25%* *9%*	15 *27%* *19%*	17 *29%* *21%*	15 *21%* *18%*	14 *19%* *17%*	12 *17%* *15%*	15 *23%* *18%*	51 *28%* *61%* K	18 *15%* *21%*	14 *19%* *17%*	25 *23%* *30%*	26 *25%* *31%*
6	**(6)**	**47** ***13%***	21 *14%* *44%*	27 *12%* *56%*	2 *8%* *5%*	11 *19%* *22%*	8 *13%* *16%*	12 *17%* *25%*	7 *10%* *15%*	8 *11%* *17%*	10 *15%* *20%*	28 *15%* *59%*	10 *8%* *21%*	11 *14%* *23%*	12 *11%* *25%*	14 *14%* *30%*
5	**(5)**	**59** ***16%***	27 *18%* *46%*	32 *15%* *54%*	7 *26%* *12%*	11 *20%* *19%*	13 *21%* *21%* G	12 *17%* *20%*	5 *7%* *9%*	11 *15%* *18%*	11 *18%* *19%*	26 *14%* *43%*	22 *18%* *37%*	15 *20%* *26%*	24 *22%* *41%*	11 *11%* *19%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 626

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: It is a high quality service

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
4	(4)	**10** ***3%***	8 *5%* *78%* B	2 *1%* *22%*	* *1%* *2%*	3 *5%* *29%*	1 *2%* *12%*	1 *2%* *11%*	* *1%* *4%*	4 *6%* *42%*	* *1%* *4%*	7 *4%* *68%*	3 *2%* *29%*	- - -	1 *1%* *14%*	6 *6%* *57%*
3	(3)	**8** ***2%***	6 *4%* *72%*	2 *1%* *28%*	* *1%* *5%*	3 *5%* *35%*	1 *2%* *14%*	4 *5%* *46%*	- - -	- - -	1 *2%* *14%*	6 *3%* *77%*	1 *1%* *8%*	- - -	4 *3%* *49%*	1 *1%* *16%*
2	(2)	**3** ***1%***	3 *2%* *93%*	* * *7%*	- - -	* * *7%*	2 *3%* *50%*	- - -	- - -	1 *2%* *43%*	1 *2%* *43%*	2 *1%* *57%*	- - -	1 *2%* *44%*	1 *1%* *43%*	- - -
1	(1)	**1** ***	1 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *100%*	- - -	- - -
Don't know		**36** ***10%***	10 *7%* *29%*	25 *12%* *71%*	2 *8%* *7%*	5 *8%* *13%*	1 *1%* *2%*	5 *7%* *14%*	9 *13%* *26%* E	13 *18%* *38%* E	9 *14%* *25%* J	10 *6%* *29%*	16 *14%* *46%*	4 *5%* *11%*	12 *11%* *34%*	13 *13%* *37%*
Net: 10/9/8/7		**200** ***55%***	74 *50%* *37%*	125 *59%* *63%*	16 *55%* *8%*	24 *43%* *12%*	34 *58%* *17%*	37 *53%* *18%*	51 *69%* *26%* DH	36 *49%* *18%*	31 *48%* *15%*	101 *56%* *51%*	68 *57%* *34%*	44 *58%* *22%*	53 *49%* *27%*	58 *56%* *29%*
Net: 6/5/4		**116** ***32%***	56 *37%* *48%*	61 *28%* *52%*	10 *35%* *9%*	25 *44%* *21%* G	22 *36%* *19%* G	24 *35%* *21%* G	13 *17%* *11%*	23 *31%* *20%*	21 *34%* *18%*	60 *33%* *52%*	35 *29%* *30%*	26 *34%* *22%*	37 *35%* *32%*	31 *30%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 626

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: It is a high quality service

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: 3/2/1	**12** **3%**	10 *6%* *80%* B	2 *1%* *20%*	* *1%* *3%*	3 *5%* *24%*	3 *5%* *22%*	4 *5%* *29%*	1 *2%* *9%*	1 *2%* *11%*	2 *4%* *21%*	9 *5%* *74%*	1 *1%* *5%*	2 *3%* *21%*	5 *5%* *43%*	1 *1%* *10%*
Mean	**6.83**	6.55	7.03 A	6.82	6.23	6.62	6.76	7.55 D EF	6.84	6.64	6.70	7.13	6.87	6.66	6.92
Standard Deviation	**1.75**	1.99	1.52	1.66	1.58	1.70	1.77	1.67	1.85	1.68	1.80	1.67	1.80	1.85	1.63

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 626

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: It is a high quality service

Base : Those accessing analogue Teletext most often

			Nation				Ethnic Origin		TV service(s) in h/hold					
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**25** ***7%***	1 *3%* *5%*	2 *7%* *6%*	2 *12%* *8%* O	20 *7%* *80%*	24 *7%* *93%*	2 *11%* *7%*	3 *4%* *12%*	22 *8%* *88%*	22 *8%* *88%*	16 *9%* *62%*	7 *5%* *26%*	7 *5%* *27%*
9	**(9)**	**25** ***7%***	3 *8%* *12%*	1 *7%* *6%*	1 *4%* *2%*	20 *7%* *80%*	23 *7%* *91%*	2 *15%* *9%*	6 *8%* *23%*	19 *7%* *77%*	19 *7%* *77%*	8 *5%* *33%*	11 *9%* *45%*	12 *9%* *48%*
8	**(8)**	**66** ***18%***	8 *23%* *13%*	3 *15%* *5%*	4 *25%* *6%*	50 *17%* *76%*	65 *19%* *98%*	1 *8%* *2%*	11 *15%* *16%*	54 *19%* *81%*	56 *19%* *84%*	31 *19%* *47%*	24 *20%* *37%*	25 *20%* *38%*
7	**(7)**	**83** ***23%***	10 *26%* *11%*	4 *19%* *5%*	5 *27%* *5%*	65 *23%* *78%*	78 *22%* *93%*	6 *35%* *7%*	21 *29%* *25%*	62 *21%* *75%*	62 *21%* *75%*	34 *20%* *40%*	29 *24%* *35%*	29 *23%* *35%*
6	**(6)**	**47** ***13%***	3 *8%* *7%*	5 *21%* *10%* O	3 *17%* *6%*	37 *13%* *78%*	47 *14%* *100%*	- - -	9 *12%* *19%*	38 *13%* *80%*	38 *13%* *81%*	27 *16%* *57%*	11 *9%* *24%*	12 *9%* *25%*
5	**(5)**	**59** ***16%***	5 *13%* *8%*	3 *14%* *5%*	1 *4%* *1%*	51 *18%* *86%* Q	55 *16%* *93%*	4 *24%* *7%*	10 *14%* *18%*	48 *17%* *82%*	48 *17%* *82%*	29 *17%* *49%*	20 *16%* *33%*	20 *15%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 626

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: It is a high quality service

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
4	**(4)**	**10** ***3%***	2 *5%* *19%*	1 *3%* *7%*	* *2%* *3%*	7 *3%* *71%*	10 *3%* *99%*	* *1%* *1%*	6 *8%* *55%* VWZ	5 *2%* *45%*	5 *2%* *45%*	3 *2%* *31%*	2 *1%* *15%*	2 *1%* *16%*
3	**(3)**	**8** ***2%***	2 *4%* *22%*	1 *5%* *13%*	- - -	5 *2%* *65%*	8 *2%* *100%*	- - -	- - -	8 *3%* *100%*	8 *3%* *100%*	4 *2%* *51%*	4 *3%* *49%*	4 *3%* *49%*
2	**(2)**	**3** ***1%***	- - -	- - -	* *2%* *13%*	3 *1%* *87%*	3 *1%* *100%*	- - -	1 *2%* *44%*	2 *1%* *56%*	2 *1%* *56%*	2 *1%* *56%*	- - -	- - -
1	**(1)**	**1** *******	- - -	- - -	- - -	1 *** *100%*	1 *** *100%*	- - -	- - -	1 *** *100%*	1 *** *100%*	1 *1%* *100%*	- - -	- - -
Don't know		**36** ***10%***	3 *9%* *10%*	2 *8%* *5%*	1 *8%* *4%*	29 *10%* *82%*	34 *10%* *97%*	1 *7%* *3%*	6 *8%* *16%*	30 *10%* *84%*	30 *10%* *84%*	14 *9%* *41%*	15 *13%* *43%*	18 *14%* *49%*
Net: 10/9/8/7		**200** ***55%***	22 *60%* *11%*	11 *49%* *5%*	11 *67%* *6%* P	155 *54%* *78%*	189 *54%* *95%*	11 *68%* *5%*	40 *56%* *20%*	158 *54%* *79%*	159 *55%* *80%*	89 *52%* *44%*	71 *58%* *35%*	73 *57%* *37%*
Net: 6/5/4		**116** ***32%***	10 *26%* *8%*	8 *39%* *7%*	4 *23%* *3%*	95 *33%* *81%*	112 *32%* *97%*	4 *25%* *3%*	25 *34%* *21%*	91 *32%* *78%*	92 *31%* *79%*	59 *35%* *51%*	32 *26%* *28%*	33 *26%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

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9 Jul 2009

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Base : Those accessing analogue Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: 3/2/1	**12** **3%**	2 *4%* *14%*	1 *5%* *8%*	* *2%* *3%*	9 *3%* *74%*	12 *3%* *100%*	- - -	1 *2%* *11%*	11 *4%* *89%*	11 *4%* *89%*	7 *4%* *57%*	4 *3%* *31%*	4 *3%* *31%*
Mean	**6.83**	6.80	6.71	7.28	6.81	6.81	7.20	6.67	6.86	6.87	6.80	6.96	6.99
Standard Deviation	**1.75**	1.72	1.79	1.72	1.76	1.75	1.74	1.69	1.77	1.76	1.84	1.66	1.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 627

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its pages are regularly updated

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Total (Wtd)		**364**	150 *41%*	214 *59%*	28** *8%* **	57* *16%* *	59* *16%* *	70* *19%* *	74* *20%* *	73* *20%* *	63* *17%* *	181 *50%*	120* *33%* *	77* *21%* *	107* *29%* *	104* *28%* *
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
10	**(10)**	**31** ***9%***	15 *10%* *50%*	16 *7%* *50%*	3 *9%* *8%*	4 *8%* *14%*	2 *3%* *5%*	5 *8%* *17%*	10 *13%* *31%*	8 *11%* *25%*	6 *10%* *19%*	13 *7%* *43%*	12 *10%* *38%*	7 *9%* *23%*	8 *7%* *25%*	10 *10%* *33%*
9	**(9)**	**34** ***9%***	13 *9%* *39%*	21 *10%* *61%*	5 *16%* *14%*	3 *6%* *10%*	7 *12%* *20%*	3 *5%* *9%*	8 *11%* *25%*	7 *10%* *22%*	4 *6%* *12%*	16 *9%* *46%*	14 *12%* *43%*	8 *11%* *24%*	10 *9%* *29%*	9 *9%* *26%*
8	**(8)**	**78** ***22%***	31 *21%* *40%*	47 *22%* *60%*	6 *22%* *8%*	5 *9%* *7%*	20 *34%* *26%* DH	17 *25%* *22%*	18 *24%* *22%*	12 *16%* *15%*	13 *20%* *16%*	38 *21%* *48%*	28 *23%* *36%*	25 *33%* *33%* M	12 *11%* *16%*	20 *20%* *26%*
7	**(7)**	**66** ***18%***	31 *21%* *47%*	35 *17%* *53%*	3 *12%* *5%*	16 *29%* *25%* GH	12 *20%* *18%*	16 *23%* *24%*	8 *11%* *13%*	8 *11%* *13%*	9 *14%* *13%*	41 *23%* *63%*	16 *13%* *24%*	14 *18%* *21%*	20 *19%* *30%*	18 *17%* *27%*
6	**(6)**	**34** ***9%***	15 *10%* *46%*	18 *8%* *54%*	* *1%* *1%*	11 *19%* *31%* F	7 *12%* *21%*	3 *4%* *8%*	8 *11%* *24%*	5 *7%* *15%*	7 *10%* *20%*	15 *8%* *44%*	12 *10%* *36%*	2 *3%* *7%*	15 *14%* *45%*	8 *8%* *25%*
5	**(5)**	**39** ***11%***	22 *14%* *55%*	18 *8%* *45%*	6 *22%* *16%*	4 *8%* *11%*	5 *9%* *14%*	10 *14%* *25%*	3 *4%* *7%*	10 *14%* *27%*	4 *7%* *11%*	20 *11%* *52%*	15 *12%* *37%*	7 *9%* *18%*	14 *13%* *35%*	10 *10%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 627

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its pages are regularly updated

Base : Those accessing analogue Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)		**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total		**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
4	(4)	**5** ***1%***	3 *2%* *54%*	3 *1%* *46%*	1 *4%* *23%*	1 *3%* *27%*	1 *1%* *10%*	- - -	* * *2%*	2 *3%* *38%*	2 *3%* *32%*	3 *2%* *56%*	1 *1%* *12%*	- - -	1 *1%* *25%*	1 *1%* *27%*
3	(3)	**3** ***1%***	- - -	3 *1%* *100%*	- - -	- - -	1 *1%* *19%*	- - -	2 *3%* *81%*	- - -	- - -	3 *2%* *100%*	- - -	1 *1%* *36%*	1 *1%* *45%*	- - -
2	(2)	**3** ***1%***	2 *1%* *77%*	1 *** *23%*	- - -	1 *1%* *23%*	- - -	2 *2%* *61%*	- - -	* *1%* *16%*	- - -	2 *1%* *61%*	1 *1%* *39%*	- - -	2 *2%* *61%*	- - -
1	(1)	**1** ***	1 *1%* *81%*	* * *19%*	- - -	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	1 *1%* *100%*	- - -	1 *1%* *81%*	- - -	- - -
Don't know		**69** ***19%***	16 *10%* *23%*	53 *25%* *77%* A	4 *13%* *6%*	10 *18%* *15%*	5 *9%* *7%*	14 *20%* *20%*	15 *21%* *22%*	20 *28%* *29%* E	19 *30%* *28%* J	28 *16%* *41%*	21 *18%* *31%*	10 *14%* *15%*	24 *22%* *34%*	26 *26%* *38%*
Net: 10/9/8/7		**210** ***58%***	91 *61%* *43%*	119 *55%* *57%*	17 *59%* *8%*	29 *52%* *14%*	41 *69%* *19%* H	42 *60%* *20%*	44 *59%* *21%*	35 *48%* *17%*	32 *50%* *15%*	108 *60%* *52%*	70 *58%* *33%*	55 *71%* *26%* M	50 *47%* *24%*	57 *55%* *27%*
Net: 6/5/4		**78** ***21%***	40 *27%* *51%*	38 *18%* *49%*	8 *28%* *10%*	16 *29%* *21%*	13 *22%* *16%*	12 *18%* *16%*	11 *15%* *14%*	18 *24%* *22%*	13 *20%* *16%*	38 *21%* *49%*	27 *23%* *35%*	10 *12%* *12%*	30 *28%* *39%*	20 *19%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 627

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its pages are regularly updated

Base : Those accessing analogue Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**402**	178 *44%*	224 *56%*	33 *8%*	58 *14%*	68 *17%*	81 *20%*	83 *21%*	78 *19%*	77 *19%*	227 *56%*	90 *22%*	55 *14%*	57 *14%*	84 *21%*
Effective Total	**259**	109	149	19	38	42	52	54	53	57	153	63	51	53	76
Net: 3/2/1	**7** **2%**	3 *2%* *46%*	4 *2%* *54%*	- - -	1 *1%* *9%*	1 *1%* *8%*	2 *2%* *24%*	4 *5%* *53%*	* *1%* *6%*	- - -	6 *3%* *85%*	1 *1%* *15%*	2 *3%* *31%*	3 *3%* *43%*	- - -
Mean	**7.26**	7.15	7.36	7.26	6.96	7.32	7.16	7.52	7.29	7.42	7.10	7.44	7.53	6.94	7.46
Standard Deviation	**1.73**	1.82	1.65	1.87	1.59	1.36	1.71	2.00	1.88	1.63	1.79	1.68	1.71	1.81	1.59

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 627

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its pages are regularly updated

Base : Those accessing analogue Teletext most often

			Nation				Ethnic Origin		TV service(s) in h/hold					
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Total (Wtd)		**364**	37* *10%* *	22* *6%* *	17* *5%* *	288 *79%*	348 *96%*	16** *4%* **	72* *20%* *	289 *80%*	291 *80%*	169 *47%*	122* *34%* *	128* *35%* *
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
10	**(10)**	**31** ***9%***	3 *8%* *9%*	1 *4%* *3%*	2 *13%* *7%* P	25 *9%* *81%*	29 *8%* *94%*	2 *11%* *6%*	4 *6%* *14%*	27 *9%* *86%*	27 *9%* *86%*	19 *11%* *62%*	8 *6%* *25%*	8 *6%* *25%*
9	**(9)**	**34** ***9%***	4 *10%* *11%*	2 *8%* *5%*	2 *10%* *5%*	27 *9%* *80%*	33 *9%* *96%*	1 *8%* *4%*	9 *12%* *25%*	25 *9%* *75%*	25 *9%* *75%*	12 *7%* *34%*	14 *11%* *41%*	14 *11%* *41%*
8	**(8)**	**78** ***22%***	10 *28%* *13%*	5 *23%* *6%*	5 *28%* *6%*	58 *20%* *74%*	75 *22%* *96%*	3 *21%* *4%*	12 *17%* *16%*	66 *23%* *84%*	66 *23%* *84%*	34 *20%* *44%*	32 *26%* *40%*	32 *25%* *41%*
7	**(7)**	**66** ***18%***	6 *17%* *9%*	4 *20%* *7%*	4 *22%* *6%*	52 *18%* *78%*	62 *18%* *93%*	5 *29%* *7%*	12 *17%* *19%*	52 *18%* *78%*	54 *18%* *81%*	33 *20%* *50%*	20 *17%* *31%*	20 *16%* *31%*
6	**(6)**	**34** ***9%***	3 *9%* *10%*	2 *10%* *7%*	2 *12%* *6%*	26 *9%* *77%*	32 *9%* *96%*	1 *8%* *4%*	4 *5%* *11%*	30 *10%* *89%*	30 *10%* *89%*	15 *9%* *45%*	15 *12%* *44%*	15 *12%* *45%*
5	**(5)**	**39** ***11%***	6 *15%* *14%* Q	2 *9%* *5%*	* *2%* *1%*	31 *11%* *80%* Q	38 *11%* *97%*	1 *8%* *3%*	11 *15%* *28%*	28 *10%* *72%*	28 *10%* *72%*	20 *12%* *52%*	8 *6%* *20%*	9 *7%* *23%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 627

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its pages are regularly updated

Base : Those accessing analogue Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total		**259**	56	56	74	175	246	13	54	203	205	122	83	87
4	**(4)**	**5** ***1%***	* *1%* *8%*	2 *7%* *30%* R	1 *3%* *10%*	3 *1%* *51%*	5 *2%* *98%*	* *1%* *2%*	1 *1%* *10%*	5 *2%* *90%*	5 *2%* *90%*	4 *3%* *81%*	* * *8%*	1 *1%* *23%*
3	**(3)**	**3** ***1%***	1 *2%* *19%*	- - -	- - -	2 *1%* *81%*	3 *1%* *100%*	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *55%*	1 *1%* *45%*	1 *1%* *45%*
2	**(2)**	**3** ***1%***	- - -	1 *5%* *39%* R	- - -	2 *1%* *61%*	3 *1%* *100%*	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	1 *1%* *39%*	2 *1%* *61%*	2 *1%* *61%*
1	**(1)**	**1** ***	- - -	* *1%* *19%*	- - -	1 * *81%*	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 *1%* *100%*	- - -	* * *19%*
Don't know		**69** ***19%***	4 *11%* *6%*	3 *12%* *4%*	1 *9%* *2%*	61 *21%* *88%* Q	67 *19%* *97%*	2 *15%* *3%*	19 *26%* *28%*	50 *17%* *72%*	50 *17%* *72%*	27 *16%* *39%*	23 *19%* *33%*	25 *20%* *36%*
Net: 10/9/8/7		**210** ***58%***	23 *62%* *11%*	12 *54%* *6%*	12 *74%* *6%* PR	162 *56%* *77%*	199 *57%* *95%*	11 *68%* *5%*	38 *52%* *18%*	169 *59%* *81%*	172 *59%* *82%*	98 *58%* *47%*	73 *60%* *35%*	74 *58%* *35%*
Net: 6/5/4		**78** ***21%***	9 *25%* *12%*	6 *27%* *8%*	3 *17%* *4%*	60 *21%* *77%*	75 *22%* *97%*	3 *17%* *3%*	15 *21%* *20%*	63 *22%* *80%*	63 *22%* *80%*	40 *23%* *51%*	23 *19%* *29%*	25 *20%* *32%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 627

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings: Its pages are regularly updated

Base : Those accessing analogue Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**402**	62 *15%*	65 *16%*	79 *20%*	196 *49%*	382 *95%*	15 *4%*	90 *22%*	308 *77%*	312 *78%*	193 *48%*	119 *30%*	128 *32%*
Effective Total	**259**	56	56	74	175	246	13	54	203	205	122	83	87
Net: 3/2/1	**7** ***2%***	1 *2%* *8%*	1 *6%* *19%*	- - -	5 *2%* *74%*	7 *2%* *100%*	- - -	- - -	7 *2%* *100%*	7 *2%* *100%*	4 *2%* *57%*	3 *2%* *43%*	3 *3%* *46%*
Mean	**7.26**	7.24	6.62	7.68 P	7.29 P	7.25	7.50	7.28	7.26	7.26	7.18	7.37	7.30
Standard Deviation	**1.73**	1.65	2.06	1.52	1.72	1.74	1.50	1.60	1.77	1.76	1.86	1.62	1.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 628

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings - Summary

Base : Those accessing analogue Teletext most often

		QT7a - Summary						
		Its news content is trustworthy	Its content helps me understand what's going on in the world today	Regional/ national news content provides a wide range of good quality news about my area	Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/ nation	Its content reflects the interests and concerns of people like me	It is a high quality service	Its pages are regularly updated
Total (Unwtd)		402	402	402	402	402	402	402
Total (Wtd)		364	364	364	364	364	364	364
Effective Total		259	259	259	259	259	259	259
10	(10)	27 *7%*	29 *8%*	21 *6%*	18 *5%*	15 *4%*	25 *7%*	31 *9%*
9	(9)	33 *9%*	29 *8%*	19 *5%*	12 *3%*	16 *4%*	25 *7%*	34 *9%*
8	(8)	95 *26%*	90 *25%*	73 *20%*	44 *12%*	39 *11%*	66 *18%*	78 *22%*
7	(7)	80 *22%*	62 *17%*	56 *15%*	64 *18%*	63 *17%*	83 *23%*	66 *18%*
6	(6)	36 *10%*	34 *9%*	42 *12%*	42 *12%*	48 *13%*	47 *13%*	34 *9%*
5	(5)	20 *6%*	34 *9%*	34 *9%*	50 *14%*	56 *15%*	59 *16%*	39 *11%*
4	(4)	10 *3%*	11 *3%*	15 *4%*	18 *5%*	23 *6%*	10 *3%*	5 *1%*
3	(3)	6 *2%*	5 *1%*	7 *2%*	6 *2%*	3 *1%*	8 *2%*	3 *1%*
2	(2)	- -	8 *2%*	3 *1%*	2 *1%*	10 *3%*	3 *1%*	3 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 628

Absolutes/col/row percents

9 Jul 2009

QT7a Analogue Teletext ratings - Summary

Base : Those accessing analogue Teletext most often

		QT7a - Summary						
		Its news content is trustworthy	Its content helps me understand what's going on in the world today	Regional/ national news content provides a wide range of good quality news about my area	Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/ nation	Its content reflects the interests and concerns of people like me	It is a high quality service	Its pages are regularly updated
Total (Unwtd)		402	402	402	402	402	402	402
Effective Total		259	259	259	259	259	259	259
1	(1)	2 *1%*	2 *	2 *1%*	1 *	4 *1%*	1 *	1 *
Don't know		56 *15%*	61 *17%*	91 *25%*	107 *29%*	88 *24%*	36 *10%*	69 *19%*
Net: 10/9/8/7		234 *64%*	210 *58%*	169 *46%*	138 *38%*	132 *36%*	200 *55%*	210 *58%*
Net: 6/5/4		66 *18%*	78 *21%*	91 *25%*	110 *30%*	127 *35%*	116 *32%*	78 *21%*
Net: 3/2/1		8 *2%*	14 *4%*	12 *3%*	9 *3%*	17 *5%*	12 *3%*	7 *2%*
Mean		7.32	7.10	6.86	6.55	6.28	6.83	7.26
Standard Deviation		1.62	1.87	1.83	1.75	1.91	1.75	1.73

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 629

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its news content is trustworthy

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**17** ***5%***	9 *4%* *50%*	9 *5%* *50%*	3 *6%* *18%*	5 *7%* *29%*	2 *3%* *14%*	3 *4%* *20%*	2 *5%* *14%*	1 *3%* *6%*	3 *6%* *19%*	11 *5%* *63%*	3 *3%* *18%*	3 *3%* *17%*	4 *4%* *21%*	3 *2%* *16%*
9	**(9)**	**29** ***8%***	20 *10%* *69%*	9 *6%* *31%*	8 *16%* *28%* F	3 *3%* *9%*	9 *11%* *31%*	2 *3%* *8%*	4 *9%* *13%*	3 *9%* *11%*	3 *5%* *10%*	17 *8%* *59%*	9 *9%* *31%*	5 *5%* *16%*	7 *7%* *24%*	10 *9%* *36%*
8	**(8)**	**131** ***36%***	77 *37%* *58%*	55 *34%* *42%*	11 *21%* *8%*	31 *42%* *24%*	22 *27%* *16%*	35 *44%* *27%* C	18 *42%* *14%*	15 *40%* *11%*	17 *29%* *13%*	80 *38%* *61%*	35 *36%* *26%*	38 *43%* *29%*	37 *36%* *28%*	42 *36%* *32%*
7	**(7)**	**69** ***19%***	36 *17%* *51%*	34 *21%* *49%*	9 *17%* *12%*	16 *22%* *23%*	17 *22%* *25%*	12 *16%* *18%*	10 *23%* *15%*	5 *12%* *7%*	8 *14%* *12%*	43 *20%* *62%*	19 *19%* *27%*	9 *10%* *13%*	25 *25%* *36%*	23 *20%* *33%*
6	**(6)**	**41** ***11%***	19 *9%* *45%*	22 *14%* *55%*	2 *5%* *6%*	10 *14%* *25%*	10 *13%* *25%*	11 *14%* *27%*	2 *6%* *6%*	5 *13%* *11%*	13 *23%* *32%* J	17 *8%* *41%*	11 *11%* *27%*	12 *13%* *29%*	10 *10%* *25%*	13 *12%* *33%*
5	**(5)**	**28** ***8%***	16 *8%* *58%*	12 *8%* *42%*	4 *7%* *13%*	4 *6%* *16%*	6 *7%* *20%*	7 *9%* *25%*	4 *10%* *15%*	4 *10%* *12%*	3 *5%* *11%*	15 *7%* *52%*	10 *11%* *36%*	10 *11%* *35%*	5 *5%* *16%*	8 *7%* *29%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 629

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its news content is trustworthy

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	**(4)**	**14** ***4%***	11 *5%* *78%*	3 *2%* *22%*	10 *19%* *70%* DE FG	2 *3%* *14%*	* * *2%*	2 *2%* *12%*	- - -	* *1%* *2%*	* *1%* *2%*	6 *3%* *41%*	8 *8%* *57%*	3 *3%* *20%*	4 *4%* *27%*	6 *6%* *46%*
3	**(3)**	**4** ***1%***	2 *1%* *44%*	2 *2%* *56%*	3 *6%* *73%*	- - -	* * *5%*	- - -	- - -	1 *3%* *22%*	1 *2%* *22%*	3 *2%* *78%*	- - -	2 *2%* *39%*	- - -	2 *2%* *56%*
2	**(2)**	**1** *****	1 * *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	- - -
1	**(1)**	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know		**29** ***8%***	17 *8%* *57%*	13 *8%* *43%*	2 *4%* *7%*	3 *4%* *9%*	13 *16%* *43%* D	6 *8%* *21%*	2 *5%* *8%*	4 *10%* *12%*	10 *16%* *32%* K	17 *8%* *59%*	3 *3%* *9%*	8 *9%* *27%*	10 *10%* *34%*	6 *5%* *21%*
Net: 10/9/8/7		**247** ***68%***	141 *68%* *57%*	106 *67%* *43%*	31 *59%* *12%*	55 *74%* *22%*	50 *63%* *20%*	53 *67%* *21%*	35 *79%* *14%*	24 *65%* *10%*	31 *54%* *13%*	151 *72%* *61%* I	65 *67%* *26%*	55 *62%* *22%*	72 *71%* *29%*	78 *68%* *32%*
Net: 6/5/4		**83** ***23%***	46 *22%* *55%*	37 *24%* *45%*	16 *31%* *19%*	16 *22%* *20%*	16 *20%* *19%*	20 *25%* *24%*	7 *15%* *8%*	8 *23%* *10%*	17 *29%* *20%*	37 *18%* *45%*	29 *30%* *35%*	25 *28%* *29%*	19 *19%* *22%*	28 *24%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 629

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its news content is trustworthy

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Net: 3/2/1	**5** ***1%***	2 *1%* *50%*	2 *2%* *50%*	3 *6%* *64%*	- - -	1 *1%* *16%*	- - -	- - -	1 *3%* *20%*	1 *2%* *20%*	4 *2%* *80%*	- - -	2 *2%* *34%*	- - -	2 *2%* *50%*
Mean	**7.25**	7.26	7.23	6.70	7.37	7.31	7.27	7.54	7.24	7.17	7.35	7.07	7.12	7.34	7.12
Standard Deviation	**1.49**	1.54	1.43	2.13	1.31	1.38	1.32	1.24	1.49	1.45	1.48	1.54	1.52	1.29	1.52

GfK NOP

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		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**17** ***5%***	4 *13%* *24%* R	1 *7%* *7%*	2 *24%* *14%* PR	9 *3%* *55%*	17 *5%* *100%*	- - -	17 *5%* *100%*	17 *5%* *100%*	15 *6%* *87%*	2 *2%* *13%*	2 *2%* *13%*
9	**(9)**	**29** ***8%***	4 *12%* *13%*	2 *13%* *7%*	1 *12%* *4%*	22 *7%* *75%*	28 *8%* *96%*	1 *6%* *4%*	28 *8%* *94%*	29 *8%* *100%*	12 *5%* *40%*	18 *14%* *60%* X	18 *14%* *60%* X
8	**(8)**	**131** ***36%***	8 *25%* *6%*	5 *31%* *4%*	1 *15%* *1%*	117 *38%* *89%* Q	124 *36%* *95%*	7 *40%* *5%*	131 *36%* *100%*	131 *36%* *100%*	89 *37%* *67%*	41 *33%* *31%*	42 *33%* *32%*
7	**(7)**	**69** ***19%***	5 *17%* *8%*	5 *28%* *7%*	2 *20%* *3%*	57 *19%* *82%*	65 *19%* *94%*	4 *23%* *6%*	69 *19%* *99%*	69 *19%* *100%*	48 *20%* *69%*	22 *17%* *31%*	22 *17%* *31%*
6	**(6)**	**41** ***11%***	4 *12%* *10%*	1 *5%* *2%*	1 *7%* *2%*	36 *12%* *86%*	39 *11%* *94%*	2 *14%* *6%*	41 *11%* *100%*	41 *11%* *100%*	19 *8%* *47%*	22 *18%* *53%* X	23 *18%* *56%* X
5	**(5)**	**28** ***8%***	4 *13%* *14%*	* *2%* *1%*	1 *12%* *4%* P	23 *8%* *80%*	25 *7%* *89%*	3 *17%* *11%*	28 *8%* *100%*	28 *8%* *100%*	22 *9%* *79%*	6 *5%* *21%*	7 *6%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 629

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its news content is trustworthy

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	**(4)**	**14** ***4%***	- - -	1 *4%* *5%*	* *3%* *2%*	13 *4%* *93%*	14 *4%* *100%*	- - -	11 *3%* *82%*	11 *3%* *82%*	11 *4%* *77%*	1 *1%* *5%*	1 *1%* *7%*
3	**(3)**	**4** ***1%***	- - -	- - -	* *2%* *5%*	4 *1%* *95%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	2 *1%* *39%*	3 *2%* *61%*	3 *2%* *61%*
2	**(2)**	**1** ***	1 *2%* *100%* R	- - -	- - -	- - -	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
1	**(1)**	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know		**29** ***8%***	3 *8%* *9%*	2 *11%* *6%*	1 *6%* *2%*	24 *8%* *83%*	29 *8%* *100%*	- - -	29 *8%* *100%*	29 *8%* *100%*	19 *8%* *65%*	10 *8%* *35%*	10 *8%* *35%*
Net: 10/9/8/7		**247** ***68%***	21 *66%* *9%*	14 *78%* *6%*	7 *71%* *3%*	205 *67%* *83%*	235 *68%* *95%*	12 *69%* *5%*	245 *68%* *99%*	247 *68%* *100%*	163 *69%* *66%*	82 *67%* *33%*	84 *65%* *34%*
Net: 6/5/4		**83** ***23%***	8 *25%* *10%*	2 *11%* *2%*	2 *21%* *3%*	71 *23%* *86%*	78 *22%* *93%*	5 *31%* *7%*	81 *22%* *97%*	81 *22%* *97%*	53 *22%* *63%*	28 *23%* *34%*	31 *24%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 629

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its news content is trustworthy

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Net: 3/2/1	**5** ***1%***	1 *2%* *12%*	- - -	* *2%* *4%*	4 *1%* *84%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	2 *1%* *46%*	3 *2%* *54%*	3 *2%* *54%*
Mean	**7.25**	7.43	7.63	7.70	7.19	7.26	7.05	7.26	7.27	7.24	7.32	7.28
Standard Deviation	**1.49**	1.76	1.36	2.01	1.45	1.51	1.24	1.47	1.47	1.52	1.38	1.39

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 630

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**22** ***6%***	8 *4%* *34%*	14 *9%* *66%*	2 *3%* *7%*	8 *11%* *38%*	2 *3%* *11%*	6 *8%* *28%*	3 *6%* *12%*	1 *3%* *4%*	3 *5%* *12%*	12 *6%* *56%*	7 *7%* *32%*	8 *9%* *37%*	4 *4%* *17%*	3 *2%* *13%*
9	**(9)**	**40** ***11%***	26 *13%* *65%*	14 *9%* *35%*	10 *19%* *24%* D	2 *3%* *5%*	10 *13%* *25%*	10 *13%* *25%*	7 *16%* *17%* D	2 *5%* *4%*	1 *2%* *3%*	29 *14%* *71%* I	11 *11%* *26%*	13 *14%* *31%*	9 *9%* *22%*	12 *10%* *29%*
8	**(8)**	**95** ***26%***	59 *28%* *62%*	36 *23%* *38%*	12 *23%* *13%*	25 *34%* *26%*	18 *23%* *19%*	13 *17%* *14%*	13 *30%* *14%*	14 *38%* *15%*	14 *24%* *15%*	58 *28%* *61%*	23 *23%* *24%*	22 *25%* *24%*	26 *26%* *27%*	34 *29%* *35%*
7	**(7)**	**66** ***18%***	37 *18%* *56%*	29 *18%* *44%*	7 *14%* *11%*	19 *26%* *29%*	13 *16%* *20%*	16 *20%* *24%*	9 *21%* *14%*	1 *3%* *2%*	9 *16%* *14%*	40 *19%* *61%*	16 *17%* *25%*	14 *15%* *21%*	22 *22%* *33%*	19 *17%* *29%*
6	**(6)**	**55** ***15%***	30 *15%* *55%*	25 *16%* *45%*	10 *19%* *18%*	6 *8%* *11%*	19 *23%* *34%* D	11 *14%* *20%*	5 *12%* *10%*	4 *12%* *8%*	10 *16%* *17%*	27 *13%* *49%*	18 *19%* *33%*	9 *10%* *16%*	19 *18%* *34%*	21 *19%* *39%*
5	**(5)**	**31** ***8%***	15 *7%* *50%*	15 *10%* *50%*	2 *5%* *8%*	4 *6%* *14%*	6 *8%* *21%*	11 *14%* *37%*	3 *7%* *9%*	3 *9%* *10%*	8 *14%* *26%*	12 *6%* *39%*	11 *11%* *35%*	10 *11%* *32%*	11 *11%* *35%*	4 *3%* *12%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Table 630

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	**(4)**	**11** ***3%***	11 *5%* *96%* B	* * *4%*	3 *5%* *24%*	3 *4%* *24%*	2 *2%* *15%*	3 *4%* *27%*	- - -	1 *3%* *10%*	1 *2%* *11%*	7 *4%* *65%*	3 *3%* *24%*	4 *5%* *36%*	2 *2%* *15%*	5 *4%* *44%*
3	**(3)**	**7** ***2%***	3 *1%* *37%*	5 *3%* *63%*	3 *5%* *37%*	- - -	- - -	1 *2%* *16%*	- - -	3 *9%* *47%*	1 *1%* *9%*	3 *2%* *44%*	3 *4%* *47%*	2 *2%* *24%*	2 *2%* *28%*	3 *2%* *38%*
2	**(2)**	**5** ***1%***	3 *1%* *53%*	3 *2%* *47%*	- - -	* *1%* *7%*	1 *1%* *11%*	2 *2%* *32%*	- - -	3 *7%* *50%*	1 *2%* *22%*	3 *1%* *48%*	2 *2%* *30%*	1 *1%* *21%*	- - -	3 *2%* *52%*
1	**(1)**	**2** *	1 * *38%*	1 *1%* *62%*	- - -	- - -	1 *1%* *38%*	- - -	- - -	1 *3%* *62%*	1 *2%* *62%*	1 * *38%*	- - -	- - -	- - -	1 *1%* *62%*
Don't know		**30** ***8%***	14 *7%* *47%*	16 *10%* *53%*	3 *7%* *12%*	5 *7%* *18%*	8 *10%* *27%*	5 *7%* *18%*	4 *9%* *13%*	3 *9%* *11%*	9 *16%* *32%* K	17 *8%* *56%*	3 *4%* *12%*	7 *8%* *23%*	7 *7%* *24%*	11 *10%* *37%*
Net: 10/9/8/7		**224** ***61%***	129 *63%* *58%*	94 *59%* *42%*	30 *59%* *14%*	55 *74%* *24%* E	44 *55%* *20%*	45 *57%* *20%*	32 *72%* *14%*	18 *48%* *8%*	27 *47%* *12%*	139 *67%* *62%* I	57 *59%* *25%*	57 *64%* *25%*	60 *60%* *27%*	67 *59%* *30%*
Net: 6/5/4		**97** ***27%***	57 *28%* *58%*	41 *26%* *42%*	15 *29%* *15%*	13 *18%* *14%*	27 *34%* *28%*	25 *32%* *26%*	8 *19%* *8%*	9 *23%* *9%*	19 *32%* *19%*	47 *22%* *48%*	32 *33%* *33%*	23 *25%* *23%*	31 *31%* *32%*	30 *26%* *31%*
Net: 3/2/1		**14** ***4%***	6 *3%* *43%*	8 *5%* *57%*	3 *5%* *19%*	* *1%* *3%*	1 *1%* *8%*	3 *4%* *21%*	- - -	7 *19%* *50%*	3 *5%* *20%*	6 *3%* *45%*	5 *5%* *35%*	3 *3%* *20%*	2 *2%* *14%*	7 *6%* *46%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

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Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Mean	**7.08**	7.05	7.10	7.04	7.42	7.03	6.94	7.59	6.19	6.60	7.25 I	6.96	7.23	7.02	6.91
Standard Deviation	**1.77**	1.71	1.85	1.79	1.51	1.58	1.87	1.32	2.43	1.84	1.70	1.83	1.87	1.49	1.80

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Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**22** ***6%***	3 *9%* *14%*	2 *10%* *8%*	2 *24%* *11%* OR	15 *5%* *67%*	22 *6%* *100%*	- - -	22 *6%* *100%*	22 *6%* *100%*	20 *9%* *92%* YZ	2 *1%* *8%*	2 *1%* *8%*
9	**(9)**	**40** ***11%***	4 *11%* *9%*	2 *10%* *5%*	2 *17%* *4%*	33 *11%* *82%*	38 *11%* *94%*	2 *13%* *6%*	39 *11%* *96%*	40 *11%* *100%*	24 *10%* *59%*	17 *14%* *41%*	18 *14%* *44%*
8	**(8)**	**95** ***26%***	7 *21%* *7%*	4 *24%* *5%*	2 *22%* *2%*	82 *27%* *86%*	89 *26%* *94%*	6 *32%* *6%*	95 *26%* *100%*	95 *26%* *100%*	59 *25%* *62%*	35 *28%* *37%*	36 *28%* *38%*
7	**(7)**	**66** ***18%***	5 *16%* *8%*	5 *26%* *7%*	1 *10%* *2%*	55 *18%* *83%*	62 *18%* *94%*	4 *23%* *6%*	66 *18%* *99%*	66 *18%* *100%*	45 *19%* *69%*	20 *17%* *31%*	21 *16%* *32%*
6	**(6)**	**55** ***15%***	5 *15%* *8%*	1 *6%* *2%*	1 *11%* *2%*	48 *16%* *88%*	52 *15%* *95%*	3 *17%* *5%*	53 *15%* *96%*	53 *15%* *96%*	35 *15%* *64%*	18 *14%* *32%*	18 *14%* *32%*
5	**(5)**	**31** ***8%***	4 *12%* *12%*	2 *12%* *7%*	1 *7%* *2%*	24 *8%* *79%*	29 *8%* *95%*	1 *8%* *5%*	31 *9%* *100%*	31 *8%* *100%*	18 *8%* *59%*	13 *10%* *41%*	13 *10%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 630

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	**(4)**	**11** ***3%***	- - -	* *2%* *3%*	* *3%* *3%*	11 *4%* *94%*	10 *3%* *89%*	1 *7%* *11%*	11 *3%* *100%*	11 *3%* *100%*	10 *4%* *89%*	1 *1%* *11%*	3 *2%* *24%*
3	**(3)**	**7** ***2%***	1 *2%* *9%*	- - -	- - -	7 *2%* *91%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	4 *2%* *50%*	4 *3%* *50%*	4 *3%* *50%*
2	**(2)**	**5** ***1%***	1 *4%* *21%*	* *2%* *7%*	- - -	4 *1%* *72%*	5 *2%* *100%*	- - -	5 *2%* *100%*	5 *2%* *100%*	2 *1%* *32%*	4 *3%* *68%*	4 *3%* *68%*
1	**(1)**	**2** ***	1 *2%* *38%*	- - -	- - -	1 * *62%*	2 * *100%*	- - -	2 * *100%*	2 * *100%*	1 * *38%*	1 *1%* *62%*	1 *1%* *62%*
Don't know		**30** ***8%***	3 *8%* *9%*	1 *7%* *4%*	1 *6%* *2%*	25 *8%* *85%*	30 *9%* *100%*	- - -	30 *8%* *100%*	30 *8%* *100%*	20 *8%* *67%*	10 *8%* *33%*	10 *8%* *33%*
Net: 10/9/8/7		**224** ***61%***	19 *58%* *8%*	13 *71%* *6%*	8 *73%* *3%*	185 *61%* *83%*	211 *61%* *95%*	12 *67%* *5%*	221 *61%* *99%*	224 *62%* *100%*	148 *62%* *66%*	74 *60%* *33%*	76 *60%* *34%*
Net: 6/5/4		**97** ***27%***	8 *26%* *9%*	3 *19%* *4%*	2 *20%* *2%*	83 *27%* *86%*	92 *26%* *94%*	6 *33%* *6%*	95 *26%* *97%*	95 *26%* *97%*	63 *27%* *65%*	32 *26%* *32%*	33 *26%* *34%*
Net: 3/2/1		**14** ***4%***	2 *7%* *17%*	* *2%* *3%*	- - -	12 *4%* *81%*	14 *4%* *100%*	- - -	14 *4%* *100%*	14 *4%* *100%*	6 *3%* *42%*	8 *7%* *58%*	8 *7%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 630

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content helps me understand what's going on in the world today

Base : Those accessing digital Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Mean	**7.08**	6.96	7.33	8.00 OR	7.04	7.08	7.02	7.07	7.08	7.18	6.89	6.89
Standard Deviation	**1.77**	2.12	1.77	1.82	1.72	1.79	1.45	1.77	1.77	1.74	1.84	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 631

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Regional/national news content provides a wide range of good quality news about my area

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**16** ***4%***	6 *3%* *34%*	11 *7%* *66%*	1 *1%* *4%*	6 *8%* *35%*	1 *1%* *6%*	4 *6%* *27%*	- - -	4 *12%* *28%*	1 *3%* *9%*	7 *3%* *44%*	8 *8%* *46%*	10 *11%* *62%* MN	- - -	2 *1%* *10%*
9	**(9)**	**26** ***7%***	18 *9%* *71%*	8 *5%* *29%*	5 *10%* *19%*	4 *6%* *17%*	6 *7%* *22%*	4 *5%* *14%*	4 *9%* *16%*	3 *9%* *12%*	2 *3%* *7%*	14 *7%* *53%*	10 *11%* *40%*	4 *5%* *17%*	5 *5%* *20%*	12 *10%* *45%*
8	**(8)**	**68** ***19%***	41 *20%* *60%*	27 *17%* *40%*	9 *17%* *13%*	12 *16%* *17%*	20 *25%* *30%*	12 *16%* *18%*	10 *23%* *15%*	5 *13%* *7%*	9 *14%* *12%*	47 *23%* *69%*	12 *13%* *18%*	17 *20%* *25%*	21 *21%* *31%*	20 *17%* *29%*
7	**(7)**	**73** ***20%***	39 *19%* *53%*	34 *21%* *47%*	9 *18%* *13%*	18 *24%* *24%*	17 *21%* *23%*	20 *25%* *27%*	7 *15%* *9%*	2 *6%* *3%*	6 *10%* *8%*	45 *22%* *62%*	21 *22%* *29%*	13 *14%* *17%*	25 *25%* *35%*	23 *20%* *32%*
6	**(6)**	**43** ***12%***	21 *10%* *48%*	22 *14%* *52%*	5 *10%* *12%*	6 *8%* *14%*	13 *16%* *29%*	6 *8%* *14%*	4 *9%* *10%*	9 *24%* *21%*	6 *11%* *15%*	17 *8%* *39%*	20 *20%* *46%* J	13 *15%* *31%*	9 *9%* *22%*	13 *11%* *30%*
5	**(5)**	**43** ***12%***	20 *10%* *46%*	23 *15%* *54%*	8 *16%* *19%*	10 *13%* *22%*	8 *10%* *19%*	9 *12%* *21%*	7 *16%* *16%*	1 *3%* *2%*	9 *16%* *21%*	27 *13%* *61%*	8 *8%* *18%*	6 *6%* *13%*	19 *19%* *44%*	11 *10%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 631

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Regional/national news content provides a wide range of good quality news about my area

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	**(4)**	**22** ***6%***	19 *9%* *84%* B	4 *2%* *16%*	1 *3%* *7%*	7 *10%* *33%*	4 *5%* *18%*	7 *9%* *32%*	1 *3%* *6%*	1 *3%* *5%*	4 *6%* *16%*	13 *6%* *57%*	6 *6%* *27%*	5 *6%* *24%*	3 *3%* *14%*	10 *9%* *46%*
3	**(3)**	**8** ***2%***	5 *2%* *63%*	3 *2%* *37%*	4 *8%* *51%*	* *1%* *5%*	* * *2%*	2 *3%* *30%*	- - -	1 *3%* *12%*	1 *2%* *12%*	4 *2%* *54%*	3 *3%* *34%*	4 *5%* *51%*	- - -	3 *3%* *42%*
2	**(2)**	**5** ***1%***	5 *3%* *100%*	- - -	2 *4%* *38%*	- - -	- - -	1 *2%* *22%*	- - -	2 *6%* *40%*	1 *2%* *22%*	4 *2%* *78%*	- - -	1 *1%* *21%*	2 *2%* *38%*	2 *2%* *41%*
1	**(1)**	**1** ***	* * *26%*	1 * *74%*	* * *21%*	- - -	- - -	1 *1%* *53%*	* *1%* *26%*	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	- - -
Don't know		**59** ***16%***	32 *16%* *54%*	27 *17%* *46%*	6 *12%* *11%*	11 *15%* *19%*	12 *15%* *20%*	12 *15%* *21%*	10 *23%* *17%*	8 *21%* *13%*	20 *33%* *33%* JK	30 *14%* *51%*	9 *10%* *16%*	16 *17%* *26%*	15 *15%* *26%*	18 *16%* *31%*
Net: 10/9/8/7		**183** ***50%***	104 *50%* *57%*	79 *50%* *43%*	24 *46%* *13%*	40 *54%* *22%*	43 *54%* *24%*	40 *51%* *22%*	21 *48%* *11%*	15 *41%* *8%*	18 *31%* *10%*	114 *54%* *62%* I	52 *53%* *28%* I	44 *50%* *24%*	52 *52%* *28%*	57 *49%* *31%*
Net: 6/5/4		**108** ***30%***	59 *29%* *55%*	49 *31%* *45%*	15 *29%* *14%*	23 *31%* *21%*	25 *31%* *23%*	22 *28%* *21%*	12 *28%* *11%*	11 *30%* *10%*	19 *32%* *18%*	56 *27%* *52%*	33 *34%* *31%*	24 *27%* *22%*	32 *31%* *29%*	34 *30%* *32%*

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Net: 3/2/1	**15** **4%**	11 *5%* *74%*	4 *2%* *26%*	6 *12%* *44%* DE	* *1%* *3%*	* * *1%*	4 *5%* *29%*	* *1%* *2%*	3 *9%* *22%*	2 *4%* *15%*	10 *5%* *66%*	3 *3%* *19%*	5 *6%* *36%*	2 *2%* *14%*	6 *5%* *39%*
Mean	**6.70**	6.59	6.84	6.25	6.83	6.90	6.53	6.85	6.85	6.27	6.69	6.91	6.91	6.59	6.56
Standard Deviation	**1.82**	1.91	1.69	2.05	1.77	1.41	1.94	1.56	2.31	1.84	1.83	1.76	2.03	1.51	1.84

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Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**16** ***4%***	1 *3%* *6%*	1 *7%* *8%*	2 *22%* *14%* OPR	12 *4%* *72%*	16 *5%* *100%*	- - -	15 *4%* *90%*	16 *4%* *100%*	14 *6%* *85%*	2 *2%* *15%*	2 *2%* *15%*
9	**(9)**	**26** ***7%***	2 *6%* *8%*	2 *9%* *6%*	1 *13%* *5%*	21 *7%* *81%*	25 *7%* *96%*	1 *6%* *4%*	26 *7%* *99%*	26 *7%* *100%*	10 *4%* *38%*	16 *13%* *62%* X	16 *13%* *62%* X
8	**(8)**	**68** ***19%***	5 *15%* *7%*	3 *19%* *5%*	2 *15%* *2%*	59 *19%* *86%*	67 *19%* *98%*	1 *8%* *2%*	68 *19%* *100%*	68 *19%* *100%*	43 *18%* *62%*	26 *21%* *38%*	28 *22%* *41%*
7	**(7)**	**73** ***20%***	8 *24%* *11%* Q	3 *17%* *4%*	1 *5%* *1%*	61 *20%* *85%* Q	67 *19%* *92%*	6 *32%* *8%*	70 *19%* *97%*	70 *19%* *97%*	52 *22%* *71%*	18 *15%* *25%*	18 *14%* *25%*
6	**(6)**	**43** ***12%***	5 *15%* *11%*	2 *11%* *4%*	1 *8%* *2%*	35 *12%* *83%*	42 *12%* *98%*	1 *6%* *2%*	43 *12%* *99%*	43 *12%* *100%*	27 *11%* *62%*	15 *12%* *34%*	15 *12%* *35%*
5	**(5)**	**43** ***12%***	4 *12%* *9%*	3 *14%* *6%*	1 *10%* *2%*	36 *12%* *83%*	42 *12%* *96%*	2 *9%* *4%*	43 *12%* *100%*	43 *12%* *100%*	29 *12%* *68%*	14 *11%* *32%*	14 *11%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
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Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	**(4)**	**22** ***6%***	2 *6%* *9%*	1 *3%* *3%*	1 *10%* *4%*	19 *6%* *84%*	19 *6%* *88%*	3 *15%* *12%*	22 *6%* *100%*	22 *6%* *100%*	15 *7%* *70%*	7 *5%* *30%*	7 *5%* *30%*
3	**(3)**	**8** ***2%***	- - -	* *2%* *5%*	* *2%* *2%*	8 *2%* *93%*	7 *2%* *83%*	1 *8%* *17%*	8 *2%* *100%*	8 *2%* *100%*	7 *3%* *81%*	2 *1%* *19%*	3 *2%* *34%*
2	**(2)**	**5** ***1%***	- - -	- - -	- - -	5 *2%* *100%*	5 *2%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	3 *1%* *60%*	2 *2%* *40%*	2 *2%* *40%*
1	**(1)**	**1** *******	1 *2%* *53%* R	* *2%* *26%* R	* *2%* *21%* R	- - -	1 *** *100%*	- - -	1 *** *100%*	1 *** *100%*	* *** *47%*	1 *** *53%*	1 *** *53%*
Don't know		**59** ***16%***	6 *18%* *10%*	3 *16%* *5%*	1 *14%* *2%*	49 *16%* *83%*	56 *16%* *95%*	3 *16%* *5%*	59 *16%* *100%*	59 *16%* *100%*	37 *16%* *64%*	21 *17%* *36%*	22 *17%* *37%*
Net: 10/9/8/7		**183** ***50%***	16 *48%* *8%*	9 *52%* *5%*	6 *55%* *3%*	153 *50%* *83%*	175 *50%* *96%*	8 *45%* *4%*	179 *50%* *98%*	181 *50%* *99%*	118 *50%* *64%*	63 *51%* *34%*	65 *51%* *35%*
Net: 6/5/4		**108** ***30%***	10 *32%* *10%*	5 *29%* *5%*	3 *28%* *3%*	90 *30%* *83%*	103 *30%* *95%*	5 *31%* *5%*	108 *30%* *100%*	108 *30%* *100%*	72 *30%* *66%*	35 *28%* *32%*	36 *28%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 631

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Regional/national news content provides a wide range of good quality news about my area

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Net: 3/2/1	**15** ***4%***	1 *2%* *4%*	1 *4%* *4%*	* *4%* *3%*	13 *4%* *89%*	13 *4%* *90%*	1 *8%* *10%*	15 *4%* *100%*	15 *4%* *100%*	10 *4%* *71%*	4 *3%* *29%*	5 *4%* *37%*
Mean	**6.70**	6.63	6.90	7.34	6.67	6.73	6.02	6.67	6.69	6.63	6.83	6.80
Standard Deviation	**1.82**	1.72	1.98	2.54	1.80	1.81	1.82	1.81	1.82	1.83	1.83	1.85

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 632

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**10** ***3%***	5 *3%* *52%*	5 *3%* *48%*	3 *5%* *27%*	2 *3%* *19%*	- - -	4 *6%* *45%*	- - -	1 *3%* *10%*	1 *3%* *15%*	5 *2%* *50%*	4 *4%* *35%*	6 *6%* *56%*	- - -	2 *2%* *25%*
9	**(9)**	**15** ***4%***	12 *6%* *79%*	3 *2%* *21%*	2 *4%* *15%*	3 *4%* *17%*	6 *7%* *37%*	1 *1%* *4%*	4 *9%* *27%* F	- - -	2 *3%* *13%*	9 *4%* *59%*	4 *4%* *28%*	3 *3%* *19%*	5 *5%* *33%*	3 *3%* *22%*
8	**(8)**	**62** ***17%***	33 *16%* *53%*	29 *18%* *47%*	9 *17%* *14%*	19 *26%* *31%*	14 *17%* *22%*	11 *13%* *17%*	7 *15%* *11%*	4 *10%* *6%*	3 *6%* *6%*	42 *20%* *67%* I	17 *17%* *27%*	20 *23%* *32%*	15 *15%* *24%*	16 *14%* *25%*
7	**(7)**	**67** ***18%***	37 *18%* *55%*	30 *19%* *45%*	8 *15%* *12%*	12 *16%* *17%*	21 *26%* *31%*	14 *17%* *20%*	10 *22%* *15%*	4 *10%* *6%*	6 *10%* *8%*	44 *21%* *66%*	17 *18%* *26%*	9 *10%* *13%*	27 *27%* *40%* L	22 *19%* *33%*
6	**(6)**	**52** ***14%***	30 *15%* *57%*	22 *14%* *43%*	12 *22%* *22%*	9 *12%* *18%*	9 *12%* *18%*	10 *13%* *20%*	5 *12%* *10%*	6 *17%* *12%*	5 *9%* *10%*	33 *16%* *64%*	14 *14%* *26%*	9 *10%* *16%*	16 *16%* *31%*	21 *18%* *40%*
5	**(5)**	**42** ***11%***	22 *11%* *52%*	20 *13%* *48%*	2 *5%* *6%*	11 *15%* *26%*	5 *7%* *13%*	12 *15%* *28%*	4 *9%* *10%*	7 *20%* *17%*	14 *24%* *33%* J	17 *8%* *40%*	11 *11%* *26%*	12 *13%* *29%*	16 *16%* *39%*	6 *6%* *15%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 632

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			Male	Female	16-24	25-34	35-44	45-54	55-64	65+	AB	C1C2	DE	North	Midlands	South
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	(4)	**22** ***6%***	16 *8%* *75%*	5 *3%* *25%*	5 *10%* *25%*	5 *7%* *22%*	3 *3%* *12%*	7 *8%* *31%*	1 *3%* *6%*	1 *2%* *3%*	2 *3%* *8%*	11 *5%* *50%*	9 *9%* *42%*	5 *6%* *24%*	3 *3%* *15%*	9 *8%* *41%*
3	(3)	**15** ***4%***	9 *4%* *62%*	6 *4%* *38%*	6 *13%* *44%* D	1 *1%* *4%*	2 *2%* *13%*	4 *5%* *29%*	- - -	1 *4%* *10%*	3 *4%* *18%*	7 *3%* *48%*	5 *5%* *34%*	5 *6%* *37%*	- - -	7 *6%* *47%*
2	(2)	**7** ***2%***	4 *2%* *63%*	2 *2%* *37%*	2 *4%* *30%*	- - -	1 *2%* *18%*	- - -	2 *6%* *37%*	1 *3%* *15%*	- - -	5 *2%* *67%*	2 *2%* *33%*	- - -	4 *4%* *63%*	2 *2%* *33%*
1	(1)	**1** ***	1 * *59%*	1 * *41%*	- - -	- - -	- - -	1 *1%* *80%*	* *1%* *20%*	- - -	- - -	1 * *60%*	1 *1%* *40%*	- - -	- - -	- - -
Don't know		**71** ***19%***	36 *17%* *51%*	35 *22%* *49%*	2 *4%* *3%*	13 *17%* *18%*	19 *24%* *27%* C	16 *20%* *22%* C	10 *22%* *14%* C	12 *32%* *17%*	23 *38%* *32%* JK	35 *17%* *50%*	13 *14%* *19%*	21 *23%* *29%*	13 *13%* *19%*	26 *23%* *37%*
Net: 10/9/8/7		**155** ***43%***	88 *43%* *57%*	67 *42%* *43%*	21 *41%* *14%*	35 *48%* *23%*	40 *50%* *26%*	29 *37%* *19%*	21 *47%* *13%*	8 *23%* *5%*	13 *22%* *8%*	100 *48%* *65%* I	42 *43%* *27%* I	37 *42%* *24%*	47 *47%* *30%*	43 *38%* *28%*
Net: 6/5/4		**116** ***32%***	68 *33%* *59%*	48 *30%* *41%*	19 *38%* *17%*	25 *34%* *21%*	18 *22%* *15%*	29 *36%* *25%*	11 *25%* *9%*	14 *38%* *12%*	21 *36%* *18%*	61 *29%* *53%*	34 *35%* *29%*	26 *29%* *22%*	36 *36%* *31%*	36 *31%* *31%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 632

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Net: 3/2/1	**23** ***6%***	14 *7%* *62%*	9 *5%* *38%*	9 *17%* *37%* D	1 *1%* *3%*	3 *4%* *14%*	5 *7%* *24%*	3 *6%* *12%*	2 *7%* *11%*	3 *4%* *11%*	13 *6%* *54%*	8 *8%* *34%*	5 *6%* *24%*	4 *4%* *19%*	9 *8%* *40%*
Mean	**6.39**	6.34	6.46	6.03	6.71	6.72	6.17	6.50	5.91	5.98	6.54	6.26	6.60	6.38	6.21
Standard Deviation	**1.82**	1.89	1.74	2.14	1.57	1.58	1.94	1.91	1.74	1.73	1.77	1.96	1.97	1.59	1.82

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 632

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**10** ***3%***	* *1%* *5%*	1 *3%* *5%*	1 *9%* *10%* OR	8 *3%* *80%*	10 *3%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	8 *3%* *75%*	2 *2%* *25%*	2 *2%* *25%*
9	**(9)**	**15** ***4%***	1 *4%* *9%*	2 *11%* *13%* R	1 *6%* *4%*	11 *4%* *74%*	15 *4%* *100%*	- - -	15 *4%* *100%*	15 *4%* *100%*	3 *1%* *20%*	12 *10%* *80%* WX	12 *10%* *80%* X
8	**(8)**	**62** ***17%***	5 *16%* *8%*	3 *18%* *5%*	3 *31%* *5%* R	51 *17%* *81%*	58 *17%* *93%*	5 *26%* *7%*	62 *17%* *99%*	62 *17%* *100%*	40 *17%* *63%*	23 *19%* *37%*	24 *19%* *39%*
7	**(7)**	**67** ***18%***	7 *21%* *10%*	2 *11%* *3%*	1 *8%* *1%*	58 *19%* *85%*	65 *19%* *96%*	2 *13%* *4%*	66 *18%* *97%*	67 *19%* *100%*	51 *22%* *76%*	16 *13%* *24%*	17 *13%* *26%*
6	**(6)**	**52** ***14%***	3 *11%* *7%*	3 *14%* *5%*	1 *8%* *2%*	46 *15%* *87%*	49 *14%* *94%*	3 *18%* *6%*	52 *14%* *99%*	52 *14%* *100%*	34 *14%* *65%*	16 *13%* *31%*	16 *13%* *31%*
5	**(5)**	**42** ***11%***	4 *13%* *10%*	1 *8%* *3%*	1 *13%* *3%*	35 *11%* *83%*	39 *11%* *93%*	3 *17%* *7%*	42 *12%* *100%*	42 *12%* *100%*	27 *12%* *65%*	14 *12%* *35%*	15 *12%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 632

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing digital Teletext most often

			Nation				Ethnic Origin		TV service(s) in h/hold				
		TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	**(4)**	**22** ***6%***	2 *7%* *11%*	1 *7%* *6%*	1 *8%* *4%*	17 *6%* *80%*	20 *6%* *93%*	1 *8%* *7%*	19 *5%* *89%*	19 *5%* *89%*	14 *6%* *63%*	5 *4%* *25%*	5 *4%* *25%*
3	**(3)**	**15** ***4%***	1 *3%* *7%*	1 *4%* *5%*	1 *6%* *4%*	12 *4%* *84%*	13 *4%* *91%*	1 *8%* *9%*	15 *4%* *100%*	15 *4%* *100%*	13 *5%* *86%*	2 *2%* *14%*	3 *3%* *22%*
2	**(2)**	**7** ***2%***	- - -	* *1%* *4%*	- - -	7 *2%* *96%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	4 *2%* *63%*	3 *2%* *37%*	3 *2%* *37%*
1	**(1)**	**1** *	1 *2%* *41%* R	1 *5%* *59%* R	- - -	- - -	1 *** *100%*	- - -	1 *** *100%*	1 *** *100%*	1 *** *59%*	1 *** *41%*	1 *** *41%*
Don't know		**71** ***19%***	7 *21%* *9%*	3 *17%* *4%*	1 *11%* *2%*	60 *20%* *85%*	69 *20%* *97%*	2 *10%* *3%*	71 *20%* *100%*	71 *20%* *100%*	43 *18%* *60%*	28 *23%* *40%*	29 *22%* *40%*
Net: 10/9/8/7		**155** ***43%***	14 *43%* *9%*	8 *43%* *5%*	6 *55%* *4%*	128 *42%* *82%*	148 *43%* *95%*	7 *39%* *5%*	153 *43%* *99%*	155 *43%* *100%*	101 *43%* *65%*	54 *44%* *35%*	56 *44%* *36%*
Net: 6/5/4		**116** ***32%***	10 *31%* *9%*	5 *29%* *4%*	3 *28%* *3%*	98 *32%* *84%*	108 *31%* *93%*	8 *43%* *7%*	113 *31%* *98%*	113 *31%* *98%*	75 *32%* *65%*	36 *29%* *31%*	37 *29%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 632

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/nation

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Net: 3/2/1	**23** ***6%***	2 *5%* *7%*	2 *10%* *8%*	1 *6%* *3%*	19 *6%* *83%*	22 *6%* *94%*	1 *8%* *6%*	23 *6%* *100%*	23 *6%* *100%*	18 *7%* *77%*	5 *4%* *23%*	6 *5%* *28%*
Mean	**6.39**	6.34	6.36	6.89	6.38	6.41	6.10	6.41	6.41	6.29	6.67	6.64
Standard Deviation	**1.82**	1.82	2.37	2.14	1.79	1.84	1.67	1.83	1.82	1.80	1.85	1.87

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 633

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**7** ***2%***	2 *1%* *38%*	4 *3%* *62%*	* * *4%*	2 *3%* *32%*	- - -	3 *4%* *53%*	* * *	1 *2%* *11%*	1 *3%* *23%*	4 *2%* *65%*	1 *1%* *12%*	3 *3%* *45%*	2 *2%* *25%*	* * *
9	**(9)**	**9** ***2%***	7 *4%* *86%*	1 *1%* *14%*	* * *3%*	1 *1%* *7%*	2 *3%* *28%*	1 *1%* *6%*	5 *11%* *56%* DF	- - -	- - -	4 *2%* *44%*	5 *5%* *56%*	- - -	1 *1%* *16%*	3 *3%* *39%*
8	**(8)**	**61** ***17%***	33 *16%* *54%*	28 *17%* *46%*	9 *18%* *15%*	21 *29%* *35%* G	12 *15%* *20%*	11 *13%* *17%*	4 *9%* *6%*	4 *11%* *7%*	5 *9%* *8%*	41 *20%* *67%*	15 *15%* *24%*	21 *24%* *35%*	15 *15%* *24%*	14 *12%* *23%*
7	**(7)**	**77** ***21%***	48 *23%* *63%*	29 *18%* *37%*	16 *31%* *21%* D	8 *11%* *11%*	17 *22%* *22%*	20 *25%* *26%*	10 *23%* *13%*	6 *15%* *7%*	3 *5%* *4%*	50 *24%* *65%* I	24 *24%* *31%* I	20 *22%* *26%*	19 *19%* *25%*	26 *22%* *34%*
6	**(6)**	**47** ***13%***	24 *12%* *52%*	23 *14%* *48%*	4 *7%* *8%*	13 *17%* *27%*	10 *13%* *22%*	8 *11%* *18%*	7 *16%* *15%*	5 *13%* *10%*	16 *26%* *33%* JK	24 *11%* *51%*	8 *8%* *16%*	9 *11%* *20%*	15 *15%* *32%*	14 *13%* *31%*
5	**(5)**	**70** ***19%***	41 *20%* *59%*	29 *18%* *41%*	8 *15%* *11%*	15 *21%* *22%*	16 *20%* *23%*	14 *18%* *20%*	9 *20%* *13%*	8 *22%* *11%*	11 *19%* *16%*	38 *18%* *54%*	21 *22%* *30%*	12 *14%* *18%*	32 *32%* *46%* LN	18 *15%* *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 633

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	**(4)**	**12** ***3%***	8 *4%* *68%*	4 *3%* *32%*	3 *6%* *25%*	2 *3%* *16%*	1 *2%* *10%*	6 *8%* *48%*	- - -	* * *1%*	2 *3%* *16%*	3 *1%* *22%*	8 *8%* *62%* J	4 *5%* *35%*	2 *2%* *14%*	2 *2%* *16%*
3	**(3)**	**12** ***3%***	6 *3%* *55%*	5 *3%* *45%*	- - -	2 *2%* *15%*	2 *2%* *14%*	8 *10%* *69%*	- - -	* *1%* *2%*	4 *7%* *34%* K	8 *4%* *66%*	- - -	6 *6%* *48%*	- - -	5 *4%* *42%*
2	**(2)**	**10** ***3%***	5 *3%* *51%*	5 *3%* *49%*	2 *5%* *23%*	2 *2%* *15%*	2 *2%* *18%*	1 *2%* *12%*	* *1%* *2%*	3 *9%* *31%*	5 *8%* *45%* J	3 *1%* *30%*	3 *3%* *25%*	2 *2%* *15%*	- - -	8 *7%* *75%* M
1	**(1)**	**6** ***2%***	6 *3%* *100%*	- - -	5 *9%* *76%* EF	1 *2%* *24%*	- - -	- - -	- - -	- - -	- - -	4 *2%* *60%*	2 *3%* *40%*	- - -	2 *2%* *33%*	4 *3%* *63%*
Don't know		**55** ***15%***	24 *12%* *43%*	31 *20%* *57%*	4 *8%* *8%*	7 *9%* *12%*	18 *22%* *32%*	7 *9%* *14%*	9 *21%* *17%*	10 *27%* *18%*	12 *20%* *21%*	31 *15%* *57%*	12 *12%* *22%*	12 *14%* *22%*	13 *13%* *23%*	21 *18%* *38%*
Net: 10/9/8/7		**153** ***42%***	91 *44%* *60%*	62 *39%* *40%*	26 *50%* *17%*	32 *44%* *21%*	31 *39%* *21%*	34 *43%* *22%*	19 *43%* *12%*	10 *28%* *7%*	10 *17%* *6%*	99 *47%* *65%* I	44 *45%* *29%* I	44 *49%* *29%*	37 *37%* *24%*	43 *38%* *28%*
Net: 6/5/4		**129** ***35%***	74 *36%* *57%*	55 *35%* *43%*	14 *28%* *11%*	30 *41%* *23%*	27 *34%* *21%*	28 *36%* *22%*	16 *36%* *12%*	13 *36%* *10%*	29 *49%* *22%* J	64 *31%* *50%*	36 *37%* *28%*	26 *29%* *20%*	49 *48%* *38%* LN	34 *30%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 633

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Net: 3/2/1	**28** ***8%***	18 *9%* *64%*	10 *6%* *36%*	7 *14%* *25%*	5 *6%* *17%*	3 *4%* *12%*	9 *12%* *32%*	* *1%* *1%*	3 *9%* *12%*	9 *15%* *31%*	14 *7%* *51%*	5 *5%* *18%*	7 *8%* *25%*	2 *2%* *7%*	17 *14%* *59%* M
Mean	**6.15**	6.09	6.24	5.77	6.34	6.28	6.02	6.64	5.80	5.44	6.35 I	6.13	6.39	6.16	5.75
Standard Deviation	**1.83**	1.90	1.74	2.24	1.85	1.54	1.88	1.41	1.91	1.88	1.77	1.87	1.79	1.54	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 633

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**7** ***2%***	* *1%* *7%*	1 *3%* *8%*	1 *9%* *14%* OR	5 *2%* *70%*	6 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	6 *3%* *100%*	* * *	* * *
9	**(9)**	**9** ***2%***	2 *5%* *19%*	2 *12%* *24%* R	* *2%* *3%*	5 *2%* *55%*	9 *2%* *100%*	- - -	9 *2%* *100%*	9 *2%* *100%*	3 *1%* *35%*	6 *4%* *65%*	6 *4%* *65%*
8	**(8)**	**61** ***17%***	6 *18%* *10%*	3 *16%* *5%*	2 *21%* *4%*	50 *16%* *82%*	56 *16%* *92%*	5 *26%* *8%*	60 *17%* *99%*	61 *17%* *100%*	37 *16%* *61%*	23 *19%* *39%*	23 *18%* *39%*
7	**(7)**	**77** ***21%***	7 *21%* *9%*	4 *20%* *5%*	2 *18%* *2%*	65 *21%* *84%*	71 *20%* *92%*	6 *32%* *8%*	75 *21%* *98%*	77 *21%* *100%*	56 *23%* *72%*	21 *17%* *28%*	22 *17%* *29%*
6	**(6)**	**47** ***13%***	5 *15%* *10%*	2 *13%* *5%*	1 *6%* *1%*	39 *13%* *83%*	46 *13%* *98%*	1 *6%* *2%*	46 *13%* *99%*	47 *13%* *100%*	35 *15%* *75%*	12 *9%* *25%*	13 *10%* *27%*
5	**(5)**	**70** ***19%***	3 *10%* *5%*	3 *17%* *4%*	2 *15%* *2%*	62 *20%* *89%*	65 *19%* *94%*	4 *25%* *6%*	70 *19%* *100%*	70 *19%* *100%*	44 *18%* *63%*	24 *20%* *35%*	25 *19%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 633

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	**(4)**	**12** ***3%***	3 *8%* *22%* R	1 *6%* *9%*	1 *6%* *5%*	8 *3%* *64%*	12 *4%* *100%*	- - -	12 *3%* *100%*	12 *3%* *100%*	8 *3%* *63%*	5 *4%* *37%*	5 *4%* *40%*
3	**(3)**	**12** ***3%***	- - -	1 *3%* *5%*	1 *6%* *5%* O	10 *3%* *89%*	12 *3%* *100%*	- - -	12 *3%* *100%*	12 *3%* *100%*	8 *3%* *68%*	4 *3%* *32%*	4 *3%* *33%*
2	**(2)**	**10** ***3%***	1 *2%* *6%*	* *1%* *2%*	* *3%* *3%*	9 *3%* *89%*	10 *3%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	7 *3%* *64%*	4 *3%* *36%*	5 *4%* *45%*
1	**(1)**	**6** ***2%***	- - -	- - -	* *2%* *4%*	6 *2%* *96%*	6 *2%* *100%*	- - -	4 *1%* *60%*	4 *1%* *60%*	4 *2%* *60%*	- - -	- - -
Don't know		**55** ***15%***	6 *19%* *11%*	1 *9%* *3%*	1 *11%* *2%*	46 *15%* *84%*	53 *15%* *96%*	2 *11%* *4%*	55 *15%* *100%*	55 *15%* *100%*	30 *13%* *54%*	25 *21%* *46%*	26 *20%* *47%*
Net: 10/9/8/7		**153** ***42%***	15 *45%* *10%*	9 *51%* *6%*	5 *50%* *3%*	124 *41%* *81%*	142 *41%* *93%*	10 *58%* *7%*	151 *42%* *99%*	153 *42%* *100%*	102 *43%* *67%*	50 *41%* *33%*	51 *40%* *34%*
Net: 6/5/4		**129** ***35%***	11 *33%* *8%*	6 *36%* *5%*	3 *28%* *2%*	109 *36%* *85%*	123 *36%* *96%*	5 *31%* *4%*	129 *36%* *100%*	129 *36%* *100%*	87 *37%* *67%*	41 *33%* *32%*	42 *33%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 633

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its content reflects the interests and concerns of people like me

Base : Those accessing digital Teletext most often

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Net: 3/2/1	**28** ***8%***	1 *2%* *2%*	1 *5%* *3%*	1 *11%* *4%* O	26 *8%* *91%*	28 *8%* *100%*	- - -	26 *7%* *91%*	26 *7%* *91%*	18 *8%* *65%*	7 *6%* *26%*	9 *7%* *30%*
Mean	**6.15**	6.54	6.59	6.40	6.08	6.13	6.67	6.19	6.19	6.18	6.25	6.20
Standard Deviation	**1.83**	1.64	1.87	2.37	1.83	1.86	1.21	1.79	1.78	1.81	1.74	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 634

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: It is a high quality service

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**21** ***6%***	8 *4%* *38%*	13 *8%* *62%*	4 *7%* *18%*	5 *7%* *25%*	5 *6%* *22%*	4 *5%* *21%*	2 *4%* *9%*	1 *3%* *5%*	2 *3%* *9%*	10 *5%* *49%*	9 *9%* *42%*	9 *11%* *45%* M	- - -	6 *6%* *31%*
9	**(9)**	**28** ***8%***	20 *10%* *71%*	8 *5%* *29%*	4 *7%* *13%*	7 *9%* *25%*	8 *10%* *27%*	3 *4%* *10%*	6 *13%* *20%*	2 *4%* *6%*	1 *1%* *3%*	21 *10%* *73%*	7 *7%* *24%*	1 *2%* *5%*	9 *9%* *32%*	12 *10%* *41%*
8	**(8)**	**92** ***25%***	57 *27%* *62%*	35 *22%* *38%*	14 *28%* *16%*	28 *38%* *30%*	17 *22%* *19%*	18 *23%* *20%*	8 *19%* *9%*	6 *16%* *6%*	17 *28%* *18%*	53 *26%* *58%*	22 *23%* *24%*	21 *24%* *23%*	29 *28%* *31%*	29 *25%* *32%*
7	**(7)**	**88** ***24%***	46 *22%* *52%*	42 *26%* *48%*	11 *22%* *13%*	6 *9%* *7%*	20 *25%* *23%* D	23 *30%* *27%* D	16 *36%* *18%* D	11 *29%* *12%*	12 *20%* *14%*	50 *24%* *57%*	26 *27%* *29%*	19 *21%* *22%*	32 *32%* *36%*	22 *19%* *25%*
6	**(6)**	**60** ***16%***	32 *16%* *54%*	28 *18%* *46%*	7 *14%* *12%*	18 *24%* *29%*	8 *10%* *13%*	12 *16%* *21%*	9 *21%* *16%*	6 *15%* *9%*	9 *15%* *15%*	37 *18%* *62%*	14 *14%* *23%*	13 *15%* *22%*	20 *20%* *33%*	20 *17%* *33%*
5	**(5)**	**25** ***7%***	15 *7%* *60%*	10 *6%* *40%*	* *1%* *1%*	4 *5%* *16%*	8 *10%* *30%*	8 *10%* *32%*	2 *4%* *7%*	3 *9%* *13%*	2 *4%* *10%*	20 *9%* *77%*	3 *3%* *13%*	9 *10%* *35%*	5 *5%* *19%*	5 *4%* *18%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 634

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: It is a high quality service

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	**(4)**	**10** ***3%***	9 *4%* *84%*	2 *1%* *16%*	4 *8%* *40%*	- - -	5 *6%* *44%*	2 *2%* *16%*	- - -	- - -	4 *7%* *42%* J	3 *2%* *32%*	3 *3%* *26%*	4 *5%* *40%*	3 *3%* *30%*	3 *2%* *25%*
3	**(3)**	**8** ***2%***	7 *4%* *95%*	* * *5%*	4 *8%* *57%* EF	2 *3%* *31%*	- - -	- - -	- - -	1 *3%* *13%*	3 *4%* *33%*	3 *1%* *35%*	2 *3%* *32%*	3 *4%* *42%*	- - -	3 *3%* *45%*
2	**(2)**	**7** ***2%***	2 *1%* *27%*	5 *3%* *73%*	2 *5%* *36%*	1 *2%* *22%*	1 *1%* *9%*	1 *2%* *18%*	- - -	1 *3%* *14%*	2 *4%* *33%*	2 *1%* *31%*	2 *2%* *36%*	- - -	- - -	6 *5%* *91%*
1	**(1)**	**1** ***	1 *1%* *100%*	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	1 *1%* *100%*
Don't know		**25** ***7%***	9 *5%* *37%*	16 *10%* *63%*	* * *	2 *3%* *8%*	8 *10%* *34%*	7 *8%* *27%*	1 *2%* *4%*	7 *18%* *27%*	7 *12%* *28%*	9 *4%* *35%*	9 *9%* *37%*	9 *10%* *37%*	3 *3%* *13%*	8 *7%* *31%*
Net: 10/9/8/7		**229** ***63%***	130 *63%* *57%*	98 *62%* *43%*	33 *64%* *15%*	46 *63%* *20%*	50 *62%* *22%*	49 *62%* *21%*	32 *72%* *14%*	19 *52%* *8%*	31 *53%* *14%*	134 *64%* *59%*	63 *65%* *28%*	51 *57%* *22%*	70 *69%* *30%*	69 *60%* *30%*
Net: 6/5/4		**96** ***26%***	56 *27%* *59%*	40 *25%* *41%*	12 *23%* *12%*	22 *29%* *22%*	20 *25%* *21%*	22 *28%* *23%*	11 *26%* *12%*	9 *24%* *9%*	16 *27%* *16%*	60 *29%* *63%*	20 *21%* *21%*	26 *29%* *27%*	28 *28%* *29%*	27 *24%* *28%*
Net: 3/2/1		**15** ***4%***	10 *5%* *67%*	5 *3%* *33%*	7 *13%* *43%* FG	4 *5%* *25%*	2 *2%* *12%*	1 *2%* *8%*	- - -	2 *5%* *12%*	5 *8%* *30%*	6 *3%* *38%*	5 *5%* *31%*	3 *4%* *21%*	- - -	11 *9%* *69%* M

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 634

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: It is a high quality service

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Mean	**6.99**	6.93	7.08	6.68	7.21	6.98	6.96	7.28	6.70	6.54	7.05	7.12	6.95	7.08	6.84
Standard Deviation	**1.70**	1.73	1.66	2.14	1.71	1.80	1.49	1.20	1.63	1.88	1.60	1.78	1.77	1.17	2.04

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 634

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: It is a high quality service

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**21** ***6%***	2 *5%* *8%*	2 *10%* *9%*	2 *15%* *7%* R	16 *5%* *76%*	20 *6%* *94%*	1 *7%* *6%*	21 *6%* *100%*	21 *6%* *100%*	17 *7%* *81%*	4 *3%* *19%*	4 *3%* *19%*
9	**(9)**	**28** ***8%***	4 *12%* *13%*	1 *7%* *4%*	1 *12%* *5%*	22 *7%* *78%*	28 *8%* *100%*	- - -	28 *8%* *100%*	28 *8%* *100%*	18 *8%* *63%*	10 *8%* *37%*	11 *9%* *41%*
8	**(8)**	**92** ***25%***	5 *14%* *5%*	6 *33%* *6%* O	3 *24%* *3%*	79 *26%* *86%*	86 *25%* *94%*	6 *32%* *6%*	90 *25%* *98%*	92 *25%* *100%*	61 *26%* *66%*	31 *25%* *34%*	31 *24%* *34%*
7	**(7)**	**88** ***24%***	11 *33%* *12%* Q	3 *17%* *3%*	1 *13%* *2%*	73 *24%* *83%*	84 *24%* *96%*	4 *21%* *4%*	87 *24%* *100%*	88 *24%* *100%*	58 *24%* *66%*	28 *23%* *32%*	29 *23%* *33%*
6	**(6)**	**60** ***16%***	4 *12%* *6%*	2 *13%* *4%*	1 *12%* *2%*	53 *17%* *88%*	59 *17%* *98%*	1 *7%* *2%*	60 *17%* *99%*	60 *17%* *100%*	38 *16%* *63%*	22 *18%* *37%*	22 *17%* *37%*
5	**(5)**	**25** ***7%***	4 *13%* *17%*	2 *9%* *6%*	1 *10%* *4%*	18 *6%* *72%*	23 *7%* *92%*	2 *12%* *8%*	25 *7%* *100%*	25 *7%* *100%*	16 *7%* *61%*	10 *8%* *39%*	10 *8%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 634

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: It is a high quality service

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	**(4)**	**10** ***3%***	- - -	* *2%* *3%*	* *2%* *2%*	10 *3%* *95%*	8 *2%* *73%*	3 *16%* *27%*	10 *3%* *100%*	10 *3%* *100%*	9 *4%* *86%*	1 *1%* *14%*	2 *2%* *19%*
3	**(3)**	**8** ***2%***	- - -	1 *4%* *10%*	* *2%* *3%*	7 *2%* *87%*	8 *2%* *100%*	- - -	5 *1%* *68%*	5 *1%* *68%*	3 *1%* *42%*	2 *2%* *26%*	3 *2%* *39%*
2	**(2)**	**7** ***2%***	1 *2%* *9%*	- - -	- - -	6 *2%* *91%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	4 *2%* *64%*	2 *2%* *36%*	2 *2%* *36%*
1	**(1)**	**1** ***	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	1 * *100%*	1 * *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*
Don't know		**25** ***7%***	3 *9%* *12%*	1 *5%* *3%*	1 *8%* *4%*	20 *7%* *81%*	24 *7%* *96%*	1 *6%* *4%*	25 *7%* *100%*	25 *7%* *100%*	14 *6%* *57%*	11 *9%* *43%*	11 *9%* *44%*
Net: 10/9/8/7		**229** ***63%***	21 *64%* *9%*	12 *67%* *5%*	7 *65%* *3%*	189 *62%* *83%*	218 *63%* *95%*	11 *59%* *5%*	227 *63%* *99%*	229 *63%* *100%*	153 *65%* *67%*	74 *60%* *32%*	76 *59%* *33%*
Net: 6/5/4		**96** ***26%***	8 *25%* *8%*	4 *24%* *4%*	3 *25%* *3%*	81 *27%* *85%*	90 *26%* *94%*	6 *34%* *6%*	96 *27%* *100%*	96 *26%* *100%*	63 *26%* *65%*	33 *27%* *35%*	34 *27%* *36%*
Net: 3/2/1		**15** ***4%***	1 *2%* *4%*	1 *4%* *5%*	* *2%* *2%*	14 *5%* *90%*	15 *4%* *100%*	- - -	13 *4%* *84%*	13 *4%* *84%*	7 *3%* *48%*	6 *5%* *37%*	7 *5%* *43%*

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 634

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: It is a high quality service

Base : Those accessing digital Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Mean	**6.99**	7.07	7.25	7.49	6.95	7.01	6.72	7.02	7.02	7.08	6.91	6.88
Standard Deviation	**1.70**	1.58	1.78	1.89	1.71	1.70	1.78	1.67	1.67	1.67	1.69	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 635

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its pages are regularly updated

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Total (Wtd)		**365**	206 *57%*	159 *43%*	52* *14%* *	74* *20%* *	80* *22%* *	79* *22%* *	44* *12%* *	37** *10%* **	59* *16%* *	209 *57%*	97* *27%* *	89* *24%* *	101* *28%* *	115* *31%* *
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
10	**(10)**	**21** ***6%***	10 *5%* *50%*	10 *7%* *50%*	4 *8%* *19%*	7 *9%* *32%*	3 *4%* *15%*	3 *4%* *17%*	2 *3%* *7%*	2 *5%* *10%*	3 *5%* *13%*	14 *7%* *69%*	4 *4%* *18%*	7 *8%* *35%*	2 *2%* *8%*	6 *5%* *29%*
9	**(9)**	**35** ***9%***	21 *10%* *61%*	14 *9%* *39%*	10 *18%* *27%* F	6 *8%* *17%*	11 *13%* *31%* F	2 *3%* *7%*	2 *5%* *6%*	4 *11%* *12%*	4 *7%* *12%*	22 *11%* *64%*	8 *8%* *23%*	4 *5%* *13%*	13 *13%* *37%*	11 *9%* *31%*
8	**(8)**	**94** ***26%***	59 *29%* *63%*	35 *22%* *37%*	15 *29%* *16%*	22 *30%* *23%*	18 *22%* *19%*	22 *28%* *23%*	13 *30%* *14%*	4 *11%* *4%*	17 *29%* *18%*	56 *27%* *60%*	21 *21%* *22%*	16 *18%* *17%*	33 *33%* *35%*	26 *23%* *28%*
7	**(7)**	**75** ***21%***	42 *20%* *55%*	34 *21%* *45%*	5 *10%* *7%*	17 *23%* *23%*	18 *23%* *24%*	16 *20%* *21%*	11 *25%* *15%*	8 *22%* *11%*	12 *21%* *16%*	42 *20%* *55%*	22 *22%* *29%*	20 *22%* *26%*	19 *19%* *25%*	29 *25%* *38%*
6	**(6)**	**35** ***10%***	15 *7%* *43%*	20 *13%* *57%*	3 *7%* *10%*	3 *4%* *8%*	11 *14%* *32%*	11 *14%* *33%*	5 *12%* *15%*	1 *3%* *3%*	5 *9%* *16%*	25 *12%* *71%*	5 *5%* *14%*	11 *13%* *33%* N	14 *14%* *39%* N	4 *3%* *10%*
5	**(5)**	**40** ***11%***	26 *13%* *65%*	14 *9%* *35%*	7 *13%* *16%*	6 *9%* *16%*	5 *6%* *12%*	16 *20%* *40%* E	4 *9%* *9%*	2 *6%* *6%*	2 *4%* *6%*	20 *9%* *49%*	18 *19%* *45%* I	12 *13%* *29%*	16 *16%* *39%*	7 *7%* *19%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 635

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its pages are regularly updated

Base : Those accessing digital Teletext most often

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total		**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
4	**(4)**	**8** ***2%***	6 *3%* *81%*	1 *1%* *19%*	4 *8%* *54%*	1 *2%* *19%*	* * *3%*	1 *1%* *10%*	1 *2%* *13%*	- - -	- - -	4 *2%* *54%*	4 *4%* *46%*	3 *3%* *36%*	- - -	4 *3%* *52%*
3	**(3)**	**3** ***1%***	2 *1%* *85%*	* * *15%*	- - -	* *1%* *15%*	1 *1%* *46%*	- - -	- - -	1 *3%* *39%*	1 *2%* *46%*	1 *1%* *54%*	- - -	- - -	- - -	2 *2%* *85%*
2	**(2)**	**2** ***1%***	2 *1%* *100%*	- - -	- - -	- - -	1 *2%* *58%*	- - -	- - -	1 *3%* *42%*	- - -	2 *1%* *100%*	- - -	- - -	- - -	2 *2%* *92%*
1	**(1)**	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know		**52** ***14%***	22 *11%* *42%*	30 *19%* *58%*	4 *8%* *8%*	11 *15%* *21%*	11 *14%* *22%*	7 *9%* *14%*	6 *13%* *11%*	13 *35%* *24%*	14 *23%* *26%* J	22 *11%* *42%*	17 *17%* *31%*	16 *18%* *30%* M	5 *5%* *10%*	24 *21%* *46%* M
Net: 10/9/8/7		**225** ***62%***	132 *64%* *59%*	93 *58%* *41%*	33 *65%* *15%*	52 *70%* *23%*	50 *62%* *22%*	44 *55%* *19%*	28 *63%* *12%*	18 *50%* *8%*	36 *61%* *16%*	135 *64%* *60%*	54 *56%* *24%*	47 *53%* *21%*	66 *66%* *29%*	71 *62%* *32%*
Net: 6/5/4		**83** ***23%***	47 *23%* *57%*	35 *22%* *43%*	14 *27%* *17%*	11 *14%* *13%*	16 *20%* *19%*	28 *36%* *34%* D	10 *23%* *12%*	3 *9%* *4%*	8 *13%* *9%*	48 *23%* *59%*	26 *27%* *32%*	26 *29%* *32%* N	29 *29%* *35%* N	15 *13%* *18%*
Net: 3/2/1		**5** ***1%***	5 *2%* *92%*	* * *8%*	- - -	* *1%* *8%*	3 *3%* *52%*	- - -	- - -	2 *6%* *40%*	1 *2%* *24%*	4 *2%* *76%*	- - -	- - -	- - -	4 *4%* *89%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 635

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its pages are regularly updated

Base : Those accessing digital Teletext most often

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**355**	193 *54%*	162 *46%*	53 *15%*	64 *18%*	81 *23%*	69 *19%*	46 *13%*	42 *12%*	63 *18%*	213 *60%*	70 *20%*	58 *16%*	58 *16%*	89 *25%*
Effective Total	**248**	139	109	31	46	58	54	32	28	46	158	50	53	54	79
Mean	**7.21**	7.14	7.31	7.36	7.52 F	7.23	6.87	7.16	7.14	7.41	7.27	6.96	7.04	7.20	7.16
Standard Deviation	**1.58**	1.66	1.44	1.80	1.49	1.60	1.43	1.31	1.98	1.39	1.62	1.56	1.58	1.35	1.77

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

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Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Total (Wtd)		**365**	32* *9%* *	18* *5%* *	10* *3%* *	305 *84%*	347 *95%*	18** *5%* **	360 *99%*	362 *99%*	237 *65%*	124* *34%* *	128* *35%* *
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
10	**(10)**	**21** ***6%***	2 *7%* *11%*	2 *11%* *9%*	2 *16%* *8%* R	15 *5%* *72%*	20 *6%* *95%*	1 *6%* *5%*	21 *6%* *100%*	21 *6%* *100%*	18 *7%* *85%*	3 *3%* *15%*	3 *2%* *15%*
9	**(9)**	**35** ***9%***	3 *9%* *8%*	2 *12%* *6%*	2 *17%* *5%*	28 *9%* *81%*	35 *10%* *100%*	- - -	33 *9%* *95%*	35 *10%* *100%*	20 *8%* *57%*	15 *12%* *43%*	15 *12%* *43%*
8	**(8)**	**94** ***26%***	9 *29%* *10%*	7 *41%* *8%* R	2 *23%* *2%*	75 *25%* *80%*	87 *25%* *92%*	7 *41%* *8%*	94 *26%* *100%*	94 *26%* *100%*	62 *26%* *66%*	30 *24%* *32%*	31 *25%* *33%*
7	**(7)**	**75** ***21%***	4 *14%* *6%*	3 *15%* *4%*	1 *11%* *2%*	67 *22%* *89%*	71 *20%* *94%*	4 *24%* *6%*	75 *21%* *100%*	75 *21%* *100%*	52 *22%* *69%*	23 *19%* *31%*	25 *20%* *34%*
6	**(6)**	**35** ***10%***	4 *13%* *12%*	2 *10%* *5%*	* *2%* *1%*	29 *9%* *82%*	32 *9%* *92%*	3 *16%* *8%*	35 *10%* *100%*	35 *10%* *100%*	20 *8%* *57%*	15 *12%* *43%*	15 *12%* *44%*
5	**(5)**	**40** ***11%***	4 *11%* *9%*	* *2%* *1%*	1 *11%* *3%* P	35 *11%* *87%*	38 *11%* *96%*	2 *9%* *4%*	38 *10%* *94%*	38 *10%* *94%*	26 *11%* *64%*	12 *10%* *30%*	12 *10%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 635

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its pages are regularly updated

Base : Those accessing digital Teletext most often

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total		**248**	47	47	42	183	234	13	245	247	158	88	93
4	(4)	**8** ***2%***	1 *2%* *10%*	- - -	* *2%* *3%*	7 *2%* *87%*	8 *2%* *100%*	- - -	8 *2%* *100%*	8 *2%* *100%*	7 *3%* *90%*	1 *1%* *10%*	1 *1%* *10%*
3	(3)	**3** ***1%***	- - -	* *2%* *15%*	- - -	2 *1%* *85%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *85%*	* * *15%*	* * *15%*
2	(2)	**2** ***1%***	- - -	- - -	* *2%* *8%*	2 *1%* *92%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	* * *8%*	2 *2%* *92%*	2 *2%* *100%*
1	(1)	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know		**52** ***14%***	4 *14%* *9%*	1 *7%* *2%*	2 *16%* *3%*	45 *15%* *86%*	52 *15%* *99%*	1 *3%* *1%*	52 *14%* *99%*	52 *14%* *100%*	31 *13%* *58%*	22 *18%* *42%*	22 *17%* *42%*
Net: 10/9/8/7		**225** ***62%***	19 *59%* *9%*	14 *79%* *6%* OR	7 *66%* *3%*	185 *61%* *82%*	212 *61%* *94%*	13 *71%* *6%*	223 *62%* *99%*	225 *62%* *100%*	152 *64%* *67%*	72 *58%* *32%*	75 *58%* *33%*
Net: 6/5/4		**83** ***23%***	9 *27%* *10%*	2 *11%* *2%*	2 *15%* *2%*	70 *23%* *85%*	78 *23%* *95%*	5 *25%* *5%*	80 *22%* *97%*	80 *22%* *97%*	53 *22%* *64%*	28 *22%* *33%*	28 *22%* *34%*
Net: 3/2/1		**5** ***1%***	- - -	* *2%* *8%*	* *2%* *4%*	4 *1%* *89%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	2 *1%* *48%*	3 *2%* *52%*	3 *2%* *56%*

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 635

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings: Its pages are regularly updated

Base : Those accessing digital Teletext most often

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**355**	53 *15%*	51 *14%*	46 *13%*	205 *58%*	333 *94%*	15 *4%*	351 *99%*	354 *100%*	234 *66%*	119 *34%*	126 *35%*
Effective Total	**248**	47	47	42	183	234	13	245	247	158	88	93
Mean	**7.21**	7.30	7.82 R	7.76 R	7.14	7.20	7.26	7.22	7.23	7.26	7.15	7.14
Standard Deviation	**1.58**	1.56	1.42	2.00	1.57	1.59	1.25	1.57	1.57	1.58	1.57	1.56

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 636

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings - Summary

Base : Those accessing digital Teletext most often

		QT7b - Summary						
		Its news content is trustworthy	Its content helps me understand what's going on in the world today	Regional/ national news content provides a wide range of good quality news about my area	Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/ nation	Its content reflects the interests and concerns of people like me	It is a high quality service	Its pages are regularly updated
Total (Unwtd)		355	355	355	355	355	355	355
Total (Wtd)		365	365	365	365	365	365	365
Effective Total		248	248	248	248	248	248	248
10	(10)	17 *5%*	22 *6%*	16 *4%*	10 *3%*	7 *2%*	21 *6%*	21 *6%*
9	(9)	29 *8%*	40 *11%*	26 *7%*	15 *4%*	9 *2%*	28 *8%*	35 *9%*
8	(8)	131 *36%*	95 *26%*	68 *19%*	62 *17%*	61 *17%*	92 *25%*	94 *26%*
7	(7)	69 *19%*	66 *18%*	73 *20%*	67 *18%*	77 *21%*	88 *24%*	75 *21%*
6	(6)	41 *11%*	55 *15%*	43 *12%*	52 *14%*	47 *13%*	60 *16%*	35 *10%*
5	(5)	28 *8%*	31 *8%*	43 *12%*	42 *11%*	70 *19%*	25 *7%*	40 *11%*
4	(4)	14 *4%*	11 *3%*	22 *6%*	22 *6%*	12 *3%*	10 *3%*	8 *2%*
3	(3)	4 *1%*	7 *2%*	8 *2%*	15 *4%*	12 *3%*	8 *2%*	3 *1%*
2	(2)	1 *	5 *1%*	5 *1%*	7 *2%*	10 *3%*	7 *2%*	2 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 636

Absolutes/col/row percents

9 Jul 2009

QT7b Digital Teletext ratings - Summary

Base : Those accessing digital Teletext most often

		QT7b - Summary						
		Its news content is trustworthy	Its content helps me understand what's going on in the world today	Regional/ national news content provides a wide range of good quality news about my area	Aside from news, it provides a range of good quality content about my region/nation, made for people in my region/ nation	Its content reflects the interests and concerns of people like me	It is a high quality service	Its pages are regularly updated
Total (Unwtd)		355	355	355	355	355	355	355
Effective Total		248	248	248	248	248	248	248
1	(1)	- -	2 *	1 *	1 *	6 *2%*	1 *	- -
Don't know		29 *8%*	30 *8%*	59 *16%*	71 *19%*	55 *15%*	25 *7%*	52 *14%*
Net: 10/9/8/7		247 *68%*	224 *61%*	183 *50%*	155 *43%*	153 *42%*	229 *63%*	225 *62%*
Net: 6/5/4		83 *23%*	97 *27%*	108 *30%*	116 *32%*	129 *35%*	96 *26%*	83 *23%*
Net: 3/2/1		5 *1%*	14 *4%*	15 *4%*	23 *6%*	28 *8%*	15 *4%*	5 *1%*
Mean		7.25	7.08	6.70	6.39	6.15	6.99	7.21
Standard Deviation		1.49	1.77	1.82	1.82	1.83	1.70	1.58

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 637

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - ITV2

Base : All who receive ITV2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4207**	2013 *48%*	2194 *52%*	379 *9%*	792 *19%*	806 *19%*	810 *19%*	725 *17%*	677 *16%*	808 *19%*	2350 *56%*	972 *23%*	723 *17%*	546 *13%*	1116 *27%*
Total (Wtd)	**4232**	2029 *48%*	2203 *52%*	454 *11%*	910 *21%*	758 *18%*	785 *19%*	623 *15%*	702 *17%*	766 *18%*	2156 *51%*	1309 *31%*	1050 *25%*	1032 *24%*	1426 *34%*
Effective Total	**2885**	1375	1511	260	545	572	552	500	493	586	1699	694	663	494	1003
Regularly	**510** ***12%***	198 *10%* *39%*	311 *14%* *61%* A	107 *24%* *21%* DE FGH	141 *15%* *28%* EF GH	83 *11%* *16%* G	80 *10%* *16%* G	37 *6%* *7%*	62 *9%* *12%*	74 *10%* *15%*	275 *13%* *54%* I	161 *12%* *32%*	138 *13%* *27%*	127 *12%* *25%*	144 *10%* *28%*
Occasionally	**2375** ***56%***	1173 *58%* *49%*	1202 *55%* *51%*	212 *47%* *9%*	499 *55%* *21%* C	456 *60%* *19%* CH	488 *62%* *21%* CD H	365 *59%* *15%* CH	354 *50%* *15%*	442 *58%* *19%*	1216 *56%* *51%*	717 *55%* *30%*	613 *58%* *26%*	567 *55%* *24%*	792 *56%* *33%*
Never	**1286** ***30%***	636 *31%* *49%*	651 *30%* *51%*	128 *28%* *10%*	256 *28%* *20%*	211 *28%* *16%*	207 *26%* *16%*	210 *34%* *16%* EF	275 *39%* *21%* CDEF	239 *31%* *19%*	642 *30%* *50%*	404 *31%* *31%*	290 *28%* *23%*	314 *30%* *24%*	469 *33%* *36%* L
Don't know	**61** ***1%***	22 *1%* *36%*	39 *2%* *64%*	7 *2%* *12%*	13 *1%* *22%*	8 *1%* *13%*	11 *1%* *18%*	11 *2%* *18%*	10 *1%* *17%*	11 *1%* *17%*	24 *1%* *39%*	27 *2%* *44%*	8 *1%* *13%*	23 *2%* *38%* L	21 *2%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 637

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - ITV2

Base : All who receive ITV2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4207**	628 *15%*	622 *15%*	572 *14%*	2385 *57%*	3900 *93%*	254 *6%*	4150 *99%*	4207 *100%*	2691 *64%*	1502 *36%*	1612 *38%*
Total (Wtd)	**4232**	385 *9%*	219 *5%*	120 *3%*	3507 *83%*	3960 *94%*	272 *6%*	4171 *99%*	4232 *100%*	2643 *62%*	1578 *37%*	1685 *40%*
Effective Total	**2885**	584	571	518	2106	2678	210	2847	2885	1827	1051	1128
Regularly	**510** ***12%***	51 *13%* *10%*	33 *15%* *7%* R	16 *14%* *3%*	409 *12%* *80%*	478 *12%* *94%*	31 *12%* *6%*	504 *12%* *99%*	510 *12%* *100%*	314 *12%* *62%*	195 *12%* *38%*	210 *12%* *41%*
Occasionally	**2375** ***56%***	218 *56%* *9%*	120 *55%* *5%*	66 *55%* *3%*	1972 *56%* *83%*	2211 *56%* *93%*	163 *60%* *7%*	2337 *56%* *98%*	2375 *56%* *100%*	1528 *58%* *64%* YZ	839 *53%* *35%*	900 *53%* *38%*
Never	**1286** ***30%***	113 *29%* *9%*	63 *29%* *5%*	38 *31%* *3%*	1073 *31%* *83%*	1211 *31%* *94%*	75 *28%* *6%*	1271 *30%* *99%*	1286 *30%* *100%*	763 *29%* *59%*	521 *33%* *41%* X	550 *33%* *43%* X
Don't know	**61** ***1%***	5 *1%* *7%*	3 *1%* *5%*	* * *1%*	53 *2%* *87%* Q	58 *1%* *96%*	2 *1%* *4%*	60 *1%* *98%*	61 *1%* *100%*	38 *1%* *62%*	23 *1%* *38%*	25 *1%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 638

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - E4

Base : All who receive E4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4103**	1961 *48%*	2142 *52%*	371 *9%*	774 *19%*	783 *19%*	790 *19%*	703 *17%*	664 *16%*	793 *19%*	2284 *56%*	951 *23%*	707 *17%*	536 *13%*	1079 *26%*
Total (Wtd)	**4130**	1981 *48%*	2149 *52%*	444 *11%*	895 *22%*	731 *18%*	765 *19%*	605 *15%*	690 *17%*	753 *18%*	2094 *51%*	1283 *31%*	1029 *25%*	1012 *25%*	1381 *33%*
Effective Total	**2812**	1340	1472	254	533	554	537	485	486	575	1649	679	649	485	970
Regularly	**668** ***16%***	291 *15%* *44%*	378 *18%* *56%* A	193 *43%* *29%* DE FGH	235 *26%* *35%* EF GH	100 *14%* *15%* GH	87 *11%* *13%* GH	32 *5%* *5%*	22 *3%* *3%*	121 *16%* *18%*	387 *18%* *58%* K	161 *13%* *24%*	162 *16%* *24%*	166 *16%* *25%*	226 *16%* *34%*
Occasionally	**1622** ***39%***	773 *39%* *48%*	849 *40%* *52%*	147 *33%* *9%*	393 *44%* *24%* CG H	345 *47%* *21%* CG H	318 *42%* *20%* CG H	206 *34%* *13%*	213 *31%* *13%*	332 *44%* *20%* K	836 *40%* *52%* K	455 *35%* *28%*	422 *41%* *26%*	362 *36%* *22%*	538 *39%* *33%*
Never	**1798** ***44%***	891 *45%* *50%*	907 *42%* *50%*	102 *23%* *6%*	263 *29%* *15%*	284 *39%* *16%* CD	354 *46%* *20%* CD E	353 *58%* *20%* CD EF	442 *64%* *25%* CDEF	297 *39%* *17%*	862 *41%* *48%*	639 *50%* *36%* IJ	439 *43%* *24%*	470 *46%* *26%*	602 *44%* *33%*
Don't know	**42** ***1%***	26 *1%* *63%*	16 *1%* *37%*	3 *1%* *8%*	3 *** *7%*	2 *** *6%*	6 *1%* *14%*	13 *2%* *32%* DE	14 *2%* *32%* DE	4 *1%* *9%*	10 *** *23%*	28 *2%* *68%* IJ	6 *1%* *15%*	14 *1%* *34%*	15 *1%* *37%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 638

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - E4

Base : All who receive E4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4103**	617 *15%*	606 *15%*	558 *14%*	2322 *57%*	3802 *93%*	250 *6%*	4046 *99%*	4103 *100%*	2587 *63%*	1502 *37%*	1508 *37%*
Total (Wtd)	**4130**	378 *9%*	213 *5%*	117 *3%*	3422 *83%*	3861 *93%*	268 *6%*	4070 *99%*	4130 *100%*	2542 *62%*	1578 *38%*	1584 *38%*
Effective Total	**2812**	574	557	504	2051	2607	207	2773	2812	1753	1051	1054
Regularly	**668** ***16%***	65 *17%* *10%* P	26 *12%* *4%*	24 *21%* *4%* PR	554 *16%* *83%* P	621 *16%* *93%*	47 *18%* *7%*	651 *16%* *97%*	668 *16%* *100%*	408 *16%* *61%*	260 *16%* *39%*	262 *17%* *39%*
Occasionally	**1622** ***39%***	168 *44%* *10%* R	86 *40%* *5%*	47 *40%* *3%*	1321 *39%* *81%*	1520 *39%* *94%*	102 *38%* *6%*	1595 *39%* *98%*	1622 *39%* *100%*	974 *38%* *60%*	642 *41%* *40%*	643 *41%* *40%*
Never	**1798** ***44%***	143 *38%* *8%*	99 *46%* *5%* OQ	45 *39%* *3%*	1512 *44%* *84%* OQ	1681 *44%* *93%*	117 *44%* *7%*	1783 *44%* *99%*	1798 *44%* *100%*	1142 *45%* *64%*	652 *41%* *36%*	654 *41%* *36%*
Don't know	**42** ***1%***	3 *1%* *7%*	2 *1%* *6%*	1 *1%* *2%*	36 *1%* *86%*	39 *1%* *94%*	3 *1%* *6%*	40 *1%* *97%*	42 *1%* *100%*	17 *1%* *42%*	24 *2%* *58%* X	24 *2%* *58%* X

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 639

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Sky One

Base : All who receive Sky One

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2086**	1007 *48%*	1079 *52%*	202 *10%*	463 *22%*	440 *21%*	386 *19%*	322 *15%*	264 *13%*	398 *19%*	1227 *59%*	423 *20%*	326 *16%*	253 *12%*	518 *25%*
Total (Wtd)	**1989**	963 *48%*	1025 *52%*	238 *12%*	501 *25%*	378 *19%*	368 *18%*	257 *13%*	247 *12%*	343 *17%*	1103 *55%*	543 *27%*	477 *24%*	482 *24%*	650 *33%*
Effective Total	**1384**	677	707	139	307	305	261	213	182	273	862	291	300	233	460
Regularly	**487** ***24%***	257 *27%* *53%*	230 *22%* *47%*	71 *30%* *15%* G	129 *26%* *26%* G	103 *27%* *21%* G	82 *22%* *17%*	46 *18%* *9%*	57 *23%* *12%*	82 *24%* *17%*	274 *25%* *56%*	132 *24%* *27%*	107 *22%* *22%*	123 *26%* *25%*	164 *25%* *34%*
Occasionally	**822** ***41%***	406 *42%* *49%*	416 *41%* *51%*	102 *43%* *12%* H	198 *40%* *24%*	167 *44%* *20%* H	167 *45%* *20%* H	112 *44%* *14%* H	76 *31%* *9%*	140 *41%* *17%*	486 *44%* *59%* K	196 *36%* *24%*	212 *44%* *26%*	193 *40%* *23%*	260 *40%* *32%*
Never	**665** ***33%***	297 *31%* *45%*	367 *36%* *55%*	65 *27%* *10%*	168 *33%* *25%*	108 *29%* *16%*	115 *31%* *17%*	99 *39%* *15%* CE	109 *44%* *16%* CDEF	121 *35%* *18%*	334 *30%* *50%*	210 *39%* *32%* J	155 *33%* *23%*	160 *33%* *24%*	224 *34%* *34%*
Don't know	**15** ***1%***	3 *** *17%*	12 *1%* *83%* A	* * *1%*	6 *1%* *40%*	1 *** *5%*	4 *1%* *24%*	* * *	5 *2%* *30%*	* * *2%*	9 *1%* *63%*	5 *1%* *35%*	3 *1%* *20%*	6 *1%* *42%*	2 *** *14%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 639

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Sky One

Base : All who receive Sky One

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**2086**	300 *14%*	370 *18%*	319 *15%*	1097 *53%*	1894 *91%*	168 *8%*	2029 *97%*	2086 *100%*	2086 *100%*
Total (Wtd)	**1989**	182 *9%*	131 *7%*	67 *3%*	1609 *81%*	1808 *91%*	180 *9%*	1928 *97%*	1989 *100%*	1989 *100%*
Effective Total	**1384**	277	345	288	969	1248	137	1346	1384	1384
Regularly	**487** ***24%***	50 *28%* *10%* P	27 *21%* *6%*	16 *24%* *3%*	393 *24%* *81%*	447 *25%* *92%*	40 *22%* *8%*	486 *25%* *100%*	487 *24%* *100%*	487 *24%* *100%*
Occasionally	**822** ***41%***	77 *42%* *9%*	55 *42%* *7%*	26 *39%* *3%*	665 *41%* *81%*	749 *41%* *91%*	73 *41%* *9%*	817 *42%* *99%*	822 *41%* *100%*	822 *41%* *100%*
Never	**665** ***33%***	54 *30%* *8%*	47 *36%* *7%*	24 *35%* *4%*	539 *34%* *81%*	599 *33%* *90%*	66 *37%* *10%*	611 *32%* *92%*	665 *33%* *100%*	665 *33%* *100%*
Don't know	**15** ***1%***	1 *** *5%*	2 *2%* *13%*	1 *1%* *6%*	11 *1%* *76%*	14 *1%* *95%*	1 *** *5%*	15 *1%* *100%*	15 *1%* *100%*	15 *1%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 640

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - More4

Base : All who receive More4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4046**	1939 *48%*	2107 *52%*	363 *9%*	762 *19%*	772 *19%*	783 *19%*	692 *17%*	656 *16%*	783 *19%*	2259 *56%*	931 *23%*	700 *17%*	531 *13%*	1057 *26%*
Total (Wtd)	**4070**	1959 *48%*	2110 *52%*	436 *11%*	875 *22%*	723 *18%*	758 *19%*	595 *15%*	683 *17%*	746 *18%*	2067 *51%*	1256 *31%*	1018 *25%*	1004 *25%*	1347 *33%*
Effective Total	**2773**	1324	1449	248	525	548	531	476	480	569	1629	665	643	480	951
Regularly	**298** ***7%***	148 *8%* *50%*	150 *7%* *50%*	43 *10%* *14%* H	94 *11%* *32%* EF GH	47 *6%* *16%* H	50 *7%* *17%* H	40 *7%* *13%* H	25 *4%* *8%*	53 *7%* *18%*	164 *8%* *55%*	81 *6%* *27%*	68 *7%* *23%*	70 *7%* *23%*	110 *8%* *37%*
Occasionally	**1565** ***38%***	741 *38%* *47%*	824 *39%* *53%*	164 *38%* *10%*	357 *41%* *23%* H	292 *40%* *19%* H	298 *39%* *19%*	219 *37%* *14%*	235 *34%* *15%*	310 *42%* *20%* K	814 *39%* *52%*	441 *35%* *28%*	398 *39%* *25%*	372 *37%* *24%*	517 *38%* *33%*
Never	**2155** ***53%***	1045 *53%* *48%*	1111 *53%* *52%*	227 *52%* *11%*	421 *48%* *20%*	382 *53%* *18%*	399 *53%* *18%*	325 *55%* *15%* D	402 *59%* *19%* DF	374 *50%* *17%*	1076 *52%* *50%*	705 *56%* *33%* I	539 *53%* *25%*	547 *54%* *25%*	705 *52%* *33%*
Don't know	**51** ***1%***	25 *1%* *50%*	25 *1%* *50%*	3 *1%* *7%*	4 * *7%*	2 * *3%*	11 *1%* *22%* E	10 *2%* *20%* DE	21 *3%* *41%* CDE	8 *1%* *16%*	14 *1%* *27%*	29 *2%* *57%* J	14 *1%* *27%*	15 *2%* *30%*	15 *1%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 640

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - More4

Base : All who receive More4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4046**	613 *15%*	597 *15%*	548 *14%*	2288 *57%*	3750 *93%*	246 *6%*	4046 *100%*	4046 *100%*	2530 *63%*	1502 *37%*	1508 *37%*
Total (Wtd)	**4070**	375 *9%*	210 *5%*	116 *3%*	3369 *83%*	3807 *94%*	262 *6%*	4070 *100%*	4070 *100%*	2481 *61%*	1578 *39%*	1584 *39%*
Effective Total	**2773**	571	549	496	2021	2571	205	2773	2773	1715	1051	1054
Regularly	**298** ***7%***	27 *7%* *9%*	13 *6%* *4%*	10 *9%* *3%*	248 *7%* *83%*	280 *7%* *94%*	19 *7%* *6%*	298 *7%* *100%* X	298 *7%* *100%* X	129 *5%* *43%*	169 *11%* *57%* VWX	172 *11%* *58%* VWX
Occasionally	**1565** ***38%***	153 *41%* *10%*	79 *37%* *5%*	46 *40%* *3%*	1287 *38%* *82%*	1483 *39%* *95%* T	82 *31%* *5%*	1565 *38%* *100%*	1565 *38%* *100%*	924 *37%* *59%*	638 *40%* *41%*	640 *40%* *41%*
Never	**2155** ***53%***	192 *51%* *9%*	116 *55%* *5%*	58 *50%* *3%*	1790 *53%* *83%*	1993 *52%* *92%*	162 *62%* *8%* S	2155 *53%* *100%* YZ	2155 *53%* *100%* YZ	1410 *57%* *65%* VWYZ	738 *47%* *34%*	740 *47%* *34%*
Don't know	**51** ***1%***	3 *1%* *6%*	2 *1%* *4%*	2 *1%* *3%*	44 *1%* *87%*	51 *1%* *100%*	- - -	51 *1%* *100%*	51 *1%* *100%*	19 *1%* *36%*	32 *2%* *64%* X	32 *2%* *64%* X

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 641

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - UKTV History

Base : All who receive UKTV History

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**4103**	1961 *48%*	2142 *52%*	371 *9%*	774 *19%*	783 *19%*	790 *19%*	703 *17%*	664 *16%*	793 *19%*	2284 *56%*	951 *23%*	707 *17%*	536 *13%*	1079 *26%*
Total (Wtd)	**4130**	1981 *48%*	2149 *52%*	444 *11%*	895 *22%*	731 *18%*	765 *19%*	605 *15%*	690 *17%*	753 *18%*	2094 *51%*	1283 *31%*	1029 *25%*	1012 *25%*	1381 *33%*
Effective Total	**2812**	1340	1472	254	533	554	537	485	486	575	1649	679	649	485	970
Regularly	**461** ***11%***	267 *13%* *58%* B	194 *9%* *42%*	25 *6%* *5%*	66 *7%* *14%*	73 *10%* *16%* C	74 *10%* *16%*	100 *16%* *22%* CD EF	124 *18%* *27%* CDEF	74 *10%* *16%*	203 *10%* *44%*	184 *14%* *40%* IJ	122 *12%* *26%*	99 *10%* *21%*	162 *12%* *35%*
Occasionally	**1378** ***33%***	726 *37%* *53%* B	652 *30%* *47%*	90 *20%* *7%*	249 *28%* *18%* C	252 *34%* *18%* CD	290 *38%* *21%* CD	242 *40%* *18%* CD	255 *37%* *18%* CD	261 *35%* *19%*	682 *33%* *50%*	435 *34%* *32%*	354 *34%* *26%*	358 *35%* *26%*	440 *32%* *32%*
Never	**2264** ***55%***	976 *49%* *43%*	1289 *60%* *57%* A	325 *73%* *14%* DE FGH	576 *64%* *25%* EF GH	402 *55%* *18%* GH	395 *52%* *17%* GH	259 *43%* *11%*	307 *44%* *14%*	415 *55%* *18%*	1199 *57%* *53%* K	650 *51%* *29%*	546 *53%* *24%*	543 *54%* *24%*	777 *56%* *34%*
Don't know	**27** ***1%***	12 *1%* *46%*	15 *1%* *54%*	3 *1%* *12%*	4 *** *14%*	4 *1%* *14%*	7 *1%* *26%*	5 *1%* *17%*	4 *1%* *17%*	3 *** *11%*	10 *** *35%*	15 *1%* *54%*	7 *1%* *27%*	12 *1%* *45%* N	2 *** *9%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 641

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - UKTV History

Base : All who receive UKTV History

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**4103**	617 *15%*	606 *15%*	558 *14%*	2322 *57%*	3802 *93%*	250 *6%*	4046 *99%*	4103 *100%*	2587 *63%*	1502 *37%*	1508 *37%*
Total (Wtd)	**4130**	378 *9%*	213 *5%*	117 *3%*	3422 *83%*	3861 *93%*	268 *6%*	4070 *99%*	4130 *100%*	2542 *62%*	1578 *38%*	1584 *38%*
Effective Total	**2812**	574	557	504	2051	2607	207	2773	2812	1753	1051	1054
Regularly	**461** ***11%***	39 *10%* *8%*	25 *12%* *5%*	14 *12%* *3%*	383 *11%* *83%*	441 *11%* *96%*	19 *7%* *4%*	451 *11%* *98%*	461 *11%* *100%*	290 *11%* *63%*	171 *11%* *37%*	171 *11%* *37%*
Occasionally	**1378** ***33%***	133 *35%* *10%* PQ	61 *29%* *4%*	33 *28%* *2%*	1151 *34%* *84%* PQ	1292 *33%* *94%*	86 *32%* *6%*	1368 *34%* *99%*	1378 *33%* *100%*	885 *35%* *64%* YZ	488 *31%* *35%*	491 *31%* *36%*
Never	**2264** ***55%***	203 *54%* *9%*	125 *59%* *6%*	70 *60%* *3%* R	1866 *55%* *82%*	2103 *54%* *93%*	161 *60%* *7%*	2223 *55%* *98%*	2264 *55%* *100%*	1354 *53%* *60%*	905 *57%* *40%* X	907 *57%* *40%* X
Don't know	**27** ***1%***	3 *1%* *10%*	2 *1%* *8%*	1 * *2%*	22 *1%* *80%*	24 *1%* *90%*	3 *1%* *10%*	27 *1%* *100%*	27 *1%* *100%*	12 * *46%*	15 *1%* *54%*	15 *1%* *54%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 642

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Sky News

Base : All who receive Sky News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**3736**	1796 *48%*	1940 *52%*	320 *9%*	712 *19%*	704 *19%*	725 *19%*	651 *17%*	610 *16%*	715 *19%*	2089 *56%*	860 *23%*	631 *17%*	479 *13%*	978 *26%*
Total (Wtd)	**3714**	1795 *48%*	1918 *52%*	381 *10%*	808 *22%*	657 *18%*	687 *18%*	554 *15%*	627 *17%*	662 *18%*	1902 *51%*	1150 *31%*	914 *25%*	907 *24%*	1248 *34%*
Effective Total	**2541**	1221	1320	219	484	497	487	447	440	512	1500	612	581	434	879
Regularly	**540** ***15%***	287 *16%* *53%* B	252 *13%* *47%*	51 *13%* *9%*	122 *15%* *23%*	96 *15%* *18%*	109 *16%* *20%*	80 *15%* *15%*	82 *13%* *15%*	84 *13%* *16%*	299 *16%* *55%*	156 *14%* *29%*	155 *17%* *29%* M	100 *11%* *18%*	189 *15%* *35%* M
Occasionally	**1033** ***28%***	525 *29%* *51%*	507 *26%* *49%*	102 *27%* *10%*	235 *29%* *23%*	180 *27%* *17%*	195 *28%* *19%*	158 *29%* *15%*	163 *26%* *16%*	188 *28%* *18%*	547 *29%* *53%*	297 *26%* *29%*	264 *29%* *26%*	238 *26%* *23%*	334 *27%* *32%*
Never	**2130** ***57%***	978 *54%* *46%*	1152 *60%* *54%* A	225 *59%* *11%*	448 *56%* *21%*	381 *58%* *18%*	383 *56%* *18%*	311 *56%* *15%*	382 *61%* *18%*	389 *59%* *18%*	1053 *55%* *49%*	688 *60%* *32%*	494 *54%* *23%*	564 *62%* *26%* L	723 *58%* *34%*
Don't know	**11** *	4 * *40%*	7 * *60%*	3 *1%* *30%*	2 * *19%*	* * *	- - -	4 *1%* *38%* F	1 * *13%*	- - -	2 * *21%*	9 *1%* *79%* J	2 * *16%*	6 *1%* *51%*	2 * *16%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 642

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Sky News

Base : All who receive Sky News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**3736**	539 *14%*	582 *16%*	527 *14%*	2088 *56%*	3471 *93%*	221 *6%*	3679 *98%*	3736 *100%*	2233 *60%*	1502 *40%*	1612 *43%*
Total (Wtd)	**3714**	330 *9%*	205 *6%*	110 *3%*	3069 *83%*	3478 *94%*	235 *6%*	3653 *98%*	3714 *100%*	2135 *57%*	1578 *42%*	1685 *45%*
Effective Total	**2541**	502	537	475	1844	2360	183	2502	2541	1491	1051	1128
Regularly	**540** ***15%***	55 *17%* *10%* P	25 *12%* *5%*	17 *15%* *3%*	444 *14%* *82%*	467 *13%* *87%*	72 *31%* *13%* S	533 *15%* *99%* YZ	540 *15%* *100%* YZ	417 *20%* *77%* VWYZ	123 *8%* *23%*	127 *8%* *24%*
Occasionally	**1033** ***28%***	101 *31%* *10%*	65 *31%* *6%*	32 *29%* *3%*	835 *27%* *81%*	951 *27%* *92%*	81 *35%* *8%* S	1022 *28%* *99%* YZ	1033 *28%* *100%* YZ	717 *34%* *69%* VWYZ	316 *20%* *31%*	352 *21%* *34%*
Never	**2130** ***57%***	172 *52%* *8%*	115 *56%* *5%*	61 *56%* *3%*	1781 *58%* *84%* O	2049 *59%* *96%* T	81 *35%* *4%*	2087 *57%* *98%* X	2130 *57%* *100%* X	999 *47%* *47%*	1130 *72%* *53%* VWX	1197 *71%* *56%* VWX
Don't know	**11** *****	1 * *13%*	* * *4%*	* * *1%*	9 * *82%*	11 * *100%*	- - -	11 * *100%*	11 * *100%*	2 * *16%*	9 *1%* *84%* X	9 *1%* *84%* X

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 643

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Discovery Channel

Base : All who receive Discovery Channel

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2581**	1243 *48%*	1338 *52%*	263 *10%*	547 *21%*	547 *21%*	476 *18%*	398 *15%*	337 *13%*	497 *19%*	1503 *58%*	538 *21%*	425 *16%*	324 *13%*	661 *26%*
Total (Wtd)	**2536**	1215 *48%*	1321 *52%*	317 *12%*	606 *24%*	486 *19%*	473 *19%*	328 *13%*	327 *13%*	454 *18%*	1375 *54%*	706 *28%*	621 *24%*	615 *24%*	836 *33%*
Effective Total	**1749**	845	904	183	370	385	330	267	240	352	1074	375	389	299	589
Regularly	**564** ***22%***	325 *27%* *58%* B	239 *18%* *42%*	35 *11%* *6%*	125 *21%* *22%* C	122 *25%* *22%* C	121 *26%* *21%* C	79 *24%* *14%* C	82 *25%* *15%* C	85 *19%* *15%*	309 *22%* *55%*	171 *24%* *30%*	141 *23%* *25%*	135 *22%* *24%*	183 *22%* *32%*
Occasionally	**901** ***36%***	453 *37%* *50%*	448 *34%* *50%*	100 *32%* *11%*	200 *33%* *22%*	178 *37%* *20%*	172 *36%* *19%*	130 *40%* *14%*	121 *37%* *13%*	179 *39%* *20%*	485 *35%* *54%*	237 *34%* *26%*	240 *39%* *27%*	213 *35%* *24%*	288 *34%* *32%*
Never	**1056** ***42%***	433 *36%* *41%*	623 *47%* *59%* A	182 *57%* *17%* DE FGH	277 *46%* *26%* EF GH	182 *38%* *17%*	175 *37%* *17%*	117 *36%* *11%*	122 *37%* *12%*	190 *42%* *18%*	575 *42%* *54%*	290 *41%* *27%*	234 *38%* *22%*	263 *43%* *25%*	361 *43%* *34%*
Don't know	**14** ***1%***	4 *** *27%*	11 *1%* *73%*	- - -	3 *1%* *22%*	3 *1%* *21%*	5 *1%* *31%*	2 *1%* *16%*	1 *** *10%*	* * *3%*	6 *** *43%*	8 *1%* *55%*	6 *1%* *41%*	4 *1%* *28%*	4 *** *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 643

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Discovery Channel

Base : All who receive Discovery Channel

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**2581**	394 *15%*	412 *16%*	365 *14%*	1410 *55%*	2348 *91%*	201 *8%*	2524 *98%*	2581 *100%*	2581 *100%*
Total (Wtd)	**2536**	241 *9%*	145 *6%*	78 *3%*	2072 *82%*	2318 *91%*	218 *9%*	2475 *98%*	2536 *100%*	2536 *100%*
Effective Total	**1749**	364	381	332	1247	1585	165	1711	1749	1749
Regularly	**564** ***22%***	50 *21%* *9%*	37 *26%* *7%*	17 *23%* *3%*	460 *22%* *81%*	525 *23%* *93%*	39 *18%* *7%*	556 *22%* *98%*	564 *22%* *100%*	564 *22%* *100%*
Occasionally	**901** ***36%***	86 *36%* *10%*	47 *32%* *5%*	27 *35%* *3%*	741 *36%* *82%*	829 *36%* *92%*	72 *33%* *8%*	882 *36%* *98%*	901 *36%* *100%*	901 *36%* *100%*
Never	**1056** ***42%***	105 *44%* *10%*	61 *42%* *6%*	33 *42%* *3%*	857 *41%* *81%*	949 *41%* *90%*	106 *49%* *10%*	1025 *41%* *97%*	1056 *42%* *100%*	1056 *42%* *100%*
Don't know	**14** ***1%***	- - -	* * *2%*	- - -	14 *1%* *98%*	14 *1%* *100%*	- - -	13 *1%* *90%*	14 *1%* *100%*	14 *1%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 644

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - MTV

Base : All who receive MTV

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1743**	827 *47%*	916 *53%*	177 *10%*	375 *22%*	374 *21%*	315 *18%*	279 *16%*	216 *12%*	348 *20%*	996 *57%*	368 *21%*	276 *16%*	221 *13%*	474 *27%*
Total (Wtd)	**1729**	820 *47%*	909 *53%*	208 *12%*	418 *24%*	339 *20%*	313 *18%*	235 *14%*	216 *12%*	299 *17%*	933 *54%*	497 *29%*	409 *24%*	437 *25%*	575 *33%*
Effective Total	**1188**	560	627	122	259	267	216	185	152	246	714	264	253	204	431
Regularly	**241** ***14%***	103 *13%* *43%*	138 *15%* *57%*	91 *43%* *38%* DE FGH	81 *19%* *34%* EF GH	33 *10%* *14%* GH	22 *7%* *9%* H	10 *4%* *4%*	5 *2%* *2%*	26 *9%* *11%*	154 *17%* *64%* I	61 *12%* *25%*	56 *14%* *23%*	73 *17%* *30%*	78 *13%* *32%*
Occasionally	**373** ***22%***	187 *23%* *50%*	186 *20%* *50%*	68 *33%* *18%* FG H	121 *29%* *32%* FG H	85 *25%* *23%* FG H	54 *17%* *15%* H	28 *12%* *8%*	16 *7%* *4%*	55 *19%* *15%*	232 *25%* *62%* IK	86 *17%* *23%*	93 *23%* *25%*	81 *19%* *22%*	131 *23%* *35%*
Never	**1103** ***64%***	526 *64%* *48%*	578 *64%* *52%*	50 *24%* *5%*	213 *51%* *19%* C	219 *65%* *20%* CD	234 *75%* *21%* CD E	196 *83%* *18%* CD EF	192 *89%* *17%* CDEF	218 *73%* *20%* J	541 *58%* *49%*	344 *69%* *31%* J	256 *63%* *23%*	278 *64%* *25%*	364 *63%* *33%*
Don't know	**12** ***1%***	5 *1%* *39%*	7 *1%* *61%*	- - -	3 *1%* *27%*	2 *1%* *16%*	3 *1%* *22%*	1 * *9%*	3 *1%* *26%*	- - -	6 *1%* *52%*	6 *1%* *48%*	4 *1%* *33%*	4 *1%* *35%*	2 * *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 644

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - MTV

Base : All who receive MTV

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**1743**	259 *15%*	273 *16%*	240 *14%*	971 *56%*	1574 *90%*	151 *9%*	1701 *98%*	1743 *100%*	1743 *100%*
Total (Wtd)	**1729**	161 *9%*	96 *6%*	52 *3%*	1421 *82%*	1584 *92%*	145 *8%*	1689 *98%*	1729 *100%*	1729 *100%*
Effective Total	**1188**	242	254	223	854	1066	129	1160	1188	1188
Regularly	**241** ***14%***	20 *13%* *8%*	8 *8%* *3%*	7 *13%* *3%*	207 *15%* *86%* P	206 *13%* *85%*	36 *25%* *15%* S	230 *14%* *95%*	241 *14%* *100%*	241 *14%* *100%*
Occasionally	**373** ***22%***	34 *21%* *9%*	20 *21%* *5%*	13 *24%* *3%*	306 *22%* *82%*	332 *21%* *89%*	41 *28%* *11%*	369 *22%* *99%*	373 *22%* *100%*	373 *22%* *100%*
Never	**1103** ***64%***	106 *66%* *10%*	67 *70%* *6%*	32 *63%* *3%*	898 *63%* *81%*	1035 *65%* *94%* T	69 *47%* *6%*	1079 *64%* *98%*	1103 *64%* *100%*	1103 *64%* *100%*
Don't know	**12** ***1%***	1 *** *6%*	* *1%* *4%*	- - -	10 *1%* *89%*	12 *1%* *100%*	- - -	12 *1%* *100%*	12 *1%* *100%*	12 *1%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 645

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Living

Base : All who receive Living

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2581**	1243 *48%*	1338 *52%*	263 *10%*	547 *21%*	547 *21%*	476 *18%*	398 *15%*	337 *13%*	497 *19%*	1503 *58%*	538 *21%*	425 *16%*	324 *13%*	661 *26%*
Total (Wtd)	**2536**	1215 *48%*	1321 *52%*	317 *12%*	606 *24%*	486 *19%*	473 *19%*	328 *13%*	327 *13%*	454 *18%*	1375 *54%*	706 *28%*	621 *24%*	615 *24%*	836 *33%*
Effective Total	**1749**	845	904	183	370	385	330	267	240	352	1074	375	389	299	589
Regularly	**328** ***13%***	100 *8%* *30%*	228 *17%* *70%* A	61 *19%* *18%* GH	82 *13%* *25%* H	68 *14%* *21%* H	61 *13%* *19%*	32 *10%* *10%*	25 *8%* *8%*	43 *9%* *13%*	180 *13%* *55%*	105 *15%* *32%* I	88 *14%* *27%*	63 *10%* *19%*	116 *14%* *35%*
Occasionally	**844** ***33%***	332 *27%* *39%*	512 *39%* *61%* A	107 *34%* *13%*	210 *35%* *25%*	168 *35%* *20%*	150 *32%* *18%*	110 *34%* *13%*	99 *30%* *12%*	154 *34%* *18%*	452 *33%* *54%*	238 *34%* *28%*	221 *36%* *26%*	216 *35%* *26%*	257 *31%* *30%*
Never	**1352** ***53%***	778 *64%* *58%* B	575 *44%* *42%*	149 *47%* *11%*	311 *51%* *23%*	250 *51%* *18%*	258 *55%* *19%*	184 *56%* *14%*	200 *61%* *15%* CDE	256 *56%* *19%*	737 *54%* *54%*	360 *51%* *27%*	305 *49%* *23%*	337 *55%* *25%*	461 *55%* *34%*
Don't know	**12** ***	6 *1%* *50%*	6 * *50%*	- - -	3 *1%* *26%*	1 * *4%*	4 *1%* *34%*	2 *1%* *20%*	2 *1%* *17%*	2 * *16%*	7 * *56%*	4 * *29%*	7 *1%* *59%* M	- - -	3 * *22%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 645

Absolutes/col/row percents

9 Jul 2009

Q6f Frequency of watching - Living

Base : All who receive Living

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**2581**	394 *15%*	412 *16%*	365 *14%*	1410 *55%*	2348 *91%*	201 *8%*	2524 *98%*	2581 *100%*	2581 *100%*
Total (Wtd)	**2536**	241 *9%*	145 *6%*	78 *3%*	2072 *82%*	2318 *91%*	218 *9%*	2475 *98%*	2536 *100%*	2536 *100%*
Effective Total	**1749**	364	381	332	1247	1585	165	1711	1749	1749
Regularly	**328** ***13%***	29 *12%* *9%*	21 *15%* *7%*	11 *14%* *3%*	266 *13%* *81%*	292 *13%* *89%*	36 *16%* *11%*	324 *13%* *99%*	328 *13%* *100%*	328 *13%* *100%*
Occasionally	**844** ***33%***	86 *36%* *10%* P	40 *28%* *5%*	24 *31%* *3%*	694 *33%* *82%* P	779 *34%* *92%*	65 *30%* *8%*	826 *33%* *98%*	844 *33%* *100%*	844 *33%* *100%*
Never	**1352** ***53%***	125 *52%* *9%*	82 *56%* *6%*	43 *55%* *3%*	1102 *53%* *82%*	1235 *53%* *91%*	117 *54%* *9%*	1312 *53%* *97%*	1352 *53%* *100%*	1352 *53%* *100%*
Don't know	**12** *	* * *4%*	2 *1%* *14%*	* * *1%*	10 * *81%*	12 *1%* *100%*	- - -	12 * *100%*	12 * *100%*	12 * *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6f Frequency of watching - SUMMARY

Base : All who receive each channel

	Q6f - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	4207	4103	2086	4046	4103	3736	2581	1743	2581
Total (Wtd)	4232	4130	1989	4070	4130	3714	2536	1729	2536
Effective Total	2885	2812	1384	2773	2812	2541	1749	1188	1749
Regularly	510 *12%*	668 *16%*	487 *24%*	298 *7%*	461 *11%*	540 *15%*	564 *22%*	241 *14%*	328 *13%*
Occasionally	2375 *56%*	1622 *39%*	822 *41%*	1565 *38%*	1378 *33%*	1033 *28%*	901 *36%*	373 *22%*	844 *33%*
Never	1286 *30%*	1798 *44%*	665 *33%*	2155 *53%*	2264 *55%*	2130 *57%*	1056 *42%*	1103 *64%*	1352 *53%*
Don't know	61 *1%*	42 *1%*	15 *1%*	51 *1%*	27 *1%*	11 *	14 *1%*	12 *1%*	12 *

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 647

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Total (Wtd)	**5102**	2449 *48%*	2653 *52%*	534 *10%*	1047 *21%*	876 *17%*	910 *18%*	771 *15%*	964 *19%*	918 *18%*	2551 *50%*	1633 *32%*	1225 *24%*	1276 *25%*	1734 *34%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
0	**2952** ***58%***	1434 *59%* *49%*	1519 *57%* *51%*	203 *38%* *7%*	490 *47%* *17%* C	501 *57%* *17%* CD	545 *60%* *18%* CD	517 *67%* *18%* CD EF	696 *72%* *24%* CDEF G	553 *60%* *19%* J	1406 *55%* *48%*	993 *61%* *34%* J	682 *56%* *23%*	783 *61%* *27%* L	1002 *58%* *34%*
1	**990** ***19%***	435 *18%* *44%*	555 *21%* *56%* A	129 *24%* *13%* GH	244 *23%* *25%* GH	167 *19%* *17%* H	175 *19%* *18%* H	137 *18%* *14%*	139 *14%* *14%*	198 *22%* *20%*	495 *19%* *50%*	297 *18%* *30%*	245 *20%* *25%*	213 *17%* *22%*	347 *20%* *35%*
2	**621** ***12%***	309 *13%* *50%*	312 *12%* *50%*	98 *18%* *16%* EF GH	174 *17%* *28%* FG H	113 *13%* *18%* GH	105 *12%* *17%* GH	62 *8%* *10%*	69 *7%* *11%*	92 *10%* *15%*	347 *14%* *56%* I	182 *11%* *29%*	163 *13%* *26%*	145 *11%* *23%*	212 *12%* *34%*
3	**369** ***7%***	202 *8%* *55%* B	167 *6%* *45%*	83 *15%* *22%* DE FGH	90 *9%* *24%* GH	63 *7%* *17%* H	55 *6%* *15%*	39 *5%* *11%*	39 *4%* *11%*	54 *6%* *15%*	208 *8%* *56%* I	108 *7%* *29%*	87 *7%* *24%*	104 *8%* *28%*	121 *7%* *33%*
4	**116** ***2%***	45 *2%* *38%*	72 *3%* *62%*	13 *2%* *11%*	37 *4%* *32%* GH	20 *2%* *18%*	22 *2%* *19%*	8 *1%* *7%*	15 *2%* *13%*	16 *2%* *14%*	62 *2%* *54%*	38 *2%* *33%*	38 *3%* *32%*	20 *2%* *17%*	34 *2%* *29%*
5	**32** ***1%***	14 *1%* *42%*	19 *1%* *58%*	5 *1%* *15%*	9 *1%* *27%*	5 *1%* *16%*	4 *** *12%*	5 *1%* *16%*	4 *** *13%*	3 *** *9%*	20 *1%* *63%*	9 *1%* *28%*	9 *1%* *29%*	6 *** *19%*	10 *1%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 647

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
6	**18** *****	9 * *49%*	9 * *51%*	3 *1%* *18%*	3 * *14%*	5 *1%* *30%*	3 * *16%*	3 * *18%*	* * *2%*	3 * *16%*	10 * *58%*	5 * *26%*	1 * *8%*	5 * *30%*	7 * *42%*
7	**2** *****	2 * *100%*	- - -	1 * *62%*	* * *14%*	- - -	- - -	- - -	* * *24%*	- - -	1 * *76%*	* * *24%*	- - -	- - -	1 * *62%*
8	**1** *****	1 * *100%*	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	1 * *49%*	1 * *51%*	- - -	- - -	- - -	- - -
9	**1** *****	- - -	1 * *100%*	- - -	* * *59%*	- - -	- - -	- - -	* * *41%*	- - -	1 * *100%*	- - -	- - -	- - -	- - -
Total number of mentions	**5102** ***100%***	2449 *100%* *48%*	2653 *100%* *52%*	534 *100%* *10%*	1047 *100%* *21%*	876 *100%* *17%*	910 *100%* *18%*	771 *100%* *15%*	964 *100%* *19%*	918 *100%* *18%*	2551 *100%* *50%*	1633 *100%* *32%*	1225 *100%* *24%*	1276 *100%* *25%*	1734 *100%* *34%*
Average number of mentions	**1.91**	1.95	1.87	2.04 G H	1.93	1.93	1.88	1.79	1.81	1.75	1.96 I	1.90	1.91	1.94	1.87
Standard Deviation	**1.08**	1.07	1.08	1.08	1.06	1.09	1.09	1.08	1.06	1.02	1.10	1.06	1.04	1.04	1.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 647

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Total (Wtd)	**5102**	459 *9%*	255 *5%*	153 *3%*	4235 *83%*	4749 *93%*	352 *7%*	847 *17%*	4171 *82%*	4232 *83%*	2643 *52%*	1578 *31%*	1685 *33%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
0	**2952** ***58%***	255 *56%* *9%*	147 *57%* *5%*	85 *55%* *3%*	2466 *58%* *84%*	2773 *58%* *94%* T	179 *51%* *6%*	847 *100%* *29%* VWXY Z	2058 *49%* *70%* X	2082 *49%* *71%* X	1079 *41%* *37%*	993 *63%* *34%* VWX	1082 *64%* *37%* VWX
1	**990** ***19%***	102 *22%* *10%*	50 *20%* *5%*	32 *21%* *3%*	806 *19%* *81%*	916 *19%* *93%*	73 *21%* *7%*	- - -	972 *23%* *98%* U	990 *23%* *100%* U	652 *25%* *66%* UYZ	338 *21%* *34%* U	353 *21%* *36%* U
2	**621** ***12%***	53 *11%* *8%*	29 *12%* *5%*	20 *13%* *3%*	519 *12%* *84%*	562 *12%* *90%*	59 *17%* *10%* S	- - -	610 *15%* *98%* UYZ	621 *15%* *100%* UYZ	451 *17%* *73%* UVWYZ	170 *11%* *27%* U	171 *10%* *28%* U
3	**369** ***7%***	30 *7%* *8%*	17 *7%* *5%*	10 *6%* *3%*	312 *7%* *85%*	344 *7%* *93%*	25 *7%* *7%*	- - -	363 *9%* *98%* UYZ	369 *9%* *100%* UYZ	300 *11%* *81%* UVWYZ	69 *4%* *19%* U	71 *4%* *19%* U
4	**116** ***2%***	12 *3%* *11%*	9 *3%* *8%* R	4 *3%* *3%*	91 *2%* *78%*	106 *2%* *91%*	10 *3%* *9%*	- - -	115 *3%* *99%* UYZ	116 *3%* *100%* UYZ	108 *4%* *93%* UVWYZ	8 *1%* *7%*	8 *** *7%*
5	**32** ***1%***	4 *1%* *11%*	1 *** *4%*	2 *1%* *6%* R	25 *1%* *79%*	31 *1%* *97%*	1 *** *3%*	- - -	32 *1%* *100%* UYZ	32 *1%* *100%* UYZ	32 *1%* *100%* UYZ	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 647

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
6	**18** *	2 * *12%*	1 * *5%*	1 * *4%*	14 * *80%*	14 * *81%*	3 *1%* *19%*	- - -	18 * *100%* YZ	18 * *100%* YZ	18 *1%* *100%* UYZ	- - -	- - -
7	**2** *	- - -	* * *24%*	* * *14%*	1 * *62%*	1 * *38%*	1 * *62%* S	- - -	2 * *100%*	2 * *100%*	2 * *100%*	- - -	- - -
8	**1** *	1 * *100%* R	- - -	- - -	- - -	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
9	**1** *	- - -	1 * *100%* R	- - -	- - -	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
Total number of mentions	**5102** ***100%***	459 *100%* *9%*	255 *100%* *5%*	153 *100%* *3%*	4235 *100%* *83%*	4749 *100%* *93%*	352 *100%* *7%*	847 *100%* *17%*	4171 *100%* *82%*	4232 *100%* *83%*	2643 *100%* *52%*	1578 *100%* *31%*	1685 *100%* *33%*
Average number of mentions	**1.91**	1.89	1.99	1.94	1.90	1.90	1.96	-	1.91 YZ	1.91 YZ	2.03 VWYZ	1.57	1.56
Standard Deviation	**1.08**	1.18	1.26	1.17	1.05	1.07	1.15	-	1.08	1.08	1.15	0.75	0.75

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 648

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly or occasionally

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Total (Wtd)	**5102**	2449 *48%*	2653 *52%*	534 *10%*	1047 *21%*	876 *17%*	910 *18%*	771 *15%*	964 *19%*	918 *18%*	2551 *50%*	1633 *32%*	1225 *24%*	1276 *25%*	1734 *34%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
0	**1207** ***24%***	572 *23%* *47%*	635 *24%* *53%*	106 *20%* *9%*	181 *17%* *15%*	184 *21%* *15%*	175 *19%* *15%*	208 *27%* *17%* CD EF	352 *37%* *29%* CDEF G	213 *23%* *18%*	548 *21%* *45%*	446 *27%* *37%* J	260 *21%* *22%*	338 *27%* *28%* L	413 *24%* *34%*
1	**442** ***9%***	193 *8%* *44%*	249 *9%* *56%*	29 *5%* *7%*	73 *7%* *17%*	61 *7%* *14%*	94 *10%* *21%* CD E	77 *10%* *17%* C	108 *11%* *24%* CDE	72 *8%* *16%*	210 *8%* *48%*	160 *10%* *36%*	105 *9%* *24%*	106 *8%* *24%*	162 *9%* *37%*
2	**621** ***12%***	323 *13%* *52%*	298 *11%* *48%*	62 *12%* *10%*	114 *11%* *18%*	107 *12%* *17%*	122 *13%* *20%*	100 *13%* *16%*	115 *12%* *19%*	116 *13%* *19%*	310 *12%* *50%*	195 *12%* *31%*	137 *11%* *22%*	149 *12%* *24%*	226 *13%* *36%*
3	**792** ***16%***	364 *15%* *46%*	428 *16%* *54%*	95 *18%* *12%*	171 *16%* *22%*	139 *16%* *18%*	137 *15%* *17%*	113 *15%* *14%*	137 *14%* *17%*	144 *16%* *18%*	399 *16%* *50%*	249 *15%* *31%*	177 *14%* *22%*	211 *17%* *27%*	284 *16%* *36%*
4	**700** ***14%***	342 *14%* *49%*	358 *13%* *51%*	78 *15%* *11%*	166 *16%* *24%* H	122 *14%* *17%*	118 *13%* *17%*	105 *14%* *15%*	111 *12%* *16%*	134 *15%* *19%*	333 *13%* *48%*	233 *14%* *33%*	176 *14%* *25%*	169 *13%* *24%*	237 *14%* *34%*
5	**569** ***11%***	288 *12%* *51%*	280 *11%* *49%*	61 *11%* *11%*	142 *14%* *25%* EH	85 *10%* *15%*	121 *13%* *21%* EH	83 *11%* *15%*	78 *8%* *14%*	108 *12%* *19%*	287 *11%* *50%*	174 *11%* *31%*	166 *14%* *29%* MN	126 *10%* *22%*	176 *10%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 648

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly or occasionally

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
6	**332** ***7%***	145 *6%* *44%*	187 *7%* *56%*	49 *9%* *15%* GH	95 *9%* *29%* GH	65 *7%* *20%* H	56 *6%* *17%* H	40 *5%* *12%* H	27 *3%* *8%*	61 *7%* *19%* K	198 *8%* *60%* K	73 *4%* *22%*	84 *7%* *25%*	78 *6%* *24%*	103 *6%* *31%*
7	**254** ***5%***	125 *5%* *49%*	129 *5%* *51%*	31 *6%* *12%* H	68 *7%* *27%* GH	62 *7%* *25%* GH	44 *5%* *17%* H	26 *3%* *10%*	23 *2%* *9%*	45 *5%* *18%*	150 *6%* *59%* K	59 *4%* *23%*	73 *6%* *29%*	59 *5%* *23%*	72 *4%* *28%*
8	**134** ***3%***	61 *3%* *46%*	73 *3%* *54%*	12 *2%* *9%* H	30 *3%* *23%* H	31 *3%* *23%* H	39 *4%* *30%* GH	14 *2%* *11%*	7 *1%* *5%*	20 *2%* *15%*	85 *3%* *63%* K	29 *2%* *22%*	31 *3%* *23%*	30 *2%* *22%*	44 *3%* *33%*
9	**52** ***1%***	35 *1%* *68%* B	17 *1%* *32%*	12 *2%* *23%* DF GH	7 *1%* *13%*	19 *2%* *36%* DFG H	4 *** *7%*	5 *1%* *9%*	6 *1%* *12%*	5 *1%* *9%*	32 *1%* *62%*	15 *1%* *29%*	16 *1%* *31%*	10 *1%* *19%*	18 *1%* *35%*
Total number of mentions	**5102** ***100%***	2449 *100%* *48%*	2653 *100%* *52%*	534 *100%* *10%*	1047 *100%* *21%*	876 *100%* *17%*	910 *100%* *18%*	771 *100%* *15%*	964 *100%* *19%*	918 *100%* *18%*	2551 *100%* *50%*	1633 *100%* *32%*	1225 *100%* *24%*	1276 *100%* *25%*	1734 *100%* *34%*
Average number of mentions	**3.85**	3.89	3.82	4.12 G H	4.08 F GH	4.12 F GH	3.84 H	3.60 H	3.29	3.83	3.99 K	3.64	3.99 N	3.79	3.73
Standard Deviation	**1.95**	1.96	1.94	1.95	1.88	2.08	1.99	1.85	1.77	1.86	2.01	1.87	1.97	1.91	1.93

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 648

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly or occasionally

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Total (Wtd)	**5102**	459 *9%*	255 *5%*	153 *3%*	4235 *83%*	4749 *93%*	352 *7%*	847 *17%*	4171 *82%*	4232 *83%*	2643 *52%*	1578 *31%*	1685 *33%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
0	**1207** ***24%***	99 *21%* *8%*	54 *21%* *4%*	43 *28%* *4%* OPR	1011 *24%* *84%*	1115 *23%* *92%*	92 *26%* *8%*	847 *100%* *70%* VWXY Z	330 *8%* *27%* X	337 *8%* *28%* X	149 *6%* *12%*	188 *12%* *16%* VWX	208 *12%* *17%* VWX
1	**442** ***9%***	37 *8%* *8%*	24 *10%* *6%* Q	8 *5%* *2%*	373 *9%* *84%* Q	424 *9%* *96%* T	18 *5%* *4%*	- - -	436 *10%* *99%* UX	442 *10%* *100%* UX	190 *7%* *43%* U	249 *16%* *56%* UVWX	305 *18%* *69%* UVWX
2	**621** ***12%***	57 *12%* *9%*	35 *14%* *6%*	18 *11%* *3%*	511 *12%* *82%*	600 *13%* *97%* T	20 *6%* *3%*	- - -	613 *15%* *99%* UX	621 *15%* *100%* UX	271 *10%* *44%* U	347 *22%* *56%* UVWX	374 *22%* *60%* UVWX
3	**792** ***16%***	63 *14%* *8%*	37 *14%* *5%*	22 *14%* *3%*	671 *16%* *85%*	729 *15%* *92%*	63 *18%* *8%*	- - -	779 *19%* *98%* UX	792 *19%* *100%* UX	387 *15%* *49%* U	401 *25%* *51%* UVWX	402 *24%* *51%* UVWX
4	**700** ***14%***	69 *15%* *10%* P	28 *11%* *4%*	20 *13%* *3%*	582 *14%* *83%*	645 *14%* *92%*	54 *15%* *8%*	- - -	689 *17%* *98%* U	700 *17%* *100%* U	427 *16%* *61%* U	272 *17%* *39%* U	272 *16%* *39%* U
5	**569** ***11%***	54 *12%* *10%*	28 *11%* *5%*	18 *11%* *3%*	469 *11%* *82%*	524 *11%* *92%*	45 *13%* *8%*	- - -	556 *13%* *98%* UYZ	569 *13%* *100%* UYZ	447 *17%* *79%* UVWYZ	122 *8%* *21%* U	124 *7%* *22%* U

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 648

Absolutes/col/row percents

9 Jul 2009

Q6f Number of digital channels watched regularly or occasionally

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
6	**332** ***7%***	33 *7%* *10%*	22 *9%* *7%* R	12 *8%* *3%*	266 *6%* *80%*	310 *7%* *93%*	22 *6%* *7%*	- - -	331 *8%* *100%* UYZ	332 *8%* *100%* UYZ	332 *13%* *100%* UVWYZ	- - -	- - -
7	**254** ***5%***	27 *6%* *11%*	16 *6%* *6%*	7 *4%* *3%*	204 *5%* *80%*	231 *5%* *91%*	24 *7%* *9%*	- - -	251 *6%* *99%* UYZ	254 *6%* *100%* UYZ	254 *10%* *100%* UVWYZ	- - -	- - -
8	**134** ***3%***	17 *4%* *13%* R	8 *3%* *6%*	4 *3%* *3%*	104 *2%* *78%*	127 *3%* *95%*	7 *2%* *5%*	- - -	134 *3%* *100%* UYZ	134 *3%* *100%* UYZ	134 *5%* *100%* UVWYZ	- - -	- - -
9	**52** ***1%***	3 *1%* *6%*	2 *1%* *4%*	2 *1%* *4%*	45 *1%* *86%*	45 *1%* *86%*	7 *2%* *14%*	- - -	52 *1%* *100%* UYZ	52 *1%* *100%* UYZ	52 *2%* *100%* UWYZ	- - -	- - -
Total number of mentions	**5102** ***100%***	459 *100%* *9%*	255 *100%* *5%*	153 *100%* *3%*	4235 *100%* *83%*	4749 *100%* *93%*	352 *100%* *7%*	847 *100%* *17%*	4171 *100%* *82%*	4232 *100%* *83%*	2643 *100%* *52%*	1578 *100%* *31%*	1685 *100%* *33%*
Average number of mentions	**3.85**	4.00	3.91	4.06 R	3.83	3.83	4.25 S	-	3.86 YZ	3.85 YZ	4.47 VWYZ	2.76	2.69
Standard Deviation	**1.95**	1.98	2.05	1.94	1.94	1.95	1.89	-	1.95	1.95	2.02	1.21	1.22

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Total (Wtd)	**5102**	2449 *48%*	2653 *52%*	534 *10%*	1047 *21%*	876 *17%*	910 *18%*	771 *15%*	964 *19%*	918 *18%*	2551 *50%*	1633 *32%*	1225 *24%*	1276 *25%*	1734 *34%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
0	**407** ***8%***	258 *11%* *63%* B	149 *6%* *37%*	47 *9%* *12%*	83 *8%* *20%*	84 *10%* *21%* H	78 *9%* *19%*	58 *8%* *14%*	58 *6%* *14%*	79 *9%* *19%* K	230 *9%* *57%* K	98 *6%* *24%*	96 *8%* *24%*	92 *7%* *23%*	158 *9%* *39%*
1	**618** ***12%***	313 *13%* *51%*	305 *12%* *49%*	59 *11%* *10%*	103 *10%* *17%*	99 *11%* *16%*	121 *13%* *20%*	89 *12%* *14%*	146 *15%* *24%* DE	95 *10%* *15%*	273 *11%* *44%*	250 *15%* *40%* IJ	120 *10%* *19%*	170 *13%* *27%* L	224 *13%* *36%* L
2	**912** ***18%***	421 *17%* *46%*	491 *19%* *54%*	75 *14%* *8%*	178 *17%* *20%*	131 *15%* *14%*	156 *17%* *17%*	171 *22%* *19%* CD EF	200 *21%* *22%* CE	173 *19%* *19%*	457 *18%* *50%*	282 *17%* *31%*	217 *18%* *24%*	240 *19%* *26%*	287 *17%* *31%*
3	**976** ***19%***	443 *18%* *45%*	532 *20%* *55%*	84 *16%* *9%*	167 *16%* *17%*	143 *16%* *15%*	182 *20%* *19%*	172 *22%* *18%* CD E	226 *23%* *23%* CDE	165 *18%* *17%*	476 *19%* *49%*	335 *20%* *34%*	245 *20%* *25%*	266 *21%* *27%*	310 *18%* *32%*
4	**734** ***14%***	345 *14%* *47%*	388 *15%* *53%*	85 *16%* *12%*	137 *13%* *19%*	116 *13%* *16%*	129 *14%* *18%*	120 *16%* *16%*	147 *15%* *20%*	151 *16%* *21%*	368 *14%* *50%*	215 *13%* *29%*	160 *13%* *22%*	174 *14%* *24%*	272 *16%* *37%*
5	**558** ***11%***	244 *10%* *44%*	314 *12%* *56%*	64 *12%* *12%*	147 *14%* *26%* FH	103 *12%* *18%* H	84 *9%* *15%*	81 *11%* *15%*	78 *8%* *14%*	106 *12%* *19%*	257 *10%* *46%*	196 *12%* *35%*	161 *13%* *29%* N	145 *11%* *26%*	174 *10%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
6	**312** ***6%***	145 *6%* *46%*	167 *6%* *54%*	43 *8%* *14%* GH	63 *6%* *20%*	68 *8%* *22%* GH	60 *7%* *19%*	33 *4%* *11%*	44 *5%* *14%*	60 *7%* *19%*	166 *7%* *53%*	85 *5%* *27%*	76 *6%* *24%*	59 *5%* *19%*	116 *7%* *37%*
7	**211** ***4%***	109 *4%* *52%*	102 *4%* *48%*	27 *5%* *13%*	55 *5%* *26%* H	43 *5%* *20%* H	35 *4%* *17%*	25 *3%* *12%*	27 *3%* *13%*	37 *4%* *18%*	120 *5%* *57%*	54 *3%* *26%*	56 *5%* *26%*	40 *3%* *19%*	78 *4%* *37%*
8	**149** ***3%***	63 *3%* *42%*	86 *3%* *58%*	22 *4%* *15%* G	39 *4%* *26%* G	25 *3%* *17%* G	25 *3%* *17%*	10 *1%* *7%*	28 *3%* *19%* G	26 *3%* *17%*	69 *3%* *46%*	55 *3%* *37%*	44 *4%* *30%*	36 *3%* *24%*	45 *3%* *30%*
9	**78** ***2%***	36 *1%* *46%*	42 *2%* *54%*	12 *2%* *16%* H	25 *2%* *33%* GH	18 *2%* *23%* H	12 *1%* *16%*	6 *1%* *7%*	4 *** *5%*	8 *1%* *11%*	46 *2%* *60%*	23 *1%* *30%*	20 *2%* *26%*	10 *1%* *13%*	30 *2%* *39%*
10	**62** ***1%***	26 *1%* *41%*	37 *1%* *59%*	10 *2%* *16%* H	26 *2%* *42%* FG H	13 *1%* *20%* H	9 *1%* *15%* H	4 *** *6%*	1 *** *2%*	10 *1%* *16%*	34 *1%* *54%*	18 *1%* *30%*	14 *1%* *22%*	19 *1%* *31%*	17 *1%* *27%*
11	**30** ***1%***	12 *1%* *42%*	17 *1%* *58%*	1 *** *3%*	11 *1%* *37%* G	9 *1%* *31%* G	5 *1%* *19%*	1 *** *3%*	2 *** *7%*	2 *** *8%*	24 *1%* *82%* K	3 *** *11%*	11 *1%* *37%* M	2 *** *5%*	8 *** *27%*
12	**13** ***	7 *** *52%*	6 *** *48%*	1 *** *11%*	2 *** *18%*	9 *1%* *66%* FGH	1 *** *5%*	- - -	- - -	1 *** *10%*	12 *** *87%* K	* * *3%*	1 *** *10%*	7 *1%* *51%*	2 *** *17%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
13	**28** ***1%***	17 *1%* *63%*	10 * *37%*	3 *1%* *13%* H	9 *1%* *32%* H	6 *1%* *20%* H	7 *1%* *24%* H	3 * *11%*	- - -	2 * *9%*	14 *1%* *50%*	11 *1%* *41%*	3 * *10%*	12 *1%* *44%*	9 *1%* *32%*
14	**8** *	6 * *73%*	2 * *27%*	- - -	* * *3%*	7 *1%* *86%* DFG H	* * *2%*	- - -	1 * *9%*	2 * *23%*	3 * *32%*	4 * *46%*	1 * *15%*	5 * *57%*	- - -
15	**3** *	2 * *72%*	1 * *28%*	- - -	- - -	1 * *28%*	2 * *72%*	- - -	- - -	- - -	1 * *28%*	2 * *72%*	- - -	- - -	2 * *72%*
16	* *	- - -	* * *100%*	- - -	- - -	* * *100%*	- - -	- - -	- - -	- - -	* * *100%*	- - -	- - -	- - -	- - -
17	**1** *	- - -	1 * *100%*	- - -	- - -	* * *14%*	1 * *86%*	- - -	- - -	* * *14%*	1 * *86%*	- - -	- - -	- - -	1 * *86%*
18	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
19	**1** *	1 * *100%*	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	1 * *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
21	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
28	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
29	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
30	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total number of mentions	**18015** ***353%***	8383 *342%* *47%*	9633 *363%* *53%*	2026 *379%* *11%*	4082 *390%* *23%*	3385 *387%* *19%*	3141 *345%* *17%*	2413 *313%* *13%*	2968 *308%* *16%*	3174 *346%* *18%*	9189 *360%* *51%*	5653 *346%* *31%*	4440 *363%* *25%*	4395 *345%* *24%*	6034 *348%* *33%*
Average number of mentions	**3.84**	3.83	3.85	4.16 F GH	4.23 F GH	4.27 F GH	3.78 G H	3.38	3.27	3.78	3.96 K	3.68	3.93	3.71	3.83
Standard Deviation	**2.38**	2.44	2.32	2.41	2.56	2.79	2.42	1.88	1.86	2.17	2.47	2.35	2.27	2.41	2.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Total (Wtd)	**5102**	459 *9%*	255 *5%*	153 *3%*	4235 *83%*	4749 *93%*	352 *7%*	847 *17%*	4171 *82%*	4232 *83%*	2643 *52%*	1578 *31%*	1685 *33%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
0	**407** ***8%***	37 *8%* *9%* P	13 *5%* *3%*	12 *8%* *3%* P	346 *8%* *85%* P	357 *8%* *88%*	50 *14%* *12%* S	146 *17%* *36%* VWXY Z	241 *6%* *59%*	242 *6%* *59%*	149 *6%* *37%*	92 *6%* *23%*	98 *6%* *24%*
1	**618** ***12%***	61 *13%* *10%*	26 *10%* *4%*	19 *12%* *3%*	513 *12%* *83%*	567 *12%* *92%*	51 *14%* *8%*	169 *20%* *27%* VWXY Z	442 *11%* *72%*	447 *11%* *72%*	262 *10%* *42%*	184 *12%* *30%*	200 *12%* *32%*
2	**912** ***18%***	91 *20%* *10%*	47 *18%* *5%*	30 *20%* *3%*	744 *18%* *82%*	865 *18%* *95%* T	47 *13%* *5%*	255 *30%* *28%* VWXY Z	642 *15%* *70%*	656 *15%* *72%*	396 *15%* *43%*	257 *16%* *28%*	289 *17%* *32%*
3	**976** ***19%***	75 *16%* *8%*	52 *21%* *5%* O	27 *18%* *3%*	821 *19%* *84%*	922 *19%* *95%*	53 *15%* *5%*	183 *22%* *19%*	784 *19%* *80%*	792 *19%* *81%*	480 *18%* *49%*	312 *20%* *32%*	334 *20%* *34%*
4	**734** ***14%***	68 *15%* *9%*	39 *15%* *5%*	21 *14%* *3%*	606 *14%* *83%*	697 *15%* *95%*	37 *10%* *5%*	58 *7%* *8%*	667 *16%* *91%* U	676 *16%* *92%* U	411 *16%* *56%* U	264 *17%* *36%* U	278 *17%* *38%* U
5	**558** ***11%***	42 *9%* *8%*	22 *9%* *4%*	14 *9%* *3%*	480 *11%* *86%* P	514 *11%* *92%*	44 *13%* *8%*	20 *2%* *4%*	530 *13%* *95%* U	539 *13%* *96%* U	333 *13%* *60%* U	205 *13%* *37%* U	211 *13%* *38%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
6	**312** ***6%***	32 *7%* *10%*	18 *7%* *6%*	11 *7%* *3%*	251 *6%* *80%*	294 *6%* *94%*	17 *5%* *6%*	5 *1%* *1%*	302 *7%* *97%* U	307 *7%* *99%* U	218 *8%* *70%* UYZ	88 *6%* *28%* U	93 *6%* *30%* U
7	**211** ***4%***	17 *4%* *8%*	15 *6%* *7%* OR	6 *4%* *3%*	174 *4%* *82%*	197 *4%* *93%*	14 *4%* *7%*	2 *** *1%*	206 *5%* *98%* U	210 *5%* *99%* U	138 *5%* *65%* U	72 *5%* *34%* U	75 *4%* *35%* U
8	**149** ***3%***	12 *3%* *8%*	7 *3%* *4%*	6 *4%* *4%*	125 *3%* *84%*	137 *3%* *92%*	12 *4%* *8%*	* * *	149 *4%* *100%* U	149 *4%* *100%* U	97 *4%* *65%* U	52 *3%* *35%* U	52 *3%* *35%* U
9	**78** ***2%***	10 *2%* *12%*	5 *2%* *6%*	3 *2%* *4%*	60 *1%* *78%*	67 *1%* *87%*	10 *3%* *13%* S	7 *1%* *9%*	68 *2%* *88%*	71 *2%* *91%*	54 *2%* *69%* UZ	17 *1%* *22%*	17 *1%* *22%*
10	**62** ***1%***	6 *1%* *10%*	5 *2%* *8%*	1 *1%* *2%*	50 *1%* *80%*	59 *1%* *94%*	3 *1%* *6%*	2 *** *3%*	59 *1%* *95%* U	60 *1%* *97%* U	49 *2%* *79%* UYZ	11 *1%* *17%*	11 *1%* *18%*
11	**30** ***1%***	5 *1%* *16%*	3 *1%* *9%*	1 *1%* *5%*	21 *** *70%*	24 *1%* *81%*	5 *2%* *18%* S	- - -	28 *1%* *96%* U	30 *1%* *100%* U	18 *1%* *61%* U	11 *1%* *38%* U	11 *1%* *38%* U
12	**13** ***	1 *** *8%*	1 *** *7%*	1 *1%* *7%*	10 *** *78%*	12 *** *92%*	1 *** *8%*	- - -	13 *** *100%*	13 *** *100%*	10 *** *73%*	4 *** *27%*	4 *** *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
13	**28** ***1%***	1 * *5%*	2 *1%* *7%*	1 * *2%*	24 *1%* *87%*	26 *1%* *94%*	2 * *6%*	2 * *6%*	26 *1%* *94%*	26 *1%* *94%*	17 *1%* *62%*	9 *1%* *32%*	9 *1%* *32%*
14	**8** *	1 * *6%*	1 * *15%* R	1 * *7%*	6 * *71%*	7 * *85%*	1 * *15%*	- - -	8 * *100%*	8 * *100%*	6 * *79%*	2 * *21%*	2 * *21%*
15	**3** *	1 * *18%*	* * *11%*	- - -	2 * *72%*	1 * *28%*	2 *1%* *72%* S	- - -	3 * *100%*	3 * *100%*	3 * *89%*	* * *11%*	* * *11%*
16	* *	- - -	* * *100%* R	- - -	- - -	* * *100%*	- - -	- - -	* * *100%*	* * *100%*	* * *100%*	- - -	- - -
17	**1** *	- - -	- - -	* * *14%*	1 * *86%*	1 * *100%*	- - -	- - -	* * *14%*	1 * *100%*	1 * *100%*	- - -	- - -
18	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
19	**1** *	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
20	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
21	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
22	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
23	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
24	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
25	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
26	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
27	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 649

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly - Total

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
28	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
29	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
30	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Total number of mentions	**18015**	1603	992	552	14869	16765	1249	1700	16046	16311	10547	5733	6037
	353%	*349%*	*389%*	*360%*	*351%*	*353%*	*355%*	*201%*	*385%*	*385%*	*399%*	*363%*	*358%*
		9%	*6%*	*3%*	*83%*	*93%*	*7%*	*9%*	*89%*	*91%*	*59%*	*32%*	*34%*
Average number of mentions	**3.84**	3.80	4.09 OR	3.91	3.82	3.82	4.14 S	2.42	4.08 UYZ	4.09 UYZ	4.23 UYZ	3.86 U	3.80 U
Standard Deviation	**2.38**	2.42	2.61	2.54	2.36	2.35	2.80	1.42	2.42	2.43	2.52	2.25	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Total (Wtd)	**5102**	2449 *48%*	2653 *52%*	534 *10%*	1047 *21%*	876 *17%*	910 *18%*	771 *15%*	964 *19%*	918 *18%*	2551 *50%*	1633 *32%*	1225 *24%*	1276 *25%*	1734 *34%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
0	**30** ***1%***	25 *1%* *83%* B	5 *** *17%*	4 *1%* *13%*	13 *1%* *42%* H	3 *** *12%*	4 *** *14%*	5 *1%* *16%*	1 *** *3%*	3 *** *11%*	19 *1%* *64%*	8 *** *25%*	3 *** *9%*	9 *1%* *29%*	15 *1%* *50%*
1	**24** ***	14 *1%* *61%*	9 *** *39%*	1 *** *6%*	6 *1%* *25%*	3 *** *13%*	6 *1%* *25%*	1 *** *4%*	6 *1%* *27%*	5 *1%* *22%*	7 *** *29%*	12 *1%* *49%*	5 *** *21%*	5 *** *22%*	12 *1%* *50%*
2	**46** ***1%***	25 *1%* *55%*	21 *1%* *45%*	7 *1%* *14%* F	14 *1%* *31%* F	5 *1%* *10%*	2 *** *4%*	5 *1%* *11%*	13 *1%* *29%* F	8 *1%* *18%*	21 *1%* *46%*	16 *1%* *36%*	13 *1%* *27%*	4 *** *9%*	17 *1%* *38%*
3	**134** ***3%***	61 *2%* *46%*	73 *3%* *54%*	20 *4%* *15%* F	38 *4%* *29%* F	19 *2%* *14%*	14 *2%* *10%*	14 *2%* *11%*	29 *3%* *22%*	18 *2%* *14%*	60 *2%* *45%*	56 *3%* *42%*	35 *3%* *26%*	27 *2%* *20%*	50 *3%* *37%*
4	**388** ***8%***	159 *7%* *41%*	228 *9%* *59%* A	32 *6%* *8%*	58 *6%* *15%*	52 *6%* *13%*	57 *6%* *15%*	74 *10%* *19%* DE F	116 *12%* *30%* CDEF	87 *9%* *22%* J	157 *6%* *40%*	144 *9%* *37%* J	80 *7%* *21%*	119 *9%* *31%*	123 *7%* *32%*
5	**546** ***11%***	272 *11%* *50%*	274 *10%* *50%*	61 *11%* *11%* D	62 *6%* *11%*	78 *9%* *14%* D	88 *10%* *16%* D	93 *12%* *17%* D	164 *17%* *30%* CDEF G	86 *9%* *16%*	249 *10%* *46%*	211 *13%* *39%* IJ	105 *9%* *19%*	164 *13%* *30%* L	195 *11%* *36%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
6	**216** ***4%***	118 *5%* *55%*	98 *4%* *45%*	28 *5%* *13%* E	38 *4%* *18%*	21 *2%* *10%*	31 *3%* *15%*	43 *6%* *20%* E	54 *6%* *25%* E	34 *4%* *16%*	104 *4%* *48%*	77 *5%* *36%*	51 *4%* *24%*	50 *4%* *23%*	74 *4%* *34%*
7	**343** ***7%***	145 *6%* *42%*	198 *7%* *58%*	48 *9%* *14%* F	58 *6%* *17%*	63 *7%* *18%*	47 *5%* *14%*	64 *8%* *19%* F	63 *7%* *18%*	51 *6%* *15%*	181 *7%* *53%*	112 *7%* *33%*	83 *7%* *24%*	77 *6%* *22%*	129 *7%* *38%*
8	**446** ***9%***	202 *8%* *45%*	244 *9%* *55%*	60 *11%* *13%*	95 *9%* *21%*	71 *8%* *16%*	74 *8%* *17%*	71 *9%* *16%*	74 *8%* *17%*	78 *9%* *18%*	227 *9%* *51%*	141 *9%* *32%*	106 *9%* *24%*	119 *9%* *27%*	148 *9%* *33%*
9	**474** ***9%***	218 *9%* *46%*	256 *10%* *54%*	42 *8%* *9%*	99 *9%* *21%*	68 *8%* *14%*	117 *13%* *25%* CD EGH	61 *8%* *13%*	87 *9%* *18%*	69 *7%* *14%*	248 *10%* *52%*	157 *10%* *33%*	110 *9%* *23%*	117 *9%* *25%*	156 *9%* *33%*
10	**541** ***11%***	257 *11%* *48%*	284 *11%* *52%*	69 *13%* *13%*	93 *9%* *17%*	92 *10%* *17%*	109 *12%* *20%*	87 *11%* *16%*	91 *9%* *17%*	104 *11%* *19%*	263 *10%* *49%*	175 *11%* *32%*	140 *11%* *26%*	142 *11%* *26%*	176 *10%* *33%*
11	**537** ***11%***	254 *10%* *47%*	283 *11%* *53%*	44 *8%* *8%*	120 *11%* *22%*	104 *12%* *19%*	86 *9%* *16%*	84 *11%* *16%*	99 *10%* *18%*	109 *12%* *20%*	268 *10%* *50%*	161 *10%* *30%*	146 *12%* *27%*	119 *9%* *22%*	195 *11%* *36%*
12	**434** ***9%***	209 *9%* *48%*	225 *8%* *52%*	42 *8%* *10%*	105 *10%* *24%* H	71 *8%* *16%*	85 *9%* *20%*	68 *9%* *16%*	64 *7%* *15%*	75 *8%* *17%*	221 *9%* *51%*	139 *8%* *32%*	99 *8%* *23%*	115 *9%* *26%*	143 *8%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
13	**333** ***7%***	173 *7%* *52%*	160 *6%* *48%*	14 *3%* *4%*	91 *9%* *27%* CG H	68 *8%* *20%* C	65 *7%* *20%* C	42 *5%* *12%* C	54 *6%* *16%* C	62 *7%* *19%*	178 *7%* *53%*	94 *6%* *28%*	97 *8%* *29%* M	66 *5%* *20%*	102 *6%* *31%*
14	**229** ***4%***	106 *4%* *46%*	123 *5%* *54%*	36 *7%* *16%* GH	63 *6%* *27%* GH	44 *5%* *19%* GH	44 *5%* *19%* GH	20 *3%* *9%*	24 *2%* *10%*	62 *7%* *27%* JK	116 *5%* *51%*	51 *3%* *22%*	49 *4%* *22%*	55 *4%* *24%*	86 *5%* *37%*
15	**175** ***3%***	96 *4%* *55%*	79 *3%* *45%*	15 *3%* *8%*	45 *4%* *25%* H	45 *5%* *26%* H	28 *3%* *16%*	28 *4%* *16%* H	15 *2%* *9%*	41 *5%* *24%* K	98 *4%* *56%* K	36 *2%* *20%*	57 *5%* *32%* N	36 *3%* *21%*	48 *3%* *27%*
16	**85** ***2%***	49 *2%* *57%*	36 *1%* *43%*	4 *1%* *4%*	20 *2%* *24%* H	23 *3%* *27%* CG H	27 *3%* *32%* CGH	6 *1%* *7%*	4 *** *5%*	11 *1%* *13%*	60 *2%* *71%* K	13 *1%* *15%*	18 *1%* *22%*	17 *1%* *20%*	34 *2%* *40%*
17	**59** ***1%***	37 *2%* *62%*	22 *1%* *38%*	7 *1%* *12%*	16 *2%* *27%*	20 *2%* *34%* FG H	8 *1%* *13%*	3 *** *6%*	5 *** *8%*	6 *1%* *10%*	35 *1%* *60%*	18 *1%* *30%*	20 *2%* *34%*	15 *1%* *26%*	14 *1%* *23%*
18	**22** ***	6 *** *27%*	16 *1%* *73%*	* *** *2%*	9 *1%* *39%* H	5 *1%* *22%* H	7 *1%* *30%* H	2 *** *8%*	- - -	5 *1%* *23%*	13 *** *57%*	4 *** *20%*	5 *** *21%*	4 *** *20%*	8 *** *34%*
19	**10** ***	6 *** *67%*	3 *** *33%*	- - -	4 *** *44%*	3 *** *31%*	2 *** *25%*	- - -	- - -	1 *** *8%*	8 *** *88%*	* *** *4%*	- - -	5 *** *54%*	1 *** *13%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

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	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
20	**18** *	10 * *55%*	8 * *45%*	2 * *8%*	- - -	10 *1%* *55%* DG H	7 *1%* *37%* DGH	- - -	- - -	2 * *10%*	10 * *53%*	7 * *37%*	- - -	9 *1%* *49%* L	6 * *35%*
21	**3** *	- - -	3 * *100%*	- - -	- - -	3 * *100%*	- - -	- - -	- - -	* * *11%*	3 * *89%*	- - -	1 * *38%*	2 * *51%*	- - -
22	**3** *	2 * *69%*	1 * *31%*	- - -	* * *9%*	2 * *91%*	- - -	- - -	- - -	- - -	3 * *100%*	- - -	- - -	2 * *60%*	- - -
23	**4** *	2 * *54%*	2 * *46%*	- - -	- - -	2 * *46%*	2 * *54%*	- - -	- - -	- - -	2 * *46%*	2 * *54%*	1 * *32%*	- - -	2 * *54%*
24	**1** *	- - -	1 * *100%*	- - -	- - -	1 * *100%*	- - -	- - -	- - -	* * *40%*	* * *60%*	- - -	- - -	- - -	- - -
25	**-** -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
26	**1** *	1 * *100%*	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	1 * *100%*
27	**-** -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

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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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**5102**	2414 *47%*	2688 *53%*	446 *9%*	919 *18%*	928 *18%*	955 *19%*	901 *18%*	928 *18%*	973 *19%*	2802 *55%*	1234 *24%*	845 *17%*	679 *13%*	1365 *27%*
Effective Total	**3493**	1658	1835	309	634	655	644	617	673	707	2018	879	776	617	1228
28	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
29	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
30	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total number of mentions	**46599**	22557	24042	4658	10050	8753	8735	6674	7727	8528	24007	14063	11478	11445	15608
	913%	*921%*	*906%*	*872%*	*960%*	*1000%*	*960%*	*866%*	*801%*	*929%*	*941%*	*861%*	*937%*	*897%*	*900%*
		48%	*52%*	*10%*	*22%*	*19%*	*19%*	*14%*	*17%*	*18%*	*52%*	*30%*	*25%*	*25%*	*33%*
Average number of mentions	**9.19**	9.31	9.08	8.79 H	9.71 CGH	10.04 C GH	9.64 C GH	8.71 H	8.02	9.32 K	9.48 K	8.65	9.39	9.03	9.08
Standard Deviation	**3.70**	3.77	3.64	3.50	3.73	4.03	3.66	3.36	3.40	3.69	3.73	3.61	3.62	3.73	3.69

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Total (Wtd)	**5102**	459 *9%*	255 *5%*	153 *3%*	4235 *83%*	4749 *93%*	352 *7%*	847 *17%*	4171 *82%*	4232 *83%*	2643 *52%*	1578 *31%*	1685 *33%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
0	**30** ***1%***	2 *1%* *8%*	1 *** *4%*	- - -	26 *1%* *87%*	22 *** *74%*	8 *2%* *26%* S	12 *1%* *41%* VWXY Z	6 *** *19%*	6 *** *19%*	6 *** *19%*	- - -	1 *** *3%*
1	**24** ***	1 *** *6%*	- - -	* * *2%*	22 *1%* *92%*	17 *** *72%*	7 *2%* *28%* S	13 *2%* *55%* VWXY Z	11 *** *45%*	11 *** *45%*	8 *** *33%*	3 *** *13%*	3 *** *13%*
2	**46** ***1%***	6 *1%* *13%*	4 *2%* *9%* R	2 *1%* *4%*	34 *1%* *74%*	43 *1%* *93%*	3 *1%* *7%*	24 *3%* *53%* VWXY Z	20 *** *43%*	20 *** *44%*	11 *** *24%*	9 *1%* *20%*	10 *1%* *23%*
3	**134** ***3%***	9 *2%* *7%*	6 *2%* *4%*	6 *4%* *4%* O	113 *3%* *84%*	116 *2%* *86%*	18 *5%* *14%* S	90 *11%* *67%* VWXY Z	43 *1%* *32%*	43 *1%* *32%*	23 *1%* *17%*	20 *1%* *15%*	22 *1%* *17%*
4	**388** ***8%***	34 *7%* *9%*	15 *6%* *4%*	17 *11%* *4%* OPR	321 *8%* *83%*	369 *8%* *95%*	19 *5%* *5%*	292 *34%* *75%* VWXY Z	88 *2%* *23%*	90 *2%* *23%*	38 *1%* *10%*	53 *3%* *14%* VWX	58 *3%* *15%* VWX
5	**546** ***11%***	45 *10%* *8%*	21 *8%* *4%*	16 *11%* *3%*	464 *11%* *85%*	499 *10%* *91%*	48 *14%* *9%*	392 *46%* *72%* VWXY Z	145 *3%* *27%*	151 *4%* *28%*	77 *3%* *14%*	74 *5%* *13%* X	81 *5%* *15%* VX

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
6	**216** ***4%***	23 *5%* *11%*	12 *5%* *5%*	7 *4%* *3%*	175 *4%* *81%*	203 *4%* *94%*	13 *4%* *6%*	2 *** *1%*	210 *5%* *97%* U	214 *5%* *99%* U	131 *5%* *61%* U	82 *5%* *38%* U	96 *6%* *44%* U
7	**343** ***7%***	29 *6%* *9%*	16 *6%* *5%*	10 *6%* *3%*	288 *7%* *84%*	332 *7%* *97%* T	11 *3%* *3%*	3 *** *1%*	328 *8%* *96%* U	340 *8%* *99%* U	179 *7%* *52%* U	160 *10%* *47%* UVWX	178 *11%* *52%* UVWX
8	**446** ***9%***	36 *8%* *8%*	23 *9%* *5%*	14 *9%* *3%*	373 *9%* *84%*	427 *9%* *96%* T	19 *5%* *4%*	1 *** ***	436 *10%* *98%* U	445 *11%* *100%* U	233 *9%* *52%* U	209 *13%* *47%* UVWX	230 *14%* *52%* UVWX
9	**474** ***9%***	47 *10%* *10%*	29 *11%* *6%*	15 *10%* *3%*	383 *9%* *81%*	435 *9%* *92%*	39 *11%* *8%*	6 *1%* *1%*	461 *11%* *97%* UX	468 *11%* *99%* UX	241 *9%* *51%* U	227 *14%* *48%* UVWX	244 *14%* *51%* UVWX
10	**541** ***11%***	44 *10%* *8%*	22 *9%* *4%*	17 *11%* *3%*	459 *11%* *85%*	514 *11%* *95%*	27 *8%* *5%*	1 *** ***	532 *13%* *98%* U	540 *13%* *100%* U	310 *12%* *57%* U	229 *15%* *42%* UX	244 *14%* *45%* UX
11	**537** ***11%***	41 *9%* *8%*	25 *10%* *5%*	13 *8%* *2%*	459 *11%* *85%*	496 *10%* *92%*	41 *12%* *8%*	4 *** *1%*	529 *13%* *98%* U	533 *13%* *99%* U	291 *11%* *54%* U	239 *15%* *45%* UVWX	240 *14%* *45%* UX
12	**434** ***9%***	41 *9%* *9%*	25 *10%* *6%* Q	10 *7%* *2%*	358 *8%* *82%*	412 *9%* *95%*	22 *6%* *5%*	4 *** *1%*	430 *10%* *99%* UYZ	430 *10%* *99%* UYZ	302 *11%* *70%* UYZ	127 *8%* *29%* U	130 *8%* *30%* U

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
13	**333** ***7%***	45 *10%* *13%* PQR	14 *5%* *4%*	9 *6%* *3%*	266 *6%* *80%*	320 *7%* *96%*	13 *4%* *4%*	2 * *1%*	330 *8%* *99%* UYZ	331 *8%* *99%* UYZ	243 *9%* *73%* UYZ	88 *6%* *26%* U	88 *5%* *26%* U
14	**229** ***4%***	19 *4%* *8%*	14 *5%* *6%*	7 *5%* *3%*	190 *4%* *83%*	206 *4%* *90%*	24 *7%* *10%*	- - -	226 *5%* *99%* UYZ	229 *5%* *100%* UYZ	199 *8%* *87%* UVWYZ	30 *2%* *13%* U	30 *2%* *13%* U
15	**175** ***3%***	18 *4%* *10%*	13 *5%* *7%* QR	3 *2%* *2%*	141 *3%* *80%*	158 *3%* *90%*	17 *5%* *10%*	- - -	175 *4%* *100%* UYZ	175 *4%* *100%* UYZ	167 *6%* *95%* UVWYZ	9 *1%* *5%*	9 *1%* *5%*
16	**85** ***2%***	7 *2%* *8%*	6 *3%* *8%*	3 *2%* *3%*	69 *2%* *81%*	74 *2%* *87%*	11 *3%* *13%*	- - -	85 *2%* *100%* UYZ	85 *2%* *100%* UYZ	79 *3%* *94%* UVWYZ	6 * *6%*	6 * *6%*
17	**59** ***1%***	5 *1%* *8%*	3 *1%* *6%*	3 *2%* *4%*	49 *1%* *82%*	53 *1%* *90%*	6 *2%* *10%*	- - -	58 *1%* *98%* UYZ	59 *1%* *100%* UYZ	56 *2%* *95%* UYZ	3 * *5%*	4 * *6%*
18	**22** ***	3 *1%* *13%*	2 *1%* *8%*	1 *1%* *5%*	16 * *74%*	20 * *92%*	2 * *8%*	- - -	20 * *89%*	22 *1%* *100%*	20 *1%* *90%* UYZ	2 * *10%*	2 * *10%*
19	**10** ***	2 * *20%*	1 * *7%*	1 * *6%*	6 * *67%*	10 * *100%*	- - -	- - -	10 * *100%*	10 * *100%*	6 * *67%*	3 * *33%*	3 * *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
20	**18** *	1 * *3%*	2 1% *11%* O	* * *3%*	15 * *84%*	16 * *85%*	3 1% *15%*	- - -	18 * *100%*	18 * *100%*	13 * *71%*	5 * *29%*	5 * *29%*
21	**3** *	- - -	* * *11%*	- - -	3 * *89%*	2 * *62%*	1 * *38%*	- - -	3 * *100%*	3 * *100%*	2 * *62%*	1 * *38%*	1 * *38%*
22	**3** *	1 * *19%*	* * *12%*	* * *9%*	2 * *60%*	3 * *100%*	- - -	- - -	3 * *100%*	3 * *100%*	2 * *81%*	1 * *19%*	1 * *19%*
23	**4** *	1 * *13%*	- - -	- - -	3 * *87%*	2 * *46%*	2 1% *54%* S	- - -	4 * *100%*	4 * *100%*	4 * *100%*	- - -	- - -
24	**1** *	- - -	* * *60%* R	* * *40%* R	- - -	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
25	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
26	**1** *	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
27	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 650

Absolutes/col/row percents

9 Jul 2009

Q4/Q6f Number of TV channels watched regularly or occasionally - Total

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**5102**	752 *15%*	729 *14%*	732 *14%*	2889 *57%*	4710 *92%*	326 *6%*	873 *17%*	4150 *81%*	4207 *82%*	2691 *53%*	1502 *29%*	1612 *32%*
Effective Total	**3493**	697	670	662	2556	3224	273	594	2847	2885	1827	1051	1128
28	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
29	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
30	**-**	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Total number of mentions	**46599** ***913%***	4268 *929%* *9%*	2444 *958%* *5%*	1356 *886%* *3%*	38531 *910%* *83%*	43382 *913%* *93%*	3213 *913%* *7%*	3691 *436%* *8%*	42330 *1015%* *91%*	42863 *1013%* *92%*	28272 *1070%* *61%*	14493 *919%* *31%*	15302 *908%* *33%*
Average number of mentions	**9.19**	9.34 Q	9.63 QR	8.86	9.16	9.18	9.33	4.42	10.16 UY Z	10.14 UYZ	10.72 UVWY Z	9.19 U	9.08 U
Standard Deviation	**3.70**	3.72	3.85	3.89	3.68	3.66	4.31	1.31	3.26	3.26	3.41	2.76	2.75

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 651

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - ITV2

Base : All who ever watch ITV2

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2856**	1369 *48%*	1487 *52%*	262 *9%*	560 *20%*	574 *20%*	585 *20%*	469 *16%*	398 *14%*	523 *18%*	1643 *58%*	643 *23%*	515 *18%*	366 *13%*	730 *26%*
Total (Wtd)	**2885**	1371 *48%*	1513 *52%*	319 *11%*	640 *22%*	540 *19%*	567 *20%*	402 *14%*	416 *14%*	516 *18%*	1490 *52%*	878 *30%*	751 *26%*	694 *24%*	936 *32%*
Effective Total	**1956**	927	1029	180	378	409	402	326	292	384	1177	461	471	331	652
Every day	**156** ***5%***	64 *5%* *41%*	92 *6%* *59%*	25 *8%* *16%* FG	37 *6%* *24%*	31 *6%* *20%*	18 *3%* *12%*	15 *4%* *9%*	30 *7%* *19%* FG	16 *3%* *10%*	82 *5%* *52%*	58 *7%* *37%* I	50 *7%* *32%*	31 *4%* *20%*	45 *5%* *29%*
Most days	**291** ***10%***	126 *9%* *43%*	165 *11%* *57%*	79 *25%* *27%* DE FGH	67 *10%* *23%*	42 *8%* *14%*	40 *7%* *14%*	32 *8%* *11%*	33 *8%* *11%*	38 *7%* *13%*	147 *10%* *51%*	106 *12%* *36%* I	82 *11%* *28%*	75 *11%* *26%*	79 *8%* *27%*
2-3 times a week	**1074** ***37%***	534 *39%* *50%*	540 *36%* *50%*	100 *31%* *9%*	252 *39%* *23%*	214 *40%* *20%*	215 *38%* *20%*	138 *34%* *13%*	157 *38%* *15%*	175 *34%* *16%*	536 *36%* *50%*	364 *41%* *34%* IJ	272 *36%* *25%*	270 *39%* *25%*	323 *34%* *30%*
About once a week	**829** ***29%***	416 *30%* *50%*	413 *27%* *50%*	66 *21%* *8%*	159 *25%* *19%*	154 *28%* *19%*	195 *34%* *23%* CD	135 *34%* *16%* CD	120 *29%* *14%*	159 *31%* *19%*	449 *30%* *54%* K	221 *25%* *27%*	238 *32%* *29%*	196 *28%* *24%*	267 *29%* *32%*
Less than once a week	**527** ***18%***	230 *17%* *44%*	298 *20%* *56%*	49 *15%* *9%*	125 *20%* *24%*	100 *18%* *19%*	100 *18%* *19%*	79 *20%* *15%*	75 *18%* *14%*	127 *25%* *24%* JK	273 *18%* *52%*	127 *14%* *24%*	107 *14%* *20%*	121 *17%* *23%*	221 *24%* *42%* LM
Don't know	**7** *	2 * *28%*	5 * *72%*	- - -	- - -	- - -	* * *7%*	4 *1%* *57%* DE	2 *1%* *35%*	1 * *17%*	3 * *42%*	3 * *40%*	2 * *32%*	1 * *19%*	1 * *22%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 651

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - ITV2

Base : All who ever watch ITV2

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2856**	434 *15%*	425 *15%*	386 *14%*	1611 *56%*	2644 *93%*	179 *6%*	2819 *99%*	2856 *100%*	1857 *65%*	989 *35%*	1066 *37%*
Total (Wtd)	**2885**	268 *9%*	153 *5%*	82 *3%*	2381 *83%*	2690 *93%*	194 *7%*	2841 *98%*	2885 *100%*	1842 *64%*	1034 *36%*	1110 *38%*
Effective Total	**1956**	406	395	350	1419	1807	151	1930	1956	1257	692	747
Every day	**156** ***5%***	15 *6%* *10%*	8 *5%* *5%*	6 *8%* *4%*	126 *5%* *81%*	143 *5%* *92%*	13 *7%* *8%*	154 *5%* *99%*	156 *5%* *100%*	83 *5%* *53%*	73 *7%* *47%* X	78 *7%* *50%* X
Most days	**291** ***10%***	25 *9%* *9%*	20 *13%* *7%*	10 *13%* *4%*	236 *10%* *81%*	269 *10%* *93%*	22 *11%* *7%*	289 *10%* *99%*	291 *10%* *100%*	186 *10%* *64%*	105 *10%* *36%*	111 *10%* *38%*
2-3 times a week	**1074** ***37%***	117 *44%* *11%* R	60 *39%* *6%*	33 *40%* *3%*	864 *36%* *80%*	1002 *37%* *93%*	72 *37%* *7%*	1056 *37%* *98%*	1074 *37%* *100%*	687 *37%* *64%*	384 *37%* *36%*	414 *37%* *38%*
About once a week	**829** ***29%***	62 *23%* *7%*	46 *30%* *6%* O	20 *24%* *2%*	701 *29%* *85%* O	784 *29%* *95%*	45 *23%* *5%*	815 *29%* *98%*	829 *29%* *100%*	540 *29%* *65%*	286 *28%* *34%*	306 *28%* *37%*
Less than once a week	**527** ***18%***	48 *18%* *9%* P	19 *12%* *4%*	12 *15%* *2%*	449 *19%* *85%* P	485 *18%* *92%*	43 *22%* *8%*	520 *18%* *99%*	527 *18%* *100%*	342 *19%* *65%*	184 *18%* *35%*	199 *18%* *38%*
Don't know	**7** *	1 * *11%*	1 * *11%*	* * *5%*	5 * *74%*	7 * *100%*	- - -	7 * *100%*	7 * *100%*	4 * *64%*	2 * *36%*	2 * *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 652

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - E4

Base : All who ever watch E4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**2249**	1049 *47%*	1200 *53%*	289 *13%*	547 *24%*	483 *21%*	414 *18%*	284 *13%*	227 *10%*	441 *20%*	1318 *59%*	448 *20%*	388 *17%*	272 *12%*	587 *26%*
Total (Wtd)	**2290**	1064 *46%*	1227 *54%*	339 *15%*	628 *27%*	445 *19%*	405 *18%*	238 *10%*	235 *10%*	452 *20%*	1222 *53%*	616 *27%*	584 *25%*	528 *23%*	764 *33%*
Effective Total	**1539**	717	822	195	375	345	288	194	167	325	943	317	358	247	524
Every day	**280** ***12%***	116 *11%* *42%*	164 *13%* *58%*	99 *29%* *35%* DE FGH	104 *17%* *37%* EFG H	25 *6%* *9%*	32 *8%* *11%*	11 *5%* *4%*	9 *4%* *3%*	52 *12%* *19%*	169 *14%* *60%* K	58 *9%* *21%*	73 *13%* *26%*	65 *12%* *23%*	93 *12%* *33%*
Most days	**334** ***15%***	149 *14%* *45%*	185 *15%* *55%*	107 *32%* *32%* DE FGH	112 *18%* *33%* EF GH	55 *12%* *17%* GH	32 *8%* *10%*	15 *6%* *4%*	13 *6%* *4%*	48 *11%* *14%*	179 *15%* *54%*	107 *17%* *32%* I	65 *11%* *20%*	92 *17%* *27%* L	113 *15%* *34%*
2-3 times a week	**645** ***28%***	323 *30%* *50%*	322 *26%* *50%*	71 *21%* *11%*	159 *25%* *25%*	138 *31%* *21%* C	130 *32%* *20%* C	73 *30%* *11%* C	74 *32%* *11%* C	122 *27%* *19%*	335 *27%* *52%*	188 *31%* *29%*	166 *29%* *26%*	154 *29%* *24%*	201 *26%* *31%*
About once a week	**630** ***28%***	308 *29%* *49%*	322 *26%* *51%*	42 *12%* *7%*	163 *26%* *26%* C	138 *31%* *22%* C	120 *30%* *19%* C	89 *37%* *14%* CD	78 *33%* *12%* C	147 *32%* *23%* K	341 *28%* *54%*	142 *23%* *23%*	180 *31%* *29%*	138 *26%* *22%*	196 *26%* *31%*
Less than once a week	**392** ***17%***	163 *15%* *42%*	229 *19%* *58%*	20 *6%* *5%*	87 *14%* *22%* C	89 *20%* *23%* CD	87 *22%* *22%* CD	51 *22%* *13%* CD	57 *24%* *15%* CD	83 *18%* *21%*	198 *16%* *51%*	111 *18%* *28%*	98 *17%* *25%*	73 *14%* *19%*	157 *21%* *40%* M
Don't know	**10** ***	5 * *48%*	5 * *52%*	- - -	3 *1%* *35%*	- - -	3 *1%* *30%*	- - -	3 *1%* *35%* E	* * *2%*	- - -	9 *2%* *98%* IJ	- - -	6 *1%* *63%*	3 * *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 652

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - E4

Base : All who ever watch E4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**2249**	371 *16%*	301 *13%*	330 *15%*	1247 *55%*	2089 *93%*	141 *6%*	2212 *98%*	2249 *100%*	1401 *62%*	841 *37%*	844 *38%*
Total (Wtd)	**2290**	232 *10%*	112 *5%*	71 *3%*	1875 *82%*	2142 *94%*	149 *6%*	2246 *98%*	2290 *100%*	1382 *60%*	902 *39%*	905 *40%*
Effective Total	**1539**	347	280	303	1102	1424	118	1513	1539	945	590	592
Every day	**280** ***12%***	27 *12%* *10%*	12 *11%* *4%*	10 *14%* *4%*	231 *12%* *82%*	261 *12%* *93%*	19 *13%* *7%*	275 *12%* *98%*	280 *12%* *100%*	166 *12%* *59%*	112 *12%* *40%*	112 *12%* *40%*
Most days	**334** ***15%***	37 *16%* *11%*	12 *11%* *4%*	15 *20%* *4%* PR	271 *14%* *81%*	311 *15%* *93%*	23 *16%* *7%*	323 *14%* *97%*	334 *15%* *100%*	209 *15%* *63%*	124 *14%* *37%*	124 *14%* *37%*
2-3 times a week	**645** ***28%***	70 *30%* *11%*	34 *30%* *5%*	20 *28%* *3%*	522 *28%* *81%*	597 *28%* *93%*	48 *32%* *7%*	637 *28%* *99%*	645 *28%* *100%*	371 *27%* *58%*	270 *30%* *42%*	273 *30%* *42%*
About once a week	**630** ***28%***	63 *27%* *10%*	33 *30%* *5%*	19 *27%* *3%*	514 *27%* *82%*	602 *28%* *96%* T	28 *19%* *4%*	618 *28%* *98%*	630 *28%* *100%*	382 *28%* *61%*	247 *27%* *39%*	247 *27%* *39%*
Less than once a week	**392** ***17%***	36 *15%* *9%*	21 *18%* *5%* Q	7 *10%* *2%*	328 *17%* *84%* Q	360 *17%* *92%*	31 *21%* *8%*	383 *17%* *98%*	392 *17%* *100%*	248 *18%* *63%*	144 *16%* *37%*	144 *16%* *37%*
Don't know	**10** ***	- - -	- - -	* * *2%*	9 *1%* *98%*	10 * *100%*	- - -	10 * *100%*	10 * *100%*	5 * *52%*	5 *1%* *48%*	5 *1%* *48%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 653

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Sky One

Base : All who ever watch Sky One

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1356**	688 *51%*	668 *49%*	137 *10%*	311 *23%*	311 *23%*	259 *19%*	193 *14%*	139 *10%*	251 *19%*	835 *62%*	247 *18%*	218 *16%*	163 *12%*	336 *25%*
Total (Wtd)	**1309**	664 *51%*	646 *49%*	173* *13%* *	327 *25%*	269 *21%*	249 *19%*	158 *12%*	133* *10%* *	222 *17%*	759 *58%*	328 *25%*	318 *24%*	316 *24%*	424 *32%*
Effective Total	**909**	462	448	98	204	216	179	131	97	173	589	173	202	151	301
Every day	**231** ***18%***	124 *19%* *54%*	107 *17%* *46%*	41 *24%* *18%* F	59 *18%* *26%*	53 *20%* *23%*	33 *13%* *14%*	23 *15%* *10%*	21 *16%* *9%*	26 *12%* *11%*	145 *19%* *63%* I	60 *18%* *26%*	51 *16%* *22%*	35 *11%* *15%*	92 *22%* *40%* M
Most days	**224** ***17%***	121 *18%* *54%*	103 *16%* *46%*	36 *21%* *16%* E	52 *16%* *23%*	31 *12%* *14%*	53 *21%* *24%* E	24 *15%* *11%*	28 *21%* *12%* E	38 *17%* *17%*	117 *15%* *52%*	68 *21%* *31%*	55 *17%* *24%*	74 *23%* *33%* N	57 *13%* *25%*
2-3 times a week	**420** ***32%***	222 *33%* *53%*	198 *31%* *47%*	39 *22%* *9%*	113 *34%* *27%* C	92 *34%* *22%* C	80 *32%* *19%*	50 *32%* *12%*	47 *36%* *11%* C	70 *32%* *17%*	247 *33%* *59%*	103 *31%* *24%*	112 *35%* *27%*	108 *34%* *26%*	122 *29%* *29%*
About once a week	**270** ***21%***	131 *20%* *48%*	139 *22%* *52%*	41 *24%* *15%*	64 *20%* *24%*	60 *22%* *22%*	53 *21%* *20%*	30 *19%* *11%*	22 *17%* *8%*	57 *26%* *21%*	149 *20%* *55%*	64 *20%* *24%*	60 *19%* *22%*	60 *19%* *22%*	99 *23%* *36%*
Less than once a week	**164** ***13%***	66 *10%* *40%*	98 *15%* *60%* A	16 *9%* *10%*	39 *12%* *24%*	34 *13%* *21%*	30 *12%* *18%*	31 *19%* *19%* C	15 *11%* *9%*	30 *14%* *18%*	101 *13%* *61%*	33 *10%* *20%*	41 *13%* *25%*	38 *12%* *23%*	54 *13%* *33%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 653

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Sky One

Base : All who ever watch Sky One

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**1356**	209 *15%*	228 *17%*	202 *15%*	717 *53%*	1235 *91%*	106 *8%*	1350 *100%*	1356 *100%*	1356 *100%*
Total (Wtd)	**1309**	127 *10%*	81 *6%*	42 *3%*	1058 *81%*	1195 *91%*	114* *9%* *	1303 *99%*	1309 *100%*	1309 *100%*
Effective Total	**909**	194	213	181	636	823	86	906	909	909
Every day	**231** ***18%***	28 *22%* *12%*	14 *17%* *6%*	11 *26%* *5%* PR	178 *17%* *77%*	208 *17%* *90%*	23 *20%* *10%*	231 *18%* *100%*	231 *18%* *100%*	231 *18%* *100%*
Most days	**224** ***17%***	23 *18%* *10%* Q	11 *14%* *5%*	4 *10%* *2%*	186 *18%* *83%* Q	203 *17%* *91%*	21 *18%* *9%*	223 *17%* *99%*	224 *17%* *100%*	224 *17%* *100%*
2-3 times a week	**420** ***32%***	36 *29%* *9%*	28 *34%* *7%*	13 *30%* *3%*	343 *32%* *82%*	390 *33%* *93%*	30 *26%* *7%*	416 *32%* *99%*	420 *32%* *100%*	420 *32%* *100%*
About once a week	**270** ***21%***	24 *19%* *9%*	18 *22%* *7%*	10 *23%* *4%*	219 *21%* *81%*	250 *21%* *92%*	21 *18%* *8%*	269 *21%* *99%*	270 *21%* *100%*	270 *21%* *100%*
Less than once a week	**164** ***13%***	16 *13%* *10%*	11 *13%* *7%*	5 *11%* *3%*	133 *13%* *81%*	144 *12%* *88%*	20 *18%* *12%*	164 *13%* *100%*	164 *13%* *100%*	164 *13%* *100%*
Don't know	**-** -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 654

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - More4

Base : All who ever watch More4

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1852**	877 *47%*	975 *53%*	167 *9%*	405 *22%*	361 *19%*	359 *19%*	293 *16%*	261 *14%*	373 *20%*	1056 *57%*	388 *21%*	317 *17%*	230 *12%*	494 *27%*
Total (Wtd)	**1863**	889 *48%*	974 *52%*	207 *11%*	451 *24%*	339 *18%*	348 *19%*	260 *14%*	260 *14%*	363 *19%*	978 *52%*	522 *28%*	466 *25%*	442 *24%*	628 *34%*
Effective Total	**1272**	600	673	115	273	262	250	203	188	269	767	275	292	207	450
Every day	**93** ***5%***	49 *6%* *53%*	44 *5%* *47%*	21 *10%* *22%* EG H	34 *8%* *37%* EH	4 *1%* *4%*	18 *5%* *20%* E	10 *4%* *11%* E	5 *2%* *6%*	17 *5%* *19%*	46 *5%* *50%*	29 *6%* *32%*	15 *3%* *16%*	26 *6%* *28%*	37 *6%* *39%*
Most days	**178** ***10%***	85 *10%* *48%*	94 *10%* *52%*	25 *12%* *14%*	51 *11%* *29%*	36 *11%* *20%*	25 *7%* *14%*	24 *9%* *13%*	18 *7%* *10%*	28 *8%* *16%*	98 *10%* *55%*	52 *10%* *29%*	43 *9%* *24%*	33 *7%* *18%*	77 *12%* *43%*
2-3 times a week	**561** ***30%***	288 *32%* *51%*	272 *28%* *49%*	57 *27%* *10%*	134 *30%* *24%*	86 *25%* *15%*	104 *30%* *19%*	76 *29%* *13%*	105 *40%* *19%* CDEF G	97 *27%* *17%*	280 *29%* *50%*	184 *35%* *33%* IJ	131 *28%* *23%*	153 *35%* *27%* N	161 *26%* *29%*
About once a week	**621** ***33%***	295 *33%* *48%*	326 *33%* *52%*	49 *24%* *8%*	149 *33%* *24%*	140 *41%* *23%* CD H	115 *33%* *19%*	97 *37%* *16%* CH	70 *27%* *11%*	136 *37%* *22%* K	338 *35%* *54%* K	147 *28%* *24%*	161 *35%* *26%*	144 *32%* *23%*	205 *33%* *33%*
Less than once a week	**406** ***22%***	169 *19%* *42%*	237 *24%* *58%* A	55 *27%* *14%*	82 *18%* *20%*	73 *21%* *18%*	86 *25%* *21%*	51 *19%* *12%*	60 *23%* *15%*	84 *23%* *21%*	215 *22%* *53%*	106 *20%* *26%*	113 *24%* *28%*	85 *19%* *21%*	148 *24%* *37%*
Don't know	**5** *	3 * *67%*	2 * *33%*	- - -	- - -	- - -	- - -	3 *1%* *49%*	3 *1%* *51%*	- - -	1 * *19%*	4 *1%* *81%*	3 *1%* *51%*	3 *1%* *49%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 654

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - More4

Base : All who ever watch More4

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1852**	290 *16%*	258 *14%*	263 *14%*	1041 *56%*	1744 *94%*	93 *5%*	1852 *100%*	1852 *100%*	1077 *58%*	769 *42%*	772 *42%*
Total (Wtd)	**1863**	180 *10%*	92 *5%*	56 *3%*	1535 *82%*	1763 *95%*	101* *5%* *	1863 *100%*	1863 *100%*	1053 *56%*	807 *43%*	811 *44%*
Effective Total	**1272**	273	237	242	920	1195	79	1272	1272	729	540	543
Every day	**93** ***5%***	9 *5%* *10%*	4 *4%* *4%*	3 *5%* *3%*	77 *5%* *83%*	87 *5%* *93%*	6 *6%* *7%*	93 *5%* *100%* X	93 *5%* *100%* X	31 *3%* *33%*	62 *8%* *67%* VWX	62 *8%* *67%* VWX
Most days	**178** ***10%***	14 *8%* *8%*	6 *7%* *3%*	6 *10%* *3%*	152 *10%* *85%*	165 *9%* *92%*	14 *13%* *8%*	178 *10%* *100%*	178 *10%* *100%*	97 *9%* *55%*	81 *10%* *45%*	83 *10%* *47%*
2-3 times a week	**561** ***30%***	67 *37%* *12%* R	29 *32%* *5%*	20 *36%* *4%* R	445 *29%* *79%*	531 *30%* *95%*	30 *30%* *5%*	561 *30%* *100%*	561 *30%* *100%*	306 *29%* *55%*	253 *31%* *45%*	254 *31%* *45%*
About once a week	**621** ***33%***	58 *32%* *9%*	34 *37%* *6%*	19 *34%* *3%*	509 *33%* *82%*	597 *34%* *96%*	24 *24%* *4%*	621 *33%* *100%*	621 *33%* *100%*	355 *34%* *57%*	264 *33%* *43%*	266 *33%* *43%*
Less than once a week	**406** ***22%***	32 *18%* *8%*	19 *21%* *5%*	8 *15%* *2%*	346 *23%* *85%* Q	379 *21%* *93%*	27 *27%* *7%*	406 *22%* *100%*	406 *22%* *100%*	261 *25%* *64%* YZ	144 *18%* *36%*	144 *18%* *36%*
Don't know	**5** *	- - -	- - -	- - -	5 * *100%*	5 * *100%*	- - -	5 * *100%*	5 * *100%*	3 * *51%*	3 * *49%*	3 * *49%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 655

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - UKTV History

Base : All who ever watch UKTV History

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1829**	985 *54%*	844 *46%*	91 *5%*	267 *15%*	342 *19%*	376 *21%*	389 *21%*	356 *19%*	363 *20%*	988 *54%*	451 *25%*	330 *18%*	244 *13%*	482 *26%*
Total (Wtd)	**1839**	993 *54%*	846 *46%*	115* *6%* *	315 *17%*	325 *18%*	363 *20%*	342 *19%*	379 *21%*	335 *18%*	885 *48%*	619 *34%*	476 *26%*	456 *25%*	602 *33%*
Effective Total	**1268**	678	591	66	181	249	256	274	261	259	725	332	302	224	434
Every day	**143** ***8%***	95 *10%* *67%* B	48 *6%* *33%*	6 *5%* *4%*	22 *7%* *15%*	17 *5%* *12%*	21 *6%* *15%*	38 *11%* *27%* EF	39 *10%* *27%* E	16 *5%* *12%*	55 *6%* *39%*	71 *11%* *50%* IJ	35 *7%* *25%*	36 *8%* *25%*	47 *8%* *33%*
Most days	**215** ***12%***	128 *13%* *59%*	87 *10%* *41%*	12 *10%* *5%*	28 *9%* *13%*	37 *11%* *17%*	37 *10%* *17%*	52 *15%* *24%* D	50 *13%* *23%*	32 *10%* *15%*	88 *10%* *41%*	95 *15%* *44%* IJ	57 *12%* *26%*	49 *11%* *23%*	76 *13%* *35%*
2-3 times a week	**524** ***29%***	287 *29%* *55%*	237 *28%* *45%*	33 *28%* *6%*	81 *26%* *15%*	96 *30%* *18%*	101 *28%* *19%*	87 *26%* *17%*	126 *33%* *24%*	89 *27%* *17%*	258 *29%* *49%*	177 *29%* *34%*	125 *26%* *24%*	142 *31%* *27%*	158 *26%* *30%*
About once a week	**500** ***27%***	279 *28%* *56%*	220 *26%* *44%*	37 *32%* *7%*	95 *30%* *19%*	79 *24%* *16%*	114 *31%* *23%* H	87 *26%* *17%*	88 *23%* *18%*	97 *29%* *19%*	246 *28%* *49%*	157 *25%* *31%*	155 *33%* *31%* N	115 *25%* *23%*	155 *26%* *31%*
Less than once a week	**457** ***25%***	204 *21%* *45%*	253 *30%* *55%* A	28 *25%* *6%*	89 *28%* *20%* H	96 *30%* *21%* H	90 *25%* *20%*	77 *22%* *17%*	76 *20%* *17%*	100 *30%* *22%* K	237 *27%* *52%* K	119 *19%* *26%*	105 *22%* *23%*	115 *25%* *25%*	166 *28%* *36%*
Don't know	* *	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -	* * *100%*	- - -	- - -	* * *100%*	- - -	- - -	- - -

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 655

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - UKTV History

Base : All who ever watch UKTV History

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1829**	284 *16%*	256 *14%*	233 *13%*	1056 *58%*	1704 *93%*	102 *6%*	1807 *99%*	1829 *100%*	1208 *66%*	614 *34%*	616 *34%*
Total (Wtd)	**1839**	172 *9%*	86 *5%*	47 *3%*	1534 *83%*	1734 *94%*	105* *6%* *	1820 *99%*	1839 *100%*	1175 *64%*	659 *36%*	662 *36%*
Effective Total	**1268**	266	237	208	936	1183	88	1256	1268	830	435	436
Every day	**143** ***8%***	12 *7%* *9%*	9 *10%* *6%*	4 *9%* *3%*	117 *8%* *82%*	132 *8%* *93%*	11 *10%* *7%*	138 *8%* *97%*	143 *8%* *100%*	84 *7%* *59%*	59 *9%* *41%*	59 *9%* *41%*
Most days	**215** ***12%***	17 *10%* *8%*	11 *12%* *5%*	6 *12%* *3%*	182 *12%* *84%*	208 *12%* *97%*	7 *7%* *3%*	210 *12%* *98%*	215 *12%* *100%*	144 *12%* *67%*	72 *11%* *33%*	72 *11%* *33%*
2-3 times a week	**524** ***29%***	61 *35%* *12%* PR	22 *26%* *4%*	17 *36%* *3%* PR	425 *28%* *81%*	491 *28%* *94%*	33 *32%* *6%*	521 *29%* *99%*	524 *29%* *100%*	350 *30%* *67%*	172 *26%* *33%*	172 *26%* *33%*
About once a week	**500** ***27%***	37 *22%* *7%*	26 *30%* *5%* O	11 *25%* *2%*	425 *28%* *85%*	465 *27%* *93%*	35 *33%* *7%*	498 *27%* *100%*	500 *27%* *100%*	319 *27%* *64%*	181 *27%* *36%*	181 *27%* *36%*
Less than once a week	**457** ***25%***	44 *26%* *10%*	18 *21%* *4%*	9 *19%* *2%*	386 *25%* *84%*	438 *25%* *96%*	19 *18%* *4%*	452 *25%* *99%*	457 *25%* *100%*	279 *24%* *61%*	175 *27%* *38%*	178 *27%* *39%*
Don't know	* *	- - -	* * *100%* R	- - -	- - -	* * *100%*	- - -	* * *100%*	* * *100%*	- - -	* * *100%*	* * *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 656

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Sky News

Base : All who ever watch Sky News

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1635**	845 *52%*	790 *48%*	121 *7%*	316 *19%*	322 *20%*	339 *21%*	281 *17%*	250 *15%*	307 *19%*	955 *58%*	348 *21%*	298 *18%*	180 *11%*	410 *25%*
Total (Wtd)	**1573**	813 *52%*	760 *48%*	152* *10%* *	357 *23%*	276 *18%*	304 *19%*	238 *15%*	244 *16%*	273 *17%*	847 *54%*	453 *29%*	419 *27%*	337 *21%*	523 *33%*
Effective Total	**1112**	565	548	90	216	226	231	193	173	217	693	242	277	162	368
Every day	**386** ***25%***	217 *27%* *56%*	169 *22%* *44%*	35 *23%* *9%*	90 *25%* *23%*	65 *24%* *17%*	72 *24%* *19%*	57 *24%* *15%*	66 *27%* *17%*	57 *21%* *15%*	211 *25%* *55%*	118 *26%* *31%*	116 *28%* *30%*	76 *23%* *20%*	128 *24%* *33%*
Most days	**170** ***11%***	87 *11%* *51%*	83 *11%* *49%*	16 *11%* *10%*	41 *11%* *24%*	33 *12%* *20%*	31 *10%* *18%*	22 *9%* *13%*	26 *11%* *15%*	20 *7%* *12%*	96 *11%* *56%*	54 *12%* *32%*	33 *8%* *20%*	28 *8%* *16%*	77 *15%* *45%* LM
2-3 times a week	**348** ***22%***	182 *22%* *52%*	166 *22%* *48%*	22 *15%* *6%*	57 *16%* *16%*	70 *25%* *20%* CD	83 *27%* *24%* CD	61 *26%* *18%* CD	55 *23%* *16%*	62 *23%* *18%*	204 *24%* *58%*	83 *18%* *24%*	88 *21%* *25%*	85 *25%* *25%*	102 *20%* *29%*
About once a week	**385** ***24%***	212 *26%* *55%*	173 *23%* *45%*	44 *29%* *12%*	98 *28%* *26%*	58 *21%* *15%*	73 *24%* *19%*	50 *21%* *13%*	61 *25%* *16%*	77 *28%* *20%*	198 *23%* *52%*	109 *24%* *28%*	107 *26%* *28%*	86 *26%* *22%*	116 *22%* *30%*
Less than once a week	**284** ***18%***	115 *14%* *40%*	169 *22%* *60%* A	35 *23%* *12%*	71 *20%* *25%*	50 *18%* *17%*	45 *15%* *16%*	48 *20%* *17%*	36 *15%* *13%*	57 *21%* *20%*	138 *16%* *49%*	89 *20%* *31%*	73 *18%* *26%*	61 *18%* *22%*	101 *19%* *35%*
Don't know	- -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 656

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Sky News

Base : All who ever watch Sky News

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1635**	261 *16%*	253 *15%*	233 *14%*	888 *54%*	1476 *90%*	145 *9%*	1620 *99%*	1635 *100%*	1209 *74%*	426 *26%*	467 *29%*
Total (Wtd)	**1573**	156 *10%*	89 *6%*	48 *3%*	1279 *81%*	1419 *90%*	154 *10%*	1556 *99%*	1573 *100%*	1134 *72%*	438 *28%*	479 *30%*
Effective Total	**1112**	245	238	211	786	990	124	1101	1112	819	294	324
Every day	**386** ***25%***	38 *24%* *10%*	17 *19%* *4%*	11 *22%* *3%*	320 *25%* *83%*	334 *24%* *87%*	51 *33%* *13%* S	382 *25%* *99%* YZ	386 *25%* *100%* YZ	304 *27%* *79%* YZ	82 *19%* *21%*	86 *18%* *22%*
Most days	**170** ***11%***	18 *12%* *11%*	9 *10%* *5%*	5 *11%* *3%*	138 *11%* *81%*	144 *10%* *84%*	26 *17%* *16%* S	166 *11%* *98%*	170 *11%* *100%*	126 *11%* *74%*	44 *10%* *26%*	48 *10%* *28%*
2-3 times a week	**348** ***22%***	37 *24%* *11%*	23 *26%* *7%*	12 *25%* *4%*	276 *22%* *79%*	319 *22%* *92%*	29 *19%* *8%*	345 *22%* *99%*	348 *22%* *100%*	248 *22%* *71%*	100 *23%* *29%*	108 *23%* *31%*
About once a week	**385** ***24%***	37 *23%* *10%*	27 *30%* *7%*	12 *25%* *3%*	309 *24%* *80%*	359 *25%* *93%* T	26 *17%* *7%*	379 *24%* *99%*	385 *24%* *100%*	266 *23%* *69%*	118 *27%* *31%*	132 *28%* *34%*
Less than once a week	**284** ***18%***	27 *17%* *9%*	14 *15%* *5%*	8 *17%* *3%*	236 *18%* *83%*	263 *19%* *92%*	22 *14%* *8%*	283 *18%* *100%*	284 *18%* *100%*	191 *17%* *67%*	93 *21%* *33%*	103 *22%* *36%*
Don't know	**-** -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 657

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Discovery Channel

Base : All who ever watch Discovery Channel

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1521**	812 *53%*	709 *47%*	108 *7%*	298 *20%*	339 *22%*	297 *20%*	263 *17%*	207 *14%*	298 *20%*	888 *58%*	307 *20%*	263 *17%*	182 *12%*	381 *25%*
Total (Wtd)	**1466**	779 *53%*	687 *47%*	135* *9%* *	326 *22%*	300 *20%*	293 *20%*	209 *14%*	203 *14%*	263 *18%*	794 *54%*	409 *28%*	382 *26%*	348 *24%*	471 *32%*
Effective Total	**1022**	547	475	79	197	239	203	173	147	205	630	218	240	169	341
Every day	**208** ***14%***	132 *17%* *64%* B	76 *11%* *36%*	14 *10%* *7%*	47 *15%* *23%*	46 *15%* *22%*	43 *15%* *21%*	32 *15%* *16%*	26 *13%* *12%*	21 *8%* *10%*	118 *15%* *57%* I	69 *17%* *33%* I	51 *13%* *25%*	39 *11%* *19%*	74 *16%* *36%*
Most days	**246** ***17%***	150 *19%* *61%* B	96 *14%* *39%*	16 *12%* *6%*	49 *15%* *20%*	52 *17%* *21%*	61 *21%* *25%*	39 *19%* *16%*	30 *15%* *12%*	38 *14%* *15%*	124 *16%* *50%*	84 *21%* *34%*	60 *16%* *24%*	76 *22%* *31%*	69 *15%* *28%*
2-3 times a week	**422** ***29%***	219 *28%* *52%*	203 *29%* *48%*	29 *21%* *7%*	88 *27%* *21%*	90 *30%* *21%*	78 *27%* *18%*	66 *32%* *16%*	71 *35%* *17%* C	66 *25%* *16%*	234 *29%* *55%*	123 *30%* *29%*	105 *27%* *25%*	96 *28%* *23%*	135 *29%* *32%*
About once a week	**315** ***21%***	156 *20%* *50%*	159 *23%* *50%*	43 *32%* *14%* EF	71 *22%* *23%*	62 *21%* *20%*	52 *18%* *16%*	42 *20%* *13%*	45 *22%* *14%*	71 *27%* *22%*	165 *21%* *53%*	79 *19%* *25%*	93 *24%* *29%*	71 *20%* *22%*	98 *21%* *31%*
Less than once a week	**275** ***19%***	120 *15%* *44%*	154 *22%* *56%* A	34 *25%* *12%* G	70 *22%* *26%*	51 *17%* *19%*	59 *20%* *22%*	30 *14%* *11%*	30 *15%* *11%*	69 *26%* *25%* JK	153 *19%* *56%* K	53 *13%* *19%*	73 *19%* *27%*	67 *19%* *24%*	95 *20%* *35%*
Don't know	* * *100%*	* * - -	- - - -	- - - -	- - - -	- - - -	- - - -	- - - -	* * - *100%*	- - - -	* * - *100%*	- - - -	- - - -	- - - -	- - - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 657

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Discovery Channel

Base : All who ever watch Discovery Channel

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**1521**	229 *15%*	245 *16%*	221 *15%*	826 *54%*	1397 *92%*	104 *7%*	1495 *98%*	1521 *100%*	1521 *100%*
Total (Wtd)	**1466**	136 *9%*	84 *6%*	45 *3%*	1201 *82%*	1354 *92%*	111* *8%* *	1437 *98%*	1466 *100%*	1466 *100%*
Effective Total	**1022**	211	225	200	731	936	87	1004	1022	1022
Every day	**208** ***14%***	22 *16%* *11%*	14 *17%* *7%*	7 *15%* *3%*	164 *14%* *79%*	189 *14%* *91%*	19 *17%* *9%*	204 *14%* *98%*	208 *14%* *100%*	208 *14%* *100%*
Most days	**246** ***17%***	20 *15%* *8%*	15 *18%* *6%*	6 *14%* *2%*	205 *17%* *83%*	232 *17%* *94%*	15 *13%* *6%*	245 *17%* *99%*	246 *17%* *100%*	246 *17%* *100%*
2-3 times a week	**422** ***29%***	43 *32%* *10%*	26 *31%* *6%*	17 *37%* *4%* R	336 *28%* *80%*	383 *28%* *91%*	39 *35%* *9%*	414 *29%* *98%*	422 *29%* *100%*	422 *29%* *100%*
About once a week	**315** ***21%***	28 *21%* *9%*	18 *21%* *6%*	8 *17%* *2%*	261 *22%* *83%*	292 *22%* *93%*	23 *21%* *7%*	308 *21%* *98%*	315 *21%* *100%*	315 *21%* *100%*
Less than once a week	**275** ***19%***	22 *16%* *8%*	11 *13%* *4%*	7 *17%* *3%*	235 *20%* *86%* P	258 *19%* *94%*	16 *15%* *6%*	266 *18%* *97%*	275 *19%* *100%*	275 *19%* *100%*
Don't know	* *	- - -	- - -	* * *100%* R	- - -	* * *100%*	- - -	* * *100%*	* * *100%*	* * *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 658

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - MTV

Base : All who ever watch MTV

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**580**	271 *47%*	309 *53%*	128 *22%*	191 *33%*	124 *21%*	79 *14%*	38 *7%*	18 *3%*	92 *16%*	385 *66%*	92 *16%*	100 *17%*	73 *13%*	163 *28%*
Total (Wtd)	**614**	290 *47%*	324 *53%*	159* *26%* *	202 *33%*	118* *19%* *	77* *12%* *	38** *6%* **	21** *3%* **	81* *13%* *	386 *63%*	147* *24%* *	149* *24%* *	155* *25%* *	208 *34%*
Effective Total	**398**	190	209	88	128	88	55	30	14	66	282	68	91	67	150
Every day	**138** ***22%***	54 *19%* *39%*	84 *26%* *61%*	59 *37%* *43%* DE F	46 *23%* *33%* E	12 *10%* *9%*	11 *14%* *8%*	7 *18%* *5%*	3 *16%* *2%*	19 *24%* *14%*	81 *21%* *59%*	37 *25%* *27%*	31 *21%* *23%*	39 *25%* *28%*	51 *24%* *37%*
Most days	**103** ***17%***	39 *14%* *38%*	64 *20%* *62%*	34 *22%* *33%*	37 *18%* *36%*	19 *16%* *18%*	9 *12%* *9%*	1 *4%* *1%*	3 *12%* *2%*	6 *8%* *6%*	65 *17%* *63%*	32 *22%* *31%* I	22 *15%* *21%*	33 *21%* *32%*	28 *13%* *27%*
2-3 times a week	**148** ***24%***	82 *28%* *56%*	66 *20%* *44%*	29 *18%* *20%*	49 *24%* *33%*	32 *27%* *22%*	27 *36%* *18%* C	10 *26%* *7%*	1 *3%* *	13 *16%* *9%*	108 *28%* *73%* I	27 *19%* *19%*	39 *26%* *26%*	44 *28%* *30%*	43 *20%* *29%*
About once a week	**132** ***22%***	71 *25%* *54%*	61 *19%* *46%*	23 *15%* *17%*	38 *19%* *28%*	39 *33%* *29%* CDF	9 *12%* *7%*	13 *35%* *10%*	11 *52%* *8%*	23 *28%* *17%*	74 *19%* *56%*	36 *24%* *27%*	37 *25%* *28%* M	18 *12%* *14%*	54 *26%* *41%* M
Less than once a week	**93** ***15%***	43 *15%* *46%*	50 *15%* *54%*	13 *8%* *14%*	32 *16%* *35%*	17 *14%* *18%*	21 *27%* *22%* C	6 *17%* *7%*	4 *17%* *4%*	20 *25%* *22%* K	58 *15%* *62%*	15 *10%* *16%*	20 *13%* *22%*	20 *13%* *22%*	34 *16%* *36%*
Don't know	**-** - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 658

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - MTV

Base : All who ever watch MTV

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**580**	85 *15%*	75 *13%*	84 *14%*	336 *58%*	501 *86%*	74 *13%*	566 *98%*	580 *100%*	580 *100%*
Total (Wtd)	**614**	54* *9%* *	28* *5%* *	19* *3%* *	512 *83%*	538 *88%*	76* *12%* *	599 *98%*	614 *100%*	614 *100%*
Effective Total	**398**	79	70	82	294	337	65	388	398	398
Every day	**138** ***22%***	10 *18%* *7%*	4 *16%* *3%*	3 *14%* *2%*	121 *24%* *88%*	113 *21%* *81%*	26 *34%* *19%* S	131 *22%* *95%*	138 *22%* *100%*	138 *22%* *100%*
Most days	**103** ***17%***	12 *23%* *12%*	4 *13%* *4%*	4 *20%* *4%*	83 *16%* *81%*	86 *16%* *83%*	17 *23%* *17%*	100 *17%* *98%*	103 *17%* *100%*	103 *17%* *100%*
2-3 times a week	**148** ***24%***	11 *20%* *7%*	6 *21%* *4%*	6 *31%* *4%*	125 *24%* *84%*	130 *24%* *88%*	18 *24%* *12%*	146 *24%* *99%*	148 *24%* *100%*	148 *24%* *100%*
About once a week	**132** ***22%***	11 *20%* *8%*	8 *29%* *6%*	4 *20%* *3%*	109 *21%* *82%*	125 *23%* *94%* T	8 *10%* *6%*	129 *21%* *97%*	132 *22%* *100%*	132 *22%* *100%*
Less than once a week	**93** ***15%***	10 *19%* *11%*	6 *21%* *6%*	3 *14%* *3%*	74 *14%* *80%*	86 *16%* *92%*	7 *9%* *8%*	93 *15%* *100%*	93 *15%* *100%*	93 *15%* *100%*
Don't know	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 659

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Living

Base : All who ever watch Living

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1164**	432 *37%*	732 *63%*	135 *12%*	265 *23%*	266 *23%*	216 *19%*	163 *14%*	117 *10%*	212 *18%*	686 *59%*	243 *21%*	206 *18%*	142 *12%*	288 *25%*
Total (Wtd)	**1171**	431 *37%*	740 *63%*	168* *14%* *	292 *25%*	235 *20%*	211 *18%*	142 *12%*	124* *11%* *	197 *17%*	632 *54%*	343 *29%*	309 *26%*	278 *24%*	373 *32%*
Effective Total	**792**	295	497	96	178	186	148	110	84	149	488	179	191	133	256
Every day	**149** ***13%***	44 *10%* *30%*	105 *14%* *70%*	34 *20%* *23%* E	33 *11%* *22%*	25 *11%* *17%*	27 *13%* *18%*	15 *11%* *10%*	15 *12%* *10%*	7 *3%* *4%*	77 *12%* *51%* I	66 *19%* *44%* IJ	46 *15%* *31%*	30 *11%* *20%*	47 *13%* *32%*
Most days	**142** ***12%***	53 *12%* *37%*	89 *12%* *63%*	27 *16%* *19%*	38 *13%* *27%*	21 *9%* *15%*	33 *15%* *23%*	13 *9%* *9%*	10 *8%* *7%*	19 *9%* *13%*	71 *11%* *50%*	52 *15%* *37%*	35 *11%* *25%*	33 *12%* *23%*	46 *12%* *32%*
2-3 times a week	**402** ***34%***	147 *34%* *37%*	254 *34%* *63%*	48 *29%* *12%*	105 *36%* *26%*	91 *39%* *23%* F	60 *28%* *15%*	50 *35%* *12%*	47 *38%* *12%*	62 *32%* *15%*	241 *38%* *60%* K	99 *29%* *25%*	110 *36%* *27%*	83 *30%* *21%*	134 *36%* *33%*
About once a week	**282** ***24%***	113 *26%* *40%*	169 *23%* *60%*	43 *26%* *15%*	65 *22%* *23%*	43 *18%* *15%*	58 *27%* *20%*	39 *27%* *14%*	34 *27%* *12%*	54 *27%* *19%*	144 *23%* *51%*	84 *25%* *30%*	72 *23%* *26%*	86 *31%* *31%* N	67 *18%* *24%*
Less than once a week	**196** ***17%***	73 *17%* *37%*	123 *17%* *63%*	16 *9%* *8%*	50 *17%* *25%*	55 *23%* *28%* C	33 *15%* *17%*	25 *18%* *13%*	18 *15%* *9%*	55 *28%* *28%* JK	98 *16%* *50%*	42 *12%* *22%*	46 *15%* *23%*	47 *17%* *24%*	77 *21%* *39%*
Don't know	**1** *	1 * *100%*	- - -	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	1 * *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 659

Absolutes/col/row percents

9 Jul 2009

Q6fi Regularity of watching - Living

Base : All who ever watch Living

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**1164**	189 *16%*	173 *15%*	166 *14%*	636 *55%*	1060 *91%*	93 *8%*	1146 *98%*	1164 *100%*	1164 *100%*
Total (Wtd)	**1171**	115 *10%*	62 *5%*	35 *3%*	960 *82%*	1071 *91%*	101* *9%* *	1151 *98%*	1171 *100%*	1171 *100%*
Effective Total	**792**	175	159	153	567	718	74	780	792	792
Every day	**149** ***13%***	12 *11%* *8%*	8 *13%* *5%*	5 *15%* *4%*	123 *13%* *83%*	127 *12%* *86%*	21 *21%* *14%* S	149 *13%* *100%*	149 *13%* *100%*	149 *13%* *100%*
Most days	**142** ***12%***	16 *14%* *11%*	8 *13%* *6%*	4 *11%* *3%*	114 *12%* *80%*	123 *12%* *87%*	19 *18%* *13%*	137 *12%* *97%*	142 *12%* *100%*	142 *12%* *100%*
2-3 times a week	**402** ***34%***	43 *37%* *11%*	21 *34%* *5%*	12 *33%* *3%*	327 *34%* *81%*	370 *35%* *92%*	32 *32%* *8%*	397 *35%* *99%*	402 *34%* *100%*	402 *34%* *100%*
About once a week	**282** ***24%***	31 *27%* *11%*	18 *29%* *6%*	8 *22%* *3%*	225 *23%* *80%*	267 *25%* *95%*	15 *15%* *5%*	272 *24%* *97%*	282 *24%* *100%*	282 *24%* *100%*
Less than once a week	**196** ***17%***	14 *12%* *7%*	7 *11%* *3%*	6 *18%* *3%* P	169 *18%* *86%* P	182 *17%* *93%*	14 *13%* *7%*	194 *17%* *99%*	196 *17%* *100%*	196 *17%* *100%*
Don't know	**1** *	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6fi Regularity of watching - SUMMARY

Base : All who ever watch each channel

	Q6fi - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	2856	2249	1356	1852	1829	1635	1521	580	1164
Total (Wtd)	2885	2290	1309	1863	1839	1573	1466	614	1171
Effective Total	1956	1539	909	1272	1268	1112	1022	398	792
Every day	156 *5%*	280 *12%*	231 *18%*	93 *5%*	143 *8%*	386 *25%*	208 *14%*	138 *22%*	149 *13%*
Most days	291 *10%*	334 *15%*	224 *17%*	178 *10%*	215 *12%*	170 *11%*	246 *17%*	103 *17%*	142 *12%*
2-3 times a week	1074 *37%*	645 *28%*	420 *32%*	561 *30%*	524 *29%*	348 *22%*	422 *29%*	148 *24%*	402 *34%*
About once a week	829 *29%*	630 *28%*	270 *21%*	621 *33%*	500 *27%*	385 *24%*	315 *21%*	132 *22%*	282 *24%*
Less than once a week	527 *18%*	392 *17%*	164 *13%*	406 *22%*	457 *25%*	284 *18%*	275 *19%*	93 *15%*	196 *17%*
Don't know	7 *	10 *	- -	5 *	* *	- -	* *	- -	1 *

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 847

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**12** ***4%***	6 *4%* *54%*	6 *4%* *46%*	3 *7%* *26%*	3 *3%* *25%*	- - -	1 *3%* *12%*	3 *7%* *22%*	2 *7%* *14%*	2 *3%* *15%*	5 *3%* *43%*	5 *6%* *42%*	3 *5%* *28%*	3 *4%* *21%*	3 *3%* *24%*
9	**22** ***7%***	13 *8%* *57%*	10 *6%* *43%*	9 *21%* *40%*	10 *11%* *45%*	* *1%* *2%*	- - -	3 *7%* *12%*	* *1%* *1%*	7 *14%* *33%*	8 *5%* *37%*	7 *8%* *30%*	8 *11%* *34%*	4 *6%* *20%*	6 *5%* *27%*
8	**45** ***15%***	22 *15%* *49%*	23 *15%* *51%*	6 *13%* *13%*	13 *14%* *30%*	8 *18%* *19%*	5 *10%* *11%*	5 *12%* *11%*	7 *29%* *16%*	7 *13%* *16%*	25 *15%* *56%*	12 *15%* *28%*	16 *23%* *35%*	9 *13%* *21%*	10 *9%* *23%*
7	**57** ***19%***	34 *23%* *60%*	23 *15%* *40%*	4 *10%* *7%*	23 *25%* *41%*	10 *22%* *18%*	8 *15%* *13%*	5 *13%* *9%*	6 *24%* *11%*	9 *18%* *17%*	35 *21%* *62%*	12 *15%* *21%*	17 *25%* *29%*	13 *18%* *22%*	21 *19%* *38%*
6	**14** ***5%***	5 *4%* *38%*	9 *6%* *62%*	3 *7%* *21%*	2 *2%* *12%*	2 *5%* *16%*	4 *9%* *31%*	3 *7%* *20%*	- - -	1 *2%* *8%*	8 *5%* *57%*	5 *6%* *35%*	1 *1%* *7%*	3 *4%* *20%*	6 *5%* *43%*
5	**25** ***8%***	8 *5%* *31%*	17 *12%* *69%*	1 *2%* *3%*	4 *4%* *16%*	9 *19%* *35%* D	5 *11%* *21%*	6 *15%* *25%*	- - -	4 *7%* *15%*	14 *8%* *54%*	8 *9%* *31%*	3 *5%* *14%*	10 *14%* *39%*	7 *6%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 847

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**18** ***6%***	4 *3%* *24%*	14 *9%* *76%*	3 *6%* *14%*	9 *9%* *49%*	1 *2%* *5%*	3 *6%* *17%*	3 *7%* *15%*	- - -	6 *11%* *33%*	10 *6%* *57%*	2 *2%* *9%*	2 *2%* *9%*	6 *9%* *35%*	9 *8%* *49%*
3	**9** ***3%***	5 *3%* *54%*	4 *3%* *46%*	4 *8%* *39%*	1 *1%* *12%*	1 *2%* *13%*	3 *6%* *34%*	* *1%* *3%*	- - -	* *1%* *4%*	9 *5%* *96%*	- - -	3 *5%* *36%*	2 *2%* *17%*	2 *2%* *26%*
2	**5** ***2%***	3 *2%* *67%*	2 *1%* *33%*	* * *	* * *5%*	3 *6%* *58%*	1 *3%* *28%*	- - -	* *2%* *9%*	* * *5%*	4 *2%* *86%*	* *1%* *9%*	3 *4%* *58%*	- - -	1 *1%* *28%*
1	**6** ***2%***	3 *2%* *42%*	4 *2%* *58%*	- - -	3 *3%* *39%*	* * *3%*	2 *5%* *37%*	- - -	1 *5%* *21%*	* * *	6 *4%* *100%*	- - -	1 *2%* *17%*	- - -	4 *4%* *61%*
Don't know	**86** ***29%***	45 *30%* *53%*	41 *27%* *47%*	11 *25%* *13%*	26 *27%* *30%*	12 *26%* *14%*	16 *32%* *19%*	13 *32%* *15%*	8 *32%* *9%*	16 *30%* *19%*	39 *24%* *46%*	30 *37%* *35%*	11 *17%* *13%*	21 *29%* *24%*	40 *37%* *47%* L
Net: 10/9/8/7	**136** ***45%***	75 *51%* *55%*	61 *40%* *45%*	22 *52%* *16%*	50 *53%* *37%* F	19 *41%* *14%*	14 *28%* *10%*	15 *38%* *11%*	15 *61%* *11%*	26 *48%* *19%*	74 *45%* *54%*	36 *45%* *27%*	43 *64%* *32%* N	29 *41%* *21%*	41 *37%* *30%*
Net: 10/9	**34** ***11%***	19 *13%* *56%*	15 *10%* *44%*	12 *28%* *35%*	13 *14%* *38%* E	* *1%* *1%*	1 *3%* *4%*	5 *13%* *16%*	2 *8%* *6%*	9 *17%* *27%*	13 *8%* *39%*	12 *14%* *34%*	11 *16%* *32%*	7 *10%* *20%*	9 *8%* *26%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 847

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**57** ***19%***	17 *12%* *30%*	40 *26%* *70%* A	6 *15%* *11%*	15 *15%* *26%*	12 *25%* *21%*	13 *26%* *22%*	12 *29%* *20%*	- - -	11 *20%* *19%*	32 *19%* *56%*	14 *18%* *25%*	6 *9%* *11%*	19 *27%* *33%*	22 *20%* *38%*
Net: 3/2/1	**20** ***7%***	11 *7%* *53%*	9 *6%* *47%*	4 *8%* *17%*	4 *4%* *19%*	4 *9%* *20%*	7 *14%* *34%*	* *1%* *1%*	2 *7%* *9%*	1 *1%* *3%*	19 *12%* *95%* IK	* *1%* *2%*	7 *11%* *35%*	2 *2%* *8%*	8 *7%* *38%*
Mean	**6.57**	6.82	6.34	7.21	6.79	6.07	5.57	6.79	7.14	6.95	6.17	7.26	6.91	6.56	6.22
Standard Deviation	**2.14**	2.11	2.15	2.23	2.07	1.87	2.29	1.89	2.28	1.93	2.29	1.69	2.19	1.84	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 847

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**12** ***4%***	3 *10%* *23%*	- - -	* *4%* *3%*	9 *4%* *73%*	11 *4%* *91%*	1 *6%* *9%*	12 *4%* *100%*	12 *4%* *100%*	5 *4%* *45%*	7 *4%* *55%*	7 *4%* *55%*
9	**22** ***7%***	3 *11%* *14%*	1 *6%* *4%*	* *5%* *2%*	18 *7%* *81%*	21 *7%* *93%*	2 *9%* *7%*	22 *7%* *100%*	22 *7%* *100%*	11 *9%* *50%*	11 *7%* *50%*	13 *8%* *60%*
8	**45** ***15%***	4 *15%* *9%*	3 *20%* *6%*	3 *25%* *6%*	36 *14%* *79%*	45 *16%* *100%*	- - -	45 *15%* *100%*	45 *15%* *100%*	16 *12%* *35%*	29 *17%* *65%*	29 *17%* *65%*
7	**57** ***19%***	4 *14%* *7%*	1 *7%* *2%*	2 *15%* *3%*	51 *20%* *89%*	49 *18%* *87%*	7 *39%* *13%*	57 *19%* *100%*	57 *19%* *100%*	20 *15%* *35%*	37 *22%* *65%*	37 *22%* *65%*
6	**14** ***5%***	3 *9%* *18%*	1 *9%* *9%*	1 *5%* *4%*	10 *4%* *69%*	12 *4%* *84%*	2 *12%* *16%*	14 *5%* *100%*	14 *5%* *100%*	4 *3%* *29%*	10 *6%* *71%*	10 *6%* *71%*
5	**25** ***8%***	2 *9%* *9%*	2 *13%* *7%*	1 *10%* *4%*	20 *8%* *80%*	25 *9%* *98%*	* *2%* *2%*	25 *8%* *100%*	25 *8%* *100%*	13 *10%* *51%*	12 *7%* *48%*	12 *7%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 847

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**18** ***6%***	- - -	1 *8%* *6%* O	* *2%* *1%*	17 *7%* *93%*	16 *6%* *89%*	2 *11%* *11%*	18 *6%* *100%*	18 *6%* *100%*	8 *6%* *47%*	10 *6%* *53%*	10 *6%* *53%*
3	**9** ***3%***	1 *2%* *7%*	1 *8%* *11%*	* *2%* *2%*	7 *3%* *79%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	3 *2%* *28%*	7 *4%* *72%*	7 *4%* *72%*
2	**5** ***2%***	- - -	* *3%* *9%*	* *2%* *5%*	4 *2%* *86%*	5 *2%* *100%*	* * *	5 *2%* *100%*	5 *2%* *100%*	3 *2%* *62%*	2 *1%* *38%*	2 *1%* *38%*
1	**6** ***2%***	1 *3%* *11%*	* *2%* *4%*	* *4%* *6%*	5 *2%* *78%*	6 *2%* *100%*	- - -	6 *2%* *100%*	6 *2%* *100%*	2 *1%* *29%*	5 *3%* *71%*	5 *3%* *71%*
Don't know	**86** ***29%***	7 *27%* *9%*	3 *25%* *4%*	3 *25%* *3%*	72 *29%* *84%*	82 *29%* *95%*	4 *21%* *5%*	86 *29%* *100%*	86 *29%* *100%*	44 *34%* *52%*	41 *24%* *48%*	41 *24%* *48%*
Net: 10/9/8/7	**136** ***45%***	13 *50%* *10%*	4 *33%* *3%*	5 *49%* *4%*	113 *46%* *83%*	126 *45%* *93%*	10 *54%* *7%*	136 *45%* *100%*	136 *45%* *100%*	52 *40%* *38%*	84 *49%* *62%*	86 *50%* *63%*
Net: 10/9	**34** ***11%***	6 *21%* *17%*	1 *6%* *2%*	1 *9%* *3%*	27 *11%* *78%*	32 *11%* *92%*	3 *15%* *8%*	34 *11%* *100%*	34 *11%* *100%*	16 *13%* *48%*	18 *11%* *52%*	20 *12%* *59%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 847

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**57** ***19%***	5 *18%* *9%*	4 *30%* *7%*	2 *17%* *3%*	46 *19%* *81%*	52 *19%* *92%*	5 *25%* *8%*	57 *19%* *100%*	57 *19%* *100%*	25 *20%* *44%*	31 *19%* *55%*	31 *18%* *55%*
Net: 3/2/1	**20** ***7%***	1 *5%* *7%*	2 *13%* *8%*	1 *9%* *4%*	16 *7%* *81%*	20 *7%* *100%*	* * *	20 *7%* *100%*	20 *7%* *100%*	7 *6%* *36%*	13 *8%* *64%*	13 *8%* *64%*
Mean	**6.57**	7.21	5.88	6.62	6.54	6.55	6.82	6.57	6.57	6.56	6.58	6.62
Standard Deviation	**2.14**	2.17	2.28	2.40	2.12	2.18	1.67	2.14	2.14	2.20	2.12	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 848

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**93** ***17%***	44 *15%* *47%*	49 *20%* *53%*	12 *24%* *13%*	28 *23%* *30%* F	21 *22%* *22%*	11 *10%* *12%*	13 *16%* *14%*	9 *11%* *9%*	8 *10%* *9%*	54 *18%* *57%*	32 *20%* *34%*	24 *15%* *25%*	14 *14%* *15%*	39 *21%* *42%*
9	**118** ***22%***	55 *19%* *47%*	62 *25%* *53%*	5 *11%* *5%*	35 *29%* *30%* H	27 *28%* *23%* H	25 *23%* *21%*	15 *19%* *13%*	10 *13%* *9%*	19 *22%* *16%*	76 *25%* *64%* K	23 *15%* *20%*	42 *27%* *36%*	15 *15%* *12%*	38 *20%* *32%*
8	**149** ***28%***	80 *28%* *54%*	68 *27%* *46%*	8 *16%* *6%*	26 *21%* *17%*	25 *26%* *17%*	35 *32%* *24%*	23 *28%* *15%*	32 *39%* *22%* D	20 *24%* *14%*	69 *23%* *46%*	59 *38%* *40%* J	46 *30%* *31%*	38 *38%* *25%*	44 *23%* *30%*
7	**82** ***15%***	47 *16%* *57%*	35 *14%* *43%*	13 *25%* *16%*	14 *11%* *17%*	13 *14%* *16%*	17 *16%* *21%*	11 *14%* *14%*	14 *17%* *17%*	14 *17%* *17%*	46 *15%* *56%*	22 *14%* *27%*	19 *12%* *23%*	17 *17%* *21%*	32 *17%* *39%*
6	**36** ***7%***	23 *8%* *63%*	13 *5%* *37%*	5 *10%* *14%*	7 *5%* *18%*	3 *3%* *7%*	7 *6%* *19%*	9 *11%* *24%*	6 *8%* *17%*	9 *11%* *26%*	17 *6%* *46%*	10 *7%* *28%*	9 *6%* *24%*	8 *8%* *23%*	13 *7%* *37%*
5	**30** ***5%***	18 *6%* *62%*	11 *4%* *38%*	2 *4%* *6%*	9 *7%* *29%*	5 *5%* *16%*	5 *4%* *15%*	6 *7%* *19%*	4 *5%* *14%*	8 *9%* *27%*	17 *6%* *57%*	5 *3%* *16%*	11 *7%* *37%*	- - -	12 *6%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 848

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**11** ***2%***	7 *2%* *62%*	4 *2%* *38%*	1 *3%* *13%*	2 *1%* *14%*	1 *1%* *5%*	1 *1%* *13%*	2 *2%* *16%*	4 *5%* *37%*	3 *3%* *25%*	5 *2%* *49%*	3 *2%* *27%*	1 *1%* *11%*	1 *1%* *13%*	6 *3%* *53%*
3	**3** *****	2 *1%* *88%*	* * *12%*	- - -	1 *1%* *27%*	* * *12%*	2 *1%* *61%*	- - -	- - -	- - -	3 *1%* *100%*	- - -	- - -	2 *2%* *61%*	- - -
2	**2** *****	1 * *32%*	1 * *68%*	1 *2%* *68%*	- - -	1 *1%* *32%*	- - -	- - -	- - -	- - -	2 *1%* *100%*	- - -	- - -	- - -	1 *1%* *68%*
1	**7** ***1%***	5 *2%* *78%*	1 *1%* *22%*	* *1%* *6%*	2 *1%* *24%*	- - -	4 *4%* *66%*	- - -	* * *4%*	- - -	6 *2%* *94%*	* * *6%*	1 *1%* *22%*	2 *2%* *27%*	3 *1%* *42%*
Don't know	**11** ***2%***	5 *2%* *48%*	5 *2%* *52%*	2 *4%* *19%*	2 *1%* *15%*	1 *1%* *11%*	1 *1%* *13%*	2 *3%* *23%*	2 *2%* *19%*	3 *4%* *29%*	6 *2%* *57%*	1 *1%* *14%*	2 *2%* *23%*	3 *3%* *33%*	2 *1%* *19%*
Net: 10/9/8/7	**442** ***82%***	226 *79%* *51%*	215 *85%* *49%*	39 *76%* *9%*	102 *83%* *23%*	86 *90%* *19%* G	89 *81%* *20%*	62 *77%* *14%*	65 *79%* *15%*	61 *73%* *14%*	244 *82%* *55%*	136 *87%* *31%* I	130 *84%* *29%*	83 *83%* *19%*	153 *81%* *35%*
Net: 10/9	**211** ***39%***	99 *35%* *47%*	112 *44%* *53%*	18 *35%* *8%*	62 *51%* *30%* FH	48 *50%* *23%* FH	36 *33%* *17%*	28 *35%* *13%*	19 *23%* *9%*	27 *32%* *13%*	129 *43%* *61%*	55 *35%* *26%*	66 *42%* *31%*	28 *28%* *13%*	77 *41%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 848

Absolutes/col/row percents

9 Jul 2009

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Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**77** ***14%***	48 *17%* *63%*	29 *11%* *37%*	9 *17%* *11%*	17 *14%* *22%*	8 *8%* *10%*	13 *12%* *17%*	16 *20%* *21%* E	15 *18%* *19%*	20 *24%* *26%* JK	39 *13%* *50%*	18 *12%* *23%*	21 *13%* *27%*	10 *10%* *13%*	31 *16%* *40%*
Net: 3/2/1	**11** ***2%***	8 *3%* *74%*	3 *1%* *26%*	1 *3%* *13%*	2 *2%* *21%*	1 *1%* *7%*	6 *6%* *56%*	- - -	* * *3%*	- - -	11 *4%* *97%*	* * *3%*	1 *1%* *14%*	3 *3%* *31%*	4 *2%* *36%*
Mean	**7.90**	7.71	8.12 A	7.72	8.14	8.31 F H	7.61	7.85	7.63	7.60	7.88	8.10 I	8.04	7.81	7.86
Standard Deviation	**1.74**	1.84	1.60	1.95	1.79	1.47	1.99	1.57	1.55	1.59	1.91	1.44	1.58	1.67	1.87

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**93** ***17%***	9 *16%* *10%*	4 *16%* *4%*	4 *24%* *4%*	76 *17%* *82%*	76 *16%* *81%*	18 *25%* *19%*	91 *17%* *97%*	93 *17%* *100%*	82 *20%* *88%* YZ	12 *10%* *12%*	12 *9%* *12%*
9	**118** ***22%***	15 *27%* *12%*	5 *21%* *4%*	3 *20%* *3%*	95 *21%* *80%*	105 *23%* *89%*	13 *17%* *11%*	115 *22%* *98%*	118 *22%* *100%*	97 *23%* *83%*	20 *17%* *17%*	21 *17%* *18%*
8	**149** ***28%***	10 *18%* *7%*	7 *28%* *5%*	4 *26%* *3%*	127 *29%* *86%*	132 *28%* *89%*	16 *22%* *11%*	148 *28%* *99%*	149 *28%* *100%*	111 *27%* *75%*	38 *31%* *25%*	39 *30%* *26%*
7	**82** ***15%***	10 *17%* *12%*	3 *10%* *3%*	3 *16%* *3%*	67 *15%* *82%*	71 *15%* *87%*	11 *15%* *13%*	82 *15%* *100%*	82 *15%* *100%*	58 *14%* *71%*	24 *19%* *29%*	25 *20%* *30%*
6	**36** ***7%***	3 *6%* *10%*	2 *6%* *4%*	1 *4%* *2%*	31 *7%* *84%*	32 *7%* *89%*	4 *5%* *11%*	36 *7%* *100%*	36 *7%* *100%*	26 *6%* *72%*	10 *8%* *28%*	10 *8%* *28%*
5	**30** ***5%***	3 *6%* *11%*	3 *13%* *10%* R	1 *4%* *2%*	23 *5%* *76%*	25 *5%* *84%*	5 *7%* *16%*	30 *6%* *100%*	30 *5%* *100%*	24 *6%* *81%*	6 *4%* *19%*	6 *4%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 848

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**11** ***2%***	2 *3%* *14%*	* *1%* *3%*	1 *4%* *5%*	8 *2%* *78%*	6 *1%* *60%*	4 *6%* *40%* S	11 *2%* *100%*	11 *2%* *100%*	6 *1%* *54%*	5 *4%* *46%*	5 *4%* *46%*
3	**3** *	1 *1%* *27%*	* *1%* *12%*	- - -	2 * *61%*	3 *1%* *100%*	- - -	3 * *100%*	3 * *100%*	2 *1%* *88%*	* * *12%*	* * *12%*
2	**2** *	1 *1%* *32%*	- - -	- - -	1 * *68%*	1 * *32%*	1 *1%* *68%*	2 * *100%*	2 * *100%*	1 * *32%*	1 *1%* *68%*	1 *1%* *68%*
1	**7** ***1%***	- - -	* *1%* *4%*	* *2%* *6%* O	6 *1%* *90%*	6 *1%* *94%*	* *1%* *6%*	7 *1%* *100%*	7 *1%* *100%*	2 * *28%*	5 *4%* *72%* X	5 *4%* *72%* X
Don't know	**11** ***2%***	2 *4%* *21%*	* *2%* *5%*	- - -	8 *2%* *75%*	10 *2%* *92%*	1 *1%* *8%*	11 *2%* *100%*	11 *2%* *100%*	8 *2%* *76%*	3 *2%* *24%*	4 *3%* *36%*
Net: 10/9/8/7	**442** ***82%***	43 *79%* *10%*	19 *76%* *4%*	14 *86%* *3%*	366 *82%* *83%*	385 *82%* *87%*	57 *79%* *13%*	435 *82%* *98%*	442 *82%* *100%*	349 *84%* *79%*	93 *76%* *21%*	97 *76%* *22%*
Net: 10/9	**211** ***39%***	24 *43%* *11%*	9 *37%* *4%*	7 *45%* *3%*	171 *39%* *81%*	181 *39%* *86%*	30 *42%* *14%*	205 *39%* *97%* YZ	211 *39%* *100%* YZ	179 *43%* *85%* YZ	32 *26%* *15%*	33 *26%* *16%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 848

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its news programmes are trustworthy ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**77** ***14%***	8 *15%* *11%*	5 *20%* *7%*	2 *11%* *2%*	61 *14%* *80%*	64 *14%* *83%*	13 *18%* *17%*	77 *14%* *100%*	77 *14%* *100%*	56 *13%* *73%*	21 *17%* *27%*	21 *16%* *27%*
Net: 3/2/1	**11** ***2%***	1 *2%* *11%*	1 *2%* *5%*	* *2%* *3%*	9 *2%* *80%*	9 *2%* *87%*	1 *2%* *13%*	11 *2%* *100%*	11 *2%* *100%*	5 *1%* *43%*	6 *5%* *57%* X	6 *5%* *57%* X
Mean	**7.90**	7.87	7.74	8.03	7.91	7.91	7.85	7.88 YZ	7.90 YZ	8.07 YZ	7.34	7.36
Standard Deviation	**1.74**	1.78	1.88	1.94	1.73	1.70	1.98	1.74	1.74	1.61	2.04	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(a) Channel-specific ratings: Its news programmes are trustworthy - SUMMARY

Base : All who watch each channel regularly

	Q6g(a) - Summary	
	More4	Sky News
Total (Unwtd)	291	568
Total (Wtd)	298	540
Effective Total	196	387
10	12 *4%*	93 *17%*
9	22 *7%*	118 *22%*
8	45 *15%*	149 *28%*
7	57 *19%*	82 *15%*
6	14 *5%*	36 *7%*
5	25 *8%*	30 *5%*
4	18 *6%*	11 *2%*
3	9 *3%*	3 *
2	5 *2%*	2 *
1	6 *2%*	7 *1%*
Don't know	86 *29%*	11 *2%*
Net: 10/9/8/7	136 *45%*	442 *82%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(a) Channel-specific ratings: Its news programmes are trustworthy - SUMMARY

Base : All who watch each channel regularly

	Q6g(a) - Summary	
	More4	Sky News
Total (Unwtd)	291	568
Effective Total	196	387
Net: 10/9	34 *11%*	211 *39%*
Net: 6/5/4	57 *19%*	77 *14%*
Net: 3/2/1	20 *7%*	11 *2%*
Mean	6.57	7.90
Standard Deviation	2.14	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 850

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**11** ***4%***	7 *5%* *62%*	4 *3%* *38%*	5 *12%* *45%*	4 *4%* *37%*	1 *3%* *11%*	1 *2%* *8%*	- - -	- - -	2 *3%* *14%*	7 *4%* *63%*	2 *3%* *22%*	6 *9%* *56%*	- - -	3 *2%* *24%*
9	**10** ***3%***	6 *4%* *56%*	4 *3%* *44%*	3 *8%* *33%*	6 *6%* *57%*	- - -	1 *2%* *8%*	- - -	* *1%* *2%*	4 *8%* *44%*	5 *3%* *54%*	* * *2%*	2 *2%* *17%*	2 *3%* *22%*	1 *1%* *14%*
8	**46** ***15%***	28 *19%* *62%*	18 *12%* *38%*	8 *18%* *17%*	16 *17%* *35%*	8 *17%* *17%*	5 *10%* *11%*	9 *22%* *19%*	1 *3%* *1%*	13 *24%* *28%*	20 *12%* *43%*	14 *17%* *29%*	12 *17%* *25%*	13 *19%* *28%*	13 *12%* *28%*
7	**48** ***16%***	23 *16%* *48%*	25 *16%* *52%*	5 *11%* *10%*	14 *15%* *29%*	10 *22%* *22%*	8 *17%* *17%*	4 *11%* *9%*	7 *27%* *14%*	6 *11%* *12%*	30 *18%* *62%*	13 *16%* *26%*	16 *23%* *33%*	6 *8%* *12%*	20 *18%* *42%*
6	**35** ***12%***	9 *6%* *26%*	26 *17%* *74%* A	4 *10%* *12%*	18 *19%* *53%* E	1 *3%* *3%*	3 *6%* *9%*	5 *14%* *16%*	2 *10%* *7%*	5 *9%* *14%*	18 *11%* *53%*	11 *14%* *33%*	9 *14%* *27%*	9 *13%* *26%*	10 *9%* *29%*
5	**37** ***12%***	15 *10%* *40%*	22 *15%* *60%*	5 *11%* *13%*	9 *9%* *24%*	9 *20%* *26%*	5 *11%* *15%*	6 *15%* *16%*	2 *9%* *6%*	2 *4%* *6%*	22 *13%* *59%*	13 *16%* *35%*	9 *14%* *25%*	5 *7%* *13%*	14 *13%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 850

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**19** ***6%***	11 *8%* *60%*	8 *5%* *40%*	4 *10%* *23%*	3 *3%* *13%*	1 *1%* *3%*	7 *13%* *35%*	3 *7%* *14%*	2 *9%* *12%*	2 *4%* *12%*	8 *5%* *43%*	9 *11%* *46%*	1 *2%* *6%*	2 *3%* *12%*	13 *12%* *69%*
3	**22** ***7%***	10 *7%* *47%*	12 *8%* *53%*	3 *6%* *12%*	6 *6%* *27%*	5 *10%* *20%*	7 *13%* *30%*	2 *6%* *11%*	- - -	7 *12%* *30%*	14 *8%* *61%*	2 *3%* *9%*	2 *2%* *7%*	13 *18%* *57%* L	6 *6%* *29%*
2	**7** ***2%***	4 *3%* *59%*	3 *2%* *41%*	2 *5%* *27%*	- - -	2 *5%* *31%*	1 *3%* *18%*	2 *4%* *23%*	- - -	4 *7%* *52%*	4 *2%* *48%*	- - -	1 *2%* *18%*	1 *2%* *19%*	3 *3%* *42%*
1	**10** ***3%***	5 *3%* *51%*	5 *3%* *49%*	- - -	1 *1%* *12%*	* *1%* *5%*	2 *5%* *24%*	1 *2%* *8%*	5 *20%* *52%*	2 *4%* *24%*	4 *3%* *45%*	3 *4%* *31%*	1 *2%* *11%*	4 *5%* *38%*	3 *3%* *33%*
Don't know	**54** ***18%***	29 *20%* *54%*	25 *16%* *46%*	4 *10%* *8%*	18 *19%* *33%*	9 *18%* *16%*	10 *19%* *18%*	8 *20%* *15%*	5 *21%* *10%*	6 *12%* *12%*	33 *20%* *61%*	14 *18%* *27%*	9 *13%* *16%*	15 *22%* *28%*	23 *21%* *43%*
Net: 10/9/8/7	**115** ***39%***	64 *43%* *56%*	51 *34%* *44%*	21 *48%* *18%*	40 *42%* *34%*	20 *42%* *17%*	15 *30%* *13%*	13 *32%* *11%*	8 *30%* *7%*	25 *46%* *21%*	62 *38%* *54%*	29 *36%* *25%*	35 *52%* *31%*	21 *30%* *18%*	37 *34%* *32%*
Net: 10/9	**21** ***7%***	13 *9%* *59%*	9 *6%* *41%*	8 *20%* *39%*	10 *11%* *46%*	1 *3%* *6%*	2 *3%* *8%*	- - -	* *1%* *1%*	6 *11%* *28%*	13 *8%* *59%*	3 *3%* *13%*	8 *12%* *37%*	2 *3%* *10%*	4 *4%* *19%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 850

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**90** ***30%***	35 *24%* *39%*	55 *37%* *61%* A	13 *31%* *15%*	30 *32%* *33%*	11 *24%* *12%*	15 *30%* *17%*	14 *35%* *16%*	7 *28%* *8%*	9 *18%* *10%*	48 *29%* *53%*	33 *40%* *36%* I	20 *29%* *22%*	16 *23%* *18%*	37 *34%* *41%*
Net: 3/2/1	**39** ***13%***	20 *13%* *50%*	20 *13%* *50%*	5 *11%* *12%*	7 *8%* *18%*	7 *16%* *19%*	10 *21%* *26%*	5 *12%* *12%*	5 *20%* *13%*	13 *24%* *32%* K	22 *13%* *55%*	5 *6%* *13%*	4 *6%* *10%*	18 *25%* *45%* L	13 *12%* *32%*
Mean	**5.98**	6.12	5.85	6.53	6.55	5.88	5.22	5.77	4.81	5.95	5.99	5.99	6.71 N	5.40	5.69
Standard Deviation	**2.20**	2.34	2.05	2.38	1.91	2.10	2.23	1.98	2.56	2.62	2.17	1.95	1.97	2.36	2.09

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Fieldwork dates: January, April, July, October 2008

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Table 850

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**11** ***4%***	2 *8%* *20%*	- - -	- - -	9 *4%* *80%*	9 *3%* *76%*	3 *15%* *24%*	11 *4%* *100%*	11 *4%* *100%*	7 *5%* *59%*	5 *3%* *41%*	5 *3%* *41%*
9	**10** ***3%***	3 *12%* *32%* R	1 *8%* *11%* R	* *5%* *5%*	5 *2%* *52%*	10 *4%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	6 *5%* *63%*	4 *2%* *37%*	4 *2%* *37%*
8	**46** ***15%***	5 *20%* *12%*	2 *13%* *4%*	1 *13%* *3%*	38 *15%* *82%*	42 *15%* *91%*	4 *23%* *9%*	46 *15%* *100%*	46 *15%* *100%*	16 *12%* *34%*	30 *18%* *66%*	30 *18%* *66%*
7	**48** ***16%***	3 *9%* *5%*	1 *9%* *2%*	3 *26%* *5%* OP	42 *17%* *87%*	45 *16%* *94%*	3 *15%* *6%*	48 *16%* *100%*	48 *16%* *100%*	19 *15%* *40%*	29 *17%* *60%*	29 *17%* *60%*
6	**35** ***12%***	1 *5%* *4%*	3 *22%* *8%* O	2 *15%* *5%*	29 *12%* *83%*	33 *12%* *96%*	1 *7%* *4%*	35 *12%* *100%*	35 *12%* *100%*	12 *10%* *36%*	22 *13%* *63%*	22 *13%* *63%*
5	**37** ***12%***	6 *21%* *15%*	2 *14%* *5%*	1 *13%* *4%*	28 *11%* *76%*	34 *12%* *92%*	3 *16%* *8%*	37 *12%* *100%*	37 *12%* *100%*	19 *15%* *53%*	17 *10%* *47%*	17 *10%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 850

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**19** ***6%***	1 *4%* *6%*	1 *8%* *6%*	* *2%* *1%*	16 *7%* *87%*	19 *7%* *100%*	- - -	19 *6%* *100%*	19 *6%* *100%*	10 *8%* *51%*	9 *5%* *49%*	11 *7%* *61%*
3	**22** ***7%***	1 *3%* *3%*	1 *6%* *4%*	* *2%* *1%*	21 *8%* *92%*	21 *8%* *95%*	1 *6%* *5%*	22 *7%* *100%*	22 *7%* *100%*	10 *8%* *44%*	13 *7%* *56%*	13 *7%* *56%*
2	**7** ***2%***	1 *4%* *13%*	* *2%* *4%*	* *2%* *3%*	6 *2%* *80%*	7 *2%* *94%*	* *2%* *6%*	7 *2%* *100%*	7 *2%* *100%*	3 *2%* *39%*	4 *3%* *61%*	4 *3%* *61%*
1	**10** ***3%***	1 *3%* *8%*	1 *4%* *6%*	* *4%* *4%*	8 *3%* *82%*	9 *3%* *91%*	1 *5%* *9%*	10 *3%* *100%*	10 *3%* *100%*	5 *4%* *55%*	4 *3%* *45%*	4 *3%* *45%*
Don't know	**54** ***18%***	3 *11%* *6%*	2 *13%* *3%*	2 *17%* *3%*	47 *19%* *88%*	51 *18%* *96%*	2 *12%* *4%*	54 *18%* *100%*	54 *18%* *100%*	22 *17%* *41%*	32 *19%* *59%*	32 *19%* *59%*
Net: 10/9/8/7	**115** ***39%***	13 *49%* *12%*	4 *30%* *3%*	4 *44%* *4%*	93 *38%* *81%*	106 *38%* *92%*	10 *52%* *8%*	115 *39%* *100%*	115 *39%* *100%*	48 *37%* *41%*	68 *40%* *59%*	68 *39%* *59%*
Net: 10/9	**21** ***7%***	6 *20%* *26%* R	1 *8%* *5%*	* *5%* *2%*	14 *6%* *67%*	19 *7%* *87%*	3 *15%* *13%*	21 *7%* *100%*	21 *7%* *100%*	13 *10%* *61%*	8 *5%* *39%*	8 *5%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 850

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**90** ***30%***	8 *30%* *9%*	6 *44%* *7%*	3 *31%* *3%*	73 *29%* *81%*	86 *31%* *95%*	4 *23%* *5%*	90 *30%* *100%*	90 *30%* *100%*	41 *32%* *46%*	49 *29%* *54%*	51 *30%* *56%*
Net: 3/2/1	**39** ***13%***	2 *9%* *6%*	2 *12%* *4%*	1 *8%* *2%*	34 *14%* *87%*	37 *13%* *94%*	2 *13%* *6%*	39 *13%* *100%*	39 *13%* *100%*	18 *14%* *46%*	21 *13%* *54%*	21 *12%* *54%*
Mean	**5.98**	6.59	5.79	6.17	5.91	5.94	6.59	5.98	5.98	5.90	6.04	6.01
Standard Deviation	**2.20**	2.39	2.18	2.02	2.19	2.17	2.55	2.20	2.20	2.32	2.11	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 851

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**61** ***13%***	33 *12%* *53%*	28 *15%* *47%*	6 *22%* *9%*	7 *10%* *11%*	9 *12%* *14%*	10 *14%* *16%*	16 *16%* *27%*	14 *11%* *22%*	3 *4%* *5%*	24 *12%* *40%*	34 *18%* *55%* I	18 *14%* *29%*	5 *5%* *8%*	31 *19%* *50%* M
9	**63** ***14%***	33 *12%* *52%*	30 *16%* *48%*	6 *23%* *9%*	8 *13%* *13%*	11 *15%* *18%*	10 *14%* *17%*	13 *13%* *21%*	14 *11%* *22%*	13 *17%* *20%*	34 *17%* *53%*	17 *9%* *26%*	11 *9%* *17%*	22 *22%* *35%* L	18 *11%* *29%*
8	**123** ***27%***	72 *27%* *59%*	51 *26%* *41%*	5 *19%* *4%*	9 *14%* *8%*	17 *24%* *14%*	22 *30%* *18%*	29 *29%* *23%*	41 *33%* *33%* D	20 *27%* *16%*	42 *21%* *34%*	61 *33%* *50%* J	37 *30%* *30%*	27 *27%* *22%*	35 *22%* *29%*
7	**71** ***15%***	37 *14%* *52%*	34 *18%* *48%*	2 *6%* *2%*	6 *9%* *9%*	16 *21%* *22%*	9 *12%* *12%*	16 *16%* *22%*	23 *19%* *33%*	10 *14%* *14%*	30 *15%* *43%*	31 *17%* *43%*	25 *20%* *35%*	16 *17%* *23%*	21 *13%* *30%*
6	**40** ***9%***	30 *11%* *75%*	10 *5%* *25%*	3 *12%* *8%*	6 *8%* *14%*	3 *4%* *7%*	9 *12%* *22%*	4 *4%* *11%*	15 *12%* *38%*	7 *9%* *17%*	14 *7%* *34%*	19 *11%* *49%*	7 *6%* *18%*	7 *7%* *18%*	16 *10%* *41%*
5	**39** ***9%***	30 *11%* *75%*	10 *5%* *25%*	4 *15%* *10%*	11 *16%* *28%*	8 *10%* *19%*	3 *4%* *8%*	5 *5%* *14%*	9 *7%* *22%*	7 *9%* *17%*	23 *11%* *58%*	10 *5%* *26%*	12 *10%* *32%*	6 *6%* *15%*	16 *10%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 851

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**11** ***2%***	8 *3%* *70%*	3 *2%* *30%*	* *1%* *3%*	4 *6%* *34%*	* *** *2%*	4 *5%* *35%*	1 *1%* *9%*	2 *2%* *18%*	1 *1%* *5%*	5 *2%* *46%*	5 *3%* *49%*	2 *1%* *15%*	4 *4%* *34%*	5 *3%* *44%*
3	**6** ***1%***	4 *2%* *64%*	2 *1%* *36%*	- - -	2 *2%* *25%*	3 *5%* *53%*	1 *1%* *12%*	1 *1%* *8%*	* *** *2%*	3 *4%* *51%* K	3 *2%* *49%*	- - -	1 *1%* *23%*	2 *2%* *30%*	1 *1%* *22%*
2	**13** ***3%***	5 *2%* *39%*	8 *4%* *61%*	- - -	8 *12%* *63%* EGH	- - -	3 *4%* *23%*	2 *2%* *14%*	- - -	3 *5%* *26%*	8 *4%* *62%*	1 *1%* *12%*	2 *1%* *12%*	2 *2%* *14%*	8 *5%* *66%*
1	**15** ***3%***	9 *3%* *62%*	6 *3%* *38%*	* *2%* *3%*	3 *5%* *21%*	1 *2%* *8%*	2 *3%* *13%*	4 *4%* *28%*	4 *3%* *27%*	6 *8%* *37%* K	9 *4%* *58%* K	1 *** *5%*	3 *2%* *17%*	3 *3%* *19%*	5 *3%* *34%*
Don't know	**18** ***4%***	7 *3%* *39%*	11 *6%* *61%*	- - -	2 *3%* *12%*	5 *7%* *29%*	1 *1%* *3%*	8 *8%* *44%*	2 *2%* *12%*	2 *2%* *9%*	11 *6%* *62%*	5 *3%* *28%*	5 *4%* *29%*	5 *5%* *30%*	5 *3%* *25%*
Net: 10/9/8/7	**318** ***69%***	175 *65%* *55%*	143 *74%* *45%*	18 *70%* *6%*	31 *47%* *10%*	52 *72%* *16%* D	51 *70%* *16%* D	74 *75%* *23%* D	92 *74%* *29%* D	46 *62%* *14%*	130 *64%* *41%*	142 *77%* *45%* IJ	90 *73%* *28%*	70 *71%* *22%*	106 *65%* *33%*
Net: 10/9	**124** ***27%***	65 *24%* *53%*	59 *30%* *47%*	11 *45%* *9%*	15 *23%* *12%*	20 *27%* *16%*	20 *28%* *16%*	30 *30%* *24%*	28 *22%* *22%*	16 *21%* *13%*	58 *29%* *47%*	50 *27%* *41%*	28 *23%* *23%*	27 *27%* *21%*	49 *30%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 851

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**90** ***20%***	67 *25%* *74%* B	23 *12%* *26%*	7 *28%* *8%*	20 *31%* *22%* G	11 *15%* *12%*	16 *22%* *18%*	11 *11%* *12%*	26 *21%* *29%*	14 *19%* *15%*	41 *20%* *46%*	35 *19%* *39%*	22 *18%* *24%*	17 *17%* *18%*	37 *23%* *41%*
Net: 3/2/1	**34** ***7%***	18 *7%* *54%*	16 *8%* *46%*	* *2%* *1%*	13 *20%* *37%* GH	5 *6%* *14%*	6 *8%* *17%*	7 *7%* *19%*	4 *3%* *12%*	12 *17%* *36%* K	20 *10%* *58%* K	2 *1%* *6%*	6 *5%* *16%*	7 *7%* *19%*	15 *9%* *44%*
Mean	**7.23**	7.10	7.41	7.75	6.09	7.38 D	7.23 D	7.55 D	7.38 D	6.57	7.02	7.72 IJ	7.37	7.23	7.15
Standard Deviation	**2.21**	2.18	2.25	2.03	2.76	1.99	2.24	2.21	1.86	2.55	2.41	1.70	1.97	2.07	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 851

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
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		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**61** ***13%***	2 *6%* *4%*	3 *11%* *5%*	3 *21%* *5%* O	53 *14%* *87%*	53 *12%* *87%*	8 *42%* *13%*	57 *13%* *94%*	61 *13%* *100%*	41 *14%* *67%*	20 *12%* *33%*	20 *12%* *33%*
9	**63** ***14%***	6 *14%* *9%*	5 *19%* *7%*	2 *14%* *3%*	51 *13%* *81%*	61 *14%* *96%*	2 *12%* *4%*	62 *14%* *98%*	63 *14%* *100%*	38 *13%* *61%*	25 *14%* *39%*	25 *14%* *39%*
8	**123** ***27%***	12 *32%* *10%*	8 *32%* *6%*	4 *26%* *3%*	99 *26%* *81%*	119 *27%* *96%*	4 *23%* *4%*	121 *27%* *98%*	123 *27%* *100%*	86 *30%* *70%*	37 *22%* *30%*	37 *22%* *30%*
7	**71** ***15%***	5 *13%* *7%*	1 *5%* *2%*	1 *10%* *2%*	63 *16%* *89%* P	70 *16%* *99%*	1 *5%* *1%*	71 *16%* *100%*	71 *15%* *100%*	46 *16%* *65%*	25 *15%* *35%*	25 *15%* *35%*
6	**40** ***9%***	5 *12%* *12%*	3 *14%* *9%*	1 *8%* *3%*	31 *8%* *77%*	38 *9%* *94%*	2 *11%* *6%*	40 *9%* *100%*	40 *9%* *100%*	21 *7%* *54%*	19 *11%* *46%*	19 *11%* *46%*
5	**39** ***9%***	4 *10%* *10%*	1 *3%* *2%*	1 *4%* *1%*	34 *9%* *86%*	38 *9%* *97%*	1 *6%* *3%*	39 *9%* *100%*	39 *9%* *100%*	20 *7%* *52%*	19 *11%* *48%*	19 *11%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 851

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**11** ***2%***	- - -	1 *2%* *5%*	* *1%* *2%*	10 *3%* *93%*	11 *2%* *100%*	- - -	11 *2%* *100%*	11 *2%* *100%*	5 *2%* *43%*	6 *4%* *57%*	6 *4%* *57%*
3	**6** ***1%***	1 *1%* *9%*	1 *2%* *8%*	1 *4%* *8%*	5 *1%* *75%*	6 *1%* *100%*	- - -	6 *1%* *96%*	6 *1%* *100%*	2 *1%* *33%*	4 *2%* *67%*	4 *2%* *67%*
2	**13** ***3%***	- - -	1 *3%* *5%*	* *2%* *2%*	12 *3%* *93%*	13 *3%* *100%*	- - -	11 *2%* *88%*	13 *3%* *100%*	10 *3%* *75%*	3 *2%* *25%*	3 *2%* *25%*
1	**15** ***3%***	3 *7%* *19%*	1 *5%* *9%*	* *3%* *3%*	10 *3%* *69%*	15 *3%* *100%*	- - -	15 *3%* *100%*	15 *3%* *100%*	10 *3%* *67%*	5 *3%* *33%*	5 *3%* *33%*
Don't know	**18** ***4%***	1 *3%* *7%*	1 *4%* *5%*	1 *6%* *4%*	15 *4%* *84%*	18 *4%* *100%*	- - -	18 *4%* *100%*	18 *4%* *100%*	10 *4%* *57%*	8 *5%* *43%*	8 *5%* *43%*
Net: 10/9/8/7	**318** ***69%***	26 *66%* *8%*	17 *67%* *5%*	10 *72%* *3%*	266 *69%* *84%*	302 *68%* *95%*	16 *83%* *5%*	310 *69%* *98%*	318 *69%* *100%*	211 *73%* *66%*	107 *62%* *34%*	107 *62%* *34%*
Net: 10/9	**124** ***27%***	8 *20%* *6%*	8 *30%* *6%*	5 *35%* *4%*	104 *27%* *84%*	113 *26%* *91%*	11 *54%* *9%*	119 *26%* *96%*	124 *27%* *100%*	79 *27%* *64%*	45 *26%* *36%*	45 *26%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 851

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**90** ***20%***	9 *22%* *10%*	5 *19%* *5%*	2 *14%* *2%*	75 *20%* *83%*	87 *20%* *96%*	3 *17%* *4%*	90 *20%* *100%*	90 *20%* *100%*	46 *16%* *52%*	44 *26%* *48%* X	44 *26%* *48%* X
Net: 3/2/1	**34** ***7%***	3 *9%* *10%*	3 *10%* *7%*	1 *8%* *3%*	27 *7%* *79%*	34 *8%* *100%*	- - -	32 *7%* *95%*	34 *7%* *100%*	22 *8%* *64%*	12 *7%* *36%*	12 *7%* *36%*
Mean	**7.23**	6.95	7.24	7.59	7.24	7.17	8.51	7.22	7.23	7.33	7.05	7.05
Standard Deviation	**2.21**	2.27	2.42	2.37	2.19	2.22	1.66	2.19	2.21	2.21	2.22	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 852

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**123** ***23%***	54 *19%* *43%*	70 *28%* *57%* A	15 *30%* *12%*	38 *31%* *31%* F	23 *24%* *19%*	18 *16%* *14%*	14 *18%* *12%*	15 *19%* *12%*	15 *17%* *12%*	68 *23%* *55%*	40 *26%* *33%*	34 *22%* *27%*	13 *13%* *10%*	56 *30%* *46%* M
9	**147** ***27%***	83 *29%* *56%*	65 *26%* *44%*	9 *18%* *6%*	33 *27%* *23%*	33 *34%* *22%* H	40 *36%* *27%* H	19 *24%* *13%*	13 *16%* *9%*	27 *32%* *18%*	78 *26%* *53%*	43 *27%* *29%*	43 *28%* *30%*	36 *36%* *24%*	41 *22%* *28%*
8	**142** ***26%***	77 *27%* *54%*	65 *26%* *46%*	10 *19%* *7%*	30 *25%* *21%*	21 *21%* *14%*	26 *24%* *18%*	27 *34%* *19%*	28 *35%* *20%*	23 *28%* *16%*	80 *27%* *56%*	38 *25%* *27%*	44 *28%* *31%*	29 *29%* *20%*	44 *23%* *31%*
7	**63** ***12%***	36 *12%* *56%*	28 *11%* *44%*	3 *6%* *5%*	8 *6%* *12%*	14 *14%* *22%*	14 *13%* *22%*	11 *14%* *17%*	14 *17%* *22%* D	8 *9%* *12%*	36 *12%* *57%*	20 *13%* *31%*	16 *10%* *25%*	13 *13%* *21%*	26 *14%* *41%*
6	**24** ***4%***	14 *5%* *59%*	10 *4%* *41%*	5 *10%* *22%*	6 *5%* *26%*	1 *1%* *2%*	3 *3%* *13%*	5 *7%* *23%* E	3 *4%* *14%*	7 *8%* *29%*	9 *3%* *40%*	7 *5%* *32%*	4 *3%* *19%*	1 *1%* *4%*	12 *6%* *50%*
5	**19** ***4%***	12 *4%* *65%*	7 *3%* *35%*	2 *3%* *9%*	3 *3%* *17%*	4 *4%* *18%*	6 *5%* *31%*	1 *2%* *8%*	3 *4%* *17%*	1 *1%* *4%*	14 *5%* *72%*	4 *3%* *23%*	9 *6%* *49%*	2 *2%* *9%*	5 *3%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 852

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**9** ***2%***	6 *2%* *71%*	2 *1%* *29%*	1 *2%* *12%*	2 *1%* *18%*	1 *1%* *14%*	3 *3%* *34%*	- - -	2 *2%* *22%*	2 *3%* *25%*	6 *2%* *75%*	- - -	- - -	3 *3%* *35%*	4 *2%* *44%*
3	**3** ***1%***	2 *1%* *59%*	1 *1%* *41%*	3 *6%* *86%*	- - -	1 *1%* *14%*	- - -	- - -	- - -	* * *10%*	3 *1%* *90%*	- - -	2 *1%* *44%*	- - -	1 *1%* *31%*
2	* *	- - -	* * *100%*	- - -	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -	- - -	* * *100%*	- - -	- - -
1	**1** *	* * *58%*	* * *42%*	* *1%* *58%*	- - -	- - -	- - -	- - -	* * *42%*	- - -	* * *42%*	* * *58%*	- - -	- - -	- - -
Don't know	**8** ***1%***	4 *1%* *48%*	4 *2%* *52%*	2 *4%* *25%*	2 *2%* *27%*	- - -	- - -	1 *2%* *18%*	2 *3%* *29%*	1 *2%* *18%*	4 *1%* *49%*	3 *2%* *33%*	3 *2%* *34%*	3 *3%* *43%*	- - -
Net: 10/9/8/7	**476** ***88%***	249 *87%* *52%*	228 *90%* *48%*	37 *74%* *8%*	109 *89%* *23%*	90 *94%* *19%*	97 *89%* *20%*	72 *90%* *15%*	71 *87%* *15%*	73 *86%* *15%*	262 *88%* *55%*	141 *90%* *30%*	137 *88%* *29%*	90 *91%* *19%*	167 *88%* *35%*
Net: 10/9	**271** ***50%***	136 *47%* *50%*	135 *53%* *50%*	25 *48%* *9%*	71 *58%* *26%* GH	56 *58%* *21%* H	57 *52%* *21%* H	34 *42%* *12%*	28 *35%* *10%*	42 *49%* *15%*	146 *49%* *54%*	83 *53%* *31%*	77 *50%* *29%*	48 *48%* *18%*	97 *51%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 852

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**51** ***9%***	33 *11%* *63%*	19 *7%* *37%*	8 *16%* *16%*	11 *9%* *21%*	5 *5%* *10%*	12 *11%* *23%*	7 *9%* *13%*	8 *10%* *16%*	10 *12%* *19%*	30 *10%* *58%*	12 *8%* *23%*	14 *9%* *27%*	6 *6%* *11%*	21 *11%* *41%*
Net: 3/2/1	**4** ***1%***	2 *1%* *59%*	2 *1%* *41%*	3 *7%* *81%*	- - -	1 *1%* *12%*	- - -	- - -	* * *7%*	* * *9%*	3 *1%* *82%*	* * *9%*	2 *1%* *38%*	- - -	1 *1%* *26%*
Mean	**8.32**	8.18	8.48	7.98	8.61 H	8.48	8.23	8.28	8.05	8.26	8.25	8.48	8.33	8.30	8.35
Standard Deviation	**1.49**	1.53	1.43	2.15	1.38	1.38	1.46	1.22	1.49	1.43	1.57	1.35	1.45	1.29	1.55

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 852

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**123** ***23%***	11 *20%* *9%*	6 *24%* *5%*	4 *24%* *3%*	103 *23%* *83%*	99 *21%* *80%*	24 *33%* *20%* S	120 *23%* *98%*	123 *23%* *100%*	102 *24%* *82%*	22 *18%* *18%*	22 *17%* *18%*
9	**147** ***27%***	17 *32%* *12%*	6 *24%* *4%*	4 *26%* *3%*	120 *27%* *81%*	134 *29%* *91%*	13 *18%* *9%*	145 *27%* *98%*	147 *27%* *100%*	122 *29%* *83%*	25 *21%* *17%*	26 *21%* *18%*
8	**142** ***26%***	13 *24%* *9%*	7 *27%* *5%*	5 *33%* *4%*	117 *26%* *82%*	125 *27%* *88%*	17 *24%* *12%*	141 *26%* *99%*	142 *26%* *100%*	104 *25%* *73%*	38 *31%* *27%*	40 *32%* *28%*
7	**63** ***12%***	4 *7%* *6%*	3 *11%* *4%*	1 *9%* *2%*	55 *12%* *87%*	60 *13%* *94%*	4 *5%* *6%*	63 *12%* *100%*	63 *12%* *100%*	41 *10%* *64%*	23 *18%* *36%* X	24 *19%* *38%* X
6	**24** ***4%***	5 *9%* *20%*	1 *4%* *4%*	1 *4%* *3%*	17 *4%* *73%*	19 *4%* *81%*	4 *6%* *19%*	24 *4%* *100%*	24 *4%* *100%*	19 *4%* *79%*	5 *4%* *21%*	5 *4%* *21%*
5	**19** ***4%***	1 *2%* *5%*	1 *6%* *7%*	* *1%* *1%*	16 *4%* *86%*	16 *3%* *84%*	3 *4%* *16%*	19 *4%* *100%*	19 *4%* *100%*	14 *3%* *74%*	5 *4%* *26%*	5 *4%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 852

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**9** ***2%***	2 *3%* *19%*	- - -	* *1%* *2%*	7 *2%* *79%*	5 *1%* *56%*	4 *5%* *44%* S	9 *2%* *100%*	9 *2%* *100%*	7 *2%* *77%*	2 *2%* *23%*	2 *2%* *23%*
3	**3** ***1%***	1 *1%* *14%*	* *1%* *10%*	- - -	3 *1%* *75%*	2 *1%* *69%*	1 *1%* *31%*	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *69%*	1 *1%* *31%*	1 *1%* *31%*
2	* *	- - -	- - -	- - -	* * *100%*	* * *100%*	- - -	* * *100%*	* * *100%*	* * *100%*	- - -	- - -
1	**1** *	- - -	* *1%* *42%* R	* *2%* *58%* OR	- - -	* * *42%*	* *1%* *58%*	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
Don't know	**8** ***1%***	1 *3%* *18%*	* *2%* *5%*	- - -	6 *1%* *77%*	7 *1%* *82%*	1 *2%* *18%*	8 *1%* *100%*	8 *1%* *100%*	6 *1%* *76%*	2 *2%* *24%*	2 *2%* *24%*
Net: 10/9/8/7	**476** ***88%***	45 *83%* *10%*	21 *86%* *4%*	15 *91%* *3%*	395 *89%* *83%*	418 *89%* *88%* T	58 *80%* *12%*	470 *88%* *99%*	476 *88%* *100%*	369 *88%* *77%*	108 *88%* *23%*	112 *88%* *24%*
Net: 10/9	**271** ***50%***	28 *51%* *10%*	12 *48%* *4%*	8 *50%* *3%*	222 *50%* *82%*	233 *50%* *86%*	37 *52%* *14%*	265 *50%* *98%* Z	271 *50%* *100%* YZ	224 *54%* *83%* YZ	47 *38%* *17%*	48 *38%* *18%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 852

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**51** ***9%***	7 *14%* *14%*	2 *10%* *5%*	1 *6%* *2%*	40 *9%* *79%*	40 *9%* *78%*	11 *16%* *22%*	51 *10%* *100%*	51 *9%* *100%*	39 *9%* *77%*	12 *10%* *23%*	12 *9%* *23%*
Net: 3/2/1	**4** ***1%***	1 *1%* *12%*	1 *3%* *15%*	* *2%* *9%*	3 *1%* *64%*	3 *1%* *65%*	1 *2%* *35%*	4 *1%* *100%*	4 *1%* *100%*	3 *1%* *74%*	1 *1%* *26%*	1 *1%* *26%*
Mean	**8.32**	8.25	8.22	8.33	8.33	8.33	8.24	8.31	8.32	8.39	8.07	8.06
Standard Deviation	**1.49**	1.56	1.74	1.72	1.46	1.41	1.93	1.49	1.49	1.49	1.47	1.45

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 853

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**95** ***17%***	48 *15%* *50%*	47 *20%* *50%*	6 *17%* *6%*	26 *20%* *27%*	20 *17%* *21%*	13 *11%* *14%*	17 *21%* *18%*	13 *16%* *14%*	10 *11%* *10%*	50 *16%* *53%*	35 *21%* *37%*	19 *13%* *20%*	15 *11%* *16%*	37 *20%* *39%*
9	**123** ***22%***	75 *23%* *61%*	48 *20%* *39%*	8 *24%* *7%*	33 *26%* *27%* H	32 *26%* *26%* H	22 *18%* *18%*	18 *23%* *15%*	9 *11%* *7%*	22 *26%* *18%*	70 *23%* *58%*	30 *18%* *25%*	43 *30%* *35%* N	25 *19%* *21%*	30 *16%* *25%*
8	**181** ***32%***	99 *30%* *55%*	82 *34%* *45%*	9 *27%* *5%*	26 *20%* *14%*	39 *32%* *21%*	55 *46%* *30%* DG	20 *26%* *11%*	32 *39%* *18%* D	33 *39%* *18%*	90 *29%* *50%*	58 *34%* *32%*	44 *31%* *24%*	38 *28%* *21%*	69 *37%* *38%*
7	**70** ***12%***	41 *13%* *58%*	29 *12%* *42%*	3 *8%* *4%*	15 *12%* *21%*	11 *9%* *16%*	11 *9%* *16%*	15 *19%* *22%*	15 *18%* *21%*	6 *8%* *9%*	41 *13%* *59%*	22 *13%* *32%*	19 *13%* *27%*	19 *14%* *27%*	22 *12%* *32%*
6	**37** ***7%***	26 *8%* *70%*	11 *5%* *30%*	3 *10%* *9%*	10 *8%* *27%*	6 *5%* *16%*	7 *6%* *20%*	5 *6%* *13%*	6 *7%* *15%*	2 *2%* *5%*	22 *7%* *58%*	13 *8%* *36%*	6 *4%* *16%*	16 *12%* *43%*	9 *5%* *24%*
5	**19** ***3%***	14 *4%* *72%*	5 *2%* *28%*	1 *2%* *4%*	1 *1%* *6%*	4 *3%* *20%*	7 *6%* *36%*	1 *1%* *4%*	6 *7%* *30%*	4 *5%* *21%*	11 *4%* *59%*	4 *2%* *20%*	7 *5%* *38%*	3 *2%* *16%*	4 *2%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 853

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**7** ***1%***	4 *1%* *53%*	3 *1%* *47%*	- - -	4 *3%* *61%*	1 *1%* *19%*	* * *7%*	1 *1%* *14%*	- - -	- - -	5 *2%* *75%*	2 *1%* *25%*	3 *2%* *40%*	2 *2%* *34%*	1 *1%* *14%*
3	**13** ***2%***	10 *3%* *74%*	3 *1%* *26%*	4 *12%* *33%*	8 *6%* *58%* E	- - -	1 *1%* *9%*	- - -	- - -	4 *5%* *30%*	6 *2%* *45%*	3 *2%* *26%*	- - -	10 *7%* *76%* L	3 *1%* *21%*
2	**8** ***1%***	4 *1%* *55%*	4 *2%* *45%*	- - -	1 *1%* *13%*	4 *3%* *52%*	2 *2%* *23%*	1 *1%* *12%*	- - -	2 *2%* *23%*	6 *2%* *77%*	- - -	- - -	6 *4%* *70%*	2 *1%* *25%*
1	**3** ***1%***	1 * *28%*	2 *1%* *72%*	- - -	1 *1%* *49%*	1 *1%* *26%*	- - -	- - -	1 *1%* *23%*	1 *1%* *19%*	2 *1%* *65%*	* * *15%*	- - -	- - -	1 *1%* *49%*
Don't know	**9** ***2%***	4 *1%* *50%*	5 *2%* *50%*	* * *	1 *1%* *8%*	4 *3%* *47%*	2 *2%* *23%*	1 *1%* *13%*	1 *1%* *10%*	2 *2%* *19%*	4 *1%* *50%*	3 *2%* *31%*	1 *1%* *11%*	2 *1%* *19%*	5 *2%* *51%*
Net: 10/9/8/7	**468** ***83%***	262 *81%* *56%*	206 *86%* *44%*	26 *76%* *6%*	99 *79%* *21%*	102 *83%* *22%*	101 *84%* *22%*	71 *89%* *15%*	69 *84%* *15%*	71 *83%* *15%*	252 *82%* *54%*	146 *85%* *31%*	124 *88%* *26%* M	97 *72%* *21%*	158 *86%* *34%* M
Net: 10/9	**217** ***39%***	122 *38%* *56%*	95 *40%* *44%*	14 *41%* *7%*	59 *47%* *27%* FH	52 *43%* *24%*	35 *29%* *16%*	35 *44%* *16%*	22 *27%* *10%*	31 *37%* *14%*	121 *39%* *55%*	66 *38%* *30%*	62 *44%* *28%*	40 *30%* *18%*	67 *37%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 853

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**63** ***11%***	44 *13%* *69%*	20 *8%* *31%*	4 *12%* *7%*	16 *13%* *25%*	11 *9%* *17%*	15 *12%* *23%*	6 *8%* *10%*	11 *14%* *18%*	6 *7%* *10%*	38 *12%* *60%*	19 *11%* *30%*	16 *11%* *26%*	21 *16%* *34%*	15 *8%* *23%*
Net: 3/2/1	**24** ***4%***	15 *5%* *62%*	9 *4%* *38%*	4 *12%* *18%*	10 *8%* *42%*	5 *4%* *21%*	3 *2%* *12%*	1 *1%* *4%*	1 *1%* *3%*	6 *7%* *26%*	14 *4%* *58%*	4 *2%* *16%*	- - -	15 *11%* *65%* LN	6 *3%* *26%*
Mean	**7.91**	7.82	8.03	7.65	7.79	8.02	7.85	8.19	7.85	7.81	7.84	8.08	8.12 M	7.27	8.06 M
Standard Deviation	**1.78**	1.79	1.77	2.15	2.13	1.83	1.53	1.50	1.51	1.91	1.85	1.57	1.39	2.15	1.68

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 853

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**95** ***17%***	12 *23%* *12%*	8 *22%* *9%*	4 *25%* *5%* R	70 *15%* *74%*	84 *16%* *88%*	11 *29%* *12%*	89 *16%* *94%*	95 *17%* *100%*	95 *17%* *100%*
9	**123** ***22%***	14 *27%* *11%*	7 *19%* *6%*	4 *21%* *3%*	98 *21%* *80%*	117 *22%* *95%*	6 *15%* *5%*	123 *22%* *100%*	123 *22%* *100%*	123 *22%* *100%*
8	**181** ***32%***	15 *31%* *8%*	11 *29%* *6%*	5 *28%* *3%*	150 *33%* *83%*	172 *33%* *95%*	9 *23%* *5%*	178 *32%* *98%*	181 *32%* *100%*	181 *32%* *100%*
7	**70** ***12%***	4 *7%* *5%*	5 *12%* *7%*	2 *9%* *2%*	60 *13%* *86%*	64 *12%* *92%*	6 *15%* *8%*	70 *13%* *100%*	70 *12%* *100%*	70 *12%* *100%*
6	**37** ***7%***	2 *4%* *6%*	3 *7%* *7%*	1 *8%* *4%*	31 *7%* *83%*	36 *7%* *96%*	2 *4%* *4%*	37 *7%* *100%*	37 *7%* *100%*	37 *7%* *100%*
5	**19** ***3%***	3 *5%* *13%*	1 *2%* *5%*	1 *4%* *4%*	15 *3%* *78%*	18 *3%* *95%*	1 *2%* *5%*	19 *3%* *100%*	19 *3%* *100%*	19 *3%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 853

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**7** ***1%***	- - -	* *1%* *6%*	* *3%* *7%* O	6 *1%* *87%*	6 *1%* *79%*	1 *4%* *21%*	7 *1%* *100%*	7 *1%* *100%*	7 *1%* *100%*
3	**13** ***2%***	- - -	* *1%* *3%*	- - -	13 *3%* *97%*	13 *2%* *100%*	- - -	13 *2%* *100%*	13 *2%* *100%*	13 *2%* *100%*
2	**8** ***1%***	- - -	* *1%* *4%*	- - -	8 *2%* *96%*	7 *1%* *87%*	1 *3%* *13%*	8 *1%* *100%*	8 *1%* *100%*	8 *1%* *100%*
1	**3** ***1%***	1 *1%* *19%*	1 *2%* *25%* R	* *1%* *7%*	1 * *49%*	3 *1%* *100%*	* * *	3 * *86%*	3 *1%* *100%*	3 *1%* *100%*
Don't know	**9** ***2%***	1 *1%* *8%*	1 *2%* *10%*	* *1%* *2%*	7 *2%* *81%*	7 *1%* *75%*	2 *6%* *25%*	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
Net: 10/9/8/7	**468** ***83%***	44 *88%* *9%*	31 *83%* *7%*	14 *83%* *3%*	379 *82%* *81%*	436 *83%* *93%*	32 *81%* *7%*	460 *83%* *98%*	468 *83%* *100%*	468 *83%* *100%*
Net: 10/9	**217** ***39%***	25 *50%* *12%* R	15 *41%* *7%*	8 *46%* *4%*	169 *37%* *78%*	200 *38%* *92%*	17 *43%* *8%*	212 *38%* *98%*	217 *39%* *100%*	217 *39%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 853

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings
**** Its programmes help me understand what's going on in the world today ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**63** ***11%***	5 *9%* *7%*	4 *11%* *6%*	3 *15%* *4%*	52 *11%* *82%*	59 *11%* *94%*	4 *10%* *6%*	63 *11%* *100%*	63 *11%* *100%*	63 *11%* *100%*
Net: 3/2/1	**24** ***4%***	1 *1%* *2%*	1 *4%* *6%*	* *1%* *1%*	22 *5%* *91%*	23 *4%* *96%*	1 *3%* *4%*	23 *4%* *98%*	24 *4%* *100%*	24 *4%* *100%*
Mean	**7.91**	8.35 R	8.00	8.14	7.84	7.89	8.11	7.89	7.91	7.91
Standard Deviation	**1.78**	1.56	1.91	1.80	1.79	1.77	1.93	1.77	1.78	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 854

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings: Its programmes help me understand what's going on in the world today - SUMMARY

Base : All who watch each channel regularly

	Q6g(a) - Summary			
	More4	UKTV History	Sky News	Discovery Channel
Total (Unwtd)	291	473	568	595
Total (Wtd)	298	461	540	564
Effective Total	196	320	387	393
10	11 *4%*	61 *13%*	123 *23%*	95 *17%*
9	10 *3%*	63 *14%*	147 *27%*	123 *22%*
8	46 *15%*	123 *27%*	142 *26%*	181 *32%*
7	48 *16%*	71 *15%*	63 *12%*	70 *12%*
6	35 *12%*	40 *9%*	24 *4%*	37 *7%*
5	37 *12%*	39 *9%*	19 *4%*	19 *3%*
4	19 *6%*	11 *2%*	9 *2%*	7 *1%*
3	22 *7%*	6 *1%*	3 *1%*	13 *2%*
2	7 *2%*	13 *3%*	* *	8 *1%*
1	10 *3%*	15 *3%*	1 *	3 *1%*
Don't know	54 *18%*	18 *4%*	8 *1%*	9 *2%*
Net: 10/9/8/7	115 *39%*	318 *69%*	476 *88%*	468 *83%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 854

Absolutes/col/row percents

9 Jul 2009

Q6g(a) Channel-specific ratings: Its programmes help me understand what's going on in the world today - SUMMARY

Base : All who watch each channel regularly

	Q6g(a) - Summary			
	More4	UKTV History	Sky News	Discovery Channel
Total (Unwtd)	291	473	568	595
Effective Total	196	320	387	393
Net: 10/9	21 *7%*	124 *27%*	271 *50%*	217 *39%*
Net: 6/5/4	90 *30%*	90 *20%*	51 *9%*	63 *11%*
Net: 3/2/1	39 *13%*	34 *7%*	4 *1%*	24 *4%*
Mean	5.98	7.23	8.32	7.91
Standard Deviation	2.20	2.21	1.49	1.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(a) News, current affairs and other factual programmes - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(a) - Statements	
	Its news programmes are trustworthy	Its programmes help me understand what's going on in the world today
Total (Unwtd)	291	291
Total (Wtd)	298	298
Effective Total	196	196
10	12 *4%*	11 *4%*
9	22 *7%*	10 *3%*
8	45 *15%*	46 *15%*
7	57 *19%*	48 *16%*
6	14 *5%*	35 *12%*
5	25 *8%*	37 *12%*
4	18 *6%*	19 *6%*
3	9 *3%*	22 *7%*
2	5 *2%*	7 *2%*
1	6 *2%*	10 *3%*
Don't know	86 *29%*	54 *18%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(a) News, current affairs and other factual programmes - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(a) - Statements	
	Its news programmes are trustworthy	Its programmes help me understand what's going on in the world today
Total (Unwtd)	291	291
Effective Total	196	196
Net: 10/9/8/7	136 *45%*	115 *39%*
Net: 10/9	34 *11%*	21 *7%*
Net: 6/5/4	57 *19%*	90 *30%*
Net: 3/2/1	20 *7%*	39 *13%*
Mean	6.57	5.98
Standard Deviation	2.14	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 856

Absolutes/col/row percents

9 Jul 2009

Q6g(a) News, current affairs and other factual programmes - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(a) - Statements Its programmes help me understand what's going on in the world today
Total (Unwtd)	473
Total (Wtd)	461
Effective Total	320
10	61 *13%*
9	63 *14%*
8	123 *27%*
7	71 *15%*
6	40 *9%*
5	39 *9%*
4	11 *2%*
3	6 *1%*
2	13 *3%*
1	15 *3%*
Don't know	18 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(a) News, current affairs and other factual programmes - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(a) - Statements Its programmes help me understand what's going on in the world today
Total (Unwtd)	473
Effective Total	320
Net: 10/9/8/7	318 *69%*
Net: 10/9	124 *27%*
Net: 6/5/4	90 *20%*
Net: 3/2/1	34 *7%*
Mean	7.23
Standard Deviation	2.21

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 857

Absolutes/col/row percents

9 Jul 2009

Q6g(a) News, current affairs and other factual programmes - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(a) - Statements	
	Its news programmes are trustworthy	Its programmes help me understand what's going on in the world today
Total (Unwtd)	568	568
Total (Wtd)	540	540
Effective Total	387	387
10	93 *17%*	123 *23%*
9	118 *22%*	147 *27%*
8	149 *28%*	142 *26%*
7	82 *15%*	63 *12%*
6	36 *7%*	24 *4%*
5	30 *5%*	19 *4%*
4	11 *2%*	9 *2%*
3	3 *	3 *1%*
2	2 *	* *
1	7 *1%*	1 *
Don't know	11 *2%*	8 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 857

Absolutes/col/row percents

9 Jul 2009

Q6g(a) News, current affairs and other factual programmes - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(a) - Statements	
	Its news programmes are trustworthy	Its programmes help me understand what's going on in the world today
Total (Unwtd)	568	568
Effective Total	387	387
Net: 10/9/8/7	442 *82%*	476 *88%*
Net: 10/9	211 *39%*	271 *50%*
Net: 6/5/4	77 *14%*	51 *9%*
Net: 3/2/1	11 *2%*	4 *1%*
Mean	7.90	8.32
Standard Deviation	1.74	1.49

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 858

Absolutes/col/row percents

9 Jul 2009

Q6g(a) News, current affairs and other factual programmes - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(a) - Statements Its programmes help me understand what's going on in the world today
Total (Unwtd)	595
Total (Wtd)	564
Effective Total	393
10	95 *17%*
9	123 *22%*
8	181 *32%*
7	70 *12%*
6	37 *7%*
5	19 *3%*
4	7 *1%*
3	13 *2%*
2	8 *1%*
1	3 *1%*
Don't know	9 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(a) News, current affairs and other factual programmes - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(a) - Statements Its programmes help me understand what's going on in the world today
Total (Unwtd)	595
Effective Total	393
Net: 10/9/8/7	468 *83%*
Net: 10/9	217 *39%*
Net: 6/5/4	63 *11%*
Net: 3/2/1	24 *4%*
Mean	7.91
Standard Deviation	1.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 859

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**24** ***5%***	13 *5%* *54%*	11 *5%* *46%*	2 *3%* *10%*	5 *4%* *21%*	9 *9%* *38%*	3 *4%* *13%*	4 *8%* *15%*	1 *1%* *3%*	2 *2%* *8%*	12 *4%* *52%*	10 *7%* *41%*	5 *4%* *20%*	10 *8%* *41%*	4 *2%* *17%*
9	**28** ***6%***	17 *7%* *62%*	11 *5%* *38%*	11 *16%* *41%* DH	4 *3%* *13%*	5 *5%* *20%*	5 *6%* *19%*	2 *3%* *5%*	1 *1%* *2%*	3 *4%* *12%*	17 *6%* *60%*	8 *6%* *27%*	9 *9%* *33%*	8 *7%* *29%*	7 *4%* *25%*
8	**74** ***15%***	34 *13%* *46%*	40 *17%* *54%*	5 *7%* *7%*	21 *17%* *29%*	15 *14%* *20%*	14 *17%* *19%*	6 *12%* *8%*	13 *23%* *17%* C	9 *11%* *12%*	41 *15%* *56%*	23 *17%* *31%*	20 *19%* *27%*	16 *13%* *22%*	21 *13%* *28%*
7	**94** ***19%***	60 *23%* *64%*	34 *15%* *36%*	14 *20%* *15%*	24 *19%* *25%*	17 *16%* *18%*	20 *25%* *22%*	6 *13%* *6%*	13 *23%* *14%*	14 *17%* *15%*	51 *19%* *54%*	30 *22%* *31%*	31 *29%* *33%* M	15 *12%* *16%*	31 *19%* *33%*
6	**61** ***13%***	28 *11%* *46%*	33 *14%* *54%*	12 *17%* *19%*	17 *13%* *28%*	11 *10%* *17%*	6 *7%* *10%*	5 *12%* *9%*	10 *18%* *17%*	9 *11%* *15%*	43 *16%* *70%*	9 *7%* *15%*	8 *7%* *13%*	10 *8%* *17%*	32 *19%* *51%* L
5	**69** ***14%***	30 *12%* *44%*	39 *17%* *56%*	10 *14%* *14%*	26 *20%* *38%* F	18 *18%* *27%*	6 *7%* *8%*	5 *10%* *7%*	4 *7%* *6%*	10 *13%* *15%*	42 *15%* *61%*	17 *13%* *24%*	10 *10%* *15%*	20 *16%* *29%*	28 *17%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 859

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**41** ***8%***	26 *10%* *64%*	15 *6%* *36%*	5 *7%* *11%*	16 *13%* *39%*	9 *9%* *22%*	8 *10%* *20%*	1 *3%* *3%*	2 *4%* *5%*	6 *8%* *15%*	27 *10%* *66%*	8 *6%* *19%*	6 *6%* *15%*	13 *11%* *32%*	10 *6%* *23%*
3	**21** ***4%***	13 *5%* *61%*	8 *4%* *39%*	4 *6%* *22%*	3 *3%* *16%*	4 *3%* *17%*	6 *7%* *29%*	2 *4%* *9%*	2 *3%* *8%*	7 *9%* *35%*	10 *4%* *50%*	3 *2%* *15%*	4 *4%* *19%*	9 *7%* *44%*	3 *2%* *15%*
2	**12** ***2%***	9 *4%* *76%*	3 *1%* *24%*	4 *6%* *33%*	3 *2%* *22%*	1 *1%* *11%*	* * *1%*	3 *7%* *26%* F	1 *1%* *5%*	4 *4%* *29%*	6 *2%* *53%*	2 *2%* *18%*	- - -	2 *2%* *18%*	8 *5%* *64%*
1	**20** ***4%***	11 *4%* *57%*	9 *4%* *43%*	2 *2%* *9%*	1 *1%* *7%*	3 *3%* *16%*	4 *5%* *22%*	7 *14%* *33%* CD E	3 *5%* *13%*	4 *5%* *22%*	14 *5%* *69%*	2 *1%* *10%*	5 *5%* *25%*	6 *5%* *32%*	7 *4%* *35%*
Don't know	**44** ***9%***	16 *6%* *37%*	28 *12%* *63%*	1 *2%* *3%*	8 *6%* *18%*	11 *11%* *25%*	9 *11%* *20%*	6 *14%* *14%* C	8 *15%* *19%* C	13 *16%* *29%* J	10 *4%* *23%*	21 *16%* *48%* J	9 *8%* *20%*	13 *11%* *30%*	14 *8%* *31%*
Net: 10/9/8/7	**219** ***45%***	124 *48%* *56%*	96 *42%* *44%*	33 *47%* *15%*	54 *42%* *25%*	46 *45%* *21%*	43 *52%* *20%*	17 *37%* *8%*	27 *48%* *12%*	28 *35%* *13%*	121 *44%* *55%*	70 *53%* *32%* I	65 *61%* *29%* MN	49 *40%* *22%*	63 *39%* *29%*
Net: 10/9	**51** ***11%***	30 *12%* *58%*	21 *9%* *42%*	14 *19%* *27%* DH	8 *7%* *17%*	14 *14%* *28%* H	8 *10%* *16%*	5 *11%* *10%*	1 *2%* *3%*	5 *6%* *10%*	29 *11%* *56%*	17 *13%* *33%*	14 *13%* *27%*	18 *14%* *35%*	11 *7%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 859

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**171** ***35%***	85 *33%* *49%*	87 *38%* *51%*	26 *37%* *15%*	60 *46%* *35%* FG	38 *37%* *22%*	20 *24%* *12%*	11 *25%* *7%*	17 *29%* *10%*	26 *31%* *15%*	112 *41%* *65%* K	34 *26%* *20%*	24 *23%* *14%*	43 *35%* *25%*	69 *42%* *40%* L
Net: 3/2/1	**52** ***11%***	33 *13%* *63%*	20 *9%* *37%*	10 *14%* *19%*	7 *6%* *14%*	8 *8%* *15%*	10 *13%* *20%*	11 *25%* *22%* DE	5 *9%* *9%*	15 *18%* *29%* K	30 *11%* *58%*	7 *5%* *14%*	9 *8%* *17%*	18 *14%* *34%*	18 *11%* *34%*
Mean	**6.13**	6.07	6.21	6.16	6.09	6.33	6.20	5.46	6.30	5.56	6.05	6.70 IJ	6.59 N	5.97	5.92
Standard Deviation	**2.19**	2.26	2.10	2.25	1.87	2.22	2.26	2.91	1.95	2.30	2.18	2.02	2.10	2.45	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 859

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**24** ***5%***	3 *5%* *11%*	2 *7%* *9%*	1 *4%* *3%*	18 *5%* *78%*	22 *5%* *92%*	2 *5%* *8%*	24 *5%* *100%*	24 *5%* *100%*	24 *5%* *100%*
9	**28** ***6%***	1 *2%* *4%*	1 *5%* *5%*	1 *6%* *4%*	24 *6%* *88%*	26 *6%* *94%*	2 *4%* *6%*	28 *6%* *100%*	28 *6%* *100%*	28 *6%* *100%*
8	**74** ***15%***	9 *18%* *12%*	5 *20%* *7%*	3 *16%* *4%*	57 *14%* *77%*	67 *15%* *91%*	6 *16%* *9%*	74 *15%* *100%*	74 *15%* *100%*	74 *15%* *100%*
7	**94** ***19%***	10 *20%* *11%*	4 *14%* *4%*	3 *18%* *3%*	77 *20%* *82%*	85 *19%* *90%*	9 *23%* *10%*	93 *19%* *99%*	94 *19%* *100%*	94 *19%* *100%*
6	**61** ***13%***	5 *10%* *8%*	5 *19%* *8%*	1 *8%* *2%*	50 *13%* *81%*	57 *13%* *93%*	4 *10%* *7%*	61 *13%* *100%*	61 *13%* *100%*	61 *13%* *100%*
5	**69** ***14%***	6 *11%* *8%*	3 *11%* *4%*	2 *12%* *3%*	58 *15%* *84%*	65 *15%* *95%*	4 *9%* *5%*	69 *14%* *100%*	69 *14%* *100%*	69 *14%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 859

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**41** ***8%***	9 *17%* *21%* R	2 *9%* *6%*	1 *7%* *3%*	29 *7%* *70%*	37 *8%* *91%*	4 *9%* *9%*	41 *8%* *100%*	41 *8%* *100%*	41 *8%* *100%*
3	**21** ***4%***	2 *4%* *11%*	1 *3%* *4%*	1 *9%* *7%*	16 *4%* *78%*	19 *4%* *91%*	2 *5%* *9%*	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
2	**12** ***2%***	1 *2%* *8%*	1 *3%* *7%*	* *2%* *3%*	10 *3%* *82%*	9 *2%* *72%*	3 *8%* *28%* S	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
1	**20** ***4%***	1 *1%* *3%*	- - -	1 *5%* *4%* P	18 *5%* *93%*	17 *4%* *87%*	3 *6%* *13%*	20 *4%* *100%*	20 *4%* *100%*	20 *4%* *100%*
Don't know	**44** ***9%***	4 *8%* *9%*	3 *10%* *6%*	2 *11%* *4%*	36 *9%* *81%*	42 *9%* *96%*	2 *4%* *4%*	44 *9%* *100%*	44 *9%* *100%*	44 *9%* *100%*
Net: 10/9/8/7	**219** ***45%***	23 *46%* *10%*	12 *46%* *6%*	7 *44%* *3%*	177 *45%* *81%*	200 *45%* *91%*	19 *48%* *9%*	218 *45%* *99%*	219 *45%* *100%*	219 *45%* *100%*
Net: 10/9	**51** ***11%***	4 *7%* *7%*	3 *12%* *6%*	2 *10%* *3%*	43 *11%* *83%*	48 *11%* *93%*	4 *9%* *7%*	51 *11%* *100%*	51 *11%* *100%*	51 *11%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 859

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**171** ***35%***	20 *39%* *12%*	10 *39%* *6%*	5 *28%* *3%*	137 *35%* *80%*	160 *36%* *93%*	11 *28%* *7%*	171 *35%* *100%*	171 *35%* *100%*	171 *35%* *100%*
Net: 3/2/1	**52** ***11%***	4 *8%* *7%*	2 *6%* *3%*	3 *17%* *5%* P	44 *11%* *85%*	45 *10%* *85%*	8 *19%* *15%*	52 *11%* *100%*	52 *11%* *100%*	52 *11%* *100%*
Mean	**6.13**	6.11	6.53	5.93	6.12	6.17	5.78	6.13	6.13	6.13
Standard Deviation	**2.19**	2.03	2.02	2.43	2.21	2.16	2.49	2.19	2.19	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 860

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**7** ***2%***	6 *4%* *92%*	1 *** *8%*	2 *4%* *23%*	3 *4%* *50%*	1 *3%* *19%*	1 *1%* *8%*	- - -	- - -	2 *3%* *23%*	5 *3%* *77%*	- - -	5 *8%* *73%*	- - -	1 *1%* *19%*
9	**16** ***5%***	10 *7%* *64%*	6 *4%* *36%*	- - -	11 *11%* *68%*	2 *3%* *10%*	1 *3%* *9%*	* *1%* *3%*	2 *7%* *11%*	8 *15%* *52%* JK	6 *4%* *41%*	1 *1%* *7%*	3 *5%* *20%*	6 *8%* *37%*	3 *3%* *19%*
8	**53** ***18%***	27 *18%* *51%*	26 *18%* *49%*	12 *27%* *22%*	17 *18%* *32%*	9 *20%* *18%*	4 *7%* *7%*	7 *17%* *13%*	5 *19%* *9%*	11 *21%* *21%*	28 *17%* *53%*	14 *17%* *26%*	10 *15%* *19%*	13 *19%* *24%*	19 *17%* *35%*
7	**38** ***13%***	20 *14%* *54%*	18 *12%* *46%*	5 *12%* *14%*	12 *13%* *32%*	3 *7%* *8%*	4 *9%* *12%*	9 *23%* *25%*	3 *14%* *9%*	7 *13%* *18%*	22 *13%* *59%*	9 *11%* *24%*	15 *22%* *39%* M	3 *4%* *8%*	12 *11%* *33%*
6	**36** ***12%***	17 *11%* *47%*	19 *13%* *53%*	6 *14%* *16%*	10 *11%* *28%*	7 *16%* *20%*	8 *16%* *22%*	3 *8%* *8%*	2 *8%* *5%*	4 *7%* *10%*	21 *12%* *57%*	12 *15%* *33%*	8 *12%* *23%*	5 *7%* *13%*	16 *15%* *45%*
5	**46** ***16%***	19 *13%* *40%*	28 *18%* *60%*	10 *23%* *21%*	15 *16%* *32%*	14 *29%* *30%* F	3 *6%* *6%*	5 *12%* *10%*	- - -	9 *17%* *19%*	23 *14%* *49%*	14 *18%* *31%*	5 *8%* *11%*	15 *22%* *33%*	20 *18%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 860

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**12** ***4%***	4 *3%* *34%*	8 *5%* *66%*	2 *4%* *14%*	4 *4%* *30%*	* * *1%*	3 *6%* *25%*	2 *6%* *19%*	1 *5%* *11%*	2 *3%* *15%*	6 *4%* *49%*	4 *5%* *36%*	3 *5%* *28%*	3 *4%* *22%*	3 *2%* *22%*
3	**14** ***5%***	11 *8%* *79%*	3 *2%* *21%*	4 *9%* *26%*	1 *1%* *5%*	2 *4%* *12%*	3 *7%* *24%*	4 *9%* *25%*	1 *5%* *8%*	1 *1%* *5%*	9 *5%* *60%*	5 *6%* *35%*	4 *6%* *27%*	6 *8%* *40%*	2 *2%* *15%*
2	**10** ***3%***	5 *3%* *46%*	5 *4%* *54%*	- - -	2 *2%* *23%*	1 *3%* *14%*	6 *12%* *59%*	* *1%* *4%*	- - -	2 *4%* *20%*	8 *5%* *76%*	* *1%* *4%*	1 *2%* *13%*	5 *8%* *54%*	3 *2%* *26%*
1	**13** ***4%***	6 *4%* *48%*	7 *5%* *52%*	* * *	3 *3%* *23%*	4 *8%* *27%*	2 *5%* *18%*	1 *2%* *6%*	4 *14%* *27%*	* * *2%*	10 *6%* *76%*	3 *4%* *23%*	1 *2%* *8%*	4 *6%* *32%*	6 *6%* *46%*
Don't know	**52** ***18%***	22 *15%* *43%*	30 *20%* *57%*	3 *7%* *6%*	16 *17%* *30%*	3 *7%* *7%*	14 *29%* *27%* E	9 *22%* *17%*	7 *28%* *13%*	8 *15%* *15%*	26 *16%* *50%*	18 *22%* *34%*	11 *17%* *22%*	10 *14%* *19%*	25 *23%* *48%*
Net: 10/9/8/7	**114** ***38%***	64 *43%* *56%*	50 *33%* *44%*	18 *43%* *16%*	43 *46%* *38%* F	15 *33%* *14%*	10 *20%* *9%*	17 *42%* *15%*	10 *40%* *9%*	28 *52%* *24%* K	62 *38%* *55%*	24 *29%* *21%*	33 *49%* *29%*	22 *32%* *19%*	36 *32%* *31%*
Net: 10/9	**23** ***8%***	16 *11%* *72%*	6 *4%* *28%*	2 *4%* *7%*	14 *15%* *62%*	3 *6%* *13%*	2 *4%* *9%*	* *1%* *2%*	2 *7%* *7%*	10 *18%* *43%* JK	12 *7%* *52%*	1 *1%* *5%*	8 *12%* *36%*	6 *8%* *26%*	4 *4%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 860

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**95** **32%**	40 *27%* *42%*	55 *37%* *58%*	17 *41%* *18%*	29 *31%* *30%*	21 *45%* *22%*	14 *28%* *15%*	10 *25%* *11%*	3 *13%* *3%*	15 *27%* *15%*	50 *30%* *52%*	31 *38%* *32%*	17 *25%* *18%*	23 *33%* *24%*	39 *35%* *41%*
Net: 3/2/1	**37** **13%**	22 *15%* *59%*	15 *10%* *41%*	4 *9%* *10%*	6 *6%* *16%*	7 *14%* *18%*	12 *23%* *31%* D	5 *12%* *12%*	5 *19%* *13%*	3 *5%* *8%*	26 *16%* *70%*	8 *10%* *22%*	6 *9%* *17%*	15 *22%* *41%*	11 *10%* *29%*
Mean	**6.00**	6.15	5.84	6.26	6.56	5.76	4.98	5.97	5.64	6.81 J	5.84	5.76	6.53	5.44	5.90
Standard Deviation	**2.23**	2.35	2.10	1.80	2.15	2.25	2.42	1.91	2.89	2.03	2.37	1.92	2.13	2.46	2.12

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 860

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**7** ***2%***	1 *2%* *8%*	- - -	- - -	6 *3%* *92%*	7 *3%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	5 *4%* *69%*	2 *1%* *31%*	2 *1%* *31%*
9	**16** ***5%***	3 *12%* *20%*	- - -	1 *6%* *4%*	12 *5%* *76%*	16 *6%* *100%*	- - -	16 *5%* *100%*	16 *5%* *100%*	6 *4%* *35%*	10 *6%* *65%*	10 *6%* *65%*
8	**53** ***18%***	6 *21%* *11%*	3 *25%* *6%*	2 *23%* *4%*	42 *17%* *79%*	50 *18%* *93%*	4 *20%* *7%*	53 *18%* *100%*	53 *18%* *100%*	25 *19%* *47%*	28 *17%* *53%*	28 *17%* *53%*
7	**38** ***13%***	5 *17%* *12%*	1 *5%* *2%*	2 *20%* *5%* P	30 *12%* *80%*	37 *13%* *97%*	1 *5%* *3%*	38 *13%* *100%*	38 *13%* *100%*	18 *14%* *48%*	19 *11%* *52%*	19 *11%* *52%*
6	**36** ***12%***	2 *9%* *7%*	3 *26%* *10%* OR	1 *11%* *3%*	29 *12%* *81%*	32 *11%* *87%*	5 *25%* *13%*	36 *12%* *100%*	36 *12%* *100%*	11 *8%* *29%*	25 *15%* *71%*	25 *15%* *71%*
5	**46** ***16%***	4 *14%* *8%*	1 *5%* *2%*	1 *13%* *3%*	41 *16%* *88%*	42 *15%* *91%*	4 *22%* *9%*	46 *16%* *100%*	46 *16%* *100%*	17 *14%* *38%*	29 *17%* *62%*	29 *17%* *62%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 860

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**12** ***4%***	3 *9%* *20%*	1 *5%* *5%*	* *3%* *3%*	9 *4%* *72%*	12 *4%* *100%*	- - -	12 *4%* *100%*	12 *4%* *100%*	4 *3%* *34%*	8 *5%* *66%*	8 *5%* *66%*
3	**14** ***5%***	1 *4%* *8%*	1 *5%* *5%*	1 *7%* *5%*	12 *5%* *82%*	14 *5%* *97%*	* *2%* *3%*	14 *5%* *100%*	14 *5%* *100%*	8 *6%* *56%*	6 *4%* *44%*	9 *5%* *60%*
2	**10** ***3%***	- - -	* *3%* *4%*	* *2%* *2%*	9 *4%* *94%*	10 *4%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	3 *3%* *34%*	7 *4%* *66%*	7 *4%* *66%*
1	**13** ***4%***	1 *3%* *6%*	1 *7%* *7%*	* *2%* *1%*	11 *5%* *86%*	13 *4%* *95%*	1 *4%* *5%*	13 *4%* *100%*	13 *4%* *100%*	8 *6%* *63%*	5 *3%* *37%*	5 *3%* *37%*
Don't know	**52** ***18%***	3 *9%* *5%*	2 *18%* *5%*	1 *13%* *2%*	46 *19%* *88%*	48 *17%* *92%*	4 *22%* *8%*	52 *18%* *100%*	52 *18%* *100%*	23 *18%* *44%*	29 *17%* *56%*	29 *17%* *56%*
Net: 10/9/8/7	**114** ***38%***	14 *52%* *12%*	4 *31%* *4%*	5 *49%* *4%*	91 *37%* *80%*	109 *39%* *96%*	5 *25%* *4%*	114 *38%* *100%*	114 *38%* *100%*	54 *42%* *47%*	60 *36%* *53%*	60 *35%* *53%*
Net: 10/9	**23** ***8%***	4 *14%* *16%* P	- - -	1 *6%* *3%*	18 *7%* *81%*	23 *8%* *100%*	- - -	23 *8%* *100%*	23 *8%* *100%*	10 *8%* *46%*	12 *7%* *54%*	12 *7%* *54%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 860

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**95** ***32%***	9 *32%* *9%*	5 *36%* *5%*	3 *28%* *3%*	79 *32%* *83%*	86 *31%* *91%*	9 *47%* *9%*	95 *32%* *100%*	95 *32%* *100%*	32 *25%* *34%*	62 *37%* *66%*	62 *36%* *66%*
Net: 3/2/1	**37** ***13%***	2 *7%* *5%*	2 *15%* *5%*	1 *11%* *3%*	32 *13%* *87%*	36 *13%* *97%*	1 *6%* *3%*	37 *13%* *100%*	37 *13%* *100%*	20 *15%* *53%*	18 *10%* *47%*	20 *12%* *54%*
Mean	**6.00**	6.49	5.75	6.30	5.94	6.00	5.95	6.00	6.00	6.00	6.01	5.96
Standard Deviation	**2.23**	2.07	2.29	2.05	2.26	2.26	1.76	2.23	2.23	2.42	2.08	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 861

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**88** ***19%***	49 *18%* *55%*	39 *20%* *45%*	11 *44%* *12%*	13 *20%* *15%*	11 *15%* *13%*	11 *14%* *12%*	25 *25%* *28%*	18 *14%* *20%*	11 *14%* *12%*	37 *18%* *42%*	40 *22%* *46%*	24 *19%* *27%*	9 *9%* *11%*	42 *26%* *48%* M
9	**101** ***22%***	55 *21%* *54%*	46 *24%* *46%*	4 *14%* *4%*	11 *17%* *11%*	21 *28%* *20%*	23 *31%* *23%*	22 *22%* *22%*	21 *17%* *20%*	18 *24%* *18%*	44 *22%* *44%*	39 *21%* *39%*	26 *21%* *26%*	28 *29%* *28%*	30 *18%* *30%*
8	**146** ***32%***	84 *31%* *57%*	62 *32%* *43%*	2 *8%* *1%*	29 *45%* *20%* F	21 *28%* *14%*	18 *24%* *12%*	31 *32%* *22%*	45 *36%* *31%*	25 *34%* *17%*	62 *30%* *42%*	59 *32%* *41%*	47 *39%* *33%*	24 *25%* *17%*	50 *31%* *35%*
7	**59** ***13%***	31 *12%* *53%*	27 *14%* *47%*	3 *11%* *5%*	7 *10%* *11%*	9 *12%* *15%*	10 *13%* *17%*	10 *10%* *17%*	20 *17%* *35%*	11 *15%* *19%*	25 *12%* *42%*	23 *13%* *39%*	11 *9%* *18%*	15 *15%* *26%*	19 *12%* *33%*
6	**37** ***8%***	29 *11%* *79%* B	8 *4%* *21%*	4 *18%* *12%*	3 *5%* *8%*	6 *8%* *15%*	7 *10%* *19%*	9 *9%* *25%*	7 *6%* *20%*	5 *7%* *14%*	21 *10%* *58%*	10 *6%* *28%*	6 *5%* *16%*	13 *13%* *35%*	14 *9%* *39%*
5	**14** ***3%***	10 *4%* *76%*	3 *2%* *24%*	1 *3%* *5%*	1 *1%* *5%*	3 *5%* *25%*	1 *1%* *5%*	2 *2%* *12%*	6 *5%* *48%*	* * *1%*	9 *4%* *65%*	5 *2%* *33%*	5 *4%* *39%*	4 *4%* *27%*	1 *1%* *7%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 861

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**5** ***1%***	3 *1%* *52%*	2 *1%* *48%*	* *1%* *7%*	* * *4%*	* * *	2 *3%* *42%*	- - -	2 *2%* *47%*	3 *3%* *49%* J	1 * *10%*	2 *1%* *42%*	* * *	4 *4%* *77%*	- - -
3	**2** *	2 *1%* *100%*	- - -	- - -	2 *2%* *99%*	- - -	* * *1%*	- - -	- - -	* * *1%*	2 *1%* *99%*	- - -	2 *1%* *99%*	- - -	* * *1%*
2	**2** *	* * *29%*	1 *1%* *71%*	- - -	- - -	* * *12%*	1 *2%* *71%*	* * *17%*	- - -	* * *12%*	1 *1%* *88%*	- - -	- - -	- - -	1 *1%* *71%*
1	**3** ***1%***	3 *1%* *100%*	- - -	* *2%* *15%*	- - -	2 *3%* *85%*	- - -	- - -	- - -	- - -	- - -	3 *1%* *100%*	- - -	- - -	2 *1%* *85%*
Don't know	**6** ***1%***	2 *1%* *41%*	3 *2%* *59%*	- - -	- - -	- - -	1 *2%* *22%*	* * *4%*	4 *3%* *73%*	2 *2%* *28%*	1 *1%* *22%*	3 *1%* *50%*	2 *1%* *32%*	2 *2%* *28%*	1 *1%* *22%*
Net: 10/9/8/7	**394** ***86%***	219 *82%* *55%*	175 *91%* *45%* A	19 *77%* *5%*	60 *92%* *15%*	62 *84%* *16%*	61 *83%* *16%*	88 *89%* *22%*	103 *84%* *26%*	64 *87%* *16%*	168 *83%* *43%*	162 *88%* *41%*	108 *88%* *27%*	77 *78%* *20%*	142 *88%* *36%*
Net: 10/9	**190** ***41%***	104 *39%* *55%*	86 *44%* *45%*	15 *58%* *8%*	24 *37%* *13%*	32 *44%* *17%*	34 *46%* *18%*	47 *47%* *25%* H	38 *31%* *20%*	28 *39%* *15%*	82 *40%* *43%*	80 *43%* *42%*	50 *41%* *26%*	38 *38%* *20%*	72 *45%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 861

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**55** ***12%***	42 *16%* *75%* B	14 *7%* *25%*	6 *22%* *10%*	4 *6%* *7%*	9 *12%* *16%*	10 *14%* *18%*	11 *11%* *20%*	16 *13%* *29%*	8 *11%* *14%*	31 *15%* *55%*	17 *9%* *31%*	11 *9%* *20%*	20 *21%* *37%*	15 *9%* *27%*
Net: 3/2/1	**6** ***1%***	5 *2%* *79%*	1 *1%* *21%*	* *2%* *7%*	2 *2%* *27%*	2 *3%* *40%*	1 *2%* *21%*	* * *5%*	- - -	* * *4%*	3 *2%* *53%*	3 *1%* *44%*	2 *1%* *27%*	- - -	3 *2%* *58%*
Mean	**8.11**	7.98	8.29	8.30	8.21	7.95	8.03	8.38 H	7.93	8.08	8.03	8.20	8.23	7.79	8.26
Standard Deviation	**1.54**	1.64	1.38	2.00	1.40	1.82	1.62	1.35	1.41	1.41	1.55	1.59	1.40	1.52	1.63

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 861

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**88** ***19%***	4 *10%* *5%*	5 *19%* *6%*	4 *31%* *5%* O	75 *20%* *85%*	81 *18%* *91%*	8 *40%* *9%*	84 *19%* *96%*	88 *19%* *100%*	59 *20%* *67%*	30 *17%* *33%*	30 *17%* *33%*
9	**101** ***22%***	8 *22%* *8%*	6 *25%* *6%*	2 *16%* *2%*	84 *22%* *83%*	97 *22%* *96%*	4 *22%* *4%*	100 *22%* *99%*	101 *22%* *100%*	61 *21%* *60%*	40 *23%* *40%*	40 *23%* *40%*
8	**146** ***32%***	13 *34%* *9%*	7 *27%* *5%*	4 *28%* *3%*	122 *32%* *84%*	142 *32%* *97%*	4 *22%* *3%*	144 *32%* *99%*	146 *32%* *100%*	101 *35%* *69%*	45 *26%* *31%*	45 *26%* *31%*
7	**59** ***13%***	9 *22%* *15%* R	4 *15%* *6%*	1 *9%* *2%*	45 *12%* *77%*	59 *13%* *100%*	- - -	59 *13%* *100%*	59 *13%* *100%*	30 *10%* *52%*	28 *17%* *48%*	28 *17%* *48%*
6	**37** ***8%***	1 *3%* *3%*	2 *8%* *5%*	1 *6%* *2%*	33 *9%* *90%*	35 *8%* *97%*	1 *6%* *3%*	36 *8%* *99%*	37 *8%* *100%*	19 *7%* *52%*	18 *10%* *48%*	18 *10%* *48%*
5	**14** ***3%***	3 *8%* *23%* R	* *1%* *2%*	* *3%* *3%*	10 *3%* *73%*	12 *3%* *87%*	2 *9%* *13%*	13 *3%* *95%*	14 *3%* *100%*	9 *3%* *68%*	4 *3%* *32%*	4 *3%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 861

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**5** ***1%***	- - -	1 *4%* *19%*	* *2%* *4%*	4 *1%* *77%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	3 *1%* *58%*	2 *1%* *42%*	2 *1%* *42%*
3	**2** *****	- - -	- - -	- - -	2 * *100%*	2 * *99%*	- - -	2 * *100%*	2 * *100%*	2 *1%* *100%*	- - -	- - -
2	**2** *****	- - -	* *1%* *17%*	* *1%* *12%*	1 * *71%*	2 * *100%*	- - -	2 * *100%*	2 * *100%*	1 * *83%*	* * *17%*	* * *17%*
1	**3** ***1%***	- - -	- - -	* *3%* *15%* R	2 *1%* *85%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *85%*	* * *15%*	* * *15%*
Don't know	**6** ***1%***	1 *2%* *13%*	- - -	* *2%* *4%*	5 *1%* *83%*	6 *1%* *100%*	- - -	4 *1%* *78%*	6 *1%* *100%*	2 *1%* *40%*	3 *2%* *60%*	3 *2%* *60%*
Net: 10/9/8/7	**394** ***86%***	34 *88%* *9%*	22 *86%* *5%*	11 *84%* *3%*	327 *85%* *83%*	378 *86%* *96%*	16 *84%* *4%*	387 *86%* *98%*	394 *86%* *100%*	251 *87%* *64%*	143 *84%* *36%*	143 *84%* *36%*
Net: 10/9	**190** ***41%***	12 *32%* *7%*	11 *44%* *6%*	6 *47%* *3%*	160 *42%* *84%*	177 *40%* *94%*	12 *62%* *6%*	184 *41%* *97%*	190 *41%* *100%*	120 *41%* *63%*	70 *41%* *37%*	70 *41%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 861

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**55** ***12%***	4 *11%* *7%*	3 *13%* *6%*	1 *10%* *2%*	47 *12%* *84%*	52 *12%* *94%*	3 *16%* *6%*	55 *12%* *98%*	55 *12%* *100%*	31 *11%* *56%*	24 *14%* *44%*	24 *14%* *44%*
Net: 3/2/1	**6** ***1%***	- - -	* *1%* *5%*	1 *4%* *10%* O	5 *1%* *85%*	6 *1%* *100%*	- - -	6 *1%* *100%*	6 *1%* *100%*	5 *2%* *88%*	1 * *12%*	1 * *12%*
Mean	**8.11**	7.91	8.07	8.14	8.13	8.08	8.61	8.09	8.11	8.14	8.06	8.06
Standard Deviation	**1.54**	1.32	1.65	2.13	1.54	1.54	1.64	1.54	1.54	1.59	1.47	1.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 862

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**146** ***26%***	84 *26%* *57%*	63 *26%* *43%*	11 *31%* *7%*	35 *28%* *24%*	31 *25%* *21%*	32 *26%* *22%*	23 *29%* *16%*	15 *19%* *10%*	17 *20%* *12%*	79 *25%* *54%*	51 *30%* *35%*	34 *24%* *24%*	28 *21%* *19%*	56 *30%* *38%*
9	**137** ***24%***	90 *28%* *65%*	47 *20%* *35%*	2 *6%* *1%*	34 *27%* *25%*	38 *31%* *27%*	27 *22%* *20%*	19 *24%* *14%*	18 *22%* *13%*	26 *31%* *19%*	71 *23%* *52%*	40 *23%* *29%*	41 *29%* *30%*	31 *23%* *22%*	40 *22%* *29%*
8	**166** ***29%***	87 *27%* *52%*	79 *33%* *48%*	10 *29%* *6%*	31 *25%* *19%*	38 *31%* *23%*	40 *33%* *24%*	20 *26%* *12%*	26 *32%* *16%*	26 *30%* *15%*	88 *29%* *53%*	52 *30%* *31%*	39 *28%* *23%*	39 *29%* *23%*	56 *31%* *34%*
7	**59** ***10%***	40 *12%* *67%*	19 *8%* *33%*	6 *18%* *11%*	6 *5%* *10%*	9 *7%* *15%*	14 *11%* *23%*	10 *13%* *17%*	14 *18%* *24%* DE	7 *9%* *13%*	39 *13%* *66%*	12 *7%* *21%*	16 *11%* *26%*	19 *14%* *33%*	14 *7%* *23%*
6	**20** ***4%***	9 *3%* *47%*	11 *4%* *53%*	2 *4%* *8%*	4 *4%* *22%*	4 *3%* *18%*	3 *2%* *15%*	4 *5%* *18%*	4 *5%* *19%*	2 *2%* *10%*	15 *5%* *72%*	4 *2%* *18%*	4 *3%* *19%*	5 *3%* *23%*	8 *4%* *39%*
5	**8** ***1%***	5 *1%* *56%*	4 *1%* *44%*	- - -	3 *2%* *35%*	* * *4%*	1 *1%* *14%*	2 *2%* *24%*	2 *2%* *23%*	* * *4%*	6 *2%* *74%*	2 *1%* *22%*	- - -	- - -	6 *3%* *77%*
4	**5** ***1%***	3 *1%* *65%*	2 *1%* *35%*	- - -	1 *1%* *29%*	- - -	2 *1%* *31%*	- - -	2 *2%* *39%*	- - -	3 *1%* *66%*	2 *1%* *34%*	3 *2%* *58%*	- - -	1 *1%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 862

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows interesting programmes about history, science or the arts ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
3	**7** ***1%***	2 *1%* *30%*	5 *2%* *70%*	2 *6%* *30%*	3 *3%* *45%*	- - -	2 *2%* *25%*	- - -	- - -	2 *2%* *25%*	2 *1%* *30%*	3 *2%* *45%*	- - -	7 *5%* *100%* LN	- - -
2	**1** *****	1 * *100%*	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	1 *1%* *100%*
1	**2** *****	2 *1%* *100%*	- - -	- - -	2 *2%* *100%*	- - -	- - -	- - -	- - -	2 *3%* *100%* J	- - -	- - -	- - -	2 *2%* *100%*	- - -
Don't know	**12** ***2%***	2 *1%* *20%*	9 *4%* *80%* A	2 *5%* *16%*	4 *4%* *39%*	3 *2%* *24%*	1 *1%* *6%*	1 *1%* *8%*	1 *1%* *8%*	2 *2%* *16%*	4 *1%* *36%*	6 *3%* *48%*	4 *3%* *36%*	3 *2%* *29%*	1 *1%* *11%*
Net: 10/9/8/7	**509** ***90%***	300 *92%* *59%*	209 *87%* *41%*	29 *84%* *6%*	106 *84%* *21%*	115 *95%* *23%* D	113 *93%* *22%*	73 *92%* *14%*	73 *89%* *14%*	76 *90%* *15%*	277 *90%* *54%*	155 *91%* *31%*	130 *92%* *26%*	118 *87%* *23%*	165 *90%* *32%*
Net: 10/9	**284** ***50%***	173 *53%* *61%*	110 *46%* *39%*	13 *37%* *5%*	69 *55%* *24%*	69 *56%* *24%*	59 *49%* *21%*	42 *53%* *15%*	33 *40%* *12%*	43 *51%* *15%*	150 *49%* *53%*	91 *53%* *32%*	76 *54%* *27%*	59 *44%* *21%*	96 *52%* *34%*
Net: 6/5/4	**33** ***6%***	17 *5%* *52%*	16 *7%* *48%*	2 *4%* *5%*	9 *7%* *26%*	4 *3%* *12%*	6 *5%* *17%*	6 *7%* *17%*	8 *9%* *23%*	2 *3%* *7%*	24 *8%* *72%*	7 *4%* *21%*	7 *5%* *20%*	5 *3%* *14%*	16 *9%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 862

Absolutes/col/row percents

9 Jul 2009

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Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 3/2/1	**11** ***2%***	6 *2%* *52%*	5 *2%* *48%*	2 *6%* *20%*	7 *5%* *62%* E	- - -	2 *2%* *17%*	- - -	- - -	4 *5%* *39%* J	3 *1%* *30%*	3 *2%* *31%*	- - -	10 *7%* *90%* LN	1 *1%* *10%*
Mean	**8.41**	8.43	8.39	8.10	8.29	8.69 H	8.44	8.53	8.16	8.27	8.37	8.56	8.55	8.05	8.50
Standard Deviation	**1.51**	1.52	1.50	1.87	1.98	1.05	1.41	1.30	1.39	1.80	1.45	1.44	1.26	1.91	1.45

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		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**146** ***26%***	13 *25%* *9%*	10 *27%* *7%*	5 *29%* *3%*	119 *26%* *81%*	132 *25%* *90%*	14 *36%* *10%*	141 *25%* *96%*	146 *26%* *100%*	146 *26%* *100%*
9	**137** ***24%***	14 *28%* *10%*	8 *22%* *6%*	3 *17%* *2%*	112 *24%* *81%*	133 *25%* *97%*	4 *11%* *3%*	137 *25%* *100%*	137 *24%* *100%*	137 *24%* *100%*
8	**166** ***29%***	13 *27%* *8%*	12 *33%* *7%*	7 *37%* *4%*	134 *29%* *81%*	153 *29%* *92%*	13 *34%* *8%*	162 *29%* *98%*	166 *29%* *100%*	166 *29%* *100%*
7	**59** ***10%***	6 *11%* *9%*	4 *10%* *6%*	1 *8%* *2%*	49 *11%* *82%*	57 *11%* *96%*	2 *6%* *4%*	59 *11%* *100%*	59 *10%* *100%*	59 *10%* *100%*
6	**20** ***4%***	1 *3%* *7%*	2 *4%* *8%*	1 *4%* *4%*	16 *4%* *81%*	18 *3%* *87%*	3 *7%* *13%*	20 *4%* *100%*	20 *4%* *100%*	20 *4%* *100%*
5	**8** ***1%***	1 *2%* *11%*	1 *2%* *8%*	* *2%* *4%*	6 *1%* *77%*	8 *2%* *100%*	- - -	8 *1%* *100%*	8 *1%* *100%*	8 *1%* *100%*
4	**5** ***1%***	- - -	1 *2%* *12%*	- - -	4 *1%* *88%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	5 *1%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 862

Absolutes/col/row percents

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
3	**7** ***1%***	- - -	- - -	- - -	7 *2%* *100%*	7 *1%* *100%*	- - -	7 *1%* *100%*	7 *1%* *100%*	7 *1%* *100%*
2	**1** *****	- - -	- - -	- - -	1 *** *100%*	- - -	1 *3%* *100%*	1 *** *100%*	1 *** *100%*	1 *** *100%*
1	**2** *****	- - -	- - -	- - -	2 *1%* *100%*	2 *** *100%*	- - -	2 *** *100%*	2 *** *100%*	2 *** *100%*
Don't know	**12** ***2%***	2 *4%* *17%*	* *1%* *3%*	* *2%* *4%*	9 *2%* *76%*	10 *2%* *89%*	1 *3%* *11%*	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
Net: 10/9/8/7	**509** ***90%***	46 *91%* *9%*	34 *91%* *7%*	16 *91%* *3%*	413 *90%* *81%*	475 *90%* *93%*	34 *87%* *7%*	500 *90%* *98%*	509 *90%* *100%*	509 *90%* *100%*
Net: 10/9	**284** ***50%***	27 *53%* *9%*	18 *49%* *6%*	8 *46%* *3%*	231 *50%* *81%*	265 *51%* *93%*	18 *47%* *6%*	278 *50%* *98%*	284 *50%* *100%*	284 *50%* *100%*
Net: 6/5/4	**33** ***6%***	2 *5%* *7%*	3 *8%* *8%*	1 *6%* *3%*	27 *6%* *81%*	31 *6%* *92%*	3 *7%* *8%*	33 *6%* *100%*	33 *6%* *100%*	33 *6%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 3/2/1	**11** ***2%***	- - -	- - -	- - -	11 *2%* *100%*	10 *2%* *90%*	1 *3%* *10%*	11 *2%* *100%*	11 *2%* *100%*	11 *2%* *100%*
Mean	**8.41**	8.59	8.47	8.55	8.38	8.40	8.50	8.40	8.41	8.41
Standard Deviation	**1.51**	1.20	1.35	1.26	1.56	1.50	1.67	1.51	1.51	1.51

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 863

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings: It shows interesting programmes about history, science or the arts - SUMMARY

Base : All who watch each channel regularly

	Q6g(b) - Summary			
	Sky One	More4	UKTV History	Discovery Channel
Total (Unwtd)	492	291	473	595
Total (Wtd)	487	298	461	564
Effective Total	331	196	320	393
10	24 *5%*	7 *2%*	88 *19%*	146 *26%*
9	28 *6%*	16 *5%*	101 *22%*	137 *24%*
8	74 *15%*	53 *18%*	146 *32%*	166 *29%*
7	94 *19%*	38 *13%*	59 *13%*	59 *10%*
6	61 *13%*	36 *12%*	37 *8%*	20 *4%*
5	69 *14%*	46 *16%*	14 *3%*	8 *1%*
4	41 *8%*	12 *4%*	5 *1%*	5 *1%*
3	21 *4%*	14 *5%*	2 *	7 *1%*
2	12 *2%*	10 *3%*	2 *	1 *
1	20 *4%*	13 *4%*	3 *1%*	2 *
Don't know	44 *9%*	52 *18%*	6 *1%*	12 *2%*
Net: 10/9/8/7	219 *45%*	114 *38%*	394 *86%*	509 *90%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 863

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings: It shows interesting programmes about history, science or the arts - SUMMARY

Base : All who watch each channel regularly

	Q6g(b) - Summary			
	Sky One	More4	UKTV History	Discovery Channel
Total (Unwtd)	492	291	473	595
Effective Total	331	196	320	393
Net: 10/9	51 *11%*	23 *8%*	190 *41%*	284 *50%*
Net: 6/5/4	171 *35%*	95 *32%*	55 *12%*	33 *6%*
Net: 3/2/1	52 *11%*	37 *13%*	6 *1%*	11 *2%*
Mean	6.13	6.00	8.11	8.41
Standard Deviation	2.19	2.23	1.54	1.51

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 864

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**34** ***7%***	14 *7%* *40%*	21 *7%* *60%*	10 *9%* *28%*	7 *5%* *21%*	9 *11%* *26%*	5 *6%* *14%*	1 *3%* *4%*	3 *4%* *7%*	1 *1%* *2%*	13 *5%* *37%*	21 *13%* *61%* IJ	2 *2%* *6%*	8 *7%* *25%*	12 *9%* *36%* L
9	**33** ***6%***	14 *7%* *44%*	18 *6%* *56%*	11 *10%* *34%*	5 *4%* *17%*	7 *9%* *22%*	3 *4%* *9%*	3 *8%* *9%*	3 *4%* *8%*	6 *8%* *17%*	17 *6%* *52%*	10 *6%* *31%*	4 *3%* *14%*	13 *10%* *39%*	9 *6%* *29%*
8	**99** ***20%***	28 *14%* *28%*	72 *23%* *72%* A	22 *21%* *22%*	27 *19%* *27%*	12 *14%* *12%*	17 *22%* *18%*	9 *26%* *10%*	11 *18%* *11%*	14 *19%* *14%*	63 *23%* *63%*	22 *14%* *22%*	35 *25%* *35%*	21 *16%* *21%*	24 *17%* *24%*
7	**74** ***14%***	24 *12%* *33%*	50 *16%* *67%*	7 *6%* *9%*	26 *18%* *35%* C	13 *15%* *17%*	12 *15%* *17%*	6 *17%* *8%*	10 *17%* *14%*	15 *20%* *20%*	40 *14%* *54%*	19 *12%* *26%*	20 *14%* *27%*	25 *19%* *33%*	15 *10%* *20%*
6	**66** ***13%***	25 *13%* *37%*	42 *13%* *63%*	13 *12%* *19%*	19 *14%* *29%*	13 *16%* *20%*	10 *13%* *15%*	6 *17%* *10%*	5 *8%* *7%*	9 *12%* *14%*	43 *16%* *65%*	14 *9%* *21%*	28 *20%* *42%* M	9 *7%* *14%*	15 *11%* *23%*
5	**77** ***15%***	30 *15%* *39%*	47 *15%* *61%*	24 *23%* *32%*	24 *17%* *31%*	9 *10%* *11%*	8 *10%* *10%*	2 *5%* *2%*	10 *16%* *13%*	8 *11%* *10%*	34 *12%* *44%*	35 *22%* *46%* J	21 *15%* *28%*	15 *12%* *19%*	25 *17%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 864

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**36** ***7%***	16 *8%* *46%*	19 *6%* *54%*	9 *8%* *25%*	11 *8%* *32%*	5 *6%* *14%*	4 *5%* *10%*	1 *3%* *3%*	6 *9%* *16%*	2 *3%* *7%*	22 *8%* *61%*	12 *7%* *32%*	8 *6%* *21%*	12 *10%* *35%*	13 *9%* *36%*
3	**10** ***2%***	2 *1%* *19%*	8 *2%* *81%*	3 *3%* *35%*	2 *2%* *23%*	1 *1%* *11%*	1 *1%* *7%*	1 *3%* *13%*	1 *2%* *11%*	3 *3%* *27%*	3 *1%* *34%*	4 *2%* *39%*	1 *1%* *13%*	3 *3%* *35%*	2 *1%* *19%*
2	**7** ***1%***	4 *2%* *49%*	4 *1%* *51%*	2 *2%* *28%*	2 *2%* *34%*	2 *2%* *25%*	1 *1%* *13%*	- - -	- - -	2 *2%* *25%*	3 *1%* *41%*	2 *2%* *34%*	4 *3%* *51%*	2 *2%* *28%*	- - -
1	**15** ***3%***	14 *7%* *93%* B	1 *** *7%*	4 *4%* *26%*	2 *2%* *15%*	3 *3%* *18%*	3 *4%* *20%*	1 *2%* *4%*	3 *4%* *17%*	3 *4%* *20%*	6 *2%* *37%*	6 *4%* *43%*	4 *3%* *27%*	8 *6%* *54%*	2 *1%* *12%*
Don't know	**59** ***12%***	28 *14%* *47%*	31 *10%* *53%*	2 *2%* *4%*	13 *9%* *23%*	11 *13%* *18%* C	16 *20%* *27%* C	6 *16%* *10%*	11 *18%* *19%* C	12 *16%* *20%*	32 *12%* *55%*	15 *9%* *25%*	11 *8%* *19%*	11 *9%* *19%*	27 *18%* *45%*
Net: 10/9/8/7	**240** ***47%***	80 *40%* *33%*	160 *51%* *67%*	49 *46%* *21%*	66 *47%* *27%*	41 *49%* *17%*	38 *47%* *16%*	20 *54%* *8%*	27 *43%* *11%*	35 *48%* *15%*	132 *48%* *55%*	72 *45%* *30%*	61 *44%* *25%*	66 *52%* *28%*	61 *42%* *25%*
Net: 10/9	**67** ***13%***	28 *14%* *42%*	39 *12%* *58%*	21 *19%* *31%*	12 *9%* *19%*	16 *19%* *24%*	8 *10%* *12%*	4 *12%* *6%*	5 *8%* *8%*	6 *9%* *9%*	30 *11%* *44%*	31 *19%* *46%*	7 *5%* *10%*	21 *17%* *31%* L	22 *15%* *32%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 864

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**179** ***35%***	71 *36%* *40%*	107 *35%* *60%*	46 *43%* *26%*	55 *39%* *31%*	27 *32%* *15%*	22 *27%* *12%*	9 *25%* *5%*	21 *33%* *12%*	20 *26%* *11%*	98 *36%* *55%*	61 *38%* *34%*	57 *41%* *32%*	37 *29%* *21%*	53 *37%* *30%*
Net: 3/2/1	**32** ***6%***	19 *10%* *60%* B	13 *4%* *40%*	9 *9%* *29%*	7 *5%* *22%*	6 *7%* *18%*	5 *6%* *14%*	2 *5%* *6%*	4 *6%* *11%*	7 *10%* *23%*	12 *4%* *37%*	13 *8%* *40%*	9 *7%* *29%*	13 *11%* *42%*	4 *3%* *11%*
Mean	**6.50**	6.15	6.72 A	6.40	6.39	6.70	6.63	6.95	6.28	6.32	6.58	6.45	6.28	6.33	6.64
Standard Deviation	**2.10**	2.42	1.86	2.31	1.91	2.26	2.11	1.78	2.10	2.10	1.93	2.37	1.89	2.41	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 864

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**34** ***7%***	7 *13%* *19%* R	4 *11%* *10%*	1 *7%* *3%*	23 *6%* *67%*	29 *6%* *85%*	5 *17%* *15%*	34 *7%* *100%*	34 *7%* *100%*	24 *8%* *71%*	10 *5%* *29%*	11 *5%* *32%*
9	**33** ***6%***	2 *4%* *6%*	2 *7%* *7%*	2 *11%* *6%*	26 *6%* *81%*	33 *7%* *100%*	- - -	32 *6%* *99%*	33 *6%* *100%*	23 *7%* *71%*	9 *5%* *28%*	9 *4%* *28%*
8	**99** ***20%***	10 *20%* *10%*	7 *21%* *7%*	3 *19%* *3%*	79 *19%* *80%*	95 *20%* *95%*	5 *15%* *5%*	98 *19%* *98%*	99 *20%* *100%*	54 *17%* *54%*	46 *23%* *46%*	48 *23%* *48%*
7	**74** ***14%***	8 *15%* *10%*	4 *12%* *5%*	3 *18%* *4%*	59 *15%* *80%*	68 *14%* *92%*	6 *19%* *8%*	74 *15%* *100%*	74 *14%* *100%*	45 *14%* *61%*	29 *15%* *39%*	32 *15%* *44%*
6	**66** ***13%***	6 *13%* *10%*	6 *17%* *8%*	2 *15%* *4%*	52 *13%* *78%*	62 *13%* *94%*	4 *13%* *6%*	65 *13%* *98%*	66 *13%* *100%*	43 *14%* *65%*	23 *12%* *35%*	26 *12%* *39%*
5	**77** ***15%***	9 *17%* *11%*	5 *14%* *6%*	2 *13%* *3%*	61 *15%* *80%*	75 *16%* *97%*	2 *7%* *3%*	77 *15%* *100%*	77 *15%* *100%*	49 *16%* *63%*	28 *14%* *36%*	29 *14%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 864

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**36** ***7%***	1 *2%* *3%*	1 *2%* *2%*	1 *6%* *3%*	33 *8%* *93%*	32 *7%* *90%*	4 *12%* *10%*	36 *7%* *100%*	36 *7%* *100%*	26 *8%* *74%*	9 *5%* *26%*	11 *5%* *31%*
3	**10** ***2%***	1 *2%* *11%*	2 *5%* *18%* R	* *2%* *4%*	6 *2%* *67%*	10 *2%* *100%*	- - -	10 *2%* *100%*	10 *2%* *100%*	3 *1%* *29%*	7 *3%* *71%*	7 *3%* *71%*
2	**7** ***1%***	1 *2%* *16%*	* *1%* *5%*	- - -	6 *1%* *79%*	7 *2%* *100%*	- - -	7 *1%* *100%*	7 *1%* *100%*	3 *1%* *40%*	4 *2%* *60%*	4 *2%* *60%*
1	**15** ***3%***	- - -	* *1%* *2%*	1 *4%* *4%* O	14 *3%* *94%*	14 *3%* *94%*	1 *3%* *6%*	15 *3%* *100%*	15 *3%* *100%*	5 *2%* *32%*	10 *5%* *68%*	10 *5%* *68%*
Don't know	**59** ***12%***	6 *12%* *10%*	3 *9%* *5%*	1 *6%* *2%*	49 *12%* *83%*	54 *11%* *92%*	5 *15%* *8%*	57 *11%* *97%*	59 *12%* *100%*	39 *12%* *66%*	20 *10%* *34%*	23 *11%* *39%*
Net: 10/9/8/7	**240** ***47%***	26 *52%* *11%*	17 *51%* *7%*	9 *55%* *4%*	188 *46%* *78%*	224 *47%* *93%*	16 *51%* *7%*	238 *47%* *99%*	240 *47%* *100%*	146 *47%* *61%*	94 *48%* *39%*	100 *48%* *42%*
Net: 10/9	**67** ***13%***	9 *17%* *13%*	6 *18%* *9%*	3 *18%* *4%*	49 *12%* *74%*	62 *13%* *92%*	5 *17%* *8%*	66 *13%* *99%*	67 *13%* *100%*	47 *15%* *71%*	19 *10%* *29%*	20 *10%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 864

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**179** ***35%***	16 *32%* *9%*	11 *33%* *6%*	5 *33%* *3%*	147 *36%* *82%*	169 *35%* *94%*	10 *32%* *6%*	177 *35%* *99%*	179 *35%* *100%*	118 *38%* *66%*	60 *31%* *34%*	66 *31%* *37%*
Net: 3/2/1	**32** ***6%***	2 *4%* *7%*	2 *7%* *8%*	1 *6%* *3%*	26 *6%* *82%*	31 *6%* *97%*	1 *3%* *3%*	32 *6%* *100%*	32 *6%* *100%*	11 *3%* *33%*	21 *11%* *67%* X	21 *10%* *67%* X
Mean	**6.50**	6.93	6.84	6.73	6.41	6.48	6.81	6.50	6.50	6.63	6.31	6.33
Standard Deviation	**2.10**	2.00	2.07	2.14	2.12	2.10	2.25	2.11	2.10	2.00	2.25	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 865

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**51** ***8%***	19 *7%* *37%*	32 *8%* *63%*	28 *15%* *55%* DE	15 *7%* *30%*	1 *1%* *2%*	4 *5%* *9%*	- - -	3 *11%* *5%*	2 *2%* *4%*	30 *8%* *58%*	19 *12%* *38%* I	18 *11%* *36%*	10 *6%* *19%*	15 *7%* *29%*
9	**34** ***5%***	7 *3%* *22%*	26 *7%* *78%* A	16 *8%* *48%*	13 *5%* *38%*	3 *3%* *9%*	1 *2%* *4%*	- - -	* *1%* *1%*	5 *4%* *14%*	24 *6%* *70%*	5 *3%* *16%*	8 *5%* *23%*	8 *5%* *22%*	12 *5%* *37%*
8	**111** ***17%***	46 *16%* *42%*	65 *17%* *58%*	39 *20%* *35%*	37 *16%* *33%*	17 *17%* *15%*	11 *13%* *10%*	3 *10%* *3%*	4 *20%* *4%*	19 *16%* *17%*	65 *17%* *59%*	27 *17%* *24%*	30 *18%* *27%*	23 *14%* *21%*	37 *17%* *34%*
7	**94** ***14%***	41 *14%* *44%*	52 *14%* *56%*	27 *14%* *29%*	44 *19%* *47%* E	9 *9%* *9%*	9 *10%* *10%*	3 *10%* *3%*	2 *8%* *2%*	11 *9%* *12%*	63 *16%* *67%*	19 *12%* *21%*	21 *13%* *23%*	31 *18%* *33%*	24 *11%* *26%*
6	**71** ***11%***	32 *11%* *44%*	40 *11%* *56%*	11 *6%* *15%*	29 *12%* *40%*	13 *13%* *18%*	13 *15%* *18%*	5 *15%* *7%*	1 *6%* *2%*	13 *11%* *18%*	43 *11%* *61%*	15 *9%* *21%*	19 *11%* *26%*	18 *11%* *25%*	20 *9%* *28%*
5	**95** ***14%***	43 *15%* *45%*	52 *14%* *55%*	23 *12%* *24%*	33 *14%* *35%*	17 *17%* *18%*	13 *14%* *13%*	6 *18%* *6%*	3 *16%* *4%*	22 *18%* *23%*	41 *11%* *43%*	32 *20%* *34%* J	19 *12%* *20%*	25 *15%* *27%*	36 *16%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 865

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**52** ***8%***	26 *9%* *49%*	26 *7%* *51%*	17 *9%* *33%*	19 *8%* *37%*	7 *7%* *13%*	3 *3%* *5%*	5 *16%* *10%*	1 *4%* *2%*	11 *9%* *20%*	35 *9%* *67%*	7 *4%* *13%*	13 *8%* *25%*	9 *6%* *18%*	23 *10%* *44%*
3	**40** ***6%***	13 *4%* *32%*	27 *7%* *68%*	15 *8%* *39%*	13 *6%* *33%*	5 *5%* *12%*	5 *6%* *13%*	1 *4%* *3%*	- - -	10 *9%* *26%*	24 *6%* *61%*	5 *3%* *13%*	12 *8%* *31%*	10 *6%* *25%*	13 *6%* *33%*
2	**31** ***5%***	19 *6%* *60%*	12 *3%* *40%*	8 *4%* *26%*	8 *3%* *25%*	8 *8%* *26%*	7 *8%* *22%*	* * *	- - -	7 *6%* *22%*	16 *4%* *51%*	8 *5%* *27%*	4 *3%* *14%*	14 *9%* *46%*	9 *4%* *28%*
1	**28** ***4%***	17 *6%* *61%*	11 *3%* *39%*	6 *3%* *21%*	6 *3%* *22%*	8 *8%* *28%*	7 *8%* *25%*	- - -	1 *5%* *4%*	5 *4%* *17%*	17 *4%* *62%*	6 *3%* *20%*	9 *5%* *31%* M	- - -	15 *6%* *53%* M
Don't know	**62** ***9%***	28 *10%* *45%*	34 *9%* *55%*	3 *2%* *5%*	17 *7%* *27%* C	13 *13%* *22%* C	13 *16%* *22%* C	9 *28%* *14%*	7 *30%* *10%*	16 *13%* *26%*	29 *7%* *46%*	17 *11%* *28%*	8 *5%* *13%*	19 *11%* *30%*	23 *10%* *36%*
Net: 10/9/8/7	**289** ***43%***	114 *39%* *39%*	175 *46%* *61%*	110 *57%* *38%* EF	109 *46%* *38%* EF	29 *29%* *10%*	26 *30%* *9%*	6 *20%* *2%*	9 *40%* *3%*	37 *31%* *13%*	181 *47%* *63%* I	71 *44%* *24%*	77 *48%* *27%*	71 *43%* *25%*	88 *39%* *31%*
Net: 10/9	**85** ***13%***	26 *9%* *31%*	58 *15%* *69%*	44 *23%* *52%* DE F	28 *12%* *33%*	4 *4%* *5%*	6 *7%* *7%*	- - -	3 *13%* *3%*	7 *6%* *8%*	53 *14%* *63%* I	24 *15%* *29%*	26 *16%* *31%*	17 *10%* *21%*	27 *12%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 865

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 6/5/4	**218** ***33%***	100 *34%* *46%*	118 *31%* *54%*	51 *26%* *23%*	82 *35%* *37%*	37 *37%* *17%*	28 *32%* *13%*	16 *48%* *7%*	6 *26%* *3%*	45 *37%* *21%*	119 *31%* *55%*	54 *33%* *25%*	51 *31%* *23%*	52 *31%* *24%*	79 *35%* *36%*
Net: 3/2/1	**98** ***15%***	48 *17%* *49%*	50 *13%* *51%*	29 *15%* *30%*	27 *12%* *28%*	20 *20%* *21%*	19 *22%* *19%*	1 *4%* *1%*	1 *5%* *1%*	22 *18%* *22%*	57 *15%* *58%*	19 *12%* *19%*	26 *16%* *26%*	24 *15%* *25%*	36 *16%* *37%*
Mean	**6.07**	5.77	6.29 A	6.53 E F	6.20 E F	5.30	5.42	5.53	6.66	5.49	6.14 I	6.31 I	6.22	6.06	5.84
Standard Deviation	**2.41**	2.45	2.35	2.55	2.20	2.38	2.54	1.51	2.49	2.25	2.42	2.43	2.52	2.23	2.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 865

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**51** ***8%***	6 *9%* *11%*	1 *6%* *3%*	1 *4%* *2%*	43 *8%* *84%*	47 *8%* *92%*	4 *8%* *8%*	50 *8%* *97%*	51 *8%* *100%*	33 *8%* *65%*	18 *7%* *35%*	18 *7%* *35%*
9	**34** ***5%***	2 *3%* *6%*	1 *5%* *4%*	3 *11%* *8%* OR	28 *5%* *82%*	27 *4%* *81%*	6 *14%* *19%* S	33 *5%* *99%*	34 *5%* *100%*	18 *5%* *55%*	15 *6%* *45%*	15 *6%* *45%*
8	**111** ***17%***	15 *22%* *13%*	3 *13%* *3%*	3 *13%* *3%*	90 *16%* *81%*	102 *16%* *92%*	9 *19%* *8%*	110 *17%* *99%*	111 *17%* *100%*	72 *18%* *65%*	39 *15%* *35%*	39 *15%* *35%*
7	**94** ***14%***	9 *14%* *10%*	3 *12%* *3%*	5 *21%* *6%*	76 *14%* *81%*	87 *14%* *93%*	7 *14%* *7%*	91 *14%* *98%*	94 *14%* *100%*	64 *16%* *68%*	30 *11%* *32%*	30 *11%* *32%*
6	**71** ***11%***	9 *15%* *13%*	3 *11%* *4%*	3 *12%* *4%*	56 *10%* *78%*	71 *11%* *99%*	1 *2%* *1%*	69 *11%* *97%*	71 *11%* *100%*	47 *11%* *65%*	25 *10%* *35%*	27 *10%* *38%*
5	**95** ***14%***	6 *9%* *6%*	5 *19%* *5%*	3 *14%* *4%*	81 *15%* *85%*	85 *14%* *89%*	10 *21%* *11%*	91 *14%* *96%*	95 *14%* *100%*	59 *14%* *62%*	36 *14%* *38%*	36 *14%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 865

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**52** ***8%***	3 *4%* *5%*	3 *12%* *6%* O	1 *6%* *3%*	45 *8%* *86%*	49 *8%* *94%*	3 *7%* *6%*	51 *8%* *97%*	52 *8%* *100%*	37 *9%* *71%*	15 *6%* *29%*	15 *6%* *29%*
3	**40** ***6%***	2 *3%* *4%*	1 *5%* *3%*	1 *5%* *3%*	35 *6%* *89%*	39 *6%* *98%*	1 *1%* *2%*	40 *6%* *100%*	40 *6%* *100%*	21 *5%* *53%*	18 *7%* *46%*	18 *7%* *46%*
2	**31** ***5%***	3 *4%* *8%*	1 *3%* *2%*	1 *3%* *2%*	27 *5%* *88%*	30 *5%* *97%*	1 *2%* *3%*	29 *5%* *94%*	31 *5%* *100%*	16 *4%* *50%*	16 *6%* *50%*	16 *6%* *50%*
1	**28** ***4%***	2 *3%* *7%*	2 *6%* *6%*	1 *3%* *3%*	23 *4%* *84%*	25 *4%* *90%*	3 *6%* *10%*	26 *4%* *95%*	28 *4%* *100%*	15 *4%* *56%*	12 *5%* *44%*	12 *5%* *44%*
Don't know	**62** ***9%***	9 *14%* *14%*	2 *8%* *3%*	2 *9%* *3%*	49 *9%* *79%*	60 *10%* *96%*	3 *6%* *4%*	61 *9%* *98%*	62 *9%* *100%*	26 *6%* *41%*	37 *14%* *59%* X	37 *14%* *59%* X
Net: 10/9/8/7	**289** ***43%***	32 *49%* *11%*	9 *35%* *3%*	12 *49%* *4%*	237 *43%* *82%*	263 *42%* *91%*	26 *55%* *9%*	284 *44%* *98%*	289 *43%* *100%*	188 *46%* *65%*	102 *39%* *35%*	102 *39%* *35%*
Net: 10/9	**85** ***13%***	8 *12%* *9%*	3 *10%* *3%*	4 *15%* *4%*	71 *13%* *83%*	74 *12%* *88%*	10 *22%* *12%*	83 *13%* *98%*	85 *13%* *100%*	52 *13%* *61%*	33 *13%* *39%*	33 *13%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 865

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 6/5/4	**218** ***33%***	18 *28%* *8%*	11 *43%* *5%*	8 *32%* *4%*	182 *33%* *83%*	204 *33%* *94%*	14 *30%* *6%*	211 *32%* *96%*	218 *33%* *100%*	143 *35%* *65%*	76 *29%* *35%*	78 *30%* *36%*
Net: 3/2/1	**98** ***15%***	6 *10%* *6%*	4 *14%* *4%*	2 *10%* *2%*	86 *16%* *87%*	94 *15%* *96%*	4 *9%* *4%*	95 *15%* *97%*	98 *15%* *100%*	52 *13%* *53%*	46 *18%* *47%*	46 *17%* *47%*
Mean	**6.07**	6.55 P	5.72	6.35	6.02	6.03	6.53	6.08	6.07	6.16	5.91	5.92
Standard Deviation	**2.41**	2.27	2.38	2.18	2.43	2.40	2.46	2.40	2.41	2.33	2.52	2.51

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 866

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**14** ***3%***	7 *3%* *52%*	7 *3%* *48%*	4 *6%* *28%*	1 *1%* *5%*	5 *5%* *38%*	1 *1%* *6%*	1 *1%* *4%*	3 *5%* *19%*	- - -	6 *2%* *46%*	8 *6%* *54%*	2 *1%* *11%*	5 *4%* *36%*	3 *2%* *19%*
9	**31** ***6%***	12 *5%* *38%*	20 *8%* *62%*	6 *8%* *18%*	13 *10%* *41%*	4 *4%* *14%*	4 *5%* *14%*	* * *1%*	4 *7%* *13%*	3 *3%* *9%*	22 *8%* *69%*	7 *5%* *22%*	7 *7%* *23%*	9 *8%* *30%*	9 *6%* *30%*
8	**77** ***16%***	37 *14%* *49%*	39 *17%* *51%*	10 *14%* *13%*	14 *11%* *18%*	20 *19%* *26%*	13 *16%* *17%*	10 *21%* *13%*	10 *17%* *13%*	11 *14%* *15%*	47 *17%* *61%*	19 *14%* *24%*	18 *17%* *24%*	20 *17%* *27%*	24 *15%* *31%*
7	**53** ***11%***	33 *13%* *62%*	20 *9%* *38%*	4 *6%* *7%*	7 *5%* *13%*	11 *11%* *21%*	18 *22%* *34%* CD	7 *16%* *14%* D	6 *10%* *11%*	6 *7%* *11%*	33 *12%* *62%*	14 *11%* *27%*	9 *8%* *17%*	12 *10%* *22%*	23 *14%* *44%*
6	**49** ***10%***	25 *10%* *52%*	24 *10%* *48%*	10 *14%* *20%*	13 *10%* *28%*	7 *7%* *15%*	6 *8%* *13%*	7 *16%* *15%*	5 *8%* *10%*	8 *10%* *16%*	32 *12%* *65%*	9 *7%* *19%*	11 *11%* *23%*	11 *9%* *22%*	17 *10%* *35%*
5	**71** ***14%***	38 *15%* *54%*	33 *14%* *46%*	9 *12%* *12%*	26 *21%* *38%*	14 *13%* *19%*	11 *13%* *15%*	3 *6%* *4%*	8 *15%* *12%*	12 *14%* *17%*	30 *11%* *43%*	28 *22%* *40%* J	18 *17%* *25%*	24 *20%* *34%*	17 *10%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 866

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**48** ***10%***	28 *11%* *58%*	20 *9%* *42%*	5 *6%* *9%*	18 *14%* *38%* F	15 *15%* *32%* F	3 *4%* *6%*	3 *7%* *7%*	4 *6%* *8%*	9 *11%* *18%*	27 *10%* *56%*	12 *9%* *26%*	10 *9%* *21%*	5 *4%* *10%*	24 *15%* *49%* M
3	**32** ***7%***	22 *9%* *69%*	10 *4%* *31%*	11 *15%* *33%* F	10 *7%* *30%*	6 *5%* *18%*	2 *3%* *8%*	2 *4%* *6%*	2 *3%* *5%*	4 *5%* *13%*	23 *8%* *72%*	5 *4%* *15%*	3 *3%* *10%*	10 *8%* *30%*	14 *9%* *45%*
2	**23** ***5%***	8 *3%* *36%*	15 *7%* *64%*	4 *6%* *17%*	6 *5%* *27%*	5 *5%* *23%*	3 *4%* *14%*	3 *6%* *12%*	2 *3%* *7%*	6 *7%* *26%*	11 *4%* *47%*	6 *5%* *27%*	5 *4%* *20%*	8 *7%* *36%*	6 *4%* *26%*
1	**29** ***6%***	20 *8%* *69%*	9 *4%* *31%*	7 *9%* *23%*	6 *5%* *21%*	4 *4%* *14%*	4 *5%* *16%*	4 *8%* *13%*	4 *7%* *14%*	6 *7%* *20%*	17 *6%* *60%*	6 *4%* *20%*	9 *9%* *33%*	6 *5%* *21%*	9 *5%* *30%*
Don't know	**61** ***13%***	27 *11%* *45%*	34 *15%* *55%*	3 *4%* *5%*	14 *11%* *24%*	11 *11%* *18%*	15 *19%* *25%* C	7 *14%* *11%*	10 *18%* *17%* C	18 *22%* *29%* J	26 *9%* *42%*	18 *13%* *29%*	14 *13%* *24%*	12 *10%* *20%*	18 *11%* *30%*
Net: 10/9/8/7	**175** ***36%***	89 *35%* *51%*	86 *37%* *49%*	24 *33%* *14%*	34 *27%* *20%*	40 *39%* *23%*	36 *44%* *21%* D	18 *39%* *10%*	22 *39%* *13%*	20 *24%* *11%*	108 *39%* *62%* I	47 *36%* *27%*	36 *34%* *21%*	47 *38%* *27%*	59 *36%* *34%*
Net: 10/9	**45** ***9%***	19 *7%* *42%*	26 *11%* *58%*	10 *13%* *21%*	13 *10%* *30%*	10 *10%* *22%*	5 *6%* *11%*	1 *1%* *1%*	7 *12%* *15%*	3 *3%* *6%*	28 *10%* *62%*	15 *11%* *32%*	9 *8%* *20%*	15 *12%* *32%*	12 *7%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 866

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**168** ***34%***	91 *35%* *54%*	77 *33%* *46%*	23 *32%* *14%*	58 *45%* *35%* F	36 *35%* *22%*	20 *25%* *12%*	13 *29%* *8%*	17 *30%* *10%*	28 *35%* *17%*	89 *33%* *53%*	50 *38%* *30%*	39 *37%* *23%*	40 *32%* *24%*	57 *35%* *34%*
Net: 3/2/1	**84** ***17%***	50 *19%* *60%*	34 *15%* *40%*	21 *30%* *25%* F	22 *17%* *26%*	15 *15%* *18%*	10 *12%* *12%*	8 *18%* *10%*	7 *13%* *9%*	16 *19%* *19%*	51 *19%* *61%*	17 *13%* *20%*	17 *16%* *20%*	24 *20%* *29%*	29 *18%* *35%*
Mean	**5.67**	5.48	5.88	5.38	5.38	5.81	6.02	5.62	6.03	5.09	5.73	5.84	5.57	5.77	5.56
Standard Deviation	**2.40**	2.40	2.40	2.70	2.26	2.40	2.24	2.38	2.52	2.34	2.42	2.37	2.45	2.48	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 866

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**14** ***3%***	3 *6%* *21%*	2 *6%* *12%*	- - -	9 *2%* *67%*	14 *3%* *97%*	* *1%* *3%*	14 *3%* *100%*	14 *3%* *100%*	14 *3%* *100%*
9	**31** ***6%***	2 *4%* *6%*	1 *4%* *3%*	2 *13%* *7%* OP	26 *7%* *84%*	30 *7%* *97%*	1 *3%* *3%*	31 *6%* *100%*	31 *6%* *100%*	31 *6%* *100%*
8	**77** ***16%***	8 *16%* *11%*	3 *12%* *4%*	3 *17%* *4%*	62 *16%* *81%*	69 *15%* *90%*	8 *20%* *10%*	77 *16%* *100%*	77 *16%* *100%*	77 *16%* *100%*
7	**53** ***11%***	5 *10%* *9%*	2 *6%* *3%*	2 *14%* *4%*	44 *11%* *83%*	45 *10%* *86%*	7 *18%* *14%*	51 *11%* *98%*	53 *11%* *100%*	53 *11%* *100%*
6	**49** ***10%***	4 *8%* *9%*	4 *13%* *7%*	2 *12%* *4%*	39 *10%* *80%*	44 *10%* *90%*	5 *13%* *10%*	49 *10%* *100%*	49 *10%* *100%*	49 *10%* *100%*
5	**71** ***14%***	5 *11%* *8%*	4 *17%* *6%*	2 *13%* *3%*	59 *15%* *83%*	67 *15%* *95%*	3 *8%* *5%*	71 *15%* *100%*	71 *14%* *100%*	71 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 866

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**48** ***10%***	7 *14%* *14%*	1 *5%* *3%*	1 *9%* *3%*	39 *10%* *80%*	43 *10%* *90%*	5 *12%* *10%*	48 *10%* *100%*	48 *10%* *100%*	48 *10%* *100%*
3	**32** ***7%***	3 *5%* *8%*	2 *7%* *6%*	* *1%* *	27 *7%* *85%*	31 *7%* *97%*	1 *3%* *3%*	32 *7%* *100%*	32 *7%* *100%*	32 *7%* *100%*
2	**23** ***5%***	1 *3%* *6%*	2 *6%* *7%*	1 *8%* *6%*	19 *5%* *82%*	22 *5%* *92%*	2 *4%* *7%*	23 *5%* *100%*	23 *5%* *100%*	23 *5%* *100%*
1	**29** ***6%***	3 *6%* *11%*	1 *3%* *3%*	1 *4%* *2%*	24 *6%* *84%*	24 *5%* *85%*	4 *11%* *15%*	29 *6%* *100%*	29 *6%* *100%*	29 *6%* *100%*
Don't know	**61** ***13%***	9 *18%* *15%*	6 *21%* *9%* R	1 *9%* *2%*	45 *11%* *74%*	58 *13%* *95%*	3 *8%* *5%*	61 *13%* *100%*	61 *13%* *100%*	61 *13%* *100%*
Net: 10/9/8/7	**175** ***36%***	18 *36%* *10%*	8 *29%* *4%*	7 *44%* *4%*	142 *36%* *81%*	158 *35%* *90%*	17 *42%* *10%*	173 *36%* *99%*	175 *36%* *100%*	175 *36%* *100%*
Net: 10/9	**45** ***9%***	5 *9%* *11%*	3 *10%* *6%*	2 *13%* *5%*	36 *9%* *79%*	44 *10%* *97%*	1 *4%* *3%*	45 *9%* *100%*	45 *9%* *100%*	45 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 866

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**168** ***34%***	16 *33%* *10%*	9 *34%* *6%*	5 *34%* *3%*	136 *35%* *81%*	154 *35%* *92%*	13 *33%* *8%*	168 *34%* *100%*	168 *34%* *100%*	168 *34%* *100%*
Net: 3/2/1	**84** ***17%***	7 *14%* *8%*	4 *16%* *5%*	2 *13%* *3%*	70 *18%* *84%*	77 *17%* *92%*	7 *17%* *8%*	84 *17%* *100%*	84 *17%* *100%*	84 *17%* *100%*
Mean	**5.67**	5.78	5.78	6.01	5.63	5.68	5.55	5.66	5.67	5.67
Standard Deviation	**2.40**	2.51	2.44	2.41	2.40	2.40	2.43	2.41	2.40	2.40

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 867

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**5** ***2%***	2 *2%* *46%*	3 *2%* *54%*	2 *4%* *37%*	2 *2%* *34%*	* * *4%*	1 *2%* *17%*	- - -	* *2%* *8%*	- - -	2 *1%* *42%*	3 *4%* *58%*	2 *3%* *34%*	- - -	2 *1%* *32%*
9	**13** ***5%***	8 *5%* *58%*	6 *4%* *42%*	1 *2%* *5%*	6 *6%* *45%*	* * *1%*	2 *4%* *16%*	4 *10%* *31%*	* *1%* *2%*	2 *4%* *15%*	5 *3%* *36%*	7 *8%* *49%*	2 *3%* *13%*	3 *4%* *19%*	7 *6%* *51%*
8	**37** ***12%***	19 *13%* *52%*	18 *12%* *48%*	7 *16%* *19%*	18 *19%* *49%*	7 *15%* *19%*	3 *5%* *7%*	1 *2%* *2%*	2 *7%* *5%*	5 *10%* *14%*	18 *11%* *49%*	14 *17%* *37%*	7 *11%* *20%*	9 *13%* *24%*	13 *12%* *36%*
7	**50** ***17%***	21 *14%* *42%*	29 *19%* *58%*	11 *26%* *22%*	12 *12%* *23%*	9 *20%* *19%*	9 *17%* *17%*	6 *14%* *11%*	3 *13%* *7%*	11 *20%* *21%*	31 *19%* *63%*	8 *10%* *16%*	16 *24%* *33%*	12 *18%* *25%*	12 *11%* *25%*
6	**30** ***10%***	13 *9%* *44%*	17 *11%* *56%*	5 *11%* *15%*	12 *13%* *41%*	2 *5%* *8%*	2 *4%* *7%*	7 *17%* *23%*	2 *7%* *6%*	3 *5%* *9%*	19 *11%* *63%*	8 *10%* *27%*	13 *19%* *42%* N	7 *10%* *24%*	5 *5%* *17%*
5	**35** ***12%***	12 *8%* *35%*	23 *15%* *65%*	4 *10%* *12%*	9 *10%* *26%*	10 *21%* *28%* F	1 *2%* *3%*	11 *27%* *31%*	- - -	8 *16%* *24%*	13 *8%* *38%*	13 *17%* *38%*	5 *7%* *14%*	10 *14%* *28%*	15 *13%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 867

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**11** ***4%***	5 *3%* *46%*	6 *4%* *54%*	3 *6%* *24%*	6 *6%* *50%*	2 *3%* *14%*	1 *2%* *7%*	* *1%* *4%*	- - -	1 *2%* *10%*	9 *5%* *78%*	1 *2%* *12%*	- - -	2 *2%* *14%*	7 *6%* *59%*
3	**19** ***6%***	12 *8%* *63%*	7 *5%* *37%*	3 *6%* *14%*	6 *6%* *29%*	3 *7%* *16%*	5 *9%* *24%*	3 *8%* *17%*	- - -	2 *4%* *12%*	12 *7%* *63%*	5 *6%* *25%*	6 *8%* *30%*	3 *5%* *17%*	8 *7%* *41%*
2	**12** ***4%***	10 *6%* *82%*	2 *1%* *18%*	3 *7%* *24%*	2 *2%* *20%*	1 *3%* *12%*	4 *8%* *34%*	1 *3%* *10%*	- - -	* * *2%*	11 *7%* *98%*	- - -	1 *2%* *10%*	6 *8%* *50%*	3 *2%* *23%*
1	**26** ***9%***	15 *10%* *58%*	11 *7%* *42%*	5 *12%* *20%*	2 *2%* *9%*	7 *14%* *25%* D	8 *16%* *31%* D	- - -	4 *15%* *15%*	6 *12%* *24%*	13 *8%* *50%*	7 *8%* *26%*	3 *4%* *11%*	4 *6%* *15%*	15 *14%* *58%*
Don't know	**61** ***20%***	31 *21%* *52%*	29 *19%* *48%*	- - -	20 *21%* *32%*	5 *12%* *9%*	15 *31%* *25%*	7 *17%* *11%*	14 *55%* *22%*	14 *27%* *24%*	31 *19%* *51%*	16 *19%* *26%*	13 *20%* *22%*	14 *20%* *24%*	24 *22%* *40%*
Net: 10/9/8/7	**105** ***35%***	50 *34%* *47%*	55 *37%* *53%*	21 *48%* *19%*	37 *40%* *36%*	17 *36%* *16%*	14 *29%* *14%*	11 *27%* *10%*	6 *23%* *5%*	18 *33%* *17%*	56 *34%* *54%*	31 *39%* *30%*	27 *40%* *26%*	24 *34%* *23%*	34 *31%* *33%*
Net: 10/9	**19** ***6%***	10 *7%* *54%*	8 *6%* *46%*	2 *6%* *13%*	8 *8%* *42%*	* *1%* *2%*	3 *6%* *16%*	4 *10%* *23%*	1 *3%* *3%*	2 *4%* *11%*	7 *4%* *38%*	9 *12%* *51%*	3 *5%* *19%*	3 *4%* *14%*	8 *8%* *45%*
Net: 6/5/4	**76** ***25%***	30 *20%* *40%*	46 *30%* *60%*	11 *27%* *15%*	27 *29%* *36%* F	14 *29%* *18%* F	4 *8%* *5%*	18 *45%* *24%*	2 *7%* *2%*	12 *23%* *16%*	41 *25%* *54%*	23 *28%* *30%*	18 *26%* *23%*	19 *27%* *24%*	26 *24%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 867

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 3/2/1	**57** ***19%***	37 *25%* *65%* B	20 *13%* *35%*	11 *25%* *19%*	10 *11%* *18%*	11 *23%* *19%*	17 *33%* *29%* D	4 *11%* *8%*	4 *15%* *7%*	9 *17%* *16%*	36 *22%* *64%*	11 *14%* *20%*	10 *14%* *17%*	13 *19%* *23%*	25 *23%* *45%*
Mean	**5.56**	5.32	5.79	5.51	6.20 E	5.15	4.61	5.81	5.13	5.40	5.36	6.05	6.04	5.49	5.18
Standard Deviation	**2.46**	2.65	2.25	2.59	2.15	2.44	2.94	1.81	3.19	2.47	2.43	2.47	2.09	2.32	2.71

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 867

Absolutes/col/row percents

9 Jul 2009

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**** It shows high quality soaps or dramas made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**5** ***2%***	1 *3%* *17%*	* *3%* *8%*	* *4%* *9%*	3 *1%* *66%*	3 *1%* *68%*	2 *9%* *32%*	5 *2%* *100%*	5 *2%* *100%*	5 *4%* *91%*	* * *9%*	* * *9%*
9	**13** ***5%***	2 *7%* *15%*	- - -	* *4%* *3%*	11 *4%* *82%*	13 *5%* *100%*	- - -	13 *5%* *100%*	13 *5%* *100%*	5 *4%* *37%*	9 *5%* *63%*	9 *5%* *63%*
8	**37** ***12%***	2 *9%* *7%*	3 *25%* *9%* R	1 *15%* *4%*	30 *12%* *80%*	33 *12%* *89%*	4 *21%* *11%*	37 *12%* *100%*	37 *12%* *100%*	16 *13%* *44%*	21 *12%* *56%*	21 *12%* *56%*
7	**50** ***17%***	5 *20%* *11%*	2 *13%* *3%*	2 *16%* *3%*	41 *17%* *82%*	48 *17%* *96%*	2 *10%* *4%*	50 *17%* *100%*	50 *17%* *100%*	26 *21%* *53%*	24 *14%* *47%*	24 *14%* *47%*
6	**30** ***10%***	2 *8%* *7%*	1 *8%* *3%*	2 *17%* *6%*	25 *10%* *84%*	30 *11%* *100%*	- - -	30 *10%* *100%*	30 *10%* *100%*	17 *13%* *58%*	12 *7%* *42%*	12 *7%* *42%*
5	**35** ***12%***	2 *9%* *7%*	2 *14%* *5%*	1 *14%* *4%*	30 *12%* *84%*	32 *11%* *91%*	3 *16%* *9%*	35 *12%* *100%*	35 *12%* *100%*	14 *11%* *41%*	20 *12%* *58%*	23 *13%* *65%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 867

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**11** ***4%***	2 *6%* *16%*	* *3%* *4%*	1 *9%* *8%*	8 *3%* *73%*	8 *3%* *70%*	3 *18%* *30%*	11 *4%* *100%*	11 *4%* *100%*	6 *5%* *53%*	5 *3%* *47%*	5 *3%* *47%*
3	**19** ***6%***	2 *6%* *9%*	1 *5%* *3%*	- - -	17 *7%* *88%*	19 *7%* *98%*	* *2%* *2%*	19 *6%* *100%*	19 *6%* *100%*	9 *7%* *47%*	10 *6%* *53%*	10 *6%* *53%*
2	**12** ***4%***	1 *5%* *11%*	* *3%* *3%*	* *3%* *2%*	10 *4%* *84%*	12 *4%* *100%*	- - -	12 *4%* *100%*	12 *4%* *100%*	2 *1%* *14%*	10 *6%* *86%*	10 *6%* *86%*
1	**26** ***9%***	2 *7%* *8%*	2 *13%* *7%*	* *3%* *1%*	22 *9%* *84%*	24 *9%* *93%*	2 *10%* *7%*	26 *9%* *100%*	26 *9%* *100%*	8 *7%* *33%*	17 *10%* *67%*	17 *10%* *67%*
Don't know	**61** ***20%***	5 *19%* *9%*	2 *15%* *3%*	2 *16%* *3%*	52 *21%* *86%*	58 *21%* *96%*	2 *13%* *4%*	61 *20%* *100%*	61 *20%* *100%*	20 *15%* *33%*	41 *24%* *67%*	41 *24%* *67%*
Net: 10/9/8/7	**105** ***35%***	11 *40%* *10%*	5 *41%* *5%*	4 *39%* *4%*	85 *34%* *81%*	98 *35%* *93%*	7 *40%* *7%*	105 *35%* *100%*	105 *35%* *100%*	52 *41%* *50%*	53 *31%* *50%*	53 *31%* *50%*
Net: 10/9	**19** ***6%***	3 *10%* *15%*	* *3%* *2%*	1 *9%* *5%*	14 *6%* *78%*	17 *6%* *91%*	2 *9%* *9%*	19 *6%* *100%*	19 *6%* *100%*	10 *7%* *52%*	9 *5%* *48%*	9 *5%* *48%*
Net: 6/5/4	**76** ***25%***	6 *23%* *8%*	3 *25%* *4%*	4 *39%* *5%*	63 *25%* *82%*	70 *25%* *92%*	6 *35%* *8%*	76 *25%* *100%*	76 *25%* *100%*	38 *29%* *50%*	38 *22%* *50%*	40 *23%* *53%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 867

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 3/2/1	**57** ***19%***	5 *18%* *9%*	3 *20%* *5%*	1 *6%* *1%*	48 *19%* *85%* Q	54 *19%* *96%*	2 *12%* *4%*	57 *19%* *100%*	57 *19%* *100%*	19 *15%* *34%*	37 *22%* *66%*	37 *22%* *66%*
Mean	**5.56**	5.71	5.61	6.20	5.51	5.54	5.77	5.56	5.56	5.91	5.26	5.25
Standard Deviation	**2.46**	2.60	2.71	2.17	2.46	2.45	2.68	2.46	2.46	2.29	2.57	2.55

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 868

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**12** ***5%***	3 *3%* *25%*	9 *7%* *75%*	6 *7%* *49%*	1 *2%* *12%*	4 *13%* *34%*	- - -	* *2%* *1%*	* *8%* *3%*	1 *3%* *7%*	5 *4%* *45%*	6 *9%* *48%*	1 *2%* *11%*	3 *4%* *23%*	6 *8%* *53%*
9	**10** ***4%***	3 *3%* *30%*	7 *5%* *70%*	1 *1%* *13%*	4 *5%* *43%*	1 *4%* *13%*	- - -	2 *21%* *20%*	1 *24%* *12%*	3 *10%* *26%*	6 *4%* *56%*	2 *3%* *18%*	4 *8%* *43%*	3 *5%* *33%*	1 *1%* *10%*
8	**25** ***10%***	7 *7%* *29%*	17 *13%* *71%*	11 *12%* *43%*	5 *6%* *20%*	2 *6%* *8%*	6 *25%* *22%*	- - -	2 *33%* *7%*	4 *14%* *15%*	14 *9%* *58%*	7 *11%* *27%*	5 *9%* *21%*	10 *13%* *39%*	6 *8%* *26%*
7	**24** ***10%***	6 *5%* *23%*	18 *13%* *77%*	15 *17%* *63%*	5 *6%* *22%*	* *1%* *1%*	3 *14%* *13%*	- - -	* *5%* *1%*	* *1%* *1%*	12 *8%* *51%*	12 *19%* *48%*	5 *10%* *22%*	10 *14%* *43%*	5 *6%* *20%*
6	**16** ***7%***	4 *4%* *22%*	13 *9%* *78%*	5 *6%* *32%*	8 *9%* *46%*	2 *6%* *11%*	* *1%* *1%*	- - -	1 *29%* *9%*	1 *5%* *8%*	13 *8%* *77%*	2 *4%* *15%*	3 *6%* *19%*	7 *9%* *40%*	2 *3%* *15%*
5	**31** ***13%***	20 *19%* *64%* B	11 *8%* *36%*	9 *10%* *29%*	16 *20%* *53%*	1 *4%* *4%*	3 *12%* *9%*	2 *17%* *5%*	- - -	1 *5%* *4%*	19 *13%* *63%*	10 *17%* *33%*	7 *12%* *21%*	8 *11%* *27%*	14 *18%* *44%*
4	**16** ***6%***	9 *9%* *60%*	6 *5%* *40%*	4 *5%* *29%*	6 *8%* *39%*	2 *6%* *13%*	- - -	3 *31%* *19%*	- - -	2 *9%* *15%*	12 *8%* *76%*	1 *2%* *9%*	2 *4%* *15%*	5 *7%* *34%*	6 *8%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 868

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**16** ***7%***	8 *8%* *51%*	8 *6%* *49%*	5 *6%* *34%*	5 *7%* *35%*	- - -	3 *14%* *20%*	2 *17%* *11%*	- - -	3 *11%* *18%*	11 *7%* *72%*	2 *3%* *11%*	3 *6%* *20%*	2 *2%* *11%*	9 *12%* *57%*
2	**28** ***12%***	14 *14%* *49%*	14 *10%* *51%*	14 *16%* *50%*	9 *12%* *33%*	3 *8%* *10%*	2 *9%* *7%*	- - -	- - -	4 *14%* *13%*	23 *15%* *80%*	2 *3%* *7%*	8 *14%* *28%*	7 *9%* *24%*	11 *15%* *41%*
1	**43** ***18%***	21 *20%* *49%*	22 *16%* *51%*	14 *15%* *32%*	15 *18%* *34%*	11 *33%* *25%*	3 *13%* *7%*	1 *12%* *3%*	- - -	5 *21%* *12%*	28 *18%* *66%*	9 *15%* *21%*	13 *23%* *29%*	16 *21%* *36%*	8 *10%* *19%*
Don't know	**20** ***8%***	8 *8%* *40%*	12 *9%* *60%*	6 *6%* *28%*	5 *6%* *26%*	7 *21%* *33%*	3 *12%* *13%*	- - -	- - -	2 *6%* *8%*	10 *7%* *50%*	8 *14%* *42%*	4 *7%* *18%*	3 *4%* *14%*	8 *10%* *39%*
Net: 10/9/8/7	**71** ***29%***	19 *18%* *27%*	52 *38%* *73%* A	33 *37%* *47%*	16 *20%* *23%*	8 *23%* *11%*	9 *39%* *12%*	2 *23%* *3%*	4 *71%* *5%*	7 *29%* *10%*	38 *25%* *53%*	26 *42%* *36%*	16 *29%* *23%*	26 *36%* *37%*	19 *24%* *26%*
Net: 10/9	**22** ***9%***	6 *6%* *27%*	16 *12%* *73%*	7 *8%* *33%*	6 *7%* *26%*	5 *17%* *24%*	- - -	2 *23%* *10%*	2 *32%* *7%*	4 *14%* *16%*	11 *7%* *50%*	8 *13%* *34%*	6 *10%* *26%*	6 *8%* *27%*	7 *10%* *33%*
Net: 6/5/4	**63** ***26%***	33 *32%* *52%*	30 *22%* *48%*	19 *21%* *30%*	30 *37%* *48%*	5 *15%* *8%*	3 *13%* *5%*	5 *48%* *7%*	1 *29%* *2%*	5 *19%* *8%*	44 *28%* *70%*	14 *23%* *22%*	12 *22%* *19%*	20 *28%* *32%*	23 *29%* *36%*
Net: 3/2/1	**87** ***36%***	43 *42%* *50%*	44 *32%* *50%*	33 *37%* *38%*	30 *36%* *34%*	13 *41%* *15%*	8 *36%* *9%*	3 *30%* *3%*	- - -	12 *46%* *14%*	62 *40%* *72%*	13 *21%* *15%*	24 *43%* *27%*	24 *33%* *28%*	29 *37%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 868

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**4.71**	4.08	5.19 A	4.89	4.39	4.27	4.95	4.77	7.76	4.48	4.41	5.64	4.44	4.88	4.66
Standard Deviation	**2.86**	2.61	2.96	2.89	2.58	3.62	2.72	2.74	1.47	3.12	2.75	2.90	2.96	2.89	2.76

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Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**12** ***5%***	1 *5%* *9%*	* *5%* *3%*	* *3%* *1%*	10 *5%* *87%*	9 *4%* *71%*	3 *10%* *29%*	11 *5%* *91%*	12 *5%* *100%*	12 *5%* *100%*
9	**10** ***4%***	1 *6%* *13%*	- - -	* *3%* *2%*	9 *4%* *86%*	8 *4%* *77%*	2 *7%* *23%*	10 *4%* *93%*	10 *4%* *100%*	10 *4%* *100%*
8	**25** ***10%***	2 *12%* *9%*	* *6%* *2%*	1 *10%* *3%*	21 *10%* *86%*	22 *11%* *89%*	3 *7%* *11%*	23 *10%* *94%*	25 *10%* *100%*	25 *10%* *100%*
7	**24** ***10%***	1 *3%* *3%*	2 *24%* *8%*	1 *14%* *4%*	21 *10%* *85%*	19 *9%* *80%*	5 *14%* *20%*	23 *10%* *94%*	24 *10%* *100%*	24 *10%* *100%*
6	**16** ***7%***	3 *15%* *19%*	* *4%* *2%*	1 *13%* *5%*	12 *6%* *74%*	15 *7%* *94%*	1 *3%* *6%*	16 *7%* *100%*	16 *7%* *100%*	16 *7%* *100%*
5	**31** ***13%***	1 *3%* *2%*	1 *10%* *3%*	1 *14%* *3%*	29 *14%* *92%*	29 *14%* *95%*	2 *5%* *5%*	29 *13%* *93%*	31 *13%* *100%*	31 *13%* *100%*
4	**16** ***6%***	1 *3%* *4%*	* *5%* *3%*	* *4%* *2%*	14 *7%* *91%*	12 *6%* *78%*	3 *10%* *22%*	14 *6%* *91%*	16 *6%* *100%*	16 *6%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 868

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**16** ***7%***	1 *7%* *9%*	- - -	* *7%* *3%*	14 *7%* *88%*	13 *6%* *82%*	3 *8%* *18%*	16 *7%* *100%*	16 *7%* *100%*	16 *7%* *100%*
2	**28** ***12%***	1 *4%* *3%*	1 *14%* *4%*	* *3%* *1%*	26 *13%* *93%*	24 *12%* *86%*	4 *11%* *14%*	27 *12%* *95%*	28 *12%* *100%*	28 *12%* *100%*
1	**43** ***18%***	4 *20%* *9%*	1 *18%* *3%*	1 *20%* *3%*	36 *18%* *84%*	36 *18%* *84%*	7 *19%* *16%*	41 *18%* *96%*	43 *18%* *100%*	43 *18%* *100%*
Don't know	**20** ***8%***	4 *22%* *22%*	1 *13%* *5%*	1 *8%* *3%*	14 *7%* *71%*	18 *9%* *88%*	2 *7%* *12%*	20 *9%* *100%*	20 *8%* *100%*	20 *8%* *100%*
Net: 10/9/8/7	**71** ***29%***	5 *26%* *8%*	3 *35%* *4%*	2 *30%* *3%*	61 *30%* *86%*	58 *28%* *81%*	13 *37%* *19%*	67 *29%* *94%*	71 *29%* *100%*	71 *29%* *100%*
Net: 10/9	**22** ***9%***	2 *12%* *11%*	* *5%* *2%*	* *5%* *2%*	19 *9%* *86%*	17 *8%* *74%*	6 *16%* *26%*	21 *9%* *92%*	22 *9%* *100%*	22 *9%* *100%*
Net: 6/5/4	**63** ***26%***	4 *22%* *7%*	2 *19%* *2%*	2 *31%* *3%*	55 *27%* *87%*	57 *28%* *90%*	6 *17%* *10%*	59 *26%* *94%*	63 *26%* *100%*	63 *26%* *100%*
Net: 3/2/1	**87** ***36%***	6 *30%* *7%*	3 *33%* *3%*	2 *31%* *2%*	76 *37%* *88%*	73 *36%* *84%*	14 *39%* *16%*	84 *36%* *96%*	87 *36%* *100%*	87 *36%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 868

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**4.71**	5.03	4.71	4.85	4.68	4.68	4.90	4.69	4.71	4.71
Standard Deviation	**2.86**	3.18	3.07	2.92	2.85	2.81	3.20	2.86	2.86	2.86

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 869

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**27** ***8%***	11 *11%* *39%*	16 *7%* *61%*	5 *8%* *17%*	8 *10%* *30%*	7 *11%* *28%*	2 *3%* *8%*	* *1%* *1%*	5 *18%* *17%*	1 *3%* *4%*	14 *8%* *53%*	12 *11%* *43%*	11 *12%* *39%*	4 *7%* *16%*	5 *4%* *17%*
9	**14** ***4%***	1 *1%* *7%*	13 *6%* *93%*	1 *2%* *10%*	6 *8%* *44%*	4 *6%* *27%*	2 *3%* *13%*	* *1%* *3%*	* *2%* *3%*	2 *6%* *17%*	11 *6%* *76%*	1 *1%* *7%*	1 *1%* *9%*	4 *7%* *30%*	6 *5%* *42%*
8	**54** ***16%***	13 *13%* *25%*	40 *18%* *75%*	5 *8%* *9%*	9 *11%* *17%*	7 *11%* *14%*	18 *29%* *33%* CD E	12 *37%* *22%*	3 *13%* *6%*	5 *11%* *8%*	25 *14%* *46%*	24 *23%* *45%*	23 *26%* *42%* N	7 *11%* *13%*	13 *11%* *24%*
7	**37** ***11%***	14 *14%* *39%*	22 *10%* *61%*	8 *14%* *22%*	8 *10%* *21%*	12 *18%* *33%*	4 *7%* *12%*	3 *8%* *7%*	1 *6%* *4%*	5 *11%* *13%*	22 *12%* *60%*	10 *10%* *27%*	3 *3%* *7%*	10 *16%* *28%*	14 *12%* *37%*
6	**38** ***12%***	15 *15%* *38%*	24 *10%* *62%*	13 *22%* *35%* DF	5 *6%* *14%*	7 *10%* *18%*	3 *4%* *7%*	5 *16%* *13%*	5 *21%* *14%*	3 *8%* *8%*	23 *13%* *61%*	12 *11%* *31%*	11 *13%* *29%*	14 *22%* *36%*	8 *7%* *22%*
5	**35** ***11%***	10 *10%* *29%*	25 *11%* *71%*	3 *4%* *7%*	15 *18%* *42%*	7 *10%* *20%*	7 *11%* *19%*	1 *4%* *3%*	3 *11%* *8%*	3 *8%* *10%*	25 *14%* *71%*	7 *6%* *19%*	9 *10%* *26%*	4 *6%* *12%*	14 *12%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 869

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**37** ***11%***	8 *8%* *21%*	29 *13%* *79%*	10 *16%* *27%*	14 *18%* *39%*	7 *10%* *18%*	5 *7%* *12%*	1 *4%* *3%*	- - -	2 *6%* *6%*	15 *8%* *41%*	19 *18%* *52%*	6 *7%* *16%*	6 *9%* *15%*	22 *19%* *61%* L
3	**10** ***3%***	2 *2%* *18%*	8 *3%* *82%*	4 *6%* *37%*	2 *3%* *23%*	1 *2%* *15%*	1 *1%* *6%*	2 *6%* *19%*	- - -	1 *1%* *6%*	6 *3%* *60%*	3 *3%* *35%*	2 *2%* *17%*	- - -	6 *5%* *64%*
2	**17** ***5%***	8 *8%* *47%*	9 *4%* *53%*	6 *10%* *37%*	6 *8%* *38%*	4 *6%* *23%*	* * *1%*	* * *1%*	- - -	5 *12%* *30%* K	12 *7%* *70%* K	- - -	6 *7%* *36%*	4 *6%* *23%*	5 *4%* *28%*
1	**25** ***8%***	6 *6%* *24%*	19 *8%* *76%*	5 *8%* *19%*	3 *3%* *11%*	6 *8%* *22%*	7 *11%* *28%*	2 *7%* *8%*	3 *11%* *11%*	8 *18%* *31%* J	11 *6%* *45%*	6 *6%* *24%*	6 *7%* *24%*	5 *8%* *21%*	11 *9%* *43%*
Don't know	**35** ***11%***	12 *12%* *35%*	23 *10%* *65%*	2 *3%* *5%*	5 *6%* *14%*	6 *8%* *16%*	13 *22%* *38%* CD	5 *16%* *14%*	5 *19%* *14%*	8 *18%* *22%*	16 *9%* *46%*	11 *11%* *32%*	11 *13%* *31%*	4 *7%* *12%*	13 *11%* *36%*
Net: 10/9/8/7	**132** ***40%***	39 *39%* *30%*	92 *40%* *70%*	19 *31%* *14%*	31 *38%* *24%*	31 *45%* *23%*	26 *43%* *20%*	15 *48%* *11%*	10 *39%* *8%*	13 *30%* *10%*	72 *40%* *55%*	47 *45%* *36%*	37 *42%* *28%*	26 *41%* *20%*	37 *32%* *28%*
Net: 10/9	**41** ***13%***	12 *12%* *28%*	30 *13%* *72%*	6 *10%* *15%*	14 *17%* *35%*	11 *17%* *27%*	4 *6%* *10%*	1 *2%* *2%*	5 *20%* *12%*	3 *8%* *8%*	25 *14%* *61%*	13 *12%* *31%*	12 *13%* *29%*	9 *14%* *21%*	10 *9%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 869

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**110** ***33%***	33 *33%* *30%*	77 *34%* *70%*	26 *42%* *23%*	34 *42%* *31%*	20 *30%* *19%*	14 *23%* *13%*	7 *23%* *7%*	8 *31%* *7%*	9 *21%* *8%*	63 *35%* *57%*	38 *36%* *34%*	26 *30%* *24%*	23 *37%* *21%*	44 *38%* *40%*
Net: 3/2/1	**51** ***16%***	15 *15%* *30%*	36 *16%* *70%*	14 *24%* *28%*	11 *14%* *22%*	11 *16%* *21%*	8 *13%* *15%*	4 *13%* *8%*	3 *11%* *5%*	13 *31%* *26%* JK	29 *16%* *56%*	9 *9%* *18%*	14 *16%* *27%*	9 *15%* *18%*	21 *19%* *42%*
Mean	**5.89**	5.94	5.86	5.31	5.83	6.01	6.02	6.31	6.55	4.76	5.92	6.25	6.19	5.96	5.29
Standard Deviation	**2.60**	2.58	2.61	2.54	2.54	2.69	2.67	2.28	2.84	2.97	2.54	2.45	2.73	2.52	2.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 869

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**27** ***8%***	5 *17%* *19%* R	2 *9%* *7%*	1 *5%* *2%*	19 *7%* *72%*	25 *9%* *92%*	2 *6%* *8%*	27 *8%* *100%*	27 *8%* *100%*	27 *8%* *100%*
9	**14** ***4%***	1 *2%* *4%*	1 *6%* *10%*	1 *7%* *6%*	11 *4%* *81%*	13 *4%* *89%*	2 *4%* *11%*	14 *4%* *100%*	14 *4%* *100%*	14 *4%* *100%*
8	**54** ***16%***	6 *21%* *11%*	2 *9%* *4%*	3 *24%* *5%* P	43 *16%* *80%*	49 *17%* *91%*	5 *14%* *9%*	54 *17%* *100%*	54 *16%* *100%*	54 *16%* *100%*
7	**37** ***11%***	5 *18%* *14%*	3 *16%* *10%*	2 *15%* *5%*	26 *10%* *72%*	31 *11%* *84%*	6 *16%* *16%*	35 *11%* *94%*	37 *11%* *100%*	37 *11%* *100%*
6	**38** ***12%***	1 *4%* *3%*	3 *14%* *8%*	1 *8%* *2%*	33 *13%* *87%*	37 *13%* *97%*	1 *3%* *3%*	38 *12%* *100%*	38 *12%* *100%*	38 *12%* *100%*
5	**35** ***11%***	5 *16%* *14%*	3 *12%* *7%*	1 *7%* *2%*	27 *10%* *77%*	31 *10%* *88%*	4 *12%* *12%*	35 *11%* *100%*	35 *11%* *100%*	35 *11%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 869

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**37** ***11%***	1 *2%* *1%*	1 *4%* *2%*	2 *14%* *4%* OP	34 *13%* *92%*	31 *11%* *84%*	6 *16%* *16%*	37 *11%* *100%*	37 *11%* *100%*	37 *11%* *100%*
3	**10** ***3%***	1 *2%* *6%*	1 *4%* *8%*	1 *5%* *6%*	8 *3%* *80%*	6 *2%* *67%*	3 *9%* *33%*	9 *3%* *98%*	10 *3%* *100%*	10 *3%* *100%*
2	**17** ***5%***	1 *2%* *3%*	1 *5%* *6%*	1 *5%* *3%*	15 *5%* *87%*	15 *5%* *89%*	2 *5%* *11%*	17 *5%* *100%*	17 *5%* *100%*	17 *5%* *100%*
1	**25** ***8%***	2 *6%* *8%*	1 *4%* *4%*	* *1%* *1%*	22 *8%* *88%*	21 *7%* *86%*	3 *10%* *14%*	25 *8%* *100%*	25 *8%* *100%*	25 *8%* *100%*
Don't know	**35** ***11%***	3 *11%* *9%*	4 *17%* *10%*	1 *7%* *2%*	28 *11%* *79%*	34 *12%* *95%*	2 *5%* *5%*	34 *11%* *96%*	35 *11%* *100%*	35 *11%* *100%*
Net: 10/9/8/7	**132** ***40%***	17 *58%* *13%* R	9 *41%* *7%*	6 *51%* *4%*	100 *38%* *76%*	117 *40%* *89%*	14 *40%* *11%*	130 *40%* *98%*	132 *40%* *100%*	132 *40%* *100%*
Net: 10/9	**41** ***13%***	6 *19%* *14%*	3 *16%* *8%*	1 *12%* *3%*	31 *12%* *75%*	37 *13%* *91%*	4 *10%* *9%*	41 *13%* *100%*	41 *13%* *100%*	41 *13%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 869

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** It shows high quality soaps or dramas made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**110** ***33%***	6 *21%* *6%*	6 *29%* *6%*	3 *30%* *3%*	94 *35%* *86%*	98 *34%* *90%*	11 *31%* *10%*	110 *34%* *100%*	110 *33%* *100%*	110 *33%* *100%*
Net: 3/2/1	**51** ***16%***	3 *10%* *6%*	3 *13%* *5%*	1 *12%* *3%*	44 *17%* *86%*	43 *15%* *83%*	9 *24%* *17%*	51 *16%* *100%*	51 *16%* *100%*	51 *16%* *100%*
Mean	**5.89**	6.77 R	6.25	6.26	5.75	5.96	5.36	5.88	5.89	5.89
Standard Deviation	**2.60**	2.58	2.52	2.39	2.60	2.58	2.65	2.60	2.60	2.60

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 870

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings: It shows high quality soaps or dramas made in the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(b) - Summary					
	ITV2	E4	Sky One	More4	MTV	Living
Total (Unwtd)	500	616	492	291	208	338
Total (Wtd)	510	668	487	298	241	328
Effective Total	326	416	331	196	147	221
10	34 *7%*	51 *8%*	14 *3%*	5 *2%*	12 *5%*	27 *8%*
9	33 *6%*	34 *5%*	31 *6%*	13 *5%*	10 *4%*	14 *4%*
8	99 *20%*	111 *17%*	77 *16%*	37 *12%*	25 *10%*	54 *16%*
7	74 *14%*	94 *14%*	53 *11%*	50 *17%*	24 *10%*	37 *11%*
6	66 *13%*	71 *11%*	49 *10%*	30 *10%*	16 *7%*	38 *12%*
5	77 *15%*	95 *14%*	71 *14%*	35 *12%*	31 *13%*	35 *11%*
4	36 *7%*	52 *8%*	48 *10%*	11 *4%*	16 *6%*	37 *11%*
3	10 *2%*	40 *6%*	32 *7%*	19 *6%*	16 *7%*	10 *3%*
2	7 *1%*	31 *5%*	23 *5%*	12 *4%*	28 *12%*	17 *5%*
1	15 *3%*	28 *4%*	29 *6%*	26 *9%*	43 *18%*	25 *8%*
Don't know	59 *12%*	62 *9%*	61 *13%*	61 *20%*	20 *8%*	35 *11%*
Net: 10/9/8/7	240 *47%*	289 *43%*	175 *36%*	105 *35%*	71 *29%*	132 *40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 870

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings: It shows high quality soaps or dramas made in the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(b) - Summary					
	ITV2	E4	Sky One	More4	MTV	Living
Total (Unwtd)	500	616	492	291	208	338
Effective Total	326	416	331	196	147	221
Net: 10/9	67 *13%*	85 *13%*	45 *9%*	19 *6%*	22 *9%*	41 *13%*
Net: 6/5/4	179 *35%*	218 *33%*	168 *34%*	76 *25%*	63 *26%*	110 *33%*
Net: 3/2/1	32 *6%*	98 *15%*	84 *17%*	57 *19%*	87 *36%*	51 *16%*
Mean	6.50	6.07	5.67	5.56	4.71	5.89
Standard Deviation	2.10	2.41	2.40	2.46	2.86	2.60

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 871

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**22** ***4%***	9 *4%* *41%*	13 *4%* *59%*	7 *7%* *34%*	3 *2%* *16%*	4 *5%* *20%*	4 *5%* *20%*	- - -	2 *4%* *11%*	- - -	5 *2%* *25%*	16 *10%* *75%* IJ	2 *2%* *10%*	7 *5%* *32%*	8 *6%* *37%*
9	**25** ***5%***	13 *6%* *50%*	13 *4%* *50%*	8 *7%* *30%*	5 *4%* *20%*	2 *2%* *7%*	4 *5%* *16%*	2 *4%* *6%*	5 *9%* *22%*	4 *5%* *15%*	8 *3%* *32%*	13 *8%* *53%*	5 *4%* *21%*	6 *5%* *24%*	9 *6%* *35%*
8	**81** ***16%***	31 *15%* *38%*	50 *16%* *62%*	18 *17%* *22%*	22 *15%* *27%*	18 *22%* *22%* H	10 *12%* *12%*	9 *23%* *11%*	5 *7%* *6%*	8 *11%* *10%*	54 *20%* *66%*	19 *12%* *23%*	26 *19%* *32%*	10 *8%* *13%*	27 *19%* *33%*
7	**64** ***12%***	18 *9%* *28%*	46 *15%* *72%*	16 *15%* *25%*	17 *12%* *27%*	5 *6%* *8%*	13 *16%* *20%*	3 *9%* *5%*	9 *15%* *14%*	15 *20%* *24%*	32 *12%* *51%*	16 *10%* *26%*	21 *15%* *33%*	13 *10%* *20%*	12 *8%* *19%*
6	**81** ***16%***	27 *14%* *34%*	54 *17%* *66%*	11 *10%* *13%*	29 *20%* *35%*	16 *19%* *19%*	9 *11%* *11%*	7 *20%* *9%*	9 *15%* *11%*	14 *19%* *17%*	46 *17%* *57%*	21 *13%* *26%*	29 *21%* *36%*	24 *19%* *30%*	15 *11%* *19%*
5	**99** ***19%***	40 *20%* *40%*	59 *19%* *60%*	23 *22%* *23%*	29 *20%* *29%*	10 *12%* *10%*	17 *22%* *18%*	10 *26%* *10%*	10 *17%* *10%*	12 *16%* *12%*	59 *21%* *59%*	28 *18%* *28%*	20 *14%* *20%*	28 *22%* *28%*	35 *24%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 871

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**36** ***7%***	18 *9%* *51%*	17 *6%* *49%*	6 *6%* *17%*	15 *10%* *41%* F	6 *7%* *17%*	1 *1%* *2%*	1 *3%* *3%*	7 *11%* *19%* F	5 *6%* *13%*	13 *5%* *38%*	17 *11%* *49%*	12 *8%* *33%*	11 *9%* *32%*	7 *5%* *18%*
3	**30** ***6%***	12 *6%* *40%*	18 *6%* *60%*	9 *9%* *30%*	5 *3%* *16%*	7 *8%* *22%*	5 *6%* *15%*	* *1%* *1%*	5 *7%* *15%*	2 *2%* *6%*	12 *4%* *40%*	17 *10%* *55%*	10 *7%* *33%*	13 *10%* *42%*	5 *4%* *17%*
2	**17** ***3%***	10 *5%* *59%*	7 *2%* *41%*	4 *4%* *23%*	3 *2%* *18%*	3 *4%* *20%*	5 *6%* *30%*	- - -	2 *3%* *9%*	2 *2%* *10%*	11 *4%* *68%*	4 *2%* *23%*	1 *1%* *9%*	5 *4%* *30%*	5 *3%* *29%*
1	**22** ***4%***	9 *5%* *42%*	13 *4%* *58%*	1 *1%* *6%*	8 *6%* *37%*	3 *3%* *12%*	6 *7%* *27%*	3 *9%* *15%*	* *1%* *2%*	7 *9%* *31%* K	13 *5%* *57%*	2 *2%* *11%*	11 *8%* *50%*	2 *1%* *7%*	6 *4%* *29%*
Don't know	**33** ***7%***	12 *6%* *37%*	21 *7%* *63%*	3 *3%* *10%*	5 *3%* *15%*	10 *12%* *29%*	6 *7%* *17%*	2 *4%* *5%*	8 *12%* *23%* D	6 *8%* *18%*	21 *8%* *62%*	6 *4%* *19%*	1 *1%* *4%*	8 *6%* *25%*	15 *11%* *46%* L
Net: 10/9/8/7	**191** ***38%***	70 *35%* *36%*	122 *39%* *64%*	49 *46%* *26%*	48 *34%* *25%*	29 *35%* *15%*	31 *39%* *16%*	13 *36%* *7%*	22 *35%* *11%*	27 *37%* *14%*	99 *36%* *52%*	65 *40%* *34%*	54 *39%* *28%*	36 *29%* *19%*	56 *39%* *29%*
Net: 10/9	**47** ***9%***	21 *11%* *46%*	25 *8%* *54%*	15 *14%* *32%*	8 *6%* *18%*	6 *7%* *13%*	8 *10%* *18%*	2 *4%* *3%*	8 *13%* *17%*	4 *5%* *8%*	13 *5%* *29%*	30 *18%* *63%* IJ	7 *5%* *16%*	13 *10%* *28%*	17 *12%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 871

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**216** ***42%***	85 *43%* *39%*	131 *42%* *61%*	40 *38%* *19%*	72 *51%* *33%* F	32 *38%* *15%*	27 *34%* *13%*	18 *49%* *8%*	26 *42%* *12%*	31 *41%* *14%*	119 *43%* *55%*	67 *42%* *31%*	61 *44%* *28%*	63 *50%* *29%*	56 *39%* *26%*
Net: 3/2/1	**69** ***14%***	31 *16%* *45%*	38 *12%* *55%*	14 *13%* *21%*	16 *11%* *23%*	13 *15%* *19%*	16 *20%* *23%*	4 *10%* *5%*	7 *11%* *10%*	10 *14%* *15%*	36 *13%* *52%*	23 *14%* *33%*	22 *16%* *32%*	19 *15%* *28%*	16 *11%* *24%*
Mean	**5.89**	5.75	5.98	6.19	5.74	5.92	5.72	5.87	5.96	5.64	5.82	6.12	5.74	5.69	6.08
Standard Deviation	**2.19**	2.32	2.11	2.20	2.07	2.27	2.46	2.10	2.07	2.18	2.10	2.34	2.18	2.09	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 871

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**22** ***4%***	3 *5%* *12%*	1 *4%* *6%*	1 *5%* *4%*	17 *4%* *78%*	16 *3%* *76%*	5 *17%* *24%*	22 *4%* *100%*	22 *4%* *100%*	17 *6%* *80%*	4 *2%* *18%*	4 *2%* *18%*
9	**25** ***5%***	2 *4%* *9%*	2 *7%* *9%*	1 *4%* *2%*	20 *5%* *80%*	25 *5%* *100%*	- - -	25 *5%* *98%*	25 *5%* *100%*	18 *6%* *70%*	7 *4%* *30%*	9 *4%* *34%*
8	**81** ***16%***	9 *18%* *11%*	7 *20%* *8%*	2 *12%* *2%*	63 *15%* *78%*	77 *16%* *95%*	4 *12%* *5%*	78 *15%* *96%*	81 *16%* *100%*	55 *17%* *68%*	26 *13%* *32%*	28 *13%* *34%*
7	**64** ***12%***	8 *15%* *12%*	5 *16%* *8%*	5 *28%* *7%* OR	46 *11%* *73%*	61 *13%* *96%*	2 *7%* *3%*	64 *13%* *100%*	64 *12%* *100%*	36 *11%* *57%*	27 *14%* *43%*	27 *13%* *43%*
6	**81** ***16%***	7 *13%* *8%*	3 *9%* *4%*	3 *19%* *4%*	69 *17%* *84%*	78 *16%* *96%*	3 *11%* *4%*	81 *16%* *100%*	81 *16%* *100%*	49 *15%* *60%*	33 *17%* *40%*	35 *17%* *43%*
5	**99** ***19%***	11 *22%* *11%*	5 *14%* *5%*	1 *9%* *1%*	82 *20%* *83%*	86 *18%* *86%*	14 *43%* *14%*	99 *20%* *100%*	99 *19%* *100%*	60 *19%* *60%*	39 *20%* *40%*	41 *19%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 871

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**36** ***7%***	2 *5%* *7%*	3 *8%* *7%*	1 *7%* *3%*	30 *7%* *83%*	35 *7%* *97%*	1 *3%* *2%*	36 *7%* *100%*	36 *7%* *100%*	16 *5%* *45%*	19 *10%* *54%*	20 *9%* *55%*
3	**30** ***6%***	1 *1%* *2%*	2 *5%* *5%*	* *2%* *1%*	28 *7%* *92%*	30 *6%* *100%*	- - -	30 *6%* *100%*	30 *6%* *100%*	15 *5%* *51%*	15 *8%* *49%*	21 *10%* *69%*
2	**17** ***3%***	2 *4%* *13%*	2 *7%* *14%* R	1 *5%* *5%*	12 *3%* *68%*	16 *3%* *91%*	1 *5%* *8%*	15 *3%* *89%*	17 *3%* *100%*	16 *5%* *95%* YZ	1 * *5%*	1 * *5%*
1	**22** ***4%***	2 *3%* *8%*	1 *3%* *5%*	* *3%* *2%*	19 *5%* *86%*	21 *4%* *97%*	1 *2%* *3%*	22 *4%* *99%*	22 *4%* *100%*	13 *4%* *62%*	8 *4%* *38%*	10 *5%* *48%*
Don't know	**33** ***7%***	4 *9%* *13%*	3 *9%* *9%*	1 *6%* *3%*	25 *6%* *75%*	33 *7%* *99%*	* *1%* *1%*	33 *7%* *100%*	33 *7%* *100%*	19 *6%* *56%*	14 *7%* *44%*	15 *7%* *45%*
Net: 10/9/8/7	**191** ***38%***	22 *43%* *11%*	15 *46%* *8%*	8 *49%* *4%*	147 *36%* *77%*	180 *38%* *94%*	11 *35%* *6%*	188 *37%* *98%*	191 *38%* *100%*	126 *40%* *66%*	65 *33%* *34%*	68 *32%* *35%*
Net: 10/9	**47** ***9%***	5 *10%* *10%*	4 *11%* *7%*	1 *9%* *3%*	37 *9%* *79%*	42 *9%* *89%*	5 *17%* *11%*	47 *9%* *99%*	47 *9%* *100%*	35 *11%* *75%*	11 *6%* *24%*	13 *6%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 871

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**216** ***42%***	20 *40%* *9%*	10 *30%* *5%*	6 *35%* *3%*	180 *44%* *83%* P	198 *41%* *92%*	18 *57%* *8%*	216 *43%* *100%*	216 *42%* *100%*	125 *40%* *58%*	91 *47%* *42%*	95 *45%* *44%*
Net: 3/2/1	**69** ***14%***	4 *9%* *6%*	5 *15%* *7%*	2 *10%* *2%*	58 *14%* *84%*	67 *14%* *97%*	2 *6%* *3%*	67 *13%* *97%*	69 *14%* *100%*	45 *14%* *65%*	24 *12%* *35%*	32 *15%* *47%*
Mean	**5.89**	6.19	6.03	6.19	5.84	5.87	6.21	5.90	5.89	6.00	5.72	5.63
Standard Deviation	**2.19**	2.13	2.38	2.12	2.19	2.19	2.26	2.18	2.19	2.29	2.01	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 872

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**26** ***4%***	9 *3%* *34%*	17 *5%* *66%*	15 *8%* *58%* D	5 *2%* *18%*	1 *1%* *5%*	3 *3%* *12%*	* *1%* *1%*	2 *9%* *7%*	- - -	13 *3%* *51%*	13 *8%* *49%* I	9 *6%* *36%*	9 *5%* *35%*	5 *2%* *18%*
9	**33** ***5%***	11 *4%* *33%*	22 *6%* *67%*	19 *10%* *58%* DF	8 *3%* *23%*	3 *3%* *8%*	1 *1%* *2%*	3 *10%* *9%*	* *1%* *1%*	8 *6%* *23%*	18 *5%* *55%*	7 *5%* *22%*	14 *8%* *42%*	4 *3%* *13%*	12 *5%* *35%*
8	**75** ***11%***	39 *13%* *52%*	36 *10%* *48%*	25 *13%* *33%*	22 *9%* *29%*	8 *8%* *11%*	14 *16%* *19%*	4 *11%* *5%*	2 *9%* *3%*	6 *5%* *8%*	45 *12%* *59%*	24 *15%* *32%*	21 *13%* *28%*	9 *5%* *11%*	28 *12%* *37%*
7	**95** ***14%***	39 *13%* *41%*	56 *15%* *59%*	37 *19%* *39%* F	39 *17%* *41%* F	15 *15%* *15%* F	3 *3%* *3%*	* *2%* *1%*	- - -	17 *14%* *18%*	55 *14%* *58%*	23 *14%* *24%*	24 *15%* *25%*	30 *18%* *31%*	22 *10%* *23%*
6	**91** ***14%***	42 *14%* *46%*	49 *13%* *54%*	16 *8%* *18%*	42 *18%* *46%* C	16 *16%* *17%*	8 *9%* *8%*	6 *19%* *7%*	4 *17%* *4%*	17 *14%* *19%*	49 *13%* *54%*	24 *15%* *27%*	21 *13%* *24%*	27 *16%* *30%*	26 *11%* *28%*
5	**105** ***16%***	44 *15%* *42%*	61 *16%* *58%*	27 *14%* *26%*	37 *16%* *35%*	17 *18%* *17%*	16 *19%* *15%*	5 *15%* *5%*	3 *13%* *3%*	16 *13%* *15%*	64 *17%* *61%*	25 *16%* *24%*	19 *12%* *18%*	21 *12%* *20%*	45 *20%* *43%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 872

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**74** ***11%***	36 *12%* *49%*	38 *10%* *51%*	14 *7%* *19%*	31 *13%* *42%*	13 *13%* *18%*	10 *11%* *13%*	4 *13%* *6%*	1 *6%* *2%*	17 *14%* *24%*	42 *11%* *57%*	14 *9%* *19%*	20 *12%* *27%*	16 *10%* *21%*	28 *13%* *39%*
3	**56** ***8%***	29 *10%* *53%*	26 *7%* *47%*	22 *11%* *39%*	21 *9%* *38%*	3 *3%* *6%*	9 *10%* *16%*	1 *2%* *1%*	- - -	6 *5%* *12%*	40 *10%* *72%*	9 *6%* *16%*	12 *7%* *22%*	23 *14%* *41%*	14 *6%* *26%*
2	**37** ***6%***	11 *4%* *31%*	26 *7%* *69%*	6 *3%* *15%*	16 *7%* *45%*	9 *9%* *23%*	2 *2%* *4%*	3 *9%* *8%*	2 *8%* *5%*	12 *10%* *34%* K	21 *5%* *56%*	4 *2%* *10%*	9 *6%* *26%*	11 *7%* *30%*	10 *4%* *27%*
1	**38** ***6%***	13 *5%* *35%*	25 *7%* *65%*	10 *5%* *25%*	11 *5%* *29%*	7 *7%* *18%*	9 *11%* *24%*	- - -	1 *5%* *3%*	13 *11%* *35%*	20 *5%* *51%*	5 *3%* *14%*	8 *5%* *21%*	5 *3%* *14%*	20 *9%* *51%*
Don't know	**38** ***6%***	17 *6%* *45%*	21 *6%* *55%*	2 *1%* *5%*	2 *1%* *7%*	8 *8%* *20%* CD	13 *15%* *33%* CD	6 *19%* *16%*	7 *32%* *19%*	7 *6%* *18%*	20 *5%* *52%*	11 *7%* *30%*	4 *2%* *10%*	12 *7%* *31%*	17 *7%* *44%*
Net: 10/9/8/7	**229** ***34%***	98 *34%* *43%*	132 *35%* *57%*	97 *50%* *42%* DE F	74 *31%* *32%*	27 *27%* *12%*	21 *24%* *9%*	7 *23%* *3%*	4 *19%* *2%*	31 *25%* *13%*	131 *34%* *57%*	67 *42%* *29%* I	68 *42%* *30%* N	52 *31%* *23%*	66 *29%* *29%*
Net: 10/9	**59** ***9%***	20 *7%* *33%*	39 *10%* *67%*	34 *18%* *58%* DE F	12 *5%* *21%*	4 *4%* *6%*	4 *4%* *6%*	3 *10%* *5%*	2 *9%* *4%*	8 *6%* *13%*	31 *8%* *53%*	20 *12%* *34%*	23 *14%* *39%*	13 *8%* *23%*	16 *7%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 872

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 6/5/4	**270** ***40%***	122 *42%* *45%*	148 *39%* *55%*	57 *30%* *21%*	110 *47%* *41%* C	46 *47%* *17%* C	33 *39%* *12%*	15 *47%* *6%*	8 *36%* *3%*	51 *42%* *19%*	156 *40%* *58%*	64 *40%* *24%*	60 *37%* *22%*	63 *38%* *23%*	99 *44%* *37%*
Net: 3/2/1	**131** ***20%***	54 *19%* *41%*	77 *20%* *59%*	37 *19%* *28%*	49 *21%* *37%*	19 *19%* *14%*	20 *23%* *15%*	4 *11%* *3%*	3 *13%* *2%*	32 *27%* *25%* K	80 *21%* *61%*	18 *11%* *14%*	29 *18%* *22%*	39 *23%* *30%*	44 *20%* *34%*
Mean	**5.51**	5.52	5.50	6.07 D EF	5.31	5.15	5.04	5.63	5.62	4.81	5.46 I	6.14 IJ	5.83	5.39	5.27
Standard Deviation	**2.33**	2.21	2.41	2.47	2.14	2.18	2.46	2.17	2.70	2.36	2.29	2.24	2.44	2.27	2.34

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 872

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**26** ***4%***	2 *2%* *6%*	* *1%* *1%*	1 *4%* *3%*	23 *4%* *89%*	23 *4%* *87%*	3 *7%* *13%*	26 *4%* *100%*	26 *4%* *100%*	21 *5%* *81%*	5 *2%* *19%*	5 *2%* *19%*
9	**33** ***5%***	1 *2%* *3%*	1 *6%* *4%*	1 *3%* *2%*	30 *5%* *90%*	31 *5%* *95%*	2 *4%* *5%*	33 *5%* *100%*	33 *5%* *100%*	19 *5%* *58%*	14 *5%* *42%*	14 *5%* *42%*
8	**75** ***11%***	12 *18%* *15%* R	3 *12%* *4%*	3 *14%* *4%*	57 *10%* *76%*	69 *11%* *91%*	7 *14%* *9%*	73 *11%* *97%*	75 *11%* *100%*	53 *13%* *70%*	22 *9%* *30%*	22 *8%* *30%*
7	**95** ***14%***	11 *17%* *11%*	4 *17%* *4%*	5 *19%* *5%*	75 *14%* *79%*	90 *15%* *95%*	5 *10%* *5%*	91 *14%* *96%*	95 *14%* *100%*	53 *13%* *56%*	42 *16%* *44%*	42 *16%* *44%*
6	**91** ***14%***	10 *16%* *11%*	3 *12%* *3%*	4 *15%* *4%*	74 *13%* *81%*	86 *14%* *94%*	5 *11%* *6%*	90 *14%* *100%*	91 *14%* *100%*	55 *13%* *61%*	36 *14%* *39%*	38 *15%* *42%*
5	**105** ***16%***	12 *19%* *12%*	5 *20%* *5%*	3 *13%* *3%*	85 *15%* *80%*	97 *16%* *92%*	8 *17%* *8%*	105 *16%* *100%*	105 *16%* *100%*	61 *15%* *58%*	44 *17%* *42%*	44 *17%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 872

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**74** ***11%***	4 *7%* *6%*	3 *10%* *4%*	2 *10%* *3%*	64 *12%* *87%*	68 *11%* *92%*	6 *12%* *8%*	68 *10%* *92%*	74 *11%* *100%*	49 *12%* *67%*	24 *9%* *33%*	24 *9%* *33%*
3	**56** ***8%***	5 *7%* *8%*	* *2%* *1%*	2 *7%* *3%*	49 *9%* *88%*	54 *9%* *96%*	2 *4%* *3%*	56 *9%* *100%*	56 *8%* *100%*	33 *8%* *60%*	22 *9%* *40%*	22 *9%* *40%*
2	**37** ***6%***	3 *4%* *7%*	3 *11%* *7%*	1 *5%* *3%*	30 *6%* *83%*	35 *6%* *95%*	2 *4%* *5%*	37 *6%* *100%*	37 *6%* *100%*	25 *6%* *66%*	12 *5%* *34%*	12 *5%* *34%*
1	**38** ***6%***	2 *3%* *5%*	2 *8%* *5%*	2 *6%* *4%*	33 *6%* *86%*	31 *5%* *81%*	7 *16%* *19%* S	35 *5%* *91%*	38 *6%* *100%*	20 *5%* *51%*	19 *7%* *49%*	19 *7%* *49%*
Don't know	**38** ***6%***	3 *5%* *9%*	1 *3%* *2%*	1 *6%* *4%*	32 *6%* *86%*	37 *6%* *99%*	* *1%* *1%*	37 *6%* *96%*	38 *6%* *100%*	18 *5%* *49%*	19 *7%* *51%*	19 *7%* *51%*
Net: 10/9/8/7	**229** ***34%***	25 *39%* *11%*	9 *35%* *4%*	10 *39%* *4%*	186 *34%* *81%*	213 *34%* *93%*	16 *35%* *7%*	223 *34%* *97%*	229 *34%* *100%*	147 *36%* *64%*	83 *32%* *36%*	83 *32%* *36%*
Net: 10/9	**59** ***9%***	3 *4%* *4%*	2 *7%* *3%*	2 *7%* *3%*	53 *10%* *90%*	54 *9%* *91%*	5 *11%* *9%*	59 *9%* *100%*	59 *9%* *100%*	40 *10%* *68%*	19 *7%* *32%*	19 *7%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 872

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 6/5/4	**270** ***40%***	27 *42%* *10%*	11 *42%* *4%*	9 *38%* *3%*	223 *40%* *83%*	251 *40%* *93%*	19 *41%* *7%*	264 *41%* *98%*	270 *40%* *100%*	165 *41%* *61%*	104 *40%* *39%*	106 *41%* *39%*
Net: 3/2/1	**131** ***20%***	9 *14%* *7%*	5 *20%* *4%*	4 *17%* *3%*	113 *20%* *86%*	120 *19%* *92%*	11 *23%* *8%*	127 *20%* *97%*	131 *20%* *100%*	77 *19%* *59%*	54 *21%* *41%*	54 *20%* *41%*
Mean	**5.51**	5.80	5.34	5.65	5.47	5.52	5.30	5.53	5.51	5.60	5.35	5.36
Standard Deviation	**2.33**	2.04	2.40	2.33	2.36	2.30	2.72	2.32	2.33	2.36	2.28	2.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 873

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**15** ***3%***	5 *2%* *34%*	10 *4%* *66%*	1 *2%* *8%*	3 *2%* *18%*	7 *7%* *45%*	1 *1%* *6%*	2 *5%* *16%*	1 *2%* *8%*	2 *2%* *12%*	6 *2%* *42%*	7 *5%* *46%*	- - -	4 *3%* *28%*	3 *2%* *23%*
9	**30** ***6%***	20 *8%* *67%*	10 *4%* *33%*	7 *10%* *23%*	5 *4%* *18%*	4 *4%* *15%*	3 *3%* *9%*	4 *10%* *15%*	6 *11%* *21%*	4 *4%* *12%*	20 *7%* *67%*	6 *5%* *21%*	9 *8%* *30%*	5 *4%* *18%*	13 *8%* *42%*
8	**95** ***19%***	57 *22%* *60%*	38 *17%* *40%*	16 *23%* *17%*	22 *17%* *23%*	19 *19%* *21%*	19 *24%* *21%*	4 *10%* *5%*	13 *23%* *14%*	10 *12%* *10%*	53 *19%* *56%*	32 *25%* *34%*	21 *20%* *22%*	25 *20%* *26%*	29 *18%* *31%*
7	**79** ***16%***	39 *15%* *50%*	39 *17%* *50%*	15 *21%* *19%*	21 *16%* *27%*	13 *13%* *17%*	20 *24%* *25%* H	6 *13%* *8%*	4 *7%* *5%*	17 *21%* *22%*	40 *15%* *51%*	21 *16%* *27%*	22 *21%* *29%*	20 *16%* *25%*	26 *16%* *33%*
6	**73** ***15%***	33 *13%* *45%*	40 *18%* *55%*	9 *12%* *12%*	27 *21%* *37%* F	17 *17%* *24%*	7 *8%* *9%*	5 *11%* *7%*	9 *15%* *12%*	10 *12%* *13%*	44 *16%* *60%*	19 *15%* *26%*	19 *17%* *25%*	15 *12%* *20%*	23 *14%* *31%*
5	**83** ***17%***	42 *16%* *51%*	41 *18%* *49%*	13 *18%* *15%*	27 *21%* *33%*	17 *16%* *20%*	10 *13%* *12%*	6 *14%* *8%*	10 *18%* *12%*	14 *18%* *17%*	47 *17%* *57%*	22 *16%* *26%*	16 *15%* *19%*	24 *19%* *29%*	27 *17%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 873

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**31** ***6%***	16 *6%* *53%*	15 *6%* *47%*	3 *5%* *11%*	6 *5%* *20%*	7 *7%* *24%*	5 *7%* *17%*	5 *10%* *14%*	4 *8%* *14%*	4 *4%* *11%*	20 *7%* *64%*	8 *6%* *24%*	4 *4%* *14%*	11 *9%* *37%*	9 *6%* *30%*
3	**24** ***5%***	15 *6%* *63%*	9 *4%* *37%*	4 *6%* *18%*	6 *5%* *25%*	5 *5%* *23%*	4 *5%* *18%*	2 *5%* *9%*	1 *3%* *6%*	6 *7%* *26%*	12 *4%* *49%*	6 *4%* *25%*	4 *3%* *15%*	9 *8%* *39%*	7 *4%* *30%*
2	**15** ***3%***	8 *3%* *52%*	7 *3%* *48%*	2 *2%* *11%*	5 *4%* *31%*	5 *4%* *31%*	1 *1%* *5%*	1 *2%* *7%*	2 *4%* *15%*	3 *4%* *21%*	8 *3%* *56%*	3 *3%* *23%*	3 *3%* *19%*	2 *2%* *15%*	6 *4%* *43%*
1	**21** ***4%***	12 *4%* *55%*	10 *4%* *45%*	2 *2%* *8%*	5 *4%* *24%*	3 *3%* *14%*	6 *7%* *29%*	3 *6%* *12%*	3 *5%* *12%*	6 *8%* *29%*	13 *5%* *62%*	2 *1%* *9%*	3 *2%* *12%*	2 *1%* *8%*	14 *8%* *66%*
Don't know	**22** ***4%***	11 *4%* *50%*	11 *5%* *50%*	- - -	2 *2%* *10%*	4 *4%* *21%*	6 *7%* *26%*	7 *15%* *33%* CD E	3 *4%* *12%*	6 *8%* *29%*	10 *4%* *46%*	6 *4%* *25%*	6 *6%* *29%*	6 *5%* *27%*	6 *3%* *26%*
Net: 10/9/8/7	**218** ***45%***	121 *47%* *55%*	97 *42%* *45%*	39 *54%* *18%*	51 *39%* *23%*	44 *43%* *20%*	43 *52%* *20%*	17 *38%* *8%*	25 *44%* *11%*	32 *40%* *15%*	119 *44%* *55%*	67 *51%* *31%*	52 *49%* *24%*	54 *44%* *25%*	71 *43%* *33%*
Net: 10/9	**45** ***9%***	25 *10%* *56%*	20 *9%* *44%*	8 *11%* *18%*	8 *6%* *18%*	11 *11%* *25%*	4 *4%* *8%*	7 *15%* *15%*	8 *13%* *17%*	5 *7%* *12%*	26 *10%* *59%*	13 *10%* *29%*	9 *8%* *20%*	10 *8%* *22%*	16 *10%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 873

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**188** ***39%***	91 *36%* *49%*	96 *42%* *51%*	25 *35%* *13%*	60 *47%* *32%* F	41 *40%* *22%*	22 *27%* *12%*	16 *34%* *8%*	23 *41%* *12%*	28 *34%* *15%*	112 *41%* *59%*	49 *37%* *26%*	39 *37%* *21%*	50 *41%* *27%*	60 *36%* *32%*
Net: 3/2/1	**59** ***12%***	34 *13%* *58%*	25 *11%* *42%*	7 *11%* *13%*	15 *12%* *26%*	13 *13%* *22%*	11 *14%* *19%*	6 *12%* *10%*	6 *11%* *11%*	15 *19%* *26%*	33 *12%* *55%*	11 *8%* *19%*	9 *8%* *15%*	13 *11%* *22%*	27 *17%* *46%*
Mean	**6.08**	6.10	6.06	6.35	5.92	6.11	6.03	5.98	6.16	5.62	6.04	6.43 I	6.31	6.09	5.83
Standard Deviation	**2.15**	2.19	2.11	2.01	1.99	2.23	2.22	2.45	2.27	2.30	2.16	1.99	1.88	2.00	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 873

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**15** ***3%***	5 *10%* *34%* R	2 *7%* *13%* R	* *1%* *1%*	8 *2%* *52%*	14 *3%* *92%*	1 *3%* *8%*	15 *3%* *100%*	15 *3%* *100%*	15 *3%* *100%*
9	**30** ***6%***	2 *3%* *6%*	* *1%* *1%*	1 *6%* *3%*	27 *7%* *90%*	28 *6%* *94%*	2 *5%* *6%*	30 *6%* *100%*	30 *6%* *100%*	30 *6%* *100%*
8	**95** ***19%***	9 *18%* *10%*	7 *24%* *7%*	4 *23%* *4%*	75 *19%* *79%*	85 *19%* *90%*	9 *23%* *10%*	95 *19%* *100%*	95 *19%* *100%*	95 *19%* *100%*
7	**79** ***16%***	3 *6%* *4%*	5 *20%* *7%* O	3 *17%* *4%* O	68 *17%* *86%* O	67 *15%* *85%*	11 *28%* *15%* S	77 *16%* *98%*	79 *16%* *100%*	79 *16%* *100%*
6	**73** ***15%***	12 *23%* *16%*	3 *13%* *5%*	2 *11%* *3%*	56 *14%* *77%*	68 *15%* *92%*	6 *14%* *8%*	73 *15%* *100%*	73 *15%* *100%*	73 *15%* *100%*
5	**83** ***17%***	9 *17%* *10%*	5 *18%* *6%*	2 *14%* *3%*	67 *17%* *81%*	80 *18%* *97%*	3 *6%* *3%*	83 *17%* *100%*	83 *17%* *100%*	83 *17%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 873

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**31** ***6%***	4 *8%* *12%*	1 *5%* *4%*	1 *7%* *3%*	25 *6%* *80%*	31 *7%* *98%*	1 *2%* *2%*	31 *6%* *100%*	31 *6%* *100%*	31 *6%* *100%*
3	**24** ***5%***	3 *6%* *12%*	* *1%* *2%*	* *2%* *2%*	20 *5%* *85%*	22 *5%* *95%*	1 *3%* *5%*	24 *5%* *100%*	24 *5%* *100%*	24 *5%* *100%*
2	**15** ***3%***	1 *1%* *4%*	1 *5%* *9%*	2 *9%* *10%* OR	11 *3%* *78%*	15 *3%* *100%*	- - -	15 *3%* *100%*	15 *3%* *100%*	15 *3%* *100%*
1	**21** ***4%***	2 *3%* *8%*	1 *3%* *3%*	1 *4%* *3%*	18 *5%* *86%*	16 *4%* *75%*	5 *13%* *25%* S	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
Don't know	**22** ***4%***	2 *5%* *11%*	1 *2%* *2%*	1 *6%* *4%*	18 *5%* *82%*	21 *5%* *96%*	1 *2%* *4%*	22 *4%* *100%*	22 *4%* *100%*	22 *4%* *100%*
Net: 10/9/8/7	**218** ***45%***	19 *37%* *9%*	14 *53%* *7%*	8 *47%* *4%*	177 *45%* *81%*	194 *43%* *89%*	24 *60%* *11%*	217 *45%* *99%*	218 *45%* *100%*	218 *45%* *100%*
Net: 10/9	**45** ***9%***	7 *13%* *15%*	2 *8%* *5%*	1 *8%* *3%*	35 *9%* *77%*	42 *9%* *93%*	3 *8%* *7%*	45 *9%* *100%*	45 *9%* *100%*	45 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 873

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**188** ***39%***	24 *48%* *13%*	10 *36%* *5%*	5 *32%* *3%*	149 *38%* *79%*	179 *40%* *95%* T	9 *22%* *5%*	188 *39%* *100%*	188 *39%* *100%*	188 *39%* *100%*
Net: 3/2/1	**59** ***12%***	5 *10%* *8%*	2 *9%* *4%*	2 *15%* *4%*	50 *13%* *83%*	53 *12%* *89%*	6 *16%* *11%*	59 *12%* *100%*	59 *12%* *100%*	59 *12%* *100%*
Mean	**6.08**	6.23	6.37	5.97	6.04	6.07	6.19	6.07	6.08	6.08
Standard Deviation	**2.15**	2.23	2.11	2.35	2.14	2.12	2.45	2.15	2.15	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 874

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**9** ***3%***	5 *3%* *56%*	4 *3%* *44%*	1 *3%* *12%*	3 *4%* *40%*	1 *3%* *16%*	1 *2%* *10%*	- - -	2 *8%* *22%*	- - -	6 *4%* *68%*	3 *3%* *32%*	6 *9%* *73%* N	- - -	1 *1%* *12%*
9	**19** ***6%***	7 *4%* *35%*	12 *8%* *65%*	10 *24%* *53%*	7 *7%* *35%*	- - -	1 *2%* *5%*	1 *3%* *7%*	- - -	5 *8%* *24%*	9 *6%* *49%*	5 *6%* *27%*	9 *13%* *45%* M	- - -	6 *5%* *30%*
8	**45** ***15%***	24 *16%* *54%*	21 *14%* *46%*	12 *27%* *26%*	12 *12%* *26%*	7 *15%* *16%*	2 *5%* *5%*	7 *18%* *16%*	5 *20%* *11%*	8 *16%* *19%*	28 *17%* *62%*	9 *11%* *19%*	15 *22%* *33%* N	12 *18%* *27%*	8 *7%* *17%*
7	**52** ***18%***	33 *23%* *64%*	19 *13%* *36%*	4 *9%* *7%*	24 *25%* *46%*	5 *10%* *9%*	9 *17%* *16%*	6 *16%* *12%*	5 *19%* *9%*	14 *26%* *26%*	22 *13%* *42%*	17 *21%* *32%*	6 *9%* *11%*	16 *24%* *31%*	22 *20%* *42%*
6	**49** ***16%***	22 *15%* *45%*	27 *18%* *55%*	7 *15%* *14%*	16 *17%* *32%*	6 *14%* *13%*	12 *24%* *25%*	5 *12%* *10%*	3 *12%* *6%*	5 *10%* *11%*	27 *16%* *54%*	17 *21%* *35%*	12 *18%* *25%*	13 *19%* *26%*	17 *15%* *34%*
5	**41** ***14%***	17 *11%* *41%*	24 *16%* *59%*	3 *6%* *6%*	13 *14%* *32%*	11 *24%* *28%*	5 *10%* *13%*	8 *20%* *20%*	1 *3%* *2%*	4 *8%* *11%*	28 *17%* *68%*	8 *10%* *21%*	10 *15%* *25%*	5 *8%* *13%*	18 *16%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 874

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**16** ***5%***	11 *7%* *65%*	6 *4%* *35%*	6 *14%* *37%*	3 *3%* *19%*	3 *6%* *18%*	2 *4%* *13%*	2 *5%* *14%*	- - -	5 *9%* *30%*	7 *5%* *46%*	4 *5%* *23%*	4 *6%* *27%*	2 *2%* *11%*	7 *7%* *44%*
3	**22** ***7%***	12 *8%* *56%*	10 *6%* *44%*	* * *	8 *8%* *35%*	3 *6%* *13%*	7 *14%* *31%*	4 *11%* *19%*	* *1%* *1%*	1 *1%* *3%*	15 *9%* *66%*	7 *8%* *31%*	- - -	8 *11%* *36%* L	11 *10%* *51%* L
2	**10** ***3%***	2 *1%* *18%*	8 *5%* *82%*	- - -	3 *3%* *29%*	3 *6%* *30%*	3 *5%* *26%*	1 *4%* *15%*	- - -	5 *9%* *51%* K	5 *3%* *49%*	- - -	1 *2%* *14%*	4 *5%* *40%*	4 *3%* *38%*
1	**18** ***6%***	8 *5%* *41%*	11 *7%* *59%*	1 *2%* *4%*	4 *4%* *21%*	5 *11%* *28%*	4 *7%* *20%*	- - -	5 *19%* *26%*	2 *4%* *13%*	7 *4%* *36%*	9 *12%* *51%*	1 *2%* *7%*	6 *8%* *32%*	9 *8%* *49%*
Don't know	**18** ***6%***	8 *6%* *47%*	9 *6%* *53%*	- - -	2 *2%* *13%*	2 *4%* *10%*	5 *10%* *29%*	4 *10%* *23%*	4 *18%* *25%*	4 *7%* *22%*	11 *7%* *64%*	2 *3%* *14%*	3 *4%* *16%*	4 *5%* *21%*	8 *7%* *45%*
Net: 10/9/8/7	**125** ***42%***	69 *47%* *55%*	56 *37%* *45%*	27 *63%* *21%*	46 *48%* *36%* F	13 *29%* *11%*	13 *25%* *10%*	15 *38%* *12%*	12 *47%* *9%*	27 *50%* *21%*	65 *40%* *52%*	33 *41%* *27%*	36 *53%* *28%* N	29 *41%* *23%*	37 *33%* *29%*
Net: 10/9	**28** ***9%***	11 *8%* *41%*	16 *11%* *59%*	11 *26%* *40%*	10 *11%* *36%*	1 *3%* *5%*	2 *3%* *6%*	1 *3%* *5%*	2 *8%* *7%*	5 *8%* *16%*	15 *9%* *55%*	8 *10%* *29%*	15 *22%* *54%* MN	- - -	7 *6%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 874

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**106** ***35%***	49 *33%* *46%*	57 *38%* *54%*	15 *35%* *14%*	32 *34%* *30%*	21 *44%* *20%*	19 *39%* *18%*	15 *38%* *14%*	4 *15%* *4%*	15 *28%* *14%*	62 *38%* *59%*	29 *36%* *28%*	27 *39%* *25%*	20 *29%* *19%*	42 *38%* *40%*
Net: 3/2/1	**50** ***17%***	22 *15%* *43%*	28 *19%* *57%*	1 *2%* *1%*	14 *15%* *29%*	11 *23%* *22%*	13 *26%* *26%*	6 *14%* *11%*	5 *20%* *10%*	8 *15%* *16%*	26 *16%* *52%*	16 *20%* *32%*	3 *4%* *5%*	17 *25%* *35%* L	24 *22%* *48%* L
Mean	**5.88**	6.02	5.75	7.03	6.09	5.15	5.15	5.84	5.83	5.93	5.95	5.72	6.86 MN	5.47	5.36
Standard Deviation	**2.28**	2.17	2.38	1.95	2.15	2.37	2.20	1.89	3.03	2.29	2.21	2.42	2.08	2.27	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 874

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**9** ***3%***	1 *3%* *10%*	- - -	* *4%* *5%*	7 *3%* *85%*	8 *3%* *88%*	1 *6%* *12%*	9 *3%* *100%*	9 *3%* *100%*	6 *5%* *69%*	3 *2%* *31%*	3 *2%* *31%*
9	**19** ***6%***	4 *13%* *19%* Q	1 *9%* *6%*	- - -	14 *6%* *75%*	19 *7%* *100%*	* * *	19 *6%* *100%*	19 *6%* *100%*	6 *5%* *31%*	13 *8%* *69%*	13 *8%* *69%*
8	**45** ***15%***	5 *19%* *11%*	2 *17%* *5%*	3 *26%* *6%* R	35 *14%* *78%*	43 *15%* *95%*	2 *13%* *5%*	45 *15%* *100%*	45 *15%* *100%*	22 *17%* *49%*	23 *14%* *51%*	23 *13%* *51%*
7	**52** ***18%***	4 *15%* *8%*	1 *10%* *3%*	3 *25%* *5%*	44 *18%* *85%*	48 *17%* *92%*	4 *23%* *8%*	52 *18%* *100%*	52 *18%* *100%*	20 *15%* *38%*	32 *19%* *62%*	35 *20%* *66%*
6	**49** ***16%***	4 *14%* *8%*	3 *20%* *6%*	1 *8%* *2%*	42 *17%* *85%*	47 *17%* *95%*	2 *12%* *5%*	49 *16%* *100%*	49 *16%* *100%*	23 *17%* *46%*	26 *16%* *54%*	26 *15%* *54%*
5	**41** ***14%***	4 *14%* *9%*	2 *19%* *6%*	1 *8%* *2%*	34 *14%* *83%*	36 *13%* *89%*	4 *24%* *11%*	41 *14%* *100%*	41 *14%* *100%*	21 *17%* *52%*	20 *12%* *48%*	20 *11%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 874

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**16** ***5%***	2 *6%* *11%*	1 *6%* *5%*	* *4%* *2%*	13 *5%* *82%*	14 *5%* *87%*	2 *11%* *13%*	16 *5%* *100%*	16 *5%* *100%*	5 *4%* *33%*	11 *6%* *67%*	11 *6%* *67%*
3	**22** ***7%***	2 *6%* *7%*	1 *4%* *2%*	1 *8%* *4%*	19 *8%* *87%*	21 *8%* *98%*	* *2%* *2%*	22 *7%* *100%*	22 *7%* *100%*	7 *6%* *34%*	14 *9%* *66%*	14 *8%* *66%*
2	**10** ***3%***	- - -	* *3%* *4%*	* *4%* *4%*	9 *4%* *92%*	10 *3%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	4 *3%* *46%*	5 *3%* *54%*	5 *3%* *54%*
1	**18** ***6%***	1 *3%* *4%*	1 *10%* *7%*	* *2%* *1%*	16 *6%* *88%*	18 *6%* *96%*	1 *4%* *4%*	18 *6%* *100%*	18 *6%* *100%*	8 *6%* *45%*	10 *6%* *55%*	10 *6%* *55%*
Don't know	**18** ***6%***	2 *7%* *10%*	* *2%* *2%*	1 *12%* *7%*	14 *6%* *81%*	17 *6%* *95%*	1 *5%* *5%*	18 *6%* *100%*	18 *6%* *100%*	6 *5%* *34%*	12 *7%* *66%*	12 *7%* *66%*
Net: 10/9/8/7	**125** ***42%***	13 *50%* *11%*	5 *36%* *4%*	6 *56%* *5%*	101 *41%* *81%*	118 *42%* *94%*	8 *41%* *6%*	125 *42%* *100%*	125 *42%* *100%*	54 *42%* *43%*	71 *42%* *57%*	74 *43%* *59%*
Net: 10/9	**28** ***9%***	4 *16%* *16%*	1 *9%* *4%*	* *4%* *2%*	22 *9%* *78%*	27 *10%* *96%*	1 *6%* *4%*	28 *9%* *100%*	28 *9%* *100%*	12 *9%* *43%*	16 *9%* *57%*	16 *9%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 874

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**106** ***35%***	9 *35%* *9%*	6 *45%* *6%* Q	2 *19%* *2%*	89 *36%* *84%* Q	97 *35%* *92%*	9 *47%* *8%*	106 *35%* *100%*	106 *35%* *100%*	49 *38%* *46%*	57 *34%* *54%*	57 *33%* *54%*
Net: 3/2/1	**50** ***17%***	2 *9%* *5%*	2 *17%* *5%*	1 *13%* *3%*	44 *18%* *88%*	49 *17%* *98%*	1 *6%* *2%*	50 *17%* *100%*	50 *17%* *100%*	20 *16%* *40%*	30 *18%* *60%*	30 *17%* *60%*
Mean	**5.88**	6.49	5.67	6.37	5.81	5.87	5.99	5.88	5.88	5.94	5.83	5.85
Standard Deviation	**2.28**	2.11	2.40	2.22	2.29	2.30	1.98	2.28	2.28	2.29	2.27	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 875

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**65** ***14%***	33 *12%* *51%*	31 *16%* *49%*	6 *24%* *9%*	12 *19%* *19%*	12 *16%* *18%*	7 *9%* *10%*	15 *15%* *24%*	13 *10%* *20%*	7 *10%* *11%*	25 *13%* *39%*	32 *17%* *49%*	19 *16%* *30%* M	4 *4%* *7%*	31 *19%* *48%* M
9	**57** ***12%***	28 *10%* *49%*	29 *15%* *51%*	5 *20%* *9%*	8 *11%* *13%*	14 *19%* *24%*	8 *10%* *14%*	10 *10%* *17%*	13 *11%* *23%*	10 *13%* *17%*	28 *14%* *49%*	19 *10%* *34%*	14 *11%* *24%*	13 *13%* *22%*	23 *14%* *41%*
8	**140** ***30%***	76 *29%* *54%*	64 *33%* *46%*	3 *13%* *2%*	23 *35%* *16%*	15 *20%* *11%*	29 *40%* *21%* E	30 *31%* *22%*	39 *32%* *28%*	26 *36%* *19%*	60 *30%* *43%*	53 *29%* *38%*	41 *33%* *29%*	32 *32%* *23%*	44 *27%* *31%*
7	**89** ***19%***	54 *20%* *61%*	35 *18%* *39%*	5 *19%* *5%*	12 *18%* *13%*	16 *22%* *18%*	14 *20%* *16%*	22 *22%* *24%*	21 *17%* *23%*	10 *13%* *11%*	37 *18%* *42%*	42 *23%* *47%*	29 *24%* *32%*	21 *21%* *24%*	28 *17%* *31%*
6	**44** ***9%***	31 *12%* *72%*	12 *6%* *28%*	* *1%* *1%*	4 *7%* *10%*	6 *9%* *15%*	6 *9%* *15%*	8 *8%* *18%*	18 *15%* *42%*	7 *9%* *16%*	16 *8%* *36%*	21 *12%* *49%*	6 *5%* *13%*	16 *16%* *37%* L	11 *7%* *26%*
5	**31** ***7%***	23 *9%* *75%*	8 *4%* *25%*	2 *10%* *8%*	2 *3%* *6%*	7 *9%* *22%*	4 *6%* *14%*	7 *7%* *24%*	8 *6%* *26%*	7 *9%* *22%*	18 *9%* *59%*	6 *3%* *19%*	6 *5%* *19%*	4 *4%* *13%*	14 *8%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 875

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**8** ***2%***	4 *1%* *51%*	4 *2%* *49%*	1 *3%* *9%*	1 *1%* *10%*	1 *1%* *7%*	- - -	2 *2%* *26%*	4 *3%* *48%*	1 *1%* *7%*	4 *2%* *59%*	3 *1%* *34%*	1 *1%* *13%*	4 *4%* *48%*	1 *1%* *13%*
3	**6** ***1%***	4 *2%* *70%*	2 *1%* *30%*	* *1%* *6%*	2 *3%* *30%*	2 *2%* *26%*	* * *3%*	1 *1%* *21%*	1 *1%* *14%*	2 *3%* *33%*	3 *2%* *53%*	1 * *14%*	2 *2%* *41%*	- - -	2 *1%* *27%*
2	**3** ***1%***	3 *1%* *100%*	* * *	- - -	2 *2%* *45%*	* * *	- - -	- - -	2 *2%* *54%*	- - -	2 *1%* *45%*	2 *1%* *54%*	3 *3%* *100%*	- - -	- - -
1	**4** ***1%***	2 *1%* *46%*	2 *1%* *54%*	- - -	* *1%* *9%*	- - -	3 *4%* *74%*	1 *1%* *17%*	- - -	2 *2%* *43%*	2 *1%* *57%*	- - -	- - -	2 *2%* *43%*	1 *1%* *31%*
Don't know	**14** ***3%***	8 *3%* *55%*	6 *3%* *45%*	2 *8%* *15%*	* *1%* *3%*	2 *2%* *12%*	2 *2%* *11%*	3 *3%* *21%*	5 *4%* *38%*	3 *4%* *19%*	7 *3%* *46%*	5 *3%* *35%*	2 *1%* *12%*	3 *3%* *21%*	7 *4%* *46%*
Net: 10/9/8/7	**351** ***76%***	192 *72%* *55%*	159 *82%* *45%* A	19 *77%* *6%*	55 *83%* *16%*	56 *77%* *16%*	58 *79%* *17%*	78 *78%* *22%*	86 *69%* *24%*	53 *72%* *15%*	151 *75%* *43%*	147 *80%* *42%*	102 *84%* *29%*	70 *71%* *20%*	127 *78%* *36%*
Net: 10/9	**122** ***26%***	61 *23%* *50%*	60 *31%* *50%*	11 *44%* *9%*	20 *30%* *16%*	25 *35%* *21%*	14 *19%* *12%*	25 *25%* *21%*	26 *21%* *21%*	17 *23%* *14%*	54 *26%* *44%*	51 *28%* *42%*	33 *27%* *27%*	17 *17%* *14%*	55 *34%* *45%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 875

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**82** ***18%***	58 *22%* *71%* B	24 *12%* *29%*	3 *13%* *4%*	7 *11%* *8%*	14 *19%* *17%*	11 *14%* *13%*	17 *17%* *21%*	30 *24%* *37%*	14 *19%* *17%*	38 *19%* *46%*	30 *16%* *36%*	13 *10%* *15%*	24 *24%* *29%* L	26 *16%* *32%*
Net: 3/2/1	**14** ***3%***	9 *4%* *70%*	4 *2%* *30%*	* *1%* *3%*	4 *6%* *27%*	2 *2%* *11%*	3 *5%* *25%*	2 *2%* *14%*	3 *2%* *20%*	4 *5%* *28%*	7 *4%* *53%*	3 *1%* *20%*	6 *5%* *43%*	2 *2%* *13%*	3 *2%* *21%*
Mean	**7.57**	7.38	7.83 A	8.00	7.73	7.69	7.42	7.61	7.39	7.38	7.47	7.75	7.65	7.25	7.83
Standard Deviation	**1.76**	1.79	1.67	1.86	1.89	1.70	1.87	1.69	1.68	1.91	1.84	1.58	1.78	1.61	1.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 875

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**65** ***14%***	4 *9%* *6%*	4 *14%* *6%*	3 *21%* *4%*	55 *14%* *84%*	58 *13%* *90%*	7 *34%* *10%*	61 *13%* *94%*	65 *14%* *100%*	40 *14%* *62%*	24 *14%* *38%*	24 *14%* *38%*
9	**57** ***12%***	4 *10%* *7%*	1 *4%* *2%*	2 *17%* *4%* P	50 *13%* *87%*	53 *12%* *93%*	4 *22%* *7%*	56 *12%* *98%*	57 *12%* *100%*	45 *16%* *79%* YZ	12 *7%* *21%*	12 *7%* *21%*
8	**140** ***30%***	11 *28%* *8%*	9 *36%* *6%*	4 *27%* *3%*	117 *30%* *83%*	136 *31%* *97%*	5 *23%* *3%*	139 *31%* *99%*	140 *30%* *100%*	86 *30%* *62%*	54 *31%* *38%*	54 *31%* *38%*
7	**89** ***19%***	6 *16%* *7%*	3 *13%* *4%*	2 *14%* *2%*	78 *20%* *87%*	88 *20%* *99%*	1 *5%* *1%*	89 *20%* *100%*	89 *19%* *100%*	56 *19%* *62%*	34 *20%* *38%*	34 *20%* *38%*
6	**44** ***9%***	7 *17%* *15%* R	3 *11%* *6%*	1 *7%* *2%*	33 *9%* *76%*	43 *10%* *99%*	1 *3%* *1%*	44 *10%* *100%*	44 *9%* *100%*	27 *9%* *61%*	17 *10%* *39%*	17 *10%* *39%*
5	**31** ***7%***	5 *12%* *15%*	2 *8%* *6%*	1 *4%* *2%*	24 *6%* *77%*	30 *7%* *97%*	1 *4%* *3%*	31 *7%* *100%*	31 *7%* *100%*	11 *4%* *36%*	20 *12%* *64%* X	20 *12%* *64%* X

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 875

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**8** ***2%***	1 *3%* *16%*	1 *3%* *10%*	- - -	6 *1%* *73%*	7 *2%* *95%*	* *2%* *5%*	7 *2%* *91%*	8 *2%* *100%*	3 *1%* *39%*	5 *3%* *61%*	5 *3%* *61%*
3	**6** ***1%***	- - -	1 *6%* *26%* OR	* *3%* *7%*	4 *1%* *67%*	5 *1%* *80%*	1 *6%* *20%*	5 *1%* *89%*	6 *1%* *100%*	5 *2%* *93%*	* * *7%*	* * *7%*
2	**3** ***1%***	- - -	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	3 *1%* *100%*	- - -	- - -
1	**4** ***1%***	* *1%* *12%*	1 *3%* *15%*	- - -	3 *1%* *74%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*	- - -	- - -
Don't know	**14** ***3%***	1 *3%* *9%*	1 *3%* *5%*	1 *7%* *7%*	11 *3%* *79%*	14 *3%* *100%*	- - -	13 *3%* *90%*	14 *3%* *100%*	9 *3%* *61%*	6 *3%* *39%*	6 *3%* *39%*
Net: 10/9/8/7	**351** ***76%***	25 *63%* *7%*	17 *67%* *5%*	11 *78%* *3%*	299 *78%* *85%* O	335 *76%* *95%*	16 *84%* *5%*	344 *76%* *98%*	351 *76%* *100%*	227 *78%* *65%*	124 *72%* *35%*	124 *72%* *35%*
Net: 10/9	**122** ***26%***	8 *20%* *6%*	5 *19%* *4%*	5 *38%* *4%* OP	104 *27%* *86%*	111 *25%* *91%*	11 *56%* *9%*	117 *26%* *96%*	122 *26%* *100%*	85 *29%* *70%*	36 *21%* *30%*	36 *21%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 875

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**82** ***18%***	13 *32%* *15%* QR	5 *21%* *7%*	2 *12%* *2%*	62 *16%* *76%*	80 *18%* *98%*	2 *10%* *2%*	81 *18%* *99%*	82 *18%* *100%*	40 *14%* *49%*	41 *24%* *51%* X	41 *24%* *51%* X
Net: 3/2/1	**14** ***3%***	* *1%* *4%*	2 *8%* *16%* OR	* *3%* *3%*	11 *3%* *78%*	12 *3%* *91%*	1 *6%* *9%*	13 *3%* *95%*	14 *3%* *100%*	13 *5%* *97%* YZ	* * *3%*	* * *3%*
Mean	**7.57**	7.19	7.14	8.03 OP	7.62 P	7.54	8.26	7.56	7.57	7.62	7.48	7.48
Standard Deviation	**1.76**	1.75	2.16	1.73	1.73	1.74	2.03	1.74	1.76	1.84	1.61	1.61

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 876

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**56** ***10%***	30 *11%* *54%*	26 *10%* *46%*	8 *16%* *15%*	15 *12%* *26%*	9 *10%* *17%*	8 *7%* *14%*	11 *13%* *19%*	5 *6%* *9%*	5 *6%* *9%*	26 *9%* *46%*	25 *16%* *45%*	12 *8%* *21%*	6 *6%* *11%*	29 *15%* *52%*
9	**72** ***13%***	36 *13%* *50%*	36 *14%* *50%*	5 *10%* *7%*	14 *11%* *19%*	19 *19%* *26%*	10 *10%* *15%*	9 *12%* *13%*	14 *18%* *20%*	7 *8%* *9%*	44 *15%* *61%*	21 *14%* *30%*	20 *13%* *28%*	18 *18%* *26%*	26 *14%* *36%*
8	**131** ***24%***	60 *21%* *46%*	70 *28%* *54%*	11 *22%* *9%*	32 *27%* *25%*	23 *24%* *17%*	26 *24%* *20%*	13 *16%* *10%*	26 *31%* *20%*	19 *23%* *15%*	76 *25%* *58%*	36 *23%* *27%*	48 *31%* *37%* N	20 *20%* *15%*	34 *18%* *26%*
7	**86** ***16%***	54 *19%* *63%*	32 *13%* *37%*	17 *33%* *20%*	14 *11%* *16%*	9 *9%* *11%*	22 *21%* *26%* H	17 *22%* *20%* EH	6 *8%* *7%*	14 *17%* *17%*	50 *17%* *58%*	22 *14%* *25%*	26 *17%* *30%*	20 *20%* *23%*	25 *13%* *29%*
6	**48** ***9%***	27 *10%* *57%*	20 *8%* *43%*	3 *5%* *5%*	11 *9%* *22%*	10 *11%* *22%*	14 *13%* *29%*	5 *6%* *10%*	5 *7%* *11%*	9 *11%* *20%*	25 *8%* *52%*	14 *9%* *28%*	14 *9%* *30%*	8 *8%* *17%*	16 *8%* *33%*
5	**53** ***10%***	30 *10%* *56%*	23 *9%* *44%*	1 *3%* *3%*	14 *12%* *27%*	13 *13%* *24%*	5 *5%* *10%*	12 *15%* *23%* F	7 *8%* *13%*	6 *7%* *12%*	33 *11%* *62%*	14 *9%* *26%*	14 *9%* *26%*	5 *5%* *10%*	27 *14%* *51%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 876

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**23** ***4%***	11 *4%* *47%*	12 *5%* *53%*	1 *2%* *5%*	6 *5%* *26%*	4 *4%* *17%*	2 *1%* *7%*	5 *6%* *21%*	5 *7%* *24%*	9 *11%* *40%* JK	12 *4%* *54%*	2 *1%* *7%*	5 *3%* *20%*	5 *5%* *20%*	11 *6%* *47%*
3	**11** ***2%***	8 *3%* *70%*	3 *1%* *30%*	- - -	4 *3%* *31%*	4 *4%* *33%*	2 *2%* *19%*	* * *2%*	2 *2%* *14%*	3 *3%* *24%*	7 *2%* *63%*	1 *1%* *13%*	1 *1%* *11%*	- - -	6 *3%* *57%*
2	**13** ***2%***	8 *3%* *61%*	5 *2%* *39%*	2 *4%* *17%*	2 *1%* *14%*	1 *1%* *4%*	6 *5%* *46%*	* * *2%*	2 *3%* *16%*	2 *2%* *14%*	6 *2%* *47%*	5 *3%* *39%*	3 *2%* *23%*	2 *2%* *12%*	4 *2%* *28%*
1	**14** ***3%***	8 *3%* *58%*	6 *2%* *42%*	- - -	3 *2%* *20%*	1 *1%* *8%*	5 *5%* *36%*	2 *3%* *16%*	3 *3%* *20%*	4 *5%* *29%*	6 *2%* *42%*	4 *3%* *29%*	3 *2%* *21%*	4 *4%* *31%*	5 *3%* *36%*
Don't know	**34** ***6%***	15 *5%* *44%*	19 *8%* *56%*	2 *5%* *7%*	8 *7%* *25%*	4 *4%* *11%*	9 *8%* *25%*	5 *6%* *14%*	6 *8%* *18%*	5 *6%* *16%*	16 *5%* *46%*	13 *8%* *38%*	9 *6%* *27%*	11 *12%* *34%*	7 *4%* *19%*
Net: 10/9/8/7	**344** ***64%***	181 *63%* *53%*	163 *65%* *47%*	41 *81%* *12%*	75 *61%* *22%*	60 *62%* *17%*	66 *61%* *19%*	51 *63%* *15%*	51 *63%* *15%*	46 *54%* *13%*	195 *65%* *57%*	104 *66%* *30%*	106 *68%* *31%*	64 *65%* *19%*	114 *60%* *33%*
Net: 10/9	**128** ***24%***	66 *23%* *52%*	61 *24%* *48%*	13 *26%* *10%*	28 *23%* *22%*	28 *29%* *22%*	18 *17%* *14%*	20 *25%* *16%*	20 *24%* *15%*	12 *14%* *9%*	69 *23%* *54%*	46 *30%* *36%* I	32 *21%* *25%*	25 *25%* *19%*	55 *29%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 876

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**124** ***23%***	68 *24%* *55%*	56 *22%* *45%*	5 *10%* *4%*	31 *25%* *25%*	27 *28%* *22%*	21 *19%* *17%*	22 *27%* *18%*	18 *22%* *14%*	25 *29%* *20%*	70 *23%* *56%*	29 *19%* *23%*	33 *21%* *26%*	18 *18%* *14%*	54 *28%* *43%*
Net: 3/2/1	**38** ***7%***	24 *8%* *62%*	14 *6%* *38%*	2 *4%* *6%*	8 *7%* *21%*	5 *6%* *14%*	13 *12%* *34%*	3 *3%* *7%*	6 *8%* *17%*	8 *10%* *22%*	19 *6%* *50%*	10 *7%* *28%*	7 *5%* *19%*	6 *6%* *16%*	15 *8%* *40%*
Mean	**7.05**	6.95	7.18	7.53	7.07	7.18	6.73	7.05	7.01	6.44	7.07 I	7.37 I	7.22	7.11	6.99
Standard Deviation	**2.17**	2.21	2.12	1.86	2.19	2.06	2.33	2.12	2.28	2.31	2.08	2.22	1.93	2.18	2.34

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 876

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**56** ***10%***	4 *7%* *7%*	3 *12%* *5%*	2 *10%* *3%*	48 *11%* *85%*	41 *9%* *73%*	15 *21%* *27%* S	53 *10%* *95%*	56 *10%* *100%*	47 *11%* *84%*	9 *7%* *16%*	9 *7%* *16%*
9	**72** ***13%***	4 *8%* *6%*	2 *9%* *3%*	1 *6%* *1%*	64 *14%* *90%*	59 *13%* *83%*	13 *17%* *17%*	70 *13%* *98%*	72 *13%* *100%*	59 *14%* *83%*	12 *10%* *17%*	12 *10%* *17%*
8	**131** ***24%***	18 *32%* *14%*	5 *19%* *4%*	5 *32%* *4%*	103 *23%* *79%*	116 *25%* *89%*	14 *20%* *11%*	128 *24%* *98%*	131 *24%* *100%*	107 *26%* *82%*	23 *19%* *18%*	24 *19%* *19%*
7	**86** ***16%***	9 *17%* *11%*	4 *17%* *5%*	3 *17%* *3%*	70 *16%* *81%*	73 *16%* *85%*	13 *18%* *15%*	86 *16%* *100%*	86 *16%* *100%*	68 *16%* *79%*	18 *15%* *21%*	18 *14%* *21%*
6	**48** ***9%***	5 *10%* *11%*	2 *8%* *4%*	2 *15%* *5%*	38 *9%* *79%*	46 *10%* *96%*	2 *3%* *4%*	48 *9%* *100%*	48 *9%* *100%*	33 *8%* *69%*	15 *12%* *31%*	15 *12%* *31%*
5	**53** ***10%***	4 *7%* *7%*	3 *11%* *5%*	1 *3%* *1%*	46 *10%* *87%*	47 *10%* *88%*	6 *9%* *12%*	53 *10%* *100%*	53 *10%* *100%*	37 *9%* *70%*	16 *13%* *30%*	17 *14%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 876

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**23** ***4%***	1 *2%* *5%*	1 *5%* *6%*	* *3%* *2%*	20 *5%* *87%*	19 *4%* *83%*	4 *5%* *17%*	23 *4%* *100%*	23 *4%* *100%*	19 *5%* *84%*	4 *3%* *16%*	6 *5%* *26%*
3	**11** ***2%***	2 *3%* *15%*	1 *5%* *12%*	1 *4%* *5%*	8 *2%* *68%*	10 *2%* *92%*	1 *1%* *8%*	11 *2%* *100%*	11 *2%* *100%*	6 *1%* *51%*	6 *5%* *49%*	6 *4%* *49%*
2	**13** ***2%***	3 *5%* *21%*	1 *4%* *9%*	1 *5%* *7%*	8 *2%* *64%*	13 *3%* *100%*	- - -	13 *2%* *100%*	13 *2%* *100%*	11 *3%* *89%*	1 *1%* *11%*	1 *1%* *11%*
1	**14** ***3%***	* *1%* *4%*	1 *4%* *7%*	* *1%* *1%*	12 *3%* *89%*	11 *2%* *83%*	2 *3%* *17%*	14 *3%* *100%*	14 *3%* *100%*	5 *1%* *36%*	9 *7%* *64%* VWX	9 *7%* *64%* VWX
Don't know	**34** ***6%***	5 *9%* *14%*	1 *6%* *4%*	1 *4%* *2%*	27 *6%* *80%*	32 *7%* *93%*	2 *3%* *7%*	34 *6%* *100%*	34 *6%* *100%*	24 *6%* *70%*	10 *8%* *30%*	10 *8%* *30%*
Net: 10/9/8/7	**344** ***64%***	35 *64%* *10%*	14 *56%* *4%*	11 *65%* *3%*	285 *64%* *83%*	290 *62%* *84%*	55 *75%* *16%*	337 *63%* *98%* YZ	344 *64%* *100%* YZ	282 *68%* *82%* YZ	62 *51%* *18%*	63 *50%* *18%*
Net: 10/9	**128** ***24%***	8 *15%* *6%*	5 *20%* *4%*	3 *16%* *2%*	112 *25%* *88%* O	100 *21%* *78%*	28 *38%* *22%* S	123 *23%* *96%*	128 *24%* *100%*	106 *25%* *83%*	21 *17%* *17%*	21 *17%* *17%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 876

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**124** ***23%***	10 *19%* *8%*	6 *25%* *5%*	3 *21%* *3%*	104 *23%* *84%*	111 *24%* *90%*	12 *17%* *10%*	124 *23%* *100%*	124 *23%* *100%*	89 *21%* *72%*	35 *28%* *28%*	38 *30%* *31%*
Net: 3/2/1	**38** ***7%***	5 *9%* *13%*	3 *13%* *9%* R	2 *10%* *4%*	28 *6%* *74%*	34 *7%* *91%*	3 *5%* *9%*	38 *7%* *100%*	38 *7%* *100%*	22 *5%* *59%*	16 *13%* *41%* X	16 *12%* *41%* X
Mean	**7.05**	6.97	6.56	6.97	7.10	6.97	7.58	7.03 YZ	7.05 YZ	7.24 YZ	6.42	6.37
Standard Deviation	**2.17**	2.06	2.52	2.18	2.17	2.15	2.22	2.17	2.17	2.06	2.44	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 877

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**89** ***16%***	44 *14%* *49%*	45 *19%* *51%*	11 *33%* *13%*	17 *14%* *19%*	18 *15%* *20%*	15 *12%* *16%*	15 *19%* *16%*	14 *17%* *15%*	8 *10%* *9%*	47 *15%* *52%*	34 *20%* *38%*	24 *17%* *27%*	15 *11%* *16%*	30 *16%* *34%*
9	**115** ***20%***	65 *20%* *56%*	50 *21%* *44%*	7 *20%* *6%*	25 *20%* *21%*	30 *25%* *26%*	25 *21%* *22%*	15 *18%* *13%*	13 *16%* *11%*	17 *20%* *15%*	58 *19%* *50%*	40 *24%* *35%*	30 *21%* *26%*	29 *22%* *25%*	39 *21%* *34%*
8	**157** ***28%***	94 *29%* *59%*	64 *27%* *41%*	6 *16%* *4%*	37 *29%* *23%*	31 *25%* *20%*	35 *29%* *22%*	24 *31%* *15%*	25 *30%* *16%*	28 *33%* *18%*	89 *29%* *56%*	41 *24%* *26%*	35 *25%* *22%*	38 *28%* *24%*	51 *28%* *32%*
7	**97** ***17%***	62 *19%* *64%*	35 *14%* *36%*	8 *24%* *9%*	22 *18%* *23%*	20 *16%* *20%*	21 *17%* *21%*	15 *19%* *15%*	11 *13%* *11%*	13 *16%* *14%*	62 *20%* *64%*	22 *13%* *22%*	29 *21%* *30%*	24 *17%* *24%*	28 *16%* *29%*
6	**36** ***6%***	19 *6%* *54%*	17 *7%* *46%*	* * *	6 *5%* *17%*	10 *8%* *27%*	7 *6%* *20%*	4 *5%* *11%*	9 *11%* *25%*	3 *4%* *9%*	20 *6%* *54%*	13 *8%* *37%*	10 *7%* *27%*	8 *6%* *22%*	11 *6%* *30%*
5	**25** ***4%***	15 *5%* *60%*	10 *4%* *40%*	- - -	5 *4%* *18%*	4 *3%* *16%*	10 *9%* *41%*	2 *3%* *10%*	4 *4%* *15%*	3 *4%* *14%*	16 *5%* *63%*	6 *3%* *24%*	7 *5%* *28%*	8 *6%* *30%*	7 *4%* *27%*
4	**5** ***1%***	5 *2%* *100%*	* * *	2 *7%* *48%*	* * *	2 *1%* *35%*	* * *	* *1%* *10%*	* * *8%*	1 *1%* *13%*	4 *1%* *87%*	- - -	- - -	4 *3%* *74%*	* * *

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 877

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
3	**6** ***1%***	1 * *25%*	4 *2%* *75%*	* * *	3 *3%* *57%*	1 *1%* *24%*	- - -	1 *1%* *19%*	- - -	- - -	3 *1%* *43%*	3 *2%* *57%*	- - -	3 *2%* *57%*	2 *1%* *32%*
2	**6** ***1%***	5 *1%* *72%*	2 *1%* *28%*	- - -	1 *1%* *23%*	- - -	2 *1%* *24%*	1 *2%* *23%*	2 *2%* *29%*	- - -	4 *1%* *66%*	2 *1%* *34%*	2 *1%* *29%*	- - -	3 *2%* *52%*
1	**10** ***2%***	6 *2%* *58%*	4 *2%* *42%*	- - -	2 *2%* *23%*	3 *3%* *34%*	3 *3%* *32%*	* * *2%*	1 *1%* *9%*	4 *5%* *41%* J	3 *1%* *32%*	3 *2%* *27%*	1 *1%* *14%*	4 *3%* *41%*	4 *2%* *40%*
Don't know	**17** ***3%***	9 *3%* *51%*	8 *4%* *49%*	- - -	7 *5%* *39%*	3 *2%* *17%*	3 *2%* *16%*	1 *1%* *5%*	4 *5%* *23%*	7 *8%* *39%* J	4 *1%* *23%*	7 *4%* *37%*	3 *2%* *18%*	3 *2%* *19%*	8 *5%* *48%*
Net: 10/9/8/7	**459** ***81%***	265 *81%* *58%*	194 *81%* *42%*	32 *93%* *7%*	101 *80%* *22%*	99 *81%* *22%*	96 *79%* *21%*	68 *86%* *15%*	62 *76%* *14%*	66 *78%* *14%*	255 *83%* *56%*	137 *80%* *30%*	118 *84%* *26%*	105 *78%* *23%*	148 *81%* *32%*
Net: 10/9	**204** ***36%***	109 *34%* *53%*	95 *40%* *47%*	18 *53%* *9%*	42 *33%* *20%*	48 *40%* *24%*	40 *33%* *20%*	29 *37%* *14%*	27 *32%* *13%*	25 *29%* *12%*	105 *34%* *51%*	75 *44%* *37%*	54 *38%* *26%*	44 *32%* *21%*	69 *38%* *34%*
Net: 6/5/4	**66** ***12%***	39 *12%* *60%*	27 *11%* *40%*	2 *7%* *4%*	11 *9%* *16%*	15 *13%* *23%*	18 *15%* *26%*	7 *9%* *10%*	13 *16%* *20%*	7 *9%* *11%*	40 *13%* *60%*	19 *11%* *29%*	17 *12%* *25%*	19 *14%* *29%*	18 *10%* *27%*
Net: 3/2/1	**22** ***4%***	12 *4%* *53%*	10 *4%* *47%*	* * *	7 *6%* *32%*	5 *4%* *21%*	5 *4%* *21%*	3 *4%* *13%*	3 *3%* *13%*	4 *5%* *19%*	10 *3%* *45%*	8 *5%* *37%*	3 *2%* *15%*	7 *6%* *34%*	9 *5%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 877

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Mean	**7.80**	7.72	7.92	8.34	7.74	7.81	7.64	7.94	7.76	7.63	7.76	7.97	7.90	7.51	7.84
Standard Deviation	**1.85**	1.83	1.86	1.68	1.89	1.89	1.90	1.71	1.84	2.01	1.77	1.91	1.69	2.00	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 877

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**89** ***16%***	9 *18%* *10%*	8 *22%* *9%*	4 *22%* *4%*	68 *15%* *77%*	81 *15%* *91%*	8 *21%* *9%*	84 *15%* *94%*	89 *16%* *100%*	89 *16%* *100%*
9	**115** ***20%***	9 *19%* *8%*	5 *13%* *4%*	3 *16%* *2%*	98 *21%* *85%*	109 *21%* *94%*	6 *16%* *6%*	114 *20%* *99%*	115 *20%* *100%*	115 *20%* *100%*
8	**157** ***28%***	16 *31%* *10%*	12 *32%* *8%*	6 *35%* *4%*	124 *27%* *79%*	148 *28%* *94%*	10 *25%* *6%*	155 *28%* *99%*	157 *28%* *100%*	157 *28%* *100%*
7	**97** ***17%***	7 *13%* *7%*	7 *18%* *7%*	2 *11%* *2%*	82 *18%* *84%*	92 *17%* *95%*	5 *12%* *5%*	97 *17%* *100%*	97 *17%* *100%*	97 *17%* *100%*
6	**36** ***6%***	4 *8%* *11%*	3 *8%* *8%*	1 *5%* *2%*	28 *6%* *79%*	34 *6%* *94%*	2 *6%* *6%*	36 *6%* *100%*	36 *6%* *100%*	36 *6%* *100%*
5	**25** ***4%***	2 *4%* *7%*	2 *4%* *6%*	1 *3%* *2%*	21 *5%* *85%*	24 *5%* *96%*	1 *2%* *4%*	25 *4%* *99%*	25 *4%* *100%*	25 *4%* *100%*
4	**5** ***1%***	1 *2%* *17%*	* * *	* *3%* *9%*	4 *1%* *74%*	5 *1%* *100%*	* * *	5 *1%* *100%*	5 *1%* *100%*	5 *1%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 877

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
3	**6** ***1%***	1 *1%* *9%*	- - -	* *1%* *3%*	5 *1%* *88%*	5 *1%* *85%*	1 *2%* *15%*	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
2	**6** ***1%***	* *1%* *8%*	* *1%* *6%*	* *2%* *5%*	5 *1%* *81%*	5 *1%* *83%*	1 *3%* *17%*	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
1	**10** ***2%***	- - -	* *1%* *2%*	* *1%* *2%*	10 *2%* *96%*	9 *2%* *91%*	1 *2%* *9%*	10 *2%* *100%*	10 *2%* *100%*	10 *2%* *100%*
Don't know	**17** ***3%***	2 *4%* *12%*	* *1%* *2%*	* *2%* *2%*	15 *3%* *84%*	14 *3%* *77%*	4 *10%* *23%*	17 *3%* *100%*	17 *3%* *100%*	17 *3%* *100%*
Net: 10/9/8/7	**459** ***81%***	41 *81%* *9%*	32 *85%* *7%*	15 *84%* *3%*	372 *81%* *81%*	430 *82%* *94%*	29 *74%* *6%*	450 *81%* *98%*	459 *81%* *100%*	459 *81%* *100%*
Net: 10/9	**204** ***36%***	18 *37%* *9%*	13 *35%* *6%*	7 *38%* *3%*	166 *36%* *81%*	190 *36%* *93%*	14 *37%* *7%*	198 *36%* *97%*	204 *36%* *100%*	204 *36%* *100%*
Net: 6/5/4	**66** ***12%***	6 *13%* *10%*	5 *12%* *7%*	2 *10%* *3%*	53 *12%* *81%*	63 *12%* *95%*	3 *8%* *5%*	66 *12%* *100%*	66 *12%* *100%*	66 *12%* *100%*
Net: 3/2/1	**22** ***4%***	1 *2%* *4%*	1 *2%* *3%*	1 *4%* *3%*	20 *4%* *90%*	19 *4%* *87%*	3 *7%* *13%*	22 *4%* *100%*	22 *4%* *100%*	22 *4%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 877

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Mean	**7.80**	7.97	7.98	7.99	7.76	7.80	7.81	7.78	7.80	7.80
Standard Deviation	**1.85**	1.64	1.64	1.94	1.88	1.82	2.20	1.85	1.85	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 878

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**14** ***6%***	3 *3%* *20%*	11 *8%* *80%*	5 *5%* *32%*	6 *7%* *39%*	4 *13%* *29%*	- - -	- - -	- - -	2 *6%* *11%*	5 *3%* *38%*	7 *12%* *52%*	3 *6%* *23%*	4 *6%* *28%*	5 *6%* *35%*
9	**10** ***4%***	4 *4%* *43%*	6 *4%* *57%*	3 *4%* *31%*	6 *7%* *55%*	1 *4%* *13%*	- - -	* *2%* *2%*	- - -	- - -	9 *6%* *85%*	2 *3%* *15%*	3 *5%* *28%*	2 *2%* *16%*	6 *7%* *55%*
8	**30** ***13%***	13 *12%* *42%*	18 *13%* *58%*	14 *15%* *46%*	7 *9%* *24%*	1 *4%* *4%*	4 *19%* *14%*	2 *23%* *7%*	2 *32%* *5%*	7 *28%* *24%*	20 *13%* *67%*	3 *5%* *10%*	9 *15%* *28%* N	15 *20%* *49%* N	2 *3%* *7%*
7	**31** ***13%***	14 *14%* *46%*	17 *12%* *54%*	13 *14%* *40%*	12 *15%* *38%*	2 *7%* *7%*	3 *13%* *9%*	* *2%* *1%*	1 *29%* *5%*	1 *3%* *3%*	17 *11%* *55%*	13 *21%* *42%*	6 *11%* *19%*	7 *9%* *21%*	12 *16%* *40%*
6	**32** ***13%***	20 *19%* *62%*	12 *9%* *38%*	15 *16%* *46%*	9 *11%* *29%*	6 *19%* *20%*	* *1%* *1%*	- - -	2 *33%* *5%*	- - -	23 *15%* *71%*	9 *15%* *29%*	9 *16%* *28%*	14 *19%* *43%*	4 *5%* *13%*
5	**29** ***12%***	16 *15%* *55%*	13 *9%* *45%*	13 *14%* *45%*	8 *10%* *27%*	5 *16%* *19%*	- - -	2 *25%* *8%*	* *5%* *1%*	- - -	22 *14%* *77%*	6 *11%* *23%*	7 *12%* *23%*	8 *11%* *27%*	10 *13%* *36%*
4	**23** ***9%***	6 *6%* *27%*	17 *12%* *73%*	11 *12%* *46%*	8 *10%* *37%*	- - -	2 *10%* *10%*	2 *16%* *7%*	- - -	4 *15%* *17%*	12 *8%* *54%*	6 *11%* *28%*	4 *7%* *16%*	7 *10%* *31%*	9 *11%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 878

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**20** ***8%***	7 *7%* *36%*	13 *9%* *64%*	4 *5%* *22%*	4 *5%* *19%*	1 *4%* *7%*	7 *33%* *37%*	3 *32%* *16%*	- - -	3 *10%* *14%*	11 *7%* *57%*	6 *10%* *30%*	3 *5%* *14%*	5 *6%* *23%*	12 *16%* *61%*
2	**15** ***6%***	10 *10%* *66%*	5 *4%* *34%*	2 *2%* *12%*	9 *11%* *60%*	4 *13%* *28%*	- - -	- - -	- - -	2 *6%* *10%*	11 *7%* *72%*	3 *5%* *18%*	3 *6%* *20%*	9 *12%* *58%*	3 *3%* *17%*
1	**21** ***9%***	5 *5%* *24%*	16 *11%* *76%*	6 *6%* *28%*	10 *13%* *50%*	2 *5%* *8%*	3 *13%* *14%*	- - -	- - -	6 *24%* *31%*	13 *8%* *62%*	1 *2%* *7%*	6 *11%* *29%*	2 *3%* *10%*	6 *8%* *29%*
Don't know	**16** ***6%***	5 *4%* *29%*	11 *8%* *71%*	6 *7%* *41%*	2 *2%* *11%*	5 *14%* *30%*	3 *12%* *17%*	- - -	- - -	2 *7%* *11%*	10 *7%* *65%*	4 *6%* *24%*	4 *7%* *24%*	2 *2%* *11%*	8 *11%* *54%*
Net: 10/9/8/7	**86** ***36%***	35 *33%* *40%*	52 *37%* *60%*	34 *38%* *40%*	30 *38%* *35%*	9 *27%* *10%*	7 *32%* *8%*	3 *27%* *3%*	3 *61%* *4%*	10 *37%* *11%*	52 *34%* *60%*	25 *41%* *29%*	21 *37%* *24%*	27 *37%* *32%*	25 *33%* *29%*
Net: 10/9	**25** ***10%***	7 *7%* *30%*	17 *13%* *70%*	8 *9%* *32%*	11 *14%* *46%*	5 *17%* *22%*	- - -	* *2%* *1%*	- - -	2 *6%* *6%*	14 *9%* *58%*	9 *15%* *36%*	6 *11%* *25%*	6 *8%* *23%*	11 *14%* *43%*
Net: 6/5/4	**84** ***35%***	42 *40%* *50%*	42 *30%* *50%*	38 *42%* *45%*	26 *32%* *31%*	12 *36%* *14%*	3 *11%* *3%*	4 *41%* *5%*	2 *39%* *2%*	4 *15%* *5%*	57 *37%* *68%*	22 *36%* *27%*	19 *35%* *23%*	29 *39%* *34%*	23 *30%* *28%*
Net: 3/2/1	**56** ***23%***	22 *22%* *40%*	34 *24%* *60%*	12 *13%* *21%*	23 *29%* *42%*	7 *23%* *13%*	10 *45%* *18%*	3 *32%* *6%*	- - -	11 *41%* *19%*	35 *23%* *63%*	10 *17%* *18%*	12 *21%* *21%*	16 *21%* *28%*	21 *27%* *37%*
Mean	**5.48**	5.49	5.47	5.82	5.26	5.63	4.52	5.00	6.88	4.65	5.42	5.96	5.63	5.66	5.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 878

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Standard Deviation	**2.56**	2.30	2.75	2.29	2.81	2.80	2.55	2.09	1.03	3.17	2.49	2.39	2.64	2.41	2.60

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 878

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**14** ***6%***	2 *9%* *12%*	- - -	* *4%* *2%*	12 *6%* *86%*	8 *4%* *53%*	7 *19%* *47%*	13 *6%* *93%*	14 *6%* *100%*	14 *6%* *100%*
9	**10** ***4%***	- - -	- - -	* *3%* *2%*	10 *5%* *98%*	6 *3%* *59%*	4 *12%* *41%*	10 *5%* *100%*	10 *4%* *100%*	10 *4%* *100%*
8	**30** ***13%***	2 *10%* *7%*	1 *15%* *4%*	1 *23%* *5%*	26 *12%* *85%*	29 *14%* *95%*	1 *4%* *5%*	28 *12%* *93%*	30 *13%* *100%*	30 *13%* *100%*
7	**31** ***13%***	3 *13%* *8%*	2 *31%* *8%*	1 *15%* *3%*	25 *12%* *80%*	27 *13%* *86%*	4 *12%* *14%*	29 *13%* *93%*	31 *13%* *100%*	31 *13%* *100%*
6	**32** ***13%***	2 *12%* *8%*	1 *18%* *4%*	1 *16%* *3%*	27 *13%* *85%*	28 *13%* *86%*	4 *13%* *14%*	31 *13%* *96%*	32 *13%* *100%*	32 *13%* *100%*
5	**29** ***12%***	3 *15%* *11%*	1 *9%* *2%*	* *4%* *1%*	25 *12%* *86%*	28 *14%* *97%*	1 *2%* *3%*	29 *12%* *100%*	29 *12%* *100%*	29 *12%* *100%*
4	**23** ***9%***	2 *12%* *11%*	* *5%* *2%*	1 *10%* *3%*	19 *9%* *84%*	20 *10%* *87%*	3 *8%* *13%*	23 *10%* *100%*	23 *9%* *100%*	23 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 878

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**20** ***8%***	- - -	- - -	* *7%* *2%*	19 *9%* *98%*	18 *9%* *90%*	2 *5%* *10%*	18 *8%* *93%*	20 *8%* *100%*	20 *8%* *100%*
2	**15** ***6%***	- - -	* *5%* *2%*	* *6%* *3%*	15 *7%* *95%*	13 *6%* *82%*	3 *8%* *18%*	14 *6%* *90%*	15 *6%* *100%*	15 *6%* *100%*
1	**21** ***9%***	5 *23%* *22%*	1 *13%* *5%*	1 *12%* *4%*	14 *7%* *68%*	16 *8%* *79%*	4 *12%* *21%*	21 *9%* *100%*	21 *9%* *100%*	21 *9%* *100%*
Don't know	**16** ***6%***	1 *6%* *8%*	* *5%* *2%*	- - -	14 *7%* *90%*	14 *7%* *90%*	2 *5%* *10%*	14 *6%* *89%*	16 *6%* *100%*	16 *6%* *100%*
Net: 10/9/8/7	**86** ***36%***	6 *32%* *7%*	4 *46%* *4%*	3 *44%* *3%*	73 *36%* *85%*	70 *34%* *81%*	17 *47%* *19%*	81 *35%* *94%*	86 *36%* *100%*	86 *36%* *100%*
Net: 10/9	**25** ***10%***	2 *9%* *7%*	- - -	* *6%* *2%*	23 *11%* *91%*	14 *7%* *55%*	11 *31%* *45%*	24 *10%* *96%*	25 *10%* *100%*	25 *10%* *100%*
Net: 6/5/4	**84** ***35%***	8 *40%* *10%*	3 *32%* *3%*	2 *31%* *2%*	71 *34%* *85%*	75 *37%* *90%*	8 *23%* *10%*	82 *36%* *98%*	84 *35%* *100%*	84 *35%* *100%*
Net: 3/2/1	**56** ***23%***	5 *23%* *8%*	1 *18%* *3%*	2 *25%* *3%*	48 *23%* *86%*	47 *23%* *84%*	9 *25%* *16%*	53 *23%* *95%*	56 *23%* *100%*	56 *23%* *100%*
Mean	**5.48**	5.08	5.54	5.52	5.51	5.37	6.06	5.45	5.48	5.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 878

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - MTV**

Base : All who watch MTV regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Standard Deviation	**2.56**	2.89	2.48	2.84	2.54	2.43	3.20	2.56	2.56	2.56

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 879

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**24** ***7%***	4 *4%* *16%*	20 *9%* *84%*	6 *10%* *26%*	7 *9%* *31%*	4 *7%* *19%*	3 *5%* *13%*	1 *3%* *4%*	2 *7%* *7%*	1 *2%* *4%*	8 *4%* *33%*	15 *14%* *64%* J	13 *14%* *53%* N	- - -	3 *3%* *15%*
9	**25** ***7%***	3 *3%* *14%*	21 *9%* *86%*	7 *11%* *28%*	3 *3%* *11%*	4 *6%* *15%*	5 *9%* *21%*	4 *11%* *14%*	3 *10%* *10%*	5 *12%* *21%*	13 *7%* *55%*	6 *6%* *24%*	6 *7%* *26%*	7 *11%* *29%*	6 *5%* *26%*
8	**81** ***25%***	23 *23%* *28%*	58 *26%* *72%*	16 *26%* *19%*	18 *22%* *23%*	14 *21%* *18%*	15 *24%* *18%*	10 *33%* *13%*	8 *31%* *10%*	9 *21%* *11%*	42 *23%* *52%*	30 *29%* *37%*	20 *23%* *25%*	29 *46%* *35%*	17 *15%* *21%*
7	**49** ***15%***	26 *26%* *53%* B	23 *10%* *47%*	7 *11%* *14%*	15 *18%* *31%*	11 *16%* *22%*	10 *17%* *21%*	4 *12%* *8%*	3 *11%* *6%*	4 *9%* *8%*	30 *16%* *61%*	15 *14%* *31%*	8 *9%* *17%*	9 *14%* *18%*	21 *19%* *44%*
6	**34** ***10%***	13 *13%* *38%*	21 *9%* *62%*	7 *12%* *21%*	13 *16%* *38%* E	2 *3%* *5%*	6 *9%* *16%*	3 *9%* *8%*	4 *16%* *12%*	* *1%* *1%*	23 *13%* *66%* I	11 *11%* *32%*	7 *7%* *19%*	4 *6%* *10%*	18 *15%* *52%*
5	**41** ***13%***	14 *14%* *33%*	27 *12%* *67%*	5 *8%* *11%*	6 *7%* *14%*	15 *22%* *37%* DF	4 *7%* *11%*	7 *23%* *18%*	4 *15%* *9%*	5 *11%* *11%*	25 *14%* *62%*	11 *11%* *27%*	15 *17%* *36%*	1 *2%* *3%*	15 *13%* *37%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 879

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**22** ***7%***	3 *3%* *12%*	20 *9%* *88%*	5 *9%* *24%*	12 *15%* *53%* E	1 *1%* *3%*	3 *5%* *13%*	1 *4%* *6%*	* *1%* *1%*	1 *2%* *5%*	13 *7%* *56%*	9 *8%* *39%*	4 *5%* *19%*	7 *11%* *32%*	8 *7%* *38%*
3	**11** ***3%***	5 *5%* *40%*	7 *3%* *60%*	2 *3%* *16%*	1 *2%* *12%*	6 *8%* *48%*	2 *3%* *16%*	- - -	1 *4%* *8%*	4 *10%* *36%*	5 *3%* *45%*	2 *2%* *18%*	3 *3%* *22%*	- - -	8 *7%* *71%*
2	**14** ***4%***	5 *5%* *38%*	8 *4%* *62%*	2 *3%* *13%*	3 *4%* *24%*	7 *10%* *49%*	2 *3%* *14%*	- - -	- - -	4 *9%* *27%*	8 *4%* *58%*	2 *2%* *15%*	4 *5%* *31%*	2 *3%* *12%*	6 *5%* *42%*
1	**16** ***5%***	3 *3%* *17%*	13 *6%* *83%*	3 *5%* *20%*	2 *2%* *10%*	4 *5%* *23%*	4 *7%* *27%*	2 *5%* *11%*	2 *6%* *10%*	7 *18%* *47%* JK	5 *3%* *31%*	4 *3%* *22%*	4 *5%* *26%*	4 *7%* *28%*	6 *5%* *37%*
Don't know	**11** ***3%***	3 *3%* *23%*	9 *4%* *77%*	1 *2%* *13%*	2 *2%* *14%*	1 *2%* *12%*	7 *11%* *61%*	- - -	- - -	2 *6%* *22%*	8 *5%* *74%*	* * *4%*	4 *5%* *37%*	- - -	6 *6%* *57%*
Net: 10/9/8/7	**178** ***54%***	56 *56%* *31%*	122 *54%* *69%*	35 *58%* *20%*	43 *53%* *24%*	33 *49%* *19%*	33 *54%* *19%*	18 *58%* *10%*	15 *59%* *8%*	19 *44%* *11%*	93 *52%* *52%*	66 *63%* *37%*	47 *54%* *27%*	45 *71%* *25%*	48 *42%* *27%*
Net: 10/9	**48** ***15%***	7 *7%* *15%*	41 *18%* *85%* A	13 *22%* *27%*	10 *12%* *21%*	8 *12%* *17%*	8 *13%* *17%*	4 *14%* *9%*	4 *17%* *9%*	6 *14%* *12%*	21 *12%* *44%*	21 *20%* *44%*	19 *22%* *39%* N	7 *11%* *15%*	10 *8%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 879

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
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Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**98** ***30%***	29 *29%* *30%*	69 *30%* *70%*	17 *28%* *17%*	31 *38%* *31%*	17 *26%* *18%*	13 *21%* *13%*	11 *36%* *12%*	8 *31%* *8%*	6 *14%* *6%*	61 *34%* *62%* I	31 *29%* *32%*	26 *29%* *26%*	12 *19%* *12%*	41 *36%* *42%*
Net: 3/2/1	**41** ***12%***	12 *12%* *30%*	28 *12%* *70%*	7 *11%* *16%*	6 *8%* *15%*	16 *23%* *39%* D	8 *13%* *19%*	2 *5%* *4%*	3 *10%* *6%*	15 *36%* *38%* JK	18 *10%* *44%*	8 *7%* *19%*	11 *12%* *26%*	6 *10%* *15%*	20 *17%* *48%*
Mean	**6.40**	6.31	6.43	6.67	6.42	5.86	6.42	6.63	6.73	5.22	6.37 I	6.89 I	6.60	6.68	5.81
Standard Deviation	**2.37**	2.07	2.49	2.46	2.17	2.58	2.47	2.08	2.24	3.06	2.15	2.27	2.55	2.30	2.27

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**24** ***7%***	5 *17%* *21%* R	2 *7%* *7%*	1 *9%* *4%*	16 *6%* *68%*	21 *7%* *90%*	2 *7%* *10%*	24 *7%* *100%*	24 *7%* *100%*	24 *7%* *100%*
9	**25** ***7%***	2 *5%* *6%*	2 *8%* *7%*	1 *13%* *6%*	20 *7%* *81%*	22 *8%* *91%*	2 *6%* *9%*	25 *8%* *100%*	25 *7%* *100%*	25 *7%* *100%*
8	**81** ***25%***	6 *21%* *8%*	7 *33%* *9%*	2 *19%* *3%*	66 *25%* *81%*	78 *27%* *96%*	4 *10%* *4%*	80 *25%* *98%*	81 *25%* *100%*	81 *25%* *100%*
7	**49** ***15%***	5 *18%* *11%*	3 *16%* *7%*	1 *13%* *3%*	39 *15%* *79%*	39 *13%* *79%*	10 *28%* *21%*	49 *15%* *100%*	49 *15%* *100%*	49 *15%* *100%*
6	**34** ***10%***	3 *10%* *8%*	3 *14%* *9%*	1 *7%* *2%*	28 *10%* *81%*	32 *11%* *94%*	2 *5%* *6%*	34 *11%* *100%*	34 *10%* *100%*	34 *10%* *100%*
5	**41** ***13%***	6 *20%* *14%*	2 *8%* *4%*	2 *21%* *6%*	31 *12%* *76%*	36 *12%* *89%*	5 *13%* *11%*	41 *13%* *99%*	41 *13%* *100%*	41 *13%* *100%*

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Fieldwork dates: January, April, July, October 2008

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Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**22** ***7%***	1 *2%* *2%*	1 *4%* *4%*	1 *10%* *5%*	20 *7%* *89%*	20 *7%* *89%*	2 *7%* *11%*	22 *7%* *100%*	22 *7%* *100%*	22 *7%* *100%*
3	**11** ***3%***	1 *2%* *5%*	* * *	* *2%* *2%*	11 *4%* *93%*	8 *3%* *71%*	3 *9%* *29%*	11 *4%* *100%*	11 *3%* *100%*	11 *3%* *100%*
2	**14** ***4%***	1 *2%* *4%*	1 *5%* *8%*	* *4%* *3%*	12 *4%* *85%*	11 *4%* *77%*	3 *9%* *23%*	12 *4%* *85%*	14 *4%* *100%*	14 *4%* *100%*
1	**16** ***5%***	1 *3%* *5%*	* *2%* *3%*	* *1%* *1%*	14 *5%* *91%*	14 *5%* *88%*	2 *5%* *12%*	16 *5%* *100%*	16 *5%* *100%*	16 *5%* *100%*
Don't know	**11** ***3%***	- - -	* *2%* *4%*	* *2%* *2%*	11 *4%* *94%*	11 *4%* *100%*	- - -	11 *3%* *100%*	11 *3%* *100%*	11 *3%* *100%*
Net: 10/9/8/7	**178** ***54%***	18 *62%* *10%*	14 *65%* *8%*	6 *54%* *3%*	140 *53%* *79%*	160 *55%* *90%*	18 *51%* *10%*	177 *55%* *99%*	178 *54%* *100%*	178 *54%* *100%*
Net: 10/9	**48** ***15%***	7 *22%* *14%*	3 *15%* *7%*	2 *22%* *5%*	36 *13%* *74%*	43 *15%* *90%*	5 *13%* *10%*	48 *15%* *100%*	48 *15%* *100%*	48 *15%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 879

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings
**** As a result of watching its programmes I've become more interested in particular subjects ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**98** ***30%***	9 *32%* *9%*	6 *26%* *6%*	4 *37%* *4%*	79 *30%* *81%*	89 *30%* *91%*	9 *25%* *9%*	98 *30%* *100%*	98 *30%* *100%*	98 *30%* *100%*
Net: 3/2/1	**41** ***12%***	2 *7%* *5%*	2 *7%* *4%*	1 *7%* *2%*	36 *14%* *89%*	32 *11%* *80%*	8 *23%* *20%*	39 *12%* *95%*	41 *12%* *100%*	41 *12%* *100%*
Mean	**6.40**	6.93	6.92	6.57	6.29	6.48	5.77	6.42	6.40	6.40
Standard Deviation	**2.37**	2.25	2.10	2.34	2.40	2.34	2.53	2.35	2.37	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 880

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings: As a result of watching its programmes I've become more interested in particular subjects - SUMMARY

Base : All who watch each channel regularly

	Q6g(b) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	22 *4%*	26 *4%*	15 *3%*	9 *3%*	65 *14%*	56 *10%*	89 *16%*	14 *6%*	24 *7%*
9	25 *5%*	33 *5%*	30 *6%*	19 *6%*	57 *12%*	72 *13%*	115 *20%*	10 *4%*	25 *7%*
8	81 *16%*	75 *11%*	95 *19%*	45 *15%*	140 *30%*	131 *24%*	157 *28%*	30 *13%*	81 *25%*
7	64 *12%*	95 *14%*	79 *16%*	52 *18%*	89 *19%*	86 *16%*	97 *17%*	31 *13%*	49 *15%*
6	81 *16%*	91 *14%*	73 *15%*	49 *16%*	44 *9%*	48 *9%*	36 *6%*	32 *13%*	34 *10%*
5	99 *19%*	105 *16%*	83 *17%*	41 *14%*	31 *7%*	53 *10%*	25 *4%*	29 *12%*	41 *13%*
4	36 *7%*	74 *11%*	31 *6%*	16 *5%*	8 *2%*	23 *4%*	5 *1%*	23 *9%*	22 *7%*
3	30 *6%*	56 *8%*	24 *5%*	22 *7%*	6 *1%*	11 *2%*	6 *1%*	20 *8%*	11 *3%*
2	17 *3%*	37 *6%*	15 *3%*	10 *3%*	3 *1%*	13 *2%*	6 *1%*	15 *6%*	14 *4%*
1	22 *4%*	38 *6%*	21 *4%*	18 *6%*	4 *1%*	14 *3%*	10 *2%*	21 *9%*	16 *5%*
Don't know	33 *7%*	38 *6%*	22 *4%*	18 *6%*	14 *3%*	34 *6%*	17 *3%*	16 *6%*	11 *3%*
Net: 10/9/8/7	191 *38%*	229 *34%*	218 *45%*	125 *42%*	351 *76%*	344 *64%*	459 *81%*	86 *36%*	178 *54%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 880

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Channel-specific ratings: As a result of watching its programmes I've become more interested in particular subjects - SUMMARY

Base : All who watch each channel regularly

	Q6g(b) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	47 *9%*	59 *9%*	45 *9%*	28 *9%*	122 *26%*	128 *24%*	204 *36%*	25 *10%*	48 *15%*
Net: 6/5/4	216 *42%*	270 *40%*	188 *39%*	106 *35%*	82 *18%*	124 *23%*	66 *12%*	84 *35%*	98 *30%*
Net: 3/2/1	69 *14%*	131 *20%*	59 *12%*	50 *17%*	14 *3%*	38 *7%*	22 *4%*	56 *23%*	41 *12%*
Mean	5.89	5.51	6.08	5.88	7.57	7.05	7.80	5.48	6.40
Standard Deviation	2.19	2.33	2.15	2.28	1.76	2.17	1.85	2.56	2.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 881

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - ITV2 SUMMARY

Base : All who watch ITV2 regularly

	Q6g(b) - Statements	
	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)	500	500
Total (Wtd)	510	510
Effective Total	326	326
10	34 *7%*	22 *4%*
9	33 *6%*	25 *5%*
8	99 *20%*	81 *16%*
7	74 *14%*	64 *12%*
6	66 *13%*	81 *16%*
5	77 *15%*	99 *19%*
4	36 *7%*	36 *7%*
3	10 *2%*	30 *6%*
2	7 *1%*	17 *3%*
1	15 *3%*	22 *4%*
Don't know	59 *12%*	33 *7%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 881

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - ITV2 SUMMARY

Base : All who watch ITV2 regularly

	Q6g(b) - Statements	
	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)	500	500
Effective Total	326	326
Net: 10/9/8/7	240 *47%*	191 *38%*
Net: 10/9	67 *13%*	47 *9%*
Net: 6/5/4	179 *35%*	216 *42%*
Net: 3/2/1	32 *6%*	69 *14%*
Mean	6.50	5.89
Standard Deviation	2.10	2.19

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 882

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - E4 SUMMARY

Base : All who watch E4 regularly

	Q6g(b) - Statements	
	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)	616	616
Total (Wtd)	668	668
Effective Total	416	416
10	51 *8%*	26 *4%*
9	34 *5%*	33 *5%*
8	111 *17%*	75 *11%*
7	94 *14%*	95 *14%*
6	71 *11%*	91 *14%*
5	95 *14%*	105 *16%*
4	52 *8%*	74 *11%*
3	40 *6%*	56 *8%*
2	31 *5%*	37 *6%*
1	28 *4%*	38 *6%*
Don't know	62 *9%*	38 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - E4 SUMMARY

Base : All who watch E4 regularly

	Q6g(b) - Statements	
	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)	616	616
Effective Total	416	416
Net: 10/9/8/7	289 *43%*	229 *34%*
Net: 10/9	85 *13%*	59 *9%*
Net: 6/5/4	218 *33%*	270 *40%*
Net: 3/2/1	98 *15%*	131 *20%*
Mean	6.07	5.51
Standard Deviation	2.41	2.33

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 883

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - Sky One SUMMARY

Base : All who watch Sky One regularly

	Q6g(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)	492	492	492
Total (Wtd)	487	487	487
Effective Total	331	331	331
10	24 *5%*	14 *3%*	15 *3%*
9	28 *6%*	31 *6%*	30 *6%*
8	74 *15%*	77 *16%*	95 *19%*
7	94 *19%*	53 *11%*	79 *16%*
6	61 *13%*	49 *10%*	73 *15%*
5	69 *14%*	71 *14%*	83 *17%*
4	41 *8%*	48 *10%*	31 *6%*
3	21 *4%*	32 *7%*	24 *5%*
2	12 *2%*	23 *5%*	15 *3%*
1	20 *4%*	29 *6%*	21 *4%*
Don't know	44 *9%*	61 *13%*	22 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 883

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - Sky One SUMMARY

Base : All who watch Sky One regularly

	Q6g(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)	492	492	492
Effective Total	331	331	331
Net: 10/9/8/7	219 *45%*	175 *36%*	218 *45%*
Net: 10/9	51 *11%*	45 *9%*	45 *9%*
Net: 6/5/4	171 *35%*	168 *34%*	188 *39%*
Net: 3/2/1	52 *11%*	84 *17%*	59 *12%*
Mean	6.13	5.67	6.08
Standard Deviation	2.19	2.40	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 884

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(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)	291	291	291
Total (Wtd)	298	298	298
Effective Total	196	196	196
10	7 *2%*	5 *2%*	9 *3%*
9	16 *5%*	13 *5%*	19 *6%*
8	53 *18%*	37 *12%*	45 *15%*
7	38 *13%*	50 *17%*	52 *18%*
6	36 *12%*	30 *10%*	49 *16%*
5	46 *16%*	35 *12%*	41 *14%*
4	12 *4%*	11 *4%*	16 *5%*
3	14 *5%*	19 *6%*	22 *7%*
2	10 *3%*	12 *4%*	10 *3%*
1	13 *4%*	26 *9%*	18 *6%*
Don't know	52 *18%*	61 *20%*	18 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(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)	291	291	291
Effective Total	196	196	196
Net: 10/9/8/7	114 *38%*	105 *35%*	125 *42%*
Net: 10/9	23 *8%*	19 *6%*	28 *9%*
Net: 6/5/4	95 *32%*	76 *25%*	106 *35%*
Net: 3/2/1	37 *13%*	57 *19%*	50 *17%*
Mean	6.00	5.56	5.88
Standard Deviation	2.23	2.46	2.28

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 885

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(b) - Statements	
	It shows interesting programmes about history science or the arts	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	473	473
Total (Wtd)	461	461
Effective Total	320	320
10	88 *19%*	65 *14%*
9	101 *22%*	57 *12%*
8	146 *32%*	140 *30%*
7	59 *13%*	89 *19%*
6	37 *8%*	44 *9%*
5	14 *3%*	31 *7%*
4	5 *1%*	8 *2%*
3	2 *	6 *1%*
2	2 *	3 *1%*
1	3 *1%*	4 *1%*
Don't know	6 *1%*	14 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(b) - Statements	
	It shows interesting programmes about history science or the arts	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	473	473
Effective Total	320	320
Net: 10/9/8/7	394 *86%*	351 *76%*
Net: 10/9	190 *41%*	122 *26%*
Net: 6/5/4	55 *12%*	82 *18%*
Net: 3/2/1	6 *1%*	14 *3%*
Mean	8.11	7.57
Standard Deviation	1.54	1.76

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(b) - Statements As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	568
Total (Wtd)	540
Effective Total	387
10	56 *10%*
9	72 *13%*
8	131 *24%*
7	86 *16%*
6	48 *9%*
5	53 *10%*
4	23 *4%*
3	11 *2%*
2	13 *2%*
1	14 *3%*
Don't know	34 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 886

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(b) - Statements As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	568
Effective Total	387
Net: 10/9/8/7	344 *64%*
Net: 10/9	128 *24%*
Net: 6/5/4	124 *23%*
Net: 3/2/1	38 *7%*
Mean	7.05
Standard Deviation	2.17

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 887

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(b) - Statements	
	It shows interesting programmes about history, science or the arts	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	595	595
Total (Wtd)	564	564
Effective Total	393	393
10	146 *26%*	89 *16%*
9	137 *24%*	115 *20%*
8	166 *29%*	157 *28%*
7	59 *10%*	97 *17%*
6	20 *4%*	36 *6%*
5	8 *1%*	25 *4%*
4	5 *1%*	5 *1%*
3	7 *1%*	6 *1%*
2	1 *	6 *1%*
1	2 *	10 *2%*
Don't know	12 *2%*	17 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(b) - Statements	
	It shows interesting programmes about history, science or the arts	As a result of watching its programmes I've become more interested in particular subjects
Total (Unwtd)	595	595
Effective Total	393	393
Net: 10/9/8/7	509 *90%*	459 *81%*
Net: 10/9	284 *50%*	204 *36%*
Net: 6/5/4	33 *6%*	66 *12%*
Net: 3/2/1	11 *2%*	22 *4%*
Mean	8.41	7.80
Standard Deviation	1.51	1.85

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 888

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - MTV SUMMARY

Base : All who watch MTV regularly

	Q6g(b) - Statements	
	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)	208	208
Total (Wtd)	241	241
Effective Total	147	147
10	12 *5%*	14 *6%*
9	10 *4%*	10 *4%*
8	25 *10%*	30 *13%*
7	24 *10%*	31 *13%*
6	16 *7%*	32 *13%*
5	31 *13%*	29 *12%*
4	16 *6%*	23 *9%*
3	16 *7%*	20 *8%*
2	28 *12%*	15 *6%*
1	43 *18%*	21 *9%*
Don't know	20 *8%*	16 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 888

Absolutes/col/row percents

9 Jul 2009

Q6g(b) Programmes in general and what you get from them - MTV SUMMARY

Base : All who watch MTV regularly

	Q6g(b) - Statements	
	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)	208	208
Effective Total	147	147
Net: 10/9/8/7	71 *29%*	86 *36%*
Net: 10/9	22 *9%*	25 *10%*
Net: 6/5/4	63 *26%*	84 *35%*
Net: 3/2/1	87 *36%*	56 *23%*
Mean	4.71	5.48
Standard Deviation	2.86	2.56

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - Living SUMMARY

Base : All who watch Living regularly

	Q6g(b) - Statements	
	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)	338	338
Total (Wtd)	328	328
Effective Total	221	221
10	27 *8%*	24 *7%*
9	14 *4%*	25 *7%*
8	54 *16%*	81 *25%*
7	37 *11%*	49 *15%*
6	38 *12%*	34 *10%*
5	35 *11%*	41 *13%*
4	37 *11%*	22 *7%*
3	10 *3%*	11 *3%*
2	17 *5%*	14 *4%*
1	25 *8%*	16 *5%*
Don't know	35 *11%*	11 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(b) Programmes in general and what you get from them - Living SUMMARY

Base : All who watch Living regularly

	Q6g(b) - Statements	
	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)	338	338
Effective Total	221	221
Net: 10/9/8/7	132 *40%*	178 *54%*
Net: 10/9	41 *13%*	48 *15%*
Net: 6/5/4	110 *33%*	98 *30%*
Net: 3/2/1	51 *16%*	41 *12%*
Mean	5.89	6.40
Standard Deviation	2.60	2.37

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 890

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**16** ***3%***	3 *2%* *22%*	13 *4%* *78%*	2 *1%* *10%*	4 *3%* *26%*	4 *4%* *23%*	6 *7%* *35%*	* *1%* *2%*	1 *1%* *5%*	1 *1%* *4%*	6 *2%* *40%*	9 *6%* *56%*	4 *3%* *22%*	2 *1%* *10%*	6 *4%* *35%*
9	**13** ***3%***	4 *2%* *33%*	9 *3%* *67%*	4 *3%* *28%*	2 *1%* *14%*	2 *2%* *14%*	1 *1%* *7%*	2 *6%* *16%*	3 *4%* *22%*	2 *2%* *13%*	3 *1%* *20%*	9 *5%* *67%* J	5 *3%* *37%*	- - -	5 *3%* *37%*
8	**47** ***9%***	15 *8%* *33%*	32 *10%* *67%*	10 *9%* *21%*	7 *5%* *15%*	7 *9%* *15%*	11 *14%* *24%*	4 *10%* *8%*	8 *12%* *17%*	6 *8%* *13%*	22 *8%* *47%*	19 *12%* *40%*	16 *12%* *35%*	14 *11%* *30%*	7 *5%* *16%*
7	**54** ***11%***	27 *14%* *49%*	28 *9%* *51%*	9 *9%* *17%*	15 *11%* *27%*	12 *15%* *22%*	7 *9%* *13%*	5 *12%* *8%*	6 *10%* *12%*	7 *10%* *13%*	37 *13%* *68%*	10 *6%* *19%*	12 *8%* *21%*	12 *10%* *23%*	19 *13%* *35%*
6	**68** ***13%***	26 *13%* *37%*	43 *14%* *63%*	16 *15%* *24%*	17 *12%* *25%*	10 *12%* *15%*	11 *14%* *16%*	2 *7%* *4%*	11 *18%* *17%*	9 *12%* *13%*	38 *14%* *56%*	21 *13%* *31%*	17 *12%* *25%*	25 *20%* *37%*	17 *12%* *25%*
5	**80** ***16%***	25 *13%* *31%*	55 *18%* *69%*	14 *13%* *17%*	28 *20%* *36%*	10 *12%* *13%*	11 *13%* *13%*	8 *22%* *10%*	9 *14%* *11%*	15 *20%* *19%*	48 *17%* *60%*	17 *11%* *21%*	24 *17%* *30%*	12 *9%* *15%*	25 *17%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 890

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**32** ***6%***	16 *8%* *49%*	16 *5%* *51%*	9 *9%* *29%*	5 *4%* *17%*	4 *5%* *12%*	3 *3%* *9%*	3 *7%* *9%*	8 *13%* *25%*	3 *4%* *10%*	11 *4%* *34%*	18 *11%* *56%* J	5 *3%* *15%*	10 *8%* *33%*	9 *7%* *30%*
3	**30** ***6%***	12 *6%* *39%*	18 *6%* *61%*	8 *8%* *27%*	13 *9%* *42%*	4 *5%* *14%*	3 *3%* *9%*	2 *6%* *8%*	* * *1%*	3 *5%* *12%*	22 *8%* *73%*	5 *3%* *16%*	11 *8%* *37%*	2 *2%* *7%*	12 *8%* *40%*
2	**36** ***7%***	18 *9%* *50%*	18 *6%* *50%*	8 *7%* *22%*	9 *6%* *24%*	10 *12%* *28%*	4 *5%* *12%*	* *1%* *1%*	5 *7%* *13%*	4 *6%* *12%*	22 *8%* *61%*	10 *6%* *27%*	12 *9%* *34%*	12 *10%* *34%*	5 *4%* *15%*
1	**56** ***11%***	27 *13%* *47%*	30 *10%* *53%*	17 *16%* *29%* H	22 *16%* *40%* H	7 *8%* *12%*	8 *9%* *13%*	2 *5%* *3%*	1 *2%* *2%*	8 *10%* *14%*	26 *9%* *46%*	23 *14%* *40%*	18 *13%* *32%*	20 *15%* *35%*	11 *8%* *20%*
Don't know	**77** ***15%***	26 *13%* *34%*	51 *16%* *66%*	11 *10%* *14%*	18 *13%* *24%*	14 *17%* *18%*	16 *20%* *20%*	8 *22%* *10%*	11 *17%* *14%*	15 *21%* *20%*	40 *15%* *52%*	22 *13%* *28%*	15 *11%* *20%*	18 *14%* *23%*	27 *19%* *35%*
Net: 10/9/8/7	**130** ***26%***	50 *25%* *38%*	81 *26%* *62%*	24 *22%* *18%*	28 *20%* *22%*	25 *30%* *19%*	25 *32%* *19%*	11 *29%* *8%*	18 *29%* *14%*	16 *22%* *12%*	68 *25%* *52%*	47 *29%* *36%*	36 *26%* *28%*	28 *22%* *21%*	37 *26%* *28%*
Net: 10/9	**29** ***6%***	8 *4%* *27%*	21 *7%* *73%*	5 *5%* *18%*	6 *4%* *21%*	5 *7%* *19%*	7 *8%* *22%*	2 *6%* *8%*	4 *6%* *12%*	2 *3%* *8%*	9 *3%* *31%*	18 *11%* *61%* J	8 *6%* *29%*	2 *1%* *5%*	10 *7%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 890

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**180** ***35%***	66 *33%* *37%*	114 *37%* *63%*	39 *37%* *22%*	51 *36%* *28%*	24 *29%* *13%*	24 *31%* *14%*	13 *36%* *7%*	28 *45%* *16%*	27 *37%* *15%*	97 *35%* *54%*	56 *35%* *31%*	45 *33%* *25%*	48 *37%* *26%*	51 *36%* *29%*
Net: 3/2/1	**122** ***24%***	56 *28%* *46%*	66 *21%* *54%*	33 *31%* *27%* H	44 *31%* *36%* H	21 *25%* *17%* H	14 *18%* *12%*	5 *13%* *4%*	6 *9%* *5%*	16 *21%* *13%*	69 *25%* *57%*	37 *23%* *30%*	41 *30%* *34%*	34 *27%* *28%*	28 *20%* *23%*
Mean	**5.06**	4.77	5.25	4.69	4.59	5.18	5.64 D	5.56	5.71 D	4.98	4.99	5.22	4.93	4.73	5.26
Standard Deviation	**2.50**	2.50	2.49	2.53	2.48	2.59	2.65	2.19	2.05	2.35	2.36	2.78	2.59	2.49	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 890

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**16** ***3%***	4 *7%* *22%*	2 *6%* *11%*	- - -	11 *3%* *67%*	13 *3%* *78%*	4 *11%* *22%*	16 *3%* *100%*	16 *3%* *100%*	15 *5%* *90%* Z	2 *1%* *10%*	2 *1%* *10%*
9	**13** ***3%***	1 *2%* *7%*	2 *6%* *16%*	* *2%* *3%*	10 *2%* *75%*	13 *3%* *100%*	- - -	13 *3%* *100%*	13 *3%* *100%*	6 *2%* *44%*	7 *4%* *56%*	7 *3%* *56%*
8	**47** ***9%***	5 *10%* *11%*	4 *11%* *8%* Q	* *2%* *1%*	38 *9%* *80%*	46 *10%* *97%*	2 *5%* *3%*	45 *9%* *96%*	47 *9%* *100%*	28 *9%* *60%*	19 *10%* *40%*	20 *9%* *42%*
7	**54** ***11%***	8 *16%* *15%* P	2 *6%* *4%*	1 *6%* *2%*	43 *11%* *79%*	52 *11%* *96%*	2 *7%* *4%*	54 *11%* *100%*	54 *11%* *100%*	45 *14%* *83%* YZ	9 *5%* *17%*	11 *5%* *20%*
6	**68** ***13%***	3 *6%* *5%*	3 *9%* *4%*	3 *19%* *4%* O	59 *14%* *86%*	67 *14%* *98%*	1 *3%* *2%*	68 *14%* *100%*	68 *13%* *100%*	41 *13%* *59%*	28 *14%* *41%*	28 *13%* *41%*
5	**80** ***16%***	10 *20%* *13%*	5 *16%* *7%*	4 *22%* *5%*	61 *15%* *76%*	71 *15%* *89%*	9 *29%* *11%*	80 *16%* *100%*	80 *16%* *100%*	41 *13%* *51%*	39 *20%* *49%*	41 *19%* *51%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 890

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**32** ***6%***	2 *5%* *7%*	4 *11%* *11%*	1 *8%* *4%*	24 *6%* *77%*	29 *6%* *92%*	2 *8%* *8%*	32 *6%* *100%*	32 *6%* *100%*	19 *6%* *59%*	13 *7%* *41%*	15 *7%* *48%*
3	**30** ***6%***	2 *4%* *6%*	2 *7%* *8%*	1 *4%* *2%*	25 *6%* *84%*	29 *6%* *97%*	1 *3%* *3%*	30 *6%* *100%*	30 *6%* *100%*	20 *6%* *65%*	10 *5%* *34%*	13 *6%* *44%*
2	**36** ***7%***	3 *6%* *8%*	2 *7%* *6%*	1 *5%* *2%*	30 *7%* *83%*	35 *7%* *98%*	1 *3%* *2%*	34 *7%* *96%*	36 *7%* *100%*	16 *5%* *44%*	20 *10%* *56%*	20 *10%* *57%*
1	**56** ***11%***	3 *5%* *4%*	3 *8%* *5%*	3 *16%* *5%* O	49 *12%* *86%*	51 *11%* *91%*	5 *16%* *9%*	56 *11%* *99%*	56 *11%* *100%*	37 *12%* *66%*	19 *10%* *33%*	20 *10%* *36%*
Don't know	**77** ***15%***	10 *20%* *13%*	5 *14%* *6%*	2 *15%* *3%*	60 *15%* *78%*	72 *15%* *94%*	5 *16%* *6%*	76 *15%* *98%*	77 *15%* *100%*	48 *15%* *62%*	29 *15%* *38%*	33 *16%* *43%*
Net: 10/9/8/7	**130** ***26%***	18 *35%* *14%* Q	10 *29%* *7%* Q	2 *11%* *1%*	101 *25%* *78%* Q	123 *26%* *95%*	7 *23%* *5%*	129 *26%* *99%*	130 *26%* *100%*	93 *30%* *72%* YZ	37 *19%* *28%*	39 *19%* *30%*
Net: 10/9	**29** ***6%***	4 *9%* *15%*	4 *12%* *13%* QR	* *2%* *1%*	20 *5%* *70%*	26 *5%* *88%*	4 *11%* *12%*	29 *6%* *100%*	29 *6%* *100%*	20 *6%* *70%*	9 *5%* *30%*	9 *4%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 890

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**180** ***35%***	15 *31%* *9%*	12 *36%* *7%*	8 *49%* *4%* OR	145 *35%* *80%*	167 *35%* *93%*	13 *40%* *7%*	180 *36%* *100%*	180 *35%* *100%*	100 *32%* *56%*	80 *41%* *44%*	84 *40%* *47%*
Net: 3/2/1	**122** ***24%***	7 *14%* *6%*	7 *22%* *6%*	4 *25%* *3%*	103 *25%* *85%*	115 *24%* *94%*	7 *22%* *6%*	120 *24%* *98%*	122 *24%* *100%*	73 *23%* *59%*	49 *25%* *40%*	54 *26%* *44%*
Mean	**5.06**	5.78 QR	5.36 Q	4.41	4.98	5.07	5.03	5.06	5.06	5.21	4.83	4.79
Standard Deviation	**2.50**	2.45	2.65	2.26	2.49	2.48	2.84	2.49	2.50	2.57	2.36	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 891

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**7** ***1%***	3 *1%* *40%*	4 *1%* *60%*	3 *1%* *40%*	* * *6%*	- - -	4 *4%* *54%* D	- - -	- - -	- - -	3 *1%* *51%*	3 *2%* *49%*	4 *2%* *54%*	- - -	2 *1%* *24%*
9	**10** ***1%***	5 *2%* *50%*	5 *1%* *50%*	5 *3%* *54%*	- - -	- - -	1 *1%* *9%*	- - -	4 *16%* *37%*	- - -	3 *1%* *27%*	7 *4%* *73%* J	- - -	- - -	7 *3%* *75%*
8	**31** ***5%***	12 *4%* *40%*	18 *5%* *60%*	13 *7%* *43%*	8 *3%* *25%*	4 *4%* *13%*	2 *2%* *7%*	4 *11%* *12%*	- - -	4 *3%* *12%*	16 *4%* *51%*	11 *7%* *37%*	12 *7%* *39%* M	1 *1%* *4%*	9 *4%* *28%*
7	**47** ***7%***	27 *9%* *58%*	20 *5%* *42%*	21 *11%* *45%*	14 *6%* *31%*	6 *6%* *14%*	3 *3%* *6%*	2 *6%* *4%*	- - -	6 *5%* *12%*	29 *8%* *62%*	12 *8%* *26%*	15 *9%* *31%*	17 *10%* *35%*	11 *5%* *23%*
6	**66** ***10%***	27 *9%* *40%*	40 *11%* *60%*	14 *7%* *22%*	23 *10%* *35%*	16 *16%* *24%*	8 *10%* *13%*	5 *14%* *7%*	* *1%* *	11 *9%* *17%*	41 *11%* *62%*	14 *9%* *21%*	19 *12%* *29%*	16 *9%* *24%*	23 *10%* *35%*
5	**92** ***14%***	44 *15%* *47%*	49 *13%* *53%*	38 *20%* *41%* F	30 *13%* *33%*	12 *12%* *13%*	6 *7%* *7%*	2 *7%* *2%*	4 *16%* *4%*	18 *15%* *20%*	50 *13%* *54%*	24 *15%* *26%*	21 *13%* *23%*	23 *14%* *25%*	32 *14%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 891

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**61** ***9%***	22 *8%* *37%*	38 *10%* *63%*	20 *10%* *33%*	19 *8%* *31%*	9 *9%* *14%*	6 *7%* *10%*	6 *17%* *9%*	2 *8%* *3%*	7 *5%* *11%*	44 *11%* *73%*	10 *6%* *16%*	9 *6%* *15%*	21 *13%* *34%*	17 *7%* *28%*
3	**51** ***8%***	20 *7%* *40%*	31 *8%* *60%*	12 *6%* *23%*	28 *12%* *55%* F	6 *6%* *12%*	1 *1%* *2%*	2 *8%* *5%*	1 *6%* *2%*	9 *7%* *18%*	31 *8%* *60%*	11 *7%* *22%*	16 *10%* *32%*	14 *9%* *28%*	13 *6%* *26%*
2	**66** ***10%***	27 *9%* *41%*	39 *10%* *59%*	13 *7%* *19%*	29 *12%* *44%*	12 *12%* *17%*	11 *12%* *16%*	2 *7%* *3%*	- - -	12 *10%* *18%*	38 *10%* *58%*	16 *10%* *25%*	21 *13%* *32%*	18 *11%* *28%*	15 *7%* *23%*
1	**124** ***19%***	59 *20%* *47%*	65 *17%* *53%*	34 *18%* *28%*	50 *21%* *40%*	20 *20%* *16%*	16 *18%* *13%*	1 *4%* *1%*	3 *14%* *2%*	34 *28%* *27%* JK	69 *18%* *55%*	22 *13%* *17%*	24 *15%* *19%*	31 *18%* *25%*	52 *23%* *42%*
Don't know	**114** ***17%***	46 *16%* *40%*	69 *18%* *60%*	19 *10%* *17%*	34 *14%* *30%*	15 *15%* *13%*	29 *33%* *25%* CDE	9 *27%* *8%*	9 *39%* *8%*	21 *17%* *18%*	63 *16%* *55%*	31 *19%* *27%*	20 *13%* *18%*	25 *15%* *22%*	45 *20%* *40%*
Net: 10/9/8/7	**93** ***14%***	47 *16%* *50%*	47 *12%* *50%*	42 *22%* *45%* DE	23 *10%* *24%*	10 *10%* *11%*	9 *11%* *10%*	5 *17%* *6%*	4 *16%* *4%*	9 *7%* *10%*	51 *13%* *54%*	34 *21%* *36%* I	30 *19%* *32%*	18 *11%* *19%*	28 *12%* *30%*
Net: 10/9	**16** ***2%***	7 *3%* *46%*	9 *2%* *54%*	8 *4%* *48%* D	* * *2%*	- - -	4 *5%* *28%* D	- - -	4 *16%* *22%*	- - -	6 *2%* *37%*	10 *6%* *63%* IJ	4 *2%* *22%*	- - -	9 *4%* *54%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 891

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 6/5/4	**219** ***33%***	92 *32%* *42%*	127 *34%* *58%*	72 *37%* *33%*	72 *31%* *33%*	36 *36%* *17%*	21 *24%* *9%*	12 *38%* *6%*	6 *25%* *3%*	36 *30%* *16%*	135 *35%* *62%*	48 *30%* *22%*	50 *31%* *23%*	60 *36%* *27%*	72 *32%* *33%*
Net: 3/2/1	**242** ***36%***	106 *37%* *44%*	135 *36%* *56%*	59 *31%* *24%*	107 *45%* *44%* C	38 *38%* *16%*	28 *32%* *11%*	6 *18%* *2%*	4 *19%* *2%*	55 *45%* *23%*	138 *36%* *57%*	49 *31%* *20%*	62 *38%* *26%*	63 *38%* *26%*	81 *36%* *33%*
Mean	**4.03**	4.06	4.01	4.49 D	3.59	3.86	3.93	4.87	4.84	3.37	4.01 I	4.60 I	4.29	3.77	3.95
Standard Deviation	**2.40**	2.44	2.36	2.47	2.18	2.26	2.76	2.09	3.00	2.23	2.31	2.61	2.47	2.09	2.52

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 891

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**7** ***1%***	1 *2%* *16%*	* *1%* *6%*	- - -	5 *1%* *78%*	6 *1%* *94%*	* *1%* *6%*	6 *1%* *84%*	7 *1%* *100%*	5 *1%* *76%*	2 *1%* *24%*	2 *1%* *24%*
9	**10** ***1%***	2 *2%* *17%*	* *2%* *4%*	* *2%* *4%*	7 *1%* *75%*	6 *1%* *61%*	4 *8%* *39%* S	10 *1%* *100%*	10 *1%* *100%*	6 *2%* *68%*	3 *1%* *32%*	3 *1%* *32%*
8	**31** ***5%***	6 *9%* *19%* R	2 *7%* *6%*	1 *5%* *4%*	22 *4%* *71%*	26 *4%* *85%*	5 *10%* *15%*	31 *5%* *100%*	31 *5%* *100%*	18 *4%* *58%*	13 *5%* *42%*	13 *5%* *42%*
7	**47** ***7%***	2 *3%* *4%*	2 *7%* *4%*	1 *4%* *2%*	42 *8%* *90%*	44 *7%* *95%*	2 *5%* *5%*	43 *7%* *91%*	47 *7%* *100%*	34 *8%* *73%*	13 *5%* *27%*	13 *5%* *27%*
6	**66** ***10%***	4 *6%* *6%*	2 *7%* *3%*	2 *10%* *4%*	58 *11%* *88%*	59 *9%* *89%*	7 *16%* *11%*	66 *10%* *100%*	66 *10%* *100%*	42 *10%* *64%*	24 *9%* *36%*	24 *9%* *36%*
5	**92** ***14%***	9 *14%* *10%*	3 *11%* *3%*	4 *17%* *5%*	76 *14%* *82%*	86 *14%* *93%*	6 *14%* *7%*	92 *14%* *100%*	92 *14%* *100%*	47 *12%* *51%*	45 *17%* *49%*	45 *17%* *49%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 891

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**61** ***9%***	9 *14%* *15%*	3 *10%* *4%*	2 *8%* *3%*	47 *8%* *78%*	58 *9%* *95%*	3 *6%* *5%*	59 *9%* *98%*	61 *9%* *100%*	35 *9%* *58%*	25 *10%* *42%*	28 *11%* *46%*
3	**51** ***8%***	3 *5%* *6%*	2 *8%* *4%*	2 *7%* *3%*	44 *8%* *86%*	49 *8%* *95%*	3 *5%* *5%*	48 *7%* *95%*	51 *8%* *100%*	31 *8%* *60%*	20 *8%* *39%*	20 *8%* *39%*
2	**66** ***10%***	6 *10%* *9%*	4 *15%* *6%* Q	1 *4%* *1%*	55 *10%* *83%*	65 *10%* *98%*	1 *3%* *2%*	66 *10%* *100%*	66 *10%* *100%*	31 *8%* *47%*	35 *13%* *53%*	35 *13%* *53%*
1	**124** ***19%***	7 *11%* *6%*	4 *15%* *3%*	7 *27%* *5%* O	106 *19%* *86%*	114 *18%* *92%*	10 *22%* *8%*	120 *19%* *97%*	124 *19%* *100%*	90 *22%* *73%* YZ	34 *13%* *27%*	34 *13%* *27%*
Don't know	**114** ***17%***	15 *24%* *13%*	4 *17%* *4%*	4 *16%* *3%*	91 *16%* *79%*	109 *18%* *96%*	5 *11%* *4%*	110 *17%* *96%*	114 *17%* *100%*	68 *17%* *59%*	47 *18%* *41%*	47 *18%* *41%*
Net: 10/9/8/7	**93** ***14%***	10 *16%* *11%*	4 *17%* *5%*	3 *11%* *3%*	76 *14%* *81%*	82 *13%* *88%*	11 *24%* *12%*	88 *14%* *94%*	93 *14%* *100%*	63 *16%* *68%*	30 *12%* *32%*	30 *11%* *32%*
Net: 10/9	**16** ***2%***	3 *4%* *16%*	1 *3%* *5%*	* *2%* *3%*	12 *2%* *76%*	12 *2%* *74%*	4 *9%* *26%* S	15 *2%* *93%*	16 *2%* *100%*	11 *3%* *71%*	5 *2%* *29%*	5 *2%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 891

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 6/5/4	**219** ***33%***	22 *34%* *10%*	7 *28%* *3%*	8 *35%* *4%*	181 *33%* *83%*	202 *33%* *92%*	17 *36%* *8%*	218 *33%* *99%*	219 *33%* *100%*	125 *31%* *57%*	95 *36%* *43%*	97 *37%* *44%*
Net: 3/2/1	**242** ***36%***	17 *26%* *7%*	10 *38%* *4%*	9 *38%* *4%*	206 *37%* *85%*	228 *37%* *94%*	14 *30%* *6%*	235 *36%* *97%*	242 *36%* *100%*	153 *37%* *63%*	89 *34%* *37%*	89 *34%* *37%*
Mean	**4.03**	4.45	4.10	3.78	4.00	3.97	4.78	4.02	4.03	4.01	4.07	4.07
Standard Deviation	**2.40**	2.48	2.54	2.45	2.38	2.36	2.77	2.38	2.40	2.50	2.23	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 892

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**10** ***2%***	2 *1%* *22%*	8 *3%* *78%*	1 *2%* *11%*	* * *4%*	4 *4%* *44%*	1 *1%* *9%*	1 *1%* *5%*	3 *5%* *27%*	- - -	1 *1%* *14%*	9 *6%* *86%* J	- - -	3 *2%* *28%*	3 *2%* *27%*
9	**15** ***3%***	7 *3%* *45%*	8 *4%* *55%*	- - -	2 *2%* *13%*	7 *7%* *45%*	1 *1%* *8%*	2 *5%* *16%*	3 *5%* *18%*	3 *4%* *20%*	10 *4%* *63%*	3 *2%* *18%*	4 *3%* *24%*	6 *5%* *39%*	5 *3%* *31%*
8	**34** ***7%***	20 *8%* *60%*	14 *6%* *40%*	7 *10%* *20%*	5 *3%* *13%*	7 *6%* *19%*	4 *5%* *11%*	2 *4%* *6%*	10 *18%* *30%* DF	3 *4%* *10%*	18 *6%* *52%*	13 *10%* *38%*	8 *8%* *25%*	5 *4%* *13%*	13 *8%* *38%*
7	**54** ***11%***	31 *12%* *57%*	23 *10%* *43%*	11 *16%* *21%*	10 *8%* *19%*	11 *10%* *20%*	12 *15%* *22%*	5 *11%* *10%*	4 *8%* *8%*	1 *1%* *1%*	38 *14%* *70%* I	16 *12%* *29%* I	16 *15%* *31%*	7 *6%* *13%*	25 *15%* *46%*
6	**30** ***6%***	16 *6%* *54%*	14 *6%* *46%*	1 *2%* *5%*	6 *5%* *21%*	5 *5%* *18%*	7 *9%* *24%*	4 *9%* *14%*	5 *10%* *18%*	5 *6%* *15%*	16 *6%* *54%*	9 *7%* *31%*	8 *7%* *25%*	5 *4%* *18%*	6 *4%* *20%*
5	**69** ***14%***	41 *16%* *60%*	27 *12%* *40%*	14 *20%* *21%*	19 *14%* *27%*	14 *14%* *21%*	11 *13%* *16%*	5 *10%* *7%*	6 *10%* *9%*	10 *13%* *15%*	37 *13%* *53%*	22 *16%* *31%*	10 *10%* *15%*	20 *16%* *30%*	28 *17%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 892

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**44** ***9%***	23 *9%* *51%*	21 *9%* *49%*	6 *9%* *15%*	23 *18%* *53%* EF	6 *6%* *13%*	1 *1%* *2%*	2 *5%* *5%*	6 *10%* *13%* F	12 *15%* *27%*	24 *9%* *54%*	8 *6%* *19%*	6 *6%* *14%*	12 *10%* *27%*	15 *9%* *35%*
3	**39** ***8%***	26 *10%* *67%*	13 *6%* *33%*	6 *8%* *14%*	7 *5%* *17%*	6 *6%* *16%*	7 *8%* *17%*	6 *13%* *15%*	8 *14%* *21%*	6 *8%* *16%*	21 *8%* *55%*	12 *9%* *29%*	9 *8%* *23%*	16 *13%* *40%*	9 *5%* *22%*
2	**41** ***9%***	22 *9%* *54%*	19 *8%* *46%*	3 *4%* *7%*	15 *11%* *35%* H	12 *12%* *30%* H	9 *11%* *21%* H	3 *6%* *7%*	- - -	5 *7%* *13%*	29 *10%* *69%*	7 *6%* *18%*	11 *10%* *26%*	8 *7%* *20%*	14 *9%* *35%*
1	**84** ***17%***	39 *15%* *47%*	44 *19%* *53%*	15 *21%* *18%* H	30 *23%* *36%* H	19 *18%* *23%* H	11 *13%* *13%*	7 *14%* *8%*	2 *4%* *3%*	21 *26%* *26%* K	52 *19%* *62%* K	10 *8%* *12%*	20 *19%* *24%*	19 *16%* *23%*	29 *18%* *34%*
Don't know	**67** ***14%***	29 *11%* *43%*	38 *17%* *57%*	6 *8%* *8%*	12 *9%* *18%*	11 *11%* *17%*	19 *23%* *29%* CD	9 *20%* *14%*	9 *16%* *14%*	15 *18%* *22%*	28 *10%* *43%*	23 *18%* *35%*	14 *13%* *22%*	22 *18%* *33%*	17 *10%* *25%*
Net: 10/9/8/7	**113** ***23%***	60 *23%* *53%*	53 *23%* *47%*	19 *27%* *17%*	17 *13%* *15%*	29 *28%* *25%* D	18 *22%* *16%*	10 *22%* *9%*	20 *35%* *18%* D	7 *9%* *6%*	66 *24%* *58%* I	40 *30%* *35%* I	29 *27%* *25%*	20 *17%* *18%*	45 *28%* *40%*
Net: 10/9	**25** ***5%***	9 *4%* *36%*	16 *7%* *64%*	1 *2%* *4%*	2 *2%* *10%*	11 *11%* *45%* D	2 *3%* *8%*	3 *6%* *12%*	5 *9%* *21%*	3 *4%* *12%*	11 *4%* *43%*	11 *9%* *45%*	4 *3%* *14%*	9 *7%* *34%*	7 *4%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 892

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**143** ***29%***	80 *31%* *56%*	62 *27%* *44%*	22 *32%* *16%*	48 *37%* *34%*	25 *24%* *18%*	19 *23%* *13%*	11 *24%* *8%*	17 *30%* *12%*	27 *33%* *19%*	77 *28%* *54%*	39 *30%* *27%*	24 *23%* *17%*	38 *31%* *26%*	50 *30%* *35%*
Net: 3/2/1	**164** ***34%***	88 *34%* *54%*	76 *33%* *46%*	23 *33%* *14%*	51 *40%* *31%* H	38 *37%* *23%* H	26 *32%* *16%*	15 *33%* *9%*	10 *18%* *6%*	33 *40%* *20%* K	102 *37%* *62%* K	29 *22%* *18%*	39 *37%* *24%*	43 *35%* *26%*	52 *32%* *32%*
Mean	**4.45**	4.47	4.44	4.46	3.71	4.62 D	4.50	4.59	5.80 CDE F	3.54	4.30	5.37 IJ	4.40	4.26	4.56
Standard Deviation	**2.60**	2.47	2.76	2.53	2.28	2.90	2.52	2.62	2.42	2.37	2.56	2.58	2.63	2.53	2.59

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 892

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**10** ***2%***	3 *6%* *33%* R	1 *4%* *11%*	* *1%* *2%*	5 *1%* *54%*	8 *2%* *85%*	1 *4%* *15%*	10 *2%* *100%*	10 *2%* *100%*	10 *2%* *100%*
9	**15** ***3%***	- - -	1 *3%* *5%*	* *2%* *2%*	14 *4%* *93%*	13 *3%* *84%*	3 *6%* *16%*	15 *3%* *100%*	15 *3%* *100%*	15 *3%* *100%*
8	**34** ***7%***	4 *9%* *13%*	2 *9%* *7%*	1 *8%* *4%*	26 *7%* *76%*	30 *7%* *86%*	5 *12%* *14%*	34 *7%* *100%*	34 *7%* *100%*	34 *7%* *100%*
7	**54** ***11%***	4 *7%* *7%*	2 *7%* *3%*	* *2%* *1%*	48 *12%* *89%* Q	47 *10%* *87%*	7 *18%* *13%*	54 *11%* *100%*	54 *11%* *100%*	54 *11%* *100%*
6	**30** ***6%***	6 *12%* *21%* R	3 *11%* *10%* R	2 *13%* *7%* R	19 *5%* *63%*	30 *7%* *97%*	1 *2%* *3%*	30 *6%* *100%*	30 *6%* *100%*	30 *6%* *100%*
5	**69** ***14%***	4 *9%* *7%*	4 *16%* *6%* Q	1 *5%* *1%*	59 *15%* *86%* Q	62 *14%* *91%*	6 *16%* *9%*	67 *14%* *98%*	69 *14%* *100%*	69 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 892

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**44** ***9%***	6 *13%* *15%*	2 *9%* *6%*	1 *8%* *3%*	34 *9%* *77%*	41 *9%* *92%*	3 *8%* *8%*	44 *9%* *100%*	44 *9%* *100%*	44 *9%* *100%*
3	**39** ***8%***	4 *8%* *10%*	1 *3%* *2%*	1 *8%* *3%*	33 *8%* *85%*	36 *8%* *92%*	3 *8%* *8%*	39 *8%* *100%*	39 *8%* *100%*	39 *8%* *100%*
2	**41** ***9%***	4 *8%* *10%*	2 *7%* *4%*	2 *15%* *6%*	33 *8%* *80%*	39 *9%* *95%*	2 *5%* *5%*	41 *9%* *100%*	41 *9%* *100%*	41 *9%* *100%*
1	**84** ***17%***	6 *11%* *7%*	6 *21%* *7%*	4 *27%* *5%* O	68 *17%* *81%*	77 *17%* *92%*	7 *16%* *8%*	84 *17%* *100%*	84 *17%* *100%*	84 *17%* *100%*
Don't know	**67** ***14%***	9 *17%* *13%*	3 *11%* *4%*	2 *12%* *3%*	53 *14%* *80%*	65 *14%* *97%*	2 *5%* *3%*	67 *14%* *100%*	67 *14%* *100%*	67 *14%* *100%*
Net: 10/9/8/7	**113** ***23%***	11 *22%* *10%*	6 *23%* *5%*	2 *13%* *2%*	94 *24%* *83%*	98 *22%* *86%*	16 *39%* *14%* S	113 *23%* *100%*	113 *23%* *100%*	113 *23%* *100%*
Net: 10/9	**25** ***5%***	3 *6%* *13%*	2 *7%* *7%*	1 *3%* *2%*	20 *5%* *78%*	21 *5%* *84%*	4 *10%* *16%*	25 *5%* *100%*	25 *5%* *100%*	25 *5%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 892

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**143** ***29%***	17 *34%* *12%*	10 *36%* *7%*	4 *26%* *3%*	112 *28%* *78%*	132 *30%* *93%*	11 *26%* *7%*	142 *29%* *99%*	143 *29%* *100%*	143 *29%* *100%*
Net: 3/2/1	**164** ***34%***	14 *27%* *8%*	8 *30%* *5%*	8 *49%* *5%* OPR	134 *34%* *82%*	152 *34%* *93%*	12 *29%* *7%*	164 *34%* *100%*	164 *34%* *100%*	164 *34%* *100%*
Mean	**4.45**	4.84 Q	4.61 Q	3.64	4.43 Q	4.39	5.11	4.45	4.45	4.45
Standard Deviation	**2.60**	2.65	2.79	2.68	2.58	2.58	2.78	2.60	2.60	2.60

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 893

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**4** ***1%***	* * *5%*	4 *2%* *95%*	1 *3%* *28%*	- - -	* * *5%*	1 *2%* *23%*	- - -	2 *7%* *44%*	- - -	1 *1%* *33%*	3 *3%* *66%*	2 *2%* *44%*	- - -	1 *1%* *28%*
9	**3** ***1%***	- - -	3 *2%* *100%*	2 *6%* *94%*	- - -	- - -	- - -	* * *6%*	- - -	- - -	* * *6%*	2 *3%* *94%*	2 *4%* *94%*	- - -	- - -
8	**18** ***6%***	12 *8%* *63%*	7 *5%* *37%*	4 *9%* *20%*	6 *7%* *34%*	1 *2%* *4%*	2 *4%* *11%*	5 *13%* *28%*	* *2%* *2%*	1 *1%* *3%*	10 *6%* *53%*	8 *10%* *44%*	5 *8%* *30%*	5 *7%* *25%*	4 *4%* *24%*
7	**25** ***8%***	14 *9%* *54%*	12 *8%* *46%*	5 *12%* *20%*	3 *3%* *13%*	7 *14%* *26%*	3 *6%* *11%*	2 *5%* *8%*	5 *22%* *21%*	2 *5%* *10%*	13 *8%* *51%*	10 *12%* *39%*	11 *16%* *42%*	7 *9%* *26%*	5 *5%* *21%*
6	**31** ***10%***	14 *9%* *46%*	17 *11%* *54%*	3 *7%* *10%*	11 *12%* *36%*	4 *9%* *13%*	7 *14%* *23%*	3 *8%* *11%*	2 *8%* *6%*	7 *14%* *24%*	14 *9%* *47%*	9 *11%* *30%*	7 *11%* *24%*	5 *7%* *16%*	13 *11%* *41%*
5	**38** ***13%***	15 *10%* *40%*	23 *15%* *60%*	6 *15%* *17%*	11 *11%* *28%*	12 *25%* *30%*	4 *8%* *11%*	4 *10%* *10%*	1 *5%* *3%*	6 *11%* *15%*	23 *14%* *61%*	9 *12%* *24%*	9 *14%* *24%*	6 *9%* *16%*	15 *14%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 893

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**33** ***11%***	15 *10%* *45%*	18 *12%* *55%*	5 *12%* *16%*	12 *13%* *37%*	2 *4%* *6%*	3 *5%* *8%*	10 *24%* *29%*	1 *5%* *4%*	6 *12%* *19%*	19 *12%* *59%*	7 *9%* *22%*	8 *12%* *24%*	8 *12%* *25%*	10 *9%* *31%*
3	**18** ***6%***	10 *7%* *56%*	8 *5%* *44%*	3 *6%* *15%*	9 *10%* *51%*	2 *3%* *8%*	2 *4%* *12%*	2 *5%* *12%*	* *1%* *1%*	1 *2%* *7%*	12 *7%* *67%*	5 *6%* *26%*	4 *5%* *21%*	2 *3%* *12%*	8 *7%* *45%*
2	**37** ***12%***	20 *14%* *54%*	17 *11%* *46%*	7 *17%* *19%*	9 *10%* *24%*	7 *15%* *18%*	5 *11%* *15%*	6 *16%* *17%*	2 *9%* *6%*	8 *14%* *21%*	18 *11%* *48%*	12 *14%* *31%*	8 *11%* *21%*	13 *19%* *35%*	13 *12%* *36%*
1	**46** ***16%***	26 *17%* *56%*	21 *14%* *44%*	2 *6%* *5%*	18 *19%* *38%*	10 *21%* *21%*	10 *19%* *21%*	3 *7%* *6%*	4 *16%* *9%*	15 *27%* *31%*	23 *14%* *50%*	9 *11%* *19%*	9 *13%* *19%*	14 *20%* *30%*	18 *16%* *38%*
Don't know	**45** ***15%***	23 *15%* *50%*	23 *15%* *50%*	3 *8%* *7%*	15 *16%* *32%*	4 *8%* *8%*	13 *26%* *29%* E	4 *10%* *9%*	6 *26%* *14%*	7 *14%* *16%*	30 *18%* *67%*	8 *10%* *17%*	3 *4%* *6%*	10 *15%* *22%*	22 *20%* *49%* L
Net: 10/9/8/7	**50** ***17%***	26 *17%* *51%*	25 *16%* *49%*	12 *29%* *25%*	9 *10%* *19%*	8 *16%* *15%*	6 *12%* *12%*	8 *19%* *15%*	7 *30%* *15%*	3 *6%* *6%*	24 *15%* *48%*	23 *28%* *46%* I	20 *30%* *40%* N	11 *16%* *23%*	11 *10%* *22%*
Net: 10/9	**6** ***2%***	* * *3%*	6 *4%* *97%*	4 *8%* *55%*	- - -	* * *3%*	1 *2%* *14%*	* * *3%*	2 *7%* *26%*	- - -	1 *1%* *23%*	5 *6%* *77%*	4 *6%* *64%*	- - -	1 *1%* *17%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 893

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**102** ***34%***	44 *30%* *43%*	58 *38%* *57%*	15 *35%* *15%*	34 *36%* *33%*	18 *38%* *17%*	14 *28%* *14%*	17 *42%* *17%*	4 *18%* *4%*	19 *36%* *19%*	57 *35%* *56%*	26 *32%* *25%*	25 *37%* *24%*	19 *28%* *19%*	38 *35%* *38%*
Net: 3/2/1	**101** ***34%***	56 *38%* *55%*	45 *30%* *45%*	12 *28%* *12%*	36 *38%* *36%*	18 *38%* *18%*	17 *34%* *17%*	11 *29%* *11%*	7 *26%* *6%*	24 *44%* *23%*	53 *32%* *52%*	25 *31%* *24%*	20 *30%* *20%*	29 *42%* *29%*	39 *35%* *39%*
Mean	**4.22**	4.04	4.39	4.96	3.84	3.99	3.97	4.43	4.87	3.34	4.16	4.86	4.85	3.74	3.92
Standard Deviation	**2.41**	2.39	2.42	2.51	2.23	2.30	2.55	2.22	2.99	2.16	2.28	2.60	2.53	2.39	2.26

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 893

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**4** ***1%***	1 *3%* *23%*	- - -	* *2%* *5%*	3 *1%* *72%*	3 *1%* *72%*	1 *6%* *28%*	4 *1%* *100%*	4 *1%* *100%*	3 *2%* *67%*	1 *1%* *33%*	1 *1%* *33%*
9	**3** ***1%***	- - -	- - -	* *2%* *6%*	2 *1%* *94%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	* * *6%*	2 *1%* *94%*	2 *1%* *94%*
8	**18** ***6%***	2 *9%* *13%*	1 *6%* *4%*	1 *7%* *4%*	15 *6%* *79%*	16 *6%* *89%*	2 *11%* *11%*	18 *6%* *100%*	18 *6%* *100%*	6 *4%* *31%*	13 *8%* *69%*	13 *7%* *69%*
7	**25** ***8%***	* *2%* *2%*	2 *13%* *7%* O	1 *5%* *2%*	23 *9%* *89%*	23 *8%* *92%*	2 *11%* *8%*	25 *8%* *100%*	25 *8%* *100%*	15 *12%* *61%*	10 *6%* *39%*	10 *6%* *39%*
6	**31** ***10%***	2 *9%* *8%*	1 *8%* *4%*	2 *20%* *7%* R	25 *10%* *81%*	31 *11%* *100%*	- - -	31 *10%* *100%*	31 *10%* *100%*	12 *10%* *40%*	18 *11%* *59%*	18 *10%* *59%*
5	**38** ***13%***	4 *13%* *10%*	2 *15%* *5%*	2 *18%* *5%*	31 *12%* *81%*	33 *12%* *87%*	5 *26%* *13%*	38 *13%* *100%*	38 *13%* *100%*	15 *12%* *40%*	23 *13%* *60%*	23 *13%* *60%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 893

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**33** ***11%***	5 *17%* *14%*	1 *6%* *2%*	1 *10%* *3%*	27 *11%* *81%*	31 *11%* *95%*	2 *8%* *5%*	33 *11%* *100%*	33 *11%* *100%*	13 *10%* *40%*	20 *12%* *60%*	22 *13%* *67%*
3	**18** ***6%***	2 *7%* *11%*	2 *15%* *11%* QR	- - -	14 *6%* *78%*	17 *6%* *94%*	1 *6%* *6%*	18 *6%* *100%*	18 *6%* *100%*	11 *8%* *59%*	7 *4%* *41%*	7 *4%* *41%*
2	**37** ***12%***	2 *6%* *5%*	1 *8%* *3%*	* *2%* *1%*	34 *14%* *92%* Q	37 *13%* *100%*	- - -	37 *12%* *100%*	37 *12%* *100%*	12 *9%* *32%*	25 *15%* *68%*	25 *15%* *68%*
1	**46** ***16%***	2 *8%* *4%*	2 *18%* *5%*	1 *14%* *3%*	40 *16%* *87%*	43 *15%* *93%*	3 *18%* *7%*	46 *16%* *100%*	46 *16%* *100%*	22 *17%* *48%*	24 *14%* *52%*	24 *14%* *52%*
Don't know	**45** ***15%***	7 *26%* *15%*	1 *11%* *3%*	2 *20%* *5%*	35 *14%* *77%*	43 *15%* *94%*	3 *14%* *6%*	45 *15%* *100%*	45 *15%* *100%*	19 *15%* *43%*	26 *15%* *57%*	26 *15%* *57%*
Net: 10/9/8/7	**50** ***17%***	4 *14%* *7%*	3 *19%* *5%*	2 *15%* *3%*	42 *17%* *84%*	45 *16%* *90%*	5 *28%* *10%*	50 *17%* *100%*	50 *17%* *100%*	24 *19%* *48%*	26 *16%* *52%*	26 *15%* *52%*
Net: 10/9	**6** ***2%***	1 *3%* *14%*	- - -	* *4%* *6%*	5 *2%* *81%*	5 *2%* *83%*	1 *6%* *17%*	6 *2%* *100%*	6 *2%* *100%*	3 *2%* *42%*	4 *2%* *58%*	4 *2%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 893

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**102** ***34%***	11 *40%* *11%*	4 *29%* *4%*	5 *48%* *5%*	82 *33%* *81%*	95 *34%* *94%*	6 *34%* *6%*	102 *34%* *100%*	102 *34%* *100%*	41 *32%* *40%*	61 *36%* *60%*	63 *37%* *62%*
Net: 3/2/1	**101** ***34%***	6 *21%* *6%*	5 *41%* *5%* Q	2 *16%* *2%*	88 *36%* *87%* Q	97 *35%* *96%*	4 *24%* *4%*	101 *34%* *100%*	101 *34%* *100%*	45 *35%* *44%*	56 *33%* *56%*	56 *33%* *56%*
Mean	**4.22**	4.66	4.11	4.92	4.15	4.17	4.90	4.22	4.22	4.22	4.21	4.20
Standard Deviation	**2.41**	2.35	2.40	2.50	2.42	2.38	2.75	2.41	2.41	2.44	2.39	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 894

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**24** ***5%***	9 *3%* *36%*	15 *8%* *64%*	- - -	3 *5%* *13%*	3 *4%* *11%*	- - -	6 *6%* *25%*	12 *10%* *51%* F	- - -	5 *3%* *22%*	19 *10%* *77%* IJ	9 *7%* *37%*	2 *2%* *9%*	12 *7%* *49%*
9	**18** ***4%***	10 *4%* *56%*	8 *4%* *44%*	- - -	4 *5%* *19%*	- - -	2 *2%* *9%*	3 *3%* *15%*	11 *8%* *57%* E	- - -	6 *3%* *31%*	13 *7%* *69%*	5 *4%* *24%*	4 *4%* *22%*	9 *6%* *49%*
8	**52** ***11%***	40 *15%* *75%* B	13 *7%* *25%*	- - -	6 *9%* *12%*	11 *15%* *21%* F	2 *3%* *4%*	16 *16%* *31%* F	17 *14%* *32%* F	4 *6%* *8%*	24 *12%* *46%*	24 *13%* *46%*	17 *14%* *33%*	10 *10%* *19%*	16 *10%* *30%*
7	**47** ***10%***	23 *9%* *50%*	23 *12%* *50%*	4 *16%* *9%*	3 *4%* *6%*	7 *9%* *15%*	7 *10%* *16%*	9 *9%* *20%*	16 *13%* *35%*	11 *14%* *23%*	19 *9%* *41%*	17 *9%* *36%*	13 *11%* *28%*	11 *11%* *23%*	16 *10%* *34%*
6	**36** ***8%***	24 *9%* *65%*	12 *6%* *35%*	3 *13%* *9%*	6 *9%* *16%*	7 *9%* *18%*	2 *3%* *6%*	11 *11%* *31%*	7 *6%* *20%*	4 *5%* *11%*	17 *8%* *47%*	15 *8%* *42%*	7 *6%* *19%*	7 *7%* *19%*	15 *9%* *42%*
5	**67** ***15%***	40 *15%* *60%*	27 *14%* *40%*	7 *27%* *10%*	8 *12%* *12%*	10 *13%* *14%*	13 *18%* *20%*	16 *16%* *24%*	13 *11%* *20%*	10 *14%* *16%*	41 *20%* *60%* K	16 *9%* *24%*	24 *20%* *36%*	16 *16%* *24%*	16 *10%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 894

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**43** ***9%***	22 *8%* *51%*	21 *11%* *49%*	5 *19%* *11%*	6 *9%* *13%*	6 *8%* *13%*	11 *15%* *25%*	8 *8%* *18%*	8 *7%* *19%*	6 *9%* *15%*	16 *8%* *36%*	21 *11%* *49%*	12 *10%* *28%*	7 *7%* *17%*	16 *10%* *37%*
3	**26** ***6%***	17 *6%* *64%*	10 *5%* *36%*	1 *5%* *5%*	4 *6%* *16%*	3 *4%* *12%*	6 *9%* *24%*	4 *4%* *14%*	8 *6%* *29%*	4 *6%* *16%*	12 *6%* *45%*	10 *6%* *39%*	9 *8%* *35%*	2 *2%* *6%*	8 *5%* *32%*
2	**20** ***4%***	14 *5%* *71%*	6 *3%* *29%*	- - -	4 *6%* *20%*	2 *3%* *10%*	4 *5%* *19%*	7 *7%* *34%*	3 *3%* *16%*	5 *7%* *26%*	10 *5%* *50%*	5 *3%* *25%*	5 *4%* *25%*	3 *3%* *14%*	8 *5%* *39%*
1	**53** ***11%***	29 *11%* *54%*	24 *12%* *46%*	1 *3%* *1%*	11 *17%* *21%* H	14 *20%* *27%* H	11 *15%* *21%*	9 *9%* *17%*	7 *5%* *12%*	15 *21%* *29%* K	23 *11%* *43%*	15 *8%* *28%*	7 *6%* *13%*	12 *13%* *24%*	23 *14%* *44%*
Don't know	**74** ***16%***	40 *15%* *54%*	34 *18%* *46%*	4 *16%* *6%*	12 *18%* *16%*	11 *15%* *15%*	15 *20%* *20%*	11 *11%* *14%*	21 *17%* *29%*	13 *18%* *18%*	31 *15%* *41%*	30 *16%* *40%*	15 *12%* *20%*	25 *25%* *33%*	23 *14%* *32%*
Net: 10/9/8/7	**141** ***31%***	82 *31%* *58%*	60 *31%* *42%*	4 *16%* *3%*	15 *23%* *11%*	21 *29%* *15%*	11 *15%* *8%*	34 *34%* *24%* F	56 *45%* *40%* DEF	15 *20%* *11%*	54 *27%* *38%*	72 *39%* *51%* IJ	44 *36%* *31%*	27 *27%* *19%*	52 *32%* *37%*
Net: 10/9	**42** ***9%***	19 *7%* *45%*	23 *12%* *55%*	- - -	7 *10%* *16%*	3 *4%* *6%*	2 *2%* *4%*	9 *9%* *21%*	23 *18%* *54%* EF	- - -	11 *5%* *26%*	31 *17%* *74%* IJ	13 *11%* *32%*	6 *6%* *15%*	21 *13%* *49%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 894

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**146** **32%**	86 *32%* *59%*	61 *31%* *41%*	15 *59%* *10%*	19 *30%* *13%*	22 *30%* *15%*	26 *36%* *18%*	35 *35%* *24%*	29 *23%* *20%*	21 *28%* *14%*	73 *36%* *50%*	52 *28%* *36%*	43 *35%* *29%*	30 *31%* *21%*	47 *29%* *32%*
Net: 3/2/1	**99** **22%**	60 *22%* *60%*	39 *20%* *40%*	2 *8%* *2%*	19 *29%* *19%* H	19 *27%* *20%*	21 *29%* *21%* H	20 *20%* *20%*	18 *14%* *18%*	24 *33%* *25%* K	45 *22%* *45%*	30 *16%* *30%*	21 *17%* *21%*	17 *17%* *17%*	39 *24%* *40%*
Mean	**5.29**	5.27	5.33	5.04	4.79	4.88	4.14	5.53 F	6.31 DEF	4.13	5.09 I	5.97 IJ	5.68	5.23	5.29
Standard Deviation	**2.66**	2.59	2.77	1.44	2.87	2.77	2.21	2.59	2.62	2.43	2.48	2.76	2.49	2.60	2.87

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 894

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**24** ***5%***	- - -	* *2%* *2%*	1 *5%* *3%* O	23 *6%* *96%*	21 *5%* *89%*	3 *14%* *11%*	24 *5%* *99%*	24 *5%* *100%*	18 *6%* *75%*	6 *4%* *25%*	6 *4%* *25%*
9	**18** ***4%***	- - -	1 *3%* *4%*	- - -	18 *5%* *96%*	15 *3%* *81%*	4 *18%* *19%*	16 *3%* *86%*	18 *4%* *100%*	15 *5%* *84%*	3 *2%* *16%*	3 *2%* *16%*
8	**52** ***11%***	4 *9%* *7%*	4 *18%* *8%*	2 *14%* *4%*	42 *11%* *81%*	49 *11%* *94%*	3 *15%* *6%*	52 *12%* *100%*	52 *11%* *100%*	28 *10%* *53%*	25 *14%* *47%*	25 *14%* *47%*
7	**47** ***10%***	4 *11%* *9%*	1 *3%* *2%*	2 *13%* *4%* P	40 *10%* *85%*	42 *10%* *91%*	4 *22%* *9%*	47 *10%* *100%*	47 *10%* *100%*	30 *10%* *65%*	16 *10%* *35%*	16 *10%* *35%*
6	**36** ***8%***	3 *7%* *8%*	3 *11%* *8%*	2 *12%* *5%*	29 *7%* *80%*	36 *8%* *99%*	* *2%* *1%*	36 *8%* *100%*	36 *8%* *100%*	21 *7%* *57%*	16 *9%* *43%*	16 *9%* *43%*
5	**67** ***15%***	6 *16%* *9%*	4 *14%* *5%*	1 *11%* *2%*	56 *15%* *83%*	65 *15%* *97%*	2 *9%* *3%*	66 *15%* *98%*	67 *15%* *100%*	38 *13%* *56%*	29 *17%* *44%*	29 *17%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 894

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**43** ***9%***	5 *13%* *12%* Q	2 *9%* *5%*	* *2%* *1%*	35 *9%* *82%*	42 *9%* *97%*	1 *6%* *3%*	41 *9%* *96%*	43 *9%* *100%*	30 *10%* *70%*	13 *8%* *30%*	13 *8%* *30%*
3	**26** ***6%***	5 *13%* *19%* R	1 *4%* *4%*	1 *10%* *5%*	19 *5%* *72%*	26 *6%* *100%*	- - -	26 *6%* *97%*	26 *6%* *100%*	18 *6%* *67%*	9 *5%* *33%*	9 *5%* *33%*
2	**20** ***4%***	2 *6%* *11%*	1 *5%* *6%*	1 *6%* *4%*	16 *4%* *78%*	20 *5%* *100%*	- - -	20 *4%* *100%*	20 *4%* *100%*	13 *5%* *65%*	7 *4%* *35%*	7 *4%* *35%*
1	**53** ***11%***	3 *8%* *6%*	6 *22%* *11%* OR	2 *11%* *3%*	42 *11%* *80%*	53 *12%* *100%*	- - -	52 *12%* *99%*	53 *11%* *100%*	33 *12%* *63%*	19 *11%* *37%*	19 *11%* *37%*
Don't know	**74** ***16%***	6 *17%* *9%*	2 *9%* *3%*	2 *15%* *3%*	63 *16%* *85%*	71 *16%* *97%*	2 *13%* *3%*	72 *16%* *97%*	74 *16%* *100%*	46 *16%* *62%*	28 *16%* *38%*	28 *16%* *38%*
Net: 10/9/8/7	**141** ***31%***	8 *20%* *6%*	6 *26%* *5%*	4 *33%* *3%*	123 *32%* *87%*	128 *29%* *90%*	14 *70%* *10%*	139 *31%* *98%*	141 *31%* *100%*	91 *31%* *65%*	50 *29%* *35%*	50 *29%* *35%*
Net: 10/9	**42** ***9%***	- - -	1 *5%* *3%* O	1 *5%* *2%* O	41 *11%* *96%* O	36 *8%* *85%*	6 *32%* *15%*	40 *9%* *93%*	42 *9%* *100%*	33 *12%* *79%*	9 *5%* *21%*	9 *5%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 894

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**146** ***32%***	14 *37%* *10%*	9 *34%* *6%*	3 *25%* *2%*	120 *31%* *82%*	143 *32%* *98%*	3 *17%* *2%*	143 *32%* *98%*	146 *32%* *100%*	88 *30%* *60%*	58 *34%* *39%*	58 *34%* *39%*
Net: 3/2/1	**99** ***22%***	11 *27%* *11%*	8 *31%* *8%*	4 *27%* *4%*	77 *20%* *78%*	99 *23%* *100%*	- - -	98 *22%* *99%*	99 *22%* *100%*	64 *22%* *65%*	35 *21%* *35%*	35 *21%* *35%*
Mean	**5.29**	4.61	4.68	5.25	5.41	5.18	7.62	5.28	5.29	5.32	5.25	5.25
Standard Deviation	**2.66**	2.13	2.81	2.77	2.69	2.65	1.82	2.66	2.66	2.73	2.54	2.54

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 895

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**29** ***5%***	16 *6%* *57%*	12 *5%* *43%*	7 *13%* *23%*	7 *5%* *23%*	5 *5%* *17%*	4 *3%* *13%*	2 *3%* *8%*	5 *6%* *17%*	* * *1%*	12 *4%* *42%*	16 *10%* *57%* IJ	7 *4%* *24%*	5 *5%* *18%*	12 *6%* *40%*
9	**40** ***7%***	18 *6%* *46%*	22 *9%* *54%*	1 *3%* *3%*	11 *9%* *28%*	7 *8%* *18%*	4 *4%* *10%*	6 *8%* *16%*	10 *12%* *24%*	3 *4%* *8%*	18 *6%* *46%*	19 *12%* *46%*	8 *5%* *19%*	13 *13%* *32%*	16 *9%* *40%*
8	**71** ***13%***	41 *14%* *58%*	30 *12%* *42%*	1 *2%* *1%*	22 *18%* *30%*	11 *12%* *16%*	15 *13%* *21%*	9 *11%* *12%*	14 *17%* *19%*	4 *4%* *5%*	43 *14%* *60%* I	24 *16%* *35%* I	14 *9%* *20%*	8 *8%* *12%*	32 *17%* *46%*
7	**73** ***14%***	52 *18%* *71%* B	21 *8%* *29%*	10 *19%* *13%*	17 *14%* *23%*	12 *12%* *16%*	17 *15%* *23%*	7 *8%* *9%*	12 *14%* *16%*	11 *13%* *15%*	42 *14%* *57%*	21 *13%* *29%*	21 *14%* *29%*	14 *14%* *19%*	24 *13%* *33%*
6	**65** ***12%***	31 *11%* *47%*	35 *14%* *53%*	8 *17%* *13%*	8 *7%* *13%*	15 *16%* *23%*	13 *12%* *20%*	12 *15%* *18%*	8 *10%* *13%*	11 *13%* *17%*	42 *14%* *65%*	12 *7%* *18%*	29 *19%* *44%* N	9 *9%* *14%*	17 *9%* *26%*
5	**75** ***14%***	43 *15%* *57%*	32 *13%* *43%*	7 *13%* *9%*	17 *14%* *23%*	15 *16%* *20%*	19 *18%* *26%*	7 *8%* *9%*	10 *12%* *13%*	11 *13%* *15%*	42 *14%* *56%*	21 *14%* *28%*	27 *17%* *36%*	15 *15%* *20%*	21 *11%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 895

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**48** ***9%***	23 *8%* *48%*	25 *10%* *52%*	2 *5%* *5%*	10 *8%* *21%*	12 *13%* *26%*	5 *4%* *10%*	13 *16%* *26%* F	6 *7%* *12%*	19 *22%* *39%* JK	26 *9%* *53%* K	4 *2%* *8%*	11 *7%* *22%*	10 *10%* *21%*	17 *9%* *34%*
3	**20** ***4%***	12 *4%* *61%*	8 *3%* *39%*	- - -	8 *7%* *42%*	2 *2%* *8%*	4 *4%* *21%*	3 *4%* *17%*	3 *3%* *13%*	5 *6%* *25%*	13 *4%* *66%*	2 *1%* *9%*	6 *4%* *29%*	4 *4%* *19%*	8 *4%* *41%*
2	**26** ***5%***	15 *5%* *59%*	11 *4%* *41%*	* *1%* *1%*	2 *2%* *8%*	7 *8%* *28%*	7 *7%* *28%*	5 *6%* *19%*	4 *5%* *16%*	1 *1%* *5%*	15 *5%* *57%*	10 *6%* *39%*	9 *6%* *34%*	4 *4%* *14%*	5 *3%* *19%*
1	**34** ***6%***	18 *6%* *54%*	16 *6%* *46%*	6 *12%* *19%*	8 *7%* *24%*	6 *6%* *17%*	5 *5%* *15%*	7 *9%* *20%*	2 *2%* *5%*	10 *12%* *29%* J	13 *4%* *37%*	12 *7%* *34%*	12 *8%* *36%*	6 *6%* *16%*	10 *5%* *29%*
Don't know	**58** ***11%***	17 *6%* *29%*	41 *16%* *71%* A	8 *16%* *14%*	11 *9%* *19%*	3 *4%* *6%*	16 *15%* *28%* E	10 *13%* *17%* E	9 *12%* *16%*	9 *10%* *15%*	34 *11%* *58%*	16 *10%* *27%*	11 *7%* *19%*	12 *12%* *20%*	28 *15%* *48%*
Net: 10/9/8/7	**213** ***39%***	128 *44%* *60%* B	85 *34%* *40%*	18 *36%* *9%*	57 *46%* *27%* G	35 *37%* *17%*	39 *36%* *18%*	24 *30%* *11%*	40 *49%* *19%* G	18 *21%* *8%*	115 *38%* *54%* I	80 *51%* *38%* IJ	51 *33%* *24%*	40 *41%* *19%*	84 *44%* *39%*
Net: 10/9	**69** ***13%***	35 *12%* *50%*	34 *14%* *50%*	8 *16%* *12%*	18 *15%* *26%*	12 *13%* *18%*	8 *7%* *11%*	9 *11%* *13%*	15 *18%* *21%* F	3 *4%* *5%*	30 *10%* *44%*	35 *22%* *51%* IJ	15 *9%* *21%*	18 *18%* *26%*	28 *15%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 895

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**188** ***35%***	96 *34%* *51%*	92 *36%* *49%*	18 *35%* *9%*	36 *29%* *19%*	43 *44%* *23%*	37 *34%* *20%*	31 *39%* *17%*	24 *29%* *13%*	41 *49%* *22%* K	110 *37%* *59%* K	37 *23%* *19%*	66 *43%* *35%* N	35 *35%* *18%*	54 *29%* *29%*
Net: 3/2/1	**80** ***15%***	46 *16%* *58%*	34 *14%* *42%*	7 *13%* *8%*	19 *15%* *23%*	14 *15%* *18%*	17 *15%* *21%*	15 *19%* *19%*	8 *10%* *10%*	16 *19%* *20%*	41 *14%* *50%*	24 *15%* *29%*	27 *17%* *34%*	13 *13%* *16%*	23 *12%* *29%*
Mean	**5.88**	5.90	5.85	5.93	6.07	5.72	5.73	5.37	6.47 G	4.81	5.90 I	6.41 I	5.57	6.01	6.21
Standard Deviation	**2.45**	2.43	2.48	2.73	2.49	2.41	2.30	2.54	2.31	2.18	2.29	2.71	2.37	2.47	2.46

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 895

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**29** ***5%***	2 *3%* *6%*	3 *11%* *9%* O	1 *5%* *3%*	24 *5%* *82%*	23 *5%* *80%*	6 *8%* *20%*	28 *5%* *99%*	29 *5%* *100%*	24 *6%* *83%*	5 *4%* *17%*	5 *4%* *17%*
9	**40** ***7%***	1 *2%* *3%*	1 *3%* *2%*	1 *8%* *4%* O	37 *8%* *92%* O	33 *7%* *83%*	7 *10%* *17%*	40 *8%* *100%*	40 *7%* *100%*	36 *9%* *89%*	4 *4%* *11%*	4 *3%* *11%*
8	**71** ***13%***	11 *20%* *15%*	3 *12%* *4%*	2 *13%* *3%*	55 *12%* *77%*	57 *12%* *80%*	14 *19%* *20%*	66 *12%* *93%*	71 *13%* *100%*	57 *14%* *81%*	13 *11%* *19%*	13 *11%* *19%*
7	**73** ***14%***	7 *13%* *10%*	4 *17%* *6%*	3 *16%* *4%*	60 *13%* *81%*	64 *14%* *87%*	10 *14%* *13%*	72 *14%* *99%*	73 *14%* *100%*	54 *13%* *74%*	19 *16%* *26%*	19 *15%* *26%*
6	**65** ***12%***	6 *11%* *9%*	3 *11%* *4%*	2 *11%* *3%*	55 *12%* *84%*	59 *13%* *90%*	6 *9%* *10%*	65 *12%* *100%*	65 *12%* *100%*	50 *12%* *77%*	15 *12%* *23%*	15 *12%* *23%*
5	**75** ***14%***	7 *12%* *9%*	4 *15%* *5%*	2 *13%* *3%*	63 *14%* *84%*	65 *14%* *87%*	10 *14%* *13%*	75 *14%* *100%*	75 *14%* *100%*	57 *14%* *76%*	18 *15%* *24%*	19 *15%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 895

Absolutes/col/row percents

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Q6g(c) Channel-specific ratings
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Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**48** ***9%***	8 *15%* *17%*	2 *6%* *3%*	1 *7%* *2%*	37 *8%* *78%*	46 *10%* *96%*	2 *2%* *4%*	47 *9%* *99%*	48 *9%* *100%*	36 *9%* *74%*	13 *10%* *26%*	13 *10%* *26%*
3	**20** ***4%***	1 *2%* *5%*	1 *3%* *3%*	1 *3%* *3%*	18 *4%* *89%*	17 *4%* *82%*	4 *5%* *18%*	20 *4%* *100%*	20 *4%* *100%*	19 *5%* *95%*	1 *1%* *5%*	1 *1%* *5%*
2	**26** ***5%***	6 *10%* *21%* R	2 *8%* *8%*	1 *6%* *4%*	18 *4%* *67%*	26 *6%* *100%*	- - -	26 *5%* *100%*	26 *5%* *100%*	17 *4%* *66%*	9 *7%* *34%*	10 *8%* *38%*
1	**34** ***6%***	2 *4%* *6%*	3 *12%* *9%* O	1 *8%* *4%*	28 *6%* *81%*	30 *6%* *88%*	4 *5%* *12%*	34 *6%* *100%*	34 *6%* *100%*	28 *7%* *81%*	6 *5%* *19%*	9 *7%* *26%*
Don't know	**58** ***11%***	5 *9%* *9%*	1 *2%* *1%*	2 *10%* *3%* P	51 *11%* *88%* P	48 *10%* *82%*	11 *15%* *18%*	58 *11%* *100%*	58 *11%* *100%*	40 *9%* *68%*	19 *15%* *32%*	19 *15%* *32%*
Net: 10/9/8/7	**213** ***39%***	21 *38%* *10%*	11 *43%* *5%*	7 *42%* *3%*	175 *39%* *82%*	177 *38%* *83%*	36 *50%* *17%*	207 *39%* *97%*	213 *39%* *100%*	171 *41%* *80%*	42 *34%* *20%*	42 *33%* *20%*
Net: 10/9	**69** ***13%***	3 *5%* *4%*	3 *14%* *5%* O	2 *13%* *3%* O	60 *14%* *88%* O	56 *12%* *82%*	13 *17%* *18%*	69 *13%* *100%*	69 *13%* *100%*	60 *14%* *87%*	9 *7%* *13%*	9 *7%* *13%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 895

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**188** ***35%***	21 *38%* *11%*	8 *32%* *4%*	5 *30%* *3%*	155 *35%* *82%*	170 *36%* *90%*	18 *25%* *10%*	188 *35%* *100%*	188 *35%* *100%*	143 *34%* *76%*	46 *37%* *24%*	47 *37%* *25%*
Net: 3/2/1	**80** ***15%***	9 *16%* *11%*	6 *23%* *7%*	3 *17%* *4%*	63 *14%* *79%*	73 *16%* *91%*	8 *10%* *9%*	80 *15%* *100%*	80 *15%* *100%*	64 *15%* *79%*	17 *14%* *21%*	20 *16%* *25%*
Mean	**5.88**	5.60	5.64	5.85	5.93	5.77	6.61 S	5.86	5.88	5.94	5.65	5.50
Standard Deviation	**2.45**	2.33	2.84	2.64	2.44	2.45	2.38	2.46	2.45	2.48	2.33	2.41

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 896

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**30** ***5%***	10 *3%* *34%*	19 *8%* *66%* A	- - -	11 *9%* *37%*	5 *4%* *17%*	4 *3%* *13%*	4 *6%* *15%*	6 *7%* *19%*	2 *3%* *8%*	13 *4%* *43%*	15 *9%* *50%*	7 *5%* *25%*	4 *3%* *14%*	14 *8%* *47%*
9	**33** ***6%***	21 *6%* *64%*	12 *5%* *36%*	- - -	5 *4%* *15%*	2 *1%* *5%*	6 *5%* *18%*	5 *7%* *16%*	15 *18%* *46%* DEF	2 *2%* *5%*	14 *5%* *43%*	17 *10%* *52%*	8 *6%* *24%*	10 *7%* *30%*	11 *6%* *34%*
8	**65** ***12%***	41 *13%* *63%*	24 *10%* *37%*	6 *17%* *9%*	11 *9%* *17%*	10 *8%* *15%*	9 *7%* *14%*	13 *17%* *21%*	16 *20%* *25%* EF	4 *4%* *6%*	32 *10%* *49%*	30 *17%* *46%* I	13 *9%* *20%*	14 *11%* *22%*	24 *13%* *36%*
7	**51** ***9%***	31 *10%* *62%*	19 *8%* *38%*	2 *5%* *3%*	10 *8%* *21%*	11 *9%* *22%*	11 *9%* *22%*	7 *9%* *13%*	9 *11%* *18%*	8 *9%* *15%*	26 *9%* *52%*	17 *10%* *33%*	18 *13%* *35%*	7 *5%* *13%*	16 *9%* *32%*
6	**51** ***9%***	32 *10%* *63%*	19 *8%* *37%*	4 *12%* *8%*	4 *3%* *9%*	10 *9%* *21%*	14 *12%* *28%*	7 *9%* *15%*	10 *12%* *20%* D	6 *7%* *12%*	31 *10%* *62%*	13 *7%* *25%*	8 *5%* *15%*	14 *11%* *29%*	19 *10%* *38%*
5	**53** ***9%***	34 *10%* *64%*	19 *8%* *36%*	5 *14%* *9%*	8 *6%* *14%*	13 *11%* *25%*	10 *8%* *18%*	13 *16%* *24%* D	5 *6%* *9%*	7 *8%* *13%*	33 *11%* *62%*	13 *8%* *25%*	14 *10%* *25%*	9 *7%* *17%*	18 *10%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 896

Absolutes/col/row percents

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**43** ***8%***	22 *7%* *51%*	21 *9%* *49%*	3 *8%* *6%*	14 *11%* *33%*	9 *7%* *21%*	8 *6%* *18%*	6 *8%* *15%*	3 *4%* *7%*	10 *12%* *24%*	19 *6%* *43%*	14 *8%* *32%*	13 *9%* *30%*	11 *8%* *26%*	10 *5%* *23%*
3	**30** ***5%***	16 *5%* *56%*	13 *5%* *44%*	5 *13%* *16%*	7 *6%* *24%*	8 *6%* *27%*	3 *2%* *10%*	4 *5%* *12%*	3 *4%* *11%*	4 *5%* *14%*	19 *6%* *64%*	7 *4%* *22%*	7 *5%* *25%*	11 *8%* *36%*	6 *3%* *21%*
2	**46** ***8%***	29 *9%* *63%*	17 *7%* *37%*	* *1%* *1%*	16 *12%* *34%* H	12 *10%* *26%* H	13 *11%* *29%* H	4 *4%* *8%*	1 *2%* *3%*	10 *11%* *21%*	21 *7%* *47%*	15 *9%* *32%*	15 *10%* *32%*	12 *9%* *26%*	13 *7%* *29%*
1	**83** ***15%***	52 *16%* *62%*	31 *13%* *38%*	7 *19%* *8%*	25 *20%* *30%* H	24 *20%* *29%* GH	18 *15%* *22%* H	6 *8%* *8%*	3 *4%* *4%*	16 *19%* *19%* K	57 *18%* *68%* K	11 *6%* *13%*	22 *16%* *26%*	24 *18%* *29%*	24 *13%* *29%*
Don't know	**81** ***14%***	37 *11%* *45%*	45 *19%* *55%* A	4 *11%* *5%*	15 *12%* *18%*	18 *15%* *22%*	26 *21%* *32%*	9 *11%* *11%*	10 *12%* *12%*	16 *19%* *20%*	44 *14%* *54%*	21 *13%* *26%*	17 *12%* *21%*	19 *14%* *24%*	28 *15%* *35%*
Net: 10/9/8/7	**178** ***32%***	103 *32%* *58%*	75 *31%* *42%*	8 *22%* *4%*	37 *29%* *21%*	28 *23%* *16%*	30 *24%* *17%*	30 *38%* *17%* E	46 *56%* *26%* DEFG	15 *18%* *9%*	85 *28%* *48%*	78 *46%* *44%* IJ	46 *33%* *26%*	35 *26%* *20%*	65 *35%* *36%*
Net: 10/9	**62** ***11%***	31 *10%* *50%*	31 *13%* *50%*	- - -	16 *13%* *25%*	7 *5%* *11%*	10 *8%* *15%*	10 *12%* *16%*	21 *25%* *33%* EF	4 *5%* *6%*	27 *9%* *43%*	32 *19%* *51%* IJ	15 *11%* *24%*	14 *10%* *22%*	25 *14%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 896

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**147** ***26%***	88 *27%* *60%*	59 *25%* *40%*	12 *33%* *8%*	26 *21%* *18%*	33 *27%* *22%*	32 *26%* *22%*	27 *34%* *18%*	18 *22%* *12%*	24 *28%* *16%*	83 *27%* *57%*	40 *23%* *27%*	34 *24%* *23%*	35 *26%* *24%*	47 *26%* *32%*
Net: 3/2/1	**158** ***28%***	97 *30%* *61%*	61 *25%* *39%*	12 *33%* *7%*	48 *38%* *30%* GH	44 *36%* *28%* GH	34 *28%* *21%* H	13 *17%* *8%*	8 *9%* *5%*	29 *35%* *19%* K	97 *31%* *61%* K	32 *19%* *20%*	44 *31%* *28%*	46 *34%* *29%*	43 *24%* *27%*
Mean	**5.12**	5.01	5.27	4.55	4.60	4.40	4.80	5.79 D E	6.95 DEF G	4.12	4.82	6.09 IJ	4.94	4.71	5.50
Standard Deviation	**2.88**	2.82	2.96	2.51	3.11	2.76	2.82	2.58	2.31	2.62	2.85	2.78	2.89	2.89	2.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 896

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**30** ***5%***	2 *5%* *8%*	1 *3%* *3%*	1 *5%* *3%*	25 *6%* *86%*	24 *5%* *80%*	6 *15%* *20%*	27 *5%* *90%*	30 *5%* *100%*	30 *5%* *100%*
9	**33** ***6%***	3 *5%* *8%*	1 *3%* *3%*	* *2%* *1%*	29 *6%* *88%*	30 *6%* *93%*	2 *6%* *7%*	33 *6%* *100%*	33 *6%* *100%*	33 *6%* *100%*
8	**65** ***12%***	8 *17%* *13%* Q	5 *13%* *8%* Q	1 *4%* *1%*	51 *11%* *79%*	60 *11%* *92%*	5 *14%* *8%*	65 *12%* *100%*	65 *12%* *100%*	65 *12%* *100%*
7	**51** ***9%***	5 *9%* *9%*	4 *11%* *8%*	1 *8%* *3%*	41 *9%* *80%*	45 *9%* *89%*	5 *14%* *11%*	49 *9%* *97%*	51 *9%* *100%*	51 *9%* *100%*
6	**51** ***9%***	5 *9%* *9%*	3 *8%* *6%*	2 *11%* *4%*	41 *9%* *81%*	46 *9%* *91%*	4 *11%* *9%*	51 *9%* *100%*	51 *9%* *100%*	51 *9%* *100%*
5	**53** ***9%***	5 *11%* *10%*	5 *15%* *10%*	2 *13%* *4%*	40 *9%* *76%*	49 *9%* *92%*	4 *11%* *8%*	53 *10%* *100%*	53 *9%* *100%*	53 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 896

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**43** ***8%***	5 *9%* *11%*	2 *6%* *6%*	1 *8%* *3%*	34 *7%* *80%*	42 *8%* *98%*	1 *2%* *2%*	43 *8%* *100%*	43 *8%* *100%*	43 *8%* *100%*
3	**30** ***5%***	2 *4%* *6%*	2 *6%* *7%*	1 *8%* *5%*	24 *5%* *82%*	30 *6%* *100%*	* * *	27 *5%* *90%*	30 *5%* *100%*	30 *5%* *100%*
2	**46** ***8%***	3 *5%* *6%*	2 *7%* *5%*	1 *3%* *1%*	40 *9%* *88%*	42 *8%* *92%*	3 *9%* *8%*	46 *8%* *100%*	46 *8%* *100%*	46 *8%* *100%*
1	**83** ***15%***	4 *8%* *5%*	7 *18%* *8%*	3 *15%* *3%*	69 *15%* *84%*	80 *15%* *97%*	3 *7%* *3%*	83 *15%* *100%*	83 *15%* *100%*	83 *15%* *100%*
Don't know	**81** ***14%***	9 *17%* *11%*	4 *12%* *5%*	4 *23%* *5%* P	64 *14%* *79%*	77 *15%* *95%*	4 *11%* *5%*	80 *14%* *99%*	81 *14%* *100%*	81 *14%* *100%*
Net: 10/9/8/7	**178** ***32%***	18 *36%* *10%* Q	11 *29%* *6%*	3 *18%* *2%*	146 *32%* *82%* Q	159 *30%* *89%*	19 *49%* *11%*	174 *31%* *98%*	178 *32%* *100%*	178 *32%* *100%*
Net: 10/9	**62** ***11%***	5 *10%* *8%*	2 *5%* *3%*	1 *7%* *2%*	54 *12%* *87%*	54 *10%* *87%*	8 *21%* *13%*	59 *11%* *95%*	62 *11%* *100%*	62 *11%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 896

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**147** ***26%***	15 *29%* *10%*	11 *29%* *7%*	6 *32%* *4%*	115 *25%* *79%*	137 *26%* *94%*	9 *24%* *6%*	147 *26%* *100%*	147 *26%* *100%*	147 *26%* *100%*
Net: 3/2/1	**158** ***28%***	9 *17%* *5%*	11 *30%* *7%* O	5 *27%* *3%*	134 *29%* *85%* O	152 *29%* *96%*	6 *16%* *4%*	155 *28%* *98%*	158 *28%* *100%*	158 *28%* *100%*
Mean	**5.12**	5.71 PQ	4.81	4.66	5.09	5.02	6.36	5.10	5.12	5.12
Standard Deviation	**2.88**	2.65	2.76	2.72	2.92	2.86	2.83	2.87	2.88	2.88

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 897

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**9** ***4%***	3 *3%* *29%*	7 *5%* *71%*	3 *3%* *33%*	2 *2%* *21%*	4 *13%* *44%*	- - -	* *2%* *2%*	- - -	1 *3%* *7%*	3 *2%* *34%*	5 *9%* *58%*	1 *2%* *14%*	4 *6%* *44%*	2 *2%* *17%*
9	**8** ***3%***	1 *1%* *13%*	7 *5%* *87%*	2 *2%* *27%*	5 *6%* *58%*	- - -	- - -	- - -	1 *24%* *15%*	2 *8%* *26%*	6 *4%* *74%*	- - -	1 *2%* *15%*	4 *6%* *53%*	3 *3%* *32%*
8	**10** ***4%***	4 *4%* *41%*	6 *4%* *59%*	3 *3%* *26%*	5 *6%* *46%*	2 *6%* *18%*	- - -	1 *6%* *6%*	* *8%* *4%*	- - -	7 *5%* *71%*	3 *5%* *29%*	1 *2%* *13%*	- - -	7 *9%* *72%*
7	**23** ***9%***	15 *15%* *65%*	8 *6%* *35%*	5 *5%* *21%*	7 *9%* *32%*	1 *2%* *3%*	6 *29%* *28%*	2 *19%* *8%*	2 *35%* *8%*	3 *11%* *12%*	14 *9%* *61%*	6 *10%* *26%*	7 *13%* *31%*	6 *8%* *27%*	7 *9%* *30%*
6	**15** ***6%***	5 *5%* *31%*	11 *8%* *69%*	5 *6%* *32%*	7 *8%* *43%*	2 *7%* *14%*	- - -	- - -	2 *33%* *11%*	* *1%* *1%*	10 *7%* *68%*	5 *8%* *31%*	6 *11%* *40%*	2 *3%* *14%*	4 *5%* *25%*
5	**22** ***9%***	12 *12%* *58%*	9 *7%* *42%*	9 *10%* *43%*	6 *7%* *27%*	3 *8%* *12%*	1 *4%* *4%*	3 *30%* *13%*	- - -	1 *3%* *3%*	16 *10%* *74%*	5 *8%* *23%*	5 *9%* *22%*	5 *7%* *23%*	9 *11%* *41%*
4	**24** ***10%***	12 *12%* *50%*	12 *9%* *50%*	15 *16%* *60%*	4 *5%* *18%*	4 *11%* *15%*	* *1%* *1%*	2 *16%* *6%*	- - -	1 *6%* *6%*	16 *10%* *67%*	7 *11%* *27%*	2 *4%* *9%*	13 *17%* *52%*	6 *8%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 897

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**21** ***9%***	7 *7%* *34%*	14 *10%* *66%*	9 *10%* *42%*	7 *9%* *34%*	3 *10%* *16%*	2 *7%* *8%*	- - -	- - -	2 *6%* *7%*	15 *10%* *70%*	5 *8%* *23%*	9 *16%* *42%*	2 *3%* *9%*	8 *10%* *36%*
2	**31** ***13%***	13 *12%* *41%*	18 *13%* *59%*	3 *3%* *8%*	15 *18%* *48%* C	4 *14%* *15%*	8 *34%* *25%*	1 *15%* *5%*	- - -	5 *20%* *17%*	15 *10%* *50%*	10 *17%* *34%*	9 *16%* *29%*	11 *15%* *36%*	7 *9%* *22%*
1	**58** ***24%***	23 *22%* *40%*	35 *25%* *60%*	26 *29%* *45%*	19 *23%* *32%*	7 *21%* *12%*	5 *22%* *9%*	1 *12%* *2%*	- - -	8 *30%* *13%*	37 *24%* *63%*	13 *22%* *23%*	12 *22%* *21%*	24 *33%* *42%*	13 *16%* *22%*
Don't know	**20** ***8%***	8 *8%* *39%*	12 *9%* *61%*	12 *13%* *59%*	5 *6%* *23%*	3 *9%* *15%*	1 *3%* *3%*	- - -	- - -	3 *13%* *17%*	15 *9%* *73%*	2 *3%* *10%*	2 *3%* *8%*	2 *3%* *11%*	14 *18%* *69%* LM
Net: 10/9/8/7	**50** ***21%***	23 *22%* *46%*	27 *20%* *54%*	13 *14%* *25%*	19 *23%* *37%*	7 *20%* *13%*	6 *29%* *13%*	3 *27%* *5%*	3 *67%* *7%*	6 *22%* *11%*	30 *20%* *60%*	14 *23%* *29%*	11 *20%* *22%*	14 *20%* *29%*	18 *24%* *37%*
Net: 10/9	**17** ***7%***	4 *4%* *22%*	13 *10%* *78%*	5 *6%* *30%*	7 *8%* *38%*	4 *13%* *24%*	- - -	* *2%* *1%*	1 *24%* *7%*	3 *11%* *16%*	9 *6%* *53%*	5 *9%* *32%*	3 *5%* *15%*	8 *11%* *48%*	4 *5%* *24%*
Net: 6/5/4	**61** ***25%***	29 *28%* *48%*	32 *23%* *52%*	29 *32%* *47%*	17 *21%* *27%*	8 *26%* *14%*	1 *5%* *2%*	4 *46%* *7%*	2 *33%* *3%*	2 *9%* *4%*	43 *28%* *69%*	16 *27%* *27%*	13 *24%* *21%*	20 *27%* *32%*	18 *24%* *30%*
Net: 3/2/1	**110** ***46%***	43 *42%* *39%*	67 *48%* *61%*	37 *41%* *34%*	41 *51%* *37%*	15 *45%* *14%*	14 *63%* *13%*	3 *28%* *2%*	- - -	14 *56%* *13%*	67 *43%* *61%*	29 *47%* *26%*	30 *54%* *27%*	37 *50%* *34%*	27 *35%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 897

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**4.00**	4.03	3.98	3.77	4.01	4.25	3.47	4.54	7.22	3.50	4.00	4.19	3.91	3.68	4.47
Standard Deviation	**2.73**	2.57	2.86	2.60	2.81	3.10	2.50	2.37	1.28	2.98	2.64	2.88	2.56	2.86	2.70

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**9** ***4%***	2 *9%* *19%*	* *5%* *4%*	* *3%* *2%*	7 *3%* *75%*	6 *3%* *69%*	3 *8%* *31%*	8 *4%* *89%*	9 *4%* *100%*	9 *4%* *100%*
9	**8** ***3%***	- - -	- - -	- - -	8 *4%* *100%*	7 *3%* *87%*	1 *3%* *13%*	8 *3%* *100%*	8 *3%* *100%*	8 *3%* *100%*
8	**10** ***4%***	- - -	1 *16%* *13%*	* *3%* *2%*	9 *4%* *85%*	7 *4%* *73%*	3 *8%* *27%*	10 *4%* *100%*	10 *4%* *100%*	10 *4%* *100%*
7	**23** ***9%***	1 *6%* *6%*	1 *16%* *5%*	- - -	20 *10%* *89%*	20 *10%* *88%*	3 *8%* *12%*	19 *8%* *85%*	23 *9%* *100%*	23 *9%* *100%*
6	**15** ***6%***	2 *12%* *16%*	1 *7%* *4%*	* *3%* *1%*	12 *6%* *79%*	13 *6%* *85%*	2 *6%* *15%*	15 *6%* *96%*	15 *6%* *100%*	15 *6%* *100%*
5	**22** ***9%***	2 *9%* *9%*	1 *10%* *4%*	* *7%* *2%*	18 *9%* *86%*	17 *8%* *79%*	5 *13%* *21%*	22 *9%* *100%*	22 *9%* *100%*	22 *9%* *100%*
4	**24** ***10%***	2 *10%* *8%*	1 *9%* *3%*	1 *14%* *4%*	21 *10%* *85%*	22 *10%* *89%*	3 *8%* *11%*	23 *10%* *94%*	24 *10%* *100%*	24 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 897

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**21** ***9%***	1 *7%* *7%*	* *5%* *2%*	1 *12%* *4%*	19 *9%* *88%*	17 *8%* *82%*	4 *11%* *18%*	21 *9%* *100%*	21 *9%* *100%*	21 *9%* *100%*
2	**31** ***13%***	3 *14%* *9%*	1 *9%* *2%*	1 *14%* *3%*	27 *13%* *86%*	30 *15%* *97%*	1 *3%* *3%*	28 *12%* *90%*	31 *13%* *100%*	31 *13%* *100%*
1	**58** ***24%***	5 *27%* *9%*	2 *23%* *3%*	2 *27%* *3%*	49 *24%* *84%*	48 *23%* *84%*	10 *27%* *16%*	58 *25%* *100%*	58 *24%* *100%*	58 *24%* *100%*
Don't know	**20** ***8%***	1 *7%* *7%*	- - -	1 *18%* *6%*	18 *8%* *88%*	18 *9%* *88%*	2 *7%* *12%*	18 *8%* *92%*	20 *8%* *100%*	20 *8%* *100%*
Net: 10/9/8/7	**50** ***21%***	3 *15%* *6%*	3 *37%* *6%*	* *5%* *1%*	44 *21%* *87%*	41 *20%* *81%*	9 *26%* *19%*	46 *20%* *91%*	50 *21%* *100%*	50 *21%* *100%*
Net: 10/9	**17** ***7%***	2 *9%* *10%*	* *5%* *2%*	* *3%* *1%*	15 *7%* *87%*	13 *6%* *77%*	4 *11%* *23%*	16 *7%* *94%*	17 *7%* *100%*	17 *7%* *100%*
Net: 6/5/4	**61** ***25%***	6 *31%* *10%*	2 *26%* *3%*	2 *25%* *3%*	51 *25%* *84%*	52 *25%* *85%*	9 *27%* *15%*	59 *26%* *97%*	61 *25%* *100%*	61 *25%* *100%*
Net: 3/2/1	**110** ***46%***	10 *47%* *9%*	3 *37%* *3%*	3 *53%* *3%*	94 *45%* *85%*	96 *46%* *87%*	14 *40%* *13%*	107 *46%* *97%*	110 *46%* *100%*	110 *46%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 897

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
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Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**4.00**	3.88	4.73	3.02	4.01	3.92	4.48	3.95	4.00	4.00
Standard Deviation	**2.73**	2.86	3.03	2.39	2.73	2.68	3.04	2.72	2.73	2.73

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 898

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**4** ***1%***	- - -	4 *2%* *100%*	- - -	3 *4%* *66%*	- - -	- - -	- - -	2 *6%* *34%*	- - -	* * *8%*	4 *4%* *92%*	3 *3%* *58%*	- - -	2 *1%* *34%*
9	**11** ***3%***	5 *5%* *50%*	5 *2%* *50%*	1 *2%* *13%*	- - -	2 *3%* *22%*	1 *1%* *8%*	5 *16%* *47%*	1 *4%* *10%*	1 *3%* *13%*	4 *2%* *33%*	6 *6%* *54%*	3 *4%* *29%*	1 *2%* *13%*	3 *3%* *29%*
8	**23** ***7%***	7 *7%* *33%*	15 *7%* *67%*	2 *3%* *9%*	6 *8%* *27%*	5 *8%* *23%*	4 *6%* *17%*	2 *6%* *9%*	3 *13%* *15%*	5 *11%* *22%*	8 *5%* *37%*	9 *9%* *42%*	5 *6%* *24%* N	13 *21%* *58%*	* * *
7	**33** ***10%***	14 *14%* *42%*	19 *8%* *58%*	7 *11%* *20%*	4 *4%* *11%*	6 *8%* *18%*	4 *7%* *13%*	8 *24%* *24%*	5 *18%* *14%*	2 *4%* *5%*	18 *10%* *55%*	13 *13%* *40%*	8 *9%* *25%*	6 *10%* *19%*	12 *10%* *35%*
6	**19** ***6%***	4 *4%* *20%*	15 *7%* *80%*	4 *7%* *23%*	2 *3%* *12%*	3 *5%* *17%*	3 *5%* *16%*	1 *3%* *5%*	5 *20%* *27%*	1 *2%* *5%*	8 *5%* *43%*	10 *9%* *52%*	3 *3%* *14%*	6 *9%* *29%*	6 *5%* *30%*
5	**41** ***12%***	16 *16%* *39%*	25 *11%* *61%*	6 *9%* *14%*	14 *17%* *35%*	10 *15%* *25%*	5 *8%* *12%*	4 *14%* *11%*	2 *7%* *4%*	4 *10%* *11%*	29 *16%* *72%*	7 *7%* *17%*	14 *16%* *35%*	3 *5%* *8%*	16 *14%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 898

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**38** ***12%***	12 *12%* *32%*	26 *11%* *68%*	11 *18%* *29%* F	18 *22%* *47%* EF	4 *6%* *11%*	1 *2%* *3%*	2 *7%* *6%*	2 *6%* *4%*	2 *4%* *5%*	22 *12%* *59%*	14 *13%* *36%*	9 *10%* *24%*	11 *18%* *30%*	11 *10%* *30%*
3	**21** ***6%***	4 *4%* *17%*	17 *8%* *83%*	9 *15%* *43%* E	5 *6%* *23%*	1 *2%* *5%*	4 *7%* *20%*	2 *6%* *9%*	- - -	2 *5%* *10%*	8 *5%* *41%*	10 *10%* *49%*	5 *6%* *26%*	- - -	13 *11%* *60%*
2	**30** ***9%***	13 *13%* *44%*	17 *7%* *56%*	2 *4%* *7%*	10 *12%* *34%*	10 *15%* *34%*	6 *10%* *20%*	1 *4%* *5%*	- - -	7 *17%* *24%*	17 *9%* *57%*	6 *6%* *19%*	9 *10%* *30%*	6 *9%* *19%*	11 *9%* *36%*
1	**60** ***18%***	15 *15%* *26%*	45 *20%* *74%*	13 *21%* *21%*	14 *17%* *23%*	17 *26%* *29%*	12 *20%* *20%*	2 *6%* *3%*	2 *9%* *4%*	12 *28%* *19%* K	37 *20%* *61%*	12 *11%* *20%*	16 *18%* *26%*	7 *11%* *11%*	27 *23%* *44%*
Don't know	**48** ***15%***	9 *9%* *19%*	39 *17%* *81%*	5 *9%* *11%*	6 *8%* *13%*	8 *12%* *17%*	20 *33%* *42%* CDE	4 *13%* *8%*	4 *16%* *9%*	7 *15%* *14%*	27 *15%* *57%*	14 *13%* *29%*	12 *14%* *26%*	9 *14%* *19%*	16 *14%* *33%*
Net: 10/9/8/7	**71** ***22%***	27 *27%* *37%*	44 *19%* *63%*	10 *17%* *14%*	13 *16%* *18%*	13 *20%* *19%*	9 *15%* *13%*	15 *47%* *21%*	11 *42%* *15%*	8 *19%* *11%*	30 *17%* *43%*	33 *31%* *46%* J	19 *22%* *27%*	21 *33%* *29%*	16 *14%* *23%*
Net: 10/9	**15** ***5%***	5 *5%* *35%*	10 *4%* *65%*	1 *2%* *9%*	3 *4%* *19%*	2 *3%* *15%*	1 *1%* *6%*	5 *16%* *34%*	3 *10%* *17%*	1 *3%* *9%*	4 *2%* *26%*	10 *10%* *65%* J	6 *7%* *37%*	1 *2%* *9%*	5 *4%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 898

Absolutes/col/row percents

9 Jul 2009

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**** It portrays my region well to the rest of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**98** ***30%***	32 *32%* *33%*	66 *29%* *67%*	21 *35%* *22%* F	34 *42%* *35%* F	17 *26%* *18%*	9 *15%* *9%*	8 *24%* *8%*	8 *33%* *9%*	7 *17%* *7%*	60 *33%* *61%*	31 *29%* *31%*	26 *30%* *27%*	20 *32%* *21%*	34 *29%* *34%*
Net: 3/2/1	**111** ***34%***	32 *32%* *29%*	79 *35%* *71%*	24 *40%* *22%*	29 *35%* *26%*	29 *43%* *26%*	22 *37%* *20%*	5 *16%* *5%*	2 *9%* *2%*	21 *49%* *19%* K	62 *35%* *56%*	28 *26%* *25%*	30 *34%* *27%*	13 *20%* *11%*	50 *43%* *45%*
Mean	**4.31**	4.50	4.22	3.97	4.08	3.87	3.76	5.93	6.21	3.62	4.00	5.11 J	4.34	5.13	3.73
Standard Deviation	**2.59**	2.54	2.61	2.29	2.40	2.67	2.64	2.46	2.38	2.76	2.39	2.67	2.67	2.56	2.39

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Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**4** ***1%***	- - -	* *2%* *8%*	- - -	4 *2%* *92%*	4 *1%* *92%*	* *1%* *8%*	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*
9	**11** ***3%***	2 *8%* *21%*	1 *4%* *7%*	* *2%* *2%*	8 *3%* *70%*	11 *4%* *100%*	- - -	11 *3%* *100%*	11 *3%* *100%*	11 *3%* *100%*
8	**23** ***7%***	1 *2%* *3%*	3 *12%* *11%*	1 *7%* *3%*	19 *7%* *82%*	22 *7%* *97%*	1 *2%* *3%*	23 *7%* *100%*	23 *7%* *100%*	23 *7%* *100%*
7	**33** ***10%***	4 *14%* *13%*	2 *7%* *5%*	1 *9%* *3%*	26 *10%* *79%*	28 *10%* *85%*	5 *14%* *15%*	33 *10%* *100%*	33 *10%* *100%*	33 *10%* *100%*
6	**19** ***6%***	3 *9%* *14%*	2 *8%* *8%*	1 *9%* *5%*	14 *5%* *73%*	17 *6%* *88%*	2 *7%* *12%*	19 *6%* *100%*	19 *6%* *100%*	19 *6%* *100%*
5	**41** ***12%***	4 *15%* *11%*	1 *6%* *3%*	1 *9%* *3%*	34 *13%* *84%*	36 *12%* *89%*	4 *12%* *11%*	41 *13%* *100%*	41 *12%* *100%*	41 *12%* *100%*

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Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**38** ***12%***	3 *12%* *9%*	2 *7%* *4%*	1 *10%* *3%*	32 *12%* *84%*	35 *12%* *91%*	3 *9%* *9%*	38 *12%* *100%*	38 *12%* *100%*	38 *12%* *100%*
3	**21** ***6%***	1 *4%* *6%*	1 *5%* *5%*	1 *5%* *3%*	18 *7%* *86%*	19 *7%* *93%*	2 *4%* *7%*	21 *6%* *100%*	21 *6%* *100%*	21 *6%* *100%*
2	**30** ***9%***	1 *4%* *4%*	3 *14%* *10%*	1 *6%* *2%*	25 *9%* *84%*	26 *9%* *86%*	4 *12%* *14%*	28 *9%* *93%*	30 *9%* *100%*	30 *9%* *100%*
1	**60** ***18%***	3 *9%* *4%*	5 *22%* *8%*	4 *32%* *6%* OR	50 *19%* *82%*	49 *17%* *82%*	11 *31%* *18%*	60 *19%* *100%*	60 *18%* *100%*	60 *18%* *100%*
Don't know	**48** ***15%***	7 *23%* *14%*	3 *13%* *6%*	1 *11%* *2%*	37 *14%* *77%*	45 *15%* *94%*	3 *8%* *6%*	47 *14%* *97%*	48 *15%* *100%*	48 *15%* *100%*
Net: 10/9/8/7	**71** ***22%***	7 *24%* *10%*	5 *25%* *8%*	2 *18%* *3%*	56 *21%* *80%*	65 *22%* *91%*	6 *17%* *9%*	71 *22%* *100%*	71 *22%* *100%*	71 *22%* *100%*
Net: 10/9	**15** ***5%***	2 *8%* *15%*	1 *6%* *8%*	* *2%* *1%*	12 *4%* *77%*	15 *5%* *98%*	* *1%* *2%*	15 *5%* *100%*	15 *5%* *100%*	15 *5%* *100%*

Ofcom PSB Tracker : 2008

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9 Jul 2009

Q6g(c) Channel-specific ratings
**** It portrays my region well to the rest of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**98** ***30%***	10 *36%* *11%*	4 *21%* *4%*	3 *29%* *3%*	80 *30%* *82%*	88 *30%* *90%*	10 *28%* *10%*	98 *30%* *100%*	98 *30%* *100%*	98 *30%* *100%*
Net: 3/2/1	**111** ***34%***	5 *17%* *4%*	9 *41%* *8%* O	5 *43%* *4%* O	93 *35%* *83%* O	94 *32%* *85%*	17 *47%* *15%*	109 *34%* *98%*	111 *34%* *100%*	111 *34%* *100%*
Mean	**4.31**	5.11 Q	4.25	3.77	4.26	4.41	3.57	4.33	4.31	4.31
Standard Deviation	**2.59**	2.38	2.94	2.72	2.57	2.59	2.48	2.59	2.59	2.59

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 899

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: It portrays my region well to the rest of the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	16 *3%*	7 *1%*	10 *2%*	4 *1%*	24 *5%*	29 *5%*	30 *5%*	9 *4%*	4 *1%*
9	13 *3%*	10 *1%*	15 *3%*	3 *1%*	18 *4%*	40 *7%*	33 *6%*	8 *3%*	11 *3%*
8	47 *9%*	31 *5%*	34 *7%*	18 *6%*	52 *11%*	71 *13%*	65 *12%*	10 *4%*	23 *7%*
7	54 *11%*	47 *7%*	54 *11%*	25 *8%*	47 *10%*	73 *14%*	51 *9%*	23 *9%*	33 *10%*
6	68 *13%*	66 *10%*	30 *6%*	31 *10%*	36 *8%*	65 *12%*	51 *9%*	15 *6%*	19 *6%*
5	80 *16%*	92 *14%*	69 *14%*	38 *13%*	67 *15%*	75 *14%*	53 *9%*	22 *9%*	41 *12%*
4	32 *6%*	61 *9%*	44 *9%*	33 *11%*	43 *9%*	48 *9%*	43 *8%*	24 *10%*	38 *12%*
3	30 *6%*	51 *8%*	39 *8%*	18 *6%*	26 *6%*	20 *4%*	30 *5%*	21 *9%*	21 *6%*
2	36 *7%*	66 *10%*	41 *9%*	37 *12%*	20 *4%*	26 *5%*	46 *8%*	31 *13%*	30 *9%*
1	56 *11%*	124 *19%*	84 *17%*	46 *16%*	53 *11%*	34 *6%*	83 *15%*	58 *24%*	60 *18%*
Don't know	77 *15%*	114 *17%*	67 *14%*	45 *15%*	74 *16%*	58 *11%*	81 *14%*	20 *8%*	48 *15%*
Net: 10/9/8/7	130 *26%*	93 *14%*	113 *23%*	50 *17%*	141 *31%*	213 *39%*	178 *32%*	50 *21%*	71 *22%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 899

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: It portrays my region well to the rest of the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	29 *6%*	16 *2%*	25 *5%*	6 *2%*	42 *9%*	69 *13%*	62 *11%*	17 *7%*	15 *5%*
Net: 6/5/4	180 *35%*	219 *33%*	143 *29%*	102 *34%*	146 *32%*	188 *35%*	147 *26%*	61 *25%*	98 *30%*
Net: 3/2/1	122 *24%*	242 *36%*	164 *34%*	101 *34%*	99 *22%*	80 *15%*	158 *28%*	110 *46%*	111 *34%*
Mean	5.06	4.03	4.45	4.22	5.29	5.88	5.12	4.00	4.31
Standard Deviation	2.50	2.40	2.60	2.41	2.66	2.45	2.88	2.73	2.59

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 900

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**23** ***4%***	8 *4%* *37%*	14 *5%* *63%*	7 *6%* *30%*	5 *4%* *22%*	4 *5%* *18%*	4 *5%* *17%*	1 *3%* *4%*	2 *3%* *9%*	1 *1%* *3%*	11 *4%* *49%*	11 *7%* *48%*	3 *2%* *12%*	6 *5%* *28%*	9 *6%* *38%*
9	**18** ***3%***	9 *4%* *49%*	9 *3%* *51%*	2 *2%* *13%*	2 *1%* *11%*	4 *4%* *20%*	4 *5%* *22%*	2 *7%* *14%*	3 *5%* *19%*	* *1%* *2%*	10 *4%* *58%*	7 *4%* *40%*	3 *2%* *16%*	3 *2%* *17%*	8 *6%* *47%*
8	**71** ***14%***	31 *16%* *43%*	41 *13%* *57%*	20 *19%* *28%*	15 *11%* *21%*	14 *16%* *19%*	9 *11%* *12%*	6 *15%* *8%*	9 *14%* *12%*	10 *13%* *13%*	41 *15%* *58%*	21 *13%* *29%*	26 *19%* *36%*	17 *14%* *24%*	15 *10%* *21%*
7	**61** ***12%***	25 *13%* *41%*	36 *12%* *59%*	12 *11%* *19%*	19 *13%* *31%*	12 *14%* *19%*	6 *8%* *11%*	3 *7%* *4%*	10 *16%* *16%*	8 *11%* *13%*	35 *13%* *57%*	18 *11%* *30%*	16 *12%* *26%*	11 *8%* *17%*	19 *13%* *31%*
6	**61** ***12%***	22 *11%* *37%*	39 *12%* *63%*	18 *17%* *29%* E	23 *16%* *38%* E	4 *4%* *6%*	6 *8%* *10%*	4 *10%* *6%*	6 *10%* *11%*	12 *16%* *20%*	36 *13%* *59%*	13 *8%* *21%*	16 *11%* *26%*	15 *12%* *25%*	18 *12%* *29%*
5	**76** ***15%***	31 *16%* *40%*	46 *15%* *60%*	19 *18%* *25%*	19 *14%* *25%*	8 *9%* *10%*	16 *20%* *21%*	5 *13%* *6%*	10 *16%* *13%*	19 *26%* *25%* J	33 *12%* *43%*	25 *15%* *32%*	16 *12%* *21%*	19 *15%* *25%*	29 *20%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 900

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**40** ***8%***	13 *7%* *32%*	27 *9%* *68%*	15 *14%* *38%* H	13 *9%* *33%*	6 *7%* *14%*	3 *3%* *7%*	2 *6%* *5%*	1 *2%* *2%*	2 *3%* *6%*	24 *9%* *61%*	13 *8%* *33%*	14 *10%* *34%*	13 *10%* *31%*	5 *3%* *12%*
3	**24** ***5%***	18 *9%* *74%* B	6 *2%* *26%*	6 *5%* *24%*	9 *6%* *35%*	4 *4%* *15%*	3 *4%* *12%*	3 *9%* *14%*	- - -	5 *7%* *21%*	12 *4%* *50%*	7 *4%* *29%*	8 *6%* *34%*	7 *5%* *27%*	4 *3%* *18%*
2	**36** ***7%***	10 *5%* *26%*	27 *9%* *74%*	3 *3%* *9%*	10 *7%* *28%*	14 *16%* *38%* CFH	3 *4%* *8%*	4 *10%* *11%*	2 *4%* *6%*	6 *9%* *18%*	18 *6%* *49%*	12 *7%* *33%*	14 *10%* *39%*	9 *7%* *24%*	9 *6%* *25%*
1	**29** ***6%***	12 *6%* *42%*	17 *5%* *58%*	2 *2%* *8%*	12 *9%* *42%*	5 *6%* *17%*	6 *7%* *19%*	1 *3%* *4%*	3 *5%* *10%*	1 *1%* *3%*	18 *7%* *62%*	10 *6%* *36%*	9 *7%* *32%*	12 *9%* *40%*	3 *2%* *12%*
Don't know	**70** ***14%***	20 *10%* *29%*	50 *16%* *71%*	3 *3%* *5%*	13 *9%* *19%*	11 *14%* *16%* C	20 *25%* *29%* CD	6 *16%* *8%*	16 *26%* *23%* CD	10 *13%* *14%*	36 *13%* *51%*	24 *15%* *34%*	14 *10%* *20%*	17 *13%* *24%*	25 *17%* *36%*
Net: 10/9/8/7	**173** ***34%***	73 *37%* *42%*	100 *32%* *58%*	40 *38%* *23%*	41 *29%* *24%*	33 *40%* *19%*	23 *29%* *13%*	12 *32%* *7%*	24 *38%* *14%*	19 *25%* *11%*	98 *36%* *56%*	57 *35%* *33%*	47 *34%* *27%*	37 *29%* *22%*	51 *35%* *29%*
Net: 10/9	**40** ***8%***	17 *9%* *42%*	23 *7%* *58%*	9 *8%* *22%*	7 *5%* *18%*	7 *9%* *19%*	8 *10%* *20%*	3 *9%* *9%*	5 *9%* *13%*	1 *2%* *3%*	21 *8%* *53%*	18 *11%* *44%*	5 *4%* *13%*	9 *7%* *23%*	17 *12%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 900

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**177** ***35%***	66 *33%* *37%*	111 *36%* *63%*	52 *49%* *29%* EH	56 *39%* *31%* E	17 *20%* *10%*	25 *31%* *14%*	11 *29%* *6%*	17 *28%* *10%*	33 *45%* *19%*	93 *34%* *52%*	51 *32%* *29%*	45 *33%* *26%*	47 *37%* *26%*	52 *36%* *29%*
Net: 3/2/1	**89** ***17%***	39 *20%* *44%*	50 *16%* *56%*	11 *10%* *13%*	31 *22%* *34%*	22 *27%* *25%* CH	11 *14%* *13%*	9 *23%* *10%*	5 *8%* *6%*	12 *17%* *14%*	48 *17%* *54%*	29 *18%* *33%*	32 *23%* *35%* N	27 *21%* *30%*	17 *12%* *19%*
Mean	**5.61**	5.65	5.59	5.94	5.24	5.40	5.68	5.49	6.22	5.42	5.64	5.65	5.31	5.31	6.03
Standard Deviation	**2.42**	2.42	2.42	2.12	2.39	2.75	2.53	2.52	2.23	1.93	2.44	2.59	2.44	2.55	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 900

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**23** ***4%***	2 *5%* *11%*	2 *6%* *9%*	1 *4%* *3%*	18 *4%* *78%*	17 *4%* *77%*	5 *17%* *23%*	23 *4%* *100%*	23 *4%* *100%*	18 *6%* *78%*	5 *3%* *22%*	5 *2%* *22%*
9	**18** ***3%***	1 *2%* *5%*	2 *7%* *12%*	1 *3%* *3%*	14 *3%* *80%*	18 *4%* *100%*	- - -	18 *3%* *100%*	18 *3%* *100%*	14 *4%* *79%*	4 *2%* *20%*	4 *2%* *20%*
8	**71** ***14%***	7 *14%* *10%*	4 *11%* *5%*	3 *17%* *4%*	58 *14%* *81%*	67 *14%* *94%*	4 *13%* *6%*	71 *14%* *100%*	71 *14%* *100%*	40 *13%* *55%*	32 *16%* *45%*	32 *15%* *45%*
7	**61** ***12%***	8 *16%* *13%*	4 *12%* *7%*	3 *21%* *5%* R	46 *11%* *75%*	57 *12%* *94%*	4 *12%* *6%*	60 *12%* *98%*	61 *12%* *100%*	45 *14%* *73%*	16 *8%* *27%*	19 *9%* *31%*
6	**61** ***12%***	6 *12%* *10%*	4 *13%* *7%*	2 *11%* *3%*	48 *12%* *80%*	58 *12%* *95%*	3 *10%* *5%*	61 *12%* *100%*	61 *12%* *100%*	36 *12%* *60%*	24 *12%* *40%*	24 *12%* *40%*
5	**76** ***15%***	7 *15%* *10%*	4 *11%* *5%*	1 *6%* *1%*	64 *16%* *84%*	68 *14%* *89%*	9 *28%* *11%*	75 *15%* *98%*	76 *15%* *100%*	44 *14%* *57%*	33 *17%* *43%*	34 *16%* *44%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 900

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**40** ***8%***	5 *9%* *12%*	3 *9%* *7%*	1 *8%* *3%*	31 *8%* *77%*	40 *8%* *100%*	* * *	40 *8%* *100%*	40 *8%* *100%*	27 *9%* *67%*	13 *7%* *33%*	13 *6%* *34%*
3	**24** ***5%***	2 *4%* *9%*	2 *6%* *8%*	1 *5%* *4%*	19 *5%* *79%*	22 *5%* *94%*	2 *5%* *6%*	24 *5%* *100%*	24 *5%* *100%*	14 *4%* *58%*	10 *5%* *41%*	13 *6%* *56%*
2	**36** ***7%***	2 *4%* *6%*	1 *4%* *4%*	1 *4%* *2%*	32 *8%* *88%*	35 *7%* *96%*	1 *5%* *4%*	34 *7%* *95%*	36 *7%* *100%*	19 *6%* *53%*	17 *9%* *47%*	18 *9%* *51%*
1	**29** ***6%***	2 *5%* *8%*	2 *5%* *5%*	1 *6%* *3%*	24 *6%* *83%*	26 *5%* *90%*	3 *9%* *10%*	29 *6%* *99%*	29 *6%* *100%*	14 *4%* *47%*	16 *8%* *53%*	18 *8%* *61%*
Don't know	**70** ***14%***	7 *14%* *10%*	5 *16%* *8%*	2 *14%* *3%*	55 *14%* *79%*	70 *15%* *99%*	* *1%* *1%*	70 *14%* *100%*	70 *14%* *100%*	44 *14%* *63%*	26 *13%* *37%*	29 *14%* *42%*
Net: 10/9/8/7	**173** ***34%***	19 *37%* *11%*	12 *36%* *7%*	7 *44%* *4%*	135 *33%* *78%*	160 *33%* *92%*	13 *42%* *8%*	172 *34%* *99%*	173 *34%* *100%*	116 *37%* *67%*	57 *29%* *33%*	60 *28%* *34%*
Net: 10/9	**40** ***8%***	3 *6%* *8%*	4 *13%* *10%*	1 *7%* *3%*	32 *8%* *79%*	35 *7%* *87%*	5 *17%* *13%*	40 *8%* *100%*	40 *8%* *100%*	31 *10%* *78%* Z	9 *4%* *21%*	9 *4%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 900

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - ITV2**

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**177** ***35%***	18 *36%* *10%*	11 *33%* *6%*	4 *26%* *2%*	144 *35%* *81%*	166 *35%* *93%*	12 *38%* *7%*	176 *35%* *99%*	177 *35%* *100%*	107 *34%* *61%*	70 *36%* *39%*	71 *34%* *40%*
Net: 3/2/1	**89** ***17%***	7 *13%* *7%*	5 *15%* *6%*	3 *16%* *3%*	75 *18%* *84%*	83 *17%* *93%*	6 *19%* *7%*	87 *17%* *98%*	89 *17%* *100%*	47 *15%* *52%*	42 *22%* *47%*	50 *24%* *56%* X
Mean	**5.61**	5.80	5.91	5.91	5.55	5.58	5.99	5.63	5.61	5.82 Z	5.28	5.18
Standard Deviation	**2.42**	2.27	2.48	2.46	2.43	2.39	2.72	2.41	2.42	2.38	2.44	2.46

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 901

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**26** ***5%***	12 *5%* *46%*	14 *6%* *54%*	2 *3%* *7%*	3 *3%* *12%*	8 *7%* *29%*	2 *3%* *8%*	7 *15%* *25%* CD F	5 *8%* *18%*	* * *1%*	13 *5%* *48%*	13 *10%* *51%* I	7 *7%* *28%*	6 *5%* *24%*	6 *4%* *24%*
9	**30** ***6%***	14 *6%* *48%*	16 *7%* *52%*	5 *7%* *16%*	3 *2%* *9%*	7 *7%* *25%*	6 *7%* *18%*	1 *3%* *4%*	8 *15%* *28%* D	6 *7%* *20%*	16 *6%* *54%*	8 *6%* *27%*	8 *7%* *26%*	8 *6%* *26%*	9 *5%* *29%*
8	**65** ***13%***	33 *13%* *51%*	32 *14%* *49%*	7 *11%* *11%*	16 *12%* *25%*	13 *12%* *19%*	14 *16%* *21%*	3 *6%* *4%*	13 *23%* *20%* G	11 *14%* *17%*	32 *12%* *50%*	22 *16%* *33%*	9 *8%* *14%*	15 *12%* *23%*	29 *18%* *44%*
7	**78** ***16%***	40 *16%* *52%*	37 *16%* *48%*	20 *28%* *26%* DE H	16 *12%* *20%*	13 *12%* *16%*	17 *21%* *22%*	6 *13%* *8%*	6 *10%* *7%*	12 *15%* *16%*	42 *15%* *54%*	23 *18%* *30%*	17 *16%* *22%*	21 *17%* *27%*	27 *16%* *34%*
6	**69** ***14%***	42 *16%* *61%*	27 *12%* *39%*	10 *15%* *15%*	27 *21%* *39%* E	10 *9%* *14%*	11 *13%* *15%*	5 *10%* *7%*	7 *12%* *10%*	10 *12%* *15%*	44 *16%* *64%*	15 *11%* *21%*	13 *13%* *19%*	22 *18%* *32%*	22 *13%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 901

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
5	**73** ***15%***	39 *15%* *54%*	34 *15%* *46%*	4 *6%* *6%*	23 *18%* *32%*	25 *24%* *34%* C	10 *13%* *14%*	4 *9%* *6%*	6 *10%* *8%*	14 *17%* *19%*	40 *15%* *55%*	19 *14%* *26%*	15 *14%* *20%*	13 *11%* *18%*	28 *17%* *39%*
4	**40** ***8%***	14 *5%* *35%*	26 *11%* *65%*	5 *7%* *12%*	13 *10%* *33%*	10 *10%* *26%*	4 *5%* *10%*	4 *9%* *11%*	3 *6%* *8%*	7 *9%* *18%*	21 *8%* *53%*	12 *9%* *29%*	15 *14%* *36%*	10 *8%* *24%*	9 *5%* *22%*
3	**29** ***6%***	17 *6%* *56%*	13 *6%* *44%*	9 *13%* *32%* EF	14 *11%* *46%* EF	2 *2%* *6%*	* * *1%*	3 *6%* *10%*	1 *2%* *5%*	5 *6%* *16%*	19 *7%* *66%*	5 *4%* *18%*	9 *8%* *30%*	10 *8%* *35%*	6 *3%* *19%*
2	**21** ***4%***	19 *7%* *89%* B	2 *1%* *11%*	3 *4%* *13%*	3 *3%* *15%*	6 *6%* *29%*	6 *7%* *28%*	1 *2%* *4%*	2 *4%* *11%*	5 *6%* *22%*	13 *5%* *60%*	4 *3%* *18%*	4 *4%* *19%*	7 *6%* *33%*	6 *4%* *27%*
1	**27** ***5%***	13 *5%* *48%*	14 *6%* *52%*	5 *8%* *20%*	6 *4%* *21%*	6 *6%* *22%*	5 *6%* *18%*	4 *8%* *13%*	1 *3%* *5%*	6 *8%* *24%*	17 *6%* *62%*	4 *3%* *14%*	6 *5%* *21%*	5 *4%* *20%*	12 *7%* *43%*
Don't know	**29** ***6%***	14 *5%* *47%*	15 *7%* *53%*	* * *	5 *4%* *18%*	4 *4%* *13%*	7 *9%* *25%* C	9 *20%* *32%* CD E	4 *7%* *13%*	5 *7%* *19%*	17 *6%* *58%*	7 *5%* *24%*	5 *4%* *16%*	5 *4%* *17%*	12 *7%* *40%*
Net: 10/9/8/7	**199** ***41%***	100 *39%* *50%*	99 *43%* *50%*	34 *48%* *17%* D	38 *29%* *19%*	40 *39%* *20%*	39 *47%* *19%* D	17 *36%* *8%*	32 *56%* *16%* D	29 *36%* *15%*	103 *38%* *52%*	67 *51%* *33%*	41 *38%* *21%*	50 *41%* *25%*	71 *43%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 901

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 10/9	**56** ***12%***	27 *10%* *47%*	30 *13%* *53%*	7 *9%* *12%*	6 *5%* *11%*	15 *15%* *27%* D	8 *9%* *14%*	8 *17%* *14%* D	13 *23%* *23%* D	6 *7%* *11%*	29 *11%* *51%*	21 *16%* *38%*	15 *14%* *27%*	14 *12%* *25%*	15 *9%* *27%*
Net: 6/5/4	**181** ***37%***	95 *37%* *52%*	86 *38%* *48%*	19 *27%* *11%*	63 *49%* *35%* CF GH	45 *43%* *25%*	25 *31%* *14%*	13 *28%* *7%*	16 *28%* *9%*	31 *38%* *17%*	105 *38%* *58%*	45 *34%* *25%*	43 *40%* *24%*	45 *37%* *25%*	59 *36%* *32%*
Net: 3/2/1	**77** ***16%***	48 *19%* *63%*	29 *13%* *37%*	18 *25%* *23%*	22 *17%* *29%*	14 *14%* *18%*	11 *14%* *15%*	7 *16%* *9%*	5 *9%* *7%*	16 *19%* *20%*	49 *18%* *63%*	13 *10%* *17%*	18 *17%* *24%*	23 *18%* *29%*	23 *14%* *30%*
Mean	**5.88**	5.76	6.01	5.68	5.50	5.86	6.02	5.99	6.82 CDE	5.48	5.74	6.42 IJ	5.74	5.85	5.96
Standard Deviation	**2.35**	2.36	2.34	2.39	2.05	2.43	2.33	2.81	2.32	2.33	2.35	2.28	2.41	2.34	2.32

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 901

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**26** ***5%***	3 *7%* *13%*	1 *6%* *6%*	2 *10%* *6%*	20 *5%* *76%*	24 *5%* *92%*	2 *6%* *8%*	26 *5%* *100%*	26 *5%* *100%*	26 *5%* *100%*
9	**30** ***6%***	4 *7%* *12%*	2 *6%* *5%*	* *3%* *1%*	24 *6%* *81%*	29 *7%* *97%*	1 *2%* *3%*	29 *6%* *96%*	30 *6%* *100%*	30 *6%* *100%*
8	**65** ***13%***	7 *13%* *10%*	4 *16%* *7%*	1 *9%* *2%*	53 *13%* *81%*	58 *13%* *90%*	7 *17%* *10%*	65 *13%* *100%*	65 *13%* *100%*	65 *13%* *100%*
7	**78** ***16%***	8 *16%* *10%*	3 *10%* *4%*	2 *15%* *3%*	65 *16%* *83%*	67 *15%* *86%*	11 *27%* *14%*	78 *16%* *100%*	78 *16%* *100%*	78 *16%* *100%*
6	**69** ***14%***	6 *12%* *9%*	3 *13%* *5%*	2 *12%* *3%*	58 *15%* *84%*	64 *14%* *93%*	5 *12%* *7%*	69 *14%* *100%*	69 *14%* *100%*	69 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 901

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
5	**73** ***15%***	9 *18%* *13%*	5 *17%* *6%*	3 *16%* *4%*	56 *14%* *77%*	66 *15%* *90%*	7 *17%* *10%*	73 *15%* *100%*	73 *15%* *100%*	73 *15%* *100%*
4	**40** ***8%***	4 *7%* *9%*	2 *7%* *5%*	2 *10%* *4%*	33 *8%* *82%*	36 *8%* *91%*	4 *9%* *9%*	40 *8%* *100%*	40 *8%* *100%*	40 *8%* *100%*
3	**29** ***6%***	3 *5%* *9%*	1 *5%* *4%*	1 *5%* *3%*	25 *6%* *84%*	28 *6%* *96%*	1 *3%* *4%*	29 *6%* *100%*	29 *6%* *100%*	29 *6%* *100%*
2	**21** ***4%***	2 *5%* *11%*	1 *3%* *3%*	1 *8%* *6%*	17 *4%* *79%*	20 *5%* *95%*	1 *3%* *5%*	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
1	**27** ***5%***	2 *3%* *7%*	2 *7%* *7%*	1 *4%* *2%*	22 *6%* *84%*	26 *6%* *97%*	1 *2%* *3%*	27 *5%* *100%*	27 *5%* *100%*	27 *5%* *100%*
Don't know	**29** ***6%***	4 *7%* *13%*	3 *11%* *10%*	1 *9%* *5%*	21 *5%* *72%*	28 *6%* *97%*	1 *2%* *3%*	29 *6%* *100%*	29 *6%* *100%*	29 *6%* *100%*
Net: 10/9/8/7	**199** ***41%***	21 *42%* *11%*	10 *38%* *5%*	6 *36%* *3%*	162 *41%* *81%*	178 *40%* *90%*	21 *52%* *10%*	198 *41%* *99%*	199 *41%* *100%*	199 *41%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 901

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 10/9	**56** ***12%***	7 *14%* *12%*	3 *12%* *6%*	2 *12%* *4%*	44 *11%* *79%*	53 *12%* *94%*	3 *8%* *6%*	55 *11%* *98%*	56 *12%* *100%*	56 *12%* *100%*
Net: 6/5/4	**181** ***37%***	19 *37%* *10%*	10 *37%* *5%*	6 *38%* *3%*	147 *37%* *81%*	166 *37%* *91%*	16 *39%* *9%*	181 *37%* *100%*	181 *37%* *100%*	181 *37%* *100%*
Net: 3/2/1	**77** ***16%***	7 *13%* *9%*	4 *15%* *5%*	3 *17%* *4%*	64 *16%* *83%*	74 *17%* *96%*	3 *8%* *4%*	77 *16%* *100%*	77 *16%* *100%*	77 *16%* *100%*
Mean	**5.88**	6.06	5.89	5.73	5.86	5.84	6.25	5.87	5.88	5.88
Standard Deviation	**2.35**	2.33	2.49	2.55	2.35	2.38	1.98	2.35	2.35	2.35

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 902

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**4** ***1%***	1 *1%* *36%*	2 *2%* *64%*	2 *4%* *41%*	- - -	1 *3%* *36%*	1 *2%* *22%*	- - -	- - -	- - -	1 *1%* *36%*	2 *3%* *64%*	1 *2%* *31%*	- - -	2 *1%* *41%*
9	**2** ***1%***	2 *1%* *76%*	1 *** *24%*	* * *	2 *2%* *76%*	- - -	1 *1%* *24%*	- - -	- - -	- - -	2 *1%* *100%*	- - -	2 *3%* *76%*	- - -	* * *
8	**33** ***11%***	17 *12%* *53%*	15 *10%* *47%*	13 *30%* *40%*	9 *10%* *28%*	2 *5%* *7%*	- - -	4 *11%* *13%*	4 *17%* *13%*	6 *12%* *20%*	15 *9%* *45%*	12 *14%* *35%*	10 *15%* *32%*	6 *9%* *20%*	11 *10%* *32%*
7	**30** ***10%***	10 *7%* *32%*	21 *14%* *68%*	5 *13%* *18%*	10 *11%* *33%*	6 *12%* *19%*	2 *4%* *7%*	4 *11%* *15%*	3 *11%* *9%*	5 *10%* *18%*	23 *14%* *76%* K	2 *2%* *7%*	12 *18%* *39%*	3 *5%* *11%*	7 *7%* *24%*
6	**33** ***11%***	23 *16%* *71%* B	10 *6%* *29%*	3 *7%* *9%*	9 *10%* *28%*	7 *16%* *23%*	6 *12%* *18%*	5 *11%* *14%*	2 *10%* *8%*	5 *10%* *16%*	16 *10%* *50%*	11 *14%* *35%*	6 *8%* *17%*	11 *16%* *35%*	9 *8%* *28%*
5	**41** ***14%***	15 *10%* *37%*	26 *17%* *63%*	4 *9%* *10%*	15 *16%* *38%*	8 *16%* *19%*	7 *14%* *17%*	5 *11%* *11%*	2 *8%* *5%*	9 *17%* *22%*	17 *10%* *42%*	15 *18%* *37%*	10 *15%* *24%*	10 *14%* *24%*	18 *16%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 902

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**31** ***10%***	17 *12%* *56%*	14 *9%* *44%*	6 *15%* *21%*	15 *16%* *48%*	1 *3%* *4%*	2 *5%* *8%*	3 *8%* *10%*	3 *11%* *9%*	6 *12%* *21%*	15 *9%* *50%*	9 *11%* *30%*	7 *10%* *21%*	9 *13%* *29%*	10 *9%* *32%*
3	**30** ***10%***	24 *16%* *79%* B	6 *4%* *21%*	3 *8%* *11%*	10 *10%* *33%*	3 *7%* *12%*	4 *7%* *12%*	9 *23%* *31%*	* *2%* *1%*	2 *4%* *7%*	22 *13%* *73%*	6 *7%* *20%*	6 *8%* *19%*	5 *8%* *18%*	12 *11%* *41%*
2	**19** ***7%***	13 *9%* *69%*	6 *4%* *31%*	3 *7%* *15%*	5 *5%* *25%*	6 *12%* *28%*	2 *4%* *11%*	1 *4%* *7%*	3 *10%* *13%*	3 *5%* *15%*	10 *6%* *49%*	7 *9%* *36%*	3 *4%* *14%*	7 *11%* *38%*	5 *4%* *25%*
1	**29** ***10%***	8 *6%* *29%*	20 *13%* *71%*	* * *	13 *14%* *44%*	6 *14%* *23%*	5 *11%* *18%*	2 *4%* *6%*	3 *10%* *9%*	8 *15%* *28%*	14 *9%* *50%*	6 *8%* *22%*	3 *4%* *10%*	9 *12%* *30%*	14 *13%* *49%*
Don't know	**47** ***16%***	16 *11%* *35%*	30 *20%* *65%*	3 *7%* *6%*	6 *7%* *13%*	5 *12%* *12%*	20 *40%* *42%* DE	7 *16%* *14%*	5 *22%* *12%*	8 *15%* *17%*	28 *17%* *61%*	10 *13%* *22%*	9 *13%* *19%*	9 *12%* *19%*	23 *21%* *49%*
Net: 10/9/8/7	**69** ***23%***	30 *21%* *44%*	39 *26%* *56%*	20 *47%* *29%*	21 *22%* *30%*	9 *20%* *13%*	3 *7%* *5%*	9 *22%* *13%*	7 *27%* *10%*	12 *22%* *17%*	42 *25%* *60%*	16 *20%* *23%*	25 *37%* *37%* MN	10 *14%* *14%*	19 *18%* *28%*
Net: 10/9	**6** ***2%***	3 *2%* *51%*	3 *2%* *49%*	2 *4%* *26%*	2 *2%* *28%*	1 *3%* *23%*	1 *3%* *23%*	- - -	- - -	- - -	4 *2%* *60%*	2 *3%* *40%*	3 *4%* *48%*	- - -	2 *1%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 902

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**104** ***35%***	55 *37%* *53%*	49 *32%* *47%*	13 *32%* *13%*	39 *42%* *38%*	16 *35%* *16%*	15 *31%* *15%*	12 *30%* *12%*	7 *29%* *7%*	20 *38%* *19%*	48 *29%* *47%*	35 *44%* *34%*	22 *33%* *21%*	30 *43%* *29%*	37 *33%* *35%*
Net: 3/2/1	**78** ***26%***	46 *31%* *58%*	33 *22%* *42%*	6 *14%* *8%*	27 *29%* *35%*	15 *33%* *20%*	11 *22%* *14%*	13 *31%* *16%*	5 *22%* *7%*	13 *25%* *17%*	46 *28%* *59%*	19 *24%* *25%*	11 *17%* *14%*	22 *31%* *28%*	31 *28%* *40%*
Mean	**4.83**	4.77	4.88	5.99	4.59	4.56	4.30	4.80	4.95	4.64	4.84	4.92	5.62 N	4.36	4.52
Standard Deviation	**2.33**	2.22	2.45	2.21	2.27	2.47	2.29	2.08	2.52	2.37	2.33	2.34	2.21	2.21	2.36

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 902

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**4** ***1%***	1 *3%* *22%*	- - -	* *2%* *5%*	3 *1%* *72%*	2 *1%* *59%*	2 *9%* *41%*	4 *1%* *100%*	4 *1%* *100%*	2 *2%* *64%*	1 *1%* *36%*	1 *1%* *36%*
9	**2** ***1%***	1 *2%* *24%*	- - -	- - -	2 *1%* *76%*	2 *1%* *100%*	* * *	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *76%*	1 * *24%*	1 * *24%*
8	**33** ***11%***	4 *13%* *11%*	1 *8%* *3%*	1 *6%* *2%*	27 *11%* *84%*	31 *11%* *94%*	2 *11%* *6%*	33 *11%* *100%*	33 *11%* *100%*	12 *9%* *37%*	21 *12%* *63%*	21 *12%* *63%*
7	**30** ***10%***	4 *15%* *13%*	2 *11%* *5%*	2 *24%* *8%* R	23 *9%* *74%*	29 *10%* *94%*	2 *10%* *6%*	30 *10%* *100%*	30 *10%* *100%*	12 *9%* *39%*	18 *11%* *61%*	18 *11%* *61%*
6	**33** ***11%***	3 *10%* *8%*	2 *16%* *6%*	2 *15%* *5%*	26 *11%* *81%*	29 *10%* *90%*	3 *18%* *10%*	33 *11%* *100%*	33 *11%* *100%*	14 *11%* *43%*	19 *11%* *57%*	19 *11%* *57%*
5	**41** ***14%***	2 *7%* *5%*	1 *6%* *2%*	1 *8%* *2%*	37 *15%* *91%*	39 *14%* *95%*	2 *12%* *5%*	41 *14%* *100%*	41 *14%* *100%*	14 *11%* *34%*	27 *16%* *66%*	27 *16%* *66%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 902

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**31** ***10%***	3 *11%* *9%*	2 *12%* *5%*	1 *10%* *3%*	25 *10%* *82%*	30 *11%* *97%*	1 *5%* *3%*	31 *10%* *100%*	31 *10%* *100%*	16 *12%* *52%*	15 *9%* *48%*	15 *9%* *48%*
3	**30** ***10%***	4 *15%* *13%*	2 *13%* *6%*	1 *8%* *3%*	23 *9%* *78%*	27 *10%* *91%*	3 *14%* *9%*	30 *10%* *100%*	30 *10%* *100%*	16 *12%* *52%*	14 *8%* *47%*	16 *10%* *55%*
2	**19** ***7%***	3 *11%* *15%*	1 *8%* *5%*	1 *6%* *3%*	15 *6%* *77%*	19 *7%* *98%*	* *2%* *2%*	19 *7%* *100%*	19 *7%* *100%*	8 *6%* *41%*	11 *7%* *59%*	11 *7%* *59%*
1	**29** ***10%***	1 *5%* *5%*	1 *9%* *4%*	* *4%* *1%*	26 *10%* *89%*	28 *10%* *97%*	1 *4%* *3%*	29 *10%* *100%*	29 *10%* *100%*	13 *10%* *44%*	16 *10%* *56%*	16 *9%* *56%*
Don't know	**47** ***16%***	2 *9%* *5%*	2 *15%* *4%*	2 *15%* *3%*	41 *16%* *87%*	44 *16%* *94%*	3 *15%* *6%*	47 *16%* *100%*	47 *16%* *100%*	21 *16%* *44%*	26 *15%* *56%*	26 *15%* *56%*
Net: 10/9/8/7	**69** ***23%***	9 *33%* *13%*	3 *20%* *4%*	3 *32%* *5%*	55 *22%* *79%*	64 *23%* *92%*	6 *30%* *8%*	69 *23%* *100%*	69 *23%* *100%*	28 *22%* *41%*	41 *24%* *59%*	41 *24%* *59%*
Net: 10/9	**6** ***2%***	1 *5%* *23%*	- - -	* *2%* *3%*	5 *2%* *74%*	5 *2%* *74%*	2 *9%* *26%*	6 *2%* *100%*	6 *2%* *100%*	4 *3%* *68%*	2 *1%* *32%*	2 *1%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 902

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**104** ***35%***	7 *27%* *7%*	5 *35%* *4%*	3 *34%* *3%*	89 *36%* *85%*	98 *35%* *94%*	6 *35%* *6%*	104 *35%* *100%*	104 *35%* *100%*	44 *34%* *42%*	60 *36%* *58%*	60 *35%* *58%*
Net: 3/2/1	**78** ***26%***	8 *30%* *11%*	4 *30%* *5%*	2 *19%* *2%*	64 *26%* *82%*	75 *27%* *95%*	4 *20%* *5%*	78 *26%* *100%*	78 *26%* *100%*	36 *28%* *46%*	42 *25%* *53%*	44 *26%* *56%*
Mean	**4.83**	5.12	4.57	5.35	4.78	4.77	5.71	4.83	4.83	4.74	4.89	4.87
Standard Deviation	**2.33**	2.50	2.29	2.22	2.33	2.32	2.45	2.33	2.33	2.38	2.30	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 903

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**102** ***19%***	50 *17%* *49%*	52 *21%* *51%*	14 *27%* *13%*	20 *17%* *20%*	26 *27%* *26%* FH	15 *14%* *15%*	18 *22%* *17%*	9 *11%* *9%*	10 *12%* *10%*	58 *19%* *57%*	34 *22%* *33%*	35 *23%* *34%*	14 *14%* *13%*	39 *21%* *39%*
9	**118** ***22%***	64 *22%* *54%*	55 *22%* *46%*	6 *12%* *5%*	38 *31%* *32%* G	18 *19%* *15%*	29 *27%* *25%*	13 *16%* *11%*	15 *18%* *12%*	22 *26%* *19%*	62 *21%* *53%*	34 *22%* *29%*	29 *19%* *25%*	21 *21%* *18%*	48 *26%* *41%*
8	**140** ***26%***	72 *25%* *52%*	68 *27%* *48%*	5 *11%* *4%*	33 *27%* *24%*	25 *26%* *18%*	26 *24%* *19%*	22 *28%* *16%*	28 *34%* *20%*	20 *23%* *14%*	77 *26%* *55%*	43 *28%* *31%*	40 *26%* *29%*	39 *40%* *28%* N	37 *20%* *26%*
7	**64** ***12%***	36 *13%* *57%*	27 *11%* *43%*	8 *15%* *12%*	13 *11%* *21%*	9 *10%* *15%*	13 *12%* *20%*	10 *13%* *16%*	10 *13%* *16%*	17 *20%* *27%* JK	33 *11%* *52%*	13 *8%* *21%*	13 *9%* *21%*	11 *11%* *18%*	27 *14%* *42%*
6	**44** ***8%***	25 *9%* *56%*	19 *8%* *44%*	8 *15%* *17%*	4 *3%* *9%*	5 *5%* *10%*	12 *11%* *26%*	10 *12%* *22%* D	7 *9%* *16%*	7 *8%* *16%*	24 *8%* *53%*	14 *9%* *31%*	15 *10%* *34%*	2 *2%* *4%*	19 *10%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 903

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
5	**21** ***4%***	10 *4%* *47%*	11 *4%* *53%*	- - -	4 *3%* *19%*	7 *7%* *33%*	7 *7%* *35%*	1 *1%* *4%*	2 *3%* *10%*	1 *2%* *6%*	16 *5%* *75%*	4 *3%* *19%*	7 *5%* *34%*	5 *5%* *24%*	4 *2%* *19%*
4	**15** ***3%***	9 *3%* *59%*	6 *2%* *41%*	* *1%* *2%*	3 *3%* *22%*	1 *1%* *8%*	3 *3%* *20%*	1 *1%* *6%*	6 *8%* *42%*	4 *4%* *23%*	5 *2%* *31%*	7 *4%* *45%*	6 *4%* *40%*	- - -	4 *2%* *27%*
3	**11** ***2%***	5 *2%* *51%*	5 *2%* *49%*	1 *2%* *9%*	3 *3%* *31%*	3 *3%* *30%*	2 *1%* *15%*	1 *1%* *10%*	* *1%* *5%*	1 *1%* *10%*	10 *3%* *90%*	- - -	4 *3%* *38%*	- - -	5 *3%* *48%*
2	**6** ***1%***	5 *2%* *79%*	1 * *21%*	4 *9%* *74%*	* * *6%*	1 *1%* *16%*	* * *3%*	- - -	- - -	1 *1%* *10%*	1 * *15%*	4 *3%* *76%*	- - -	3 *4%* *59%*	1 * *15%*
1	**5** ***1%***	4 *1%* *67%*	2 *1%* *33%*	3 *5%* *52%*	1 *1%* *16%*	1 *1%* *22%*	- - -	1 *1%* *10%*	- - -	- - -	5 *2%* *93%*	* * *7%*	2 *1%* *29%*	- - -	3 *2%* *54%*
Don't know	**14** ***3%***	8 *3%* *59%*	6 *2%* *41%*	2 *4%* *15%*	1 *1%* *10%*	- - -	2 *2%* *15%*	4 *6%* *33%* E	4 *5%* *28%*	2 *2%* *13%*	9 *3%* *68%*	3 *2%* *19%*	3 *2%* *25%*	3 *3%* *25%*	2 *1%* *15%*
Net: 10/9/8/7	**424** ***78%***	222 *77%* *52%*	202 *80%* *48%*	33 *64%* *8%*	105 *86%* *25%*	78 *81%* *18%*	83 *76%* *20%*	63 *78%* *15%*	62 *76%* *15%*	69 *82%* *16%*	230 *77%* *54%*	124 *80%* *29%*	117 *76%* *28%*	86 *86%* *20%*	151 *80%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 903

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 10/9	**220** ***41%***	114 *39%* *52%*	107 *42%* *48%*	20 *39%* *9%*	59 *48%* *27%* H	44 *46%* *20%* H	44 *41%* *20%*	30 *38%* *14%*	23 *29%* *11%*	32 *38%* *15%*	120 *40%* *55%*	68 *43%* *31%*	64 *41%* *29%*	35 *35%* *16%*	88 *46%* *40%*
Net: 6/5/4	**81** ***15%***	44 *15%* *54%*	37 *15%* *46%*	8 *16%* *10%*	11 *9%* *14%*	13 *13%* *16%*	22 *20%* *27%* D	11 *14%* *14%*	16 *19%* *19%*	12 *14%* *15%*	44 *15%* *55%*	25 *16%* *30%*	28 *18%* *35%*	7 *7%* *8%*	27 *14%* *33%*
Net: 3/2/1	**22** ***4%***	14 *5%* *63%*	8 *3%* *37%*	8 *16%* *37%*	5 *4%* *21%*	5 *5%* *24%*	2 *2%* *8%*	2 *2%* *7%*	* *1%* *2%*	2 *2%* *8%*	15 *5%* *70%*	5 *3%* *22%*	6 *4%* *26%*	3 *4%* *16%*	9 *5%* *41%*
Mean	**7.85**	7.75	7.95	7.15	8.07	7.95	7.81	8.05	7.66	7.81	7.81	7.95	7.86	7.97	7.91
Standard Deviation	**1.92**	1.98	1.84	2.85	1.77	2.06	1.71	1.65	1.66	1.64	1.99	1.92	1.96	1.67	1.95

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 903

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**102** ***19%***	7 *13%* *7%*	4 *17%* *4%*	3 *16%* *3%*	88 *20%* *86%*	88 *19%* *87%*	14 *19%* *13%*	102 *19%* *100%*	102 *19%* *100%*	85 *20%* *84%*	17 *14%* *16%*	17 *13%* *16%*
9	**118** ***22%***	13 *24%* *11%*	4 *15%* *3%*	3 *17%* *2%*	99 *22%* *83%*	106 *23%* *89%*	13 *18%* *11%*	115 *22%* *97%*	118 *22%* *100%*	91 *22%* *77%*	27 *22%* *23%*	28 *22%* *24%*
8	**140** ***26%***	11 *21%* *8%*	7 *27%* *5%*	5 *32%* *4%*	116 *26%* *83%*	121 *26%* *86%*	19 *26%* *14%*	137 *26%* *98%*	140 *26%* *100%*	112 *27%* *80%*	28 *23%* *20%*	29 *23%* *21%*
7	**64** ***12%***	7 *12%* *11%*	3 *14%* *5%*	2 *12%* *3%*	51 *12%* *81%*	55 *12%* *87%*	8 *11%* *13%*	64 *12%* *100%*	64 *12%* *100%*	47 *11%* *74%*	16 *13%* *26%*	18 *14%* *28%*
6	**44** ***8%***	6 *11%* *13%*	2 *7%* *4%*	1 *9%* *3%*	35 *8%* *80%*	39 *8%* *88%*	5 *7%* *12%*	44 *8%* *100%*	44 *8%* *100%*	37 *9%* *83%*	7 *6%* *17%*	7 *6%* *17%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 903

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky News**

Base : All who watch Sky News regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
5	**21** ***4%***	2 *4%* *10%*	2 *9%* *11%* R	* *2%* *2%*	17 *4%* *77%*	17 *4%* *81%*	4 *6%* *19%*	21 *4%* *100%*	21 *4%* *100%*	12 *3%* *58%*	9 *7%* *42%*	9 *7%* *42%*
4	**15** ***3%***	3 *6%* *22%*	1 *6%* *9%*	* *1%* *1%*	10 *2%* *68%*	12 *3%* *79%*	3 *4%* *21%*	15 *3%* *100%*	15 *3%* *100%*	12 *3%* *81%*	3 *2%* *19%*	3 *2%* *19%*
3	**11** ***2%***	1 *2%* *9%*	- - -	* *3%* *4%*	9 *2%* *86%*	8 *2%* *80%*	2 *3%* *20%*	11 *2%* *100%*	11 *2%* *100%*	6 *1%* *57%*	5 *4%* *43%*	5 *4%* *43%*
2	**6** ***1%***	1 *2%* *16%*	* *1%* *6%*	* *1%* *3%*	4 *1%* *74%*	5 *1%* *85%*	1 *1%* *15%*	6 *1%* *100%*	6 *1%* *100%*	2 * *26%*	4 *4%* *74%* X	4 *3%* *74%* X
1	**5** ***1%***	1 *1%* *10%*	- - -	* *2%* *7%*	4 *1%* *83%*	3 *1%* *60%*	2 *3%* *40%*	5 *1%* *100%*	5 *1%* *100%*	4 *1%* *78%*	1 *1%* *22%*	1 *1%* *22%*
Don't know	**14** ***3%***	3 *5%* *21%*	1 *5%* *9%*	1 *4%* *5%*	9 *2%* *65%*	13 *3%* *91%*	1 *2%* *9%*	13 *3%* *98%*	14 *3%* *100%*	9 *2%* *63%*	5 *4%* *37%*	6 *5%* *45%*
Net: 10/9/8/7	**424** ***78%***	38 *70%* *9%*	18 *72%* *4%*	13 *77%* *3%*	355 *80%* *84%* O	370 *79%* *87%*	54 *74%* *13%*	417 *78%* *98%*	424 *78%* *100%*	335 *80%* *79%*	88 *72%* *21%*	92 *72%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 903

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 10/9	**220** ***41%***	20 *37%* *9%*	8 *31%* *4%*	6 *33%* *3%*	187 *42%* *85%*	194 *41%* *88%*	27 *37%* *12%*	217 *41%* *98%*	220 *41%* *100%*	176 *42%* *80%*	44 *36%* *20%*	45 *35%* *20%*
Net: 6/5/4	**81** ***15%***	11 *20%* *14%*	5 *22%* *7%*	2 *12%* *3%*	62 *14%* *77%*	68 *15%* *85%*	12 *17%* *15%*	81 *15%* *100%*	81 *15%* *100%*	61 *15%* *76%*	19 *16%* *24%*	19 *15%* *24%*
Net: 3/2/1	**22** ***4%***	2 *4%* *11%*	* *1%* *2%*	1 *6%* *5%*	18 *4%* *82%*	17 *4%* *77%*	5 *7%* *23%*	22 *4%* *100%*	22 *4%* *100%*	12 *3%* *54%*	10 *8%* *46%* X	10 *8%* *46%* X
Mean	**7.85**	7.52	7.60	7.70	7.91	7.90	7.53	7.84	7.85	7.96 YZ	7.44	7.45
Standard Deviation	**1.92**	2.06	1.91	2.06	1.89	1.86	2.25	1.93	1.92	1.82	2.18	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 904

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**23** ***9%***	5 *5%* *20%*	18 *13%* *80%*	7 *8%* *30%*	12 *15%* *52%*	4 *13%* *18%*	- - -	- - -	- - -	4 *15%* *17%*	13 *8%* *57%*	6 *10%* *27%*	6 *12%* *28%*	6 *8%* *27%*	7 *10%* *33%*
9	**28** ***12%***	10 *10%* *35%*	18 *13%* *65%*	14 *15%* *48%*	7 *8%* *24%*	3 *10%* *11%*	3 *15%* *12%*	- - -	1 *24%* *4%*	3 *13%* *12%*	18 *12%* *63%*	7 *11%* *25%*	5 *9%* *18%*	15 *21%* *55%*	5 *6%* *16%*
8	**29** ***12%***	11 *11%* *40%*	17 *13%* *60%*	9 *10%* *31%*	9 *12%* *32%*	5 *14%* *16%*	6 *25%* *19%*	* *3%* *1%*	* *8%* *1%*	* *1%* *1%*	25 *16%* *87%*	4 *6%* *12%*	9 *16%* *31%*	6 *9%* *22%*	9 *12%* *31%*
7	**30** ***13%***	14 *13%* *45%*	17 *12%* *55%*	9 *10%* *30%*	11 *14%* *36%*	3 *10%* *11%*	5 *24%* *18%*	- - -	1 *29%* *5%*	* *1%* *1%*	18 *11%* *58%*	13 *20%* *41%*	9 *16%* *29%*	8 *10%* *25%*	10 *12%* *31%*
6	**22** ***9%***	12 *12%* *55%*	10 *7%* *45%*	9 *10%* *40%*	9 *12%* *42%*	2 *5%* *8%*	- - -	2 *19%* *8%*	* *5%* *1%*	4 *17%* *20%*	16 *10%* *72%*	2 *3%* *8%*	5 *9%* *24%*	9 *12%* *38%*	3 *4%* *16%*
5	**27** ***11%***	15 *15%* *56%*	12 *9%* *44%*	12 *13%* *45%*	9 *11%* *34%*	4 *13%* *16%*	1 *5%* *4%*	* *4%* *1%*	- - -	5 *20%* *19%*	15 *10%* *55%*	7 *12%* *26%*	4 *8%* *15%*	2 *3%* *7%*	16 *20%* *58%* M
4	**29** ***12%***	14 *14%* *49%*	15 *11%* *51%*	10 *11%* *35%*	11 *13%* *38%*	3 *8%* *10%*	2 *9%* *7%*	3 *31%* *10%*	- - -	5 *18%* *16%*	15 *10%* *53%*	9 *15%* *31%*	6 *11%* *21%*	14 *19%* *47%*	7 *9%* *23%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 904

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**10** ***4%***	4 *3%* *36%*	6 *5%* *64%*	7 *7%* *67%*	2 *2%* *20%*	1 *4%* *14%*	- - -	- - -	- - -	- - -	8 *5%* *80%*	2 *3%* *20%*	3 *6%* *33%*	2 *3%* *22%*	3 *4%* *29%*
2	**14** ***6%***	6 *6%* *44%*	8 *5%* *56%*	3 *4%* *25%*	4 *5%* *31%*	3 *10%* *23%*	3 *12%* *20%*	- - -	- - -	2 *7%* *13%*	9 *6%* *67%*	3 *5%* *20%*	2 *3%* *13%*	6 *8%* *45%*	5 *7%* *40%*
1	**17** ***7%***	8 *7%* *44%*	10 *7%* *56%*	5 *5%* *28%*	6 *8%* *36%*	3 *9%* *17%*	1 *4%* *5%*	2 *25%* *14%*	- - -	1 *5%* *8%*	11 *7%* *66%*	4 *7%* *26%*	2 *4%* *14%*	6 *8%* *32%*	4 *5%* *24%*
Don't know	**12** ***5%***	5 *4%* *39%*	7 *5%* *61%*	6 *6%* *48%*	- - -	2 *5%* *13%*	1 *6%* *11%*	2 *17%* *14%*	2 *33%* *14%*	1 *4%* *9%*	6 *4%* *50%*	5 *8%* *42%*	3 *5%* *25%*	- - -	9 *11%* *73%* M
Net: 10/9/8/7	**110** ***46%***	40 *38%* *36%*	71 *51%* *64%*	39 *43%* *35%*	39 *48%* *35%*	15 *46%* *14%*	14 *64%* *13%*	* *3%* *	3 *61%* *3%*	7 *29%* *7%*	74 *48%* *67%*	29 *48%* *27%*	29 *53%* *27%*	35 *48%* *32%*	30 *39%* *28%*
Net: 10/9	**51** ***21%***	14 *14%* *28%*	36 *26%* *72%*	21 *23%* *40%*	19 *23%* *37%*	7 *22%* *14%*	3 *15%* *7%*	- - -	1 *24%* *2%*	7 *27%* *14%*	31 *20%* *60%*	13 *21%* *26%*	11 *21%* *23%*	21 *29%* *42%*	12 *15%* *24%*
Net: 6/5/4	**78** ***32%***	42 *40%* *53%*	37 *26%* *47%*	31 *35%* *40%*	30 *36%* *38%*	9 *27%* *11%*	3 *14%* *4%*	5 *54%* *7%*	* *5%* *	14 *55%* *18%*	46 *30%* *59%*	18 *29%* *23%*	16 *28%* *20%*	24 *33%* *31%*	26 *33%* *33%*
Net: 3/2/1	**41** ***17%***	17 *17%* *42%*	24 *17%* *58%*	15 *17%* *37%*	12 *15%* *30%*	7 *23%* *18%*	4 *16%* *9%*	2 *25%* *6%*	- - -	3 *12%* *8%*	29 *19%* *70%*	9 *15%* *22%*	8 *14%* *18%*	14 *19%* *34%*	13 *16%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 904

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**6.04**	5.68	6.31	6.05	6.16	5.91	6.27	3.78	7.76	5.89	6.07	6.02	6.42	6.04	5.86
Standard Deviation	**2.68**	2.49	2.80	2.60	2.72	2.96	2.56	2.22	1.23	2.73	2.69	2.70	2.54	2.83	2.62

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**23** ***9%***	2 *8%* *7%*	- - -	1 *18%* *5%*	20 *10%* *87%*	17 *8%* *74%*	6 *16%* *26%*	23 *10%* *100%*	23 *9%* *100%*	23 *9%* *100%*
9	**28** ***12%***	1 *7%* *5%*	1 *9%* *3%*	1 *16%* *4%*	25 *12%* *89%*	25 *12%* *90%*	3 *8%* *10%*	27 *12%* *98%*	28 *12%* *100%*	28 *12%* *100%*
8	**29** ***12%***	2 *10%* *7%*	2 *24%* *7%*	1 *12%* *3%*	24 *12%* *84%*	26 *13%* *90%*	3 *8%* *10%*	28 *12%* *95%*	29 *12%* *100%*	29 *12%* *100%*
7	**30** ***13%***	2 *9%* *6%*	2 *26%* *7%*	* *7%* *1%*	26 *13%* *86%*	25 *12%* *83%*	5 *14%* *17%*	28 *12%* *93%*	30 *13%* *100%*	30 *13%* *100%*
6	**22** ***9%***	4 *20%* *18%*	* *3%* *1%*	1 *11%* *3%*	17 *8%* *77%*	20 *10%* *89%*	3 *7%* *11%*	22 *10%* *100%*	22 *9%* *100%*	22 *9%* *100%*
5	**27** ***11%***	3 *17%* *13%*	2 *19%* *6%*	* *6%* *1%*	22 *11%* *80%*	25 *12%* *93%*	2 *6%* *7%*	25 *11%* *91%*	27 *11%* *100%*	27 *11%* *100%*
4	**29** ***12%***	1 *6%* *4%*	* *5%* *1%*	1 *11%* *3%*	26 *13%* *92%*	25 *12%* *86%*	4 *12%* *14%*	26 *11%* *90%*	29 *12%* *100%*	29 *12%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 904

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**10** ***4%***	1 *7%* *14%*	- - -	* *3%* *2%*	8 *4%* *84%*	8 *4%* *80%*	2 *5%* *20%*	10 *4%* *100%*	10 *4%* *100%*	10 *4%* *100%*
2	**14** ***6%***	- - -	- - -	* *3%* *1%*	13 *6%* *99%*	11 *5%* *80%*	3 *8%* *20%*	12 *5%* *87%*	14 *6%* *100%*	14 *6%* *100%*
1	**17** ***7%***	3 *16%* *19%*	1 *14%* *6%*	1 *11%* *4%*	12 *6%* *70%*	14 *7%* *82%*	3 *9%* *18%*	17 *8%* *100%*	17 *7%* *100%*	17 *7%* *100%*
Don't know	**12** ***5%***	* * *	- - -	* *3%* *2%*	12 *6%* *98%*	9 *5%* *78%*	3 *7%* *22%*	12 *5%* *100%*	12 *5%* *100%*	12 *5%* *100%*
Net: 10/9/8/7	**110** ***46%***	7 *34%* *6%*	5 *59%* *4%*	3 *52%* *3%*	95 *46%* *86%*	94 *46%* *85%*	17 *46%* *15%*	106 *46%* *96%*	110 *46%* *100%*	110 *46%* *100%*
Net: 10/9	**51** ***21%***	3 *15%* *6%*	1 *9%* *1%*	2 *34%* *4%*	45 *22%* *88%*	42 *21%* *83%*	9 *24%* *17%*	50 *22%* *99%*	51 *21%* *100%*	51 *21%* *100%*
Net: 6/5/4	**78** ***32%***	9 *43%* *11%*	2 *27%* *3%*	2 *28%* *2%*	66 *32%* *84%*	70 *34%* *89%*	9 *24%* *11%*	73 *32%* *93%*	78 *32%* *100%*	78 *32%* *100%*
Net: 3/2/1	**41** ***17%***	5 *23%* *12%*	1 *14%* *3%*	1 *17%* *3%*	34 *16%* *83%*	33 *16%* *81%*	8 *22%* *19%*	39 *17%* *96%*	41 *17%* *100%*	41 *17%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 904

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It covers big national events well, like sports, music events or major news stories ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**6.04**	5.50	6.05	6.46	6.08	6.04	6.00	6.08	6.04	6.04
Standard Deviation	**2.68**	2.78	2.57	3.24	2.67	2.63	3.01	2.71	2.68	2.68

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 905

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: It covers big national events well, like sports, music events or major news stories - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary				
	ITV2	Sky One	More4	Sky News	MTV
Total (Unwtd)	500	492	291	568	208
Total (Wtd)	510	487	298	540	241
Effective Total	326	331	196	387	147
10	23 *4%*	26 *5%*	4 *1%*	102 *19%*	23 *9%*
9	18 *3%*	30 *6%*	2 *1%*	118 *22%*	28 *12%*
8	71 *14%*	65 *13%*	33 *11%*	140 *26%*	29 *12%*
7	61 *12%*	78 *16%*	30 *10%*	64 *12%*	30 *13%*
6	61 *12%*	69 *14%*	33 *11%*	44 *8%*	22 *9%*
5	76 *15%*	73 *15%*	41 *14%*	21 *4%*	27 *11%*
4	40 *8%*	40 *8%*	31 *10%*	15 *3%*	29 *12%*
3	24 *5%*	29 *6%*	30 *10%*	11 *2%*	10 *4%*
2	36 *7%*	21 *4%*	19 *7%*	6 *1%*	14 *6%*
1	29 *6%*	27 *5%*	29 *10%*	5 *1%*	17 *7%*
Don't know	70 *14%*	29 *6%*	47 *16%*	14 *3%*	12 *5%*
Net: 10/9/8/7	173 *34%*	199 *41%*	69 *23%*	424 *78%*	110 *46%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 905

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: It covers big national events well, like sports, music events or major news stories - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary				
	ITV2	Sky One	More4	Sky News	MTV
Total (Unwtd)	500	492	291	568	208
Effective Total	326	331	196	387	147
Net: 10/9	40 *8%*	56 *12%*	6 *2%*	220 *41%*	51 *21%*
Net: 6/5/4	177 *35%*	181 *37%*	104 *35%*	81 *15%*	78 *32%*
Net: 3/2/1	89 *17%*	77 *16%*	78 *26%*	22 *4%*	41 *17%*
Mean	5.61	5.88	4.83	7.85	6.04
Standard Deviation	2.42	2.35	2.33	1.92	2.68

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 906

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**22** ***4%***	9 *5%* *43%*	13 *4%* *57%*	7 *6%* *30%*	3 *2%* *15%*	2 *3%* *11%*	6 *7%* *27%*	1 *3%* *5%*	3 *4%* *12%*	1 *1%* *3%*	7 *3%* *32%*	14 *9%* *65%* J	4 *3%* *16%*	5 *4%* *23%*	9 *6%* *40%*
9	**18** ***4%***	4 *2%* *23%*	14 *4%* *77%*	6 *5%* *32%*	4 *3%* *21%*	2 *3%* *13%*	4 *5%* *24%*	1 *4%* *8%*	* *1%* *2%*	- - -	9 *3%* *50%*	9 *6%* *50%*	2 *1%* *9%*	7 *5%* *37%*	7 *5%* *37%*
8	**83** ***16%***	28 *14%* *34%*	55 *18%* *66%*	20 *19%* *24%*	30 *21%* *36%*	11 *14%* *14%*	9 *11%* *11%*	6 *16%* *7%*	7 *11%* *8%*	13 *18%* *16%*	47 *17%* *56%*	23 *14%* *28%*	23 *16%* *27%*	27 *21%* *32%*	16 *11%* *19%*
7	**92** ***18%***	33 *17%* *36%*	58 *19%* *64%*	20 *19%* *22%*	27 *19%* *29%*	14 *17%* *15%*	12 *15%* *13%*	6 *17%* *7%*	12 *20%* *14%*	10 *14%* *11%*	52 *19%* *57%*	29 *18%* *32%*	32 *24%* *35%*	17 *14%* *19%*	23 *16%* *25%*
6	**75** ***15%***	32 *16%* *42%*	43 *14%* *58%*	10 *9%* *13%*	21 *15%* *28%*	13 *16%* *18%*	12 *15%* *16%*	6 *17%* *8%*	13 *22%* *18%*	14 *19%* *18%*	41 *15%* *55%*	20 *13%* *27%*	23 *17%* *30%*	13 *10%* *17%*	22 *15%* *29%*
5	**78** ***15%***	23 *12%* *30%*	55 *18%* *70%*	23 *22%* *30%*	22 *16%* *28%*	10 *12%* *13%*	7 *9%* *9%*	6 *16%* *8%*	10 *16%* *13%*	7 *10%* *9%*	40 *15%* *52%*	30 *19%* *39%*	22 *16%* *28%*	19 *15%* *25%*	26 *18%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 906

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**37** ***7%***	14 *7%* *38%*	23 *7%* *62%*	5 *4%* *13%*	12 *9%* *33%*	7 *8%* *18%*	7 *9%* *20%*	2 *5%* *5%*	4 *7%* *12%*	12 *16%* *32%* JK	19 *7%* *52%*	6 *4%* *17%*	7 *5%* *20%*	9 *7%* *24%*	15 *10%* *40%*
3	**28** ***5%***	19 *9%* *67%* B	9 *3%* *33%*	7 *6%* *24%*	8 *6%* *29%*	9 *10%* *31%* H	3 *4%* *13%*	1 *3%* *4%*	- - -	6 *8%* *20%*	17 *6%* *61%*	5 *3%* *19%*	10 *7%* *34%*	11 *8%* *39%*	4 *3%* *14%*
2	**16** ***3%***	12 *6%* *74%* B	4 *1%* *26%*	2 *2%* *10%*	3 *2%* *21%*	4 *5%* *26%*	4 *5%* *23%*	3 *7%* *16%*	* *1%* *3%*	4 *5%* *23%*	7 *3%* *46%*	5 *3%* *32%*	3 *2%* *16%*	8 *6%* *51%*	2 *1%* *11%*
1	**9** ***2%***	3 *2%* *34%*	6 *2%* *66%*	1 *1%* *12%*	3 *2%* *31%*	1 *1%* *13%*	4 *5%* *44%*	* * *	- - -	1 *1%* *6%*	6 *2%* *62%*	3 *2%* *32%*	5 *4%* *58%*	- - -	1 *1%* *13%*
Don't know	**52** ***10%***	21 *10%* *40%*	31 *10%* *60%*	7 *7%* *14%*	8 *6%* *15%*	10 *12%* *19%*	11 *13%* *20%*	5 *13%* *9%*	12 *19%* *23%* D	7 *10%* *14%*	29 *11%* *55%*	16 *10%* *31%*	9 *6%* *17%*	12 *9%* *22%*	21 *14%* *40%*
Net: 10/9/8/7	**215** ***42%***	75 *38%* *35%*	140 *45%* *65%*	53 *49%* *25%*	64 *45%* *30%*	30 *36%* *14%*	32 *40%* *15%*	14 *39%* *7%*	22 *36%* *10%*	24 *33%* *11%*	115 *42%* *54%*	75 *47%* *35%*	60 *44%* *28%*	56 *44%* *26%*	54 *38%* *25%*
Net: 10/9	**40** ***8%***	13 *7%* *34%*	26 *8%* *66%*	12 *12%* *31%*	7 *5%* *18%*	5 *6%* *12%*	10 *13%* *26%*	2 *7%* *6%*	3 *5%* *7%*	1 *1%* *2%*	16 *6%* *40%*	23 *14%* *58%* IJ	5 *4%* *13%*	12 *9%* *30%*	16 *11%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 906

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**190** ***37%***	69 *35%* *36%*	121 *39%* *64%*	38 *35%* *20%*	55 *39%* *29%*	30 *35%* *16%*	26 *33%* *14%*	14 *38%* *7%*	28 *44%* *15%*	33 *44%* *17%*	101 *37%* *53%*	57 *35%* *30%*	52 *38%* *27%*	41 *32%* *22%*	62 *43%* *33%*
Net: 3/2/1	**53** ***10%***	34 *17%* *64%* B	19 *6%* *36%*	9 *9%* *18%*	14 *10%* *27%*	14 *17%* *26%* H	11 *14%* *21%* H	4 *10%* *7%*	* *1%* *1%*	10 *13%* *19%*	30 *11%* *56%*	13 *8%* *25%*	17 *13%* *33%*	19 *15%* *36%* N	7 *5%* *13%*
Mean	**6.12**	5.83	6.31	6.40	6.10	5.75	6.00	6.08	6.34	5.62	6.06	6.45 I	5.96	6.08	6.25
Standard Deviation	**2.03**	2.19	1.91	2.01	1.95	2.12	2.45	2.00	1.52	1.92	1.98	2.14	1.98	2.18	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 906

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**22** ***4%***	3 *6%* *13%*	1 *3%* *5%*	* *3%* *2%*	17 *4%* *80%*	17 *4%* *76%*	5 *17%* *24%*	22 *4%* *100%*	22 *4%* *100%*	17 *5%* *77%*	5 *3%* *23%*	5 *2%* *23%*
9	**18** ***4%***	- - -	2 *6%* *11%* O	1 *7%* *6%* O	15 *4%* *83%*	18 *4%* *100%*	- - -	18 *4%* *100%*	18 *4%* *100%*	11 *3%* *60%*	7 *4%* *40%*	7 *3%* *40%*
8	**83** ***16%***	11 *21%* *13%*	5 *15%* *6%*	3 *16%* *3%*	65 *16%* *78%*	81 *17%* *98%*	2 *6%* *2%*	83 *17%* *100%*	83 *16%* *100%*	49 *15%* *58%*	34 *18%* *41%*	36 *17%* *43%*
7	**92** ***18%***	9 *18%* *10%*	6 *17%* *6%*	4 *23%* *4%*	73 *18%* *79%*	82 *17%* *89%*	10 *32%* *11%*	90 *18%* *98%*	92 *18%* *100%*	63 *20%* *68%*	29 *15%* *32%*	31 *15%* *34%*
6	**75** ***15%***	9 *17%* *12%*	7 *20%* *9%*	2 *13%* *3%*	58 *14%* *77%*	73 *15%* *97%*	3 *8%* *3%*	75 *15%* *100%*	75 *15%* *100%*	50 *16%* *66%*	26 *13%* *34%*	31 *15%* *41%*
5	**78** ***15%***	6 *11%* *7%*	3 *10%* *4%*	2 *12%* *3%*	67 *16%* *86%*	71 *15%* *92%*	7 *21%* *8%*	76 *15%* *98%*	78 *15%* *100%*	42 *13%* *54%*	36 *18%* *46%*	38 *18%* *49%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 906

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**37** ***7%***	2 *4%* *6%*	3 *8%* *7%*	1 *8%* *4%*	31 *8%* *83%*	34 *7%* *91%*	3 *10%* *9%*	37 *7%* *99%*	37 *7%* *100%*	20 *6%* *54%*	17 *9%* *46%*	17 *8%* *46%*
3	**28** ***5%***	1 *1%* *3%*	2 *6%* *7%*	1 *6%* *3%*	24 *6%* *87%*	28 *6%* *100%*	- - -	26 *5%* *95%*	28 *5%* *100%*	22 *7%* *81%*	5 *3%* *18%*	5 *2%* *18%*
2	**16** ***3%***	2 *3%* *11%*	1 *4%* *9%*	1 *3%* *3%*	12 *3%* *77%*	14 *3%* *90%*	2 *5%* *10%*	16 *3%* *100%*	16 *3%* *100%*	8 *3%* *51%*	8 *4%* *49%*	10 *5%* *59%*
1	**9** ***2%***	2 *4%* *21%*	* *1%* *4%*	* *2%* *4%*	6 *2%* *71%*	9 *2%* *95%*	* *1%* *4%*	9 *2%* *100%*	9 *2%* *100%*	4 *1%* *43%*	5 *3%* *57%*	5 *2%* *57%*
Don't know	**52** ***10%***	7 *14%* *14%*	3 *8%* *5%*	1 *7%* *2%*	41 *10%* *79%*	52 *11%* *100%*	- - -	52 *10%* *99%*	52 *10%* *100%*	30 *9%* *57%*	23 *12%* *43%*	25 *12%* *47%*
Net: 10/9/8/7	**215** ***42%***	23 *45%* *11%*	14 *42%* *6%*	8 *48%* *4%*	170 *42%* *79%*	198 *41%* *92%*	17 *55%* *8%*	214 *42%* *99%*	215 *42%* *100%*	139 *44%* *65%*	76 *39%* *35%*	79 *38%* *37%*
Net: 10/9	**40** ***8%***	3 *6%* *7%*	3 *9%* *8%*	2 *9%* *4%*	32 *8%* *81%*	35 *7%* *87%*	5 *17%* *13%*	40 *8%* *100%*	40 *8%* *100%*	28 *9%* *69%*	12 *6%* *31%*	12 *6%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 906

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**190** ***37%***	16 *32%* *9%*	13 *38%* *7%*	5 *33%* *3%*	155 *38%* *82%*	178 *37%* *94%*	12 *39%* *6%*	188 *37%* *99%*	190 *37%* *100%*	112 *35%* *59%*	78 *40%* *41%*	86 *41%* *46%*
Net: 3/2/1	**53** ***10%***	4 *8%* *8%*	4 *12%* *7%*	2 *11%* *3%*	43 *10%* *81%*	51 *11%* *96%*	2 *6%* *4%*	51 *10%* *97%*	53 *10%* *100%*	34 *11%* *65%*	18 *9%* *34%*	20 *9%* *37%*
Mean	**6.12**	6.33	6.12	6.16	6.10	6.10	6.42	6.14	6.12	6.20	5.99	5.96
Standard Deviation	**2.03**	2.10	2.07	2.13	2.03	2.02	2.22	2.04	2.03	2.03	2.05	2.02

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 907

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**25** ***4%***	9 *3%* *37%*	16 *4%* *63%*	12 *6%* *48%*	4 *2%* *16%*	1 *1%* *5%*	6 *7%* *23%*	* *1%* *1%*	2 *8%* *7%*	- - -	14 *4%* *57%*	11 *7%* *43%* I	7 *4%* *27%*	5 *3%* *19%*	10 *4%* *40%*
9	**16** ***2%***	7 *3%* *45%*	9 *2%* *55%*	11 *6%* *67%* D	2 *1%* *15%*	3 *3%* *16%*	- - -	* *1%* *2%*	- - -	3 *3%* *19%*	9 *2%* *56%*	4 *2%* *25%*	7 *4%* *43%* N	4 *3%* *26%*	* * *
8	**78** ***12%***	30 *10%* *38%*	48 *13%* *62%*	31 *16%* *40%* F	30 *13%* *38%*	7 *7%* *9%*	4 *5%* *5%*	3 *11%* *4%*	3 *12%* *3%*	14 *12%* *18%*	40 *10%* *51%*	25 *15%* *32%*	14 *9%* *18%*	23 *14%* *29%*	27 *12%* *35%*
7	**94** ***14%***	43 *15%* *46%*	50 *13%* *54%*	42 *22%* *45%* EF	32 *14%* *34%*	10 *10%* *10%*	4 *5%* *4%*	6 *18%* *6%*	1 *2%* *1%*	18 *15%* *19%*	55 *14%* *59%*	21 *13%* *22%*	21 *13%* *22%*	20 *12%* *22%*	33 *15%* *35%*
6	**106** ***16%***	57 *20%* *54%*	49 *13%* *46%*	30 *15%* *28%*	37 *16%* *35%*	20 *20%* *19%*	14 *16%* *13%*	3 *10%* *3%*	2 *11%* *2%*	8 *7%* *8%*	69 *18%* *66%* I	28 *17%* *27%*	23 *14%* *22%*	26 *16%* *25%*	37 *16%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 907

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
5	**99** ***15%***	45 *15%* *45%*	55 *15%* *55%*	19 *10%* *19%*	42 *18%* *42%*	21 *21%* *21%* C	11 *12%* *11%*	5 *16%* *5%*	3 *13%* *3%*	30 *24%* *30%* J	47 *12%* *48%*	23 *14%* *23%*	26 *16%* *26%*	21 *13%* *21%*	35 *15%* *35%*
4	**77** ***12%***	23 *8%* *30%*	54 *14%* *70%* A	18 *9%* *23%*	30 *13%* *39%*	7 *7%* *9%*	19 *22%* *24%* CE	3 *9%* *4%*	1 *5%* *1%*	13 *10%* *16%*	49 *13%* *63%*	16 *10%* *21%*	22 *13%* *28%*	31 *19%* *41%* N	16 *7%* *21%*
3	**33** ***5%***	14 *5%* *44%*	18 *5%* *56%*	7 *4%* *22%*	17 *7%* *52%*	2 *2%* *6%*	5 *6%* *16%*	1 *5%* *4%*	- - -	11 *9%* *35%*	17 *4%* *51%*	5 *3%* *14%*	6 *4%* *18%*	7 *4%* *21%*	14 *6%* *43%*
2	**42** ***6%***	19 *6%* *45%*	23 *6%* *55%*	11 *5%* *25%*	18 *7%* *42%*	11 *11%* *25%*	3 *3%* *7%*	* *1%* *1%*	- - -	6 *5%* *14%*	26 *7%* *63%*	10 *6%* *23%*	8 *5%* *20%*	12 *7%* *28%*	17 *8%* *41%*
1	**34** ***5%***	16 *5%* *47%*	18 *5%* *53%*	5 *3%* *16%*	8 *3%* *24%*	10 *10%* *29%* C	7 *8%* *22%*	1 *2%* *2%*	2 *11%* *7%*	7 *6%* *22%*	23 *6%* *68%*	3 *2%* *10%*	11 *7%* *33%*	5 *3%* *16%*	13 *6%* *38%*
Don't know	**64** ***10%***	27 *9%* *43%*	37 *10%* *57%*	8 *4%* *12%*	15 *6%* *24%*	10 *10%* *16%*	14 *17%* *23%* CD	9 *27%* *13%*	8 *38%* *13%*	11 *9%* *17%*	37 *10%* *58%*	16 *10%* *25%*	17 *10%* *26%*	11 *7%* *17%*	24 *11%* *38%*
Net: 10/9/8/7	**213** ***32%***	90 *31%* *42%*	123 *33%* *58%*	96 *50%* *45%* DE F	68 *29%* *32%*	20 *20%* *10%*	14 *16%* *6%*	10 *30%* *5%*	5 *23%* *2%*	35 *29%* *16%*	118 *31%* *55%*	60 *37%* *28%*	49 *30%* *23%*	52 *31%* *25%*	70 *31%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 907

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 10/9	**41** ***6%***	17 *6%* *40%*	25 *7%* *60%*	23 *12%* *56%* D	6 *3%* *15%*	4 *4%* *9%*	6 *7%* *14%*	* *1%* *1%*	2 *8%* *4%*	3 *3%* *8%*	23 *6%* *56%*	15 *9%* *36%*	14 *9%* *34%*	9 *5%* *22%*	10 *4%* *24%*
Net: 6/5/4	**283** ***42%***	125 *43%* *44%*	158 *42%* *56%*	66 *34%* *23%*	109 *46%* *39%*	47 *47%* *17%*	43 *49%* *15%*	11 *35%* *4%*	6 *29%* *2%*	50 *42%* *18%*	166 *43%* *59%*	67 *41%* *24%*	71 *44%* *25%*	79 *48%* *28%*	88 *39%* *31%*
Net: 3/2/1	**108** ***16%***	49 *17%* *45%*	59 *16%* *55%*	23 *12%* *21%*	43 *18%* *39%*	22 *22%* *20%*	15 *18%* *14%*	2 *8%* *2%*	2 *11%* *2%*	25 *20%* *23%*	66 *17%* *61%*	18 *11%* *17%*	25 *16%* *23%*	24 *14%* *22%*	44 *19%* *40%*
Mean	**5.52**	5.52	5.52	6.22 D EF	5.32	4.95	4.93	5.75	5.73	5.14	5.44	6.00 I	5.47	5.49	5.44
Standard Deviation	**2.24**	2.21	2.27	2.22	2.07	2.27	2.35	1.84	2.89	2.10	2.27	2.21	2.33	2.15	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 907

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**25** ***4%***	3 *4%* *11%*	* *1%* *2%*	* *1%* *1%*	22 *4%* *87%*	21 *3%* *83%*	4 *9%* *17%*	24 *4%* *96%*	25 *4%* *100%*	20 *5%* *82%*	5 *2%* *18%*	5 *2%* *18%*
9	**16** ***2%***	3 *5%* *18%*	* *1%* *2%*	2 *7%* *11%* R	11 *2%* *69%*	16 *3%* *100%*	- - -	16 *3%* *100%*	16 *2%* *100%*	10 *2%* *59%*	7 *3%* *41%*	7 *3%* *41%*
8	**78** ***12%***	8 *13%* *10%*	2 *8%* *3%*	3 *13%* *4%*	65 *12%* *83%*	70 *11%* *90%*	8 *17%* *10%*	78 *12%* *99%*	78 *12%* *100%*	38 *9%* *48%*	40 *16%* *52%*	40 *15%* *52%*
7	**94** ***14%***	9 *14%* *10%*	5 *18%* *5%*	6 *24%* *6%* R	74 *13%* *79%*	89 *14%* *95%*	5 *11%* *5%*	89 *14%* *95%*	94 *14%* *100%*	56 *14%* *60%*	37 *14%* *40%*	40 *15%* *42%*
6	**106** ***16%***	13 *20%* *12%*	3 *13%* *3%*	3 *11%* *3%*	87 *16%* *82%*	100 *16%* *95%*	5 *11%* *5%*	101 *16%* *96%*	106 *16%* *100%*	62 *15%* *59%*	44 *17%* *41%*	44 *17%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 907

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
5	**99** ***15%***	8 *13%* *8%*	6 *22%* *6%*	4 *18%* *4%*	81 *15%* *82%*	89 *14%* *89%*	11 *23%* *11%*	96 *15%* *97%*	99 *15%* *100%*	59 *15%* *60%*	40 *15%* *40%*	40 *15%* *40%*
4	**77** ***12%***	4 *7%* *6%*	1 *4%* *1%*	3 *11%* *4%*	69 *13%* *89%*	73 *12%* *94%*	5 *10%* *6%*	75 *12%* *97%*	77 *12%* *100%*	55 *13%* *71%*	23 *9%* *29%*	23 *9%* *29%*
3	**33** ***5%***	4 *6%* *11%*	2 *8%* *6%* Q	* *1%* *1%*	27 *5%* *82%*	31 *5%* *96%*	1 *3%* *4%*	33 *5%* *100%*	33 *5%* *100%*	22 *5%* *66%*	11 *4%* *33%*	11 *4%* *33%*
2	**42** ***6%***	2 *3%* *5%*	2 *8%* *5%*	1 *4%* *2%*	37 *7%* *88%*	41 *7%* *97%*	1 *2%* *3%*	42 *6%* *100%*	42 *6%* *100%*	23 *6%* *54%*	19 *7%* *46%*	19 *7%* *46%*
1	**34** ***5%***	2 *3%* *7%*	1 *5%* *4%*	1 *4%* *3%*	29 *5%* *86%*	31 *5%* *92%*	3 *6%* *8%*	33 *5%* *99%*	34 *5%* *100%*	24 *6%* *72%*	10 *4%* *28%*	10 *4%* *28%*
Don't know	**64** ***10%***	8 *13%* *13%*	3 *12%* *5%*	1 *5%* *2%*	52 *9%* *81%*	61 *10%* *94%*	4 *8%* *6%*	63 *10%* *98%*	64 *10%* *100%*	40 *10%* *62%*	25 *10%* *38%*	25 *9%* *38%*
Net: 10/9/8/7	**213** ***32%***	23 *36%* *11%*	7 *29%* *3%*	11 *45%* *5%* PR	172 *31%* *80%*	196 *32%* *92%*	17 *37%* *8%*	207 *32%* *97%*	213 *32%* *100%*	124 *30%* *58%*	89 *34%* *42%*	91 *35%* *43%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 907

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 10/9	**41** ***6%***	6 *9%* *14%*	1 *3%* *2%*	2 *9%* *5%*	33 *6%* *80%*	37 *6%* *89%*	4 *9%* *11%*	40 *6%* *97%*	41 *6%* *100%*	30 *7%* *73%*	11 *4%* *27%*	11 *4%* *27%*
Net: 6/5/4	**283** ***42%***	26 *40%* *9%*	10 *38%* *3%*	10 *40%* *3%*	237 *43%* *84%*	262 *42%* *93%*	21 *44%* *7%*	272 *42%* *96%*	283 *42%* *100%*	176 *43%* *62%*	107 *41%* *38%*	107 *41%* *38%*
Net: 3/2/1	**108** ***16%***	8 *12%* *7%*	6 *21%* *5%* Q	2 *9%* *2%*	93 *17%* *86%*	103 *17%* *95%*	5 *11%* *5%*	108 *17%* *100%*	108 *16%* *100%*	68 *17%* *63%*	40 *15%* *37%*	40 *15%* *37%*
Mean	**5.52**	5.97 P	5.22	5.98 P	5.46	5.49	5.92	5.51	5.52	5.45	5.63	5.65
Standard Deviation	**2.24**	2.14	2.18	2.10	2.26	2.23	2.34	2.25	2.24	2.30	2.14	2.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 908

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**12** ***2%***	2 *1%* *14%*	10 *4%* *86%* A	1 *2%* *12%*	2 *1%* *16%*	6 *6%* *52%*	1 *1%* *8%*	- - -	2 *3%* *13%*	- - -	3 *1%* *25%*	9 *7%* *75%* J	- - -	3 *2%* *24%*	4 *2%* *35%*
9	**25** ***5%***	13 *5%* *50%*	13 *5%* *50%*	6 *9%* *25%*	5 *4%* *18%*	4 *4%* *15%*	3 *4%* *13%*	5 *11%* *20%*	2 *4%* *8%*	3 *4%* *14%*	18 *7%* *73%*	3 *3%* *13%*	6 *5%* *23%*	7 *6%* *29%*	8 *5%* *31%*
8	**64** ***13%***	38 *15%* *60%*	26 *11%* *40%*	16 *22%* *24%* EF	13 *10%* *21%*	7 *7%* *12%*	6 *7%* *9%*	4 *9%* *7%*	18 *32%* *28%* DEFG	12 *15%* *19%*	29 *11%* *46%*	23 *17%* *35%*	13 *12%* *21%*	19 *15%* *29%*	20 *12%* *31%*
7	**83** ***17%***	45 *17%* *54%*	38 *16%* *46%*	14 *20%* *17%*	18 *14%* *22%*	11 *11%* *14%*	24 *29%* *29%* DE H	9 *19%* *11%*	6 *11%* *7%*	6 *7%* *7%*	53 *19%* *64%* I	25 *19%* *30%*	21 *20%* *26%*	17 *14%* *21%*	29 *17%* *34%*
6	**64** ***13%***	38 *15%* *59%*	26 *11%* *41%*	12 *17%* *19%*	21 *17%* *33%*	19 *18%* *29%* F	6 *7%* *9%*	3 *7%* *5%*	3 *6%* *5%*	13 *16%* *20%*	42 *15%* *66%*	9 *7%* *14%*	10 *9%* *15%*	17 *14%* *27%*	21 *13%* *32%*
5	**83** ***17%***	44 *17%* *53%*	38 *17%* *47%*	6 *9%* *8%*	25 *19%* *30%*	25 *25%* *31%* C	11 *14%* *14%*	7 *14%* *8%*	8 *14%* *10%*	16 *19%* *19%*	45 *16%* *54%*	22 *17%* *27%*	23 *22%* *28%*	17 *14%* *21%*	31 *19%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 908

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**39** ***8%***	22 *8%* *55%*	18 *8%* *45%*	4 *6%* *10%*	13 *10%* *34%*	11 *11%* *29%*	6 *8%* *16%*	2 *4%* *4%*	3 *5%* *7%*	9 *11%* *23%*	18 *7%* *46%*	12 *9%* *31%*	6 *6%* *16%*	9 *7%* *22%*	15 *9%* *37%*
3	**28** ***6%***	16 *6%* *58%*	12 *5%* *42%*	4 *6%* *14%*	12 *9%* *42%*	4 *4%* *14%*	3 *3%* *10%*	2 *4%* *6%*	4 *6%* *13%*	4 *5%* *15%*	21 *8%* *73%*	3 *3%* *12%*	4 *4%* *15%*	13 *11%* *47%*	6 *4%* *22%*
2	**26** ***5%***	14 *6%* *57%*	11 *5%* *43%*	2 *3%* *8%*	7 *5%* *26%*	4 *4%* *17%*	7 *8%* *27%*	3 *7%* *13%*	2 *4%* *9%*	5 *6%* *20%*	15 *6%* *59%*	5 *4%* *20%*	7 *6%* *27%*	6 *5%* *23%*	7 *4%* *27%*
1	**19** ***4%***	8 *3%* *43%*	11 *5%* *57%*	3 *4%* *15%*	5 *4%* *26%*	4 *4%* *23%*	3 *3%* *14%*	3 *7%* *17%*	1 *2%* *5%*	4 *5%* *22%*	11 *4%* *61%*	3 *2%* *17%*	5 *5%* *28%*	2 *2%* *12%*	8 *5%* *43%*
Don't know	**45** ***9%***	17 *7%* *39%*	27 *12%* *61%*	2 *3%* *5%*	8 *6%* *17%*	6 *6%* *13%*	13 *16%* *28%*	8 *17%* *18%* CD E	8 *15%* *18%*	9 *11%* *20%*	18 *7%* *41%*	17 *13%* *39%*	11 *10%* *25%*	13 *11%* *29%*	15 *9%* *34%*
Net: 10/9/8/7	**184** ***38%***	97 *38%* *53%*	86 *38%* *47%*	37 *53%* *20%* DE	38 *30%* *21%*	29 *28%* *16%*	34 *41%* *18%*	18 *39%* *10%*	28 *49%* *15%* DE	21 *26%* *12%*	103 *38%* *56%*	59 *45%* *32%* I	40 *38%* *22%*	46 *37%* *25%*	61 *37%* *33%*
Net: 10/9	**37** ***8%***	14 *5%* *38%*	23 *10%* *62%*	8 *11%* *21%*	6 *5%* *17%*	10 *10%* *27%*	4 *5%* *11%*	5 *11%* *14%*	4 *6%* *10%*	3 *4%* *9%*	21 *8%* *58%*	12 *9%* *33%*	6 *5%* *15%*	10 *8%* *27%*	12 *7%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 908

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**186** ***38%***	104 *40%* *56%*	82 *36%* *44%*	22 *31%* *12%*	60 *46%* *32%* FG H	56 *54%* *30%* CF GH	23 *28%* *12%*	12 *25%* *6%*	14 *25%* *7%*	38 *46%* *20%*	105 *38%* *56%*	43 *33%* *23%*	39 *37%* *21%*	43 *35%* *23%*	67 *41%* *36%*
Net: 3/2/1	**72** ***15%***	39 *15%* *54%*	33 *15%* *46%*	9 *12%* *12%*	23 *18%* *32%*	13 *12%* *17%*	12 *15%* *17%*	8 *18%* *11%*	7 *12%* *10%*	13 *16%* *19%*	47 *17%* *65%*	12 *9%* *16%*	16 *15%* *22%*	21 *17%* *29%*	21 *13%* *29%*
Mean	**5.76**	5.71	5.81	6.33 D	5.41	5.62	5.65	5.68	6.33 D	5.35	5.68	6.19 I	5.62	5.81	5.74
Standard Deviation	**2.18**	2.07	2.30	2.13	2.06	2.14	2.16	2.49	2.19	2.14	2.16	2.20	2.15	2.18	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 908

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**12** ***2%***	3 *6%* *25%* R	2 *6%* *13%* R	* *3%* *4%*	7 *2%* *59%*	10 *2%* *87%*	1 *4%* *13%*	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
9	**25** ***5%***	2 *5%* *10%*	1 *3%* *3%*	1 *6%* *4%*	21 *5%* *83%*	24 *5%* *94%*	1 *3%* *6%*	25 *5%* *100%*	25 *5%* *100%*	25 *5%* *100%*
8	**64** ***13%***	7 *14%* *11%*	3 *13%* *5%*	2 *10%* *2%*	52 *13%* *81%*	61 *14%* *94%*	4 *9%* *6%*	63 *13%* *98%*	64 *13%* *100%*	64 *13%* *100%*
7	**83** ***17%***	8 *16%* *10%*	6 *23%* *7%* Q	2 *10%* *2%*	67 *17%* *81%*	72 *16%* *87%*	11 *28%* *13%*	83 *17%* *100%*	83 *17%* *100%*	83 *17%* *100%*
6	**64** ***13%***	9 *18%* *14%*	5 *17%* *7%*	3 *19%* *5%*	48 *12%* *74%*	60 *14%* *94%*	4 *10%* *6%*	64 *13%* *100%*	64 *13%* *100%*	64 *13%* *100%*
5	**83** ***17%***	5 *9%* *6%*	4 *15%* *5%*	2 *13%* *2%*	72 *18%* *87%*	72 *16%* *87%*	11 *26%* *13%*	83 *17%* *100%*	83 *17%* *100%*	83 *17%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 908

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**39** ***8%***	6 *13%* *16%*	1 *4%* *3%*	2 *13%* *6%* P	30 *8%* *75%*	39 *9%* *98%*	1 *2%* *2%*	39 *8%* *100%*	39 *8%* *100%*	39 *8%* *100%*
3	**28** ***6%***	2 *4%* *8%*	1 *4%* *4%*	1 *8%* *5%*	23 *6%* *84%*	26 *6%* *91%*	2 *6%* *9%*	28 *6%* *100%*	28 *6%* *100%*	28 *6%* *100%*
2	**26** ***5%***	3 *5%* *10%*	2 *7%* *7%*	1 *7%* *5%*	20 *5%* *77%*	24 *5%* *95%*	1 *3%* *5%*	26 *5%* *100%*	26 *5%* *100%*	26 *5%* *100%*
1	**19** ***4%***	2 *4%* *10%*	1 *3%* *4%*	1 *4%* *4%*	15 *4%* *82%*	19 *4%* *100%*	* * *	19 *4%* *100%*	19 *4%* *100%*	19 *4%* *100%*
Don't know	**45** ***9%***	3 *6%* *6%*	2 *6%* *4%*	1 *7%* *3%*	39 *10%* *87%*	41 *9%* *92%*	4 *9%* *8%*	45 *9%* *100%*	45 *9%* *100%*	45 *9%* *100%*
Net: 10/9/8/7	**184** ***38%***	21 *41%* *11%*	12 *44%* *6%*	5 *29%* *3%*	147 *37%* *80%*	166 *37%* *90%*	18 *44%* *10%*	183 *38%* *99%*	184 *38%* *100%*	184 *38%* *100%*
Net: 10/9	**37** ***8%***	5 *11%* *15%*	2 *8%* *6%*	1 *9%* *4%*	28 *7%* *75%*	34 *8%* *92%*	3 *7%* *8%*	37 *8%* *100%*	37 *8%* *100%*	37 *8%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 908

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**186** ***38%***	20 *40%* *11%*	10 *36%* *5%*	7 *45%* *4%*	149 *38%* *80%*	171 *38%* *92%*	15 *38%* *8%*	186 *38%* *100%*	186 *38%* *100%*	186 *38%* *100%*
Net: 3/2/1	**72** ***15%***	7 *13%* *9%*	4 *14%* *5%*	3 *20%* *4%*	59 *15%* *81%*	68 *15%* *95%*	4 *9%* *5%*	72 *15%* *100%*	72 *15%* *100%*	72 *15%* *100%*
Mean	**5.76**	5.96	6.00	5.42	5.73	5.73	6.12	5.75	5.76	5.76
Standard Deviation	**2.18**	2.28	2.22	2.34	2.16	2.21	1.82	2.18	2.18	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 909

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**6** ***2%***	2 *1%* *33%*	4 *3%* *67%*	2 *4%* *26%*	2 *2%* *27%*	* ** *3%*	1 *2%* *14%*	* ** *3%*	2 *7%* *27%*	- - -	2 *1%* *33%*	4 *5%* *67%*	3 *5%* *54%*	- - -	2 *1%* *26%*
9	**9** ***3%***	6 *4%* *64%*	3 *2%* *36%*	2 *6%* *27%*	2 *2%* *26%*	1 *3%* *13%*	* *1%* *4%*	3 *7%* *30%*	- - -	2 *3%* *19%*	2 *1%* *26%*	5 *6%* *55%*	5 *8%* *59%* N	3 *4%* *28%*	- - -
8	**50** ***17%***	25 *17%* *50%*	25 *17%* *50%*	14 *33%* *28%*	18 *19%* *36%*	6 *13%* *12%*	4 *9%* *9%*	5 *11%* *9%*	3 *14%* *7%*	5 *10%* *10%*	33 *20%* *66%*	12 *15%* *24%*	12 *18%* *24%*	10 *14%* *20%*	16 *14%* *32%*
7	**44** ***15%***	20 *14%* *46%*	24 *16%* *54%*	4 *10%* *10%*	20 *21%* *45%*	8 *17%* *17%*	5 *10%* *12%*	2 *5%* *5%*	5 *20%* *11%*	13 *24%* *29%* K	25 *15%* *57%*	6 *8%* *14%*	14 *21%* *32%*	6 *8%* *13%*	18 *17%* *41%*
6	**39** ***13%***	23 *15%* *59%*	16 *11%* *41%*	8 *18%* *20%*	11 *11%* *27%*	5 *11%* *13%*	8 *16%* *21%*	5 *13%* *14%*	2 *8%* *5%*	11 *21%* *29%* J	14 *9%* *37%*	13 *16%* *34%*	6 *8%* *14%*	12 *17%* *30%*	13 *12%* *34%*
5	**34** ***11%***	14 *9%* *41%*	20 *13%* *59%*	3 *8%* *10%*	9 *10%* *27%*	9 *18%* *26%*	4 *9%* *13%*	7 *16%* *19%*	2 *8%* *6%*	4 *7%* *11%*	21 *13%* *62%*	9 *11%* *27%*	3 *5%* *10%*	12 *17%* *35%*	14 *13%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 909

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**25** ***8%***	9 *6%* *35%*	16 *11%* *65%*	4 *8%* *14%*	8 *9%* *32%*	1 *2%* *4%*	5 *9%* *19%*	5 *12%* *19%*	3 *12%* *12%*	8 *14%* *31%*	12 *7%* *48%*	5 *6%* *21%*	3 *4%* *12%*	7 *10%* *28%*	10 *9%* *42%*
3	**16** ***5%***	12 *8%* *76%*	4 *3%* *24%*	3 *8%* *21%*	4 *5%* *27%*	* *1%* *2%*	3 *6%* *19%*	5 *12%* *30%*	- - -	- - -	5 *3%* *30%*	11 *14%* *70%* IJ	7 *10%* *44%*	3 *4%* *15%*	3 *3%* *19%*
2	**17** ***6%***	11 *8%* *68%*	5 *4%* *32%*	* * *	6 *6%* *36%*	5 *10%* *29%*	2 *3%* *10%*	2 *5%* *12%*	2 *9%* *14%*	* *1%* *2%*	12 *7%* *72%*	4 *5%* *26%*	1 *1%* *6%*	8 *11%* *48%*	7 *6%* *43%*
1	**16** ***5%***	6 *4%* *39%*	10 *6%* *61%*	1 *2%* *4%*	1 *2%* *9%*	8 *17%* *52%* D	4 *7%* *23%*	1 *2%* *5%*	1 *4%* *7%*	2 *4%* *14%*	11 *6%* *68%*	3 *3%* *18%*	1 *2%* *7%*	2 *3%* *13%*	10 *9%* *64%*
Don't know	**42** ***14%***	20 *13%* *47%*	23 *15%* *53%*	1 *3%* *3%*	13 *13%* *30%*	4 *8%* *9%*	14 *28%* *33%* E	6 *15%* *15%*	4 *18%* *11%*	8 *15%* *19%*	27 *16%* *64%*	7 *9%* *17%*	12 *17%* *27%*	9 *12%* *20%*	17 *15%* *39%*
Net: 10/9/8/7	**110** ***37%***	53 *36%* *48%*	57 *38%* *52%*	22 *53%* *20%*	42 *45%* *38%* F	15 *32%* *14%*	11 *21%* *10%*	10 *24%* *9%*	10 *40%* *9%*	20 *37%* *18%*	63 *38%* *57%*	28 *34%* *25%*	35 *52%* *32%* MN	18 *26%* *16%*	36 *32%* *33%*
Net: 10/9	**15** ***5%***	8 *5%* *51%*	7 *5%* *49%*	4 *10%* *27%*	4 *4%* *26%*	1 *3%* *9%*	1 *2%* *8%*	3 *7%* *19%*	2 *7%* *11%*	2 *3%* *11%*	4 *3%* *29%*	9 *11%* *60%* J	9 *13%* *57%* N	3 *4%* *16%*	2 *1%* *11%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 909

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**98** **33%**	45 *31%* *46%*	52 *35%* *54%*	15 *34%* *15%*	28 *29%* *28%*	15 *31%* *15%*	17 *34%* *18%*	17 *42%* *17%*	7 *28%* *7%*	23 *43%* *23%*	47 *29%* *48%*	28 *34%* *28%*	12 *17%* *12%*	31 *44%* *31%* L	38 *34%* *39%*
Net: 3/2/1	**49** ***16%***	30 *20%* *61%*	19 *13%* *39%*	4 *10%* *9%*	12 *13%* *25%*	13 *28%* *27%*	8 *17%* *17%*	8 *19%* *16%*	3 *13%* *7%*	3 *5%* *5%*	28 *17%* *57%*	19 *23%* *38%* I	9 *13%* *19%*	13 *18%* *26%*	20 *18%* *42%*
Mean	**5.69**	5.63	5.75	6.54	6.00 E	4.90	5.20	5.34	5.80	5.92	5.61	5.69	6.51 N	5.31	5.29
Standard Deviation	**2.29**	2.31	2.28	2.01	2.10	2.62	2.28	2.15	2.51	1.81	2.36	2.43	2.22	2.15	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**6** ***2%***	1 *3%* *14%*	- - -	* *4%* *6%*	5 *2%* *80%*	5 *2%* *74%*	2 *9%* *26%*	6 *2%* *100%*	6 *2%* *100%*	6 *5%* *97%* YZ	* * *3%*	* * *3%*
9	**9** ***3%***	1 *2%* *7%*	* *3%* *4%*	* *2%* *2%*	8 *3%* *87%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	2 *1%* *21%*	7 *4%* *79%*	7 *4%* *79%*
8	**50** ***17%***	8 *30%* *16%* R	2 *15%* *4%*	2 *20%* *4%*	38 *15%* *76%*	48 *17%* *96%*	2 *11%* *4%*	50 *17%* *100%*	50 *17%* *100%*	16 *13%* *32%*	34 *20%* *68%*	34 *20%* *68%*
7	**44** ***15%***	1 *5%* *3%*	2 *14%* *4%*	3 *27%* *6%* O	38 *15%* *86%*	40 *14%* *90%*	4 *24%* *10%*	44 *15%* *100%*	44 *15%* *100%*	18 *14%* *41%*	26 *15%* *59%*	26 *15%* *59%*
6	**39** ***13%***	5 *20%* *14%*	2 *15%* *5%*	1 *11%* *3%*	30 *12%* *78%*	36 *13%* *92%*	3 *17%* *8%*	39 *13%* *100%*	39 *13%* *100%*	15 *11%* *38%*	24 *14%* *62%*	26 *15%* *68%*
5	**34** ***11%***	2 *7%* *5%*	1 *10%* *4%*	1 *12%* *4%*	29 *12%* *87%*	31 *11%* *93%*	2 *12%* *7%*	34 *11%* *100%*	34 *11%* *100%*	18 *14%* *53%*	16 *9%* *47%*	16 *9%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 909

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**25** ***8%***	2 *6%* *7%*	2 *18%* *9%*	1 *6%* *2%*	20 *8%* *81%*	24 *8%* *94%*	1 *8%* *6%*	25 *8%* *100%*	25 *8%* *100%*	11 *8%* *43%*	14 *8%* *56%*	14 *8%* *56%*
3	**16** ***5%***	2 *7%* *12%*	1 *10%* *8%*	* *2%* *1%*	13 *5%* *78%*	16 *6%* *100%*	- - -	16 *5%* *100%*	16 *5%* *100%*	8 *6%* *47%*	9 *5%* *53%*	9 *5%* *53%*
2	**17** ***6%***	- - -	- - -	* *5%* *3%*	16 *7%* *97%*	17 *6%* *100%*	* * *	17 *6%* *100%*	17 *6%* *100%*	7 *6%* *43%*	9 *6%* *57%*	9 *5%* *57%*
1	**16** ***5%***	1 *5%* *9%*	1 *7%* *6%*	* *2%* *1%*	13 *5%* *84%*	15 *5%* *95%*	1 *4%* *5%*	16 *5%* *100%*	16 *5%* *100%*	10 *8%* *65%*	6 *3%* *35%*	6 *3%* *35%*
Don't know	**42** ***14%***	4 *13%* *8%*	1 *8%* *3%*	1 *11%* *3%*	37 *15%* *86%*	40 *14%* *94%*	3 *15%* *6%*	42 *14%* *100%*	42 *14%* *100%*	19 *14%* *44%*	24 *14%* *56%*	24 *14%* *56%*
Net: 10/9/8/7	**110** ***37%***	11 *41%* *10%*	4 *32%* *4%*	5 *52%* *5%* R	89 *36%* *81%*	102 *36%* *93%*	8 *44%* *7%*	110 *37%* *100%*	110 *37%* *100%*	42 *33%* *38%*	68 *40%* *62%*	68 *40%* *62%*
Net: 10/9	**15** ***5%***	2 *6%* *10%*	* *3%* *2%*	1 *5%* *4%*	13 *5%* *84%*	14 *5%* *89%*	2 *9%* *11%*	15 *5%* *100%*	15 *5%* *100%*	8 *6%* *52%*	7 *4%* *48%*	7 *4%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 909

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**98** ***33%***	9 *33%* *9%*	6 *42%* *6%*	3 *29%* *3%*	80 *32%* *82%*	91 *32%* *93%*	7 *37%* *7%*	98 *33%* *100%*	98 *33%* *100%*	43 *34%* *44%*	54 *32%* *55%*	56 *33%* *58%*
Net: 3/2/1	**49** ***16%***	3 *12%* *7%*	2 *17%* *5%*	1 *9%* *2%*	42 *17%* *86%*	48 *17%* *98%*	1 *4%* *1%*	49 *16%* *100%*	49 *16%* *100%*	25 *19%* *51%*	24 *14%* *49%*	24 *14%* *49%*
Mean	**5.69**	6.20	5.37	6.33	5.62	5.64	6.39	5.69	5.69	5.44	5.87	5.88
Standard Deviation	**2.29**	2.26	2.21	2.08	2.31	2.30	2.06	2.29	2.29	2.46	2.15	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 910

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**31** ***7%***	18 *7%* *57%*	13 *7%* *43%*	- - -	4 *6%* *12%*	4 *6%* *13%*	5 *6%* *15%*	8 *8%* *26%*	10 *8%* *34%*	1 *1%* *2%*	11 *5%* *34%*	19 *11%* *63%* I	10 *8%* *32%*	3 *3%* *8%*	14 *8%* *44%*
9	**31** ***7%***	18 *7%* *57%*	13 *7%* *43%*	- - -	3 *5%* *10%*	2 *3%* *6%*	6 *8%* *20%*	9 *9%* *28%*	11 *9%* *36%*	2 *2%* *6%*	13 *6%* *42%*	17 *9%* *53%*	8 *7%* *26%*	10 *10%* *32%*	10 *6%* *31%*
8	**85** ***18%***	52 *20%* *62%*	32 *17%* *38%*	6 *23%* *7%*	6 *9%* *7%*	25 *34%* *29%* DF GH	10 *13%* *12%*	15 *15%* *18%*	23 *18%* *27%*	11 *15%* *13%*	39 *19%* *46%*	34 *19%* *40%*	24 *19%* *28%*	14 *14%* *16%*	34 *21%* *40%*
7	**86** ***19%***	47 *18%* *55%*	39 *20%* *45%*	5 *20%* *6%*	6 *10%* *7%*	13 *18%* *15%*	14 *19%* *16%*	20 *20%* *23%*	27 *22%* *32%*	10 *13%* *11%*	37 *18%* *43%*	39 *21%* *46%*	19 *16%* *22%*	24 *24%* *28%*	26 *16%* *30%*
6	**50** ***11%***	27 *10%* *54%*	23 *12%* *46%*	3 *12%* *6%*	7 *11%* *15%*	6 *8%* *12%*	10 *13%* *20%*	11 *11%* *22%*	12 *10%* *25%*	10 *13%* *19%*	22 *11%* *44%*	18 *10%* *36%*	16 *13%* *32%*	11 *11%* *22%*	15 *9%* *29%*
5	**51** ***11%***	32 *12%* *63%*	19 *10%* *37%*	6 *22%* *11%*	11 *17%* *22%* H	11 *15%* *21%* H	7 *10%* *14%*	11 *11%* *21%*	6 *5%* *11%*	6 *8%* *11%*	37 *18%* *72%* K	8 *5%* *16%*	14 *12%* *28%*	7 *7%* *14%*	15 *9%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 910

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**27** ***6%***	22 *8%* *80%* B	5 *3%* *20%*	- - -	9 *14%* *33%* G	5 *7%* *18%*	3 *5%* *13%*	1 *1%* *4%*	9 *7%* *32%*	10 *13%* *36%* JK	8 *4%* *31%*	9 *5%* *33%*	10 *8%* *35%*	3 *3%* *12%*	10 *6%* *36%*
3	**22** ***5%***	10 *4%* *47%*	11 *6%* *53%*	2 *9%* *11%*	3 *4%* *12%*	1 *1%* *4%*	6 *9%* *29%*	5 *5%* *25%*	4 *3%* *19%*	4 *6%* *20%*	10 *5%* *46%*	7 *4%* *34%*	4 *3%* *19%*	2 *2%* *8%*	10 *6%* *48%*
2	**21** ***5%***	14 *5%* *66%*	7 *4%* *34%*	* *2%* *2%*	5 *8%* *26%* E	* * *	1 *2%* *7%*	3 *3%* *12%*	11 *9%* *53%* E	7 *9%* *32%* J	4 *2%* *21%*	10 *5%* *47%*	7 *6%* *35%*	4 *4%* *21%*	8 *5%* *39%*
1	**11** ***2%***	3 *1%* *30%*	8 *4%* *70%*	1 *3%* *8%*	* * *2%*	1 *1%* *5%*	5 *7%* *46%* H	4 *4%* *37%*	* * *2%*	4 *6%* *40%*	4 *2%* *40%*	2 *1%* *21%*	* * *	3 *3%* *30%*	6 *4%* *56%*
Don't know	**47** ***10%***	24 *9%* *52%*	22 *12%* *48%*	2 *8%* *5%*	11 *16%* *23%*	6 *9%* *14%*	6 *7%* *12%*	12 *12%* *26%*	10 *8%* *21%*	10 *14%* *22%*	17 *8%* *36%*	20 *11%* *43%*	10 *8%* *22%*	18 *18%* *38%*	14 *9%* *30%*
Net: 10/9/8/7	**233** ***51%***	135 *51%* *58%*	98 *51%* *42%*	11 *43%* *5%*	19 *30%* *8%*	44 *60%* *19%* D	35 *47%* *15%*	52 *52%* *22%* D	72 *58%* *31%* D	23 *32%* *10%*	100 *49%* *43%* I	110 *59%* *47%* I	61 *50%* *26%*	51 *51%* *22%*	84 *52%* *36%*
Net: 10/9	**62** ***13%***	36 *13%* *57%*	27 *14%* *43%*	- - -	7 *10%* *11%*	6 *8%* *9%*	11 *15%* *17%*	17 *17%* *27%*	22 *18%* *35%*	2 *3%* *4%*	24 *12%* *38%*	36 *20%* *58%* I	18 *15%* *29%*	13 *13%* *20%*	23 *14%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 910

Absolutes/col/row percents

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Base : All who watch UKTV History regularly

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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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**128** ***28%***	81 *30%* *63%*	47 *24%* *37%*	9 *34%* *7%*	27 *42%* *22%* GH	21 *29%* *17%*	20 *28%* *16%*	23 *23%* *18%*	26 *21%* *21%*	25 *34%* *20%* K	67 *33%* *53%* K	35 *19%* *28%*	40 *33%* *31%*	21 *21%* *17%*	40 *25%* *31%*
Net: 3/2/1	**54** ***12%***	27 *10%* *51%*	26 *14%* *49%*	4 *14%* *7%*	8 *13%* *15%* E	1 *2%* *3%*	13 *17%* *24%* E	12 *12%* *23%* E	16 *13%* *29%* E	15 *21%* *29%* J	19 *9%* *35%*	20 *11%* *37%*	12 *10%* *22%*	9 *10%* *18%*	25 *15%* *46%*
Mean	**6.40**	6.40	6.38	5.93	5.70	6.88 D	6.11	6.56	6.59	5.27	6.40 I	6.83 I	6.49	6.48	6.33
Standard Deviation	**2.25**	2.20	2.33	1.93	2.26	1.72	2.48	2.33	2.32	2.36	2.06	2.28	2.18	2.18	2.45

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 910

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**31** ***7%***	2 *4%* *6%*	1 *6%* *5%*	2 *12%* *5%*	26 *7%* *85%*	28 *6%* *91%*	3 *14%* *9%*	31 *7%* *99%*	31 *7%* *100%*	17 *6%* *56%*	13 *8%* *44%*	13 *8%* *44%*
9	**31** ***7%***	2 *5%* *6%*	1 *2%* *2%*	1 *7%* *3%*	28 *7%* *89%*	28 *6%* *90%*	3 *15%* *10%*	27 *6%* *88%*	31 *7%* *100%*	21 *7%* *66%*	11 *6%* *34%*	11 *6%* *34%*
8	**85** ***18%***	7 *17%* *8%*	4 *17%* *5%*	2 *15%* *2%*	72 *19%* *85%*	81 *18%* *95%*	4 *20%* *5%*	85 *19%* *100%*	85 *18%* *100%*	59 *20%* *70%*	25 *15%* *30%*	25 *15%* *30%*
7	**86** ***19%***	9 *22%* *10%*	5 *22%* *6%*	3 *20%* *3%*	69 *18%* *80%*	83 *19%* *96%*	4 *18%* *4%*	86 *19%* *100%*	86 *19%* *100%*	48 *17%* *56%*	38 *22%* *44%*	38 *22%* *44%*
6	**50** ***11%***	4 *9%* *7%*	3 *12%* *6%*	2 *14%* *4%*	41 *11%* *83%*	47 *11%* *95%*	2 *12%* *5%*	49 *11%* *98%*	50 *11%* *100%*	31 *11%* *62%*	19 *11%* *38%*	19 *11%* *38%*
5	**51** ***11%***	9 *22%* *17%* QR	5 *20%* *10%* QR	1 *4%* *1%*	37 *10%* *72%*	49 *11%* *96%*	2 *9%* *4%*	51 *11%* *99%*	51 *11%* *100%*	39 *13%* *75%*	13 *7%* *25%*	13 *7%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 910

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**27** ***6%***	2 *6%* *9%*	1 *5%* *5%*	1 *5%* *3%*	23 *6%* *84%*	27 *6%* *100%*	- - -	27 *6%* *100%*	27 *6%* *100%*	16 *5%* *58%*	11 *7%* *42%*	11 *7%* *42%*
3	**22** ***5%***	3 *8%* *14%*	2 *6%* *7%*	1 *6%* *3%*	16 *4%* *76%*	22 *5%* *100%*	- - -	20 *4%* *93%*	22 *5%* *100%*	17 *6%* *77%*	5 *3%* *23%*	5 *3%* *23%*
2	**21** ***5%***	- - -	* *2%* *2%*	1 *5%* *3%* O	20 *5%* *95%*	21 *5%* *100%*	- - -	21 *5%* *100%*	21 *5%* *100%*	12 *4%* *56%*	9 *5%* *44%*	9 *5%* *44%*
1	**11** ***2%***	1 *1%* *5%*	* *2%* *4%*	1 *4%* *5%*	9 *2%* *86%*	10 *2%* *92%*	1 *4%* *8%*	11 *2%* *98%*	11 *2%* *100%*	7 *2%* *66%*	4 *2%* *34%*	4 *2%* *34%*
Don't know	**47** ***10%***	2 *5%* *4%*	2 *7%* *4%*	1 *9%* *3%*	42 *11%* *89%*	45 *10%* *97%*	1 *6%* *3%*	44 *10%* *95%*	47 *10%* *100%*	24 *8%* *51%*	23 *13%* *49%*	23 *13%* *49%*
Net: 10/9/8/7	**233** ***51%***	19 *49%* *8%*	12 *47%* *5%*	7 *54%* *3%*	195 *51%* *84%*	220 *50%* *94%*	13 *68%* *6%*	229 *51%* *98%*	233 *51%* *100%*	146 *50%* *62%*	87 *51%* *37%*	87 *51%* *37%*
Net: 10/9	**62** ***13%***	4 *10%* *6%*	2 *8%* *3%*	3 *19%* *4%*	54 *14%* *87%*	56 *13%* *91%*	6 *30%* *9%*	58 *13%* *93%*	62 *13%* *100%*	38 *13%* *61%*	24 *14%* *39%*	24 *14%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 910

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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Base : All who watch UKTV History regularly

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**128** ***28%***	15 *37%* *11%*	9 *37%* *7%*	3 *23%* *2%*	101 *26%* *79%*	123 *28%* *97%*	4 *21%* *3%*	126 *28%* *99%*	128 *28%* *100%*	85 *29%* *66%*	43 *25%* *34%*	43 *25%* *34%*
Net: 3/2/1	**54** ***12%***	4 *9%* *7%*	2 *9%* *4%*	2 *14%* *4%*	46 *12%* *85%*	53 *12%* *98%*	1 *4%* *2%*	52 *12%* *97%*	54 *12%* *100%*	36 *12%* *66%*	18 *11%* *34%*	18 *11%* *34%*
Mean	**6.40**	6.26	6.25	6.52	6.42	6.35	7.40	6.39	6.40	6.36	6.46	6.46
Standard Deviation	**2.25**	1.95	1.99	2.58	2.30	2.25	2.14	2.24	2.25	2.24	2.28	2.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 911

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**38** ***7%***	17 *5%* *46%*	21 *9%* *54%*	3 *9%* *9%*	14 *12%* *38%* F	5 *4%* *13%*	3 *3%* *8%*	6 *7%* *15%*	6 *8%* *16%*	3 *4%* *9%*	19 *6%* *51%*	15 *9%* *40%*	10 *7%* *25%*	4 *3%* *11%*	16 *9%* *43%*
9	**42** ***7%***	27 *8%* *65%*	15 *6%* *35%*	4 *10%* *9%*	9 *7%* *22%*	4 *4%* *11%*	8 *7%* *20%*	6 *8%* *15%*	10 *12%* *23%* E	2 *2%* *4%*	25 *8%* *60%*	15 *9%* *36%*	13 *9%* *30%*	11 *8%* *27%*	11 *6%* *25%*
8	**98** ***17%***	55 *17%* *56%*	43 *18%* *44%*	5 *14%* *5%*	17 *13%* *17%*	21 *17%* *21%*	24 *20%* *24%*	13 *17%* *14%*	18 *23%* *19%*	11 *13%* *12%*	54 *17%* *55%*	33 *19%* *34%*	23 *17%* *24%*	17 *12%* *17%*	31 *17%* *32%*
7	**83** ***15%***	51 *16%* *62%*	32 *13%* *38%*	4 *13%* *5%*	6 *5%* *8%*	21 *17%* *26%* D	26 *22%* *32%* D	17 *21%* *20%* D	8 *10%* *10%*	10 *12%* *12%*	47 *15%* *57%*	26 *15%* *31%*	17 *12%* *20%*	17 *13%* *21%*	34 *19%* *41%*
6	**88** ***16%***	55 *17%* *63%*	33 *14%* *37%*	3 *8%* *3%*	19 *15%* *22%*	17 *14%* *19%*	13 *10%* *14%*	15 *18%* *17%*	22 *27%* *25%* EF	11 *13%* *13%*	45 *15%* *51%*	32 *19%* *36%*	20 *14%* *22%*	26 *19%* *30%*	30 *16%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 911

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
5	**66** ***12%***	36 *11%* *54%*	30 *13%* *46%*	3 *10%* *5%*	22 *18%* *34%* GH	18 *15%* *27%* H	16 *14%* *25%* H	4 *5%* *6%*	2 *2%* *3%*	15 *17%* *22%* K	40 *13%* *61%*	11 *7%* *17%*	24 *17%* *37%*	15 *11%* *22%*	16 *9%* *24%*
4	**37** ***6%***	28 *9%* *76%* B	9 *4%* *24%*	2 *7%* *7%*	8 *6%* *22%*	9 *8%* *25%*	6 *5%* *17%*	3 *4%* *9%*	7 *9%* *20%*	6 *7%* *16%*	13 *4%* *36%*	17 *10%* *47%*	10 *7%* *27%*	14 *10%* *38%*	7 *4%* *20%*
3	**21** ***4%***	11 *3%* *50%*	11 *4%* *50%*	1 *2%* *3%*	7 *5%* *31%*	5 *4%* *24%*	4 *3%* *18%*	5 *6%* *23%* H	- - -	5 *6%* *26%*	9 *3%* *43%*	7 *4%* *31%*	4 *3%* *18%*	5 *4%* *24%*	6 *3%* *30%*
2	**28** ***5%***	16 *5%* *60%*	11 *5%* *40%*	4 *11%* *14%*	8 *6%* *28%*	8 *7%* *30%*	4 *4%* *16%*	2 *3%* *8%*	1 *2%* *5%*	6 *7%* *21%* K	21 *7%* *76%* K	1 *1%* *3%*	10 *7%* *37%*	5 *4%* *18%*	10 *5%* *36%*
1	**23** ***4%***	13 *4%* *58%*	9 *4%* *42%*	1 *4%* *6%*	7 *5%* *29%*	5 *4%* *22%*	5 *5%* *24%*	2 *3%* *9%*	2 *3%* *9%*	6 *8%* *28%*	10 *3%* *44%*	6 *4%* *28%*	7 *5%* *30%*	8 *6%* *33%*	4 *2%* *19%*
Don't know	**42** ***7%***	16 *5%* *38%*	26 *11%* *62%* A	4 *11%* *9%*	8 *7%* *20%*	9 *7%* *21%*	11 *9%* *25%*	6 *7%* *14%*	4 *5%* *10%*	9 *10%* *21%*	25 *8%* *60%*	8 *5%* *19%*	4 *3%* *9%*	14 *10%* *33%*	17 *9%* *41%*
Net: 10/9/8/7	**260** ***46%***	150 *46%* *58%*	110 *46%* *42%*	16 *47%* *6%*	47 *37%* *18%*	51 *42%* *20%*	61 *51%* *24%*	42 *53%* *16%*	42 *52%* *16%*	27 *31%* *10%*	145 *47%* *56%* I	89 *52%* *34%* I	63 *44%* *24%*	49 *36%* *19%*	92 *50%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 911

Absolutes/col/row percents

9 Jul 2009

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

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 10/9	**80** ***14%***	44 *14%* *56%*	35 *15%* *44%*	7 *20%* *9%*	24 *19%* *30%* E	9 *8%* *12%*	12 *10%* *14%*	12 *15%* *15%*	16 *19%* *20%* E	5 *6%* *7%*	44 *14%* *56%*	30 *18%* *38%* I	22 *16%* *28%*	15 *11%* *19%*	27 *15%* *34%*
Net: 6/5/4	**190** ***34%***	119 *37%* *62%*	72 *30%* *38%*	9 *24%* *4%*	49 *39%* *26%*	44 *36%* *23%*	35 *29%* *18%*	22 *28%* *12%*	32 *39%* *17%*	32 *37%* *17%*	98 *32%* *51%*	61 *36%* *32%*	54 *38%* *28%*	55 *40%* *29%*	53 *29%* *28%*
Net: 3/2/1	**71** ***13%***	40 *12%* *56%*	31 *13%* *44%*	6 *17%* *8%*	21 *17%* *29%* H	18 *15%* *25%* H	14 *11%* *19%*	9 *12%* *13%*	3 *4%* *5%*	18 *21%* *25%* K	40 *13%* *56%*	14 *8%* *19%*	21 *15%* *29%*	18 *13%* *25%*	21 *11%* *29%*
Mean	**6.25**	6.18	6.35	6.18	6.02	5.89	6.24	6.54	6.86 E	5.39	6.28 I	6.59 I	6.08	5.87	6.50
Standard Deviation	**2.33**	2.29	2.39	2.75	2.62	2.27	2.18	2.19	2.03	2.42	2.33	2.20	2.43	2.29	2.26

Ofcom PSB Tracker : 2008

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Absolutes/col/row percents

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Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**38** ***7%***	4 *8%* *10%*	3 *7%* *7%*	1 *7%* *3%*	30 *7%* *79%*	33 *6%* *86%*	5 *13%* *14%*	35 *6%* *92%*	38 *7%* *100%*	38 *7%* *100%*
9	**42** ***7%***	4 *7%* *9%*	2 *5%* *4%*	2 *11%* *4%*	34 *8%* *82%*	41 *8%* *97%*	1 *3%* *3%*	42 *8%* *100%*	42 *7%* *100%*	42 *7%* *100%*
8	**98** ***17%***	16 *31%* *16%* R	7 *20%* *7%*	4 *21%* *4%*	71 *16%* *73%*	92 *18%* *94%*	6 *15%* *6%*	98 *18%* *100%*	98 *17%* *100%*	98 *17%* *100%*
7	**83** ***15%***	5 *11%* *6%*	7 *18%* *8%*	3 *15%* *3%*	68 *15%* *82%*	73 *14%* *89%*	9 *24%* *11%*	81 *15%* *98%*	83 *15%* *100%*	83 *15%* *100%*
6	**88** ***16%***	5 *10%* *6%*	5 *14%* *6%*	2 *9%* *2%*	76 *17%* *86%*	81 *15%* *91%*	8 *19%* *9%*	88 *16%* *100%*	88 *16%* *100%*	88 *16%* *100%*

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
5	**66** ***12%***	4 *8%* *6%*	6 *17%* *10%*	1 *7%* *2%*	55 *12%* *83%*	64 *12%* *97%*	2 *6%* *3%*	65 *12%* *99%*	66 *12%* *100%*	66 *12%* *100%*
4	**37** ***6%***	2 *4%* *5%*	3 *7%* *7%*	1 *7%* *3%*	31 *7%* *85%*	35 *7%* *96%*	2 *4%* *4%*	35 *6%* *97%*	37 *6%* *100%*	37 *6%* *100%*
3	**21** ***4%***	4 *8%* *20%* R	1 *3%* *5%*	1 *4%* *3%*	15 *3%* *72%*	21 *4%* *100%*	- - -	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
2	**28** ***5%***	1 *3%* *5%*	1 *2%* *3%*	* *1%* *1%*	25 *5%* *91%*	26 *5%* *96%*	1 *3%* *4%*	26 *5%* *94%*	28 *5%* *100%*	28 *5%* *100%*
1	**23** ***4%***	2 *5%* *10%*	1 *3%* *4%*	1 *5%* *4%*	19 *4%* *82%*	22 *4%* *96%*	1 *2%* *4%*	23 *4%* *100%*	23 *4%* *100%*	23 *4%* *100%*
Don't know	**42** ***7%***	3 *6%* *7%*	2 *5%* *4%*	2 *14%* *6%* P	35 *8%* *83%*	38 *7%* *90%*	4 *11%* *10%*	41 *7%* *98%*	42 *7%* *100%*	42 *7%* *100%*
Net: 10/9/8/7	**260** ***46%***	28 *57%* *11%*	19 *50%* *7%*	9 *54%* *4%*	204 *44%* *78%*	239 *46%* *92%*	21 *55%* *8%*	256 *46%* *98%*	260 *46%* *100%*	260 *46%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 911

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 10/9	**80** ***14%***	8 *15%* *10%*	5 *12%* *6%*	3 *17%* *4%*	64 *14%* *81%*	73 *14%* *92%*	6 *16%* *8%*	77 *14%* *96%*	80 *14%* *100%*	80 *14%* *100%*
Net: 6/5/4	**190** ***34%***	11 *21%* *6%*	14 *38%* *7%* OQ	4 *22%* *2%*	162 *35%* *85%* OQ	179 *34%* *94%*	11 *29%* *6%*	189 *34%* *99%*	190 *34%* *100%*	190 *34%* *100%*
Net: 3/2/1	**71** ***13%***	8 *16%* *11%*	3 *7%* *4%*	2 *10%* *2%*	59 *13%* *83%*	69 *13%* *97%*	2 *5%* *3%*	70 *13%* *98%*	71 *13%* *100%*	71 *13%* *100%*
Mean	**6.25**	6.54	6.45	6.63	6.18	6.20	6.86	6.24	6.25	6.25
Standard Deviation	**2.33**	2.46	2.08	2.46	2.34	2.34	2.09	2.32	2.33	2.33

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 912

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**11** ***4%***	3 *3%* *25%*	8 *6%* *75%*	3 *3%* *28%*	3 *4%* *32%*	4 *13%* *38%*	- - -	* *2%* *2%	- - -	1 *3%* *6%	4 *3%* *40%	6 *9%* *54%	1 *2%* *12%	4 *6%* *38%	3 *4%* *28%
9	**13** ***5%***	7 *6%* *51%	6 *5%* *49%	9 *10%* *70%* D	- - -	1 *2%* *5%	2 *9%* *16%	- - -	1 *24%* *9%	- - -	13 *8%* *100%*	- - -	3 *5%* *23%*	9 *12%* *67%* N	- - -
8	**20** ***8%***	3 *3%* *16%*	17 *12%* *84%*	7 *8%* *35%*	9 *12%* *48%*	1 *4%* *7%	2 *8%* *8%	- - -	* *8%* *2%	5 *18%* *23%	14 *9%* *70%	1 *2%* *7%	3 *5%* *13%	4 *6%* *21%	8 *10%* *40%
7	**27** ***11%***	11 *11%* *40%	16 *12%* *60%	10 *12%* *38%	6 *7%* *21%	5 *15%* *18%	4 *18%* *15%	2 *19%* *7%	* *5%* *1%	3 *10%* *10%	17 *11%* *62%	8 *12%* *28%	6 *10%* *21%	3 *5%* *12%	12 *16%* *44%
6	**40** ***16%***	25 *24%* *63%* B	15 *11%* *37%*	10 *11%* *24%*	19 *23%* *47%*	2 *7%* *6%	6 *26%* *15%	2 *19%* *5%	1 *29%* *4%	1 *3%* *2%	27 *17%* *67%	12 *20%* *31%	12 *22%* *30%	12 *16%* *30%	12 *15%* *29%
5	**31** ***13%***	15 *15%* *49%	16 *11%* *51%	11 *12%* *35%	11 *14%* *36%	8 *23%* *24%	* *1%* *1%	1 *12%* *4%	- - -	5 *18%* *15%	21 *14%* *68%	5 *9%* *17%	5 *8%* *15%	10 *14%* *33%	14 *18%* *46%

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 912

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
4	**24** ***10%***	8 *8%* *32%*	17 *12%* *68%*	13 *14%* *52%*	7 *8%* *28%*	3 *8%* *11%*	* *1%* *1%*	2 *20%* *8%*	- - -	* *1%* *1%*	14 *9%* *58%*	10 *16%* *41%*	4 *7%* *17%*	12 *16%* *49%*	5 *7%* *21%*
3	**15** ***6%***	7 *7%* *45%*	8 *6%* *55%*	8 *8%* *50%*	3 *4%* *21%*	1 *4%* *9%*	1 *6%* *9%*	1 *15%* *10%*	- - -	1 *4%* *7%*	7 *5%* *46%*	7 *12%* *47%*	6 *11%* *42%*	5 *7%* *35%*	2 *3%* *16%*
2	**16** ***7%***	10 *10%* *62%*	6 *4%* *38%*	3 *4%* *21%*	13 *16%* *79%* C	- - -	- - -	- - -	- - -	6 *25%* *39%*	9 *6%* *54%*	1 *2%* *7%*	5 *9%* *30%*	2 *3%* *15%*	7 *9%* *42%*
1	**26** ***11%***	9 *9%* *35%*	17 *12%* *65%*	9 *10%* *34%*	9 *11%* *35%*	2 *6%* *7%*	5 *22%* *19%*	1 *12%* *5%*	- - -	3 *10%* *10%*	20 *13%* *75%*	4 *6%* *15%*	7 *13%* *28%*	7 *10%* *28%*	6 *8%* *23%*
Don't know	**18** ***8%***	6 *5%* *30%*	13 *9%* *70%*	8 *9%* *44%*	1 *1%* *3%*	6 *18%* *32%*	2 *9%* *11%*	- - -	2 *33%* *9%*	2 *8%* *12%*	10 *6%* *52%*	7 *11%* *36%*	4 *7%* *20%*	4 *6%* *22%*	8 *11%* *46%*
Net: 10/9/8/7	**71** ***29%***	23 *23%* *33%*	47 *34%* *67%*	29 *32%* *42%*	19 *23%* *27%*	11 *33%* *15%*	8 *34%* *11%*	2 *21%* *3%*	2 *37%* *3%*	8 *31%* *11%*	48 *31%* *68%*	15 *24%* *21%*	13 *23%* *18%*	20 *27%* *28%*	23 *30%* *33%*
Net: 10/9	**23** ***10%***	9 *9%* *39%*	14 *10%* *61%*	12 *13%* *51%*	3 *4%* *15%*	5 *14%* *20%*	2 *9%* *8%*	* *2%* *1%*	1 *24%* *5%*	1 *3%* *3%*	17 *11%* *73%*	6 *9%* *25%*	4 *8%* *18%*	13 *17%* *54%*	3 *4%* *13%*
Net: 6/5/4	**95** ***39%***	48 *47%* *51%*	47 *34%* *49%*	33 *37%* *35%*	36 *45%* *38%*	13 *39%* *13%*	6 *28%* *7%*	5 *52%* *5%*	1 *29%* *2%*	6 *22%* *6%*	61 *40%* *65%*	28 *45%* *29%*	21 *37%* *22%*	34 *47%* *36%*	31 *40%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 912

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Net: 3/2/1	**58** ***24%***	26 *25%* *45%*	31 *23%* *55%*	20 *22%* *35%*	25 *31%* *44%*	3 *10%* *6%*	6 *29%* *11%*	3 *28%* *5%*	- - -	10 *39%* *17%*	35 *23%* *62%*	12 *20%* *21%*	19 *33%* *32%*	15 *21%* *26%*	15 *20%* *27%*
Mean	**5.22**	5.07	5.34	5.34	4.85	5.96	5.19	4.66	7.40	4.62	5.29	5.33	4.80	5.38	5.28
Standard Deviation	**2.54**	2.37	2.68	2.57	2.49	2.49	2.82	2.13	1.62	2.74	2.58	2.38	2.54	2.60	2.34

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 912

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**11** ***4%***	2 *9%* *16%*	- - -	1 *8%* *5%*	8 *4%* *79%*	8 *4%* *73%*	3 *8%* *27%*	10 *4%* *90%*	11 *4%* *100%*	11 *4%* *100%*
9	**13** ***5%***	1 *6%* *10%*	- - -	- - -	12 *6%* *90%*	13 *6%* *100%*	- - -	12 *5%* *95%*	13 *5%* *100%*	13 *5%* *100%*
8	**20** ***8%***	3 *15%* *16%*	1 *15%* *6%*	1 *14%* *5%*	15 *7%* *74%*	18 *9%* *89%*	2 *6%* *11%*	20 *9%* *100%*	20 *8%* *100%*	20 *8%* *100%*
7	**27** ***11%***	3 *13%* *10%*	3 *35%* *10%*	1 *9%* *2%*	21 *10%* *78%*	20 *10%* *72%*	8 *21%* *28%*	26 *11%* *95%*	27 *11%* *100%*	27 *11%* *100%*
6	**40** ***16%***	4 *20%* *10%*	- - -	* *3%* *	35 *17%* *89%*	36 *18%* *91%*	3 *9%* *9%*	36 *16%* *91%*	40 *16%* *100%*	40 *16%* *100%*
5	**31** ***13%***	1 *3%* *2%*	* *5%* *1%*	1 *14%* *3%*	29 *14%* *94%*	24 *12%* *77%*	7 *20%* *23%*	29 *13%* *94%*	31 *13%* *100%*	31 *13%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 912

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
4	**24** ***10%***	2 *8%* *7%*	1 *10%* *3%*	1 *10%* *3%*	21 *10%* *87%*	23 *11%* *96%*	1 *2%* *4%*	24 *11%* *100%*	24 *10%* *100%*	24 *10%* *100%*
3	**15** ***6%***	1 *3%* *4%*	- - -	* *4%* *2%*	14 *7%* *94%*	10 *5%* *69%*	5 *13%* *31%*	14 *6%* *90%*	15 *6%* *100%*	15 *6%* *100%*
2	**16** ***7%***	1 *5%* *7%*	* *5%* *2%*	1 *11%* *4%*	14 *7%* *87%*	15 *7%* *93%*	1 *3%* *7%*	15 *6%* *91%*	16 *7%* *100%*	16 *7%* *100%*
1	**26** ***11%***	3 *17%* *13%*	2 *19%* *6%*	1 *10%* *3%*	21 *10%* *79%*	22 *11%* *83%*	5 *13%* *17%*	26 *11%* *100%*	26 *11%* *100%*	26 *11%* *100%*
Don't know	**18** ***8%***	* * *	1 *12%* *5%*	1 *17%* *6%*	16 *8%* *88%*	17 *8%* *91%*	2 *5%* *9%*	18 *8%* *100%*	18 *8%* *100%*	18 *8%* *100%*
Net: 10/9/8/7	**71** ***29%***	9 *43%* *12%*	4 *50%* *6%*	2 *31%* *3%*	56 *27%* *79%*	58 *28%* *82%*	13 *35%* *18%*	67 *29%* *96%*	71 *29%* *100%*	71 *29%* *100%*
Net: 10/9	**23** ***10%***	3 *15%* *13%*	- - -	1 *8%* *2%*	20 *10%* *85%*	21 *10%* *88%*	3 *8%* *12%*	22 *9%* *93%*	23 *10%* *100%*	23 *10%* *100%*
Net: 6/5/4	**95** ***39%***	6 *31%* *7%*	1 *15%* *1%*	2 *27%* *2%*	86 *41%* *90%*	84 *41%* *88%*	11 *31%* *12%*	90 *39%* *94%*	95 *39%* *100%*	95 *39%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 912

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Net: 3/2/1	**58** ***24%***	5 *25%* *9%*	2 *24%* *3%*	2 *25%* *3%*	49 *24%* *85%*	47 *23%* *82%*	10 *29%* *18%*	55 *24%* *95%*	58 *24%* *100%*	58 *24%* *100%*
Mean	**5.22**	5.63	5.17	5.12	5.19	5.22	5.23	5.20	5.22	5.22
Standard Deviation	**2.54**	2.94	2.87	3.09	2.49	2.54	2.60	2.55	2.54	2.54

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 913

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**13** ***4%***	3 *3%* *21%*	11 *5%* *79%*	2 *3%* *13%*	3 *4%* *22%*	5 *7%* *37%*	1 *1%* *7%*	1 *3%* *6%*	2 *8%* *16%*	- - -	6 *4%* *48%*	7 *7%* *52%*	6 *7%* *43%*	- - -	4 *4%* *30%*
9	**7** ***2%***	1 *1%* *12%*	6 *3%* *88%*	- - -	2 *2%* *27%*	2 *2%* *23%*	2 *3%* *32%*	1 *2%* *11%*	* *2%* *7%*	- - -	3 *2%* *51%*	3 *3%* *49%*	2 *2%* *32%*	- - -	2 *2%* *32%*
8	**42** ***13%***	7 *7%* *16%*	36 *16%* *84%*	11 *17%* *25%*	10 *12%* *23%*	4 *6%* *10%*	8 *13%* *19%*	2 *7%* *5%*	8 *30%* *18%*	7 *18%* *18%*	22 *12%* *51%*	13 *12%* *31%*	10 *11%* *23%*	20 *32%* *47%*	3 *2%* *7%*
7	**49** ***15%***	25 *25%* *51%* B	24 *10%* *49%*	7 *11%* *14%*	13 *16%* *27%*	10 *15%* *21%*	9 *15%* *18%*	8 *26%* *17%*	1 *6%* *3%*	3 *8%* *7%*	29 *16%* *59%*	17 *16%* *34%*	17 *19%* *35%*	2 *3%* *3%*	17 *15%* *36%*
6	**45** ***14%***	20 *20%* *44%*	25 *11%* *56%*	11 *19%* *25%*	11 *13%* *23%*	8 *12%* *18%*	6 *10%* *13%*	9 *30%* *21%*	- - -	6 *14%* *13%*	23 *13%* *50%*	17 *16%* *37%*	14 *16%* *31%*	11 *17%* *24%*	13 *11%* *29%*
5	**47** ***14%***	11 *11%* *24%*	36 *16%* *76%*	10 *16%* *21%*	12 *15%* *25%*	9 *14%* *20%*	6 *11%* *14%*	4 *13%* *9%*	5 *21%* *11%*	3 *6%* *5%*	29 *16%* *62%*	15 *15%* *33%*	10 *11%* *20%*	11 *17%* *23%*	19 *16%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 913

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**29** ***9%***	6 *6%* *20%*	23 *10%* *80%*	1 *2%* *5%*	16 *20%* *55%* CF	5 *8%* *18%*	3 *4%* *8%*	1 *4%* *5%*	3 *11%* *9%*	3 *8%* *11%*	14 *8%* *46%*	13 *12%* *43%*	6 *7%* *20%*	6 *10%* *21%*	13 *11%* *44%*
3	**20** ***6%***	5 *5%* *27%*	15 *7%* *73%*	6 *9%* *28%*	5 *7%* *26%*	5 *7%* *24%*	3 *5%* *15%*	- - -	2 *6%* *8%*	2 *5%* *10%*	12 *7%* *59%*	6 *6%* *31%*	4 *5%* *22%*	3 *4%* *14%*	12 *10%* *57%*
2	**17** ***5%***	6 *6%* *35%*	11 *5%* *65%*	4 *7%* *25%*	5 *6%* *30%*	4 *6%* *22%*	4 *6%* *23%*	- - -	- - -	4 *10%* *24%*	10 *6%* *58%*	3 *3%* *18%*	6 *7%* *34%*	2 *3%* *10%*	7 *6%* *38%*
1	**29** ***9%***	8 *8%* *29%*	21 *9%* *71%*	4 *7%* *15%*	3 *4%* *10%*	11 *16%* *37%* D	8 *14%* *29%*	2 *5%* *6%*	1 *4%* *4%*	9 *21%* *31%* K	18 *10%* *61%*	2 *2%* *9%*	8 *9%* *29%*	5 *8%* *16%*	13 *11%* *46%*
Don't know	**29** ***9%***	7 *7%* *26%*	21 *9%* *74%*	5 *8%* *17%*	2 *2%* *6%*	5 *7%* *17%*	11 *18%* *38%* D	3 *10%* *12%*	3 *12%* *11%*	5 *11%* *17%*	15 *8%* *52%*	9 *8%* *31%*	5 *6%* *19%*	4 *6%* *14%*	13 *11%* *46%*
Net: 10/9/8/7	**111** ***34%***	35 *35%* *32%*	76 *33%* *68%*	19 *31%* *17%*	28 *34%* *25%*	21 *31%* *19%*	20 *33%* *18%*	12 *37%* *11%*	12 *46%* *10%*	11 *26%* *10%*	60 *34%* *54%*	40 *38%* *36%*	35 *39%* *31%* N	22 *35%* *19%*	26 *23%* *24%*
Net: 10/9	**20** ***6%***	4 *4%* *18%*	17 *7%* *82%*	2 *3%* *9%*	5 *6%* *24%*	6 *10%* *32%*	3 *5%* *15%*	2 *5%* *8%*	3 *10%* *13%*	- - -	10 *6%* *49%*	10 *10%* *51%*	8 *9%* *39%*	- - -	6 *5%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 913

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**122** ***37%***	37 *37%* *31%*	84 *37%* *69%*	23 *37%* *19%*	39 *47%* *32%* F	23 *33%* *19%*	15 *24%* *12%*	15 *47%* *12%*	8 *32%* *7%*	12 *28%* *10%*	65 *36%* *54%*	45 *42%* *37%*	29 *33%* *24%*	28 *44%* *23%*	45 *39%* *37%*
Net: 3/2/1	**67** ***20%***	20 *20%* *30%*	47 *20%* *70%*	14 *23%* *21%*	14 *17%* *20%*	19 *28%* *29%*	15 *25%* *23%*	2 *5%* *2%*	3 *10%* *4%*	15 *35%* *23%* K	40 *22%* *59%*	12 *11%* *18%*	19 *21%* *28%*	9 *15%* *14%*	31 *27%* *47%*
Mean	**5.42**	5.42	5.42	5.40	5.43	5.06	5.14	6.10	6.24	4.47	5.32	5.96 I	5.59	5.66	4.77
Standard Deviation	**2.42**	2.25	2.49	2.33	2.18	2.74	2.68	1.79	2.44	2.70	2.43	2.16	2.55	2.21	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 913

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**13** ***4%***	2 *8%* *18%*	1 *4%* *6%*	* *3%* *2%*	10 *4%* *74%*	13 *4%* *97%*	* *1%* *3%*	13 *4%* *100%*	13 *4%* *100%*	13 *4%* *100%*
9	**7** ***2%***	1 *4%* *18%*	1 *3%* *9%*	1 *5%* *8%*	4 *2%* *64%*	6 *2%* *89%*	1 *2%* *11%*	7 *2%* *100%*	7 *2%* *100%*	7 *2%* *100%*
8	**42** ***13%***	4 *15%* *10%*	4 *20%* *10%*	1 *11%* *3%*	33 *12%* *77%*	41 *14%* *97%*	1 *3%* *3%*	42 *13%* *100%*	42 *13%* *100%*	42 *13%* *100%*
7	**49** ***15%***	7 *24%* *14%*	4 *18%* *8%*	2 *16%* *4%*	36 *14%* *74%*	43 *15%* *88%*	6 *16%* *12%*	49 *15%* *100%*	49 *15%* *100%*	49 *15%* *100%*
6	**45** ***14%***	5 *17%* *11%*	1 *6%* *3%*	2 *14%* *4%*	37 *14%* *83%*	42 *14%* *93%*	3 *8%* *7%*	45 *14%* *100%*	45 *14%* *100%*	45 *14%* *100%*
5	**47** ***14%***	4 *13%* *8%*	3 *13%* *6%*	1 *12%* *3%*	39 *15%* *83%*	40 *14%* *86%*	7 *19%* *14%*	47 *14%* *100%*	47 *14%* *100%*	47 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 913

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**29** ***9%***	1 *2%* *2%*	3 *12%* *9%*	1 *9%* *3%*	25 *9%* *85%*	26 *9%* *89%*	3 *9%* *11%*	26 *8%* *89%*	29 *9%* *100%*	29 *9%* *100%*
3	**20** ***6%***	- - -	1 *4%* *4%*	1 *7%* *4%* O	19 *7%* *93%*	18 *6%* *88%*	2 *7%* *12%*	20 *6%* *100%*	20 *6%* *100%*	20 *6%* *100%*
2	**17** ***5%***	1 *4%* *6%*	1 *4%* *5%*	1 *11%* *7%*	14 *5%* *82%*	14 *5%* *83%*	3 *8%* *17%*	17 *5%* *100%*	17 *5%* *100%*	17 *5%* *100%*
1	**29** ***9%***	1 *2%* *2%*	2 *7%* *5%*	1 *6%* *2%*	26 *10%* *91%*	23 *8%* *81%*	6 *16%* *19%*	29 *9%* *99%*	29 *9%* *100%*	29 *9%* *100%*
Don't know	**29** ***9%***	3 *11%* *11%*	2 *11%* *8%*	1 *7%* *3%*	22 *8%* *79%*	24 *8%* *86%*	4 *11%* *14%*	29 *9%* *100%*	29 *9%* *100%*	29 *9%* *100%*
Net: 10/9/8/7	**111** ***34%***	15 *52%* *14%* R	9 *44%* *9%*	4 *34%* *3%*	83 *31%* *74%*	103 *35%* *93%*	8 *22%* *7%*	111 *34%* *100%*	111 *34%* *100%*	111 *34%* *100%*
Net: 10/9	**20** ***6%***	4 *13%* *18%*	1 *7%* *7%*	1 *8%* *4%*	14 *5%* *70%*	19 *7%* *95%*	1 *3%* *5%*	20 *6%* *100%*	20 *6%* *100%*	20 *6%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 913

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its entertainment and factual programmes show people from different parts of the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**122** ***37%***	9 *32%* *8%*	6 *30%* *5%*	4 *36%* *3%*	102 *38%* *84%*	109 *37%* *89%*	13 *36%* *11%*	118 *36%* *97%*	122 *37%* *100%*	122 *37%* *100%*
Net: 3/2/1	**67** ***20%***	2 *6%* *2%*	3 *15%* *5%*	3 *23%* *4%* O	59 *22%* *89%* O	56 *19%* *83%*	11 *31%* *16%*	66 *20%* *100%*	67 *20%* *100%*	67 *20%* *100%*
Mean	**5.42**	6.65 QR	5.79	5.37	5.26	5.53	4.47	5.44	5.42	5.42
Standard Deviation	**2.42**	2.01	2.47	2.54	2.42	2.40	2.40	2.42	2.42	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 914

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary							
	ITV2	E4	Sky One	More4	UKTV History	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	595	208	338
Total (Wtd)	510	668	487	298	461	564	241	328
Effective Total	326	416	331	196	320	393	147	221
10	22 *4%*	25 *4%*	12 *2%*	6 *2%*	31 *7%*	38 *7%*	11 *4%*	13 *4%*
9	18 *4%*	16 *2%*	25 *5%*	9 *3%*	31 *7%*	42 *7%*	13 *5%*	7 *2%*
8	83 *16%*	78 *12%*	64 *13%*	50 *17%*	85 *18%*	98 *17%*	20 *8%*	42 *13%*
7	92 *18%*	94 *14%*	83 *17%*	44 *15%*	86 *19%*	83 *15%*	27 *11%*	49 *15%*
6	75 *15%*	106 *16%*	64 *13%*	39 *13%*	50 *11%*	88 *16%*	40 *16%*	45 *14%*
5	78 *15%*	99 *15%*	83 *17%*	34 *11%*	51 *11%*	66 *12%*	31 *13%*	47 *14%*
4	37 *7%*	77 *12%*	39 *8%*	25 *8%*	27 *6%*	37 *6%*	24 *10%*	29 *9%*
3	28 *5%*	33 *5%*	28 *6%*	16 *5%*	22 *5%*	21 *4%*	15 *6%*	20 *6%*
2	16 *3%*	42 *6%*	26 *5%*	17 *6%*	21 *5%*	28 *5%*	16 *7%*	17 *5%*
1	9 *2%*	34 *5%*	19 *4%*	16 *5%*	11 *2%*	23 *4%*	26 *11%*	29 *9%*
Don't know	52 *10%*	64 *10%*	45 *9%*	42 *14%*	47 *10%*	42 *7%*	18 *8%*	29 *9%*
Net: 10/9/8/7	215 *42%*	213 *32%*	184 *38%*	110 *37%*	233 *51%*	260 *46%*	71 *29%*	111 *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 914

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its entertainment and factual programmes show people from different parts of the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary							
	ITV2	E4	Sky One	More4	UKTV History	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	595	208	338
Effective Total	326	416	331	196	320	393	147	221
Net: 10/9	40 *8%*	41 *6%*	37 *8%*	15 *5%*	62 *13%*	80 *14%*	23 *10%*	20 *6%*
Net: 6/5/4	190 *37%*	283 *42%*	186 *38%*	98 *33%*	128 *28%*	190 *34%*	95 *39%*	122 *37%*
Net: 3/2/1	53 *10%*	108 *16%*	72 *15%*	49 *16%*	54 *12%*	71 *13%*	58 *24%*	67 *20%*
Mean	6.12	5.52	5.76	5.69	6.40	6.25	5.22	5.42
Standard Deviation	2.03	2.24	2.18	2.29	2.25	2.33	2.54	2.42

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 915

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**24** ***5%***	7 *4%* *31%*	17 *5%* *69%*	4 *3%* *15%*	6 *4%* *26%*	2 *3%* *10%*	5 *6%* *21%*	- - -	7 *11%* *28%*	1 *2%* *5%*	9 *3%* *39%*	14 *8%* *57%*	5 *4%* *22%*	5 *4%* *21%*	8 *6%* *33%*
9	**16** ***3%***	9 *5%* *58%*	7 *2%* *42%*	3 *3%* *21%*	2 *1%* *12%*	4 *4%* *22%*	3 *3%* *18%*	4 *11%* *25%*	* * *1%*	1 *1%* *4%*	8 *3%* *48%*	8 *5%* *48%*	2 *1%* *10%*	3 *2%* *19%*	5 *4%* *35%*
8	**66** ***13%***	20 *10%* *31%*	45 *15%* *69%*	22 *21%* *33%*	19 *13%* *28%*	7 *8%* *11%*	10 *13%* *16%*	2 *6%* *4%*	5 *9%* *8%*	12 *16%* *18%*	38 *14%* *58%*	16 *10%* *24%*	24 *17%* *36%*	15 *12%* *23%*	12 *8%* *18%*
7	**86** ***17%***	29 *15%* *34%*	57 *18%* *66%*	12 *12%* *15%*	27 *19%* *31%*	19 *23%* *22%*	14 *17%* *16%*	6 *17%* *7%*	8 *12%* *9%*	19 *25%* *22%* K	49 *18%* *57%*	18 *11%* *22%*	28 *20%* *33%*	14 *11%* *16%*	22 *15%* *25%*
6	**82** ***16%***	29 *14%* *35%*	54 *17%* *65%*	14 *13%* *17%*	25 *18%* *30%*	10 *12%* *12%*	16 *20%* *19%*	6 *17%* *8%*	11 *18%* *13%*	16 *22%* *19%*	35 *13%* *43%*	31 *19%* *38%*	17 *13%* *21%*	24 *19%* *29%*	27 *19%* *33%*
5	**91** ***18%***	32 *16%* *36%*	59 *19%* *64%*	22 *21%* *24%*	24 *17%* *27%*	14 *16%* *15%*	12 *15%* *13%*	7 *20%* *8%*	11 *18%* *12%*	5 *7%* *6%*	58 *21%* *64%* I	28 *17%* *30%*	23 *17%* *26%*	27 *21%* *30%*	28 *19%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 915

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**41** ***8%***	19 *9%* *46%*	22 *7%* *54%*	8 *8%* *20%*	17 *12%* *41%*	4 *5%* *10%*	5 *6%* *11%*	2 *5%* *4%*	6 *9%* *14%*	6 *9%* *16%*	17 *6%* *41%*	18 *11%* *43%*	10 *7%* *24%*	18 *14%* *44%* N	5 *4%* *13%*
3	**22** ***4%***	12 *6%* *55%*	10 *3%* *45%*	6 *5%* *26%*	2 *2%* *10%*	7 *9%* *32%* D	5 *6%* *23%*	1 *3%* *5%*	1 *2%* *4%*	3 *4%* *14%*	8 *3%* *38%*	11 *7%* *48%*	11 *8%* *50%*	3 *2%* *14%*	7 *5%* *32%*
2	**19** ***4%***	12 *6%* *65%*	7 *2%* *35%*	4 *4%* *21%*	5 *4%* *29%*	4 *5%* *24%*	2 *3%* *12%*	2 *4%* *8%*	1 *2%* *6%*	1 *1%* *3%*	15 *5%* *78%*	3 *2%* *18%*	2 *1%* *9%*	6 *5%* *31%*	7 *5%* *39%*
1	**19** ***4%***	10 *5%* *53%*	9 *3%* *47%*	5 *5%* *26%*	5 *4%* *29%*	2 *3%* *11%*	4 *5%* *22%*	2 *6%* *12%*	- - -	4 *5%* *22%*	10 *3%* *51%*	5 *3%* *27%*	9 *6%* *46%*	2 *2%* *12%*	5 *4%* *27%*
Don't know	**44** ***9%***	18 *9%* *41%*	26 *8%* *59%*	6 *6%* *14%*	8 *6%* *18%*	10 *12%* *22%*	4 *5%* *9%*	4 *10%* *8%*	13 *21%* *29%* CDF	6 *9%* *14%*	28 *10%* *63%*	10 *6%* *22%*	7 *5%* *16%*	10 *8%* *22%*	17 *12%* *38%*
Net: 10/9/8/7	**191** ***38%***	66 *33%* *34%*	125 *40%* *66%*	41 *39%* *22%*	54 *38%* *28%*	32 *38%* *17%*	32 *40%* *17%*	13 *34%* *7%*	20 *32%* *10%*	32 *44%* *17%*	104 *38%* *54%*	55 *34%* *29%*	59 *43%* *31%*	37 *29%* *19%*	47 *33%* *25%*
Net: 10/9	**40** ***8%***	16 *8%* *41%*	23 *7%* *59%*	7 *7%* *18%*	8 *6%* *21%*	6 *7%* *15%*	8 *10%* *20%*	4 *11%* *10%*	7 *11%* *17%*	2 *2%* *4%*	17 *6%* *42%*	21 *13%* *53%* I	7 *5%* *17%*	8 *6%* *20%*	13 *9%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 915

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**214** ***42%***	80 *40%* *37%*	135 *43%* *63%*	44 *41%* *21%*	66 *47%* *31%*	28 *34%* *13%*	33 *41%* *15%*	16 *42%* *7%*	28 *44%* *13%*	27 *37%* *13%*	110 *40%* *51%*	77 *48%* *36%*	51 *37%* *24%*	69 *54%* *32%* L	61 *42%* *28%*
Net: 3/2/1	**60** ***12%***	35 *17%* *58%* B	25 *8%* *42%*	15 *14%* *24%*	13 *9%* *22%*	14 *17%* *23%* H	11 *14%* *19%*	5 *14%* *8%*	2 *3%* *4%*	8 *11%* *13%*	33 *12%* *55%*	19 *12%* *32%*	22 *16%* *36%*	11 *9%* *19%*	20 *14%* *33%*
Mean	**5.90**	5.56	6.11 A	5.85	5.86	5.75	5.96	5.72	6.31	5.98	5.84	5.95	5.80	5.71	5.83
Standard Deviation	**2.12**	2.29	1.99	2.19	2.04	2.14	2.24	2.20	2.00	1.98	2.10	2.23	2.19	1.97	2.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 915

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**24** ***5%***	3 *7%* *15%*	2 *6%* *8%*	* *1%* *1%*	18 *4%* *76%*	19 *4%* *78%*	5 *17%* *22%*	24 *5%* *100%*	24 *5%* *100%*	18 *6%* *74%*	6 *3%* *26%*	6 *3%* *26%*
9	**16** ***3%***	3 *6%* *19%*	2 *5%* *11%*	1 *6%* *6%*	10 *2%* *64%*	14 *3%* *87%*	2 *7%* *13%*	16 *3%* *100%*	16 *3%* *100%*	12 *4%* *74%*	4 *2%* *26%*	4 *2%* *28%*
8	**66** ***13%***	8 *17%* *13%*	4 *12%* *6%*	2 *15%* *4%*	51 *12%* *77%*	65 *14%* *98%*	1 *4%* *2%*	66 *13%* *100%*	66 *13%* *100%*	33 *10%* *50%*	33 *17%* *50%*	33 *16%* *50%*
7	**86** ***17%***	12 *24%* *14%*	7 *22%* *8%*	3 *18%* *3%*	64 *16%* *74%*	81 *17%* *95%*	4 *14%* *5%*	84 *17%* *98%*	86 *17%* *100%*	53 *17%* *62%*	33 *17%* *38%*	35 *17%* *41%*
6	**82** ***16%***	7 *13%* *8%*	4 *12%* *5%*	3 *17%* *3%*	69 *17%* *84%*	77 *16%* *93%*	6 *18%* *7%*	82 *16%* *100%*	82 *16%* *100%*	54 *17%* *66%*	28 *14%* *34%*	31 *15%* *37%*
5	**91** ***18%***	5 *10%* *6%*	5 *14%* *5%*	3 *19%* *3%*	78 *19%* *86%*	88 *19%* *97%*	2 *8%* *3%*	89 *18%* *98%*	91 *18%* *100%*	52 *17%* *57%*	38 *20%* *42%*	43 *20%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 915

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**41** ***8%***	3 *5%* *6%*	4 *12%* *9%*	1 *7%* *3%*	33 *8%* *81%*	38 *8%* *94%*	3 *8%* *6%*	41 *8%* *100%*	41 *8%* *100%*	27 *9%* *65%*	14 *7%* *35%*	14 *7%* *35%*
3	**22** ***4%***	- - -	* *1%* *2%*	* *3%* *2%* O	22 *5%* *96%*	21 *4%* *94%*	1 *4%* *6%*	21 *4%* *94%*	22 *4%* *100%*	15 *5%* *65%*	8 *4%* *35%*	8 *4%* *35%*
2	**19** ***4%***	3 *6%* *16%*	1 *2%* *4%*	- - -	15 *4%* *80%*	15 *3%* *81%*	4 *11%* *19%*	19 *4%* *100%*	19 *4%* *100%*	16 *5%* *86%*	3 *1%* *14%*	4 *2%* *22%*
1	**19** ***4%***	1 *2%* *6%*	1 *2%* *4%*	1 *5%* *4%*	16 *4%* *86%*	17 *4%* *90%*	2 *6%* *10%*	18 *4%* *98%*	19 *4%* *100%*	9 *3%* *48%*	10 *5%* *52%*	11 *5%* *61%*
Don't know	**44** ***9%***	5 *10%* *12%*	4 *12%* *9%*	1 *9%* *3%*	34 *8%* *76%*	43 *9%* *98%*	1 *3%* *2%*	44 *9%* *100%*	44 *9%* *100%*	26 *8%* *58%*	18 *9%* *42%*	21 *10%* *47%*
Net: 10/9/8/7	**191** ***38%***	27 *53%* *14%* R	15 *45%* *8%*	7 *40%* *3%*	143 *35%* *75%*	179 *37%* *93%*	13 *41%* *7%*	190 *38%* *99%*	191 *38%* *100%*	116 *37%* *60%*	76 *39%* *40%*	79 *37%* *41%*
Net: 10/9	**40** ***8%***	6 *13%* *16%*	4 *11%* *10%*	1 *7%* *3%*	28 *7%* *71%*	32 *7%* *82%*	7 *23%* *18%*	40 *8%* *100%*	40 *8%* *100%*	29 *9%* *74%*	10 *5%* *26%*	10 *5%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 915

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**214** ***42%***	14 *28%* *7%*	13 *38%* *6%*	7 *43%* *3%*	180 *44%* *84%* O	204 *43%* *95%*	11 *34%* *5%*	212 *42%* *99%*	214 *42%* *100%*	133 *42%* *62%*	81 *41%* *38%*	88 *42%* *41%*
Net: 3/2/1	**60** ***12%***	4 *8%* *7%*	2 *5%* *3%*	1 *8%* *2%*	53 *13%* *88%*	53 *11%* *89%*	7 *22%* *11%*	58 *12%* *97%*	60 *12%* *100%*	40 *13%* *66%*	20 *10%* *34%*	23 *11%* *39%*
Mean	**5.90**	6.51 R	6.30	6.06	5.78	5.89	5.94	5.91	5.90	5.88	5.92	5.84
Standard Deviation	**2.12**	2.18	2.06	2.02	2.12	2.07	2.87	2.12	2.12	2.16	2.07	2.09

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 916

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**37** ***6%***	19 *6%* *51%*	18 *5%* *49%*	16 *9%* *44%* E	9 *4%* *25%*	1 *1%* *4%*	7 *8%* *19%*	- - -	3 *13%* *8%*	3 *3%* *9%*	22 *6%* *58%*	12 *8%* *33%*	16 *10%* *42%* N	8 *5%* *23%*	7 *3%* *20%*
9	**35** ***5%***	9 *3%* *26%*	26 *7%* *74%*	24 *12%* *68%* DF	5 *2%* *13%*	5 *5%* *14%*	- - -	1 *4%* *4%*	1 *3%* *2%*	6 *5%* *18%*	17 *4%* *49%*	12 *7%* *33%*	3 *2%* *8%*	10 *6%* *29%*	12 *5%* *33%*
8	**117** ***18%***	63 *22%* *53%*	55 *14%* *47%*	47 *24%* *40%* F	42 *18%* *36%*	14 *14%* *12%*	9 *10%* *7%*	1 *4%* *1%*	4 *20%* *4%*	27 *23%* *23%*	67 *17%* *57%*	23 *14%* *20%*	41 *25%* *35%* M	21 *13%* *18%*	39 *17%* *34%*
7	**82** ***12%***	35 *12%* *42%*	48 *13%* *58%*	28 *15%* *35%*	34 *15%* *42%*	9 *9%* *10%*	7 *8%* *9%*	3 *9%* *4%*	1 *3%* *1%*	8 *7%* *10%*	59 *15%* *71%* I	15 *10%* *19%*	20 *12%* *24%*	17 *10%* *20%*	27 *12%* *33%*
6	**110** ***17%***	55 *19%* *50%*	55 *15%* *50%*	19 *10%* *17%*	47 *20%* *42%* C	20 *20%* *18%* C	13 *15%* *12%*	8 *26%* *7%*	3 *15%* *3%*	24 *20%* *22%*	67 *17%* *61%*	20 *12%* *18%*	25 *15%* *23%*	29 *17%* *26%*	37 *16%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 916

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
5	**92** ***14%***	24 *8%* *26%*	68 *18%* *74%* A	18 *9%* *19%*	35 *15%* *38%*	17 *18%* *19%*	17 *19%* *18%*	4 *13%* *4%*	1 *5%* *1%*	18 *15%* *19%*	46 *12%* *50%*	28 *18%* *31%*	11 *7%* *12%*	30 *18%* *33%* L	32 *14%* *35%*
4	**75** ***11%***	37 *13%* *50%*	37 *10%* *50%*	28 *15%* *38%* F	28 *12%* *38%*	8 *8%* *10%*	3 *4%* *4%*	5 *15%* *7%*	2 *11%* *3%*	6 *5%* *8%*	35 *9%* *47%*	34 *21%* *45%* IJ	22 *14%* *30%*	20 *12%* *27%*	25 *11%* *33%*
3	**33** ***5%***	13 *4%* *38%*	20 *5%* *62%*	7 *3%* *20%*	12 *5%* *35%*	6 *6%* *19%*	6 *7%* *18%*	3 *8%* *8%*	- - -	7 *6%* *22%*	25 *6%* *75%* K	1 *1%* *3%*	9 *5%* *27%*	5 *3%* *16%*	13 *6%* *41%*
2	**25** ***4%***	7 *2%* *29%*	17 *5%* *71%*	- - -	12 *5%* *48%* C	6 *6%* *24%* C	5 *6%* *21%* C	2 *6%* *7%*	- - -	10 *8%* *39%* K	13 *3%* *53%*	2 *1%* *7%*	5 *3%* *20%*	12 *7%* *48%*	7 *3%* *28%*
1	**27** ***4%***	15 *5%* *55%*	12 *3%* *45%*	1 *1%* *5%*	6 *3%* *23%*	8 *8%* *31%* CD	8 *10%* *32%* CD	1 *2%* *3%*	2 *9%* *7%*	5 *4%* *20%*	19 *5%* *72%*	2 *1%* *9%*	7 *4%* *25%*	5 *3%* *20%*	9 *4%* *35%*
Don't know	**35** ***5%***	15 *5%* *42%*	21 *5%* *58%*	5 *3%* *15%*	6 *2%* *16%*	5 *5%* *15%*	11 *12%* *30%* CD	4 *13%* *12%*	5 *20%* *13%*	6 *5%* *16%*	18 *5%* *51%*	12 *7%* *34%*	3 *2%* *10%*	8 *5%* *23%*	17 *7%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 916

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 10/9/8/7	**272** ***41%***	125 *43%* *46%*	147 *39%* *54%*	115 *60%* *42%* DE F	90 *38%* *33%*	29 *29%* *11%*	23 *27%* *8%*	6 *18%* *2%*	9 *39%* *3%*	45 *37%* *17%*	164 *42%* *60%*	62 *39%* *23%*	79 *49%* *29%*	57 *34%* *21%*	85 *38%* *31%*
Net: 10/9	**72** ***11%***	28 *10%* *39%*	44 *12%* *61%*	40 *21%* *56%* DE F	14 *6%* *19%*	6 *6%* *8%*	7 *8%* *10%*	1 *4%* *2%*	4 *16%* *5%*	10 *8%* *13%*	39 *10%* *54%*	24 *15%* *33%*	19 *11%* *26%*	18 *11%* *26%*	19 *8%* *27%*
Net: 6/5/4	**277** ***41%***	116 *40%* *42%*	161 *43%* *58%*	64 *33%* *23%*	110 *47%* *40%* C	45 *45%* *16%*	33 *38%* *12%*	17 *53%* *6%*	7 *32%* *3%*	48 *40%* *17%*	147 *38%* *53%*	82 *51%* *29%*	58 *36%* *21%*	79 *48%* *29%*	94 *41%* *34%*
Net: 3/2/1	**84** ***13%***	35 *12%* *41%*	50 *13%* *59%*	8 *4%* *9%*	29 *13%* *35%* C	20 *20%* *24%* C	20 *23%* *23%* C	5 *16%* *6%*	2 *9%* *2%*	22 *18%* *26%* K	57 *15%* *68%* K	5 *3%* *6%*	20 *13%* *24%*	22 *14%* *27%*	30 *13%* *35%*
Mean	**6.00**	6.09	5.93	6.85 D EF	5.85	5.38	5.32	5.18	6.40	5.81	5.98	6.19	6.24	5.77	5.88
Standard Deviation	**2.25**	2.29	2.23	2.04	2.07	2.30	2.59	1.88	2.78	2.33	2.29	2.11	2.36	2.26	2.20

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 916

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**37** ***6%***	5 *7%* *13%*	* *1%* *1%*	* *2%* *1%*	32 *6%* *85%*	35 *6%* *94%*	2 *5%* *6%*	35 *5%* *93%*	37 *6%* *100%*	30 *7%* *81%* YZ	7 *3%* *19%*	7 *3%* *19%*
9	**35** ***5%***	7 *11%* *21%* R	2 *8%* *6%*	1 *4%* *3%*	25 *4%* *70%*	27 *4%* *79%*	8 *16%* *21%* S	35 *5%* *99%*	35 *5%* *100%*	20 *5%* *57%*	15 *6%* *43%*	15 *6%* *43%*
8	**117** ***18%***	10 *16%* *9%*	2 *6%* *1%*	4 *16%* *3%*	102 *18%* *87%* P	112 *18%* *95%*	5 *11%* *5%*	115 *18%* *98%*	117 *18%* *100%*	59 *14%* *50%*	59 *23%* *50%* X	59 *22%* *50%* X
7	**82** ***12%***	9 *14%* *11%*	5 *19%* *6%*	5 *19%* *6%* R	64 *11%* *77%*	79 *13%* *96%*	3 *6%* *4%*	81 *12%* *98%*	82 *12%* *100%*	51 *13%* *62%*	31 *12%* *38%*	31 *12%* *38%*
6	**110** ***17%***	11 *16%* *10%*	4 *15%* *3%*	5 *20%* *4%*	91 *16%* *83%*	100 *16%* *91%*	10 *22%* *9%*	108 *17%* *98%*	110 *17%* *100%*	63 *16%* *57%*	47 *18%* *42%*	49 *19%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 916

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
5	**92** ***14%***	11 *17%* *12%*	4 *15%* *4%*	4 *15%* *4%*	73 *13%* *80%*	84 *13%* *91%*	8 *17%* *9%*	87 *13%* *95%*	92 *14%* *100%*	58 *14%* *63%*	34 *13%* *37%*	34 *13%* *37%*
4	**75** ***11%***	4 *7%* *6%*	2 *8%* *3%*	1 *6%* *2%*	67 *12%* *90%*	71 *11%* *95%*	4 *8%* *5%*	71 *11%* *95%*	75 *11%* *100%*	57 *14%* *76%* YZ	18 *7%* *24%*	18 *7%* *24%*
3	**33** ***5%***	1 *2%* *5%*	3 *12%* *10%* OR	1 *4%* *3%*	27 *5%* *83%*	33 *5%* *99%*	* *1%* *1%*	33 *5%* *100%*	33 *5%* *100%*	17 *4%* *52%*	16 *6%* *48%*	16 *6%* *48%*
2	**25** ***4%***	- - -	* *2%* *2%*	* *2%* *2%*	24 *4%* *97%*	25 *4%* *100%*	- - -	25 *4%* *100%*	25 *4%* *100%*	18 *4%* *73%*	7 *3%* *27%*	7 *3%* *27%*
1	**27** ***4%***	3 *4%* *10%*	1 *4%* *4%*	2 *6%* *6%*	22 *4%* *80%*	23 *4%* *85%*	4 *9%* *15%*	27 *4%* *99%*	27 *4%* *100%*	15 *4%* *58%*	11 *4%* *42%*	11 *4%* *42%*
Don't know	**35** ***5%***	3 *5%* *9%*	2 *9%* *7%*	1 *6%* *4%*	28 *5%* *80%*	33 *5%* *93%*	3 *6%* *7%*	35 *5%* *100%*	35 *5%* *100%*	19 *5%* *54%*	16 *6%* *46%*	16 *6%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 916

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 10/9/8/7	**272** ***41%***	31 *48%* *11%*	9 *35%* *3%*	10 *41%* *4%*	222 *40%* *82%*	254 *41%* *93%*	18 *39%* *7%*	265 *41%* *97%*	272 *41%* *100%*	160 *39%* *59%*	112 *43%* *41%*	112 *43%* *41%*
Net: 10/9	**72** ***11%***	12 *19%* *17%* QR	2 *9%* *3%*	1 *6%* *2%*	56 *10%* *78%*	62 *10%* *86%*	10 *21%* *14%* S	69 *11%* *96%*	72 *11%* *100%*	50 *12%* *69%*	22 *8%* *31%*	22 *8%* *31%*
Net: 6/5/4	**277** ***41%***	26 *40%* *9%*	10 *38%* *4%*	10 *41%* *4%*	231 *42%* *84%*	255 *41%* *92%*	22 *46%* *8%*	266 *41%* *96%*	277 *41%* *100%*	178 *44%* *64%*	98 *38%* *36%*	101 *38%* *36%*
Net: 3/2/1	**84** ***13%***	4 *7%* *5%*	5 *18%* *5%* O	3 *12%* *4%*	73 *13%* *86%*	80 *13%* *95%*	4 *10%* *5%*	84 *13%* *100%*	84 *13%* *100%*	51 *12%* *60%*	34 *13%* *40%*	34 *13%* *40%*
Mean	**6.00**	6.52 PR	5.64	5.93	5.95	5.98	6.19	5.99	6.00	5.94	6.09	6.09
Standard Deviation	**2.25**	2.17	2.16	2.14	2.27	2.24	2.42	2.26	2.25	2.30	2.18	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 917

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**11** ***2%***	4 *1%* *32%*	8 *3%* *68%*	2 *2%* *14%*	1 *1%* *10%*	5 *5%* *41%*	1 *1%* *8%*	* *1%* *3%*	3 *5%* *23%*	1 *1%* *5%*	2 *1%* *20%*	9 *6%* *75%* J	- - -	3 *2%* *24%*	3 *2%* *23%*
9	**29** ***6%***	12 *5%* *41%*	17 *7%* *59%*	6 *8%* *19%*	6 *5%* *20%*	4 *4%* *15%*	2 *3%* *9%*	4 *10%* *15%*	6 *11%* *21%*	6 *7%* *20%*	18 *7%* *61%*	5 *4%* *19%*	5 *5%* *19%*	11 *9%* *38%*	8 *5%* *27%*
8	**90** ***19%***	53 *21%* *59%*	37 *16%* *41%*	17 *24%* *19%*	28 *22%* *31%*	14 *13%* *15%*	11 *14%* *13%*	6 *13%* *7%*	14 *24%* *15%*	15 *18%* *16%*	49 *18%* *54%*	27 *20%* *30%*	20 *19%* *22%*	22 *18%* *24%*	33 *20%* *36%*
7	**96** ***20%***	53 *21%* *55%*	43 *19%* *45%*	16 *22%* *16%*	23 *18%* *24%*	21 *20%* *21%*	22 *27%* *23%* H	8 *17%* *8%*	6 *10%* *6%*	17 *21%* *18%*	57 *21%* *60%*	22 *17%* *23%*	19 *18%* *20%*	23 *19%* *24%*	35 *21%* *37%*
6	**65** ***13%***	32 *12%* *49%*	33 *15%* *51%*	11 *16%* *17%*	20 *15%* *31%*	13 *13%* *20%*	11 *13%* *16%*	6 *12%* *9%*	5 *8%* *7%*	11 *14%* *17%*	33 *12%* *51%*	21 *16%* *32%*	14 *13%* *22%*	15 *12%* *23%*	23 *14%* *36%*
5	**50** ***10%***	25 *10%* *49%*	25 *11%* *51%*	2 *3%* *4%*	13 *10%* *26%*	16 *16%* *32%* C	10 *12%* *20%*	3 *7%* *7%*	6 *10%* *11%*	8 *10%* *17%*	32 *12%* *64%*	10 *7%* *19%*	8 *8%* *17%*	13 *10%* *26%*	16 *10%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 917

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**50** ***10%***	24 *9%* *48%*	26 *11%* *52%*	3 *4%* *6%*	19 *15%* *37%*	11 *11%* *22%*	6 *8%* *12%*	5 *11%* *10%*	6 *11%* *12%*	6 *8%* *12%*	27 *10%* *54%*	17 *13%* *33%*	17 *16%* *34%* N	16 *13%* *31%*	10 *6%* *21%*
3	**24** ***5%***	19 *8%* *80%* B	5 *2%* *20%*	7 *10%* *28%*	8 *6%* *32%*	5 *5%* *22%*	3 *3%* *11%*	2 *4%* *8%*	- - -	3 *3%* *11%*	20 *7%* *84%* K	1 *1%* *5%*	8 *8%* *35%*	4 *3%* *17%*	6 *4%* *25%*
2	**17** ***4%***	12 *5%* *71%*	5 *2%* *29%*	5 *7%* *28%* D	* * *1%*	5 *5%* *30%* D	2 *3%* *14%*	- - -	5 *8%* *26%* D	4 *5%* *26%*	5 *2%* *27%*	8 *6%* *48%*	4 *4%* *24%*	7 *5%* *38%*	5 *3%* *27%*
1	**22** ***4%***	10 *4%* *44%*	12 *5%* *56%*	3 *4%* *14%*	3 *3%* *15%*	4 *4%* *19%*	6 *7%* *26%*	4 *10%* *21%*	1 *2%* *5%*	6 *8%* *29%* K	14 *5%* *65%*	1 *1%* *6%*	4 *4%* *17%*	- - -	15 *9%* *69%* M
Don't know	**32** ***7%***	14 *5%* *42%*	18 *8%* *58%*	* * *	7 *6%* *23%*	4 *4%* *13%*	7 *9%* *22%* C	7 *16%* *22%* CE	6 *11%* *19%* C	5 *6%* *15%*	16 *6%* *49%*	11 *9%* *36%*	6 *6%* *19%*	11 *9%* *33%*	10 *6%* *31%*
Net: 10/9/8/7	**226** ***46%***	122 *47%* *54%*	105 *46%* *46%*	40 *56%* *18%*	59 *46%* *26%*	43 *42%* *19%*	37 *45%* *16%*	18 *40%* *8%*	29 *50%* *13%*	38 *46%* *17%*	126 *46%* *56%*	62 *47%* *28%*	45 *42%* *20%*	58 *47%* *26%*	78 *48%* *34%*
Net: 10/9	**40** ***8%***	15 *6%* *38%*	25 *11%* *62%*	7 *10%* *18%*	7 *5%* *17%*	9 *9%* *23%*	3 *4%* *8%*	5 *10%* *12%*	9 *16%* *22%*	6 *8%* *16%*	20 *7%* *50%*	14 *11%* *35%*	5 *5%* *14%*	14 *11%* *34%*	10 *6%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 917

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**166** ***34%***	81 *31%* *49%*	85 *37%* *51%*	16 *23%* *10%*	52 *40%* *31%*	40 *39%* *24%*	27 *33%* *16%*	14 *30%* *8%*	17 *29%* *10%*	26 *31%* *15%*	93 *34%* *56%*	47 *36%* *29%*	40 *37%* *24%*	43 *35%* *26%*	50 *31%* *30%*
Net: 3/2/1	**63** ***13%***	41 *16%* *65%*	22 *10%* *35%*	15 *21%* *23%*	11 *9%* *18%*	15 *14%* *23%*	11 *13%* *17%*	6 *14%* *10%*	6 *10%* *9%*	13 *16%* *21%*	39 *14%* *62%*	11 *8%* *17%*	16 *15%* *26%*	11 *9%* *17%*	25 *16%* *40%*
Mean	**6.02**	5.93	6.13	6.13	6.10	5.84	5.84	5.83	6.43	5.84	5.93	6.33	5.73	6.25	5.91
Standard Deviation	**2.19**	2.18	2.20	2.36	1.93	2.23	2.15	2.45	2.36	2.35	2.16	2.15	2.13	2.04	2.34

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 917

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**11** ***2%***	4 *8%* *34%* R	1 *5%* *12%* R	1 *4%* *6%*	5 *1%* *48%*	10 *2%* *87%*	1 *4%* *13%*	11 *2%* *100%*	11 *2%* *100%*	11 *2%* *100%*
9	**29** ***6%***	2 *4%* *8%*	2 *6%* *6%*	1 *6%* *3%*	24 *6%* *83%*	28 *6%* *97%*	1 *2%* *3%*	29 *6%* *100%*	29 *6%* *100%*	29 *6%* *100%*
8	**90** ***19%***	9 *18%* *10%*	5 *17%* *5%*	2 *12%* *2%*	74 *19%* *83%*	83 *19%* *92%*	7 *18%* *8%*	90 *19%* *100%*	90 *19%* *100%*	90 *19%* *100%*
7	**96** ***20%***	9 *18%* *10%*	6 *24%* *7%*	3 *21%* *4%*	77 *20%* *80%*	87 *20%* *91%*	8 *21%* *9%*	95 *19%* *99%*	96 *20%* *100%*	96 *20%* *100%*
6	**65** ***13%***	6 *12%* *9%*	4 *13%* *5%*	3 *18%* *5%*	53 *13%* *81%*	59 *13%* *91%*	6 *15%* *9%*	65 *13%* *100%*	65 *13%* *100%*	65 *13%* *100%*
5	**50** ***10%***	7 *15%* *15%*	4 *15%* *8%*	1 *7%* *2%*	38 *10%* *75%*	46 *10%* *91%*	4 *11%* *9%*	50 *10%* *100%*	50 *10%* *100%*	50 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 917

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**50** ***10%***	4 *8%* *8%*	2 *8%* *4%*	1 *6%* *2%*	43 *11%* *86%*	50 *11%* *100%* T	- - -	50 *10%* *100%*	50 *10%* *100%*	50 *10%* *100%*
3	**24** ***5%***	3 *6%* *12%*	1 *4%* *5%*	2 *11%* *7%*	19 *5%* *77%*	22 *5%* *91%*	2 *5%* *9%*	24 *5%* *100%*	24 *5%* *100%*	24 *5%* *100%*
2	**17** ***4%***	2 *3%* *9%*	- - -	* *3%* *2%*	15 *4%* *89%*	16 *4%* *96%*	1 *2%* *4%*	17 *4%* *100%*	17 *4%* *100%*	17 *4%* *100%*
1	**22** ***4%***	1 *3%* *7%*	1 *3%* *3%*	1 *5%* *4%*	19 *5%* *86%*	18 *4%* *84%*	3 *9%* *16%*	22 *4%* *100%*	22 *4%* *100%*	22 *4%* *100%*
Don't know	**32** ***7%***	3 *5%* *9%*	1 *5%* *4%*	1 *8%* *4%*	27 *7%* *83%*	26 *6%* *82%*	6 *14%* *18%*	32 *7%* *100%*	32 *7%* *100%*	32 *7%* *100%*
Net: 10/9/8/7	**226** ***46%***	24 *48%* *11%*	14 *52%* *6%*	7 *42%* *3%*	181 *46%* *80%*	208 *47%* *92%*	18 *45%* *8%*	225 *46%* *99%*	226 *46%* *100%*	226 *46%* *100%*
Net: 10/9	**40** ***8%***	6 *12%* *15%*	3 *11%* *8%*	2 *10%* *4%*	30 *8%* *73%*	38 *8%* *94%*	2 *6%* *6%*	40 *8%* *100%*	40 *8%* *100%*	40 *8%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 917

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**166** ***34%***	18 *35%* *11%*	10 *36%* *6%*	5 *31%* *3%*	133 *34%* *81%*	155 *35%* *94%*	10 *25%* *6%*	166 *34%* *100%*	166 *34%* *100%*	166 *34%* *100%*
Net: 3/2/1	**63** ***13%***	6 *11%* *9%*	2 *7%* *3%*	3 *18%* *5%* P	52 *13%* *83%*	57 *13%* *90%*	6 *16%* *10%*	63 *13%* *100%*	63 *13%* *100%*	63 *13%* *100%*
Mean	**6.02**	6.27	6.44	5.90	5.96	6.02	6.01	6.02	6.02	6.02
Standard Deviation	**2.19**	2.23	2.00	2.38	2.20	2.18	2.39	2.19	2.19	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 918

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**8** ***3%***	5 *3%* *59%*	3 *2%* *41%*	2 *4%* *19%*	4 *4%* *49%*	2 *3%* *19%*	1 *2%* *11%*	- - -	* *1%* *3%*	2 *3%* *20%*	4 *2%* *47%*	3 *3%* *33%*	3 *5%* *41%*	- - -	3 *3%* *35%*
9	**4** ***1%***	- - -	4 *2%* *100%*	* *1%* *7%*	3 *3%* *75%*	- - -	1 *1%* *14%*	* * *5%*	- - -	2 *3%* *45%*	2 *1%* *55%*	- - -	- - -	- - -	1 *1%* *38%*
8	**62** ***21%***	31 *21%* *49%*	32 *21%* *51%*	14 *32%* *22%*	24 *25%* *38%*	5 *11%* *8%*	7 *14%* *11%*	5 *13%* *8%*	8 *33%* *13%*	14 *26%* *22%*	28 *17%* *44%*	21 *26%* *33%*	17 *25%* *28%*	8 *11%* *13%*	24 *22%* *38%*
7	**46** ***15%***	27 *18%* *59%*	19 *13%* *41%*	13 *29%* *27%*	14 *15%* *30%*	7 *16%* *16%*	3 *7%* *8%*	4 *9%* *8%*	5 *20%* *11%*	8 *16%* *18%*	24 *15%* *52%*	14 *17%* *30%*	17 *26%* *38%*	6 *9%* *14%*	15 *14%* *33%*
6	**58** ***20%***	32 *21%* *55%*	26 *18%* *45%*	8 *18%* *13%*	23 *24%* *39%*	12 *25%* *20%*	7 *14%* *12%*	7 *18%* *13%*	2 *8%* *3%*	12 *22%* *20%*	33 *20%* *56%*	14 *17%* *24%*	8 *12%* *14%*	26 *38%* *45%* LN	15 *14%* *26%*
5	**43** ***14%***	15 *10%* *36%*	28 *18%* *64%*	1 *3%* *3%*	11 *12%* *26%*	6 *12%* *13%*	10 *19%* *23%*	13 *34%* *31%*	2 *7%* *4%*	7 *13%* *16%*	25 *15%* *59%*	11 *14%* *26%*	7 *10%* *16%*	10 *15%* *24%*	20 *18%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 918

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**21** ***7%***	8 *5%* *38%*	13 *8%* *62%*	3 *7%* *14%*	4 *5%* *21%*	5 *10%* *23%*	4 *9%* *21%*	3 *7%* *13%*	2 *7%* *8%*	2 *4%* *10%*	12 *7%* *58%*	7 *8%* *32%*	3 *4%* *13%*	4 *6%* *19%*	11 *10%* *52%*
3	**24** ***8%***	12 *8%* *52%*	11 *8%* *48%*	3 *6%* *11%*	6 *6%* *24%*	4 *8%* *15%*	8 *15%* *32%*	4 *11%* *18%*	- - -	3 *5%* *12%*	15 *9%* *62%*	6 *8%* *26%*	7 *11%* *30%*	7 *11%* *31%*	8 *7%* *34%*
2	**8** ***3%***	8 *6%* *100%* B	- - -	- - -	4 *5%* *53%*	2 *3%* *19%*	* * *	- - -	2 *9%* *28%*	* * *	3 *2%* *39%*	5 *6%* *61%*	3 *4%* *33%*	4 *5%* *47%*	2 *1%* *19%*
1	**13** ***4%***	4 *3%* *34%*	8 *6%* *66%*	- - -	- - -	4 *9%* *32%* D	7 *14%* *55%* D	2 *4%* *14%*	* * *	1 *2%* *10%*	11 *6%* *84%*	1 *1%* *6%*	3 *4%* *21%*	2 *3%* *16%*	6 *6%* *49%*
Don't know	**11** ***4%***	5 *4%* *46%*	6 *4%* *54%*	- - -	2 *2%* *15%*	2 *4%* *15%*	2 *5%* *22%*	2 *4%* *15%*	4 *15%* *33%*	3 *6%* *27%*	8 *5%* *73%*	- - -	- - -	2 *2%* *14%*	5 *5%* *45%*
Net: 10/9/8/7	**120** ***40%***	63 *42%* *52%*	58 *38%* *48%*	28 *66%* *23%*	44 *47%* *37%* F	14 *30%* *12%*	12 *24%* *10%*	9 *22%* *7%*	13 *54%* *11%*	26 *48%* *21%*	57 *35%* *48%*	37 *46%* *31%*	38 *56%* *32%* M	14 *20%* *12%*	44 *40%* *36%*
Net: 10/9	**12** ***4%***	5 *3%* *41%*	7 *5%* *59%*	2 *4%* *16%*	7 *7%* *56%*	2 *3%* *13%*	1 *3%* *12%*	* * *1%*	* *1%* *2%*	3 *6%* *28%*	6 *4%* *49%*	3 *3%* *23%*	3 *5%* *29%*	- - -	4 *4%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 918

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**122** ***41%***	55 *37%* *45%*	67 *44%* *55%*	12 *28%* *10%*	38 *40%* *31%*	22 *47%* *18%*	21 *42%* *17%*	23 *59%* *19%*	6 *22%* *5%*	20 *38%* *17%*	70 *43%* *57%*	32 *39%* *26%*	17 *25%* *14%*	41 *58%* *33%* L	46 *41%* *37%*
Net: 3/2/1	**45** ***15%***	25 *17%* *56%*	20 *13%* *44%*	3 *6%* *6%*	10 *11%* *22%*	9 *20%* *20%*	15 *29%* *33%* D	6 *15%* *13%*	2 *9%* *5%*	4 *8%* *9%*	29 *17%* *64%*	12 *15%* *27%*	13 *18%* *28%*	13 *19%* *30%*	16 *14%* *36%*
Mean	**5.87**	5.90	5.84	6.74	6.34 E F	5.37	4.87	5.33	6.37	6.45 J	5.62	6.00	6.12	5.35	5.78
Standard Deviation	**2.08**	2.10	2.08	1.61	1.91	2.21	2.36	1.74	2.04	1.84	2.15	2.04	2.22	1.78	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 918

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**8** ***3%***	2 *6%* *19%*	- - -	* *4%* *5%*	6 *3%* *76%*	7 *2%* *81%*	2 *9%* *19%*	8 *3%* *100%*	8 *3%* *100%*	8 *6%* *95%* YZ	* * *5%*	* * *5%*
9	**4** ***1%***	2 *7%* *50%* R	- - -	* *4%* *11%* R	1 *1%* *38%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	1 *1%* *25%*	3 *2%* *75%*	3 *2%* *75%*
8	**62** ***21%***	8 *31%* *13%*	2 *17%* *4%*	3 *27%* *4%*	49 *20%* *79%*	59 *21%* *95%*	3 *17%* *5%*	62 *21%* *100%*	62 *21%* *100%*	22 *17%* *35%*	41 *24%* *65%*	41 *24%* *65%*
7	**46** ***15%***	4 *15%* *9%*	1 *9%* *3%*	2 *19%* *4%*	39 *16%* *85%*	44 *16%* *96%*	2 *10%* *4%*	46 *15%* *100%*	46 *15%* *100%*	17 *13%* *37%*	29 *17%* *63%*	29 *17%* *63%*
6	**58** ***20%***	5 *17%* *8%*	3 *19%* *4%*	1 *14%* *3%*	50 *20%* *85%*	54 *19%* *92%*	5 *25%* *8%*	58 *20%* *100%*	58 *20%* *100%*	23 *18%* *40%*	35 *21%* *60%*	37 *22%* *64%*
5	**43** ***14%***	2 *8%* *5%*	3 *23%* *7%*	1 *10%* *2%*	37 *15%* *85%*	40 *14%* *92%*	3 *18%* *8%*	43 *14%* *100%*	43 *14%* *100%*	18 *14%* *42%*	25 *15%* *58%*	25 *15%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 918

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**21** ***7%***	1 *3%* *3%*	2 *14%* *9%* O	1 *7%* *4%*	17 *7%* *84%*	19 *7%* *95%*	1 *6%* *5%*	21 *7%* *100%*	21 *7%* *100%*	17 *13%* *82%* YZ	4 *2%* *18%*	4 *2%* *18%*
3	**24** ***8%***	1 *3%* *4%*	- - -	* *2%* *1%*	23 *9%* *95%*	23 *8%* *98%*	* *2%* *2%*	24 *8%* *100%*	24 *8%* *100%*	8 *6%* *35%*	15 *9%* *65%*	15 *9%* *65%*
2	**8** ***3%***	- - -	- - -	- - -	8 *3%* *100%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	7 *5%* *81%*	2 *1%* *19%*	2 *1%* *19%*
1	**13** ***4%***	1 *3%* *6%*	1 *7%* *7%*	* *2%* *1%*	11 *4%* *85%*	11 *4%* *87%*	2 *9%* *13%*	13 *4%* *100%*	13 *4%* *100%*	6 *4%* *45%*	7 *4%* *55%*	7 *4%* *55%*
Don't know	**11** ***4%***	2 *8%* *19%*	1 *10%* *12%* R	1 *10%* *9%* R	7 *3%* *60%*	10 *4%* *92%*	1 *5%* *8%*	11 *4%* *100%*	11 *4%* *100%*	2 *2%* *19%*	9 *5%* *81%*	9 *5%* *81%*
Net: 10/9/8/7	**120** ***40%***	16 *58%* *13%* PR	3 *26%* *3%*	6 *55%* *5%* PR	96 *39%* *80%*	114 *41%* *95%*	6 *35%* *5%*	120 *40%* *100%*	120 *40%* *100%*	48 *37%* *40%*	73 *43%* *60%*	73 *42%* *60%*
Net: 10/9	**12** ***4%***	3 *12%* *28%* R	- - -	1 *8%* *7%* P	8 *3%* *65%*	10 *4%* *86%*	2 *9%* *14%*	12 *4%* *100%*	12 *4%* *100%*	9 *7%* *74%*	3 *2%* *26%*	3 *2%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 918

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**122** ***41%***	8 *28%* *6%*	8 *56%* *6%* OQ	3 *31%* *3%*	104 *42%* *85%*	113 *40%* *93%*	9 *49%* *7%*	122 *41%* *100%*	122 *41%* *100%*	58 *45%* *48%*	64 *38%* *52%*	66 *38%* *54%*
Net: 3/2/1	**45** ***15%***	2 *6%* *4%*	1 *7%* *2%*	* *3%* *1%*	42 *17%* *93%* Q	43 *15%* *95%*	2 *11%* *4%*	45 *15%* *100%*	45 *15%* *100%*	21 *16%* *46%*	24 *14%* *54%*	24 *14%* *54%*
Mean	**5.87**	6.88 PR	5.51	6.73 PR	5.75	5.87	5.98	5.87	5.87	5.71	6.00	6.00
Standard Deviation	**2.08**	1.94	1.95	1.89	2.09	2.07	2.34	2.08	2.08	2.25	1.94	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 919

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**38** ***8%***	18 *7%* *49%*	20 *10%* *51%*	3 *11%* *7%*	6 *9%* *16%*	6 *8%* *15%*	3 *4%* *7%*	6 *6%* *17%*	14 *11%* *37%*	- - -	9 *4%* *24%*	29 *16%* *76%* IJ	9 *7%* *23%*	4 *4%* *12%*	20 *12%* *52%*
9	**46** ***10%***	29 *11%* *63%*	17 *9%* *37%*	4 *14%* *8%*	2 *3%* *4%*	9 *12%* *18%*	2 *3%* *5%*	12 *12%* *26%*	18 *15%* *39%* DF	11 *15%* *24%*	17 *9%* *37%*	18 *10%* *39%*	13 *10%* *27%*	15 *15%* *33%*	15 *9%* *32%*
8	**96** ***21%***	53 *20%* *56%*	42 *22%* *44%*	* *1%* *	18 *28%* *19%*	15 *20%* *15%*	15 *20%* *15%*	25 *25%* *26%*	23 *19%* *24%*	15 *20%* *16%*	46 *23%* *48%*	35 *19%* *36%*	24 *20%* *25%*	11 *11%* *11%*	44 *27%* *46%* M
7	**100** ***22%***	56 *21%* *56%*	44 *23%* *44%*	2 *9%* *2%*	11 *17%* *11%*	11 *15%* *11%*	26 *35%* *26%* DE	22 *22%* *22%*	29 *23%* *28%*	17 *23%* *17%*	41 *20%* *41%*	42 *23%* *42%*	31 *26%* *31%* N	28 *29%* *28%* N	23 *14%* *23%*
6	**60** ***13%***	34 *13%* *58%*	25 *13%* *42%*	5 *20%* *8%*	10 *16%* *18%*	14 *20%* *24%* G	11 *15%* *18%*	7 *7%* *12%*	12 *10%* *20%*	12 *16%* *20%*	26 *13%* *44%*	22 *12%* *37%*	21 *17%* *35%*	13 *14%* *22%*	18 *11%* *30%*
5	**49** ***11%***	36 *13%* *73%*	13 *7%* *27%*	6 *25%* *13%*	4 *6%* *8%*	11 *14%* *21%*	7 *9%* *14%*	11 *11%* *22%*	11 *9%* *22%*	5 *6%* *9%*	30 *15%* *61%*	15 *8%* *30%*	6 *5%* *13%*	12 *12%* *24%*	19 *12%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 919

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**18** ***4%***	13 *5%* *69%*	6 *3%* *31%*	1 *4%* *6%*	5 *7%* *25%*	1 *2%* *7%*	* * *	8 *8%* *44%* F	4 *3%* *19%*	4 *5%* *21%*	9 *5%* *51%*	5 *3%* *28%*	9 *7%* *48%* N	3 *3%* *15%*	3 *2%* *14%*
3	**10** ***2%***	3 *1%* *26%*	7 *4%* *74%*	1 *6%* *14%*	- - -	2 *3%* *24%*	2 *3%* *22%*	* * *2%*	4 *3%* *39%*	2 *3%* *22%*	4 *2%* *44%*	3 *2%* *34%*	2 *1%* *17%*	4 *4%* *38%*	3 *2%* *31%*
2	**6** ***1%***	6 *2%* *94%*	* * *6%*	- - -	1 *2%* *23%*	3 *5%* *58%*	* * *3%*	- - -	1 *1%* *16%*	3 *4%* *55%*	2 *1%* *29%*	1 *1%* *17%*	* * *	2 *2%* *32%*	2 *1%* *33%*
1	**10** ***2%***	5 *2%* *50%*	5 *3%* *50%*	1 *3%* *7%*	2 *3%* *16%*	1 *2%* *11%*	4 *6%* *43%* H	2 *2%* *21%*	* * *2%*	* * *3%*	7 *4%* *71%*	3 *1%* *26%*	1 *1%* *12%*	- - -	7 *4%* *66%*
Don't know	**27** ***6%***	15 *5%* *53%*	13 *7%* *47%*	2 *8%* *8%*	7 *10%* *24%* E	* * *1%*	3 *5%* *12%*	6 *6%* *22%*	9 *7%* *33%*	5 *7%* *19%*	11 *5%* *39%*	11 *6%* *42%*	6 *5%* *22%*	6 *7%* *24%*	11 *7%* *39%*
Net: 10/9/8/7	**280** ***61%***	156 *58%* *56%*	124 *64%* *44%*	9 *34%* *3%*	37 *56%* *13%*	40 *54%* *14%*	46 *62%* *16%*	65 *66%* *23%*	84 *68%* *30%*	43 *58%* *15%*	113 *56%* *40%*	124 *67%* *44%*	77 *63%* *28%*	59 *60%* *21%*	101 *62%* *36%*
Net: 10/9	**84** ***18%***	47 *18%* *56%*	37 *19%* *44%*	6 *25%* *7%*	8 *12%* *9%*	14 *20%* *17%*	5 *7%* *6%*	18 *18%* *22%*	32 *26%* *38%* F	11 *15%* *13%*	26 *13%* *31%*	47 *25%* *56%* J	21 *18%* *26%*	20 *20%* *23%*	34 *21%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 919

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**127** ***28%***	83 *31%* *65%*	44 *23%* *35%*	12 *49%* *10%*	19 *29%* *15%*	26 *36%* *21%*	18 *24%* *14%*	26 *26%* *20%*	26 *21%* *20%*	20 *27%* *16%*	65 *32%* *51%*	42 *23%* *33%*	36 *30%* *28%*	28 *28%* *22%*	39 *24%* *31%*
Net: 3/2/1	**26** ***6%***	13 *5%* *51%*	13 *7%* *49%*	2 *9%* *8%*	3 *5%* *12%*	7 *10%* *27%*	7 *9%* *26%*	2 *2%* *9%*	5 *4%* *19%*	6 *8%* *22%*	13 *7%* *51%*	7 *4%* *27%*	3 *2%* *11%*	6 *6%* *22%*	12 *7%* *45%*
Mean	**6.90**	6.81	7.02	6.35	6.84	6.67	6.53	7.01	7.32 F	6.67	6.60	7.32 IJ	7.02	6.83	7.04
Standard Deviation	**2.00**	1.98	2.02	2.30	2.04	2.14	1.98	1.90	1.85	1.90	2.01	1.95	1.75	1.82	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 919

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**38** ***8%***	1 *3%* *3%*	2 *8%* *5%*	2 *13%* *5%* O	33 *9%* *87%*	30 *7%* *80%*	8 *39%* *20%*	35 *8%* *92%*	38 *8%* *100%*	23 *8%* *60%*	15 *9%* *40%*	15 *9%* *40%*
9	**46** ***10%***	1 *3%* *3%*	1 *5%* *3%*	1 *7%* *2%*	42 *11%* *92%*	46 *10%* *99%*	* *2%* *1%*	46 *10%* *100%*	46 *10%* *100%*	31 *11%* *67%*	15 *9%* *33%*	15 *9%* *33%*
8	**96** ***21%***	6 *16%* *7%*	7 *28%* *7%*	3 *25%* *4%*	79 *21%* *82%*	92 *21%* *96%*	4 *20%* *4%*	96 *21%* *100%*	96 *21%* *100%*	64 *22%* *67%*	31 *18%* *33%*	31 *18%* *33%*
7	**100** ***22%***	11 *27%* *11%*	3 *14%* *3%*	4 *28%* *4%* P	82 *22%* *82%*	100 *23%* *100%*	- - -	99 *22%* *99%*	100 *22%* *100%*	57 *20%* *57%*	43 *25%* *43%*	43 *25%* *43%*
6	**60** ***13%***	5 *14%* *9%*	2 *7%* *3%*	1 *4%* *1%*	52 *14%* *87%* Q	59 *13%* *99%*	* *2%* *1%*	60 *13%* *100%*	60 *13%* *100%*	38 *13%* *63%*	22 *13%* *37%*	22 *13%* *37%*
5	**49** ***11%***	7 *17%* *14%*	4 *17%* *9%*	1 *10%* *3%*	37 *10%* *75%*	46 *10%* *94%*	3 *16%* *6%*	49 *11%* *99%*	49 *11%* *100%*	29 *10%* *59%*	20 *12%* *41%*	20 *12%* *41%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 919

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**18** ***4%***	3 *7%* *14%*	2 *7%* *9%*	- - -	14 *4%* *77%*	17 *4%* *90%*	2 *10%* *10%*	16 *4%* *88%*	18 *4%* *100%*	17 *6%* *93%* YZ	1 *1%* *7%*	1 *1%* *7%*
3	**10** ***2%***	* *1%* *5%*	* *1%* *3%*	1 *4%* *6%*	9 *2%* *86%*	10 *2%* *100%*	- - -	10 *2%* *100%*	10 *2%* *100%*	8 *3%* *77%*	2 *1%* *23%*	2 *1%* *23%*
2	**6** ***1%***	1 *1%* *10%*	1 *6%* *23%* R	* *1%* *3%*	4 *1%* *65%*	5 *1%* *83%*	1 *5%* *17%*	6 *1%* *100%*	6 *1%* *100%*	3 *1%* *52%*	3 *2%* *48%*	3 *2%* *48%*
1	**10** ***2%***	2 *4%* *15%*	* *1%* *3%*	* *3%* *4%*	8 *2%* *78%*	10 *2%* *100%*	- - -	10 *2%* *98%*	10 *2%* *100%*	8 *3%* *79%*	2 *1%* *21%*	2 *1%* *21%*
Don't know	**27** ***6%***	2 *6%* *8%*	2 *7%* *6%*	1 *4%* *2%*	23 *6%* *84%*	26 *6%* *96%*	1 *6%* *4%*	25 *6%* *92%*	27 *6%* *100%*	12 *4%* *45%*	15 *9%* *55%*	15 *9%* *55%*
Net: 10/9/8/7	**280** ***61%***	19 *50%* *7%*	14 *55%* *5%*	10 *74%* *4%* OP	237 *62%* *85%*	268 *61%* *96%*	12 *61%* *4%*	276 *61%* *98%*	280 *61%* *100%*	175 *60%* *62%*	105 *61%* *37%*	105 *61%* *37%*
Net: 10/9	**84** ***18%***	2 *6%* *3%*	3 *13%* *4%*	3 *20%* *3%* O	76 *20%* *90%* O	76 *17%* *91%*	8 *41%* *9%*	81 *18%* *97%*	84 *18%* *100%*	54 *19%* *64%*	30 *18%* *36%*	30 *18%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 919

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**127** ***28%***	15 *38%* *12%* Q	8 *30%* *6%* Q	2 *14%* *1%*	103 *27%* *81%* Q	122 *28%* *96%*	5 *28%* *4%*	124 *28%* *98%*	127 *28%* *100%*	84 *29%* *66%*	44 *25%* *34%*	44 *25%* *34%*
Net: 3/2/1	**26** ***6%***	3 *7%* *10%*	2 *8%* *8%*	1 *8%* *4%*	21 *5%* *78%*	25 *6%* *96%*	1 *5%* *4%*	26 *6%* *99%*	26 *6%* *100%*	19 *7%* *72%*	7 *4%* *28%*	7 *4%* *28%*
Mean	**6.90**	6.22	6.61	7.15 O	6.98 O	6.87	7.55	6.90	6.90	6.83	7.02	7.02
Standard Deviation	**2.00**	1.93	2.23	2.17	1.97	1.96	2.68	1.98	2.00	2.07	1.86	1.86

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 920

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**45** ***8%***	25 *9%* *55%*	20 *8%* *45%*	9 *18%* *20%*	11 *9%* *24%*	7 *8%* *16%*	6 *6%* *14%*	7 *8%* *15%*	5 *6%* *10%*	3 *3%* *6%*	17 *6%* *38%*	25 *16%* *57%* IJ	6 *4%* *13%*	8 *8%* *18%*	23 *12%* *52%* L
9	**78** ***14%***	37 *13%* *47%*	41 *16%* *53%*	4 *7%* *5%*	20 *17%* *26%*	13 *14%* *17%*	19 *17%* *24%*	11 *14%* *14%*	10 *13%* *13%*	11 *12%* *14%*	45 *15%* *58%*	22 *14%* *29%*	30 *19%* *38%*	14 *14%* *18%*	23 *12%* *30%*
8	**138** ***26%***	71 *25%* *51%*	68 *27%* *49%*	15 *29%* *11%*	30 *24%* *22%*	27 *28%* *20%*	26 *24%* *19%*	16 *19%* *11%*	24 *30%* *18%*	20 *23%* *14%*	80 *27%* *58%*	38 *25%* *28%*	48 *31%* *35%*	26 *26%* *18%*	42 *22%* *30%*
7	**90** ***17%***	54 *19%* *60%*	36 *14%* *40%*	2 *5%* *3%*	29 *24%* *32%* H	15 *15%* *16%*	23 *21%* *26%*	13 *16%* *14%*	8 *9%* *9%*	16 *19%* *17%*	52 *18%* *58%*	22 *14%* *24%*	25 *16%* *27%*	14 *14%* *16%*	31 *16%* *35%*
6	**56** ***10%***	36 *12%* *63%*	21 *8%* *37%*	6 *12%* *11%*	9 *8%* *16%*	11 *11%* *19%*	10 *9%* *17%*	10 *12%* *17%*	11 *13%* *19%*	11 *13%* *20%*	28 *9%* *50%*	17 *11%* *30%*	17 *11%* *29%*	15 *15%* *26%*	13 *7%* *23%*
5	**63** ***12%***	25 *9%* *39%*	38 *15%* *61%* A	7 *13%* *11%*	12 *10%* *19%*	11 *11%* *17%*	11 *10%* *17%*	13 *16%* *21%*	10 *13%* *16%*	10 *12%* *16%*	38 *13%* *60%*	15 *10%* *24%*	21 *13%* *33%*	6 *6%* *9%*	28 *15%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 920

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**25** ***5%***	15 *5%* *60%*	10 *4%* *40%*	- - -	4 *4%* *18%*	5 *5%* *20%*	4 *4%* *18%*	7 *8%* *27%*	4 *5%* *17%*	7 *9%* *30%*	13 *4%* *52%*	5 *3%* *19%*	3 *2%* *14%*	3 *3%* *11%*	12 *6%* *50%*
3	**9** ***2%***	5 *2%* *55%*	4 *2%* *45%*	* *1%* *4%*	3 *2%* *28%*	- - -	6 *5%* *63%* E	* * *3%*	* * *2%*	* * *4%*	9 *3%* *91%*	1 * *6%*	2 *2%* *26%*	2 *2%* *17%*	4 *2%* *39%*
2	**3** ***1%***	2 *1%* *83%*	* * *17%*	- - -	- - -	2 *2%* *65%*	- - -	1 *1%* *18%*	* *1%* *17%*	1 *2%* *47%*	2 *1%* *53%*	- - -	1 *1%* *47%*	- - -	- - -
1	**11** ***2%***	8 *3%* *65%*	4 *2%* *35%*	6 *11%* *50%*	1 *1%* *8%*	1 *1%* *8%*	- - -	1 *1%* *9%*	3 *4%* *26%*	1 *2%* *13%*	2 *1%* *15%*	8 *5%* *72%* J	- - -	6 *6%* *52%* L	4 *2%* *36%*
Don't know	**22** ***4%***	11 *4%* *51%*	11 *4%* *49%*	2 *4%* *9%*	3 *3%* *15%*	5 *5%* *21%*	3 *3%* *16%*	3 *4%* *14%*	6 *7%* *26%*	4 *5%* *20%*	14 *5%* *67%*	3 *2%* *14%*	3 *2%* *13%*	7 *7%* *31%*	9 *5%* *39%*
Net: 10/9/8/7	**351** ***65%***	186 *65%* *53%*	165 *65%* *47%*	30 *59%* *9%*	90 *74%* *26%* GH	63 *65%* *18%*	75 *69%* *21%*	46 *58%* *13%*	47 *58%* *13%*	48 *57%* *14%*	194 *65%* *55%*	108 *69%* *31%*	108 *70%* *31%*	62 *62%* *18%*	120 *63%* *34%*
Net: 10/9	**123** ***23%***	61 *21%* *50%*	61 *24%* *50%*	13 *25%* *11%*	31 *25%* *25%*	21 *21%* *17%*	25 *23%* *21%*	18 *22%* *14%*	15 *18%* *12%*	13 *15%* *11%*	62 *21%* *50%*	48 *30%* *39%* I	35 *23%* *29%*	22 *22%* *18%*	47 *25%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 920

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**144** ***27%***	75 *26%* *52%*	69 *27%* *48%*	13 *25%* *9%*	25 *21%* *18%*	26 *27%* *18%*	25 *23%* *17%*	29 *37%* *20%* D	25 *31%* *18%*	28 *34%* *20%*	78 *26%* *55%*	37 *24%* *26%*	41 *26%* *28%*	23 *23%* *16%*	53 *28%* *37%*
Net: 3/2/1	**24** ***4%***	15 *5%* *63%*	9 *3%* *37%*	6 *12%* *26%*	4 *3%* *15%*	3 *3%* *11%*	6 *5%* *25%*	2 *2%* *7%*	4 *4%* *15%*	3 *4%* *13%*	12 *4%* *50%*	9 *6%* *37%*	4 *2%* *16%*	8 *8%* *32%*	8 *4%* *33%*
Mean	**7.10**	7.04	7.17	6.89	7.34	7.16	7.14	6.91	6.93	6.73	7.10	7.30	7.26	7.01	7.07
Standard Deviation	**1.97**	2.01	1.92	2.73	1.76	1.88	1.81	1.96	2.06	1.91	1.82	2.24	1.65	2.24	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 920

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**45** ***8%***	3 *5%* *6%*	3 *13%* *7%*	2 *11%* *4%*	37 *8%* *83%*	33 *7%* *73%*	12 *17%* *27%* S	42 *8%* *93%*	45 *8%* *100%*	38 *9%* *86%*	6 *5%* *14%*	6 *5%* *14%*
9	**78** ***14%***	5 *9%* *6%*	3 *11%* *3%*	3 *18%* *4%*	67 *15%* *86%*	71 *15%* *91%*	7 *9%* *9%*	78 *15%* *100%*	78 *14%* *100%*	69 *16%* *88%* YZ	9 *7%* *12%*	9 *7%* *12%*
8	**138** ***26%***	15 *27%* *11%*	4 *18%* *3%*	4 *23%* *3%*	115 *26%* *83%*	125 *27%* *90%*	13 *18%* *10%*	137 *26%* *99%*	138 *26%* *100%*	110 *26%* *80%*	28 *23%* *20%*	28 *22%* *20%*
7	**90** ***17%***	12 *22%* *13%*	5 *20%* *5%*	3 *19%* *3%*	70 *16%* *78%*	77 *16%* *85%*	13 *18%* *15%*	88 *16%* *98%*	90 *17%* *100%*	61 *15%* *68%*	29 *23%* *32%*	29 *22%* *32%*
6	**56** ***10%***	6 *11%* *11%*	4 *16%* *7%*	2 *11%* *3%*	44 *10%* *79%*	50 *11%* *88%*	7 *9%* *12%*	56 *11%* *100%*	56 *10%* *100%*	42 *10%* *75%*	14 *12%* *25%*	14 *11%* *25%*
5	**63** ***12%***	6 *11%* *10%* Q	2 *9%* *3%* Q	* *1%* *	54 *12%* *87%* Q	53 *11%* *84%*	10 *14%* *16%*	63 *12%* *100%*	63 *12%* *100%*	49 *12%* *78%*	14 *11%* *22%*	14 *11%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 920

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**25** ***5%***	4 *7%* *16%*	1 *5%* *5%*	1 *5%* *4%*	19 *4%* *75%*	21 *5%* *87%*	3 *4%* *13%*	25 *5%* *100%*	25 *5%* *100%*	17 *4%* *71%*	7 *6%* *29%*	9 *7%* *38%*
3	**9** ***2%***	- - -	1 *5%* *12%* O	1 *4%* *6%* O	8 *2%* *81%*	7 *1%* *75%*	2 *3%* *25%*	9 *2%* *100%*	9 *2%* *100%*	6 *2%* *68%*	3 *2%* *32%*	3 *2%* *32%*
2	**3** ***1%***	2 *3%* *53%* R	- - -	- - -	1 *** *47%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *83%*	* * *17%*	2 *1%* *64%*
1	**11** ***2%***	1 *2%* *9%*	* *1%* *3%*	- - -	10 *2%* *88%*	11 *2%* *92%*	1 *1%* *8%*	11 *2%* *100%*	11 *2%* *100%*	4 *1%* *36%*	7 *6%* *64%* X	7 *6%* *64%* X
Don't know	**22** ***4%***	1 *3%* *7%*	1 *3%* *3%*	2 *9%* *7%* O	18 *4%* *83%*	17 *4%* *80%*	4 *6%* *20%*	22 *4%* *100%*	22 *4%* *100%*	17 *4%* *78%*	5 *4%* *22%*	6 *5%* *27%*
Net: 10/9/8/7	**351** ***65%***	35 *63%* *10%*	15 *61%* *4%*	12 *70%* *3%*	289 *65%* *82%*	305 *65%* *87%*	45 *62%* *13%*	344 *65%* *98%*	351 *65%* *100%*	279 *67%* *79%*	72 *59%* *21%*	72 *57%* *21%*
Net: 10/9	**123** ***23%***	8 *14%* *6%*	6 *23%* *5%*	5 *29%* *4%* O	104 *23%* *85%*	104 *22%* *85%*	19 *26%* *15%*	120 *22%* *98%* YZ	123 *23%* *100%* YZ	107 *26%* *87%* YZ	15 *13%* *13%*	15 *12%* *13%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 920

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**144** ***27%***	16 *29%* *11%*	8 *30%* *5%*	3 *17%* *2%*	117 *26%* *82%*	124 *27%* *86%*	20 *27%* *14%*	144 *27%* *100%*	144 *27%* *100%*	109 *26%* *76%*	35 *28%* *24%*	37 *29%* *26%*
Net: 3/2/1	**24** ***4%***	3 *5%* *11%*	1 *6%* *6%*	1 *4%* *2%*	19 *4%* *81%*	20 *4%* *86%*	3 *5%* *14%*	24 *4%* *100%*	24 *4%* *100%*	13 *3%* *54%*	11 *9%* *46%* X	12 *10%* *51%* X
Mean	**7.10**	6.81	7.01	7.54 O	7.13	7.09	7.18	7.08 YZ	7.10 YZ	7.27 YZ	6.52	6.43
Standard Deviation	**1.97**	1.95	2.06	1.83	1.98	1.96	2.09	1.97	1.97	1.88	2.17	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 921

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**15** ***6%***	6 *5%* *38%*	9 *6%* *62%*	6 *7%* *44%*	3 *3%* *19%*	5 *17%* *37%*	- - -	- - -	- - -	- - -	9 *6%* *63%*	5 *9%* *37%*	1 *2%* *9%*	4 *6%* *28%*	7 *10%* *51%*
9	**15** ***6%***	5 *4%* *30%*	10 *8%* *70%*	8 *9%* *56%*	2 *2%* *13%*	2 *6%* *13%*	1 *6%* *9%*	* *2%* *1%*	1 *24%* *8%*	2 *9%* *15%*	11 *7%* *75%*	2 *3%* *11%*	4 *7%* *26%*	4 *6%* *29%*	4 *5%* *28%*
8	**22** ***9%***	9 *8%* *39%*	13 *10%* *61%*	6 *6%* *27%*	9 *12%* *43%*	1 *4%* *5%*	5 *22%* *22%*	* *2%* *1%*	* *8%* *2%*	8 *31%* *37%*	11 *7%* *52%*	2 *4%* *11%*	2 *4%* *9%*	6 *8%* *28%*	9 *11%* *39%*
7	**47** ***20%***	28 *27%* *58%*	20 *14%* *42%*	22 *24%* *45%*	16 *19%* *33%*	3 *10%* *7%*	3 *15%* *7%*	2 *23%* *5%*	1 *29%* *3%*	6 *22%* *12%*	29 *19%* *61%*	13 *21%* *27%*	16 *29%* *34%* N	17 *23%* *35%*	8 *10%* *16%*
6	**30** ***12%***	20 *20%* *68%* B	10 *7%* *32%*	12 *13%* *40%*	13 *16%* *44%*	3 *8%* *9%*	2 *9%* *7%*	- - -	* *5%* *1%*	2 *9%* *8%*	20 *13%* *66%*	8 *13%* *27%*	13 *23%* *42%*	5 *6%* *16%*	7 *9%* *22%*
5	**33** ***14%***	11 *10%* *32%*	23 *17%* *68%*	13 *14%* *38%*	16 *19%* *47%*	2 *6%* *6%*	2 *7%* *5%*	- - -	2 *33%* *5%*	2 *8%* *6%*	24 *16%* *73%*	7 *12%* *21%*	3 *6%* *9%*	14 *20%* *43%*	11 *14%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 921

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
4	**22** ***9%***	8 *8%* *38%*	14 *10%* *62%*	7 *8%* *33%*	5 *6%* *22%*	5 *15%* *22%*	1 *3%* *4%*	4 *46%* *20%*	- - -	1 *5%* *6%*	11 *7%* *49%*	10 *16%* *44%*	1 *2%* *5%*	9 *13%* *42%*	11 *14%* *48%*
3	**13** ***5%***	8 *8%* *65%*	4 *3%* *35%*	3 *4%* *25%*	7 *9%* *53%*	1 *4%* *11%*	- - -	1 *15%* *11%*	- - -	1 *5%* *10%*	10 *7%* *78%*	1 *2%* *11%*	1 *3%* *11%*	- - -	10 *13%* *79%* M
2	**17** ***7%***	1 *1%* *8%*	16 *11%* *92%* A	4 *5%* *25%*	7 *8%* *38%*	2 *6%* *12%*	4 *19%* *24%*	- - -	- - -	3 *11%* *16%*	6 *4%* *37%*	8 *13%* *47%*	7 *12%* *38%*	8 *11%* *45%*	2 *3%* *12%*
1	**16** ***7%***	4 *4%* *24%*	12 *9%* *76%*	3 *4%* *22%*	2 *3%* *15%*	5 *15%* *31%*	4 *18%* *25%*	1 *12%* *7%*	- - -	- - -	15 *10%* *93%*	1 *2%* *7%*	6 *10%* *35%*	4 *5%* *24%*	4 *5%* *23%*
Don't know	**10** ***4%***	4 *3%* *34%*	7 *5%* *66%*	6 *6%* *56%*	1 *2%* *14%*	3 *10%* *30%*	- - -	- - -	- - -	- - -	7 *5%* *67%*	3 *6%* *33%*	1 *3%* *14%*	2 *3%* *19%*	6 *8%* *56%*
Net: 10/9/8/7	**99** ***41%***	46 *45%* *47%*	53 *38%* *53%*	42 *46%* *43%*	30 *37%* *30%*	12 *36%* *12%*	10 *43%* *10%*	3 *27%* *3%*	3 *61%* *3%*	16 *62%* *16%*	61 *39%* *61%*	22 *36%* *22%*	24 *42%* *24%*	31 *43%* *32%*	28 *36%* *28%*
Net: 10/9	**30** ***12%***	10 *10%* *34%*	19 *14%* *66%*	15 *16%* *50%*	5 *6%* *16%*	7 *23%* *25%*	1 *6%* *5%*	* *2%* *1%*	1 *24%* *4%*	2 *9%* *7%*	20 *13%* *69%*	7 *11%* *24%*	5 *9%* *18%*	8 *11%* *28%*	12 *15%* *39%*
Net: 6/5/4	**86** ***36%***	39 *38%* *46%*	46 *33%* *54%*	32 *35%* *37%*	34 *42%* *39%*	9 *29%* *11%*	4 *20%* *5%*	4 *46%* *5%*	2 *39%* *2%*	6 *22%* *7%*	55 *36%* *64%*	25 *41%* *29%*	17 *31%* *20%*	29 *39%* *33%*	28 *36%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 921

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Net: 3/2/1	**46** ***19%***	14 *13%* *30%*	33 *24%* *70%*	11 *12%* *24%*	16 *20%* *34%*	8 *26%* *18%*	8 *37%* *18%*	3 *28%* *6%*	- - -	4 *16%* *9%*	32 *20%* *68%*	11 *17%* *23%*	14 *24%* *29%*	12 *16%* *25%*	16 *21%* *35%*
Mean	**5.69**	6.03	5.43	6.15	5.58	5.47	4.98	4.33	6.84	6.33	5.62	5.57	5.51	5.65	5.68
Standard Deviation	**2.47**	2.09	2.69	2.31	2.16	3.22	2.93	2.11	1.73	2.19	2.53	2.41	2.50	2.41	2.56

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 921

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**15** ***6%***	2 *9%* *12%*	- - -	- - -	13 *6%* *88%*	12 *6%* *80%*	3 *8%* *20%*	13 *6%* *88%*	15 *6%* *100%*	15 *6%* *100%*
9	**15** ***6%***	1 *7%* *9%*	* *5%* *3%*	1 *13%* *6%*	12 *6%* *83%*	12 *6%* *82%*	3 *8%* *18%*	13 *6%* *90%*	15 *6%* *100%*	15 *6%* *100%*
8	**22** ***9%***	3 *13%* *12%*	1 *16%* *6%*	1 *20%* *6%*	17 *8%* *76%*	19 *9%* *87%*	3 *8%* *13%*	22 *10%* *100%*	22 *9%* *100%*	22 *9%* *100%*
7	**47** ***20%***	3 *13%* *5%*	4 *49%* *8%*	* *5%* *1%*	41 *20%* *86%*	40 *19%* *84%*	8 *22%* *16%*	47 *21%* *100%*	47 *20%* *100%*	47 *20%* *100%*
6	**30** ***12%***	4 *22%* *15%*	1 *7%* *2%*	1 *12%* *3%*	24 *12%* *80%*	28 *14%* *94%*	2 *5%* *6%*	28 *12%* *93%*	30 *12%* *100%*	30 *12%* *100%*
5	**33** ***14%***	4 *17%* *11%*	- - -	2 *29%* *6%*	28 *14%* *84%*	30 *15%* *89%*	4 *10%* *11%*	32 *14%* *96%*	33 *14%* *100%*	33 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 921

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
4	**22** ***9%***	1 *3%* *3%*	- - -	* *7%* *2%*	21 *10%* *95%*	19 *9%* *88%*	3 *8%* *12%*	22 *10%* *100%*	22 *9%* *100%*	22 *9%* *100%*
3	**13** ***5%***	1 *3%* *5%*	* *5%* *3%*	* *3%* *2%*	12 *6%* *90%*	11 *5%* *87%*	2 *5%* *13%*	10 *4%* *78%*	13 *5%* *100%*	13 *5%* *100%*
2	**17** ***7%***	- - -	* *5%* *2%*	* *6%* *2%*	16 *8%* *96%*	13 *6%* *77%*	4 *11%* *23%*	16 *7%* *90%*	17 *7%* *100%*	17 *7%* *100%*
1	**16** ***7%***	3 *13%* *16%*	* *4%* *2%*	- - -	13 *6%* *82%*	14 *7%* *85%*	2 *7%* *15%*	16 *7%* *100%*	16 *7%* *100%*	16 *7%* *100%*
Don't know	**10** ***4%***	* * *	1 *9%* *7%*	* *6%* *4%*	9 *5%* *89%*	7 *4%* *70%*	3 *9%* *30%*	10 *5%* *100%*	10 *4%* *100%*	10 *4%* *100%*
Net: 10/9/8/7	**99** ***41%***	8 *41%* *8%*	6 *69%* *6%*	2 *38%* *3%*	83 *40%* *83%*	83 *40%* *83%*	16 *46%* *17%*	96 *42%* *97%*	99 *41%* *100%*	99 *41%* *100%*
Net: 10/9	**30** ***12%***	3 *15%* *10%*	* *5%* *1%*	1 *13%* *3%*	25 *12%* *86%*	24 *12%* *81%*	6 *16%* *19%*	26 *11%* *89%*	30 *12%* *100%*	30 *12%* *100%*
Net: 6/5/4	**86** ***36%***	9 *42%* *10%*	1 *7%* *1%*	3 *47%* *4%*	73 *36%* *86%*	78 *38%* *91%*	8 *23%* *9%*	82 *36%* *96%*	86 *36%* *100%*	86 *36%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 921

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Net: 3/2/1	**46** ***19%***	3 *16%* *7%*	1 *14%* *2%*	1 *9%* *1%*	41 *20%* *89%*	38 *19%* *82%*	8 *23%* *18%*	42 *18%* *90%*	46 *19%* *100%*	46 *19%* *100%*
Mean	**5.69**	5.95	6.44	6.09	5.62	5.69	5.72	5.70	5.69	5.69
Standard Deviation	**2.47**	2.61	2.14	2.18	2.48	2.42	2.77	2.44	2.47	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 922

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**45** ***8%***	16 *5%* *35%*	30 *12%* *65%* A	* *1%* *1%*	19 *15%* *42%* EF	7 *6%* *15%*	4 *4%* *10%*	9 *11%* *20%*	6 *7%* *13%*	6 *7%* *14%*	13 *4%* *28%*	26 *15%* *58%* J	5 *3%* *11%*	10 *7%* *21%*	18 *10%* *41%*
9	**82** ***14%***	56 *17%* *68%*	26 *11%* *32%*	5 *15%* *7%*	17 *14%* *21%*	16 *13%* *20%*	17 *14%* *20%*	13 *17%* *16%*	12 *15%* *15%*	12 *15%* *15%*	44 *14%* *54%*	25 *15%* *31%*	14 *10%* *17%*	22 *17%* *28%*	32 *18%* *39%*
8	**143** ***25%***	78 *24%* *55%*	65 *27%* *45%*	7 *20%* *5%*	29 *23%* *20%*	29 *24%* *20%*	38 *32%* *27%*	17 *21%* *12%*	23 *28%* *16%*	24 *28%* *17%*	78 *25%* *55%*	41 *24%* *29%*	44 *31%* *31%*	25 *18%* *17%*	45 *25%* *32%*
7	**89** ***16%***	54 *17%* *61%*	35 *15%* *39%*	7 *19%* *7%*	11 *9%* *12%*	24 *20%* *27%* D	22 *18%* *24%*	15 *19%* *17%*	11 *14%* *12%*	13 *15%* *14%*	59 *19%* *66%* K	18 *10%* *20%*	21 *15%* *24%*	35 *26%* *39%* N	19 *10%* *21%*
6	**59** ***10%***	34 *10%* *58%*	25 *10%* *42%*	4 *11%* *7%*	11 *9%* *19%*	14 *11%* *24%*	9 *8%* *16%*	6 *7%* *10%*	15 *18%* *25%*	7 *8%* *12%*	34 *11%* *58%*	18 *10%* *30%*	21 *15%* *36%* M	7 *5%* *12%*	21 *11%* *36%*
5	**49** ***9%***	30 *9%* *61%*	19 *8%* *39%*	2 *5%* *3%*	9 *7%* *19%*	11 *9%* *23%*	12 *10%* *25%*	8 *11%* *17%*	6 *8%* *13%*	6 *7%* *12%*	30 *10%* *61%*	13 *8%* *27%*	10 *7%* *20%*	16 *12%* *33%*	13 *7%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 922

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**43** ***8%***	34 *10%* *79%* B	9 *4%* *21%*	5 *14%* *11%*	11 *9%* *26%*	9 *8%* *22%*	10 *8%* *23%*	4 *5%* *10%*	4 *4%* *8%*	10 *11%* *22%*	15 *5%* *36%*	18 *11%* *42%*	13 *9%* *29%*	15 *11%* *34%*	8 *5%* *19%*
3	**11** ***2%***	5 *2%* *45%*	6 *3%* *55%*	- - -	5 *4%* *48%*	2 *2%* *18%*	2 *2%* *16%*	2 *3%* *18%*	- - -	* * *3%*	8 *3%* *68%*	3 *2%* *29%*	4 *3%* *38%*	3 *2%* *29%*	2 *1%* *18%*
2	**3** ***1%***	1 * *34%*	2 *1%* *66%*	2 *4%* *49%*	1 *1%* *34%*	1 * *18%*	- - -	- - -	- - -	- - -	3 *1%* *100%*	- - -	- - -	- - -	3 *1%* *82%*
1	**18** ***3%***	8 *2%* *46%*	9 *4%* *54%*	4 *11%* *21%*	6 *4%* *32%*	4 *3%* *21%*	3 *3%* *18%*	- - -	1 *2%* *8%*	4 *5%* *24%*	10 *3%* *57%*	3 *2%* *19%*	3 *2%* *16%*	2 *2%* *13%*	10 *6%* *59%*
Don't know	**22** ***4%***	8 *3%* *39%*	13 *6%* *61%*	* * *	5 *4%* *23%*	5 *4%* *23%*	4 *3%* *17%*	5 *6%* *21%*	4 *4%* *16%*	3 *3%* *12%*	14 *4%* *62%*	6 *3%* *26%*	6 *4%* *27%*	- - -	11 *6%* *51%* M
Net: 10/9/8/7	**359** ***64%***	204 *63%* *57%*	155 *65%* *43%*	19 *55%* *5%*	77 *61%* *21%*	76 *62%* *21%*	81 *67%* *22%*	54 *68%* *15%*	52 *64%* *15%*	55 *65%* *15%*	194 *63%* *54%*	110 *64%* *31%*	84 *60%* *23%*	92 *68%* *26%*	114 *62%* *32%*
Net: 10/9	**127** ***22%***	72 *22%* *56%*	55 *23%* *44%*	6 *16%* *5%*	36 *29%* *29%*	23 *19%* *18%*	21 *17%* *16%*	22 *28%* *18%*	18 *22%* *14%*	19 *22%* *15%*	57 *19%* *45%*	51 *30%* *40%* J	19 *14%* *15%*	32 *24%* *25%*	51 *28%* *40%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 922

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**151** ***27%***	98 *30%* *65%*	54 *22%* *35%*	10 *30%* *7%*	32 *25%* *21%*	35 *28%* *23%*	31 *26%* *21%*	18 *23%* *12%*	25 *30%* *16%*	22 *26%* *15%*	80 *26%* *53%*	49 *29%* *33%*	44 *31%* *29%*	38 *28%* *25%*	43 *23%* *28%*
Net: 3/2/1	**32** ***6%***	14 *4%* *45%*	18 *7%* *55%*	5 *15%* *16%*	12 *10%* *38%*	6 *5%* *20%*	5 *4%* *16%*	2 *3%* *6%*	1 *2%* *4%*	5 *6%* *14%*	21 *7%* *65%*	7 *4%* *21%*	7 *5%* *22%*	6 *4%* *17%*	15 *8%* *47%*
Mean	**6.98**	6.90	7.09	6.06	6.98	6.86	6.95	7.36	7.24	6.92	6.86	7.23	6.81	6.92	7.05
Standard Deviation	**2.11**	2.03	2.22	2.58	2.48	2.03	1.94	1.85	1.77	2.23	2.04	2.17	1.90	2.01	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 922

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**45** ***8%***	5 *10%* *11%*	5 *14%* *12%* R	2 *12%* *5%*	33 *7%* *73%*	37 *7%* *82%*	8 *21%* *18%*	41 *7%* *90%*	45 *8%* *100%*	45 *8%* *100%*
9	**82** ***14%***	7 *15%* *9%*	2 *6%* *3%*	3 *18%* *4%* P	69 *15%* *84%* P	77 *15%* *95%*	4 *11%* *5%*	82 *15%* *100%*	82 *14%* *100%*	82 *14%* *100%*
8	**143** ***25%***	14 *28%* *10%*	10 *27%* *7%*	5 *30%* *4%*	114 *25%* *80%*	138 *26%* *96%*	5 *13%* *4%*	143 *26%* *100%*	143 *25%* *100%*	143 *25%* *100%*
7	**89** ***16%***	5 *11%* *6%*	6 *17%* *7%*	2 *14%* *3%*	75 *16%* *84%*	87 *17%* *98%*	2 *5%* *2%*	89 *16%* *100%*	89 *16%* *100%*	89 *16%* *100%*
6	**59** ***10%***	5 *9%* *8%*	4 *11%* *7%*	1 *6%* *2%*	49 *11%* *83%*	52 *10%* *88%*	7 *18%* *12%*	59 *11%* *100%*	59 *10%* *100%*	59 *10%* *100%*
5	**49** ***9%***	5 *10%* *10%*	4 *11%* *8%*	1 *4%* *1%*	39 *9%* *80%*	48 *9%* *98%*	1 *3%* *2%*	48 *9%* *97%*	49 *9%* *100%*	49 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 922

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**43** ***8%***	5 *10%* *12%*	2 *4%* *4%*	1 *5%* *2%*	35 *8%* *82%*	40 *8%* *94%*	3 *7%* *6%*	41 *7%* *96%*	43 *8%* *100%*	43 *8%* *100%*
3	**11** ***2%***	- - -	1 *4%* *12%*	* *2%* *3%*	10 *2%* *85%*	11 *2%* *100%*	- - -	11 *2%* *100%*	11 *2%* *100%*	11 *2%* *100%*
2	**3** ***1%***	1 *1%* *18%*	- - -	- - -	3 *1%* *82%*	1 * *18%*	3 *7%* *82%*	3 *1%* *100%*	3 *1%* *100%*	3 *1%* *100%*
1	**18** ***3%***	1 *2%* *7%*	1 *2%* *5%*	- - -	16 *3%* *88%*	16 *3%* *90%*	2 *5%* *10%*	18 *3%* *100%*	18 *3%* *100%*	18 *3%* *100%*
Don't know	**22** ***4%***	2 *3%* *8%*	1 *4%* *6%*	2 *9%* *8%* R	17 *4%* *78%*	18 *3%* *81%*	4 *10%* *19%*	21 *4%* *96%*	22 *4%* *100%*	22 *4%* *100%*
Net: 10/9/8/7	**359** ***64%***	32 *63%* *9%*	24 *64%* *7%*	13 *73%* *4%*	291 *63%* *81%*	339 *65%* *95%*	20 *50%* *5%*	354 *64%* *99%*	359 *64%* *100%*	359 *64%* *100%*
Net: 10/9	**127** ***22%***	12 *25%* *10%*	7 *20%* *6%*	5 *30%* *4%*	102 *22%* *80%*	114 *22%* *90%*	12 *32%* *10%*	122 *22%* *97%*	127 *22%* *100%*	127 *22%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 922

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**151** ***27%***	15 *30%* *10%* Q	10 *26%* *7%*	3 *15%* *2%*	124 *27%* *82%* Q	141 *27%* *93%*	11 *28%* *7%*	148 *27%* *98%*	151 *27%* *100%*	151 *27%* *100%*
Net: 3/2/1	**32** ***6%***	2 *3%* *5%*	2 *6%* *7%*	* *2%* *1%*	28 *6%* *86%*	28 *5%* *86%*	4 *11%* *14%*	32 *6%* *100%*	32 *6%* *100%*	32 *6%* *100%*
Mean	**6.98**	7.08	7.05	7.70 PR	6.94	6.98	6.92	6.97	6.98	6.98
Standard Deviation	**2.11**	2.14	2.10	1.77	2.12	2.06	2.78	2.10	2.11	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 923

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**18** ***6%***	5 *5%* *25%*	14 *6%* *75%*	8 *13%* *43%*	5 *7%* *29%*	2 *3%* *12%*	1 *1%* *5%*	* * *1%*	2 *8%* *10%*	- - -	5 *3%* *25%*	14 *13%* *75%* IJ	7 *8%* *38%*	- - -	7 *6%* *38%*
9	**27** ***8%***	10 *10%* *38%*	17 *7%* *62%*	6 *10%* *22%*	3 *4%* *11%*	6 *9%* *22%*	8 *13%* *28%*	4 *12%* *14%*	1 *4%* *4%*	2 *4%* *6%*	16 *9%* *58%*	10 *9%* *36%*	10 *11%* *37%* N	8 *12%* *29%*	3 *2%* *10%*
8	**57** ***17%***	17 *17%* *30%*	39 *17%* *70%*	12 *20%* *21%*	12 *14%* *20%*	10 *15%* *18%*	5 *8%* *9%*	9 *28%* *16%*	9 *36%* *16%*	13 *30%* *22%* J	26 *14%* *45%*	18 *17%* *32%*	17 *20%* *31%*	14 *23%* *25%*	16 *14%* *28%*
7	**50** ***15%***	16 *16%* *32%*	34 *15%* *68%*	7 *11%* *14%*	18 *23%* *37%*	12 *17%* *23%*	7 *12%* *14%*	4 *14%* *9%*	1 *6%* *3%*	4 *9%* *8%*	32 *18%* *64%*	14 *13%* *28%*	10 *12%* *21%*	10 *15%* *19%*	15 *13%* *30%*
6	**46** ***14%***	16 *16%* *34%*	30 *13%* *66%*	8 *13%* *17%*	10 *12%* *21%*	7 *11%* *16%*	13 *22%* *29%*	5 *15%* *10%*	3 *13%* *7%*	4 *10%* *9%*	34 *19%* *74%* K	8 *7%* *17%*	10 *11%* *21%*	10 *16%* *21%*	21 *18%* *45%*
5	**35** ***11%***	9 *9%* *25%*	27 *12%* *75%*	3 *5%* *9%*	11 *13%* *30%*	9 *13%* *24%*	7 *11%* *19%*	3 *11%* *9%*	3 *11%* *8%*	3 *7%* *9%*	19 *11%* *54%*	13 *13%* *37%*	10 *11%* *27%*	4 *6%* *11%*	14 *12%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 923

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**24** ***7%***	6 *6%* *23%*	19 *8%* *77%*	5 *8%* *21%*	10 *13%* *42%* F	5 *8%* *22%*	* *1%* *2%*	3 *9%* *12%*	* *2%* *2%*	3 *8%* *13%*	8 *5%* *35%*	13 *12%* *52%*	5 *6%* *22%*	7 *11%* *27%*	9 *8%* *37%*
3	**10** ***3%***	3 *3%* *33%*	7 *3%* *67%*	* * *2%*	5 *6%* *48%*	3 *4%* *27%*	2 *3%* *16%*	1 *2%* *7%*	- - -	* *1%* *3%*	4 *2%* *39%*	6 *5%* *57%*	3 *3%* *28%*	3 *4%* *27%*	2 *1%* *16%*
2	**20** ***6%***	7 *7%* *34%*	13 *6%* *66%*	5 *9%* *27%*	6 *7%* *30%*	3 *4%* *15%*	3 *6%* *17%*	- - -	2 *9%* *11%*	4 *8%* *18%*	12 *6%* *59%*	4 *4%* *23%*	6 *7%* *31%*	4 *6%* *18%*	9 *8%* *46%*
1	**21** ***6%***	7 *7%* *34%*	14 *6%* *66%*	3 *5%* *15%*	2 *2%* *9%*	7 *11%* *35%*	7 *12%* *35%*	- - -	1 *4%* *5%*	6 *14%* *28%* K	12 *7%* *58%*	3 *3%* *14%*	7 *8%* *32%*	1 *2%* *5%*	11 *10%* *54%*
Don't know	**19** ***6%***	5 *5%* *26%*	14 *6%* *74%*	3 *6%* *17%*	* * *1%*	4 *5%* *19%*	7 *12%* *38%* D	3 *9%* *15%*	2 *7%* *10%*	4 *10%* *22%*	13 *7%* *65%*	2 *2%* *13%*	3 *3%* *14%*	3 *5%* *18%*	10 *8%* *50%*
Net: 10/9/8/7	**152** ***46%***	48 *48%* *32%*	104 *46%* *68%*	33 *54%* *21%*	38 *47%* *25%*	30 *44%* *20%*	21 *34%* *14%*	17 *54%* *11%*	14 *53%* *9%*	18 *43%* *12%*	78 *43%* *51%*	56 *53%* *37%*	45 *51%* *30%*	32 *50%* *21%*	40 *35%* *27%*
Net: 10/9	**46** ***14%***	15 *15%* *33%*	31 *13%* *67%*	14 *23%* *30%*	8 *10%* *18%*	8 *12%* *18%*	9 *14%* *19%*	4 *12%* *9%*	3 *12%* *7%*	2 *4%* *4%*	20 *11%* *44%*	24 *22%* *52%* I	17 *19%* *37%*	8 *12%* *17%*	10 *8%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 923

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**106** ***32%***	30 *30%* *28%*	76 *33%* *72%*	16 *27%* *15%*	31 *38%* *29%*	21 *31%* *20%*	20 *34%* *19%*	11 *34%* *10%*	7 *26%* *6%*	10 *24%* *10%*	62 *34%* *58%*	34 *32%* *32%*	25 *28%* *23%*	20 *32%* *19%*	44 *38%* *41%*
Net: 3/2/1	**51** ***15%***	17 *17%* *34%*	34 *15%* *66%*	9 *14%* *17%*	13 *15%* *25%*	13 *19%* *26%*	12 *20%* *24%*	1 *2%* *1%*	3 *13%* *7%*	10 *23%* *19%*	28 *15%* *55%*	13 *12%* *26%*	16 *18%* *31%*	7 *12%* *14%*	22 *19%* *43%*
Mean	**6.07**	6.09	6.06	6.52	5.92	5.71	5.64	6.80	6.52	5.50	5.96	6.46	6.19	6.28	5.56
Standard Deviation	**2.47**	2.51	2.46	2.69	2.26	2.59	2.64	1.68	2.50	2.74	2.36	2.50	2.68	2.15	2.55

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 923

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**18** ***6%***	3 *9%* *14%*	2 *8%* *9%*	* *1%* *1%*	14 *5%* *76%*	16 *6%* *89%*	2 *6%* *11%*	18 *6%* *100%*	18 *6%* *100%*	18 *6%* *100%*
9	**27** ***8%***	4 *13%* *14%*	2 *9%* *7%*	1 *8%* *3%*	20 *8%* *75%*	27 *9%* *100%*	- - -	27 *8%* *100%*	27 *8%* *100%*	27 *8%* *100%*
8	**57** ***17%***	3 *10%* *5%*	4 *17%* *7%*	2 *20%* *4%*	48 *18%* *84%*	52 *18%* *93%*	4 *11%* *7%*	57 *17%* *100%*	57 *17%* *100%*	57 *17%* *100%*
7	**50** ***15%***	7 *24%* *14%*	6 *26%* *11%* R	2 *21%* *5%*	35 *13%* *70%*	43 *15%* *86%*	7 *20%* *14%*	50 *15%* *100%*	50 *15%* *100%*	50 *15%* *100%*
6	**46** ***14%***	4 *14%* *9%*	1 *4%* *2%*	1 *11%* *3%*	40 *15%* *87%* P	43 *15%* *93%*	3 *9%* *7%*	46 *14%* *100%*	46 *14%* *100%*	46 *14%* *100%*
5	**35** ***11%***	2 *8%* *7%*	4 *18%* *11%*	2 *15%* *5%*	28 *10%* *78%*	30 *10%* *84%*	6 *16%* *16%*	32 *10%* *90%*	35 *11%* *100%*	35 *11%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 923

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**24** ***7%***	2 *6%* *8%*	1 *3%* *3%*	1 *5%* *2%*	21 *8%* *87%*	21 *7%* *89%*	3 *8%* *11%*	24 *7%* *100%*	24 *7%* *100%*	24 *7%* *100%*
3	**10** ***3%***	1 *2%* *7%*	1 *7%* *14%*	1 *6%* *7%*	7 *3%* *72%*	8 *3%* *84%*	2 *5%* *16%*	10 *3%* *100%*	10 *3%* *100%*	10 *3%* *100%*
2	**20** ***6%***	1 *2%* *4%*	- - -	* *2%* *1%*	19 *7%* *95%*	19 *6%* *95%*	1 *3%* *5%*	20 *6%* *100%*	20 *6%* *100%*	20 *6%* *100%*
1	**21** ***6%***	1 *5%* *7%*	- - -	* *4%* *2%*	19 *7%* *91%*	14 *5%* *68%*	7 *19%* *32%*	21 *6%* *100%*	21 *6%* *100%*	21 *6%* *100%*
Don't know	**19** ***6%***	2 *5%* *8%*	2 *7%* *8%*	1 *6%* *3%*	16 *6%* *81%*	18 *6%* *92%*	2 *4%* *8%*	19 *6%* *100%*	19 *6%* *100%*	19 *6%* *100%*
Net: 10/9/8/7	**152** ***46%***	17 *57%* *11%*	13 *60%* *8%* R	6 *51%* *4%*	117 *44%* *77%*	139 *48%* *91%*	13 *37%* *9%*	152 *47%* *100%*	152 *46%* *100%*	152 *46%* *100%*
Net: 10/9	**46** ***14%***	6 *22%* *14%*	4 *17%* *8%*	1 *10%* *2%*	34 *13%* *76%*	44 *15%* *96%*	2 *6%* *4%*	46 *14%* *100%*	46 *14%* *100%*	46 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 923

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes reflect the interests and concerns of people like me ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**106** ***32%***	8 *28%* *8%*	5 *26%* *5%*	3 *31%* *3%*	89 *33%* *84%*	94 *32%* *89%*	12 *33%* *11%*	102 *32%* *97%*	106 *32%* *100%*	106 *32%* *100%*
Net: 3/2/1	**51** ***15%***	3 *10%* *6%*	1 *7%* *3%*	1 *12%* *3%*	45 *17%* *89%*	41 *14%* *81%*	9 *27%* *19%*	51 *16%* *100%*	51 *15%* *100%*	51 *15%* *100%*
Mean	**6.07**	6.61	6.80 R	6.21	5.94	6.19	5.09	6.08	6.07	6.07
Standard Deviation	**2.47**	2.36	1.94	2.22	2.52	2.41	2.72	2.48	2.47	2.47

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 924

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its programmes reflect the interests and concerns of people like me - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	24 *5%*	37 *6%*	11 *2%*	8 *3%*	38 *8%*	45 *8%*	45 *8%*	15 *6%*	18 *6%*
9	16 *3%*	35 *5%*	29 *6%*	4 *1%*	46 *10%*	78 *14%*	82 *14%*	15 *6%*	27 *8%*
8	66 *13%*	117 *18%*	90 *19%*	62 *21%*	96 *21%*	138 *26%*	143 *25%*	22 *9%*	57 *17%*
7	86 *17%*	82 *12%*	96 *20%*	46 *15%*	100 *22%*	90 *17%*	89 *16%*	47 *20%*	50 *15%*
6	82 *16%*	110 *17%*	65 *13%*	58 *20%*	60 *13%*	56 *10%*	59 *10%*	30 *12%*	46 *14%*
5	91 *18%*	92 *14%*	50 *10%*	43 *14%*	49 *11%*	63 *12%*	49 *9%*	33 *14%*	35 *11%*
4	41 *8%*	75 *11%*	50 *10%*	21 *7%*	18 *4%*	25 *5%*	43 *8%*	22 *9%*	24 *7%*
3	22 *4%*	33 *5%*	24 *5%*	24 *8%*	10 *2%*	9 *2%*	11 *2%*	13 *5%*	10 *3%*
2	19 *4%*	25 *4%*	17 *4%*	8 *3%*	6 *1%*	3 *1%*	3 *1%*	17 *7%*	20 *6%*
1	19 *4%*	27 *4%*	22 *4%*	13 *4%*	10 *2%*	11 *2%*	18 *3%*	16 *7%*	21 *6%*
Don't know	44 *9%*	35 *5%*	32 *7%*	11 *4%*	27 *6%*	22 *4%*	22 *4%*	10 *4%*	19 *6%*
Net: 10/9/8/7	191 *38%*	272 *41%*	226 *46%*	120 *40%*	280 *61%*	351 *65%*	359 *64%*	99 *41%*	152 *46%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 924

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its programmes reflect the interests and concerns of people like me - SUMMARY

Base : All who watch each channel regularly

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	40 *8%*	72 *11%*	40 *8%*	12 *4%*	84 *18%*	123 *23%*	127 *22%*	30 *12%*	46 *14%*
Net: 6/5/4	214 *42%*	277 *41%*	166 *34%*	122 *41%*	127 *28%*	144 *27%*	151 *27%*	86 *36%*	106 *32%*
Net: 3/2/1	60 *12%*	84 *13%*	63 *13%*	45 *15%*	26 *6%*	24 *4%*	32 *6%*	46 *19%*	51 *15%*
Mean	5.90	6.00	6.02	5.87	6.90	7.10	6.98	5.69	6.07
Standard Deviation	2.12	2.25	2.19	2.08	2.00	1.97	2.11	2.47	2.47

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 925

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**312**	126 *40%*	186 *60%*	46 *15%*	88 *28%*	57 *18%*	54 *17%*	28 *9%*	38 *12%*	50 *16%*	192 *62%*	67 *21%*	58 *19%*	40 *13%*	60 *19%*
Total (Wtd)	**314**	121* *39%* *	193 *61%*	56* *18%* *	92* *29%* *	53* *17%* *	51* *16%* *	26** *8%* **	36** *11%* **	48* *15%* *	179 *57%*	88* *28%* *	92* *29%* *	80* *25%* *	78* *25%* *
Effective Total	**210**	81	129	32	59	41	36	20	25	34	136	46	54	37	55
10	**11** ***4%***	4 *3%* *35%*	7 *4%* *65%*	3 *6%* *29%*	4 *4%* *37%*	- - -	2 *4%* *19%*	- - -	2 *5%* *15%*	- - -	5 *3%* *41%*	7 *7%* *59%*	1 *2%* *13%*	- - -	8 *10%* *72%* M
9	**7** ***2%***	3 *3%* *45%*	4 *2%* *55%*	2 *3%* *25%*	2 *2%* *24%*	2 *4%* *33%*	- - -	1 *5%* *18%*	- - -	1 *3%* *20%*	5 *3%* *67%*	1 *1%* *12%*	1 *1%* *18%*	2 *2%* *26%*	1 *2%* *20%*
8	**37** ***12%***	13 *11%* *36%*	24 *13%* *64%*	11 *19%* *29%*	9 *10%* *24%*	6 *12%* *17%*	3 *5%* *7%*	1 *3%* *2%*	8 *21%* *20%*	4 *9%* *12%*	23 *13%* *62%*	10 *11%* *27%*	14 *16%* *38%*	11 *13%* *28%*	4 *5%* *10%*
7	**47** ***15%***	17 *14%* *37%*	29 *15%* *63%*	7 *13%* *15%*	13 *14%* *29%*	8 *14%* *16%*	9 *19%* *20%*	6 *23%* *13%*	3 *8%* *6%*	11 *22%* *23%*	24 *13%* *52%*	12 *14%* *26%*	11 *12%* *23%*	14 *17%* *29%*	9 *12%* *20%*
6	**58** ***19%***	22 *18%* *38%*	36 *19%* *62%*	14 *26%* *24%*	23 *25%* *39%*	8 *15%* *13%*	6 *11%* *10%*	4 *13%* *6%*	4 *12%* *7%*	10 *22%* *18%*	38 *21%* *65%*	10 *12%* *17%*	14 *16%* *25%*	18 *23%* *31%*	13 *17%* *23%*
5	**49** ***16%***	19 *15%* *38%*	31 *16%* *62%*	2 *4%* *5%*	17 *19%* *35%*	11 *20%* *22%* C	9 *18%* *18%*	6 *22%* *12%*	4 *12%* *8%*	6 *12%* *12%*	32 *18%* *66%*	11 *13%* *22%*	15 *17%* *31%*	6 *7%* *11%*	19 *24%* *38%* M

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 925

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**312**	126 *40%*	186 *60%*	46 *15%*	88 *28%*	57 *18%*	54 *17%*	28 *9%*	38 *12%*	50 *16%*	192 *62%*	67 *21%*	58 *19%*	40 *13%*	60 *19%*
Effective Total	**210**	81	129	32	59	41	36	20	25	34	136	46	54	37	55
4	**31** ***10%***	10 *8%* *33%*	21 *11%* *67%*	6 *11%* *20%*	10 *10%* *31%*	6 *11%* *19%*	4 *7%* *12%*	1 *5%* *4%*	4 *11%* *13%*	4 *9%* *14%*	14 *8%* *46%*	12 *14%* *40%*	11 *12%* *36%*	9 *11%* *29%*	8 *11%* *27%*
3	**12** ***4%***	6 *5%* *49%*	6 *3%* *51%*	4 *8%* *34%*	3 *3%* *21%*	3 *5%* *23%*	1 *3%* *11%*	1 *5%* *11%*	- - -	4 *8%* *30%*	4 *2%* *35%*	4 *5%* *34%*	1 *1%* *10%*	6 *7%* *46%*	2 *3%* *17%*
2	**14** ***4%***	9 *7%* *62%*	5 *3%* *38%*	- - -	4 *4%* *27%*	3 *6%* *22%*	3 *7%* *24%*	3 *10%* *20%*	1 *3%* *7%*	* *1%* *3%*	8 *4%* *58%*	6 *6%* *40%*	3 *3%* *21%*	5 *6%* *33%*	4 *5%* *29%*
1	**12** ***4%***	6 *5%* *54%*	5 *3%* *46%*	2 *3%* *14%*	2 *3%* *21%*	2 *3%* *14%*	4 *8%* *34%*	1 *5%* *12%*	* *1%* *4%*	3 *6%* *27%*	6 *3%* *52%*	2 *3%* *21%*	7 *7%* *56%*	3 *4%* *27%*	1 *2%* *10%*
Don't know	**36** ***11%***	12 *10%* *33%*	24 *13%* *67%*	4 *7%* *11%*	6 *6%* *16%*	5 *10%* *14%*	9 *18%* *26%*	2 *8%* *6%*	10 *27%* *26%*	3 *7%* *9%*	20 *11%* *54%*	13 *15%* *36%*	12 *14%* *35%*	8 *10%* *21%*	8 *10%* *21%*
Net: 10/9/8/7	**102** ***32%***	38 *31%* *37%*	64 *33%* *63%*	23 *41%* *22%*	28 *30%* *28%*	16 *31%* *16%*	14 *28%* *14%*	8 *31%* *8%*	12 *34%* *12%*	16 *35%* *16%*	56 *32%* *55%*	29 *33%* *29%*	28 *30%* *27%*	26 *33%* *25%*	22 *29%* *22%*
Net: 10/9	**18** ***6%***	7 *6%* *39%*	11 *6%* *61%*	5 *9%* *28%*	6 *6%* *32%*	2 *4%* *13%*	2 *4%* *11%*	1 *5%* *7%*	2 *5%* *9%*	1 *3%* *8%*	9 *5%* *51%*	7 *8%* *41%*	3 *3%* *15%*	2 *2%* *10%*	9 *12%* *52%*
Net: 6/5/4	**138** ***44%***	51 *42%* *37%*	87 *45%* *63%*	23 *41%* *16%*	50 *54%* *36%*	24 *45%* *17%*	19 *37%* *13%*	11 *40%* *8%*	13 *35%* *9%*	21 *43%* *15%*	84 *47%* *61%*	33 *38%* *24%*	41 *45%* *30%*	33 *41%* *24%*	41 *52%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 925

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**312**	126 *40%*	186 *60%*	46 *15%*	88 *28%*	57 *18%*	54 *17%*	28 *9%*	38 *12%*	50 *16%*	192 *62%*	67 *21%*	58 *19%*	40 *13%*	60 *19%*
Effective Total	**210**	81	129	32	59	41	36	20	25	34	136	46	54	37	55
Net: 3/2/1	**38** ***12%***	21 *17%* *55%*	17 *9%* *45%*	6 *11%* *15%*	9 *9%* *23%*	8 *14%* *20%*	9 *17%* *23%*	5 *21%* *15%*	1 *4%* *4%*	7 *15%* *19%*	18 *10%* *49%*	12 *14%* *32%*	11 *12%* *28%*	13 *17%* *35%*	7 *9%* *19%*
Mean	**5.73**	5.51	5.87	6.22	5.79	5.51	5.25	5.22	6.25	5.57	5.79	5.71	5.54	5.53	5.84
Standard Deviation	**2.09**	2.24	1.98	2.09	1.95	2.02	2.32	2.15	2.05	2.00	2.00	2.34	2.16	2.05	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 925

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**312**	56 *18%*	56 *18%*	42 *13%*	158 *51%*	292 *94%*	16 *5%*	306 *98%*	312 *100%*	206 *66%*	106 *34%*	117 *38%*
Total (Wtd)	**314**	34* *11%* *	20* *6%* *	10* *3%* *	249 *79%*	297 *94%*	17** *6%* **	309 *98%*	314 *100%*	200 *64%*	114* *36%* *	128* *41%* *
Effective Total	**210**	52	52	40	142	196	14	206	210	135	75	84
10	**11** ***4%***	1 *4%* *12%*	* *2%* *3%*	- - -	9 *4%* *85%*	6 *2%* *56%*	5 *28%* *44%*	11 *4%* *100%*	11 *4%* *100%*	8 *4%* *73%*	3 *3%* *27%*	3 *2%* *27%*
9	**7** ***2%***	1 *4%* *20%*	* *2%* *7%*	1 *6%* *9%*	4 *2%* *64%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	5 *2%* *66%*	2 *2%* *34%*	2 *2%* *34%*
8	**37** ***12%***	7 *19%* *18%* P	1 *5%* *3%*	1 *13%* *3%*	29 *11%* *77%*	37 *12%* *98%*	1 *3%* *2%*	37 *12%* *100%*	37 *12%* *100%*	26 *13%* *69%*	12 *10%* *31%*	13 *10%* *35%*
7	**47** ***15%***	7 *20%* *15%*	4 *20%* *9%*	2 *19%* *4%*	34 *14%* *72%*	46 *15%* *98%*	1 *5%* *2%*	45 *15%* *97%*	47 *15%* *100%*	36 *18%* *77%*	11 *10%* *23%*	15 *11%* *31%*
6	**58** ***19%***	5 *15%* *9%*	5 *25%* *9%*	2 *18%* *3%*	46 *19%* *79%*	54 *18%* *93%*	4 *23%* *7%*	58 *19%* *100%*	58 *19%* *100%*	38 *19%* *65%*	21 *18%* *35%*	21 *17%* *36%*
5	**49** ***16%***	5 *14%* *10%*	3 *15%* *6%*	1 *14%* *3%*	40 *16%* *81%*	46 *15%* *92%*	4 *21%* *7%*	46 *15%* *94%*	49 *16%* *100%*	28 *14%* *57%*	21 *19%* *43%*	24 *18%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 925

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**312**	56 *18%*	56 *18%*	42 *13%*	158 *51%*	292 *94%*	16 *5%*	306 *98%*	312 *100%*	206 *66%*	106 *34%*	117 *38%*
Effective Total	**210**	52	52	40	142	196	14	206	210	135	75	84
4	**31** ***10%***	1 *4%* *4%*	1 *3%* *2%*	* *4%* *1%*	28 *11%* *92%*	31 *10%* *100%*	- - -	31 *10%* *100%*	31 *10%* *100%*	18 *9%* *59%*	13 *11%* *41%*	13 *10%* *41%*
3	**12** ***4%***	3 *7%* *21%*	* *2%* *3%*	1 *6%* *5%*	9 *4%* *72%*	11 *4%* *93%*	1 *5%* *7%*	12 *4%* *100%*	12 *4%* *100%*	5 *3%* *42%*	7 *6%* *58%*	7 *6%* *58%*
2	**14** ***4%***	* *1%* *4%*	1 *6%* *8%*	1 *7%* *5%*	12 *5%* *83%*	13 *4%* *94%*	1 *5%* *6%*	13 *4%* *94%*	14 *4%* *100%*	9 *5%* *67%*	5 *4%* *33%*	6 *5%* *43%*
1	**12** ***4%***	* *1%* *4%*	* *1%* *3%*	- - -	11 *4%* *93%*	10 *3%* *86%*	2 *9%* *14%*	11 *4%* *97%*	12 *4%* *100%*	6 *3%* *50%*	6 *5%* *50%*	7 *6%* *62%*
Don't know	**36** ***11%***	3 *9%* *9%*	4 *19%* *11%*	1 *13%* *3%*	28 *11%* *77%*	36 *12%* *100%*	- - -	36 *12%* *100%*	36 *11%* *100%*	22 *11%* *61%*	14 *12%* *39%*	17 *14%* *48%*
Net: 10/9/8/7	**102** ***32%***	16 *47%* *16%* R	6 *29%* *6%*	4 *38%* *4%*	76 *31%* *75%*	96 *32%* *94%*	6 *36%* *6%*	101 *33%* *99%*	102 *32%* *100%*	74 *37%* *73%*	28 *25%* *27%*	33 *26%* *32%*
Net: 10/9	**18** ***6%***	3 *8%* *15%*	1 *4%* *5%*	1 *6%* *3%*	14 *6%* *77%*	13 *4%* *73%*	5 *28%* *27%*	18 *6%* *100%*	18 *6%* *100%*	13 *6%* *70%*	5 *5%* *30%*	5 *4%* *30%*
Net: 6/5/4	**138** ***44%***	12 *34%* *8%*	9 *44%* *6%*	4 *36%* *3%*	114 *46%* *83%*	130 *44%* *94%*	8 *44%* *6%*	135 *44%* *98%*	138 *44%* *100%*	84 *42%* *61%*	54 *48%* *39%*	57 *45%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 925

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**312**	56 *18%*	56 *18%*	42 *13%*	158 *51%*	292 *94%*	16 *5%*	306 *98%*	312 *100%*	206 *66%*	106 *34%*	117 *38%*
Effective Total	**210**	52	52	40	142	196	14	206	210	135	75	84
Net: 3/2/1	**38** ***12%***	4 *10%* *9%*	2 *9%* *5%*	1 *13%* *4%*	31 *13%* *83%*	34 *12%* *91%*	3 *19%* *9%*	37 *12%* *97%*	38 *12%* *100%*	20 *10%* *54%*	18 *15%* *46%*	20 *16%* *54%*
Mean	**5.73**	6.31	5.86	5.93	5.63	5.70	6.20	5.75	5.73	5.93	5.38	5.36
Standard Deviation	**2.09**	1.96	1.83	2.05	2.12	2.02	2.97	2.09	2.09	2.05	2.12	2.14

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - E4**

Base : All who watch E4 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**404**	183 *45%*	221 *55%*	114 *28%*	134 *33%*	75 *19%*	44 *11%*	25 *6%*	12 *3%*	78 *19%*	265 *66%*	54 *13%*	67 *17%*	48 *12%*	113 *28%*
Total (Wtd)	**433**	197 *46%*	235 *54%*	131* *30%* *	157* *36%* *	69* *16%* *	44* *10%* *	22** *5%* **	10** *2%* **	76* *18%* *	274 *63%*	82* *19%* *	108* *25%* *	102* *24%* *	145 *33%*
Effective Total	**281**	127	154	79	95	53	32	16	8	57	192	39	62	46	100
10	**14** ***3%***	4 *2%* *33%*	9 *4%* *67%*	5 *4%* *37%*	3 *2%* *19%*	- - -	4 *9%* *30%* DE	* *1%* *1%*	2 *17%* *12%*	- - -	6 *2%* *41%*	8 *10%* *59%* IJ	8 *7%* *58%*	- - -	5 *3%* *35%*
9	**8** ***2%***	5 *2%* *60%*	3 *1%* *40%*	5 *4%* *66%*	2 *1%* *25%*	- - -	1 *1%* *7%*	- - -	* *2%* *2%*	* * *3%*	7 *2%* *84%*	1 *1%* *13%*	4 *3%* *44%*	- - -	1 *1%* *14%*
8	**35** ***8%***	20 *10%* *56%*	16 *7%* *44%*	10 *8%* *28%*	18 *12%* *51%*	4 *5%* *10%*	2 *5%* *6%*	* *2%* *1%*	1 *11%* *3%*	4 *6%* *13%*	30 *11%* *83%*	1 *2%* *4%*	6 *6%* *18%*	12 *12%* *34%*	8 *6%* *22%*
7	**87** ***20%***	51 *26%* *58%* B	36 *15%* *42%*	32 *25%* *37%* F	33 *21%* *38%*	10 *15%* *12%*	3 *8%* *4%*	5 *24%* *6%*	2 *23%* *3%*	11 *14%* *12%*	64 *23%* *74%*	12 *15%* *14%*	19 *17%* *21%*	26 *26%* *30%*	27 *19%* *31%*
6	**93** ***22%***	42 *21%* *45%*	51 *22%* *55%*	36 *27%* *39%* F	36 *23%* *39%*	14 *20%* *15%*	4 *8%* *4%*	3 *14%* *3%*	- - -	21 *28%* *23%*	51 *19%* *55%*	21 *25%* *22%*	23 *21%* *25%*	24 *24%* *26%*	31 *21%* *33%*
5	**47** ***11%***	19 *9%* *39%*	29 *12%* *61%*	13 *10%* *26%*	13 *8%* *28%*	9 *13%* *19%*	7 *17%* *16%*	4 *18%* *8%*	1 *13%* *3%*	5 *7%* *11%*	32 *12%* *67%*	11 *13%* *22%*	10 *9%* *20%*	13 *13%* *28%*	14 *10%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 926

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - E4**

Base : All who watch E4 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**404**	183 *45%*	221 *55%*	114 *28%*	134 *33%*	75 *19%*	44 *11%*	25 *6%*	12 *3%*	78 *19%*	265 *66%*	54 *13%*	67 *17%*	48 *12%*	113 *28%*
Effective Total	**281**	127	154	79	95	53	32	16	8	57	192	39	62	46	100
4	**50** ***11%***	14 *7%* *29%*	35 *15%* *71%* A	17 *13%* *34%*	17 *11%* *34%*	11 *16%* *22%*	5 *10%* *9%*	1 *3%* *1%*	- - -	15 *19%* *30%* J	24 *9%* *49%*	11 *13%* *21%*	10 *9%* *20%*	14 *13%* *27%*	18 *13%* *37%*
3	**24** ***5%***	9 *5%* *38%*	15 *6%* *62%*	3 *2%* *13%*	12 *8%* *51%*	4 *6%* *17%*	2 *5%* *10%*	2 *10%* *9%*	- - -	3 *3%* *11%*	13 *5%* *56%*	8 *9%* *33%*	4 *4%* *19%*	9 *9%* *39%*	5 *3%* *19%*
2	**23** ***5%***	7 *3%* *30%*	16 *7%* *70%*	3 *2%* *13%*	12 *7%* *51%*	8 *12%* *36%* CF	* * *	- - -	- - -	4 *5%* *17%*	17 *6%* *74%*	2 *3%* *10%*	6 *6%* *28%*	- - -	14 *10%* *64%* M
1	**20** ***5%***	12 *6%* *60%*	8 *3%* *40%*	5 *4%* *25%*	4 *2%* *18%*	2 *3%* *11%*	7 *16%* *35%* CDE	1 *4%* *4%*	1 *13%* *6%*	5 *7%* *26%*	13 *5%* *67%*	1 *2%* *7%*	7 *7%* *36%*	3 *3%* *15%*	6 *4%* *29%*
Don't know	**32** ***7%***	15 *8%* *46%*	17 *7%* *54%*	2 *2%* *7%*	7 *5%* *23%*	6 *9%* *19%* C	9 *19%* *27%* CD	5 *25%* *17%*	2 *21%* *6%*	8 *10%* *24%*	18 *7%* *56%*	6 *8%* *20%*	11 *10%* *35%* M	- - -	15 *11%* *48%* M
Net: 10/9/8/7	**144** ***33%***	80 *40%* *55%* B	64 *27%* *45%*	53 *40%* *37%* E	56 *36%* *39%*	14 *20%* *10%*	10 *23%* *7%*	6 *27%* *4%*	5 *53%* *4%*	15 *20%* *11%*	106 *39%* *74%* I	23 *27%* *16%*	36 *33%* *25%*	39 *38%* *27%*	41 *28%* *29%*
Net: 10/9	**22** ***5%***	9 *5%* *43%*	12 *5%* *57%*	10 *8%* *48%* E	5 *3%* *21%*	- - -	5 *11%* *22%* E	* *1%* *1%*	2 *19%* *9%*	* * *1%*	12 *5%* *57%*	9 *11%* *42%* I	11 *11%* *53%* M	- - -	6 *4%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 926

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - E4**

Base : All who watch E4 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**404**	183 *45%*	221 *55%*	114 *28%*	134 *33%*	75 *19%*	44 *11%*	25 *6%*	12 *3%*	78 *19%*	265 *66%*	54 *13%*	67 *17%*	48 *12%*	113 *28%*
Effective Total	**281**	127	154	79	95	53	32	16	8	57	192	39	62	46	100
Net: 6/5/4	**190** ***44%***	75 *38%* *39%*	115 *49%* *61%*	65 *50%* *34%*	66 *42%* *35%*	34 *50%* *18%*	16 *36%* *8%*	8 *35%* *4%*	1 *13%* *1%*	41 *54%* *22%* J	107 *39%* *56%*	42 *51%* *22%*	43 *40%* *22%*	51 *50%* *27%*	63 *44%* *33%*
Net: 3/2/1	**66** ***15%***	28 *14%* *42%*	38 *16%* *58%*	11 *8%* *17%*	27 *17%* *41%*	14 *21%* *22%* C	9 *22%* *14%*	3 *14%* *5%*	1 *13%* *2%*	12 *15%* *18%*	43 *16%* *65%*	11 *14%* *17%*	18 *17%* *27%*	12 *12%* *19%*	25 *17%* *38%*
Mean	**5.57**	5.78	5.39	5.97 E	5.59 E	4.88	5.07	5.44	6.52	5.07	5.66	5.73	5.68	5.68	5.33
Standard Deviation	**2.10**	2.10	2.09	1.94	2.02	1.90	2.84	1.84	3.16	1.93	2.13	2.14	2.42	1.70	2.15

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 926

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - E4**

Base : All who watch E4 regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**404**	71 *18%*	42 *10%*	63 *16%*	228 *56%*	369 *91%*	32 *8%*	392 *97%*	404 *100%*	268 *66%*	136 *34%*	137 *34%*
Total (Wtd)	**433**	48* *11%* *	16* *4%* *	15* *3%* *	355 *82%*	404 *93%*	29** *7%* **	417 *96%*	433 *100%*	278 *64%*	155* *36%* *	157* *36%* *
Effective Total	**281**	68	39	61	202	257	27	273	281	183	98	99
10	**14** ***3%***	1 *1%* *5%*	- - -	* *3%* *3%*	13 *4%* *92%*	12 *3%* *88%*	2 *6%* *12%*	11 *3%* *81%*	14 *3%* *100%*	11 *4%* *81%*	3 *2%* *19%*	3 *2%* *19%*
9	**8** ***2%***	2 *5%* *29%* R	* *3%* *5%*	1 *4%* *8%*	5 *1%* *58%*	7 *2%* *86%*	1 *4%* *14%*	7 *2%* *87%*	8 *2%* *100%*	6 *2%* *73%*	2 *1%* *27%*	2 *1%* *27%*
8	**35** ***8%***	6 *13%* *18%* P	- - -	3 *19%* *8%* PR	26 *7%* *74%*	33 *8%* *94%*	2 *8%* *6%*	35 *9%* *100%*	35 *8%* *100%*	20 *7%* *55%*	16 *10%* *45%*	16 *10%* *45%*
7	**87** ***20%***	8 *16%* *9%*	4 *24%* *4%*	3 *21%* *4%*	72 *20%* *83%*	84 *21%* *96%*	3 *12%* *4%*	85 *20%* *98%*	87 *20%* *100%*	59 *21%* *68%*	27 *18%* *32%*	30 *19%* *34%*
6	**93** ***22%***	10 *22%* *11%*	2 *12%* *2%*	2 *16%* *3%*	78 *22%* *84%*	88 *22%* *95%*	5 *17%* *5%*	90 *21%* *96%*	93 *22%* *100%*	61 *22%* *65%*	32 *21%* *35%*	32 *21%* *35%*
5	**47** ***11%***	6 *12%* *12%*	3 *16%* *5%*	2 *14%* *4%*	37 *10%* *78%*	45 *11%* *94%*	3 *10%* *6%*	44 *11%* *93%*	47 *11%* *100%*	28 *10%* *58%*	20 *13%* *42%*	20 *13%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 926

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - E4**

Base : All who watch E4 regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**404**	71 *18%*	42 *10%*	63 *16%*	228 *56%*	369 *91%*	32 *8%*	392 *97%*	404 *100%*	268 *66%*	136 *34%*	137 *34%*
Effective Total	**281**	68	39	61	202	257	27	273	281	183	98	99
4	**50** ***11%***	6 *12%* *11%*	2 *14%* *5%* Q	* *2%* *1%*	42 *12%* *84%* Q	43 *11%* *87%*	7 *23%* *13%*	50 *12%* *100%*	50 *11%* *100%*	31 *11%* *63%*	18 *12%* *37%*	18 *12%* *37%*
3	**24** ***5%***	4 *9%* *19%*	1 *4%* *3%*	* *1%* *1%*	18 *5%* *77%*	22 *5%* *93%*	2 *6%* *7%*	24 *6%* *100%*	24 *5%* *100%*	16 *6%* *68%*	8 *5%* *32%*	8 *5%* *32%*
2	**23** ***5%***	1 *1%* *3%*	* *3%* *2%*	1 *5%* *3%*	21 *6%* *92%*	21 *5%* *91%*	2 *7%* *9%*	20 *5%* *90%*	23 *5%* *100%*	14 *5%* *62%*	9 *6%* *38%*	9 *6%* *38%*
1	**20** ***5%***	1 *2%* *4%*	2 *13%* *10%* OR	1 *8%* *6%* O	16 *5%* *81%*	18 *5%* *90%*	2 *7%* *10%*	19 *4%* *92%*	20 *5%* *100%*	12 *4%* *60%*	8 *5%* *40%*	8 *5%* *40%*
Don't know	**32** ***7%***	3 *6%* *9%*	2 *11%* *5%*	1 *7%* *3%*	27 *7%* *83%*	31 *8%* *98%*	1 *3%* *2%*	32 *8%* *100%*	32 *7%* *100%*	20 *7%* *63%*	12 *8%* *37%*	12 *8%* *37%*
Net: 10/9/8/7	**144** ***33%***	17 *36%* *12%*	4 *27%* *3%*	7 *47%* *5%* PR	116 *33%* *80%*	136 *34%* *94%*	8 *29%* *6%*	139 *33%* *96%*	144 *33%* *100%*	96 *35%* *67%*	48 *31%* *33%*	50 *32%* *35%*
Net: 10/9	**22** ***5%***	3 *6%* *14%*	* *3%* *2%*	1 *7%* *5%*	17 *5%* *80%*	19 *5%* *88%*	3 *9%* *12%*	18 *4%* *83%*	22 *5%* *100%*	17 *6%* *78%*	5 *3%* *22%*	5 *3%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 926

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - E4**

Base : All who watch E4 regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**404**	71 *18%*	42 *10%*	63 *16%*	228 *56%*	369 *91%*	32 *8%*	392 *97%*	404 *100%*	268 *66%*	136 *34%*	137 *34%*
Effective Total	**281**	68	39	61	202	257	27	273	281	183	98	99
Net: 6/5/4	**190** ***44%***	22 *46%* *12%*	7 *43%* *4%*	5 *32%* *2%*	157 *44%* *83%*	176 *44%* *93%*	14 *49%* *7%*	183 *44%* *96%*	190 *44%* *100%*	120 *43%* *63%*	70 *45%* *37%*	70 *45%* *37%*
Net: 3/2/1	**66** ***15%***	6 *12%* *9%*	3 *19%* *5%*	2 *14%* *3%*	55 *16%* *83%*	61 *15%* *92%*	6 *20%* *8%*	63 *15%* *94%*	66 *15%* *100%*	42 *15%* *63%*	24 *16%* *37%*	24 *16%* *37%*
Mean	**5.57**	5.84 P	4.89	6.03 P	5.54	5.59	5.24	5.56	5.57	5.64	5.45	5.48
Standard Deviation	**2.10**	1.91	2.22	2.39	2.11	2.08	2.40	2.07	2.10	2.12	2.08	2.07

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 927

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**326**	176 *54%*	150 *46%*	35 *11%*	83 *25%*	76 *23%*	54 *17%*	39 *12%*	38 *12%*	64 *20%*	188 *58%*	68 *21%*	42 *13%*	38 *12%*	97 *30%*
Total (Wtd)	**326**	173 *53%*	154 *47%*	47** *14%* **	87* *27%* *	69* *21%* *	51* *16%* *	31** *10%* **	41** *13%* **	55* *17%* *	177 *54%*	94* *29%* *	62* *19%* *	83* *25%* *	120* *37%* *
Effective Total	**220**	118	102	26	55	53	38	26	27	45	133	49	39	36	90
10	**12** ***4%***	3 *2%* *28%*	9 *6%* *72%*	3 *6%* *23%*	1 *2%* *12%*	6 *8%* *47%*	- - -	- - -	2 *5%* *18%*	- - -	6 *4%* *51%*	6 *7%* *49%*	1 *2%* *11%*	5 *6%* *40%*	4 *3%* *33%*
9	**13** ***4%***	3 *2%* *21%*	10 *7%* *79%*	2 *4%* *16%*	4 *4%* *30%*	1 *1%* *4%*	* *1%* *2%*	4 *12%* *31%*	2 *5%* *16%*	4 *8%* *33%*	6 *3%* *44%*	3 *3%* *23%*	1 *2%* *9%*	6 *8%* *50%*	3 *2%* *20%*
8	**42** ***13%***	24 *14%* *57%*	18 *12%* *43%*	6 *13%* *15%*	8 *9%* *20%*	8 *12%* *20%*	5 *10%* *12%*	4 *11%* *9%*	10 *25%* *25%*	8 *14%* *19%*	19 *11%* *45%*	15 *16%* *37%*	9 *15%* *22%*	7 *9%* *17%*	18 *15%* *44%*
7	**56** ***17%***	28 *16%* *51%*	27 *18%* *49%*	12 *25%* *21%*	14 *16%* *25%*	8 *12%* *15%*	11 *22%* *20%*	3 *9%* *5%*	8 *19%* *14%*	9 *15%* *15%*	27 *15%* *48%*	21 *22%* *37%*	7 *12%* *13%*	14 *16%* *24%*	23 *19%* *42%*
6	**45** ***14%***	26 *15%* *59%*	19 *12%* *41%*	8 *17%* *18%*	13 *15%* *29%*	12 *18%* *27%*	10 *19%* *22%*	2 *5%* *4%*	- - -	9 *16%* *20%*	27 *15%* *60%*	9 *9%* *20%*	10 *16%* *22%*	13 *16%* *29%*	13 *11%* *30%*
5	**44** ***14%***	28 *16%* *63%*	16 *11%* *37%*	2 *3%* *3%*	13 *15%* *30%*	11 *15%* *24%*	7 *13%* *15%*	5 *16%* *11%*	7 *18%* *17%*	4 *6%* *8%*	27 *15%* *61%*	14 *15%* *31%*	15 *24%* *34%* N	10 *13%* *24%*	11 *9%* *25%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 927

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**326**	176 *54%*	150 *46%*	35 *11%*	83 *25%*	76 *23%*	54 *17%*	39 *12%*	38 *12%*	64 *20%*	188 *58%*	68 *21%*	42 *13%*	38 *12%*	97 *30%*
Effective Total	**220**	118	102	26	55	53	38	26	27	45	133	49	39	36	90
4	**28** ***9%***	15 *9%* *52%*	13 *9%* *48%*	6 *12%* *20%*	15 *17%* *54%* EF	2 *3%* *8%*	2 *3%* *6%*	2 *6%* *6%*	2 *4%* *6%*	2 *4%* *8%*	16 *9%* *58%*	9 *10%* *33%*	2 *3%* *6%*	10 *12%* *34%*	10 *9%* *37%*
3	**24** ***7%***	14 *8%* *60%*	10 *6%* *40%*	2 *5%* *9%*	9 *11%* *38%*	10 *15%* *43%* F	1 *2%* *5%*	1 *4%* *5%*	- - -	5 *10%* *22%*	16 *9%* *65%*	3 *3%* *13%*	7 *11%* *29%*	9 *11%* *38%*	5 *4%* *20%*
2	**17** ***5%***	12 *7%* *69%*	5 *3%* *31%*	2 *4%* *10%*	5 *5%* *27%*	5 *7%* *28%*	2 *3%* *10%*	2 *6%* *11%*	2 *5%* *13%*	4 *6%* *21%*	8 *5%* *49%*	5 *5%* *30%*	- - -	2 *3%* *13%*	11 *9%* *65%* L
1	**15** ***5%***	6 *4%* *42%*	9 *6%* *58%*	4 *8%* *23%*	2 *2%* *13%*	4 *6%* *26%*	3 *5%* *17%*	2 *7%* *14%*	1 *2%* *7%*	5 *9%* *33%* K	10 *5%* *64%*	* *1%* *3%*	3 *4%* *18%*	2 *3%* *15%*	8 *6%* *51%*
Don't know	**30** ***9%***	13 *8%* *44%*	17 *11%* *56%*	1 *3%* *5%*	3 *3%* *9%*	2 *3%* *6%*	11 *21%* *35%* DE	7 *23%* *24%*	6 *15%* *20%*	6 *11%* *20%*	16 *9%* *52%*	8 *9%* *28%*	7 *11%* *23%*	4 *5%* *13%*	14 *11%* *46%*
Net: 10/9/8/7	**123** ***38%***	58 *34%* *47%*	65 *42%* *53%*	23 *48%* *18%*	27 *31%* *22%*	23 *33%* *19%*	17 *33%* *14%*	10 *33%* *8%*	22 *55%* *18%*	21 *37%* *17%*	57 *32%* *47%*	45 *48%* *37%*	19 *31%* *16%*	32 *39%* *26%*	48 *40%* *40%*
Net: 10/9	**25** ***8%***	6 *4%* *24%*	19 *12%* *76%* A	5 *11%* *20%*	5 *6%* *21%*	6 *9%* *25%*	* *1%* *1%*	4 *12%* *16%*	4 *11%* *17%*	4 *8%* *17%*	12 *7%* *47%*	9 *10%* *36%*	3 *4%* *10%*	11 *14%* *45%*	7 *5%* *26%*

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

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 927

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**326**	176 *54%*	150 *46%*	35 *11%*	83 *25%*	76 *23%*	54 *17%*	39 *12%*	38 *12%*	64 *20%*	188 *58%*	68 *21%*	42 *13%*	38 *12%*	97 *30%*
Effective Total	**220**	118	102	26	55	53	38	26	27	45	133	49	39	36	90
Net: 6/5/4	**117** ***36%***	69 *40%* *59%*	49 *32%* *41%*	15 *33%* *13%*	41 *47%* *35%*	25 *36%* *21%*	18 *36%* *16%*	8 *27%* *7%*	9 *22%* *8%*	15 *27%* *13%*	70 *40%* *60%*	32 *34%* *27%*	27 *43%* *23%*	33 *40%* *28%*	35 *29%* *30%*
Net: 3/2/1	**56** ***17%***	32 *19%* *58%*	24 *15%* *42%*	7 *16%* *13%*	16 *18%* *28%*	19 *27%* *34%*	6 *11%* *10%*	5 *17%* *9%*	3 *8%* *6%*	14 *25%* *25%* K	33 *19%* *60%*	9 *9%* *16%*	9 *15%* *17%*	14 *16%* *24%*	24 *20%* *42%*
Mean	**5.70**	5.49	5.95	5.95	5.39	5.49	5.73	5.63	6.54	5.47	5.49	6.23	5.69	5.87	5.58
Standard Deviation	**2.28**	2.13	2.42	2.42	2.06	2.48	1.94	2.60	2.23	2.52	2.26	2.11	2.02	2.27	2.44

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**326**	53 *16%*	48 *15%*	48 *15%*	177 *54%*	292 *90%*	32 *10%*	326 *100%*	326 *100%*	326 *100%*
Total (Wtd)	**326**	33* *10%* *	17* *5%* *	10* *3%* *	265 *81%*	298 *91%*	28** *9%* **	326 *100%*	326 *100%*	326 *100%*
Effective Total	**220**	50	46	44	156	195	28	220	220	220
10	**12** ***4%***	1 *4%* *12%*	* *2%* *3%*	* *2%* *2%*	10 *4%* *84%*	11 *4%* *91%*	1 *4%* *9%*	12 *4%* *100%*	12 *4%* *100%*	12 *4%* *100%*
9	**13** ***4%***	1 *4%* *10%*	* *2%* *2%*	1 *9%* *7%*	10 *4%* *80%*	12 *4%* *97%*	* *1%* *3%*	13 *4%* *100%*	13 *4%* *100%*	13 *4%* *100%*
8	**42** ***13%***	4 *13%* *10%*	2 *10%* *4%*	1 *10%* *3%*	35 *13%* *83%*	36 *12%* *86%*	6 *21%* *14%*	42 *13%* *100%*	42 *13%* *100%*	42 *13%* *100%*
7	**56** ***17%***	7 *21%* *12%*	3 *17%* *5%*	1 *13%* *2%*	44 *17%* *80%*	53 *18%* *94%*	3 *12%* *6%*	56 *17%* *100%*	56 *17%* *100%*	56 *17%* *100%*
6	**45** ***14%***	5 *15%* *11%*	2 *11%* *4%*	2 *15%* *4%*	36 *14%* *81%*	40 *13%* *89%*	5 *18%* *11%*	45 *14%* *100%*	45 *14%* *100%*	45 *14%* *100%*
5	**44** ***14%***	4 *12%* *9%*	2 *15%* *6%*	2 *16%* *4%*	36 *14%* *82%*	43 *14%* *98%*	1 *4%* *2%*	44 *14%* *100%*	44 *14%* *100%*	44 *14%* *100%*

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**326**	53 *16%*	48 *15%*	48 *15%*	177 *54%*	292 *90%*	32 *10%*	326 *100%*	326 *100%*	326 *100%*
Effective Total	**220**	50	46	44	156	195	28	220	220	220
4	**28** ***9%***	3 *9%* *10%*	2 *15%* *9%*	1 *8%* *3%*	22 *8%* *78%*	25 *9%* *90%*	3 *10%* *10%*	28 *9%* *100%*	28 *9%* *100%*	28 *9%* *100%*
3	**24** ***7%***	2 *5%* *8%*	1 *4%* *3%*	1 *7%* *3%*	21 *8%* *86%*	22 *7%* *92%*	2 *7%* *8%*	24 *7%* *100%*	24 *7%* *100%*	24 *7%* *100%*
2	**17** ***5%***	2 *5%* *10%*	1 *7%* *7%*	1 *7%* *4%*	13 *5%* *79%*	15 *5%* *89%*	2 *7%* *11%*	17 *5%* *100%*	17 *5%* *100%*	17 *5%* *100%*
1	**15** ***5%***	1 *4%* *9%*	1 *5%* *5%*	* *4%* *3%*	13 *5%* *83%*	13 *4%* *85%*	2 *8%* *15%*	15 *5%* *100%*	15 *5%* *100%*	15 *5%* *100%*
Don't know	**30** ***9%***	3 *8%* *9%*	2 *13%* *7%*	1 *7%* *3%*	24 *9%* *81%*	28 *9%* *92%*	3 *9%* *8%*	30 *9%* *100%*	30 *9%* *100%*	30 *9%* *100%*
Net: 10/9/8/7	**123** ***38%***	14 *42%* *11%*	5 *31%* *4%*	4 *35%* *3%*	100 *38%* *81%*	112 *38%* *91%*	11 *38%* *9%*	123 *38%* *100%*	123 *38%* *100%*	123 *38%* *100%*
Net: 10/9	**25** ***8%***	3 *8%* *11%*	1 *4%* *3%*	1 *11%* *5%*	21 *8%* *82%*	24 *8%* *94%*	1 *5%* *6%*	25 *8%* *100%*	25 *8%* *100%*	25 *8%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**326**	53 *16%*	48 *15%*	48 *15%*	177 *54%*	292 *90%*	32 *10%*	326 *100%*	326 *100%*	326 *100%*
Effective Total	**220**	50	46	44	156	195	28	220	220	220
Net: 6/5/4	**117** ***36%***	12 *36%* *10%*	7 *40%* *6%*	4 *40%* *3%*	95 *36%* *81%*	109 *36%* *92%*	9 *32%* *8%*	117 *36%* *100%*	117 *36%* *100%*	117 *36%* *100%*
Net: 3/2/1	**56** ***17%***	5 *14%* *9%*	3 *16%* *5%*	2 *18%* *3%*	47 *18%* *83%*	50 *17%* *89%*	6 *21%* *11%*	56 *17%* *100%*	56 *17%* *100%*	56 *17%* *100%*
Mean	**5.70**	5.89	5.34	5.63	5.70	5.71	5.60	5.70	5.70	5.70
Standard Deviation	**2.28**	2.25	2.23	2.42	2.29	2.26	2.54	2.28	2.28	2.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 928

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - More4**

Base : All who watch More4 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**201**	99 *49%*	102 *51%*	26 *13%*	56 *28%*	44 *22%*	29 *14%*	27 *13%*	19 *9%*	42 *21%*	125 *62%*	31 *15%*	27 *13%*	20 *10%*	63 *31%*
Total (Wtd)	**203**	108* *53%* *	95* *47%* *	29** *14%* **	63* *31%* *	36** *18%* **	29** *14%* **	27** *13%* **	18** *9%* **	38** *19%* **	117* *58%* *	48** *24%* **	44** *22%* **	41** *20%* **	80* *39%* *
Effective Total	**141**	69	73	19	43	27	21	18	13	30	90	25	26	20	58
10	**5** ***2%***	3 *3%* *55%*	2 *2%* *45%*	2 *6%* *33%*	2 *3%* *35%*	* *1%* *4%*	1 *4%* *24%*	* *1%* *3%*	- - -	- - -	3 *3%* *67%*	2 *3%* *33%*	2 *4%* *35%*	- - -	2 *2%* *33%*
9	**5** ***2%***	3 *3%* *71%*	1 *1%* *29%*	2 *6%* *36%*	3 *5%* *64%*	- - -	- - -	- - -	- - -	5 *13%* *100%*	- - -	- - -	3 *8%* *71%*	- - -	1 *2%* *29%*
8	**31** ***15%***	22 *20%* *70%*	9 *10%* *30%*	7 *24%* *23%*	16 *25%* *50%*	2 *4%* *5%*	1 *2%* *2%*	3 *11%* *9%*	3 *19%* *11%*	5 *13%* *15%*	21 *18%* *68%*	5 *10%* *16%*	6 *14%* *20%*	7 *17%* *22%*	10 *12%* *32%*
7	**29** ***14%***	15 *14%* *51%*	14 *15%* *49%*	7 *24%* *24%*	6 *10%* *22%*	9 *26%* *32%*	- - -	5 *19%* *18%*	1 *7%* *4%*	5 *14%* *19%*	17 *14%* *58%*	7 *14%* *24%*	3 *8%* *12%*	11 *26%* *37%*	11 *14%* *39%*
6	**34** ***17%***	21 *20%* *63%*	12 *13%* *37%*	5 *19%* *16%*	11 *18%* *33%*	9 *26%* *28%*	6 *21%* *18%*	1 *5%* *4%*	* *1%* *	8 *21%* *23%*	22 *19%* *64%*	4 *9%* *12%*	6 *13%* *17%*	6 *15%* *18%*	13 *17%* *40%*
5	**26** ***13%***	7 *6%* *26%*	19 *20%* *74%* A	4 *15%* *17%*	8 *13%* *31%*	3 *7%* *10%*	3 *11%* *12%*	4 *16%* *17%*	3 *19%* *13%*	1 *3%* *4%*	15 *13%* *59%*	10 *21%* *37%*	8 *17%* *29%*	4 *10%* *15%*	10 *13%* *39%*
4	**13** ***6%***	5 *5%* *39%*	8 *8%* *61%*	2 *7%* *16%*	5 *9%* *42%*	2 *5%* *15%*	2 *6%* *13%*	1 *5%* *11%*	* *2%* *2%*	6 *15%* *44%*	7 *6%* *56%*	- - -	2 *4%* *13%*	3 *8%* *24%*	6 *7%* *45%*

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Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

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**** Its programmes show different kinds of cultures and opinions within the UK ** - More4**

Base : All who watch More4 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**201**	99 *49%*	102 *51%*	26 *13%*	56 *28%*	44 *22%*	29 *14%*	27 *13%*	19 *9%*	42 *21%*	125 *62%*	31 *15%*	27 *13%*	20 *10%*	63 *31%*
Effective Total	**141**	69	73	19	43	27	21	18	13	30	90	25	26	20	58
3	**14** ***7%***	6 *5%* *42%*	8 *8%* *58%*	* * *	6 *9%* *42%*	2 *5%* *15%*	2 *6%* *14%*	2 *9%* *18%*	2 *9%* *12%*	- - -	7 *6%* *51%*	7 *14%* *49%*	6 *13%* *41%*	2 *5%* *15%*	4 *5%* *30%*
2	**4** ***2%***	3 *3%* *70%*	1 *1%* *30%*	- - -	- - -	2 *6%* *49%*	* * *	- - -	2 *13%* *51%*	1 *3%* *25%*	1 *1%* *24%*	2 *5%* *51%*	- - -	2 *5%* *51%*	2 *3%* *45%*
1	**10** ***5%***	4 *4%* *41%*	6 *6%* *59%*	- - -	* * *2%*	4 *10%* *36%*	6 *20%* *55%*	1 *3%* *7%*	* * *	- - -	8 *6%* *73%*	3 *6%* *27%*	1 *3%* *13%*	2 *5%* *19%*	5 *6%* *49%*
Don't know	**32** ***16%***	19 *18%* *60%*	13 *13%* *40%*	- - -	6 *9%* *18%*	3 *9%* *10%*	9 *30%* *27%*	8 *31%* *27%*	5 *30%* *17%*	7 *19%* *23%*	16 *13%* *50%*	9 *18%* *27%*	8 *17%* *24%*	4 *10%* *13%*	14 *18%* *46%*
Net: 10/9/8/7	**70** ***34%***	43 *40%* *61%*	27 *29%* *39%*	17 *59%* *25%*	27 *42%* *38%*	11 *31%* *16%*	2 *6%* *3%*	8 *31%* *12%*	5 *26%* *7%*	15 *39%* *21%*	41 *35%* *59%*	13 *28%* *19%*	15 *33%* *21%*	18 *43%* *25%*	24 *31%* *35%*
Net: 10/9	**10** ***5%***	6 *6%* *63%*	4 *4%* *37%*	3 *11%* *34%*	5 *8%* *49%*	* *1%* *2%*	1 *4%* *12%*	* *1%* *2%*	- - -	5 *13%* *49%*	3 *3%* *34%*	2 *3%* *17%*	5 *11%* *53%*	- - -	3 *4%* *31%*
Net: 6/5/4	**73** ***36%***	33 *31%* *46%*	40 *42%* *54%*	12 *41%* *16%*	25 *39%* *34%*	14 *39%* *19%*	11 *38%* *15%*	7 *27%* *10%*	4 *22%* *5%*	14 *38%* *20%*	44 *38%* *61%*	14 *29%* *19%*	15 *34%* *21%*	13 *32%* *18%*	29 *37%* *41%*
Net: 3/2/1	**29** ***14%***	13 *12%* *46%*	15 *16%* *54%*	* * *	6 *10%* *21%*	8 *22%* *28%*	8 *26%* *26%*	3 *12%* *11%*	4 *22%* *14%*	1 *3%* *4%*	16 *13%* *55%*	12 *25%* *41%*	7 *16%* *24%*	6 *15%* *22%*	11 *14%* *40%*

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**** Its programmes show different kinds of cultures and opinions within the UK ** - More4**

Base : All who watch More4 regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**201**	99 *49%*	102 *51%*	26 *13%*	56 *28%*	44 *22%*	29 *14%*	27 *13%*	19 *9%*	42 *21%*	125 *62%*	31 *15%*	27 *13%*	20 *10%*	63 *31%*
Effective Total	**141**	69	73	19	43	27	21	18	13	30	90	25	26	20	58
Mean	**5.78**	6.12	5.40	6.82	6.28	5.19	4.30	5.65	5.21	6.41	5.79	5.25	5.96	5.72	5.60
Standard Deviation	**2.17**	2.16	2.12	1.57	1.92	2.19	2.60	1.96	2.34	1.87	2.15	2.33	2.27	2.08	2.20

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 928

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - More4**

Base : All who watch More4 regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	35 *17%*	27 *13%*	29 *14%*	110 *55%*	185 *92%*	15 *7%*	201 *100%*	201 *100%*	106 *53%*	95 *47%*	96 *48%*
Total (Wtd)	**203**	22* *11%* *	9** *5%* **	6** *3%* **	165 *82%*	190 *94%*	13** *6%* **	203 *100%*	203 *100%*	98* *49%* *	104* *51%* *	107* *53%* *
Effective Total	**141**	34	25	27	100	130	12	141	141	71	70	71
10	**5** ***2%***	1 *5%* *24%*	- - -	* *6%* *8%*	3 *2%* *68%*	3 *2%* *67%*	2 *13%* *33%*	5 *2%* *100%*	5 *2%* *100%*	3 *4%* *72%*	1 *1%* *28%*	1 *1%* *28%*
9	**5** ***2%***	- - -	- - -	- - -	5 *3%* *100%*	5 *3%* *100%*	- - -	5 *2%* *100%*	5 *2%* *100%*	2 *2%* *36%*	3 *3%* *64%*	3 *3%* *64%*
8	**31** ***15%***	6 *27%* *20%*	1 *12%* *3%*	1 *11%* *2%*	23 *14%* *75%*	30 *16%* *97%*	1 *8%* *3%*	31 *15%* *100%*	31 *15%* *100%*	10 *10%* *32%*	21 *20%* *68%*	21 *20%* *68%*
7	**29** ***14%***	2 *9%* *7%*	* *4%* *1%*	1 *18%* *4%*	26 *15%* *88%*	28 *15%* *97%*	1 *8%* *3%*	29 *14%* *100%*	29 *14%* *100%*	15 *16%* *53%*	14 *13%* *47%*	16 *15%* *54%*
6	**34** ***17%***	5 *23%* *15%*	1 *16%* *4%*	2 *32%* *6%*	25 *15%* *75%*	30 *16%* *89%*	4 *31%* *11%*	34 *17%* *100%*	34 *17%* *100%*	19 *19%* *56%*	15 *14%* *44%*	15 *14%* *44%*
5	**26** ***13%***	1 *6%* *5%*	2 *24%* *8%*	1 *15%* *3%*	22 *13%* *83%*	25 *13%* *95%*	1 *11%* *5%*	26 *13%* *100%*	26 *13%* *100%*	13 *14%* *51%*	13 *12%* *49%*	13 *12%* *49%*
4	**13** ***6%***	2 *8%* *14%*	* *3%* *2%*	* *3%* *2%*	11 *6%* *83%*	12 *7%* *97%*	* *3%* *3%*	13 *6%* *100%*	13 *6%* *100%*	5 *5%* *42%*	8 *7%* *58%*	8 *7%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 928

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - More4**

Base : All who watch More4 regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	35 *17%*	27 *13%*	29 *14%*	110 *55%*	185 *92%*	15 *7%*	201 *100%*	201 *100%*	106 *53%*	95 *47%*	96 *48%*
Effective Total	**141**	34	25	27	100	130	12	141	141	71	70	71
3	**14** ***7%***	* *2%* *4%*	1 *16%* *11%*	- - -	12 *7%* *86%*	13 *7%* *94%*	1 *7%* *6%*	14 *7%* *100%*	14 *7%* *100%*	11 *11%* *79%*	3 *3%* *21%*	3 *3%* *21%*
2	**4** ***2%***	- - -	- - -	* *3%* *5%*	4 *3%* *95%*	4 *2%* *80%*	1 *7%* *19%*	4 *2%* *100%*	4 *2%* *100%*	4 *4%* *81%*	1 *1%* *19%*	1 *1%* *19%*
1	**10** ***5%***	1 *3%* *7%*	1 *10%* *9%*	* *4%* *2%*	8 *5%* *81%*	10 *5%* *93%*	1 *6%* *7%*	10 *5%* *100%*	10 *5%* *100%*	8 *8%* *75%*	3 *2%* *25%*	3 *2%* *25%*
Don't know	**32** ***16%***	4 *17%* *12%*	1 *15%* *4%*	* *6%* *1%*	26 *16%* *83%*	31 *16%* *97%*	1 *7%* *3%*	32 *16%* *100%*	32 *16%* *100%*	8 *8%* *25%*	24 *23%* *75%* X	24 *22%* *75%* X
Net: 10/9/8/7	**70** ***34%***	9 *41%* *13%*	1 *16%* *2%*	2 *36%* *3%*	57 *34%* *82%*	66 *35%* *95%*	4 *28%* *5%*	70 *34%* *100%*	70 *34%* *100%*	31 *31%* *44%*	39 *38%* *56%*	41 *39%* *59%*
Net: 10/9	**10** ***5%***	1 *5%* *12%*	- - -	* *6%* *4%*	8 *5%* *84%*	8 *4%* *83%*	2 *13%* *17%*	10 *5%* *100%*	10 *5%* *100%*	5 *5%* *54%*	4 *4%* *46%*	4 *4%* *46%*
Net: 6/5/4	**73** ***36%***	8 *36%* *11%*	4 *42%* *5%*	3 *51%* *4%*	58 *35%* *79%*	67 *35%* *92%*	6 *45%* *8%*	73 *36%* *100%*	73 *36%* *100%*	38 *38%* *52%*	35 *34%* *48%*	35 *33%* *48%*
Net: 3/2/1	**29** ***14%***	1 *6%* *4%*	2 *26%* *8%*	* *8%* *2%*	24 *15%* *86%*	26 *14%* *91%*	2 *20%* *9%*	29 *14%* *100%*	29 *14%* *100%*	22 *23%* *78%* YZ	6 *6%* *22%*	6 *6%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 928

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - More4**

Base : All who watch More4 regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**201**	35 *17%*	27 *13%*	29 *14%*	110 *55%*	185 *92%*	15 *7%*	201 *100%*	201 *100%*	106 *53%*	95 *47%*	96 *48%*
Effective Total	**141**	34	25	27	100	130	12	141	141	71	70	71
Mean	**5.78**	6.48	4.80	6.12	5.73	5.78	5.79	5.78	5.78	5.38	6.22 X	6.24 X
Standard Deviation	**2.17**	2.03	2.23	2.13	2.18	2.14	2.62	2.17	2.17	2.31	1.91	1.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 929

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**320**	180 *56%*	140 *44%*	14 *4%*	43 *13%*	59 *18%*	47 *15%*	82 *26%*	74 *23%*	63 *20%*	157 *49%*	95 *30%*	58 *18%*	30 *9%*	91 *28%*
Total (Wtd)	**318**	179 *56%*	139* *44%* *	18** *6%* **	49* *15%* *	51* *16%* *	47* *15%* *	75* *24%* *	79* *25%* *	51* *16%* *	133 *42%*	134* *42%* *	84* *27%* *	64** *20%* **	116* *37%* *
Effective Total	**217**	119	99	10	30	39	32	56	52	43	113	72	53	28	83
10	**21** ***7%***	11 *6%* *50%*	11 *8%* *50%*	2 *10%* *8%*	2 *5%* *11%*	2 *4%* *9%*	1 *3%* *6%*	6 *7%* *26%*	8 *11%* *40%*	- - -	7 *5%* *33%*	14 *11%* *67%* I	9 *11%* *42%*	2 *4%* *11%*	8 *7%* *37%*
9	**19** ***6%***	12 *6%* *62%*	7 *5%* *38%*	- - -	3 *5%* *14%*	1 *2%* *5%*	* *1%* *2%*	7 *9%* *36%*	8 *10%* *43%*	1 *2%* *6%*	8 *6%* *42%*	10 *7%* *52%*	3 *3%* *15%*	3 *4%* *14%*	11 *10%* *61%*
8	**53** ***17%***	26 *15%* *50%*	27 *19%* *50%*	- - -	6 *11%* *11%*	10 *21%* *20%*	10 *21%* *19%*	13 *18%* *25%*	13 *17%* *26%*	4 *8%* *8%*	23 *17%* *44%*	25 *19%* *48%*	13 *15%* *24%*	15 *23%* *28%*	18 *15%* *33%*
7	**67** ***21%***	40 *22%* *60%*	27 *19%* *40%*	6 *36%* *10%*	10 *21%* *15%*	7 *15%* *11%*	15 *32%* *22%*	13 *18%* *20%*	14 *18%* *22%*	10 *21%* *16%*	32 *24%* *47%*	25 *19%* *37%*	22 *26%* *33%*	16 *25%* *24%*	18 *16%* *28%*
6	**37** ***12%***	22 *12%* *60%*	15 *11%* *40%*	1 *8%* *4%*	4 *9%* *12%*	7 *14%* *19%*	5 *11%* *14%*	7 *9%* *19%*	12 *15%* *32%*	7 *14%* *20%*	14 *10%* *38%*	16 *12%* *42%*	13 *15%* *35%*	8 *13%* *22%*	9 *8%* *25%*
5	**33** ***10%***	14 *8%* *42%*	19 *14%* *58%*	1 *6%* *4%*	10 *21%* *31%* H	8 *16%* *24%*	4 *8%* *11%*	6 *8%* *18%*	4 *5%* *12%*	8 *15%* *23%*	14 *11%* *44%*	11 *8%* *33%*	6 *7%* *18%*	1 *2%* *4%*	16 *14%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 929

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**320**	180 *56%*	140 *44%*	14 *4%*	43 *13%*	59 *18%*	47 *15%*	82 *26%*	74 *23%*	63 *20%*	157 *49%*	95 *30%*	58 *18%*	30 *9%*	91 *28%*
Effective Total	**217**	119	99	10	30	39	32	56	52	43	113	72	53	28	83
4	**17** ***5%***	11 *6%* *64%*	6 *4%* *36%*	3 *19%* *20%*	1 *3%* *8%*	4 *8%* *25%*	2 *5%* *15%*	2 *3%* *11%*	4 *5%* *21%*	4 *8%* *25%* K	11 *8%* *64%* K	2 *1%* *11%*	4 *5%* *23%*	2 *3%* *11%*	6 *5%* *37%*
3	**8** ***2%***	6 *3%* *79%*	2 *1%* *21%*	- - -	2 *3%* *21%*	3 *6%* *39%*	1 *1%* *8%*	1 *2%* *16%*	1 *1%* *15%*	4 *8%* *54%* K	3 *2%* *39%*	* * *6%*	3 *3%* *36%*	2 *3%* *25%*	1 *1%* *14%*
2	**10** ***3%***	4 *2%* *41%*	6 *4%* *59%*	1 *5%* *9%*	* *1%* *4%*	2 *3%* *17%*	3 *7%* *32%*	3 *4%* *28%*	1 *1%* *10%*	3 *6%* *31%*	4 *3%* *39%*	3 *2%* *30%*	1 *1%* *10%*	1 *2%* *15%*	6 *5%* *62%*
1	**17** ***5%***	11 *6%* *62%*	7 *5%* *38%*	1 *4%* *4%*	2 *5%* *14%*	3 *5%* *15%*	2 *4%* *11%*	7 *10%* *42%*	2 *3%* *14%*	3 *5%* *16%*	7 *5%* *41%*	7 *6%* *43%*	2 *2%* *11%*	4 *6%* *20%*	10 *9%* *59%*
Don't know	**37** ***12%***	23 *13%* *62%*	14 *10%* *38%*	2 *12%* *6%*	8 *16%* *21%*	4 *7%* *10%*	3 *6%* *8%*	10 *13%* *27%*	10 *13%* *28%*	6 *11%* *16%*	11 *8%* *29%*	21 *15%* *56%*	9 *11%* *24%*	9 *15%* *25%*	12 *10%* *32%*
Net: 10/9/8/7	**159** ***50%***	88 *49%* *55%*	71 *51%* *45%*	8 *46%* *5%*	21 *43%* *13%*	21 *41%* *13%*	26 *57%* *17%*	39 *52%* *24%*	44 *56%* *28%*	16 *31%* *10%*	70 *52%* *44%* I	74 *55%* *46%* I	47 *56%* *29%*	36 *56%* *22%*	55 *48%* *35%*
Net: 10/9	**40** ***13%***	22 *12%* *56%*	18 *13%* *44%*	2 *10%* *4%*	5 *10%* *13%*	3 *5%* *7%*	2 *4%* *4%*	12 *16%* *31%*	16 *21%* *41%* EF	1 *2%* *3%*	15 *11%* *37%*	24 *18%* *60%* I	12 *14%* *30%*	5 *7%* *12%*	19 *17%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 929

Absolutes/col/row percents

9 Jul 2009

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Base : All who watch UKTV History regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**320**	180 *56%*	140 *44%*	14 *4%*	43 *13%*	59 *18%*	47 *15%*	82 *26%*	74 *23%*	63 *20%*	157 *49%*	95 *30%*	58 *18%*	30 *9%*	91 *28%*
Effective Total	**217**	119	99	10	30	39	32	56	52	43	113	72	53	28	83
Net: 6/5/4	**86** ***27%***	47 *26%* *54%*	40 *29%* *46%*	6 *33%* *7%*	16 *33%* *19%*	19 *38%* *22%*	12 *25%* *13%*	15 *20%* *17%*	19 *24%* *22%*	19 *38%* *22%*	39 *29%* *45%*	28 *21%* *33%*	23 *27%* *26%*	12 *18%* *13%*	31 *27%* *36%*
Net: 3/2/1	**35** ***11%***	21 *12%* *60%*	14 *10%* *40%*	2 *9%* *5%*	4 *9%* *13%*	7 *14%* *21%*	6 *12%* *16%*	11 *15%* *32%*	5 *6%* *13%*	10 *20%* *29%*	14 *10%* *40%*	11 *8%* *31%*	6 *7%* *16%*	7 *11%* *20%*	18 *15%* *50%*
Mean	**6.35**	6.30	6.41	5.92	6.18	5.86	6.19	6.33	7.00 E	5.29	6.27 I	6.84 I	6.76	6.51	6.11
Standard Deviation	**2.33**	2.34	2.31	2.34	2.17	2.24	2.13	2.68	2.16	2.11	2.26	2.34	2.04	2.20	2.65

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 929

Absolutes/col/row percents

9 Jul 2009

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Base : All who watch UKTV History regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**320**	45 *14%*	55 *17%*	41 *13%*	179 *56%*	301 *94%*	14 *4%*	312 *98%*	320 *100%*	214 *67%*	105 *33%*	105 *33%*
Total (Wtd)	**318**	27* *9%* *	18* *6%* *	8* *3%* *	264 *83%*	305 *96%*	13** *4%* **	313 *99%*	318 *100%*	193 *61%*	125* *39%* *	125* *39%* *
Effective Total	**217**	43	51	38	159	206	12	213	217	140	78	78
10	**21** ***7%***	1 *3%* *3%*	* *2%* *2%*	1 *13%* *5%* OP	19 *7%* *90%*	20 *6%* *92%*	2 *13%* *8%*	21 *7%* *99%*	21 *7%* *100%*	13 *7%* *59%*	9 *7%* *41%*	9 *7%* *41%*
9	**19** ***6%***	1 *3%* *5%*	1 *4%* *4%*	* *4%* *2%*	17 *6%* *90%*	17 *5%* *89%*	2 *15%* *11%*	19 *6%* *100%*	19 *6%* *100%*	14 *7%* *74%*	5 *4%* *26%*	5 *4%* *26%*
8	**53** ***17%***	3 *12%* *6%*	3 *16%* *5%*	1 *16%* *2%*	45 *17%* *86%*	51 *17%* *96%*	2 *16%* *4%*	53 *17%* *100%*	53 *17%* *100%*	37 *19%* *71%*	16 *12%* *29%*	16 *12%* *29%*
7	**67** ***21%***	5 *18%* *7%*	4 *21%* *6%*	1 *14%* *2%*	57 *22%* *85%*	65 *21%* *97%*	2 *18%* *3%*	67 *21%* *100%*	67 *21%* *100%*	32 *17%* *48%*	35 *28%* *52%* X	35 *28%* *52%* X
6	**37** ***12%***	4 *13%* *10%*	1 *6%* *3%*	2 *23%* *5%* P	30 *11%* *82%*	37 *12%* *100%*	* *1%* *	37 *12%* *99%*	37 *12%* *100%*	24 *13%* *66%*	13 *10%* *34%*	13 *10%* *34%*
5	**33** ***10%***	4 *15%* *12%*	4 *25%* *14%* R	1 *10%* *3%*	23 *9%* *71%*	32 *11%* *99%*	* *3%* *1%*	33 *10%* *100%*	33 *10%* *100%*	21 *11%* *65%*	12 *9%* *35%*	12 *9%* *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 929

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**320**	45 *14%*	55 *17%*	41 *13%*	179 *56%*	301 *94%*	14 *4%*	312 *98%*	320 *100%*	214 *67%*	105 *33%*	105 *33%*
Effective Total	**217**	43	51	38	159	206	12	213	217	140	78	78
4	**17** ***5%***	4 *14%* *22%* R	1 *5%* *6%*	* *3%* *1%*	12 *5%* *71%*	16 *5%* *94%*	1 *9%* *6%*	16 *5%* *94%*	17 *5%* *100%*	10 *5%* *56%*	7 *6%* *44%*	7 *6%* *44%*
3	**8** ***2%***	1 *4%* *16%*	* *3%* *6%*	* *2%* *2%*	6 *2%* *75%*	8 *2%* *100%*	- - -	6 *2%* *79%*	8 *2%* *100%*	4 *2%* *58%*	3 *3%* *42%*	3 *3%* *42%*
2	**10** ***3%***	- - -	1 *7%* *13%* O	- - -	9 *3%* *87%*	9 *3%* *91%*	1 *7%* *9%*	9 *3%* *91%*	10 *3%* *100%*	9 *5%* *88%*	1 *1%* *12%*	1 *1%* *12%*
1	**17** ***5%***	1 *4%* *7%*	* *2%* *2%*	* *2%* *1%*	16 *6%* *91%*	15 *5%* *87%*	2 *18%* *13%*	17 *5%* *99%*	17 *5%* *100%*	10 *5%* *58%*	7 *6%* *42%*	7 *6%* *42%*
Don't know	**37** ***12%***	4 *13%* *10%*	2 *11%* *5%*	1 *14%* *3%*	30 *12%* *82%*	37 *12%* *100%*	- - -	37 *12%* *100%*	37 *12%* *100%*	19 *10%* *51%*	18 *14%* *49%*	18 *14%* *49%*
Net: 10/9/8/7	**159** ***50%***	10 *37%* *6%*	8 *42%* *5%*	4 *47%* *2%*	138 *52%* *87%*	152 *50%* *95%*	8 *62%* *5%*	159 *51%* *100%*	159 *50%* *100%*	96 *50%* *60%*	64 *51%* *40%*	64 *51%* *40%*
Net: 10/9	**40** ***13%***	2 *6%* *4%*	1 *6%* *3%*	1 *16%* *3%*	36 *14%* *90%*	36 *12%* *91%*	4 *28%* *9%*	40 *13%* *99%*	40 *13%* *100%*	26 *14%* *66%*	13 *11%* *34%*	13 *11%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 929

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**320**	45 *14%*	55 *17%*	41 *13%*	179 *56%*	301 *94%*	14 *4%*	312 *98%*	320 *100%*	214 *67%*	105 *33%*	105 *33%*
Effective Total	**217**	43	51	38	159	206	12	213	217	140	78	78
Net: 6/5/4	**86** ***27%***	11 *42%* *13%* R	7 *36%* *8%*	3 *36%* *3%*	65 *25%* *76%*	85 *28%* *98%*	2 *13%* *2%*	85 *27%* *98%*	86 *27%* *100%*	55 *28%* *63%*	31 *25%* *36%*	31 *25%* *36%*
Net: 3/2/1	**35** ***11%***	2 *9%* *7%*	2 *11%* *6%*	* *4%* *1%*	30 *11%* *86%*	32 *10%* *91%*	3 *25%* *9%*	32 *10%* *92%*	35 *11%* *100%*	23 *12%* *67%*	12 *9%* *33%*	12 *9%* *33%*
Mean	**6.35**	5.85	5.90	6.88 OP	6.41	6.36	6.09	6.39	6.35	6.34	6.36	6.36
Standard Deviation	**2.33**	2.06	2.10	2.14	2.37	2.28	3.34	2.30	2.33	2.38	2.25	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 930

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**375**	192 *51%*	183 *49%*	29 *8%*	72 *19%*	76 *20%*	74 *20%*	65 *17%*	58 *15%*	70 *19%*	210 *56%*	82 *22%*	64 *17%*	38 *10%*	110 *29%*
Total (Wtd)	**355**	186 *53%*	168 *47%*	33** *9%* **	76* *21%* *	71* *20%* *	68* *19%* *	53* *15%* *	53* *15%* *	58* *16%* *	190 *54%*	106* *30%* *	91* *26%* *	68* *19%* *	130* *37%* *
Effective Total	**258**	128	131	23	51	57	48	43	38	49	159	59	58	33	99
10	**32** ***9%***	14 *8%* *45%*	17 *10%* *55%*	5 *14%* *14%*	4 *6%* *13%*	7 *10%* *23%*	7 *10%* *21%*	5 *10%* *17%*	3 *7%* *11%*	4 *7%* *14%*	12 *6%* *39%*	15 *14%* *47%*	8 *9%* *25%*	* * *	19 *14%* *59%* M
9	**57** ***16%***	29 *16%* *51%*	28 *17%* *49%*	3 *8%* *5%*	17 *23%* *30%*	8 *11%* *14%*	10 *15%* *18%*	10 *18%* *17%*	9 *18%* *16%*	3 *4%* *5%*	34 *18%* *59%* I	21 *20%* *36%* I	17 *19%* *31%*	15 *22%* *27%*	17 *13%* *30%*
8	**82** ***23%***	42 *22%* *50%*	41 *24%* *50%*	6 *17%* *7%*	20 *27%* *25%*	17 *23%* *20%*	15 *22%* *18%*	12 *22%* *14%*	13 *25%* *16%*	17 *29%* *21%*	42 *22%* *51%*	23 *22%* *28%*	15 *17%* *18%*	26 *38%* *32%* LN	19 *15%* *23%*
7	**64** ***18%***	41 *22%* *64%*	23 *14%* *36%*	5 *16%* *8%*	15 *20%* *24%*	9 *13%* *14%*	23 *34%* *35%* EGH	4 *8%* *7%*	8 *14%* *12%*	9 *15%* *14%*	38 *20%* *59%*	18 *17%* *27%*	22 *24%* *34%*	6 *9%* *10%*	27 *21%* *41%*
6	**28** ***8%***	18 *10%* *63%*	10 *6%* *37%*	5 *14%* *17%*	4 *5%* *14%*	7 *10%* *25%*	2 *4%* *8%*	4 *8%* *16%*	6 *11%* *20%*	6 *11%* *22%*	14 *8%* *51%*	8 *7%* *27%*	5 *5%* *17%*	8 *12%* *29%*	11 *8%* *37%*
5	**34** ***9%***	19 *10%* *57%*	14 *9%* *43%*	4 *13%* *13%*	7 *9%* *21%*	9 *13%* *28%*	2 *3%* *7%*	5 *10%* *16%*	5 *9%* *14%*	6 *10%* *18%*	20 *11%* *61%*	7 *7%* *21%*	10 *11%* *31%*	9 *13%* *26%*	10 *8%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 930

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**375**	192 *51%*	183 *49%*	29 *8%*	72 *19%*	76 *20%*	74 *20%*	65 *17%*	58 *15%*	70 *19%*	210 *56%*	82 *22%*	64 *17%*	38 *10%*	110 *29%*
Effective Total	**258**	128	131	23	51	57	48	43	38	49	159	59	58	33	99
4	**18** ***5%***	8 *4%* *46%*	10 *6%* *54%*	1 *2%* *4%*	3 *4%* *16%*	7 *10%* *40%* F	* * *1%*	6 *12%* *35%* F	1 *1%* *4%*	6 *10%* *32%*	8 *4%* *43%*	5 *4%* *25%*	6 *6%* *32%*	- - -	8 *6%* *46%*
3	**11** ***3%***	6 *3%* *58%*	5 *3%* *42%*	1 *4%* *13%*	3 *3%* *24%*	4 *6%* *39%*	3 *4%* *24%*	- - -	- - -	3 *5%* *25%*	7 *4%* *67%*	1 *1%* *8%*	1 *1%* *12%*	2 *3%* *16%*	5 *4%* *49%*
2	**4** ***1%***	1 *1%* *27%*	3 *2%* *73%*	2 *7%* *52%*	- - -	1 *2%* *27%*	- - -	- - -	1 *2%* *21%*	- - -	2 *1%* *38%*	3 *2%* *61%*	* * *	- - -	3 *3%* *79%*
1	**3** ***1%***	2 *1%* *47%*	2 *1%* *53%*	- - -	1 *1%* *28%*	* * *10%*	1 *2%* *43%*	- - -	1 *1%* *19%*	2 *3%* *47%*	2 *1%* *53%*	- - -	1 *2%* *43%*	- - -	2 *1%* *47%*
Don't know	**21** ***6%***	6 *3%* *31%*	14 *9%* *69%*	1 *4%* *7%*	2 *2%* *8%*	1 *1%* *3%*	5 *7%* *22%*	6 *11%* *29%* E	7 *12%* *31%* E	3 *6%* *16%*	11 *6%* *52%*	7 *6%* *32%*	5 *6%* *24%*	2 *3%* *8%*	10 *7%* *46%*
Net: 10/9/8/7	**235** ***66%***	125 *67%* *53%*	110 *65%* *47%*	19 *55%* *8%*	57 *75%* *24%*	41 *57%* *17%*	54 *80%* *23%* EG	31 *58%* *13%*	33 *63%* *14%*	33 *56%* *14%*	126 *66%* *53%*	77 *72%* *33%*	63 *69%* *27%*	48 *70%* *20%*	81 *63%* *34%*
Net: 10/9	**89** ***25%***	43 *23%* *49%*	46 *27%* *51%*	7 *22%* *8%*	21 *28%* *24%*	15 *21%* *17%*	17 *25%* *19%*	15 *28%* *17%*	13 *24%* *14%*	7 *12%* *8%*	46 *24%* *52%*	36 *34%* *40%* I	25 *28%* *29%*	15 *22%* *17%*	36 *28%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 930

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**375**	192 *51%*	183 *49%*	29 *8%*	72 *19%*	76 *20%*	74 *20%*	65 *17%*	58 *15%*	70 *19%*	210 *56%*	82 *22%*	64 *17%*	38 *10%*	110 *29%*
Effective Total	**258**	128	131	23	51	57	48	43	38	49	159	59	58	33	99
Net: 6/5/4	**80** ***23%***	45 *24%* *57%*	35 *21%* *43%*	10 *29%* *12%*	14 *18%* *17%*	24 *33%* *30%* F	5 *7%* *6%*	16 *31%* *20%* F	11 *21%* *14%*	18 *31%* *23%*	43 *22%* *53%*	19 *18%* *24%*	21 *23%* *26%*	17 *25%* *21%*	29 *22%* *36%*
Net: 3/2/1	**19** ***5%***	9 *5%* *49%*	10 *6%* *51%*	4 *11%* *20%*	4 *5%* *19%*	6 *8%* *31%*	4 *6%* *22%*	- - -	2 *3%* *8%*	4 *7%* *23%*	11 *6%* *58%*	4 *3%* *19%*	3 *3%* *15%*	2 *3%* *10%*	10 *8%* *55%*
Mean	**7.17**	7.11	7.23	6.77	7.33	6.74	7.45	7.27	7.35	6.62	7.11	7.58 I	7.20	7.36	7.05
Standard Deviation	**1.99**	1.89	2.10	2.29	1.85	2.18	1.83	1.97	1.84	2.11	1.94	1.92	1.95	1.52	2.25

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 930

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**375**	70 *19%*	45 *12%*	48 *13%*	212 *57%*	315 *84%*	55 *15%*	371 *99%*	375 *100%*	300 *80%*	75 *20%*	79 *21%*
Total (Wtd)	**355**	41* *12%* *	16* *4%* *	9* *3%* *	289 *82%*	305 *86%*	50* *14%* *	351 *99%*	355 *100%*	277 *78%*	77* *22%* *	82* *23%* *
Effective Total	**258**	64	42	41	184	214	47	256	258	206	53	57
10	**32** ***9%***	3 *8%* *10%*	1 *4%* *2%*	1 *14%* *4%*	27 *9%* *84%*	23 *7%* *72%*	9 *18%* *28%* S	31 *9%* *99%*	32 *9%* *100%*	27 *10%* *86%*	4 *6%* *14%*	4 *5%* *14%*
9	**57** ***16%***	5 *12%* *8%*	1 *6%* *2%*	1 *15%* *2%*	50 *17%* *87%*	54 *18%* *94%*	3 *6%* *6%*	55 *16%* *97%*	57 *16%* *100%*	48 *17%* *83%*	9 *12%* *17%*	9 *12%* *17%*
8	**82** ***23%***	14 *35%* *17%* R	6 *36%* *7%* R	2 *23%* *3%*	60 *21%* *73%*	75 *25%* *91%*	7 *14%* *9%*	82 *24%* *100%*	82 *23%* *100%*	65 *23%* *79%*	17 *22%* *21%*	17 *21%* *21%*
7	**64** ***18%***	5 *11%* *7%*	3 *22%* *5%*	1 *15%* *2%*	55 *19%* *85%*	55 *18%* *86%*	9 *18%* *14%*	62 *18%* *97%*	64 *18%* *100%*	51 *18%* *79%*	13 *17%* *21%*	13 *16%* *21%*
6	**28** ***8%***	3 *6%* *9%*	1 *4%* *2%*	1 *16%* *5%*	24 *8%* *83%*	23 *7%* *80%*	6 *11%* *20%*	28 *8%* *100%*	28 *8%* *100%*	20 *7%* *69%*	9 *11%* *31%*	10 *12%* *34%*
5	**34** ***9%***	2 *5%* *7%*	2 *15%* *7%*	* *3%* *1%*	29 *10%* *85%*	26 *9%* *78%*	7 *15%* *22%*	34 *10%* *100%*	34 *9%* *100%*	27 *10%* *81%*	6 *8%* *19%*	6 *8%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 930

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**375**	70 *19%*	45 *12%*	48 *13%*	212 *57%*	315 *84%*	55 *15%*	371 *99%*	375 *100%*	300 *80%*	75 *20%*	79 *21%*
Effective Total	**258**	64	42	41	184	214	47	256	258	206	53	57
4	**18** ***5%***	3 *8%* *17%*	1 *4%* *3%*	* *5%* *3%*	14 *5%* *77%*	17 *6%* *96%*	1 *2%* *4%*	18 *5%* *100%*	18 *5%* *100%*	14 *5%* *79%*	4 *5%* *21%*	5 *6%* *28%*
3	**11** ***3%***	2 *5%* *20%*	* *2%* *3%*	- - -	8 *3%* *77%*	8 *3%* *73%*	3 *6%* *27%*	11 *3%* *100%*	11 *3%* *100%*	8 *3%* *73%*	3 *4%* *27%*	4 *5%* *38%*
2	**4** ***1%***	* *1%* *11%*	* *3%* *10%*	- - -	3 *1%* *79%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	3 *1%* *62%*	2 *2%* *38%*	2 *2%* *38%*
1	**3** ***1%***	- - -	* *2%* *10%*	- - -	3 *1%* *90%*	2 *1%* *53%*	2 *3%* *47%*	3 *1%* *100%*	3 *1%* *100%*	1 * *28%*	2 *3%* *72%*	2 *3%* *72%*
Don't know	**21** ***6%***	3 *8%* *16%*	* *2%* *1%*	1 *9%* *4%*	16 *6%* *79%*	18 *6%* *86%*	3 *6%* *14%*	21 *6%* *100%*	21 *6%* *100%*	14 *5%* *66%*	7 *9%* *34%*	8 *10%* *39%*
Net: 10/9/8/7	**235** ***66%***	27 *66%* *11%*	11 *68%* *4%*	6 *67%* *3%*	192 *66%* *81%*	207 *68%* *88%*	28 *57%* *12%*	231 *66%* *98%*	235 *66%* *100%*	191 *69%* *81%* Z	45 *58%* *19%*	45 *54%* *19%*
Net: 10/9	**89** ***25%***	8 *19%* *9%*	2 *10%* *2%*	3 *29%* *3%* P	76 *26%* *86%* P	76 *25%* *86%*	12 *25%* *14%*	87 *25%* *98%*	89 *25%* *100%*	75 *27%* *84%*	14 *18%* *16%*	14 *17%* *16%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 930

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**375**	70 *19%*	45 *12%*	48 *13%*	212 *57%*	315 *84%*	55 *15%*	371 *99%*	375 *100%*	300 *80%*	75 *20%*	79 *21%*
Effective Total	**258**	64	42	41	184	214	47	256	258	206	53	57
Net: 6/5/4	**80** ***23%***	8 *19%* *10%*	4 *23%* *4%*	2 *24%* *3%*	66 *23%* *83%*	66 *22%* *83%*	14 *28%* *17%*	80 *23%* *100%*	80 *23%* *100%*	61 *22%* *77%*	19 *24%* *23%*	21 *26%* *26%*
Net: 3/2/1	**19** ***5%***	3 *6%* *14%*	1 *7%* *6%*	- - -	15 *5%* *80%*	14 *5%* *76%*	4 *9%* *24%*	19 *5%* *100%*	19 *5%* *100%*	12 *4%* *62%*	7 *9%* *38%*	8 *10%* *44%*
Mean	**7.17**	7.16	6.79	7.65 P	7.18	7.21	6.92	7.16	7.17	7.28 Z	6.75	6.63
Standard Deviation	**1.99**	2.00	2.00	1.75	2.00	1.93	2.32	1.99	1.99	1.92	2.19	2.22

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 931

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**391**	218 *56%*	173 *44%*	19 *5%*	82 *21%*	99 *25%*	72 *18%*	62 *16%*	53 *14%*	62 *16%*	230 *59%*	90 *23%*	57 *15%*	46 *12%*	105 *27%*
Total (Wtd)	**377**	208 *55%*	169 *45%*	18** *5%* **	96* *25%* *	88* *23%* *	77* *21%* *	48* *13%* *	49* *13%* *	50* *13%* *	204 *54%*	123* *33%* *	86* *23%* *	95* *25%* *	127* *34%* *
Effective Total	**255**	140	116	13	56	70	48	37	36	39	159	66	52	42	96
10	**16** ***4%***	4 *2%* *26%*	12 *7%* *74%* A	1 *8%* *9%*	5 *5%* *31%*	4 *4%* *23%*	1 *1%* *5%*	2 *4%* *12%*	3 *6%* *20%*	4 *8%* *25%*	6 *3%* *37%*	6 *5%* *37%*	3 *4%* *19%*	2 *2%* *13%*	6 *5%* *37%*
9	**40** ***11%***	26 *13%* *66%*	13 *8%* *34%*	- - -	10 *10%* *24%*	4 *5%* *11%*	7 *9%* *17%*	8 *16%* *19%*	11 *23%* *29%* E	3 *5%* *6%*	17 *8%* *42%*	20 *17%* *51%*	8 *9%* *20%*	12 *13%* *31%*	16 *13%* *41%*
8	**63** ***17%***	34 *16%* *53%*	30 *18%* *47%*	1 *7%* *2%*	20 *21%* *31%*	11 *13%* *18%*	12 *15%* *18%*	9 *20%* *15%*	10 *20%* *16%*	5 *10%* *8%*	39 *19%* *62%*	19 *16%* *30%*	14 *17%* *22%*	16 *17%* *26%*	20 *16%* *32%*
7	**62** ***16%***	39 *19%* *63%*	23 *14%* *37%*	3 *19%* *6%*	15 *15%* *24%*	14 *16%* *22%*	18 *23%* *28%*	7 *14%* *11%*	5 *11%* *9%*	16 *32%* *25%* JK	27 *13%* *44%*	19 *15%* *31%*	13 *15%* *20%*	16 *17%* *26%*	18 *14%* *29%*
6	**35** ***9%***	21 *10%* *60%*	14 *8%* *40%*	2 *13%* *7%*	6 *6%* *17%*	9 *10%* *25%*	2 *2%* *5%*	7 *15%* *21%* F	9 *18%* *25%* F	1 *2%* *2%*	24 *12%* *68%*	10 *8%* *29%*	10 *11%* *27%*	8 *8%* *22%*	13 *10%* *36%*
5	**57** ***15%***	32 *15%* *55%*	26 *15%* *45%*	4 *24%* *8%*	18 *18%* *31%*	17 *19%* *29%* H	13 *16%* *22%*	4 *9%* *7%*	2 *4%* *3%*	5 *10%* *8%*	31 *15%* *54%*	22 *17%* *38%*	17 *20%* *30%*	14 *14%* *24%*	15 *12%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 931

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**391**	218 *56%*	173 *44%*	19 *5%*	82 *21%*	99 *25%*	72 *18%*	62 *16%*	53 *14%*	62 *16%*	230 *59%*	90 *23%*	57 *15%*	46 *12%*	105 *27%*
Effective Total	**255**	140	116	13	56	70	48	37	36	39	159	66	52	42	96
4	**18** ***5%***	10 *5%* *52%*	9 *5%* *48%*	- - -	5 *6%* *29%*	6 *7%* *35%*	4 *5%* *20%*	1 *2%* *6%*	2 *4%* *10%*	* *1%* *2%*	14 *7%* *76%*	4 *3%* *22%*	5 *6%* *27%*	6 *7%* *33%*	5 *4%* *28%*
3	**23** ***6%***	12 *6%* *54%*	11 *6%* *46%*	2 *12%* *10%*	9 *10%* *41%*	6 *7%* *27%*	4 *5%* *18%*	1 *2%* *5%*	- - -	3 *7%* *15%*	12 *6%* *51%*	8 *6%* *33%*	3 *3%* *11%*	13 *14%* *56%*	5 *4%* *20%*
2	**10** ***3%***	5 *3%* *52%*	5 *3%* *48%*	- - -	1 *2%* *14%*	6 *6%* *55%*	3 *3%* *27%*	* *1%* *4%*	- - -	1 *2%* *11%*	8 *4%* *80%*	1 *1%* *9%*	3 *3%* *28%*	- - -	5 *4%* *46%*
1	**23** ***6%***	14 *7%* *63%*	8 *5%* *37%*	1 *4%* *3%*	3 *3%* *12%*	7 *8%* *32%*	7 *9%* *32%*	2 *3%* *7%*	3 *7%* *14%*	3 *7%* *15%*	13 *6%* *57%*	6 *5%* *28%*	7 *9%* *33%* M	- - -	13 *10%* *57%* M
Don't know	**29** ***8%***	11 *5%* *36%*	19 *11%* *64%*	2 *13%* *8%*	5 *5%* *16%*	4 *5%* *14%*	8 *11%* *29%*	6 *13%* *21%*	4 *7%* *12%*	8 *17%* *28%* J	13 *6%* *45%*	8 *6%* *26%*	3 *4%* *10%*	8 *9%* *29%*	12 *10%* *41%*
Net: 10/9/8/7	**181** ***48%***	103 *50%* *57%*	78 *46%* *43%*	6 *34%* *3%*	49 *51%* *27%*	33 *38%* *18%*	37 *47%* *20%*	26 *54%* *14%*	30 *61%* *17%* E	27 *55%* *15%*	89 *44%* *49%*	65 *52%* *36%*	38 *44%* *21%*	46 *49%* *26%*	60 *47%* *33%*
Net: 10/9	**56** ***15%***	31 *15%* *55%*	25 *15%* *45%*	1 *8%* *3%*	15 *15%* *26%*	8 *9%* *14%*	8 *10%* *14%*	10 *20%* *17%*	15 *30%* *26%* EF	7 *13%* *12%*	23 *11%* *41%*	26 *21%* *47%*	11 *13%* *20%*	14 *15%* *25%*	22 *17%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 931

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**391**	218 *56%*	173 *44%*	19 *5%*	82 *21%*	99 *25%*	72 *18%*	62 *16%*	53 *14%*	62 *16%*	230 *59%*	90 *23%*	57 *15%*	46 *12%*	105 *27%*
Effective Total	**255**	140	116	13	56	70	48	37	36	39	159	66	52	42	96
Net: 6/5/4	**111** ***29%***	62 *30%* *56%*	49 *29%* *44%*	7 *37%* *6%*	29 *30%* *26%*	32 *36%* *28%*	18 *23%* *16%*	13 *27%* *12%*	13 *25%* *11%*	6 *12%* *5%*	69 *34%* *62%* I	36 *29%* *32%*	32 *37%* *29%*	27 *29%* *25%*	33 *26%* *30%*
Net: 3/2/1	**56** ***15%***	32 *15%* *57%*	24 *14%* *43%*	3 *16%* *5%*	13 *14%* *24%*	19 *22%* *34%* G	14 *18%* *25%*	3 *6%* *6%*	3 *7%* *6%*	8 *16%* *14%*	33 *16%* *59%*	15 *12%* *27%*	13 *15%* *23%*	13 *14%* *23%*	22 *17%* *40%*
Mean	**6.16**	6.11	6.23	5.84	6.31	5.50	5.78	6.89 E F	7.11 EF	6.31	5.94	6.47	5.91	6.33	6.07
Standard Deviation	**2.40**	2.37	2.44	2.21	2.27	2.47	2.50	2.08	2.28	2.54	2.38	2.35	2.43	2.07	2.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 931

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**391**	52 *13%*	76 *19%*	55 *14%*	208 *53%*	356 *91%*	29 *7%*	384 *98%*	391 *100%*	391 *100%*
Total (Wtd)	**377**	32* *8%* *	26* *7%* *	11* *3%* *	307 *82%*	351 *93%*	25** *7%* **	372 *99%*	377 *100%*	377 *100%*
Effective Total	**255**	48	68	53	181	233	24	251	255	255
10	**16** ***4%***	3 *9%* *17%*	1 *5%* *8%*	1 *10%* *7%* R	11 *4%* *68%*	13 *4%* *81%*	3 *12%* *19%*	16 *4%* *98%*	16 *4%* *100%*	16 *4%* *100%*
9	**40** ***11%***	3 *9%* *7%*	1 *3%* *2%*	- - -	36 *12%* *91%* PQ	38 *11%* *96%*	2 *7%* *4%*	40 *11%* *100%*	40 *11%* *100%*	40 *11%* *100%*
8	**63** ***17%***	6 *19%* *9%*	4 *16%* *7%*	3 *24%* *4%*	50 *16%* *80%*	62 *18%* *98%*	1 *5%* *2%*	62 *17%* *98%*	63 *17%* *100%*	63 *17%* *100%*
7	**62** ***16%***	7 *22%* *12%*	6 *24%* *10%*	2 *17%* *3%*	46 *15%* *75%*	54 *15%* *87%*	8 *31%* *13%*	62 *17%* *100%*	62 *16%* *100%*	62 *16%* *100%*
6	**35** ***9%***	2 *7%* *6%*	2 *6%* *5%*	1 *13%* *4%*	30 *10%* *85%*	33 *9%* *95%*	2 *7%* *5%*	35 *9%* *99%*	35 *9%* *100%*	35 *9%* *100%*
5	**57** ***15%***	5 *15%* *8%*	6 *23%* *10%* Q	1 *7%* *1%*	46 *15%* *80%*	53 *15%* *92%*	5 *19%* *8%*	54 *15%* *95%*	57 *15%* *100%*	57 *15%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 931

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**391**	52 *13%*	76 *19%*	55 *14%*	208 *53%*	356 *91%*	29 *7%*	384 *98%*	391 *100%*	391 *100%*
Effective Total	**255**	48	68	53	181	233	24	251	255	255
4	**18** ***5%***	* *2%* *3%*	1 *5%* *7%*	* *2%* *1%*	16 *5%* *89%*	18 *5%* *100%*	- - -	18 *5%* *100%*	18 *5%* *100%*	18 *5%* *100%*
3	**23** ***6%***	2 *5%* *7%*	1 *5%* *5%*	- - -	20 *7%* *88%*	23 *7%* *100%*	- - -	23 *6%* *100%*	23 *6%* *100%*	23 *6%* *100%*
2	**10** ***3%***	1 *2%* *6%*	2 *6%* *16%*	* *4%* *4%*	8 *2%* *74%*	9 *3%* *90%*	1 *4%* *10%*	10 *3%* *100%*	10 *3%* *100%*	10 *3%* *100%*
1	**23** ***6%***	2 *5%* *7%*	- - -	1 *6%* *3%* P	20 *7%* *90%*	21 *6%* *92%*	2 *7%* *8%*	23 *6%* *100%*	23 *6%* *100%*	23 *6%* *100%*
Don't know	**29** ***8%***	2 *6%* *6%*	2 *7%* *7%*	2 *17%* *7%* OR	24 *8%* *81%*	27 *8%* *93%*	2 *8%* *7%*	29 *8%* *100%*	29 *8%* *100%*	29 *8%* *100%*
Net: 10/9/8/7	**181** ***48%***	19 *59%* *10%*	12 *48%* *7%*	6 *51%* *3%*	144 *47%* *80%*	167 *48%* *92%*	14 *54%* *8%*	179 *48%* *99%*	181 *48%* *100%*	181 *48%* *100%*
Net: 10/9	**56** ***15%***	6 *18%* *10%*	2 *7%* *3%*	1 *10%* *2%*	47 *15%* *84%*	51 *15%* *92%*	5 *18%* *8%*	56 *15%* *100%*	56 *15%* *100%*	56 *15%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 931

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**391**	52 *13%*	76 *19%*	55 *14%*	208 *53%*	356 *91%*	29 *7%*	384 *98%*	391 *100%*	391 *100%*
Effective Total	**255**	48	68	53	181	233	24	251	255	255
Net: 6/5/4	**111** ***29%***	8 *24%* *7%*	9 *34%* *8%*	2 *22%* *2%*	92 *30%* *83%*	104 *30%* *94%*	7 *26%* *6%*	108 *29%* *97%*	111 *29%* *100%*	111 *29%* *100%*
Net: 3/2/1	**56** ***15%***	4 *12%* *7%*	3 *11%* *5%*	1 *9%* *2%*	48 *16%* *86%*	53 *15%* *95%*	3 *12%* *5%*	56 *15%* *100%*	56 *15%* *100%*	56 *15%* *100%*
Mean	**6.16**	6.59	6.12	6.62	6.10	6.15	6.38	6.16	6.16	6.16
Standard Deviation	**2.40**	2.36	2.06	2.49	2.43	2.39	2.51	2.40	2.40	2.40

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 932

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - MTV**

Base : All who watch MTV regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**14** ***6%***	5 *5%* *33%*	10 *7%* *67%*	4 *5%* *29%*	6 *7%* *42%*	4 *13%* *29%*	- - -	- - -	- - -	3 *11%* *19%*	6 *4%* *43%*	5 *9%* *38%*	3 *6%* *22%*	6 *8%* *43%*	3 *4%* *21%*
9	**12** ***5%***	8 *7%* *62%*	5 *3%* *38%*	5 *5%* *38%*	1 *1%* *9%*	1 *4%* *11%*	4 *16%* *30%*	* *3%* *3%*	1 *24%* *10%*	- - -	12 *8%* *100%*	- - -	6 *10%* *46%*	4 *6%* *34%*	1 *1%* *9%*
8	**21** ***9%***	8 *8%* *40%*	13 *9%* *60%*	5 *6%* *25%*	7 *9%* *34%*	6 *19%* *28%*	1 *4%* *4%*	- - -	2 *37%* *9%*	4 *17%* *21%*	15 *9%* *68%*	2 *4%* *11%*	3 *5%* *14%*	7 *9%* *31%*	10 *12%* *45%*
7	**24** ***10%***	17 *16%* *70%* B	7 *5%* *30%*	10 *11%* *43%*	8 *10%* *35%*	- - -	3 *14%* *13%*	2 *19%* *8%*	* *5%* *1%*	1 *5%* *6%*	13 *9%* *56%*	9 *15%* *38%*	9 *16%* *38%*	4 *5%* *15%*	6 *8%* *26%*
6	**35** ***15%***	17 *16%* *48%*	19 *13%* *52%*	15 *17%* *43%*	16 *19%* *44%*	3 *8%* *8%*	2 *9%* *6%*	- - -	- - -	5 *18%* *13%*	23 *15%* *66%*	8 *12%* *21%*	7 *12%* *19%*	12 *16%* *34%*	10 *13%* *30%*
5	**33** ***14%***	9 *9%* *27%*	24 *17%* *73%*	17 *19%* *52%*	5 *7%* *17%*	6 *18%* *18%*	3 *14%* *9%*	2 *17%* *5%*	- - -	2 *8%* *6%*	21 *14%* *64%*	10 *16%* *29%*	7 *13%* *22%*	14 *19%* *42%*	7 *9%* *22%*
4	**23** ***10%***	10 *10%* *44%*	13 *9%* *56%*	6 *7%* *28%*	12 *15%* *53%*	3 *9%* *12%*	* *1%* *1%*	2 *16%* *7%*	- - -	2 *8%* *9%*	15 *10%* *65%*	6 *10%* *26%*	5 *9%* *22%*	4 *5%* *16%*	10 *13%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 932

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - MTV**

Base : All who watch MTV regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**29** ***12%***	12 *12%* *42%*	17 *12%* *58%*	10 *10%* *32%*	14 *17%* *47%*	5 *15%* *16%*	- - -	1 *15%* *5%*	- - -	4 *16%* *14%*	18 *11%* *60%*	8 *12%* *26%*	7 *12%* *22%*	13 *18%* *44%*	9 *11%* *29%*
2	**20** ***8%***	11 *10%* *53%*	9 *7%* *47%*	7 *8%* *35%*	6 *8%* *31%*	- - -	5 *23%* *26%*	2 *17%* *9%*	- - -	2 *6%* *8%*	12 *8%* *63%*	6 *10%* *30%*	- - -	11 *14%* *54%* L	7 *8%* *33%*
1	**16** ***7%***	5 *5%* *33%*	11 *8%* *67%*	5 *5%* *30%*	5 *6%* *32%*	3 *8%* *17%*	2 *10%* *14%*	1 *12%* *7%*	- - -	3 *10%* *17%*	11 *7%* *71%*	2 *3%* *13%*	5 *10%* *34%*	- - -	6 *8%* *37%*
Don't know	**13** ***5%***	2 *2%* *12%*	11 *8%* *88%*	7 *8%* *53%*	- - -	2 *7%* *18%*	2 *9%* *16%*	- - -	2 *33%* *13%*	- - -	7 *5%* *56%*	6 *9%* *44%*	4 *7%* *29%*	- - -	8 *11%* *65%* M
Net: 10/9/8/7	**72** ***30%***	37 *36%* *52%*	34 *25%* *48%*	24 *27%* *34%*	23 *28%* *32%*	12 *35%* *16%*	8 *34%* *11%*	2 *23%* *3%*	3 *67%* *5%*	9 *33%* *12%*	46 *30%* *64%*	17 *28%* *24%*	21 *37%* *29%*	21 *28%* *29%*	20 *26%* *28%*
Net: 10/9	**26** ***11%***	12 *12%* *46%*	14 *10%* *54%*	9 *10%* *33%*	7 *9%* *27%*	5 *17%* *21%*	4 *16%* *14%*	* *3%* *1%*	1 *24%* *5%*	3 *11%* *10%*	18 *12%* *69%*	5 *9%* *20%*	9 *16%* *33%*	10 *14%* *39%*	4 *5%* *15%*
Net: 6/5/4	**91** ***38%***	36 *35%* *39%*	55 *40%* *61%*	38 *42%* *42%*	33 *41%* *36%*	11 *35%* *12%*	5 *24%* *6%*	3 *32%* *3%*	- - -	9 *34%* *10%*	60 *39%* *65%*	23 *38%* *25%*	19 *34%* *21%*	29 *40%* *32%*	28 *36%* *30%*
Net: 3/2/1	**65** ***27%***	28 *27%* *43%*	37 *27%* *57%*	21 *23%* *32%*	25 *31%* *38%*	7 *23%* *11%*	7 *33%* *11%*	4 *45%* *7%*	- - -	8 *33%* *13%*	41 *27%* *63%*	16 *25%* *24%*	12 *22%* *18%*	23 *32%* *36%*	21 *27%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 932

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - MTV**

Base : All who watch MTV regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**5.27**	5.41	5.15	5.29	5.12	5.78	5.05	4.04	8.28	5.34	5.27	5.23	5.61	5.34	5.00
Standard Deviation	**2.51**	2.48	2.54	2.35	2.47	2.79	2.90	2.30	0.72	2.78	2.52	2.42	2.57	2.49	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 932

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - MTV**

Base : All who watch MTV regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**14** ***6%***	2 *9%* *12%*	- - -	* *4%* *2%*	12 *6%* *86%*	11 *6%* *80%*	3 *8%* *20%*	13 *6%* *93%*	14 *6%* *100%*	14 *6%* *100%*
9	**12** ***5%***	1 *3%* *5%*	* *4%* *3%*	* *5%* *3%*	11 *5%* *89%*	11 *5%* *91%*	1 *3%* *9%*	12 *5%* *95%*	12 *5%* *100%*	12 *5%* *100%*
8	**21** ***9%***	1 *3%* *3%*	1 *11%* *4%*	1 *10%* *3%*	19 *9%* *90%*	20 *10%* *92%*	2 *5%* *8%*	21 *9%* *100%*	21 *9%* *100%*	21 *9%* *100%*
7	**24** ***10%***	3 *16%* *14%*	1 *18%* *6%*	- - -	19 *9%* *80%*	20 *10%* *86%*	3 *9%* *14%*	22 *9%* *91%*	24 *10%* *100%*	24 *10%* *100%*
6	**35** ***15%***	4 *22%* *12%*	1 *15%* *3%*	1 *11%* *2%*	29 *14%* *82%*	33 *16%* *92%*	3 *8%* *8%*	35 *15%* *100%*	35 *15%* *100%*	35 *15%* *100%*
5	**33** ***14%***	2 *10%* *7%*	2 *19%* *5%*	1 *13%* *3%*	28 *14%* *86%*	26 *12%* *79%*	7 *20%* *21%*	29 *13%* *90%*	33 *14%* *100%*	33 *14%* *100%*
4	**23** ***10%***	2 *8%* *7%*	1 *10%* *3%*	2 *28%* *8%*	19 *9%* *81%*	17 *8%* *73%*	6 *18%* *27%*	22 *10%* *94%*	23 *10%* *100%*	23 *10%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 932

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - MTV**

Base : All who watch MTV regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**29** ***12%***	1 *3%* *2%*	- - -	1 *10%* *2%*	28 *14%* *95%*	26 *13%* *90%*	3 *8%* *10%*	28 *12%* *95%*	29 *12%* *100%*	29 *12%* *100%*
2	**20** ***8%***	2 *8%* *8%*	* *5%* *2%*	1 *9%* *3%*	17 *8%* *87%*	16 *8%* *82%*	4 *10%* *18%*	18 *8%* *92%*	20 *8%* *100%*	20 *8%* *100%*
1	**16** ***7%***	3 *17%* *21%*	1 *14%* *7%*	* *4%* *1%*	11 *6%* *71%*	14 *7%* *86%*	2 *7%* *14%*	16 *7%* *100%*	16 *7%* *100%*	16 *7%* *100%*
Don't know	**13** ***5%***	* * *	* *5%* *3%*	* *6%* *3%*	12 *6%* *94%*	11 *6%* *87%*	2 *5%* *12%*	13 *6%* *100%*	13 *5%* *100%*	13 *5%* *100%*
Net: 10/9/8/7	**72** ***30%***	6 *31%* *9%*	3 *33%* *4%*	1 *19%* *2%*	61 *30%* *86%*	63 *30%* *88%*	9 *25%* *12%*	68 *29%* *95%*	72 *30%* *100%*	72 *30%* *100%*
Net: 10/9	**26** ***11%***	2 *12%* *9%*	* *4%* *1%*	1 *9%* *2%*	23 *11%* *87%*	23 *11%* *85%*	4 *11%* *15%*	25 *11%* *93%*	26 *11%* *100%*	26 *11%* *100%*
Net: 6/5/4	**91** ***38%***	8 *40%* *9%*	3 *43%* *4%*	3 *52%* *4%*	76 *37%* *83%*	75 *37%* *82%*	16 *46%* *18%*	87 *38%* *95%*	91 *38%* *100%*	91 *38%* *100%*
Net: 3/2/1	**65** ***27%***	6 *28%* *9%*	2 *19%* *2%*	2 *23%* *2%*	57 *27%* *87%*	57 *28%* *86%*	9 *25%* *14%*	62 *27%* *95%*	65 *27%* *100%*	65 *27%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 932

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - MTV**

Base : All who watch MTV regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**5.27**	5.14	5.23	4.89	5.29	5.31	5.02	5.26	5.27	5.27
Standard Deviation	**2.51**	2.79	2.52	2.48	2.50	2.52	2.51	2.52	2.51	2.51

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 933

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Living**

Base : All who watch Living regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**226**	69 *31%*	157 *69%*	30 *13%*	69 *31%*	50 *22%*	34 *15%*	25 *11%*	16 *7%*	39 *17%*	132 *58%*	50 *22%*	37 *16%*	19 *8%*	65 *29%*
Total (Wtd)	**217**	67* *31%* *	150 *69%*	39** *18%* **	69* *32%* *	43* *20%* *	30** *14%* **	18** *8%* **	18** *8%* **	31** *14%* **	122* *56%* *	64* *30%* *	56* *26%* *	39** *18%* **	81* *37%* *
Effective Total	**149**	46	104	22	44	35	25	15	11	27	91	35	35	17	57
10	**4** ***2%***	- - -	4 *2%* *100%*	1 *4%* *39%*	- - -	1 *1%* *15%*	- - -	* *1%* *4%*	2 *9%* *41%*	- - -	2 *2%* *59%*	2 *2%* *41%*	- - -	- - -	3 *4%* *81%*
9	**9** ***4%***	2 *3%* *24%*	7 *5%* *76%*	4 *11%* *46%*	2 *3%* *25%*	2 *4%* *20%*	- - -	* *1%* *2%*	1 *4%* *7%*	4 *13%* *45%*	5 *4%* *55%*	- - -	1 *3%* *16%*	4 *11%* *45%*	1 *2%* *16%*
8	**21** ***10%***	10 *14%* *45%*	12 *8%* *55%*	- - -	8 *12%* *38%*	5 *12%* *24%*	- - -	5 *28%* *24%*	3 *16%* *14%*	- - -	11 *9%* *50%*	11 *17%* *50%*	9 *16%* *43%*	3 *6%* *12%*	5 *6%* *24%*
7	**26** ***12%***	9 *14%* *37%*	16 *11%* *63%*	5 *12%* *19%*	8 *11%* *30%*	4 *8%* *14%*	3 *10%* *12%*	4 *20%* *14%*	3 *17%* *12%*	3 *11%* *13%*	17 *14%* *65%*	5 *9%* *21%*	10 *19%* *40%*	6 *16%* *24%*	5 *6%* *18%*
6	**27** ***12%***	7 *11%* *28%*	19 *13%* *72%*	2 *5%* *7%*	11 *16%* *41%*	5 *12%* *19%*	6 *19%* *21%*	1 *5%* *4%*	2 *13%* *9%*	4 *12%* *15%*	15 *12%* *56%*	8 *12%* *30%*	3 *6%* *12%*	5 *12%* *17%*	13 *16%* *48%*
5	**33** ***15%***	11 *16%* *32%*	22 *15%* *68%*	10 *25%* *30%*	6 *9%* *18%*	9 *20%* *26%*	4 *13%* *12%*	4 *24%* *13%*	* *2%* *1%*	3 *9%* *8%*	18 *15%* *54%*	12 *19%* *37%*	9 *17%* *29%*	3 *9%* *10%*	12 *15%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 933

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Living**

Base : All who watch Living regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**226**	69 *31%*	157 *69%*	30 *13%*	69 *31%*	50 *22%*	34 *15%*	25 *11%*	16 *7%*	39 *17%*	132 *58%*	50 *22%*	37 *16%*	19 *8%*	65 *29%*
Effective Total	**149**	46	104	22	44	35	25	15	11	27	91	35	35	17	57
4	**26** ***12%***	5 *7%* *17%*	21 *14%* *83%*	5 *14%* *21%*	18 *26%* *69%* E	1 *3%* *5%*	2 *5%* *6%*	- - -	- - -	2 *7%* *8%*	16 *13%* *60%*	8 *13%* *32%*	8 *15%* *31%*	6 *15%* *22%*	9 *11%* *34%*
3	**9** ***4%***	4 *5%* *39%*	6 *4%* *61%*	- - -	6 *8%* *59%*	- - -	1 *2%* *6%*	2 *9%* *18%*	2 *9%* *17%*	1 *2%* *6%*	6 *5%* *61%*	3 *5%* *33%*	2 *3%* *17%*	2 *4%* *17%*	4 *5%* *43%*
2	**18** ***9%***	10 *15%* *54%*	8 *6%* *46%*	6 *14%* *30%*	8 *12%* *44%*	4 *9%* *20%*	- - -	* *2%* *2%*	1 *4%* *4%*	5 *16%* *27%*	10 *8%* *52%*	4 *6%* *21%*	2 *3%* *9%*	6 *16%* *34%*	8 *10%* *45%*
1	**26** ***12%***	6 *9%* *24%*	20 *13%* *76%*	4 *11%* *16%*	1 *1%* *2%*	10 *24%* *39%* D	8 *27%* *31%*	1 *6%* *4%*	2 *12%* *8%*	6 *18%* *21%*	16 *13%* *59%*	5 *8%* *20%*	8 *14%* *30%*	5 *12%* *18%*	10 *12%* *38%*
Don't know	**17** ***8%***	3 *4%* *17%*	14 *9%* *83%*	2 *4%* *10%*	2 *3%* *12%*	3 *6%* *16%*	7 *23%* *42%*	1 *4%* *5%*	2 *14%* *15%*	4 *12%* *22%*	8 *6%* *46%*	5 *8%* *32%*	3 *5%* *16%*	- - -	10 *13%* *63%*
Net: 10/9/8/7	**60** ***28%***	21 *32%* *35%*	39 *26%* *65%*	10 *27%* *17%*	18 *26%* *30%*	11 *26%* *19%*	3 *10%* *5%*	9 *50%* *15%*	8 *46%* *14%*	8 *24%* *13%*	35 *29%* *58%*	18 *28%* *29%*	21 *38%* *35%* N	13 *33%* *21%*	14 *18%* *24%*
Net: 10/9	**13** ***6%***	2 *3%* *17%*	11 *7%* *83%*	6 *14%* *44%*	2 *3%* *18%*	2 *6%* *19%*	- - -	* *2%* *3%*	2 *12%* *17%*	4 *13%* *32%*	7 *6%* *56%*	2 *2%* *12%*	1 *3%* *12%*	4 *11%* *32%*	4 *5%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 933

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Living**

Base : All who watch Living regularly - Q1 and Q2 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**226**	69 *31%*	157 *69%*	30 *13%*	69 *31%*	50 *22%*	34 *15%*	25 *11%*	16 *7%*	39 *17%*	132 *58%*	50 *22%*	37 *16%*	19 *8%*	65 *29%*
Effective Total	**149**	46	104	22	44	35	25	15	11	27	91	35	35	17	57
Net: 6/5/4	**86** ***40%***	23 *34%* *26%*	63 *42%* *74%*	17 *44%* *20%*	35 *50%* *41%*	15 *35%* *17%*	11 *37%* *13%*	5 *29%* *6%*	3 *15%* *3%*	9 *28%* *10%*	48 *40%* *56%*	29 *45%* *34%*	21 *38%* *24%*	14 *35%* *16%*	34 *42%* *39%*
Net: 3/2/1	**54** ***25%***	20 *30%* *37%*	34 *23%* *63%*	10 *25%* *18%*	14 *20%* *26%*	14 *33%* *26%*	9 *29%* *16%*	3 *17%* *6%*	4 *25%* *8%*	11 *36%* *21%*	31 *25%* *57%*	12 *19%* *22%*	11 *20%* *21%*	13 *32%* *23%*	22 *28%* *41%*
Mean	**4.96**	4.95	4.96	4.89	5.07	4.61	3.97	5.94	5.89	4.51	4.94	5.19	5.17	4.85	4.67
Standard Deviation	**2.47**	2.45	2.49	2.61	2.03	2.79	2.42	2.20	2.94	2.86	2.47	2.28	2.42	2.62	2.48

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 933

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Living**

Base : All who watch Living regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**226**	30 *13%*	37 *16%*	38 *17%*	121 *54%*	196 *87%*	26 *12%*	225 *100%*	226 *100%*	226 *100%*
Total (Wtd)	**217**	20** *9%* **	13* *6%* *	8* *4%* *	175 *81%*	195 *90%*	22** *10%* **	216 *100%*	217 *100%*	217 *100%*
Effective Total	**149**	27	34	36	105	130	20	149	149	149
10	**4** ***2%***	1 *3%* *15%*	- - -	* *2%* *4%*	3 *2%* *81%*	4 *2%* *100%*	- - -	4 *2%* *100%*	4 *2%* *100%*	4 *2%* *100%*
9	**9** ***4%***	1 *7%* *16%*	- - -	1 *7%* *6%*	7 *4%* *77%*	9 *5%* *96%*	* *2%* *4%*	9 *4%* *100%*	9 *4%* *100%*	9 *4%* *100%*
8	**21** ***10%***	2 *9%* *9%*	2 *12%* *8%*	1 *13%* *5%*	17 *10%* *78%*	20 *10%* *95%*	1 *5%* *5%*	21 *10%* *100%*	21 *10%* *100%*	21 *10%* *100%*
7	**26** ***12%***	- - -	4 *27%* *14%* R	1 *11%* *3%*	21 *12%* *83%*	23 *12%* *90%*	3 *12%* *10%*	26 *12%* *100%*	26 *12%* *100%*	26 *12%* *100%*
6	**27** ***12%***	3 *15%* *12%*	2 *14%* *7%*	1 *14%* *4%*	21 *12%* *77%*	24 *12%* *90%*	3 *12%* *10%*	27 *12%* *100%*	27 *12%* *100%*	27 *12%* *100%*
5	**33** ***15%***	6 *28%* *17%*	1 *11%* *4%*	1 *17%* *4%*	25 *14%* *74%*	29 *15%* *86%*	4 *20%* *14%*	33 *15%* *100%*	33 *15%* *100%*	33 *15%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 933

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Living**

Base : All who watch Living regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**226**	30 *13%*	37 *16%*	38 *17%*	121 *54%*	196 *87%*	26 *12%*	225 *100%*	226 *100%*	226 *100%*
Effective Total	**149**	27	34	36	105	130	20	149	149	149
4	**26** ***12%***	2 *8%* *6%*	1 *10%* *5%*	* *5%* *2%*	23 *13%* *88%*	23 *12%* *90%*	3 *12%* *10%*	26 *12%* *100%*	26 *12%* *100%*	26 *12%* *100%*
3	**9** ***4%***	2 *8%* *17%*	- - -	1 *7%* *6%*	7 *4%* *77%*	9 *4%* *91%*	1 *4%* *9%*	9 *4%* *98%*	9 *4%* *100%*	9 *4%* *100%*
2	**18** ***9%***	1 *6%* *7%*	* *3%* *2%*	1 *6%* *3%*	16 *9%* *88%*	16 *8%* *90%*	2 *9%* *10%*	18 *9%* *100%*	18 *9%* *100%*	18 *9%* *100%*
1	**26** ***12%***	1 *6%* *5%*	2 *12%* *6%*	1 *12%* *4%*	23 *13%* *85%*	23 *12%* *86%*	4 *17%* *14%*	26 *12%* *100%*	26 *12%* *100%*	26 *12%* *100%*
Don't know	**17** ***8%***	2 *8%* *10%*	2 *12%* *9%*	* *5%* *2%*	13 *7%* *78%*	15 *8%* *90%*	2 *7%* *10%*	17 *8%* *100%*	17 *8%* *100%*	17 *8%* *100%*
Net: 10/9/8/7	**60** ***28%***	4 *20%* *7%*	5 *39%* *9%*	3 *33%* *5%*	48 *27%* *80%*	56 *29%* *93%*	4 *19%* *7%*	60 *28%* *100%*	60 *28%* *100%*	60 *28%* *100%*
Net: 10/9	**13** ***6%***	2 *10%* *16%*	- - -	1 *9%* *6%* P	10 *6%* *78%*	12 *6%* *97%*	* *2%* *3%*	13 *6%* *100%*	13 *6%* *100%*	13 *6%* *100%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 933

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures and opinions within the UK ** - Living**

Base : All who watch Living regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**226**	30 *13%*	37 *16%*	38 *17%*	121 *54%*	196 *87%*	26 *12%*	225 *100%*	226 *100%*	226 *100%*
Effective Total	**149**	27	34	36	105	130	20	149	149	149
Net: 6/5/4	**86** ***40%***	10 *51%* *12%*	4 *34%* *5%*	3 *37%* *4%*	68 *39%* *79%*	76 *39%* *89%*	10 *45%* *11%*	86 *40%* *100%*	86 *40%* *100%*	86 *40%* *100%*
Net: 3/2/1	**54** ***25%***	4 *21%* *8%*	2 *15%* *4%*	2 *26%* *4%*	46 *26%* *85%*	48 *25%* *88%*	6 *29%* *12%*	54 *25%* *100%*	54 *25%* *100%*	54 *25%* *100%*
Mean	**4.96**	5.21	5.45	5.28	4.88	5.02	4.40	4.96	4.96	4.96
Standard Deviation	**2.47**	2.37	2.34	2.72	2.49	2.48	2.31	2.47	2.47	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 934

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its programmes show different kinds of cultures and opinions within the UK - SUMMARY

Base : All who watch each channel regularly - Q1 and Q2 only

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	312	404	326	201	320	375	391	208	226
Total (Wtd)	314	433	326	203	318	355	377	241	217
Effective Total	210	281	220	141	217	258	255	147	149
10	11 *4%*	14 *3%*	12 *4%*	5 *2%*	21 *7%*	32 *9%*	16 *4%*	14 *6%*	4 *2%*
9	7 *2%*	8 *2%*	13 *4%*	5 *2%*	19 *6%*	57 *16%*	40 *11%*	12 *5%*	9 *4%*
8	37 *12%*	35 *8%*	42 *13%*	31 *15%*	53 *17%*	82 *23%*	63 *17%*	21 *9%*	21 *10%*
7	47 *15%*	87 *20%*	56 *17%*	29 *14%*	67 *21%*	64 *18%*	62 *16%*	24 *10%*	26 *12%*
6	58 *19%*	93 *22%*	45 *14%*	34 *17%*	37 *12%*	28 *8%*	35 *9%*	35 *15%*	27 *12%*
5	49 *16%*	47 *11%*	44 *14%*	26 *13%*	33 *10%*	34 *9%*	57 *15%*	33 *14%*	33 *15%*
4	31 *10%*	50 *11%*	28 *9%*	13 *6%*	17 *5%*	18 *5%*	18 *5%*	23 *10%*	26 *12%*
3	12 *4%*	24 *5%*	24 *7%*	14 *7%*	8 *2%*	11 *3%*	23 *6%*	29 *12%*	9 *4%*
2	14 *4%*	23 *5%*	17 *5%*	4 *2%*	10 *3%*	4 *1%*	10 *3%*	20 *8%*	18 *9%*
1	12 *4%*	20 *5%*	15 *5%*	10 *5%*	17 *5%*	3 *1%*	23 *6%*	16 *7%*	26 *12%*
Don't know	36 *11%*	32 *7%*	30 *9%*	32 *16%*	37 *12%*	21 *6%*	29 *8%*	13 *5%*	17 *8%*
Net: 10/9/8/7	102 *32%*	144 *33%*	123 *38%*	70 *34%*	159 *50%*	235 *66%*	181 *48%*	72 *30%*	60 *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 934

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its programmes show different kinds of cultures and opinions within the UK - SUMMARY

Base : All who watch each channel regularly - Q1 and Q2 only

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	312	404	326	201	320	375	391	208	226
Effective Total	210	281	220	141	217	258	255	147	149
Net: 10/9	18 *6%*	22 *5%*	25 *8%*	10 *5%*	40 *13%*	89 *25%*	56 *15%*	26 *11%*	13 *6%*
Net: 6/5/4	138 *44%*	190 *44%*	117 *36%*	73 *36%*	86 *27%*	80 *23%*	111 *29%*	91 *38%*	86 *40%*
Net: 3/2/1	38 *12%*	66 *15%*	56 *17%*	29 *14%*	35 *11%*	19 *5%*	56 *15%*	65 *27%*	54 *25%*
Mean	5.73	5.57	5.70	5.78	6.35	7.17	6.16	5.27	4.96
Standard Deviation	2.09	2.10	2.28	2.17	2.33	1.99	2.40	2.51	2.47

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 935

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**188**	73 *39%*	115 *61%*	39 *21%*	40 *21%*	33 *18%*	38 *20%*	12 *6%*	26 *14%*	27 *14%*	111 *59%*	46 *24%*	32 *17%*	22 *12%*	45 *24%*
Total (Wtd)	**196**	77* *39%* *	119* *61%* *	51** *26%* **	48** *25%* **	30** *16%* **	29** *15%* **	10** *5%* **	27** *14%* **	27** *14%* **	96* *49%* *	73* *37%* *	46** *24%* **	48** *24%* **	66* *34%* *
Effective Total	**117**	44	73	24	27	22	19	9	20	19	77	32	29	19	38
10	**6** ***3%***	4 *5%* *62%*	2 *2%* *38%*	3 *7%* *55%*	* *1%* *6%*	1 *3%* *14%*	1 *4%* *19%*	- - -	* *2%* *6%*	- - -	* * *6%*	6 *8%* *94%*	- - -	3 *7%* *55%*	- - -
9	**13** ***7%***	4 *6%* *34%*	8 *7%* *66%*	2 *4%* *15%*	2 *4%* *15%*	4 *12%* *29%*	3 *10%* *23%*	2 *14%* *12%*	1 *2%* *5%*	1 *4%* *9%*	7 *7%* *51%*	5 *7%* *40%*	3 *7%* *25%*	2 *3%* *13%*	5 *8%* *42%*
8	**11** ***6%***	7 *9%* *60%*	4 *4%* *40%*	4 *7%* *32%*	* *1%* *3%*	2 *6%* *15%*	4 *15%* *38%*	1 *12%* *11%*	- - -	2 *9%* *20%*	8 *8%* *70%*	1 *2%* *10%*	3 *6%* *23%*	3 *6%* *25%*	2 *2%* *14%*
7	**33** ***17%***	14 *19%* *43%*	19 *16%* *57%*	4 *9%* *13%*	14 *29%* *42%*	8 *26%* *24%*	2 *6%* *5%*	2 *19%* *6%*	3 *13%* *10%*	5 *20%* *16%*	24 *26%* *73%* K	4 *5%* *11%*	12 *26%* *36%*	6 *12%* *17%*	11 *17%* *34%*
6	**41** ***21%***	9 *12%* *23%*	32 *27%* *77%*	12 *24%* *30%*	11 *23%* *28%*	1 *4%* *3%*	8 *26%* *18%*	1 *9%* *2%*	8 *29%* *19%*	4 *15%* *10%*	11 *12%* *27%*	26 *35%* *63%* J	9 *20%* *23%*	12 *25%* *29%*	16 *24%* *39%*
5	**25** ***13%***	12 *16%* *48%*	13 *11%* *52%*	9 *17%* *35%*	2 *5%* *9%*	2 *8%* *9%*	5 *16%* *19%*	3 *29%* *12%*	4 *15%* *16%*	2 *6%* *6%*	14 *15%* *58%*	9 *12%* *36%*	9 *19%* *36%*	4 *8%* *16%*	7 *10%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 935

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**188**	73	115	39	40	33	38	12	26	27	111	46	32	22	45
		39%	*61%*	*21%*	*21%*	*18%*	*20%*	*6%*	*14%*	*14%*	*59%*	*24%*	*17%*	*12%*	*24%*
Effective Total	**117**	44	73	24	27	22	19	9	20	19	77	32	29	19	38
4	**18**	6	12	7	8	-	2	-	1	4	10	4	5	7	3
	9%	*8%*	*10%*	*14%*	*16%*	-	*8%*	-	*4%*	*16%*	*10%*	*6%*	*11%*	*15%*	*5%*
		33%	*67%*	*39%*	*43%*	-	*12%*	-	*6%*	*24%*	*54%*	*23%*	*27%*	*39%*	*18%*
3	**12**	3	9	2	4	2	1	2	1	4	6	2	1	1	8
	6%	*4%*	*8%*	*3%*	*8%*	*6%*	*5%*	*16%*	*5%*	*13%*	*7%*	*2%*	*3%*	*3%*	*12%*
		24%	*76%*	*13%*	*34%*	*16%*	*12%*	*15%*	*11%*	*31%*	*55%*	*15%*	*10%*	*11%*	*69%*
2	**10**	8	1	6	1	4	-	-	-	1	2	7	-	8	-
	5%	*11%*	*1%*	*11%*	*1%*	*12%*	-	-	-	*3%*	*2%*	*9%*	-	*17%*	-
		87% B	*13%*	*56%*	*6%*	*37%*	-	-	-	*9%*	*23%*	*68%*	-	*84%*	-
1	**1**	1	*	*	1	-	*	-	-	-	1	*	-	-	*
	1%	*1%*	*	*1%*	*2%*	-	*	-	-	-	*1%*	*1%*	-	-	*
		65%	*35%*	*32%*	*66%*	-	*2%*	-	-	-	*66%*	*34%*	-	-	*2%*
Don't know	**25**	8	17	2	5	7	3	-	8	4	12	10	4	2	14
	13%	*11%*	*14%*	*4%*	*10%*	*23%*	*10%*	-	*31%*	*13%*	*12%*	*13%*	*8%*	*3%*	*21%*
		33%	*67%*	*7%*	*20%*	*28%*	*12%*	-	*33%*	*14%*	*47%*	*39%*	*15%*	*6%*	*56%*
Net: 10/9/8/7	**64**	29	34	13	17	14	10	5	4	9	39	16	18	14	18
	33%	*38%*	*29%*	*26%*	*35%*	*47%*	*35%*	*45%*	*17%*	*32%*	*41%*	*22%*	*39%*	*28%*	*28%*
		46%	*54%*	*21%*	*26%*	*22%*	*16%*	*7%*	*7%*	*14%*	*61%*	*25%*	*28%*	*21%*	*29%*
Net: 10/9	**19**	8	11	5	2	5	4	2	1	1	7	11	3	5	5
	10%	*11%*	*9%*	*11%*	*5%*	*15%*	*14%*	*14%*	*4%*	*4%*	*7%*	*15%*	*7%*	*11%*	*8%*
		43%	*57%*	*29%*	*12%*	*24%*	*22%*	*8%*	*6%*	*6%*	*36%*	*58%*	*16%*	*27%*	*28%*
Net: 6/5/4	**84**	27	57	28	21	3	14	4	13	10	35	39	23	23	26
	43%	*35%*	*48%*	*56%*	*44%*	*11%*	*50%*	*38%*	*47%*	*37%*	*37%*	*53%*	*50%*	*48%*	*39%*
		33%	*67%*	*34%*	*25%*	*4%*	*17%*	*5%*	*15%*	*12%*	*42%*	*46%*	*28%*	*27%*	*31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 935

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**188**	73 *39%*	115 *61%*	39 *21%*	40 *21%*	33 *18%*	38 *20%*	12 *6%*	26 *14%*	27 *14%*	111 *59%*	46 *24%*	32 *17%*	22 *12%*	45 *24%*
Effective Total	**117**	44	73	24	27	22	19	9	20	19	77	32	29	19	38
Net: 3/2/1	**23** ***12%***	12 *16%* *53%*	11 *9%* *47%*	7 *15%* *33%*	5 *11%* *24%*	5 *18%* *24%*	1 *5%* *6%*	2 *16%* *7%*	1 *5%* *6%*	4 *17%* *20%*	9 *10%* *42%*	9 *12%* *39%*	1 *3%* *5%*	10 *20%* *42%*	8 *12%* *36%*
Mean	**5.87**	5.80	5.91	5.59	5.68	6.16	6.40	6.08	5.84	5.50	5.94	5.91	6.10	5.46	5.87
Standard Deviation	**2.00**	2.29	1.80	2.20	1.77	2.50	1.86	2.03	1.42	1.96	1.86	2.21	1.48	2.35	1.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 935

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**188**	25 *13%*	36 *19%*	28 *15%*	99 *53%*	172 *91%*	13 *7%*	188 *100%*	188 *100%*	116 *62%*	70 *37%*	72 *38%*
Total (Wtd)	**196**	16** *8%* **	13* *7%* *	6** *3%* **	160* *82%* *	182 *93%*	14** *7%* **	196 *100%*	196 *100%*	114* *58%* *	81* *42%* *	82* *42%* *
Effective Total	**117**	23	33	25	83	107	10	117	117	72	45	46
10	**6** **3%**	2 *11%* *28%*	1 *6%* *12%*	* *5%* *5%*	3 *2%* *55%*	6 *3%* *94%*	* *3%* *6%*	6 *3%* *100%*	6 *3%* *100%*	6 *6%* *100%*	- - -	- - -
9	**13** **7%**	* *2%* *3%*	2 *13%* *13%*	1 *9%* *4%*	10 *6%* *80%*	13 *7%* *100%*	- - -	13 *7%* *100%*	13 *7%* *100%*	9 *8%* *67%*	4 *5%* *33%*	4 *5%* *33%*
8	**11** **6%**	2 *10%* *14%*	2 *17%* *19%* R	* *6%* *3%*	7 *4%* *63%*	11 *6%* *100%*	- - -	11 *6%* *100%*	11 *6%* *100%*	8 *7%* *69%*	3 *4%* *31%*	3 *4%* *31%*
7	**33** **17%**	2 *15%* *7%*	1 *6%* *2%*	1 *18%* *3%*	29 *18%* *87%*	29 *16%* *88%*	4 *29%* *12%*	33 *17%* *100%*	33 *17%* *100%*	17 *15%* *51%*	16 *20%* *49%*	16 *20%* *49%*
6	**41** **21%**	2 *10%* *4%*	1 *8%* *3%*	1 *16%* *2%*	37 *23%* *91%*	40 *22%* *99%*	* *3%* *1%*	41 *21%* *100%*	41 *21%* *100%*	21 *18%* *50%*	20 *24%* *49%*	20 *24%* *49%*
5	**25** **13%**	3 *17%* *11%*	2 *13%* *7%*	1 *15%* *4%*	20 *12%* *79%*	23 *13%* *93%*	2 *12%* *7%*	25 *13%* *100%*	25 *13%* *100%*	16 *14%* *64%*	9 *11%* *36%*	9 *11%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 935

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**188**	25 *13%*	36 *19%*	28 *15%*	99 *53%*	172 *91%*	13 *7%*	188 *100%*	188 *100%*	116 *62%*	70 *37%*	72 *38%*
Effective Total	**117**	23	33	25	83	107	10	117	117	72	45	46
4	**18** ***9%***	2 *11%* *10%*	1 *8%* *5%*	* *4%* *1%*	15 *10%* *84%*	17 *9%* *92%*	2 *11%* *8%*	18 *9%* *100%*	18 *9%* *100%*	10 *9%* *53%*	9 *11%* *47%*	9 *11%* *47%*
3	**12** ***6%***	- - -	1 *8%* *8%*	* *3%* *2%*	11 *7%* *90%*	8 *5%* *72%*	3 *24%* *28%*	12 *6%* *100%*	12 *6%* *100%*	9 *8%* *74%*	3 *4%* *26%*	3 *4%* *26%*
2	**10** ***5%***	1 *4%* *6%*	* *3%* *4%*	1 *10%* *6%*	8 *5%* *84%*	10 *5%* *100%*	- - -	10 *5%* *100%*	10 *5%* *100%*	6 *5%* *58%*	4 *5%* *42%*	4 *5%* *42%*
1	**1** ***1%***	- - -	1 *6%* *66%* R	* *6%* *32%*	* * *2%*	1 * *66%*	* *3%* *32%*	1 *1%* *100%*	1 *1%* *100%*	1 *1%* *98%*	* * *2%*	* * *35%*
Don't know	**25** ***13%***	3 *21%* *13%*	2 *13%* *7%*	1 *10%* *2%*	20 *12%* *78%*	23 *13%* *91%*	2 *16%* *9%*	25 *13%* *100%*	25 *13%* *100%*	12 *11%* *49%*	13 *16%* *50%*	13 *16%* *52%*
Net: 10/9/8/7	**64** ***33%***	6 *38%* *10%*	5 *42%* *8%*	2 *38%* *4%*	50 *31%* *78%*	59 *33%* *93%*	4 *32%* *7%*	64 *33%* *100%*	64 *33%* *100%*	40 *35%* *62%*	24 *30%* *38%*	24 *29%* *38%*
Net: 10/9	**19** ***10%***	2 *13%* *11%*	2 *19%* *13%*	1 *14%* *5%*	14 *9%* *71%*	19 *10%* *98%*	* *3%* *2%*	19 *10%* *100%*	19 *10%* *100%*	15 *13%* *78%*	4 *5%* *22%*	4 *5%* *22%*
Net: 6/5/4	**84** ***43%***	6 *38%* *7%*	4 *29%* *4%*	2 *34%* *3%*	72 *45%* *86%*	81 *44%* *96%*	4 *26%* *4%*	84 *43%* *100%*	84 *43%* *100%*	46 *41%* *55%*	37 *46%* *45%*	37 *46%* *45%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 935

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**188**	25 *13%*	36 *19%*	28 *15%*	99 *53%*	172 *91%*	13 *7%*	188 *100%*	188 *100%*	116 *62%*	70 *37%*	72 *38%*
Effective Total	**117**	23	33	25	83	107	10	117	117	72	45	46
Net: 3/2/1	**23** ***12%***	1 *4%* *3%*	2 *16%* *9%*	1 *19%* *5%*	19 *12%* *83%*	19 *10%* *84%*	4 *27%* *16%*	23 *12%* *100%*	23 *12%* *100%*	16 *14%* *69%*	7 *9%* *31%*	8 *9%* *33%*
Mean	**5.87**	6.40	6.12	5.74	5.80	5.93	5.06	5.87	5.87	5.93	5.77	5.74
Standard Deviation	**2.00**	2.20	2.73	2.73	1.91	1.99	2.09	2.00	2.00	2.18	1.72	1.76

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 936

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**212**	86 *41%*	126 *59%*	48 *23%*	67 *32%*	37 *17%*	35 *17%*	12 *6%*	12 *6%*	38 *18%*	123 *58%*	46 *22%*	34 *16%*	31 *15%*	53 *25%*
Total (Wtd)	**236**	94* *40%* *	142* *60%* *	61** *26%* **	78* *33%* *	31** *13%* **	43** *18%* **	10** *4%* **	12** *5%* **	45** *19%* **	113* *48%* *	79* *33%* *	54* *23%* *	64** *27%* **	81* *34%* *
Effective Total	**136**	53	84	29	45	26	24	9	9	26	85	34	30	28	45
10	**10** ***4%***	6 *7%* *60%*	4 *3%* *40%*	5 *8%* *50%*	1 *1%* *6%*	4 *12%* *36%*	1 *2%* *9%*	- - -	- - -	- - -	6 *5%* *57%*	4 *6%* *43%*	2 *5%* *24%*	3 *5%* *34%*	3 *3%* *28%*
9	**10** ***4%***	4 *4%* *43%*	6 *4%* *57%*	6 *10%* *62%*	1 *1%* *6%*	1 *5%* *15%*	1 *3%* *13%*	* *4%* *4%*	- - -	4 *9%* *41%*	4 *4%* *45%*	1 *2%* *13%*	4 *7%* *37%*	- - -	3 *3%* *29%*
8	**18** ***8%***	14 *15%* *78%* B	4 *3%* *22%*	7 *11%* *36%*	5 *7%* *29%*	3 *9%* *16%*	2 *5%* *11%*	1 *12%* *7%*	- - -	1 *3%* *8%*	9 *8%* *47%*	8 *10%* *45%*	5 *8%* *25%*	1 *2%* *7%*	10 *13%* *57%*
7	**41** ***18%***	11 *12%* *28%*	30 *21%* *72%*	16 *26%* *39%*	13 *17%* *32%*	6 *21%* *16%*	5 *12%* *12%*	1 *5%* *1%*	- - -	5 *11%* *12%*	21 *18%* *50%*	15 *20%* *38%*	16 *29%* *38%*	6 *9%* *14%*	13 *16%* *32%*
6	**27** ***11%***	7 *8%* *27%*	20 *14%* *73%*	1 *2%* *4%*	11 *15%* *43%*	3 *11%* *12%*	6 *14%* *22%*	3 *27%* *10%*	2 *19%* *9%*	5 *10%* *17%*	14 *12%* *52%*	8 *11%* *31%*	6 *11%* *23%*	10 *16%* *38%*	6 *7%* *21%*
5	**33** ***14%***	21 *22%* *64%* B	12 *8%* *36%*	6 *10%* *19%*	17 *22%* *53%*	4 *12%* *11%*	3 *7%* *9%*	- - -	3 *21%* *8%*	3 *8%* *10%*	18 *16%* *55%*	11 *14%* *35%*	5 *10%* *17%*	11 *17%* *34%*	13 *16%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 936

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**212**	86 *41%*	126 *59%*	48 *23%*	67 *32%*	37 *17%*	35 *17%*	12 *6%*	12 *6%*	38 *18%*	123 *58%*	46 *22%*	34 *16%*	31 *15%*	53 *25%*
Effective Total	**136**	53	84	29	45	26	24	9	9	26	85	34	30	28	45
4	**27** ***12%***	6 *6%* *22%*	21 *15%* *78%*	7 *12%* *27%*	7 *9%* *27%*	3 *11%* *12%*	7 *17%* *26%*	1 *12%* *5%*	1 *7%* *3%*	6 *13%* *22%*	12 *10%* *43%*	10 *12%* *35%*	7 *12%* *24%*	8 *12%* *29%*	9 *11%* *32%*
3	**14** ***6%***	6 *6%* *43%*	8 *6%* *57%*	2 *3%* *11%*	6 *8%* *45%*	3 *9%* *20%*	2 *6%* *17%*	1 *10%* *7%*	- - -	6 *14%* *43%*	8 *7%* *57%*	- - -	3 *6%* *22%*	3 *5%* *24%*	6 *7%* *43%*
2	**19** ***8%***	8 *9%* *43%*	11 *8%* *57%*	7 *11%* *35%*	8 *10%* *41%*	- - -	5 *11%* *24%*	- - -	- - -	8 *17%* *40%*	8 *7%* *40%*	4 *5%* *20%*	- - -	9 *14%* *46%*	10 *12%* *50%*
1	**8** ***3%***	2 *2%* *20%*	7 *5%* *80%*	3 *5%* *36%*	4 *5%* *47%*	* *1%* *2%*	1 *3%* *15%*	- - -	- - -	3 *6%* *35%*	3 *2%* *32%*	3 *3%* *33%*	3 *5%* *33%*	2 *4%* *28%*	1 *2%* *15%*
Don't know	**28** ***12%***	7 *8%* *27%*	20 *14%* *73%*	2 *3%* *6%*	4 *5%* *15%*	3 *11%* *12%*	9 *21%* *33%*	3 *29%* *11%*	7 *53%* *24%*	4 *8%* *13%*	11 *10%* *39%*	14 *17%* *49%*	4 *7%* *14%*	9 *14%* *33%*	8 *9%* *27%*
Net: 10/9/8/7	**79** ***34%***	36 *38%* *45%*	43 *31%* *55%*	34 *55%* *43%*	20 *25%* *25%*	15 *47%* *18%*	9 *22%* *12%*	2 *22%* *3%*	- - -	10 *23%* *13%*	40 *35%* *50%*	29 *37%* *37%*	26 *49%* *33%*	11 *17%* *13%*	29 *36%* *37%*
Net: 10/9	**20** ***8%***	10 *11%* *52%*	10 *7%* *48%*	11 *18%* *56%*	1 *2%* *6%*	5 *17%* *26%*	2 *5%* *11%*	* *4%* *2%*	- - -	4 *9%* *20%*	10 *9%* *52%*	6 *7%* *28%*	6 *11%* *30%*	3 *5%* *18%*	6 *7%* *28%*
Net: 6/5/4	**87** ***37%***	34 *36%* *39%*	53 *37%* *61%*	15 *24%* *17%*	36 *46%* *42%*	10 *33%* *12%*	16 *37%* *18%*	4 *39%* *5%*	6 *47%* *7%*	14 *31%* *16%*	44 *39%* *50%*	29 *37%* *34%*	18 *34%* *21%*	29 *46%* *34%*	28 *34%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 936

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**212**	86 *41%*	126 *59%*	48 *23%*	67 *32%*	37 *17%*	35 *17%*	12 *6%*	12 *6%*	38 *18%*	123 *58%*	46 *22%*	34 *16%*	31 *15%*	53 *25%*
Effective Total	**136**	53	84	29	45	26	24	9	9	26	85	34	30	28	45
Net: 3/2/1	**42** ***18%***	16 *17%* *38%*	26 *18%* *62%*	11 *19%* *27%*	18 *23%* *43%*	3 *10%* *7%*	8 *20%* *20%*	1 *10%* *2%*	- - -	17 *37%* *40%*	18 *16%* *44%*	7 *8%* *16%*	6 *11%* *14%*	15 *23%* *35%*	17 *21%* *41%*
Mean	**5.52**	5.82	5.31	5.99	5.00	6.43	5.02	5.83	5.27	4.57	5.65	5.90	6.08	4.86	5.45
Standard Deviation	**2.31**	2.37	2.25	2.64	2.04	2.22	2.25	1.93	0.76	2.45	2.24	2.19	2.18	2.25	2.32

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 936

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**212**	25 *12%*	26 *12%*	43 *20%*	118 *56%*	194 *92%*	14 *7%*	210 *99%*	212 *100%*	131 *62%*	80 *38%*	80 *38%*
Total (Wtd)	**236**	17** *7%* **	10** *4%* **	10* *4%* *	199 *84%*	217 *92%*	18** *8%* **	234 *99%*	236 *100%*	130* *55%* *	105* *45%* *	105* *45%* *
Effective Total	**136**	23	24	39	102	125	11	135	136	81	55	55
10	**10** ***4%***	1 *5%* *9%*	* *4%* *4%*	* *2%* *2%*	9 *4%* *86%*	10 *5%* *96%*	* *2%* *4%*	10 *4%* *100%*	10 *4%* *100%*	8 *6%* *76%*	2 *2%* *24%*	2 *2%* *24%*
9	**10** ***4%***	1 *8%* *13%*	1 *14%* *15%*	1 *6%* *6%*	6 *3%* *66%*	10 *4%* *100%*	- - -	9 *4%* *96%*	10 *4%* *100%*	7 *6%* *77%*	2 *2%* *23%*	2 *2%* *23%*
8	**18** ***8%***	1 *4%* *4%*	1 *8%* *4%*	1 *7%* *4%*	16 *8%* *88%*	16 *7%* *87%*	2 *13%* *13%*	18 *8%* *100%*	18 *8%* *100%*	10 *8%* *58%*	8 *7%* *42%*	8 *7%* *42%*
7	**41** ***18%***	3 *19%* *8%*	1 *13%* *3%*	2 *21%* *5%*	35 *17%* *84%*	37 *17%* *89%*	4 *24%* *11%*	41 *18%* *100%*	41 *18%* *100%*	26 *20%* *64%*	15 *14%* *36%*	15 *14%* *36%*
6	**27** ***11%***	2 *11%* *7%*	1 *11%* *4%*	2 *19%* *7%*	22 *11%* *82%*	25 *11%* *93%*	2 *10%* *7%*	27 *11%* *100%*	27 *11%* *100%*	12 *9%* *46%*	14 *14%* *53%*	14 *14%* *53%*
5	**33** ***14%***	1 *7%* *3%*	1 *7%* *2%*	1 *14%* *4%*	30 *15%* *90%*	30 *14%* *92%*	3 *15%* *8%*	33 *14%* *100%*	33 *14%* *100%*	14 *11%* *43%*	19 *18%* *57%*	19 *18%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 936

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**212**	25 *12%*	26 *12%*	43 *20%*	118 *56%*	194 *92%*	14 *7%*	210 *99%*	212 *100%*	131 *62%*	80 *38%*	80 *38%*
Effective Total	**136**	23	24	39	102	125	11	135	136	81	55	55
4	**27** ***12%***	2 *11%* *7%*	1 *10%* *4%*	1 *11%* *4%*	23 *12%* *86%*	24 *11%* *89%*	3 *16%* *11%*	27 *12%* *100%*	27 *12%* *100%*	16 *12%* *58%*	11 *11%* *42%*	11 *11%* *42%*
3	**14** ***6%***	1 *7%* *9%*	* *4%* *3%*	- - -	12 *6%* *88%*	14 *6%* *100%*	- - -	14 *6%* *100%*	14 *6%* *100%*	10 *7%* *69%*	4 *4%* *31%*	4 *4%* *31%*
2	**19** ***8%***	- - -	* *3%* *2%*	* *4%* *2%*	19 *9%* *96%*	18 *8%* *92%*	2 *8%* *8%*	19 *8%* *100%*	19 *8%* *100%*	8 *6%* *39%*	12 *11%* *61%*	12 *11%* *61%*
1	**8** ***3%***	- - -	1 *8%* *9%*	1 *12%* *14%* R	6 *3%* *77%*	8 *4%* *100%*	- - -	8 *4%* *100%*	8 *3%* *100%*	4 *3%* *53%*	4 *4%* *47%*	4 *4%* *47%*
Don't know	**28** ***12%***	5 *29%* *18%*	2 *19%* *7%*	* *3%* *1%*	21 *10%* *74%*	26 *12%* *92%*	2 *12%* *8%*	27 *11%* *96%*	28 *12%* *100%*	14 *11%* *51%*	14 *13%* *49%*	14 *13%* *49%*
Net: 10/9/8/7	**79** ***34%***	6 *35%* *7%*	4 *39%* *5%*	4 *37%* *4%*	66 *33%* *83%*	72 *33%* *91%*	7 *39%* *9%*	79 *34%* *100%*	79 *34%* *100%*	52 *40%* *65%*	27 *26%* *35%*	27 *26%* *35%*
Net: 10/9	**20** ***8%***	2 *13%* *11%*	2 *18%* *9%*	1 *9%* *4%*	15 *8%* *76%*	20 *9%* *98%*	* *2%* *2%*	20 *8%* *98%*	20 *8%* *100%*	15 *12%* *76%*	5 *4%* *24%*	5 *4%* *24%*
Net: 6/5/4	**87** ***37%***	5 *29%* *6%*	3 *27%* *3%*	4 *44%* *5%*	75 *38%* *86%*	79 *37%* *91%*	7 *40%* *9%*	87 *37%* *100%*	87 *37%* *100%*	42 *32%* *49%*	44 *42%* *51%*	44 *42%* *51%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 936

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**212**	25 *12%*	26 *12%*	43 *20%*	118 *56%*	194 *92%*	14 *7%*	210 *99%*	212 *100%*	131 *62%*	80 *38%*	80 *38%*
Effective Total	**136**	23	24	39	102	125	11	135	136	81	55	55
Net: 3/2/1	**42** ***18%***	1 *7%* *3%*	1 *15%* *4%*	2 *16%* *4%*	37 *19%* *90%*	40 *18%* *96%*	2 *8%* *4%*	42 *18%* *100%*	42 *18%* *100%*	22 *17%* *52%*	20 *19%* *48%*	20 *19%* *48%*
Mean	**5.52**	6.26	5.98	5.51	5.45	5.50	5.75	5.51	5.52	5.77	5.19	5.19
Standard Deviation	**2.31**	2.13	2.80	2.49	2.29	2.34	1.96	2.30	2.31	2.38	2.19	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 937

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**166**	95 *57%*	71 *43%*	21 *13%*	38 *23%*	42 *25%*	29 *17%*	17 *10%*	19 *11%*	26 *16%*	108 *65%*	31 *19%*	31 *19%*	21 *13%*	32 *19%*
Total (Wtd)	**161**	85* *53%* *	76* *47%* *	24** *15%* **	42** *26%* **	34** *21%* **	31** *19%* **	15** *9%* **	16** *10%* **	26** *16%* **	97* *60%* *	38** *24%* **	45** *28%* **	40** *25%* **	43** *27%* **
Effective Total	**111**	64	48	15	24	30	21	12	13	18	77	20	28	20	30
10	**5** ***3%***	* * *8%*	5 *6%* *92%*	- - -	4 *9%* *75%*	- - -	1 *3%* *17%*	- - -	* *3%* *8%*	- - -	* * *7%*	5 *13%* *93%*	- - -	4 *9%* *68%*	- - -
9	**16** ***10%***	11 *13%* *71%*	5 *6%* *29%*	3 *13%* *20%*	1 *3%* *8%*	4 *11%* *24%*	3 *9%* *18%*	1 *8%* *8%*	4 *23%* *23%*	- - -	12 *12%* *75%*	4 *10%* *25%*	6 *12%* *36%*	7 *16%* *42%*	1 *2%* *6%*
8	**16** ***10%***	8 *10%* *50%*	8 *11%* *50%*	5 *23%* *33%*	4 *8%* *21%*	2 *4%* *9%*	4 *13%* *24%*	1 *6%* *5%*	1 *7%* *7%*	1 *5%* *8%*	12 *13%* *76%*	3 *7%* *17%*	5 *11%* *31%*	2 *5%* *12%*	4 *10%* *27%*
7	**28** ***17%***	17 *20%* *59%*	11 *15%* *41%*	* *2%* *1%*	5 *12%* *17%*	11 *33%* *39%*	8 *26%* *29%*	4 *26%* *14%*	- - -	5 *20%* *19%*	16 *17%* *57%*	7 *18%* *24%*	8 *19%* *30%*	4 *11%* *16%*	12 *27%* *42%*
6	**24** ***15%***	13 *16%* *54%*	11 *15%* *46%*	4 *19%* *18%*	9 *21%* *37%*	3 *8%* *11%*	2 *6%* *7%*	3 *21%* *12%*	3 *22%* *14%*	2 *9%* *9%*	18 *18%* *72%*	4 *12%* *18%*	4 *8%* *15%*	8 *20%* *33%*	9 *20%* *36%*
5	**19** ***12%***	12 *14%* *60%*	8 *10%* *40%*	2 *9%* *12%*	6 *14%* *31%*	6 *17%* *31%*	1 *2%* *3%*	2 *12%* *9%*	3 *19%* *15%*	4 *14%* *19%*	13 *14%* *68%*	2 *6%* *12%*	7 *16%* *38%*	3 *9%* *18%*	1 *3%* *6%*
4	**9** ***6%***	3 *4%* *33%*	6 *8%* *67%*	- - -	7 *17%* *79%*	- - -	1 *3%* *9%*	* *1%* *1%*	1 *6%* *11%*	4 *14%* *39%*	2 *2%* *25%*	3 *9%* *36%*	4 *8%* *40%*	- - -	4 *8%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 937

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**166**	95 *57%*	71 *43%*	21 *13%*	38 *23%*	42 *25%*	29 *17%*	17 *10%*	19 *11%*	26 *16%*	108 *65%*	31 *19%*	31 *19%*	21 *13%*	32 *19%*
Effective Total	**111**	64	48	15	24	30	21	12	13	18	77	20	28	20	30
3	**12** ***7%***	7 *8%* *57%*	5 *7%* *43%*	6 *24%* *49%*	2 *6%* *20%*	2 *5%* *14%*	1 *4%* *10%*	1 *6%* *7%*	- - -	1 *2%* *5%*	8 *9%* *69%*	3 *8%* *25%*	4 *10%* *36%*	2 *5%* *17%*	3 *6%* *23%*
2	**6** ***4%***	5 *5%* *71%*	2 *2%* *29%*	2 *8%* *31%*	- - -	2 *5%* *24%*	1 *4%* *19%*	2 *11%* *26%*	- - -	1 *5%* *21%*	3 *4%* *53%*	2 *4%* *26%*	3 *6%* *40%*	2 *5%* *31%*	2 *4%* *26%*
1	**9** ***5%***	2 *2%* *23%*	7 *9%* *77%*	* *2%* *4%*	* *1%* *3%*	3 *10%* *40%*	4 *14%* *49%*	* *3%* *4%*	- - -	2 *7%* *21%*	7 *7%* *75%*	* *1%* *4%*	2 *5%* *28%*	2 *5%* *21%*	3 *6%* *29%*
Don't know	**15** ***10%***	7 *8%* *46%*	8 *11%* *54%*	- - -	4 *9%* *23%*	2 *7%* *15%*	5 *17%* *34%*	1 *7%* *6%*	3 *21%* *21%*	6 *24%* *41%*	5 *5%* *30%*	4 *12%* *29%*	2 *4%* *11%*	6 *15%* *40%*	6 *13%* *36%*
Net: 10/9/8/7	**65** ***41%***	37 *43%* *56%*	29 *38%* *44%*	9 *38%* *14%*	14 *32%* *21%*	16 *48%* *25%*	16 *51%* *24%*	6 *40%* *9%*	5 *32%* *8%*	7 *25%* *10%*	41 *42%* *62%*	18 *48%* *28%*	19 *43%* *29%*	17 *41%* *25%*	17 *40%* *26%*
Net: 10/9	**21** ***13%***	12 *14%* *55%*	9 *12%* *45%*	3 *13%* *15%*	5 *12%* *25%*	4 *11%* *18%*	4 *12%* *18%*	1 *8%* *6%*	4 *25%* *19%*	- - -	12 *13%* *58%*	9 *23%* *42%*	6 *12%* *27%*	10 *25%* *48%*	1 *2%* *5%*
Net: 6/5/4	**53** ***33%***	28 *33%* *52%*	25 *33%* *48%*	7 *28%* *13%*	22 *53%* *42%*	9 *25%* *16%*	3 *10%* *6%*	5 *33%* *9%*	7 *47%* *14%*	10 *36%* *18%*	33 *34%* *63%*	10 *27%* *19%*	15 *33%* *28%*	11 *29%* *22%*	14 *31%* *26%*
Net: 3/2/1	**27** ***17%***	13 *16%* *49%*	14 *18%* *51%*	8 *34%* *30%*	3 *6%* *10%*	7 *20%* *24%*	7 *22%* *25%*	3 *20%* *11%*	- - -	4 *15%* *14%*	18 *19%* *67%*	5 *13%* *19%*	9 *21%* *34%*	6 *15%* *22%*	7 *16%* *26%*
Mean	**5.90**	6.03	5.76	5.62	6.06	5.71	5.84	5.71	6.78	5.02	5.88	6.49	5.65	6.46	5.67

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 937

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**166**	95 *57%*	71 *43%*	21 *13%*	38 *23%*	42 *25%*	29 *17%*	17 *10%*	19 *11%*	26 *16%*	108 *65%*	31 *19%*	31 *19%*	21 *13%*	32 *19%*
Effective Total	**111**	64	48	15	24	30	21	12	13	18	77	20	28	20	30
Standard Deviation	**2.36**	2.18	2.55	2.50	2.04	2.43	2.89	2.24	1.93	2.09	2.33	2.49	2.38	2.59	2.11

GfK NOP

Ofcom PSB Tracker : 2008

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**** Its programmes show different kinds of cultures within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**166**	29 *17%*	27 *16%*	26 *16%*	84 *51%*	154 *93%*	10 *6%*	165 *99%*	166 *100%*	166 *100%*
Total (Wtd)	**161**	17** *11%* **	10** *6%* **	6** *4%* **	128* *80%* *	148 *92%*	12** *8%* **	160 *99%*	161 *100%*	161 *100%*
Effective Total	**111**	26	26	22	76	103	8	110	111	111
10	**5** ***3%***	1 *5%* *17%*	1 *8%* *15%*	- - -	4 *3%* *68%*	5 *3%* *93%*	* *3%* *7%*	5 *3%* *100%*	5 *3%* *100%*	5 *3%* *100%*
9	**16** ***10%***	2 *9%* *10%*	* *4%* *3%*	1 *10%* *4%*	13 *10%* *84%*	16 *11%* *100%*	- - -	16 *10%* *100%*	16 *10%* *100%*	16 *10%* *100%*
8	**16** ***10%***	2 *14%* *14%*	2 *19%* *11%*	1 *12%* *4%*	12 *9%* *70%*	16 *11%* *100%*	- - -	16 *10%* *100%*	16 *10%* *100%*	16 *10%* *100%*
7	**28** ***17%***	1 *7%* *4%*	1 *13%* *5%*	1 *15%* *3%*	25 *19%* *88%*	22 *15%* *79%*	6 *48%* *21%*	28 *18%* *100%*	28 *17%* *100%*	28 *17%* *100%*
6	**24** ***15%***	3 *15%* *10%*	1 *9%* *4%*	1 *9%* *2%*	20 *16%* *84%*	24 *16%* *100%*	- - -	24 *15%* *100%*	24 *15%* *100%*	24 *15%* *100%*
5	**19** ***12%***	4 *21%* *19%*	3 *26%* *13%*	1 *17%* *5%*	12 *9%* *62%*	18 *12%* *97%*	1 *5%* *3%*	19 *12%* *100%*	19 *12%* *100%*	19 *12%* *100%*
4	**9** ***6%***	1 *4%* *7%*	* *4%* *4%*	1 *15%* *10%*	7 *6%* *79%*	7 *5%* *81%*	2 *14%* *19%*	9 *6%* *100%*	9 *6%* *100%*	9 *6%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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**** Its programmes show different kinds of cultures within the UK ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**166**	29 *17%*	27 *16%*	26 *16%*	84 *51%*	154 *93%*	10 *6%*	165 *99%*	166 *100%*	166 *100%*
Effective Total	**111**	26	26	22	76	103	8	110	111	111
3	**12** ***7%***	1 *8%* *11%*	1 *10%* *8%*	1 *8%* *4%*	9 *7%* *76%*	10 *7%* *87%*	2 *12%* *13%*	11 *7%* *90%*	12 *7%* *100%*	12 *7%* *100%*
2	**6** ***4%***	- - -	- - -	* *3%* *3%*	6 *5%* *97%*	6 *4%* *100%*	- - -	6 *4%* *100%*	6 *4%* *100%*	6 *4%* *100%*
1	**9** ***5%***	1 *8%* *16%*	- - -	1 *10%* *7%*	7 *5%* *77%*	8 *6%* *96%*	* *3%* *4%*	9 *6%* *100%*	9 *5%* *100%*	9 *5%* *100%*
Don't know	**15** ***10%***	1 *9%* *10%*	1 *6%* *4%*	- - -	13 *10%* *87%*	14 *9%* *89%*	2 *14%* *11%*	15 *10%* *100%*	15 *10%* *100%*	15 *10%* *100%*
Net: 10/9/8/7	**65** ***41%***	6 *35%* *9%*	4 *45%* *7%*	2 *37%* *3%*	53 *41%* *81%*	59 *40%* *90%*	6 *51%* *10%*	65 *41%* *100%*	65 *41%* *100%*	65 *41%* *100%*
Net: 10/9	**21** ***13%***	2 *14%* *12%*	1 *12%* *6%*	1 *10%* *3%*	17 *13%* *80%*	20 *14%* *98%*	* *3%* *2%*	21 *13%* *100%*	21 *13%* *100%*	21 *13%* *100%*
Net: 6/5/4	**53** ***33%***	7 *40%* *13%*	4 *39%* *7%*	2 *41%* *5%*	40 *31%* *75%*	50 *34%* *96%*	2 *19%* *4%*	53 *33%* *100%*	53 *33%* *100%*	53 *33%* *100%*
Net: 3/2/1	**27** ***17%***	3 *16%* *10%*	1 *10%* *4%*	1 *21%* *5%*	22 *17%* *82%*	25 *17%* *93%*	2 *15%* *7%*	26 *16%* *95%*	27 *17%* *100%*	27 *17%* *100%*
Mean	**5.90**	5.87	6.34	5.36	5.90	5.92	5.70	5.93	5.90	5.90

GfK NOP

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Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**166**	29 *17%*	27 *16%*	26 *16%*	84 *51%*	154 *93%*	10 *6%*	165 *99%*	166 *100%*	166 *100%*
Effective Total	**111**	26	26	22	76	103	8	110	111	111
Standard Deviation	**2.36**	2.51	2.12	2.60	2.37	2.38	2.09	2.35	2.36	2.36

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 938

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**90**	42 *47%*	48 *53%*	10 *11%*	22 *24%*	15 *17%*	24 *27%*	13 *14%*	6 *7%*	16 *18%*	55 *61%*	18 *20%*	16 *18%*	15 *17%*	19 *21%*
Total (Wtd)	**96**	40** *42%* **	56* *58%* *	13** *14%* **	31** *33%* **	10** *11%* **	21** *22%* **	13** *13%* **	7** *7%* **	15** *16%* **	47* *49%* *	33** *35%* **	23** *24%* **	29** *30%* **	31** *32%* **
Effective Total	**57**	26	31	6	16	9	12	12	5	10	37	14	14	13	17
10	**2** ***2%***	1 *3%* *58%*	1 *2%* *42%*	- - -	- - -	1 *12%* *58%*	1 *4%* *42%*	- - -	- - -	- - -	1 *3%* *58%*	1 *3%* *42%*	1 *5%* *58%*	- - -	- - -
9	**2** ***2%***	1 *2%* *35%*	1 *2%* *65%*	- - -	1 *3%* *49%*	- - -	1 *2%* *29%*	* *3%* *22%*	- - -	- - -	2 *4%* *100%*	- - -	- - -	- - -	- - -
8	**16** ***17%***	8 *21%* *51%*	8 *14%* *49%*	3 *20%* *17%*	6 *20%* *39%*	* *3%* *2%*	5 *23%* *30%*	2 *15%* *12%*	- - -	* *1%* *1%*	6 *13%* *37%*	10 *30%* *61%*	2 *8%* *12%*	2 *7%* *12%*	11 *37%* *69%*
7	**17** ***17%***	9 *22%* *53%*	8 *14%* *47%*	3 *23%* *19%*	4 *13%* *24%*	2 *21%* *13%*	5 *22%* *28%*	3 *21%* *16%*	- - -	5 *33%* *30%*	8 *17%* *49%*	4 *11%* *21%*	4 *17%* *23%*	4 *14%* *24%*	5 *15%* *28%*
6	**11** ***12%***	2 *6%* *20%*	9 *16%* *80%*	- - -	6 *21%* *57%*	3 *26%* *24%*	1 *6%* *11%*	1 *8%* *9%*	- - -	2 *15%* *20%*	6 *12%* *49%*	4 *11%* *31%*	2 *10%* *21%*	6 *20%* *51%*	2 *7%* *19%*
5	**14** ***14%***	4 *9%* *27%*	10 *18%* *73%*	4 *32%* *32%*	4 *11%* *26%*	1 *7%* *6%*	2 *9%* *14%*	1 *8%* *7%*	2 *30%* *15%*	1 *4%* *4%*	8 *17%* *60%*	5 *14%* *35%*	6 *26%* *44%*	4 *13%* *27%*	3 *8%* *18%*
4	**14** ***15%***	5 *12%* *33%*	10 *17%* *67%*	3 *25%* *24%*	4 *12%* *26%*	1 *14%* *10%*	3 *15%* *22%*	3 *20%* *19%*	- - -	2 *12%* *12%*	5 *11%* *37%*	7 *21%* *51%*	4 *16%* *26%*	5 *17%* *34%*	5 *15%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 938

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**90**	42 *47%*	48 *53%*	10 *11%*	22 *24%*	15 *17%*	24 *27%*	13 *14%*	6 *7%*	16 *18%*	55 *61%*	18 *20%*	16 *18%*	15 *17%*	19 *21%*
Effective Total	**57**	26	31	6	16	9	12	12	5	10	37	14	14	13	17
3	**5** ***5%***	1 *4%* *30%*	3 *6%* *70%*	- - -	2 *7%* *49%*	- - -	- - -	1 *8%* *21%*	1 *20%* *30%*	4 *25%* *79%*	1 *2%* *21%*	- - -	- - -	4 *13%* *79%*	1 *3%* *21%*
2	**5** ***5%***	5 *12%* *100%*	- - -	- - -	2 *5%* *33%*	2 *15%* *33%*	2 *8%* *33%*	- - -	- - -	- - -	5 *10%* *100%*	- - -	- - -	3 *11%* *67%*	2 *5%* *33%*
1	**2** ***2%***	2 *6%* *100%*	- - -	- - -	- - -	* *2%* *7%*	1 *6%* *52%*	1 *7%* *40%*	- - -	- - -	2 *5%* *100%*	- - -	1 *4%* *40%*	- - -	1 *4%* *52%*
Don't know	**8** ***8%***	2 *5%* *26%*	6 *11%* *74%*	- - -	2 *8%* *29%*	- - -	1 *4%* *11%*	1 *11%* *18%*	3 *50%* *43%*	2 *11%* *20%*	3 *7%* *39%*	3 *10%* *41%*	3 *14%* *41%*	1 *5%* *18%*	2 *5%* *19%*
Net: 10/9/8/7	**37** ***38%***	19 *47%* *51%*	18 *32%* *49%*	6 *43%* *16%*	11 *36%* *31%*	4 *36%* *10%*	11 *52%* *30%*	5 *38%* *13%*	- - -	5 *34%* *14%*	17 *36%* *47%*	14 *43%* *39%*	7 *30%* *19%*	6 *21%* *16%*	16 *52%* *43%*
Net: 10/9	**4** ***4%***	2 *5%* *47%*	2 *4%* *53%*	- - -	1 *3%* *23%*	1 *12%* *31%*	1 *7%* *36%*	* *3%* *10%*	- - -	- - -	3 *6%* *77%*	1 *3%* *23%*	1 *5%* *31%*	- - -	- - -
Net: 6/5/4	**39** ***41%***	11 *26%* *27%*	29 *51%* *73%*	8 *57%* *19%*	14 *44%* *35%*	5 *47%* *12%*	6 *30%* *16%*	5 *36%* *12%*	2 *30%* *5%*	5 *31%* *12%*	19 *40%* *49%*	15 *47%* *40%*	12 *51%* *31%*	14 *50%* *36%*	9 *31%* *24%*
Net: 3/2/1	**12** ***12%***	9 *21%* *72%*	3 *6%* *28%*	- - -	4 *13%* *33%*	2 *17%* *15%*	3 *13%* *24%*	2 *15%* *16%*	1 *20%* *12%*	4 *25%* *32%*	8 *17%* *68%*	- - -	1 *4%* *8%*	7 *24%* *58%*	4 *12%* *32%*
Mean	**5.73**	5.58	5.84	5.82	5.83	5.71	5.95	5.45	4.19	5.27	5.50	6.27	5.73	4.93	6.00

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 938

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**90**	42 *47%*	48 *53%*	10 *11%*	22 *24%*	15 *17%*	24 *27%*	13 *14%*	6 *7%*	16 *18%*	55 *61%*	18 *20%*	16 *18%*	15 *17%*	19 *21%*
Effective Total	**57**	26	31	6	16	9	12	12	5	10	37	14	14	13	17
Standard Deviation	**2.07**	2.49	1.70	1.58	1.90	2.49	2.44	2.28	1.16	1.78	2.30	1.75	1.97	1.83	2.20

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 938

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**90**	8 *9%*	11 *12%*	21 *23%*	50 *56%*	85 *94%*	4 *4%*	90 *100%*	90 *100%*	37 *41%*	52 *58%*	52 *58%*
Total (Wtd)	**96**	5** *5%* **	4** *4%* **	4** *4%* **	83* *86%* *	90* *94%* *	6** *6%* **	96* *100%* *	96* *100%* *	31** *32%* **	65* *68%* *	65* *68%* *
Effective Total	**57**	8	11	20	43	53	4	57	57	24	34	34
10	**2** ***2%***	1 *18%* *42%*	- - -	- - -	1 *1%* *58%*	2 *2%* *100%*	- - -	2 *2%* *100%*	2 *2%* *100%*	1 *3%* *42%*	1 *2%* *58%*	1 *2%* *58%*
9	**2** ***2%***	2 *33%* *87%*	- - -	* *5%* *13%*	- - -	2 *2%* *100%*	- - -	2 *2%* *100%*	2 *2%* *100%*	1 *2%* *41%*	1 *2%* *59%*	1 *2%* *59%*
8	**16** ***17%***	- - -	- - -	1 *24%* *6%*	15 *18%* *94%*	14 *16%* *87%*	2 *34%* *13%*	16 *17%* *100%*	16 *17%* *100%*	2 *8%* *15%*	14 *21%* *85%*	14 *21%* *85%*
7	**17** ***17%***	* *10%* *3%*	2 *49%* *13%*	2 *38%* *10%*	13 *15%* *75%*	17 *19%* *100%*	- - -	17 *17%* *100%*	17 *17%* *100%*	8 *26%* *47%*	9 *14%* *53%*	9 *14%* *53%*
6	**11** ***12%***	1 *14%* *6%*	* *7%* *3%*	- - -	10 *13%* *92%*	9 *10%* *79%*	2 *40%* *21%*	11 *12%* *100%*	11 *12%* *100%*	2 *8%* *21%*	9 *13%* *76%*	9 *13%* *76%*
5	**14** ***14%***	1 *12%* *4%*	* *10%* *3%*	1 *12%* *4%*	12 *15%* *89%*	12 *13%* *89%*	2 *25%* *11%*	14 *14%* *100%*	14 *14%* *100%*	7 *23%* *52%*	7 *10%* *48%*	7 *10%* *48%*
4	**14** ***15%***	1 *14%* *5%*	* *8%* *2%*	- - -	13 *16%* *93%*	14 *16%* *100%*	- - -	14 *15%* *100%*	14 *15%* *100%*	3 *10%* *21%*	11 *17%* *79%*	11 *17%* *79%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 938

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**90**	8 *9%*	11 *12%*	21 *23%*	50 *56%*	85 *94%*	4 *4%*	90 *100%*	90 *100%*	37 *41%*	52 *58%*	52 *58%*
Effective Total	**57**	8	11	20	43	53	4	57	57	24	34	34
3	**5** ***5%***	- - -	- - -	- - -	5 *6%* *100%*	5 *5%* *100%*	- - -	5 *5%* *100%*	5 *5%* *100%*	- - -	5 *7%* *100%*	5 *7%* *100%*
2	**5** ***5%***	- - -	- - -	- - -	5 *6%* *100%*	5 *5%* *100%*	- - -	5 *5%* *100%*	5 *5%* *100%*	2 *5%* *33%*	3 *5%* *67%*	3 *5%* *67%*
1	**2** ***2%***	- - -	- - -	* *4%* *7%*	2 *3%* *93%*	2 *3%* *100%*	- - -	2 *2%* *100%*	2 *2%* *100%*	* *1%* *7%*	2 *3%* *93%*	2 *3%* *93%*
Don't know	**8** ***8%***	- - -	1 *26%* *13%*	1 *16%* *8%*	6 *8%* *78%*	8 *9%* *100%*	- - -	8 *8%* *100%*	8 *8%* *100%*	5 *15%* *55%*	4 *6%* *45%*	4 *6%* *45%*
Net: 10/9/8/7	**37** ***38%***	3 *61%* *8%*	2 *49%* *6%*	3 *67%* *8%*	29 *35%* *79%*	35 *39%* *94%*	2 *34%* *6%*	37 *38%* *100%*	37 *38%* *100%*	12 *39%* *32%*	25 *38%* *68%*	25 *38%* *68%*
Net: 10/9	**4** ***4%***	2 *51%* *63%*	- - -	* *5%* *6%*	1 *1%* *31%*	4 *4%* *100%*	- - -	4 *4%* *100%*	4 *4%* *100%*	2 *5%* *42%*	2 *3%* *58%*	2 *3%* *58%*
Net: 6/5/4	**39** ***41%***	2 *39%* *5%*	1 *25%* *3%*	1 *12%* *1%*	36 *43%* *91%*	35 *39%* *90%*	4 *66%* *10%*	39 *41%* *100%*	39 *41%* *100%*	12 *41%* *32%*	26 *41%* *67%*	26 *41%* *67%*
Net: 3/2/1	**12** ***12%***	- - -	- - -	* *4%* *1%*	12 *14%* *99%*	12 *13%* *100%*	- - -	12 *12%* *100%*	12 *12%* *100%*	2 *6%* *15%*	10 *15%* *85%*	10 *15%* *85%*
Mean	**5.73**	7.42	6.32	6.82	5.55	5.68	6.43	5.73	5.73	5.93	5.64	5.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 938

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**90**	8 *9%*	11 *12%*	21 *23%*	50 *56%*	85 *94%*	4 *4%*	90 *100%*	90 *100%*	37 *41%*	52 *58%*	52 *58%*
Effective Total	**57**	8	11	20	43	53	4	57	57	24	34	34
Standard Deviation	**2.07**	2.42	1.29	1.99	2.04	2.11	1.32	2.07	2.07	1.86	2.17	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 939

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**153**	98 *64%*	55 *36%*	6 *4%*	19 *12%*	26 *17%*	28 *18%*	32 *21%*	42 *27%*	23 *15%*	90 *59%*	37 *24%*	29 *19%*	22 *14%*	34 *22%*
Total (Wtd)	**143**	89* *62%* *	55* *38%* *	7** *5%* **	16** *12%* **	22** *16%* **	27** *19%* **	25** *17%* **	45* *31%* *	23** *16%* **	70* *49%* *	50** *35%* **	38** *26%* **	35** *25%* **	46** *32%* **
Effective Total	**103**	66	37	4	11	18	18	22	32	17	64	28	28	20	29
10	**10** ***7%***	7 *7%* *69%*	3 *5%* *31%*	- - -	3 *16%* *28%*	4 *18%* *42%*	2 *6%* *16%*	* * *	1 *3%* *14%*	- - -	4 *6%* *42%*	6 *11%* *58%*	2 *6%* *25%*	* * *	6 *13%* *60%*
9	**5** ***3%***	2 *2%* *41%*	3 *5%* *59%*	* *6%* *10%*	* *1%* *5%*	- - -	2 *8%* *50%*	- - -	2 *4%* *36%*	* *2%* *10%*	3 *4%* *54%*	2 *3%* *36%*	2 *4%* *36%*	2 *5%* *35%*	- - -
8	**28** ***20%***	17 *20%* *61%*	11 *20%* *39%*	- - -	2 *13%* *8%*	5 *23%* *18%*	4 *16%* *15%*	5 *18%* *16%*	12 *27%* *43%*	1 *5%* *4%*	14 *20%* *50%*	13 *26%* *46%*	13 *35%* *47%*	6 *17%* *22%*	4 *9%* *15%*
7	**26** ***18%***	17 *19%* *64%*	9 *17%* *36%*	* *3%* *1%*	3 *17%* *11%*	2 *9%* *7%*	5 *20%* *20%*	9 *34%* *32%*	8 *17%* *29%*	3 *14%* *12%*	13 *18%* *48%*	10 *21%* *40%*	5 *14%* *19%*	12 *33%* *44%*	6 *13%* *23%*
6	**18** ***12%***	12 *13%* *67%*	6 *11%* *33%*	4 *49%* *20%*	2 *15%* *14%*	4 *20%* *25%*	* *1%* *2%*	2 *9%* *13%*	5 *10%* *26%*	1 *6%* *7%*	13 *19%* *74%*	3 *7%* *19%*	6 *15%* *32%*	2 *6%* *11%*	7 *16%* *42%*
5	**18** ***12%***	11 *13%* *63%*	6 *12%* *37%*	3 *42%* *18%*	2 *11%* *10%*	3 *13%* *17%*	4 *14%* *21%*	1 *4%* *5%*	5 *12%* *30%*	2 *9%* *12%*	7 *10%* *39%*	9 *17%* *49%*	3 *7%* *15%*	2 *6%* *12%*	8 *17%* *45%*
4	**14** ***10%***	9 *10%* *62%*	5 *10%* *38%*	- - -	2 *13%* *16%*	2 *8%* *12%*	3 *13%* *25%*	4 *17%* *30%*	2 *5%* *17%*	8 *36%* *61%*	3 *4%* *22%*	2 *5%* *17%*	2 *6%* *16%*	3 *9%* *23%*	6 *13%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 939

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**153**	98 *64%*	55 *36%*	6 *4%*	19 *12%*	26 *17%*	28 *18%*	32 *21%*	42 *27%*	23 *15%*	90 *59%*	37 *24%*	29 *19%*	22 *14%*	34 *22%*
Effective Total	**103**	66	37	4	11	18	18	22	32	17	64	28	28	20	29
3	**3** ***2%***	3 *3%* *96%*	* * *4%*	- - -	* *1%* *7%*	1 *3%* *22%*	1 *5%* *38%*	1 *2%* *17%*	1 *1%* *17%*	- - -	3 *4%* *84%*	1 *1%* *16%*	- - -	- - -	1 *3%* *38%*
2	**2** ***1%***	* * *19%*	1 *3%* *81%*	- - -	- - -	- - -	* *1%* *19%*	1 *6%* *81%*	- - -	2 *8%* *100%*	- - -	- - -	- - -	1 *4%* *81%*	- - -
1	**4** ***3%***	3 *3%* *59%*	2 *3%* *41%*	- - -	* *1%* *5%*	- - -	3 *12%* *73%*	- - -	1 *2%* *22%*	2 *8%* *41%*	3 *4%* *59%*	- - -	- - -	2 *5%* *41%*	2 *5%* *50%*
Don't know	**16** ***11%***	8 *9%* *53%*	7 *14%* *47%*	- - -	2 *11%* *11%*	2 *7%* *10%*	1 *5%* *9%*	2 *10%* *15%*	9 *19%* *54%*	3 *13%* *18%*	8 *11%* *50%*	5 *10%* *32%*	5 *13%* *32%*	5 *15%* *33%*	5 *11%* *32%*
Net: 10/9/8/7	**69** ***48%***	43 *48%* *62%*	26 *48%* *38%*	1 *9%* *1%*	8 *48%* *11%*	11 *49%* *16%*	13 *49%* *19%*	13 *53%* *19%*	23 *51%* *33%*	5 *21%* *7%*	33 *48%* *48%*	31 *61%* *45%*	22 *59%* *33%*	19 *55%* *28%*	16 *35%* *23%*
Net: 10/9	**14** ***10%***	8 *10%* *60%*	6 *10%* *40%*	* *6%* *3%*	3 *18%* *20%*	4 *18%* *28%*	4 *14%* *27%*	* * *	3 *7%* *21%*	* *2%* *3%*	7 *9%* *46%*	7 *14%* *51%*	4 *11%* *29%*	2 *5%* *11%*	6 *13%* *41%*
Net: 6/5/4	**49** ***34%***	32 *36%* *64%*	18 *32%* *36%*	7 *91%* *14%*	6 *39%* *13%*	9 *41%* *18%*	7 *28%* *15%*	7 *30%* *15%*	12 *27%* *25%*	12 *51%* *24%*	23 *33%* *47%*	14 *28%* *29%*	11 *28%* *21%*	7 *21%* *15%*	21 *46%* *43%*
Net: 3/2/1	**9** ***7%***	6 *7%* *64%*	3 *6%* *36%*	- - -	* *3%* *5%*	1 *3%* *7%*	5 *18%* *51%*	2 *8%* *21%*	2 *3%* *16%*	4 *16%* *38%*	5 *8%* *56%*	1 *1%* *6%*	- - -	3 *9%* *35%*	3 *7%* *36%*
Mean	**6.40**	6.39	6.40	5.79	6.72	6.94	5.81	6.05	6.71	4.60	6.49	7.07	7.19	6.17	6.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 939

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**153**	98 *64%*	55 *36%*	6 *4%*	19 *12%*	26 *17%*	28 *18%*	32 *21%*	42 *27%*	23 *15%*	90 *59%*	37 *24%*	29 *19%*	22 *14%*	34 *22%*
Effective Total	**103**	66	37	4	11	18	18	22	32	17	64	28	28	20	29
Standard Deviation	**2.09**	2.07	2.16	1.05	2.21	2.06	2.71	1.83	1.83	2.06	2.03	1.75	1.54	2.14	2.31

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

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**** Its programmes show different kinds of cultures within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**153**	22 *14%*	20 *13%*	26 *17%*	85 *56%*	147 *96%*	5 *3%*	150 *98%*	153 *100%*	103 *67%*	50 *33%*	50 *33%*
Total (Wtd)	**143**	12** *8%* **	7** *5%* **	5** *4%* **	119* *83%* *	136* *95%* *	7** *5%* **	138 *96%*	143 *100%*	97* *68%* *	46* *32%* *	46* *32%* *
Effective Total	**103**	20	18	23	75	99	4	101	103	70	33	33
10	**10** ***7%***	- - -	1 *11%* *7%*	1 *12%* *7%*	8 *7%* *86%*	7 *5%* *72%*	3 *39%* *28%*	7 *5%* *72%*	10 *7%* *100%*	7 *7%* *70%*	3 *6%* *30%*	3 *6%* *30%*
9	**5** ***3%***	1 *4%* *11%*	* *7%* *10%*	* *7%* *9%*	3 *3%* *71%*	5 *3%* *100%*	- - -	5 *3%* *100%*	5 *3%* *100%*	4 *5%* *95%*	* * *5%*	* * *5%*
8	**28** ***20%***	2 *18%* *8%*	2 *26%* *6%*	1 *10%* *2%*	24 *20%* *84%*	27 *20%* *96%*	1 *17%* *4%*	28 *20%* *100%*	28 *20%* *100%*	17 *18%* *61%*	11 *24%* *39%*	11 *24%* *39%*
7	**26** ***18%***	2 *20%* *9%*	- - -	1 *23%* *5%*	23 *19%* *86%*	26 *19%* *100%*	- - -	25 *18%* *95%*	26 *18%* *100%*	18 *19%* *69%*	8 *18%* *31%*	8 *18%* *31%*
6	**18** ***12%***	1 *10%* *6%*	1 *11%* *4%*	1 *11%* *3%*	15 *13%* *86%*	18 *13%* *100%*	- - -	18 *13%* *100%*	18 *12%* *100%*	12 *12%* *68%*	6 *12%* *32%*	6 *12%* *32%*
5	**18** ***12%***	4 *31%* *20%*	1 *15%* *6%*	* *7%* *2%*	13 *11%* *71%*	16 *12%* *90%*	2 *26%* *10%*	18 *13%* *100%*	18 *12%* *100%*	10 *10%* *56%*	8 *17%* *44%*	8 *17%* *44%*
4	**14** ***10%***	1 *10%* *8%*	1 *14%* *7%*	* *7%* *3%*	11 *10%* *82%*	14 *10%* *100%*	- - -	14 *10%* *100%*	14 *10%* *100%*	10 *10%* *70%*	4 *9%* *30%*	4 *9%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 939

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**153**	22 *14%*	20 *13%*	26 *17%*	85 *56%*	147 *96%*	5 *3%*	150 *98%*	153 *100%*	103 *67%*	50 *33%*	50 *33%*
Effective Total	**103**	20	18	23	75	99	4	101	103	70	33	33
3	**3** ***2%***	1 *7%* *25%*	1 *8%* *16%*	1 *12%* *21%*	1 *1%* *38%*	3 *2%* *100%*	- - -	3 *2%* *100%*	3 *2%* *100%*	3 *3%* *96%*	* * *4%*	* * *4%*
2	**2** ***1%***	- - -	* *5%* *19%*	- - -	1 *1%* *81%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	* * *19%*	1 *3%* *81%*	1 *3%* *81%*
1	**4** ***3%***	- - -	- - -	* *7%* *9%*	4 *3%* *91%*	4 *3%* *100%*	- - -	4 *3%* *100%*	4 *3%* *100%*	3 *3%* *72%*	1 *3%* *28%*	1 *3%* *28%*
Don't know	**16** ***11%***	- - -	* *3%* *1%*	* *3%* *1%*	15 *13%* *97%*	15 *11%* *92%*	1 *18%* *8%*	15 *11%* *92%*	16 *11%* *100%*	12 *13%* *78%*	3 *8%* *22%*	3 *8%* *22%*
Net: 10/9/8/7	**69** ***48%***	5 *43%* *7%*	3 *44%* *4%*	3 *52%* *4%*	58 *49%* *84%*	65 *48%* *94%*	4 *56%* *6%*	65 *47%* *94%*	69 *48%* *100%*	47 *48%* *68%*	22 *48%* *32%*	22 *48%* *32%*
Net: 10/9	**14** ***10%***	1 *4%* *4%*	1 *17%* *8%*	1 *19%* *7%*	11 *10%* *81%*	12 *8%* *81%*	3 *39%* *19%*	12 *8%* *81%*	14 *10%* *100%*	11 *11%* *78%*	3 *7%* *22%*	3 *7%* *22%*
Net: 6/5/4	**49** ***34%***	6 *50%* *12%*	3 *40%* *6%*	1 *25%* *3%*	39 *33%* *80%*	47 *35%* *96%*	2 *26%* *4%*	49 *36%* *100%*	49 *34%* *100%*	32 *33%* *64%*	18 *38%* *36%*	18 *38%* *36%*
Net: 3/2/1	**9** ***7%***	1 *7%* *8%*	1 *13%* *9%*	1 *20%* *11%*	7 *6%* *71%*	9 *7%* *100%*	- - -	9 *7%* *100%*	9 *7%* *100%*	7 *7%* *70%*	3 *6%* *30%*	3 *6%* *30%*
Mean	**6.40**	6.00	6.30	6.17	6.46	6.32	7.99	6.31	6.40	6.43	6.33	6.33

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 939

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**153**	22 *14%*	20 *13%*	26 *17%*	85 *56%*	147 *96%*	5 *3%*	150 *98%*	153 *100%*	103 *67%*	50 *33%*	50 *33%*
Effective Total	**103**	20	18	23	75	99	4	101	103	70	33	33
Standard Deviation	**2.09**	1.70	2.58	2.87	2.09	2.06	2.41	2.06	2.09	2.13	2.05	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 940

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**193**	110 *57%*	83 *43%*	10 *5%*	36 *19%*	32 *17%*	46 *24%*	32 *17%*	37 *19%*	33 *17%*	121 *63%*	39 *20%*	45 *23%*	18 *9%*	44 *23%*
Total (Wtd)	**185**	101* *55%* *	84* *45%* *	17** *9%* **	46** *25%* **	25** *13%* **	41* *22%* *	27** *15%* **	29** *15%* **	26** *14%* **	109* *59%* *	50** *27%* **	64* *34%* *	31** *17%* **	60* *32%* *
Effective Total	**129**	71	58	7	27	22	32	25	25	21	90	25	42	15	39
10	**16** ***9%***	13 *13%* *81%*	3 *4%* *19%*	4 *22%* *24%*	5 *10%* *29%*	3 *11%* *18%*	1 *3%* *8%*	2 *8%* *14%*	1 *4%* *8%*	- - -	7 *6%* *42%*	9 *18%* *58%*	2 *2%* *10%*	5 *16%* *32%*	7 *11%* *43%*
9	**20** ***11%***	11 *11%* *56%*	9 *10%* *44%*	- - -	8 *18%* *43%*	6 *26%* *32%*	3 *6%* *13%*	2 *6%* *8%*	1 *3%* *5%*	* *1%* *1%*	13 *12%* *67%*	6 *12%* *31%*	6 *9%* *29%*	4 *14%* *22%*	7 *12%* *37%*
8	**43** ***23%***	20 *19%* *46%*	23 *27%* *54%*	1 *4%* *2%*	10 *23%* *25%*	3 *14%* *8%*	13 *31%* *30%*	5 *20%* *13%*	10 *35%* *24%*	5 *18%* *11%*	32 *29%* *74%*	6 *13%* *15%*	16 *26%* *38%*	6 *18%* *13%*	14 *23%* *32%*
7	**35** ***19%***	23 *23%* *66%*	12 *14%* *34%*	7 *40%* *20%*	7 *15%* *20%*	3 *12%* *8%*	6 *15%* *18%*	7 *26%* *20%*	4 *16%* *13%*	2 *7%* *5%*	19 *18%* *56%*	14 *27%* *39%*	18 *29%* *53%* N	5 *16%* *15%*	5 *8%* *14%*
6	**20** ***11%***	9 *9%* *46%*	11 *13%* *54%*	- - -	5 *11%* *26%*	2 *8%* *10%*	6 *14%* *28%*	5 *19%* *26%*	2 *7%* *10%*	5 *19%* *25%*	10 *10%* *51%*	5 *10%* *24%*	3 *5%* *15%*	3 *9%* *14%*	11 *19%* *56%*
5	**27** ***14%***	7 *7%* *27%*	19 *23%* *73%* A	2 *10%* *7%*	6 *13%* *22%*	5 *20%* *18%*	8 *20%* *31%*	2 *7%* *7%*	4 *14%* *15%*	8 *32%* *31%*	13 *12%* *48%*	6 *11%* *21%*	12 *19%* *46%*	3 *9%* *10%*	7 *11%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Absolutes/col/row percents

9 Jul 2009

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**** Its programmes show different kinds of cultures within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**193**	110 *57%*	83 *43%*	10 *5%*	36 *19%*	32 *17%*	46 *24%*	32 *17%*	37 *19%*	33 *17%*	121 *63%*	39 *20%*	45 *23%*	18 *9%*	44 *23%*
Effective Total	**129**	71	58	7	27	22	32	25	25	21	90	25	42	15	39
4	**6** ***4%***	6 *6%* *92%*	1 *1%* *8%*	2 *12%* *31%*	- - -	2 *7%* *27%*	1 *3%* *16%*	- - -	2 *6%* *26%*	1 *4%* *17%*	4 *3%* *57%*	2 *3%* *26%*	2 *3%* *26%*	2 *6%* *31%*	1 *2%* *18%*
3	**5** ***3%***	4 *4%* *88%*	1 *1%* *12%*	- - -	2 *3%* *32%*	* *1%* *4%*	2 *5%* *41%*	1 *4%* *23%*	- - -	2 *6%* *35%*	3 *3%* *65%*	- - -	1 *2%* *25%*	- - -	3 *4%* *55%*
2	**1** *	1 *1%* *100%*	- - -	- - -	- - -	1 *2%* *78%*	- - -	* *1%* *22%*	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	- - -
1	**1** *	1 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -
Don't know	**13** ***7%***	6 *6%* *51%*	6 *7%* *49%*	2 *12%* *16%*	3 *7%* *26%*	- - -	2 *4%* *12%*	2 *9%* *19%*	3 *12%* *27%*	3 *12%* *25%*	7 *7%* *59%*	2 *4%* *16%*	3 *5%* *26%*	3 *11%* *27%*	5 *8%* *39%*
Net: 10/9/8/7	**113** ***61%***	67 *66%* *59%*	46 *55%* *41%*	12 *66%* *10%*	30 *66%* *27%*	15 *63%* *14%*	23 *55%* *20%*	16 *60%* *14%*	17 *58%* *15%*	7 *26%* *6%*	71 *65%* *63%*	35 *71%* *31%*	42 *66%* *37%*	20 *65%* *18%*	33 *55%* *29%*
Net: 10/9	**36** ***19%***	24 *24%* *67%*	12 *14%* *33%*	4 *22%* *11%*	13 *28%* *37%*	9 *37%* *25%*	4 *9%* *11%*	4 *14%* *10%*	2 *8%* *6%*	* *1%* *1%*	20 *18%* *56%*	16 *31%* *43%*	7 *12%* *21%*	9 *30%* *27%*	14 *24%* *40%*
Net: 6/5/4	**53** ***29%***	23 *22%* *42%*	31 *37%* *58%*	4 *22%* *7%*	11 *24%* *21%*	9 *35%* *16%*	15 *36%* *28%*	7 *27%* *13%*	8 *27%* *15%*	14 *55%* *27%*	27 *25%* *51%*	12 *24%* *23%*	17 *27%* *32%*	8 *24%* *14%*	19 *32%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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9 Jul 2009

Q6g(c) Channel-specific ratings
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	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**193**	110 *57%*	83 *43%*	10 *5%*	36 *19%*	32 *17%*	46 *24%*	32 *17%*	37 *19%*	33 *17%*	121 *63%*	39 *20%*	45 *23%*	18 *9%*	44 *23%*
Effective Total	**129**	71	58	7	27	22	32	25	25	21	90	25	42	15	39
Net: 3/2/1	**6** **3%**	6 *5%* *90%*	1 *1%* *10%*	- - -	2 *3%* *25%*	1 *3%* *11%*	2 *5%* *32%*	1 *5%* *20%*	1 *2%* *11%*	2 *6%* *28%*	4 *3%* *61%*	1 *1%* *11%*	1 *2%* *20%*	- - -	3 *4%* *43%*
Mean	**7.06**	7.15	6.95	7.17	7.42	7.17	6.71	7.03	6.86	5.85	7.15	7.45	6.92	7.55	7.18
Standard Deviation	**1.82**	2.01	1.56	2.05	1.77	2.12	1.69	1.66	1.84	1.52	1.74	1.91	1.54	1.86	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 940

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**193**	25 *13%*	26 *13%*	35 *18%*	107 *55%*	175 *91%*	16 *8%*	192 *99%*	193 *100%*	148 *77%*	45 *23%*	45 *23%*
Total (Wtd)	**185**	14** *8%* **	9** *5%* **	7* *4%* *	155* *83%* *	162 *88%*	23** *12%* **	183 *99%*	185 *100%*	140* *76%* *	45* *24%* *	45* *24%* *
Effective Total	**129**	24	24	32	95	116	14	129	129	97	32	32
10	**16** ***9%***	* *3%* *2%*	1 *16%* *9%*	1 *8%* *4%*	13 *9%* *85%*	13 *8%* *81%*	3 *13%* *19%*	13 *7%* *83%*	16 *9%* *100%*	14 *10%* *89%*	2 *4%* *11%*	2 *4%* *11%*
9	**20** ***11%***	1 *10%* *7%*	1 *6%* *3%*	* *5%* *2%*	18 *11%* *88%*	17 *11%* *87%*	3 *12%* *13%*	20 *11%* *100%*	20 *11%* *100%*	17 *12%* *88%*	2 *5%* *12%*	2 *5%* *12%*
8	**43** ***23%***	4 *29%* *10%*	1 *13%* *3%*	2 *21%* *4%*	36 *23%* *84%*	39 *24%* *91%*	4 *17%* *9%*	43 *23%* *100%*	43 *23%* *100%*	31 *22%* *73%*	12 *26%* *27%*	12 *26%* *27%*
7	**35** ***19%***	2 *13%* *5%*	3 *28%* *8%*	2 *25%* *5%*	28 *18%* *82%*	34 *21%* *97%*	1 *5%* *3%*	35 *19%* *100%*	35 *19%* *100%*	23 *16%* *66%*	12 *26%* *34%*	12 *26%* *34%*
6	**20** ***11%***	1 *8%* *5%*	1 *6%* *3%*	1 *18%* *7%*	17 *11%* *85%*	17 *10%* *84%*	3 *14%* *16%*	20 *11%* *100%*	20 *11%* *100%*	14 *10%* *69%*	6 *14%* *31%*	6 *14%* *31%*
5	**27** ***14%***	2 *17%* *9%*	1 *16%* *6%*	1 *11%* *3%*	22 *14%* *82%*	22 *14%* *84%*	4 *19%* *16%*	27 *15%* *100%*	27 *14%* *100%*	23 *16%* *85%*	4 *9%* *15%*	4 *9%* *15%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 940

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**193**	25 *13%*	26 *13%*	35 *18%*	107 *55%*	175 *91%*	16 *8%*	192 *99%*	193 *100%*	148 *77%*	45 *23%*	45 *23%*
Effective Total	**129**	24	24	32	95	116	14	129	129	97	32	32
4	**6** ***4%***	1 *8%* *17%*	* *4%* *5%*	* *3%* *3%*	5 *3%* *75%*	5 *3%* *82%*	1 *5%* *18%*	6 *4%* *100%*	6 *4%* *100%*	6 *5%* *100%*	- - -	- - -
3	**5** ***3%***	1 *4%* *12%*	- - -	* *5%* *7%*	4 *2%* *81%*	3 *2%* *68%*	2 *7%* *32%*	5 *3%* *100%*	5 *3%* *100%*	1 *1%* *19%*	4 *9%* *81%* X	4 *9%* *81%* X
2	**1** *	1 *4%* *78%*	- - -	* *2%* *22%* R	- - -	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
1	**1** *	1 *5%* *100%*	- - -	- - -	- - -	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
Don't know	**13** ***7%***	- - -	1 *10%* *7%*	* *2%* *1%*	12 *8%* *91%*	11 *7%* *86%*	2 *8%* *14%*	13 *7%* *100%*	13 *7%* *100%*	9 *7%* *74%*	3 *7%* *26%*	3 *7%* *26%*
Net: 10/9/8/7	**113** ***61%***	8 *55%* *7%*	6 *64%* *5%*	4 *60%* *4%*	95 *62%* *84%*	102 *63%* *90%*	11 *47%* *10%*	110 *60%* *98%*	113 *61%* *100%*	85 *61%* *76%*	28 *61%* *24%*	28 *61%* *24%*
Net: 10/9	**36** ***19%***	2 *13%* *5%*	2 *22%* *6%*	1 *13%* *3%*	31 *20%* *87%*	30 *19%* *84%*	6 *25%* *16%*	33 *18%* *93%*	36 *19%* *100%*	32 *23%* *89%*	4 *9%* *11%*	4 *9%* *11%*
Net: 6/5/4	**53** ***29%***	5 *33%* *9%*	2 *26%* *4%*	2 *32%* *4%*	44 *29%* *83%*	45 *28%* *84%*	9 *38%* *16%*	53 *29%* *100%*	53 *29%* *100%*	43 *31%* *80%*	10 *23%* *20%*	10 *23%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 940

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**193**	25 *13%*	26 *13%*	35 *18%*	107 *55%*	175 *91%*	16 *8%*	192 *99%*	193 *100%*	148 *77%*	45 *23%*	45 *23%*
Effective Total	**129**	24	24	32	95	116	14	129	129	97	32	32
Net: 3/2/1	**6** **3%**	2 *13%* *29%*	- - -	* *7%* *8%*	4 *2%* *63%*	5 *3%* *75%*	2 *7%* *25%*	6 *3%* *100%*	6 *3%* *100%*	2 *2%* *37%*	4 *9%* *63%*	4 *9%* *63%*
Mean	**7.06**	6.28	7.26	6.80	7.14	7.09	6.86	7.01	7.06	7.14	6.80	6.80
Standard Deviation	**1.82**	2.36	1.87	1.95	1.75	1.77	2.20	1.79	1.82	1.85	1.71	1.71

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 941

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**204**	129 *63%*	75 *37%*	12 *6%*	29 *14%*	43 *21%*	46 *23%*	41 *20%*	32 *16%*	38 *19%*	124 *61%*	40 *20%*	39 *19%*	25 *12%*	42 *21%*
Total (Wtd)	**188**	117* *63%* *	70* *37%* *	16** *9%* **	29** *16%* **	35* *18%* *	44* *23%* *	31** *17%* **	33** *17%* **	35** *19%* **	105* *56%* *	48** *26%* **	56* *30%* *	41** *22%* **	56* *30%* *
Effective Total	**139**	89	50	10	17	31	33	28	25	26	87	29	37	24	37
10	**15** ***8%***	7 *6%* *49%*	8 *11%* *51%*	2 *10%* *11%*	5 *18%* *36%*	1 *4%* *10%*	4 *10%* *28%*	2 *5%* *11%*	1 *2%* *5%*	* *1%* *3%*	7 *6%* *44%*	8 *16%* *53%*	1 *2%* *8%*	2 *5%* *14%*	6 *11%* *42%*
9	**12** ***7%***	8 *7%* *63%*	5 *7%* *37%*	- - -	2 *5%* *13%*	5 *15%* *43%*	2 *6%* *20%*	1 *5%* *12%*	2 *5%* *13%*	1 *4%* *12%*	9 *9%* *75%*	2 *3%* *13%*	4 *8%* *36%*	5 *11%* *37%*	2 *4%* *20%*
8	**35** ***19%***	24 *21%* *69%*	11 *15%* *31%*	3 *17%* *8%*	4 *14%* *12%*	4 *13%* *13%*	10 *22%* *27%*	7 *23%* *21%*	7 *21%* *19%*	5 *13%* *13%*	22 *21%* *63%*	8 *17%* *24%*	14 *25%* *39%*	7 *18%* *21%*	7 *12%* *20%*
7	**36** ***19%***	19 *16%* *53%*	17 *24%* *47%*	- - -	7 *23%* *18%*	6 *17%* *16%*	12 *28%* *34%*	5 *16%* *14%*	6 *20%* *18%*	6 *17%* *17%*	19 *19%* *54%*	11 *23%* *30%*	12 *22%* *34%*	2 *4%* *4%*	14 *25%* *38%*
6	**20** ***10%***	13 *11%* *65%*	7 *10%* *35%*	2 *11%* *9%*	1 *5%* *7%*	6 *17%* *31%*	3 *8%* *17%*	2 *8%* *12%*	5 *15%* *24%*	6 *17%* *31%*	8 *8%* *42%*	5 *11%* *28%*	8 *14%* *39%*	7 *16%* *33%*	3 *5%* *13%*
5	**18** ***10%***	14 *12%* *76%*	4 *6%* *24%*	5 *28%* *26%*	2 *6%* *10%*	5 *15%* *28%*	1 *2%* *6%*	2 *8%* *13%*	3 *10%* *17%*	4 *11%* *20%*	12 *11%* *64%*	3 *6%* *16%*	4 *7%* *23%*	2 *4%* *10%*	8 *15%* *46%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 941

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**204**	129 *63%*	75 *37%*	12 *6%*	29 *14%*	43 *21%*	46 *23%*	41 *20%*	32 *16%*	38 *19%*	124 *61%*	40 *20%*	39 *19%*	25 *12%*	42 *21%*
Effective Total	**139**	89	50	10	17	31	33	28	25	26	87	29	37	24	37
4	**16** ***9%***	11 *9%* *64%*	6 *8%* *36%*	2 *12%* *12%*	5 *17%* *30%*	2 *5%* *11%*	1 *3%* *9%*	5 *15%* *29%*	2 *5%* *10%*	4 *12%* *26%*	6 *5%* *34%*	7 *14%* *40%*	4 *7%* *23%*	2 *5%* *12%*	10 *17%* *59%*
3	**9** ***5%***	8 *7%* *92%*	1 *1%* *8%*	2 *12%* *22%*	1 *3%* *11%*	2 *5%* *19%*	1 *3%* *15%*	2 *6%* *20%*	1 *4%* *14%*	1 *4%* *15%*	8 *7%* *85%*	- - -	2 *4%* *26%*	3 *8%* *36%*	1 *2%* *11%*
2	**6** ***3%***	4 *4%* *71%*	2 *3%* *29%*	- - -	- - -	1 *2%* *12%*	3 *7%* *49%*	1 *4%* *20%*	1 *4%* *20%*	2 *7%* *38%*	4 *4%* *62%*	- - -	- - -	4 *11%* *69%*	1 *2%* *20%*
1	**4** ***2%***	2 *2%* *56%*	2 *3%* *44%*	- - -	2 *8%* *56%*	- - -	2 *4%* *44%*	- - -	- - -	4 *12%* *100%*	- - -	- - -	- - -	4 *10%* *100%*	- - -
Don't know	**15** ***8%***	6 *5%* *42%*	9 *13%* *58%*	2 *10%* *10%*	* *1%* *3%*	2 *6%* *14%*	3 *7%* *20%*	3 *10%* *20%*	5 *15%* *33%*	1 *2%* *4%*	10 *10%* *68%*	4 *9%* *28%*	6 *10%* *38%*	3 *7%* *19%*	4 *6%* *23%*
Net: 10/9/8/7	**99** ***53%***	59 *50%* *59%*	40 *57%* *41%*	4 *27%* *4%*	18 *60%* *18%*	17 *49%* *17%*	28 *65%* *29%*	15 *50%* *16%*	16 *48%* *16%*	13 *36%* *13%*	57 *55%* *58%*	29 *60%* *29%*	32 *57%* *32%*	16 *38%* *16%*	30 *53%* *30%*
Net: 10/9	**27** ***15%***	15 *13%* *55%*	12 *17%* *45%*	2 *10%* *6%*	7 *23%* *25%*	7 *20%* *25%*	7 *15%* *24%*	3 *10%* *11%*	2 *8%* *9%*	2 *5%* *7%*	16 *15%* *58%*	10 *20%* *35%*	6 *10%* *21%*	7 *16%* *24%*	9 *16%* *32%*
Net: 6/5/4	**54** ***29%***	37 *32%* *69%*	17 *24%* *31%*	8 *52%* *16%*	8 *27%* *15%*	13 *37%* *24%* F	6 *13%* *11%*	10 *31%* *18%*	10 *29%* *18%*	14 *40%* *26%*	25 *24%* *47%*	15 *31%* *28%*	16 *28%* *29%*	10 *26%* *19%*	21 *37%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 941

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**204**	129 *63%*	75 *37%*	12 *6%*	29 *14%*	43 *21%*	46 *23%*	41 *20%*	32 *16%*	38 *19%*	124 *61%*	40 *20%*	39 *19%*	25 *12%*	42 *21%*
Effective Total	**139**	89	50	10	17	31	33	28	25	26	87	29	37	24	37
Net: 3/2/1	**20** ***10%***	15 *13%* *78%*	4 *6%* *22%*	2 *12%* *10%*	3 *11%* *17%*	2 *7%* *13%*	6 *14%* *32%*	3 *10%* *16%*	2 *8%* *13%*	8 *23%* *40%*	12 *11%* *60%*	- - -	2 *4%* *12%*	12 *29%* *60%*	2 *4%* *11%*
Mean	**6.46**	6.28	6.78	5.81	6.51	6.61	6.64	6.29	6.47	5.27	6.59	7.10	6.78	5.59	6.47
Standard Deviation	**2.24**	2.25	2.21	2.19	2.69	1.97	2.45	2.18	1.89	2.45	2.14	1.95	1.68	2.91	2.11

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**204**	32 *16%*	34 *17%*	32 *16%*	106 *52%*	194 *95%*	8 *4%*	202 *99%*	204 *100%*	204 *100%*
Total (Wtd)	**188**	18* *10%* *	11* *6%* *	6** *3%* **	152* *81%* *	174 *93%*	14** *7%* **	184 *98%*	188 *100%*	188 *100%*
Effective Total	**139**	30	31	28	98	133	7	138	139	139
10	**15** ***8%***	2 *11%* *13%*	3 *23%* *17%* R	1 *13%* *6%*	10 *6%* *64%*	10 *6%* *68%*	5 *35%* *32%*	12 *7%* *82%*	15 *8%* *100%*	15 *8%* *100%*
9	**12** ***7%***	1 *3%* *4%*	* *3%* *2%*	- - -	12 *8%* *93%*	12 *7%* *100%*	- - -	12 *7%* *100%*	12 *7%* *100%*	12 *7%* *100%*
8	**35** ***19%***	5 *26%* *13%* P	1 *6%* *2%*	2 *28%* *5%*	28 *18%* *80%*	32 *18%* *91%*	3 *23%* *9%*	34 *18%* *96%*	35 *19%* *100%*	35 *19%* *100%*
7	**36** ***19%***	3 *19%* *9%*	3 *29%* *9%*	2 *28%* *5%*	28 *18%* *77%*	35 *20%* *97%*	1 *9%* *3%*	36 *20%* *100%*	36 *19%* *100%*	36 *19%* *100%*
6	**20** ***10%***	1 *4%* *4%*	2 *16%* *9%*	* *4%* *1%*	17 *11%* *86%*	19 *11%* *94%*	1 *9%* *6%*	20 *11%* *100%*	20 *10%* *100%*	20 *10%* *100%*
5	**18** ***10%***	2 *14%* *14%*	1 *9%* *6%*	* *5%* *2%*	14 *9%* *79%*	15 *9%* *82%*	3 *24%* *18%*	18 *10%* *100%*	18 *10%* *100%*	18 *10%* *100%*

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**204**	32 *16%*	34 *17%*	32 *16%*	106 *52%*	194 *95%*	8 *4%*	202 *99%*	204 *100%*	204 *100%*
Effective Total	**139**	30	31	28	98	133	7	138	139	139
4	**16** ***9%***	- - -	1 *8%* *5%*	- - -	16 *10%* *95%*	16 *9%* *100%*	- - -	16 *9%* *100%*	16 *9%* *100%*	16 *9%* *100%*
3	**9** ***5%***	2 *12%* *23%*	- - -	* *7%* *5%*	7 *4%* *73%*	9 *5%* *100%*	- - -	9 *5%* *100%*	9 *5%* *100%*	9 *5%* *100%*
2	**6** ***3%***	1 *3%* *9%*	- - -	* *3%* *3%*	6 *4%* *88%*	6 *4%* *100%*	- - -	6 *3%* *100%*	6 *3%* *100%*	6 *3%* *100%*
1	**4** ***2%***	- - -	- - -	- - -	4 *3%* *100%*	4 *2%* *100%*	- - -	4 *2%* *100%*	4 *2%* *100%*	4 *2%* *100%*
Don't know	**15** ***8%***	2 *9%* *11%*	1 *6%* *4%*	1 *13%* *5%*	12 *8%* *80%*	15 *9%* *100%*	- - -	15 *8%* *100%*	15 *8%* *100%*	15 *8%* *100%*
Net: 10/9/8/7	**99** ***53%***	11 *58%* *11%*	7 *61%* *7%*	4 *69%* *4%*	77 *51%* *78%*	90 *51%* *91%*	9 *67%* *9%*	95 *52%* *96%*	99 *53%* *100%*	99 *53%* *100%*
Net: 10/9	**27** ***15%***	2 *14%* *9%*	3 *26%* *11%*	1 *13%* *3%*	21 *14%* *77%*	23 *13%* *83%*	5 *35%* *17%*	25 *13%* *90%*	27 *15%* *100%*	27 *15%* *100%*
Net: 6/5/4	**54** ***29%***	3 *18%* *6%*	4 *34%* *7%*	1 *8%* *1%*	47 *31%* *86%*	50 *29%* *92%*	4 *33%* *8%*	54 *30%* *100%*	54 *29%* *100%*	54 *29%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 941

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**204**	32 *16%*	34 *17%*	32 *16%*	106 *52%*	194 *95%*	8 *4%*	202 *99%*	204 *100%*	204 *100%*
Effective Total	**139**	30	31	28	98	133	7	138	139	139
Net: 3/2/1	**20** ***10%***	3 *15%* *14%*	- - -	1 *10%* *3%*	16 *11%* *83%*	20 *11%* *100%*	- - -	20 *11%* *100%*	20 *10%* *100%*	20 *10%* *100%*
Mean	**6.46**	6.67	7.22	7.16	6.35	6.35	7.71	6.39	6.46	6.46
Standard Deviation	**2.24**	2.29	2.01	2.21	2.26	2.23	2.06	2.22	2.24	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 943

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**112**	32 *29%*	80 *71%*	16 *14%*	12 *11%*	28 *25%*	30 *27%*	17 *15%*	9 *8%*	11 *10%*	71 *63%*	29 *26%*	21 *19%*	13 *12%*	27 *24%*
Total (Wtd)	**111**	33** *30%* **	78* *70%* *	21** *19%* **	13** *12%* **	25** *23%* **	31** *28%* **	13** *12%* **	8** *7%* **	11** *10%* **	58* *53%* *	41** *37%* **	32** *29%* **	24** *21%* **	35** *31%* **
Effective Total	**72**	22	51	12	7	18	19	13	6	8	49	20	19	12	21
10	**4** ***4%***	- - -	4 *6%* *100%*	3 *13%* *62%*	* *3%* *9%*	- - -	1 *3%* *20%*	- - -	* *5%* *9%*	- - -	* *1%* *9%*	4 *10%* *91%*	3 *8%* *62%*	- - -	- - -
9	**7** ***6%***	3 *10%* *46%*	4 *5%* *54%*	- - -	* *3%* *6%*	4 *16%* *57%*	1 *3%* *11%*	1 *11%* *20%*	* *5%* *6%*	1 *12%* *20%*	5 *8%* *68%*	1 *2%* *11%*	1 *4%* *17%*	1 *6%* *20%*	2 *7%* *35%*
8	**12** ***11%***	1 *4%* *12%*	10 *13%* *88%*	* *2%* *4%*	2 *14%* *15%*	1 *4%* *7%*	5 *18%* *46%*	2 *12%* *14%*	2 *22%* *14%*	2 *20%* *19%*	4 *7%* *36%*	5 *13%* *45%*	7 *20%* *55%*	2 *7%* *13%*	1 *4%* *11%*
7	**20** ***18%***	7 *22%* *36%*	13 *16%* *64%*	2 *7%* *8%*	3 *21%* *13%*	5 *20%* *25%*	8 *25%* *38%*	1 *11%* *7%*	2 *22%* *8%*	* *4%* *2%*	9 *15%* *45%*	11 *26%* *53%*	6 *18%* *28%*	4 *18%* *22%*	6 *17%* *29%*
6	**11** ***10%***	5 *15%* *45%*	6 *7%* *55%*	3 *14%* *28%*	2 *12%* *15%*	2 *6%* *14%*	2 *7%* *22%*	2 *15%* *19%*	* *2%* *1%*	- - -	10 *17%* *95%*	1 *1%* *5%*	2 *5%* *15%*	5 *21%* *46%*	1 *4%* *12%*
5	**12** ***10%***	2 *7%* *19%*	9 *12%* *81%*	3 *14%* *25%*	4 *34%* *37%*	1 *2%* *4%*	2 *6%* *15%*	2 *14%* *17%*	* *3%* *2%*	2 *18%* *18%*	4 *7%* *33%*	6 *14%* *49%*	7 *23%* *64%*	- - -	2 *5%* *14%*
4	**9** ***8%***	- - -	9 *12%* *100%*	5 *21%* *50%*	1 *5%* *7%*	* *1%* *3%*	* *1%* *4%*	2 *17%* *25%*	1 *13%* *11%*	* *3%* *4%*	5 *9%* *59%*	3 *8%* *38%*	1 *3%* *11%*	1 *5%* *14%*	5 *15%* *59%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 943

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**112**	32 *29%*	80 *71%*	16 *14%*	12 *11%*	28 *25%*	30 *27%*	17 *15%*	9 *8%*	11 *10%*	71 *63%*	29 *26%*	21 *19%*	13 *12%*	27 *24%*
Effective Total	**72**	22	51	12	7	18	19	13	6	8	49	20	19	12	21
3	**3** ***2%***	* *1%* *15%*	2 *3%* *85%*	2 *7%* *60%*	1 *8%* *40%*	- - -	- - -	- - -	- - -	* *2%* *10%*	2 *4%* *90%*	- - -	- - -	- - -	2 *4%* *60%*
2	**7** ***6%***	5 *15%* *70%*	2 *3%* *30%*	- - -	- - -	6 *25%* *91%*	* *1%* *3%*	* *3%* *6%*	- - -	- - -	2 *3%* *24%*	5 *13%* *76%*	- - -	3 *12%* *40%*	3 *9%* *47%*
1	**14** ***12%***	3 *9%* *22%*	11 *14%* *78%*	5 *22%* *34%*	- - -	6 *24%* *43%*	3 *10%* *23%*	- - -	- - -	5 *41%* *34%*	7 *12%* *51%*	2 *5%* *15%*	3 *9%* *20%*	2 *8%* *13%*	9 *27%* *67%*
Don't know	**13** ***12%***	6 *18%* *46%*	7 *9%* *54%*	- - -	- - -	1 *2%* *4%*	8 *27%* *63%*	2 *16%* *17%*	2 *29%* *17%*	- - -	10 *16%* *73%*	4 *9%* *27%*	3 *11%* *26%*	6 *24%* *43%*	3 *9%* *24%*
Net: 10/9/8/7	**43** ***39%***	12 *36%* *28%*	31 *40%* *72%*	5 *22%* *11%*	5 *41%* *12%*	10 *40%* *23%*	15 *48%* *34%*	5 *34%* *10%*	4 *54%* *10%*	4 *36%* *9%*	18 *32%* *42%*	21 *50%* *48%*	16 *50%* *37%*	7 *31%* *17%*	10 *27%* *22%*
Net: 10/9	**11** ***10%***	3 *10%* *28%*	8 *10%* *72%*	3 *13%* *24%*	1 *6%* *7%*	4 *16%* *35%*	2 *5%* *15%*	1 *11%* *12%*	1 *11%* *7%*	1 *12%* *12%*	5 *9%* *45%*	5 *12%* *42%*	4 *12%* *35%*	1 *6%* *12%*	2 *7%* *22%*
Net: 6/5/4	**31** ***28%***	7 *21%* *22%*	24 *31%* *78%*	11 *49%* *34%*	7 *51%* *21%*	2 *9%* *7%*	4 *14%* *14%*	6 *47%* *20%*	1 *17%* *4%*	2 *21%* *8%*	19 *33%* *61%*	10 *23%* *31%*	10 *31%* *32%*	6 *26%* *20%*	8 *23%* *26%*
Net: 3/2/1	**23** ***21%***	8 *25%* *35%*	15 *19%* *65%*	6 *29%* *27%*	1 *8%* *4%*	12 *49%* *53%*	3 *11%* *15%*	* *3%* *2%*	- - -	5 *43%* *21%*	11 *19%* *48%*	7 *18%* *31%*	3 *9%* *12%*	5 *19%* *20%*	14 *40%* *60%*
Mean	**5.47**	5.35	5.52	4.76	6.01	4.48	6.23	6.09	7.04	4.46	5.38	5.89	6.35	5.40	4.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 943

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**112**	32 *29%*	80 *71%*	16 *14%*	12 *11%*	28 *25%*	30 *27%*	17 *15%*	9 *8%*	11 *10%*	71 *63%*	29 *26%*	21 *19%*	13 *12%*	27 *24%*
Effective Total	**72**	22	51	12	7	18	19	13	6	8	49	20	19	12	21
Standard Deviation	**2.69**	2.69	2.71	2.84	1.74	3.19	2.51	1.94	1.93	3.35	2.54	2.65	2.42	2.56	2.78

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 943

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Living**

Base : All who watch Living regularly - Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**112**	16 *14%*	21 *19%*	14 *13%*	61 *54%*	97 *87%*	9 *8%*	110 *98%*	112 *100%*	112 *100%*
Total (Wtd)	**111**	9** *8%* **	8** *7%* **	3** *2%* **	91* *82%* *	97* *88%* *	14** *12%* **	108* *97%* *	111* *100%* *	111* *100%* *
Effective Total	**72**	13	20	12	52	65	8	71	72	72
10	**4** ***4%***	1 *9%* *20%*	1 *10%* *18%*	- - -	3 *3%* *62%*	4 *4%* *91%*	* *3%* *9%*	4 *4%* *100%*	4 *4%* *100%*	4 *4%* *100%*
9	**7** ***6%***	1 *5%* *7%*	1 *12%* *14%*	* *14%* *6%*	5 *6%* *73%*	7 *7%* *100%*	- - -	7 *7%* *100%*	7 *6%* *100%*	7 *6%* *100%*
8	**12** ***11%***	2 *22%* *17%*	* *5%* *4%*	- - -	9 *10%* *79%*	12 *12%* *100%*	- - -	11 *10%* *90%*	12 *11%* *100%*	12 *11%* *100%*
7	**20** ***18%***	2 *25%* *12%*	1 *14%* *6%*	1 *26%* *4%*	16 *17%* *79%*	17 *18%* *87%*	3 *19%* *13%*	20 *19%* *100%*	20 *18%* *100%*	20 *18%* *100%*
6	**11** ***10%***	1 *15%* *13%*	1 *15%* *11%*	* *12%* *3%*	8 *8%* *72%*	10 *10%* *94%*	1 *5%* *6%*	11 *10%* *100%*	11 *10%* *100%*	11 *10%* *100%*
5	**12** ***10%***	2 *23%* *18%*	* *3%* *2%*	* *9%* *2%*	9 *10%* *77%*	12 *12%* *100%*	- - -	12 *11%* *100%*	12 *10%* *100%*	12 *10%* *100%*
4	**9** ***8%***	- - -	1 *16%* *15%*	* *8%* *2%*	8 *8%* *83%*	9 *9%* *100%*	- - -	9 *8%* *100%*	9 *8%* *100%*	9 *8%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 943

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**112**	16 *14%*	21 *19%*	14 *13%*	61 *54%*	97 *87%*	9 *8%*	110 *98%*	112 *100%*	112 *100%*
Effective Total	**72**	13	20	12	52	65	8	71	72	72
3	**3** ***2%***	- - -	1 *9%* *30%*	* *9%* *10%*	2 *2%* *60%*	1 *1%* *40%*	2 *11%* *60%*	3 *2%* *100%*	3 *2%* *100%*	3 *2%* *100%*
2	**7** ***6%***	- - -	1 *9%* *10%*	* *6%* *3%*	6 *7%* *87%*	4 *4%* *53%*	3 *24%* *47%*	5 *4%* *70%*	7 *6%* *100%*	7 *6%* *100%*
1	**14** ***12%***	- - -	- - -	- - -	14 *15%* *100%*	9 *9%* *63%*	5 *38%* *37%*	14 *13%* *100%*	14 *12%* *100%*	14 *12%* *100%*
Don't know	**13** ***12%***	* * *	1 *6%* *4%*	* *15%* *3%*	12 *13%* *93%*	13 *13%* *100%*	- - -	13 *12%* *100%*	13 *12%* *100%*	13 *12%* *100%*
Net: 10/9/8/7	**43** ***39%***	6 *62%* *13%*	3 *41%* *8%*	1 *40%* *3%*	33 *36%* *76%*	40 *41%* *93%*	3 *22%* *7%*	42 *39%* *97%*	43 *39%* *100%*	43 *39%* *100%*
Net: 10/9	**11** ***10%***	1 *15%* *12%*	2 *22%* *16%*	* *14%* *3%*	8 *9%* *69%*	11 *11%* *97%*	* *3%* *3%*	11 *11%* *100%*	11 *10%* *100%*	11 *10%* *100%*
Net: 6/5/4	**31** ***28%***	4 *38%* *11%*	3 *34%* *9%*	1 *29%* *2%*	24 *27%* *77%*	31 *32%* *98%*	1 *5%* *2%*	31 *29%* *100%*	31 *28%* *100%*	31 *28%* *100%*
Net: 3/2/1	**23** ***21%***	- - -	1 *18%* *6%*	* *16%* *2%*	21 *24%* *92%*	13 *14%* *57%*	10 *73%* *43%*	21 *20%* *91%*	23 *21%* *100%*	23 *21%* *100%*
Mean	**5.47**	7.00	6.01	5.87	5.22	5.85	3.11	5.51	5.47	5.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 943

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** Its programmes show different kinds of cultures within the UK ** - Living**

Base : All who watch Living regularly - Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**112**	16 *14%*	21 *19%*	14 *13%*	61 *54%*	97 *87%*	9 *8%*	110 *98%*	112 *100%*	112 *100%*
Effective Total	**72**	13	20	12	52	65	8	71	72	72
Standard Deviation	**2.69**	1.62	2.70	2.82	2.76	2.50	2.67	2.67	2.69	2.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 944

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its programmes show different kinds of cultures within the UK - SUMMARY

Base : All who watch each channel regularly - Q4 only

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	17 *3%*	24 *4%*	18 *4%*	7 *2%*	31 *7%*	47 *9%*	31 *6%*	14 *6%*	8 *2%*
9	20 *4%*	18 *3%*	28 *6%*	7 *2%*	23 *5%*	77 *14%*	52 *9%*	12 *5%*	16 *5%*
8	49 *10%*	54 *8%*	58 *12%*	47 *16%*	81 *18%*	125 *23%*	98 *17%*	21 *9%*	33 *10%*
7	80 *16%*	128 *19%*	84 *17%*	46 *15%*	93 *20%*	99 *18%*	98 *17%*	24 *10%*	46 *14%*
6	99 *19%*	120 *18%*	70 *14%*	45 *15%*	55 *12%*	48 *9%*	55 *10%*	35 *15%*	37 *11%*
5	74 *15%*	80 *12%*	63 *13%*	40 *13%*	50 *11%*	60 *11%*	75 *13%*	33 *14%*	45 *14%*
4	49 *10%*	77 *12%*	37 *8%*	27 *9%*	31 *7%*	25 *5%*	35 *6%*	23 *10%*	35 *11%*
3	24 *5%*	38 *6%*	36 *7%*	18 *6%*	11 *2%*	16 *3%*	32 *6%*	29 *12%*	12 *4%*
2	24 *5%*	42 *6%*	24 *5%*	9 *3%*	12 *3%*	5 *1%*	16 *3%*	20 *8%*	25 *8%*
1	13 *2%*	28 *4%*	24 *5%*	13 *4%*	22 *5%*	4 *1%*	27 *5%*	16 *7%*	40 *12%*
Don't know	61 *12%*	60 *9%*	46 *9%*	40 *13%*	53 *11%*	34 *6%*	44 *8%*	13 *5%*	30 *9%*
Net: 10/9/8/7	166 *33%*	223 *33%*	188 *39%*	107 *36%*	228 *50%*	348 *65%*	280 *50%*	72 *30%*	103 *32%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 944

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: Its programmes show different kinds of cultures within the UK - SUMMARY

Base : All who watch each channel regularly - Q4 only

	Q6g(c) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	37 *7%*	42 *6%*	46 *9%*	14 *5%*	54 *12%*	124 *23%*	83 *15%*	26 *11%*	24 *7%*
Net: 6/5/4	222 *44%*	277 *41%*	170 *35%*	112 *37%*	136 *29%*	133 *25%*	165 *29%*	91 *38%*	117 *36%*
Net: 3/2/1	60 *12%*	108 *16%*	83 *17%*	40 *14%*	44 *10%*	25 *5%*	75 *13%*	65 *27%*	78 *24%*
Mean	5.78	5.55	5.77	5.76	6.36	7.13	6.26	5.27	5.13
Standard Deviation	2.06	2.17	2.30	2.13	2.25	1.93	2.35	2.51	2.55

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 945

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**188**	73 *39%*	115 *61%*	39 *21%*	40 *21%*	33 *18%*	38 *20%*	12 *6%*	26 *14%*	27 *14%*	111 *59%*	46 *24%*	32 *17%*	22 *12%*	45 *24%*
Total (Wtd)	**196**	77* *39%* *	119* *61%* *	51** *26%* **	48** *25%* **	30** *16%* **	29** *15%* **	10** *5%* **	27** *14%* **	27** *14%* **	96* *49%* *	73* *37%* *	46** *24%* **	48** *24%* **	66* *34%* *
Effective Total	**117**	44	73	24	27	22	19	9	20	19	77	32	29	19	38
10	**11** ***5%***	5 *6%* *46%*	6 *5%* *54%*	3 *7%* *33%*	1 *3%* *14%*	2 *7%* *20%*	3 *11%* *30%*	- - -	* *2%* *4%*	- - -	2 *2%* *16%*	9 *12%* *84%* J	1 *3%* *11%*	3 *7%* *33%*	2 *3%* *20%*
9	**9** ***4%***	3 *4%* *38%*	5 *5%* *62%*	3 *6%* *36%*	- - -	2 *5%* *18%*	2 *8%* *25%*	2 *14%* *17%*	* *1%* *3%*	2 *6%* *18%*	6 *6%* *66%*	1 *2%* *16%*	- - -	3 *7%* *37%*	3 *4%* *31%*
8	**16** ***8%***	9 *12%* *59%*	7 *5%* *41%*	2 *4%* *14%*	4 *8%* *23%*	5 *17%* *32%*	1 *5%* *9%*	1 *12%* *8%*	2 *8%* *14%*	- - -	11 *12%* *70%*	5 *6%* *30%*	4 *9%* *27%*	3 *7%* *22%*	5 *7%* *31%*
7	**32** ***16%***	12 *16%* *38%*	19 *16%* *62%*	6 *11%* *18%*	14 *29%* *45%*	7 *23%* *22%*	1 *4%* *4%*	1 *9%* *3%*	2 *9%* *8%*	6 *21%* *18%*	18 *19%* *56%*	8 *11%* *26%*	9 *19%* *28%*	6 *12%* *18%*	13 *19%* *41%*
6	**26** ***13%***	6 *8%* *23%*	20 *17%* *77%*	11 *21%* *41%*	4 *7%* *14%*	1 *2%* *3%*	5 *16%* *18%*	2 *20%* *8%*	4 *16%* *16%*	3 *13%* *14%*	11 *11%* *41%*	12 *16%* *45%*	11 *24%* *43%*	3 *6%* *11%*	8 *12%* *30%*
5	**44** ***22%***	10 *13%* *23%*	33 *28%* *77%*	9 *18%* *22%*	13 *27%* *31%*	4 *13%* *9%*	7 *24%* *16%*	4 *35%* *8%*	6 *24%* *14%*	7 *26%* *16%*	23 *24%* *53%*	14 *18%* *31%*	10 *21%* *23%*	11 *24%* *26%*	19 *28%* *43%*
4	**15** ***8%***	9 *12%* *60%*	6 *5%* *40%*	4 *8%* *27%*	4 *8%* *26%*	2 *7%* *14%*	1 *5%* *9%*	- - -	4 *14%* *25%*	4 *14%* *24%*	6 *6%* *38%*	6 *8%* *38%*	6 *12%* *37%*	2 *5%* *14%*	4 *6%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 945

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**188**	73	115	39	40	33	38	12	26	27	111	46	32	22	45
		39%	*61%*	*21%*	*21%*	*18%*	*20%*	*6%*	*14%*	*14%*	*59%*	*24%*	*17%*	*12%*	*24%*
Effective Total	**117**	44	73	24	27	22	19	9	20	19	77	32	29	19	38
3	**11**	8	3	7	-	3	-	-	1	*	5	6	-	10	2
	6%	*11%*	*3%*	*14%*	-	*10%*	-	-	*5%*	*1%*	*5%*	*9%*	-	*20%*	*2%*
		72%	*28%*	*62%*	-	*27%*	-	-	*11%*	*3%*	*42%*	*55%*	-	*83%*	*14%*
2	**1**	-	1	-	*	-	*	-	-	-	*	*	-	-	*
	*	-	*1%*	-	*1%*	-	*1%*	-	-	-	*	*1%*	-	-	*
		-	*100%*	-	*54%*	-	*46%*	-	-	-	*42%*	*58%*	-	-	*4%*
1	**8**	4	4	5	3	1	-	-	-	1	4	3	3	3	-
	4%	*5%*	*3%*	*10%*	*5%*	*2%*	-	-	-	*2%*	*4%*	*5%*	*7%*	*7%*	-
		50%	*50%*	*62%*	*31%*	*7%*	-	-	-	*7%*	*50%*	*43%*	*38%*	*43%*	-
Don't know	**24**	10	14	*	5	4	8	1	6	4	11	9	2	3	12
	12%	*13%*	*12%*	*	*11%*	*14%*	*26%*	*9%*	*21%*	*17%*	*11%*	*12%*	*5%*	*6%*	*17%*
		42%	*58%*	*1%*	*22%*	*18%*	*31%*	*4%*	*24%*	*19%*	*44%*	*37%*	*9%*	*12%*	*49%*
Net: 10/9/8/7	**67**	30	37	15	19	16	8	4	5	7	36	23	14	16	23
	34%	*38%*	*31%*	*29%*	*40%*	*52%*	*28%*	*36%*	*20%*	*27%*	*38%*	*32%*	*31%*	*33%*	*34%*
		44%	*56%*	*22%*	*29%*	*24%*	*12%*	*6%*	*8%*	*11%*	*54%*	*35%*	*21%*	*24%*	*34%*
Net: 10/9	**19**	8	11	7	1	4	5	2	1	2	7	10	1	7	5
	10%	*11%*	*9%*	*13%*	*3%*	*12%*	*19%*	*14%*	*2%*	*6%*	*8%*	*14%*	*3%*	*14%*	*7%*
		42%	*58%*	*34%*	*8%*	*19%*	*28%*	*8%*	*3%*	*8%*	*39%*	*53%*	*6%*	*35%*	*25%*
Net: 6/5/4	**85**	25	59	24	21	7	13	6	14	14	40	31	27	16	31
	43%	*33%*	*50%*	*47%*	*43%*	*22%*	*45%*	*55%*	*54%*	*53%*	*41%*	*43%*	*58%*	*34%*	*46%*
		30%	*70%*	*28%*	*25%*	*8%*	*15%*	*7%*	*17%*	*17%*	*47%*	*37%*	*31%*	*19%*	*36%*
Net: 3/2/1	**20**	12	8	12	3	4	*	-	1	1	9	10	3	13	2
	10%	*16%*	*7%*	*24%*	*6%*	*12%*	*1%*	-	*5%*	*3%*	*10%*	*14%*	*7%*	*27%*	*2%*
		61%	*39%*	*60%*	*15%*	*18%*	*2%*	-	*6%*	*5%*	*46%*	*50%*	*15%*	*64%*	*8%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 945

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**188**	73 *39%*	115 *61%*	39 *21%*	40 *21%*	33 *18%*	38 *20%*	12 *6%*	26 *14%*	27 *14%*	111 *59%*	46 *24%*	32 *17%*	22 *12%*	45 *24%*
Effective Total	**117**	44	73	24	27	22	19	9	20	19	77	32	29	19	38
Mean	**5.88**	5.79	5.94	5.40	5.81	6.38	6.57	6.46	5.60	5.64	5.92	5.91	5.66	5.43	6.15
Standard Deviation	**2.12**	2.39	1.93	2.44	1.89	2.24	2.09	1.59	1.58	1.63	2.01	2.41	1.88	2.54	1.61

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 945

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**188**	25 *13%*	36 *19%*	28 *15%*	99 *53%*	172 *91%*	13 *7%*	188 *100%*	188 *100%*	116 *62%*	70 *37%*	72 *38%*
Total (Wtd)	**196**	16** *8%* **	13* *7%* *	6** *3%* **	160* *82%* *	182 *93%*	14** *7%* **	196 *100%*	196 *100%*	114* *58%* *	81* *42%* *	82* *42%* *
Effective Total	**117**	23	33	25	83	107	10	117	117	72	45	46
10	**11** ***5%***	3 *18%* *27%*	1 *6%* *7%*	* *3%* *2%*	7 *4%* *64%*	10 *6%* *96%*	* *3%* *4%*	11 *5%* *100%*	11 *5%* *100%*	9 *8%* *89%*	1 *1%* *11%*	1 *1%* *11%*
9	**9** ***4%***	2 *9%* *17%*	1 *8%* *11%*	* *5%* *4%*	6 *4%* *68%*	9 *5%* *100%*	- - -	9 *4%* *100%*	9 *4%* *100%*	5 *4%* *56%*	4 *5%* *44%*	4 *5%* *44%*
8	**16** ***8%***	1 *3%* *3%*	2 *12%* *10%*	1 *16%* *6%*	13 *8%* *80%*	13 *7%* *83%*	3 *19%* *17%*	16 *8%* *100%*	16 *8%* *100%*	10 *9%* *62%*	6 *7%* *38%*	6 *7%* *38%*
7	**32** ***16%***	2 *11%* *6%*	2 *12%* *5%*	1 *17%* *3%*	27 *17%* *86%*	30 *16%* *95%*	2 *13%* *5%*	32 *16%* *100%*	32 *16%* *100%*	15 *13%* *49%*	16 *20%* *51%*	16 *20%* *51%*
6	**26** ***13%***	2 *13%* *8%*	1 *9%* *5%*	1 *13%* *3%*	22 *14%* *84%*	24 *13%* *94%*	1 *11%* *6%*	26 *13%* *100%*	26 *13%* *100%*	17 *15%* *67%*	8 *10%* *33%*	8 *10%* *33%*
5	**44** ***22%***	1 *6%* *2%*	2 *14%* *4%*	1 *12%* *2%*	40 *25%* *92%*	41 *23%* *95%*	2 *17%* *5%*	44 *22%* *100%*	44 *22%* *100%*	23 *21%* *54%*	20 *25%* *46%*	20 *24%* *46%*
4	**15** ***8%***	1 *4%* *4%*	2 *16%* *13%*	1 *14%* *6%*	12 *7%* *76%*	14 *7%* *88%*	2 *14%* *12%*	15 *8%* *100%*	15 *8%* *100%*	7 *6%* *46%*	8 *10%* *52%*	8 *10%* *52%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 945

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**188**	25 *13%*	36 *19%*	28 *15%*	99 *53%*	172 *91%*	13 *7%*	188 *100%*	188 *100%*	116 *62%*	70 *37%*	72 *38%*
Effective Total	**117**	23	33	25	83	107	10	117	117	72	45	46
3	**11** ***6%***	- - -	* *3%* *3%*	- - -	11 *7%* *97%*	10 *5%* *86%*	2 *11%* *14%*	11 *6%* *100%*	11 *6%* *100%*	7 *6%* *58%*	5 *6%* *42%*	5 *6%* *42%*
2	**1** *****	- - -	* *2%* *42%* R	* *6%* *54%*	* * *4%*	1 * *96%*	- - -	1 * *100%*	1 * *100%*	* * *54%*	* * *46%*	* * *46%*
1	**8** ***4%***	1 *4%* *7%*	1 *6%* *9%*	* *4%* *3%*	7 *4%* *81%*	8 *5%* *100%*	- - -	8 *4%* *100%*	8 *4%* *100%*	4 *4%* *50%*	4 *5%* *50%*	4 *5%* *54%*
Don't know	**24** ***12%***	5 *32%* *22%*	2 *12%* *6%*	1 *10%* *3%*	17 *10%* *69%*	22 *12%* *93%*	2 *13%* *7%*	24 *12%* *100%*	24 *12%* *100%*	15 *13%* *64%*	8 *10%* *35%*	9 *11%* *38%*
Net: 10/9/8/7	**67** ***34%***	7 *41%* *10%*	5 *38%* *7%*	3 *41%* *4%*	53 *33%* *79%*	62 *34%* *93%*	5 *35%* *7%*	67 *34%* *100%*	67 *34%* *100%*	39 *35%* *59%*	27 *33%* *41%*	27 *33%* *41%*
Net: 10/9	**19** ***10%***	4 *27%* *23%*	2 *14%* *9%*	* *8%* *2%*	13 *8%* *66%*	19 *10%* *98%*	* *3%* *2%*	19 *10%* *100%*	19 *10%* *100%*	14 *13%* *74%*	5 *6%* *26%*	5 *6%* *26%*
Net: 6/5/4	**85** ***43%***	4 *24%* *5%*	5 *39%* *6%*	2 *40%* *3%*	73 *46%* *87%*	79 *43%* *93%*	6 *42%* *7%*	85 *43%* *100%*	85 *43%* *100%*	48 *42%* *57%*	37 *45%* *43%*	37 *44%* *43%*
Net: 3/2/1	**20** ***10%***	1 *4%* *3%*	1 *11%* *7%*	1 *10%* *3%*	18 *11%* *87%*	19 *10%* *92%*	2 *11%* *8%*	20 *10%* *100%*	20 *10%* *100%*	11 *10%* *55%*	9 *11%* *45%*	10 *12%* *47%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 945

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - ITV2**

Base : All who watch ITV2 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**188**	25 *13%*	36 *19%*	28 *15%*	99 *53%*	172 *91%*	13 *7%*	188 *100%*	188 *100%*	116 *62%*	70 *37%*	72 *38%*
Effective Total	**117**	23	33	25	83	107	10	117	117	72	45	46
Mean	**5.88**	7.22	5.89	5.91	5.77	5.89	5.82	5.88	5.88	6.08	5.62	5.60
Standard Deviation	**2.12**	2.53	2.54	2.40	2.03	2.14	1.94	2.12	2.12	2.20	1.99	2.02

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 946

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**212**	86 *41%*	126 *59%*	48 *23%*	67 *32%*	37 *17%*	35 *17%*	12 *6%*	12 *6%*	38 *18%*	123 *58%*	46 *22%*	34 *16%*	31 *15%*	53 *25%*
Total (Wtd)	**236**	94* *40%* *	142* *60%* *	61** *26%* **	78* *33%* *	31** *13%* **	43** *18%* **	10** *4%* **	12** *5%* **	45** *19%* **	113* *48%* *	79* *33%* *	54* *23%* *	64** *27%* **	81* *34%* *
Effective Total	**136**	53	84	29	45	26	24	9	9	26	85	34	30	28	45
10	**8** ***3%***	5 *5%* *63%*	3 *2%* *37%*	5 *8%* *65%*	1 *1%* *8%*	1 *4%* *16%*	1 *2%* *11%*	- - -	- - -	- - -	3 *3%* *44%*	4 *6%* *56%*	1 *2%* *16%*	3 *5%* *45%*	2 *2%* *20%*
9	**8** ***3%***	3 *3%* *32%*	6 *4%* *68%*	3 *6%* *43%*	* * *3%*	3 *9%* *34%*	1 *3%* *15%*	* *4%* *5%*	- - -	* *1%* *5%*	5 *4%* *62%*	3 *3%* *33%*	1 *2%* *15%*	- - -	5 *6%* *64%*
8	**28** ***12%***	14 *15%* *49%*	14 *10%* *51%*	14 *23%* *50%*	5 *7%* *19%*	5 *17%* *19%*	3 *8%* *12%*	- - -	- - -	4 *9%* *15%*	13 *11%* *45%*	12 *15%* *41%*	10 *19%* *36%*	2 *2%* *6%*	10 *12%* *34%*
7	**32** ***13%***	13 *14%* *40%*	19 *13%* *60%*	7 *11%* *21%*	16 *20%* *49%*	5 *15%* *15%*	4 *10%* *14%*	- - -	1 *6%* *2%*	7 *15%* *21%*	16 *14%* *50%*	9 *12%* *29%*	6 *11%* *19%*	14 *21%* *42%*	6 *8%* *20%*
6	**29** ***12%***	12 *13%* *41%*	17 *12%* *59%*	7 *12%* *26%*	8 *11%* *29%*	2 *8%* *9%*	8 *18%* *26%*	1 *12%* *4%*	2 *13%* *6%*	2 *5%* *7%*	17 *15%* *60%*	9 *12%* *33%*	6 *11%* *21%*	6 *9%* *21%*	15 *19%* *53%*
5	**42** ***18%***	7 *7%* *16%*	35 *25%* *84%* A	7 *11%* *17%*	15 *20%* *37%*	7 *22%* *17%*	7 *17%* *18%*	3 *27%* *6%*	3 *21%* *6%*	9 *20%* *22%*	18 *16%* *44%*	14 *18%* *34%*	14 *25%* *33%*	10 *15%* *23%*	15 *18%* *36%*
4	**19** ***8%***	11 *12%* *59%*	8 *5%* *41%*	6 *9%* *29%*	10 *13%* *54%*	1 *4%* *6%*	- - -	1 *12%* *7%*	1 *7%* *4%*	2 *4%* *10%*	13 *11%* *68%*	4 *5%* *22%*	5 *9%* *26%*	7 *11%* *36%*	3 *4%* *17%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 946

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**212**	86 *41%*	126 *59%*	48 *23%*	67 *32%*	37 *17%*	35 *17%*	12 *6%*	12 *6%*	38 *18%*	123 *58%*	46 *22%*	34 *16%*	31 *15%*	53 *25%*
Effective Total	**136**	53	84	29	45	26	24	9	9	26	85	34	30	28	45
3	**19** ***8%***	9 *10%* *49%*	10 *7%* *51%*	5 *9%* *28%*	7 *9%* *35%*	2 *6%* *9%*	5 *12%* *27%*	- - -	- - -	6 *14%* *32%*	8 *7%* *40%*	5 *7%* *28%*	5 *10%* *28%*	5 *8%* *26%*	6 *8%* *33%*
2	**17** ***7%***	6 *6%* *37%*	10 *7%* *63%*	2 *3%* *11%*	10 *12%* *58%*	- - -	5 *12%* *31%*	- - -	- - -	10 *23%* *61%*	3 *3%* *20%*	3 *4%* *19%*	- - -	8 *13%* *49%*	8 *9%* *46%*
1	**9** ***4%***	5 *6%* *57%*	4 *3%* *43%*	5 *8%* *55%*	3 *3%* *29%*	* *1%* *2%*	1 *3%* *13%*	- - -	- - -	* *1%* *3%*	5 *5%* *59%*	3 *4%* *38%*	- - -	3 *5%* *38%*	4 *5%* *48%*
Don't know	**25** ***11%***	9 *10%* *36%*	16 *11%* *64%*	* * *	4 *5%* *14%*	5 *15%* *18%*	6 *15%* *24%*	4 *45%* *18%*	7 *53%* *26%*	4 *8%* *15%*	11 *10%* *43%*	11 *14%* *42%*	5 *9%* *20%*	7 *10%* *26%*	7 *9%* *27%*
Net: 10/9/8/7	**76** ***32%***	34 *37%* *45%*	42 *29%* *55%*	29 *48%* *39%*	22 *28%* *28%*	14 *45%* *18%*	10 *23%* *13%*	* *4%* *1%*	1 *6%* *1%*	11 *25%* *15%*	37 *33%* *48%*	28 *36%* *37%*	19 *35%* *25%*	19 *29%* *24%*	23 *28%* *30%*
Net: 10/9	**16** ***7%***	8 *8%* *47%*	8 *6%* *53%*	9 *14%* *54%*	1 *1%* *5%*	4 *13%* *25%*	2 *5%* *13%*	* *4%* *2%*	- - -	* *1%* *3%*	8 *7%* *53%*	7 *9%* *44%*	2 *5%* *15%*	3 *5%* *22%*	7 *8%* *42%*
Net: 6/5/4	**89** ***38%***	29 *31%* *33%*	60 *42%* *67%*	20 *32%* *22%*	34 *43%* *38%*	11 *34%* *12%*	15 *35%* *17%*	5 *51%* *6%*	5 *41%* *6%*	13 *29%* *15%*	48 *43%* *54%*	28 *35%* *31%*	25 *46%* *28%*	22 *35%* *25%*	33 *41%* *37%*
Net: 3/2/1	**45** ***19%***	21 *22%* *46%*	24 *17%* *54%*	12 *20%* *27%*	19 *24%* *43%*	2 *6%* *4%*	12 *27%* *26%*	- - -	- - -	17 *37%* *37%*	16 *14%* *36%*	12 *15%* *27%*	5 *10%* *12%*	17 *26%* *37%*	18 *23%* *41%*
Mean	**5.50**	5.54	5.48	5.99	4.95	6.50	5.15	5.28	5.38	4.62	5.63	5.84	5.90	5.01	5.39

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 946

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**212**	86 *41%*	126 *59%*	48 *23%*	67 *32%*	37 *17%*	35 *17%*	12 *6%*	12 *6%*	38 *18%*	123 *58%*	46 *22%*	34 *16%*	31 *15%*	53 *25%*
Effective Total	**136**	53	84	29	45	26	24	9	9	26	85	34	30	28	45
Standard Deviation	**2.26**	2.49	2.11	2.60	2.03	1.94	2.28	1.35	0.96	2.18	2.18	2.34	1.83	2.37	2.35

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 946

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**212**	25 *12%*	26 *12%*	43 *20%*	118 *56%*	194 *92%*	14 *7%*	210 *99%*	212 *100%*	131 *62%*	80 *38%*	80 *38%*
Total (Wtd)	**236**	17** *7%* **	10** *4%* **	10* *4%* *	199 *84%*	217 *92%*	18** *8%* **	234 *99%*	236 *100%*	130* *55%* *	105* *45%* *	105* *45%* *
Effective Total	**136**	23	24	39	102	125	11	135	136	81	55	55
10	**8** ***3%***	1 *5%* *11%*	* *4%* *5%*	* *2%* *3%*	6 *3%* *81%*	7 *3%* *95%*	* *2%* *5%*	8 *3%* *100%*	8 *3%* *100%*	7 *5%* *84%*	1 *1%* *16%*	1 *1%* *16%*
9	**8** ***3%***	* *2%* *5%*	1 *11%* *14%*	* *2%* *3%*	6 *3%* *79%*	5 *2%* *62%*	3 *17%* *38%*	8 *3%* *100%*	8 *3%* *100%*	6 *5%* *80%*	2 *2%* *20%*	2 *2%* *20%*
8	**28** ***12%***	5 *29%* *17%*	1 *9%* *3%*	1 *13%* *5%*	21 *11%* *75%*	26 *12%* *92%*	2 *13%* *8%*	28 *12%* *99%*	28 *12%* *100%*	19 *15%* *68%*	9 *9%* *32%*	9 *9%* *32%*
7	**32** ***13%***	2 *11%* *6%*	2 *19%* *6%*	2 *22%* *7%*	26 *13%* *82%*	29 *13%* *91%*	3 *15%* *9%*	32 *14%* *100%*	32 *13%* *100%*	14 *11%* *43%*	18 *17%* *57%*	18 *17%* *57%*
6	**29** ***12%***	- - -	* *4%* *1%*	1 *11%* *4%*	27 *14%* *95%*	29 *13%* *100%*	- - -	29 *12%* *100%*	29 *12%* *100%*	14 *10%* *48%*	15 *14%* *52%*	15 *14%* *52%*
5	**42** ***18%***	1 *4%* *2%*	1 *14%* *3%*	2 *18%* *4%*	38 *19%* *91%*	39 *18%* *93%*	3 *16%* *7%*	42 *18%* *100%*	42 *18%* *100%*	22 *17%* *52%*	20 *19%* *48%*	20 *19%* *48%*
4	**19** ***8%***	2 *15%* *13%*	1 *6%* *3%*	1 *8%* *4%*	15 *7%* *79%*	17 *8%* *92%*	2 *8%* *8%*	19 *8%* *100%*	19 *8%* *100%*	12 *9%* *62%*	7 *6%* *36%*	7 *6%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 946

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**212**	25 *12%*	26 *12%*	43 *20%*	118 *56%*	194 *92%*	14 *7%*	210 *99%*	212 *100%*	131 *62%*	80 *38%*	80 *38%*
Effective Total	**136**	23	24	39	102	125	11	135	136	81	55	55
3	**19** ***8%***	1 *7%* *6%*	1 *8%* *4%*	* *4%* *2%*	17 *8%* *87%*	17 *8%* *91%*	2 *9%* *9%*	19 *8%* *100%*	19 *8%* *100%*	12 *9%* *62%*	7 *7%* *38%*	7 *7%* *38%*
2	**17** ***7%***	- - -	* *3%* *2%*	1 *6%* *3%*	16 *8%* *95%*	17 *8%* *100%*	- - -	17 *7%* *100%*	17 *7%* *100%*	7 *6%* *45%*	9 *9%* *55%*	9 *9%* *55%*
1	**9** ***4%***	- - -	* *4%* *4%*	1 *9%* *10%*	8 *4%* *86%*	8 *3%* *83%*	2 *8%* *17%*	9 *4%* *100%*	9 *4%* *100%*	4 *3%* *45%*	5 *5%* *55%*	5 *5%* *55%*
Don't know	**25** ***11%***	5 *27%* *18%*	2 *19%* *8%*	* *3%* *1%*	19 *9%* *73%*	23 *11%* *91%*	2 *12%* *9%*	24 *10%* *95%*	25 *11%* *100%*	13 *10%* *52%*	12 *12%* *48%*	12 *12%* *48%*
Net: 10/9/8/7	**76** ***32%***	8 *47%* *10%*	4 *43%* *6%*	4 *40%* *5%*	60 *30%* *79%*	68 *31%* *89%*	8 *46%* *11%*	76 *32%* *99%*	76 *32%* *100%*	46 *36%* *61%*	30 *28%* *39%*	30 *28%* *39%*
Net: 10/9	**16** ***7%***	1 *8%* *8%*	1 *15%* *9%*	* *5%* *3%*	13 *6%* *80%*	12 *6%* *79%*	3 *19%* *21%*	16 *7%* *100%*	16 *7%* *100%*	13 *10%* *82%*	3 *3%* *18%*	3 *3%* *18%*
Net: 6/5/4	**89** ***38%***	3 *18%* *4%*	2 *23%* *3%*	4 *37%* *4%*	80 *40%* *90%*	85 *39%* *95%*	4 *24%* *5%*	89 *38%* *100%*	89 *38%* *100%*	47 *36%* *53%*	42 *40%* *47%*	42 *40%* *47%*
Net: 3/2/1	**45** ***19%***	1 *7%* *3%*	1 *15%* *3%*	2 *19%* *4%*	40 *20%* *90%*	42 *19%* *93%*	3 *18%* *7%*	45 *19%* *100%*	45 *19%* *100%*	23 *18%* *52%*	21 *20%* *48%*	21 *20%* *48%*
Mean	**5.50**	6.56	6.06	5.47	5.41	5.47	5.94	5.50	5.50	5.72	5.24	5.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 946

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - E4**

Base : All who watch E4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**212**	25 *12%*	26 *12%*	43 *20%*	118 *56%*	194 *92%*	14 *7%*	210 *99%*	212 *100%*	131 *62%*	80 *38%*	80 *38%*
Effective Total	**136**	23	24	39	102	125	11	135	136	81	55	55
Standard Deviation	**2.26**	2.24	2.57	2.44	2.24	2.23	2.67	2.26	2.26	2.36	2.13	2.13

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 947

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**166**	95 *57%*	71 *43%*	21 *13%*	38 *23%*	42 *25%*	29 *17%*	17 *10%*	19 *11%*	26 *16%*	108 *65%*	31 *19%*	31 *19%*	21 *13%*	32 *19%*
Total (Wtd)	**161**	85* *53%* *	76* *47%* *	24** *15%* **	42** *26%* **	34** *21%* **	31** *19%* **	15** *9%* **	16** *10%* **	26** *16%* **	97* *60%* *	38** *24%* **	45** *28%* **	40** *25%* **	43** *27%* **
Effective Total	**111**	64	48	15	24	30	21	12	13	18	77	20	28	20	30
10	**2** ***1%***	* * *12%*	2 *2%* *88%*	- - -	1 *1%* *32%*	- - -	1 *3%* *46%*	- - -	* *3%* *22%*	- - -	1 *1%* *32%*	1 *3%* *68%*	- - -	- - -	- - -
9	**19** ***12%***	7 *8%* *35%*	12 *16%* *65%*	3 *13%* *17%*	6 *14%* *32%*	4 *13%* *24%*	4 *14%* *23%*	- - -	1 *6%* *5%*	3 *12%* *17%*	11 *12%* *60%*	4 *12%* *23%*	6 *13%* *32%*	7 *17%* *36%*	4 *9%* *20%*
8	**20** ***13%***	13 *15%* *64%*	7 *10%* *36%*	4 *15%* *17%*	1 *2%* *4%*	6 *19%* *32%*	5 *16%* *23%*	4 *25%* *18%*	1 *7%* *5%*	3 *10%* *13%*	10 *11%* *51%*	7 *20%* *36%*	10 *23%* *50%*	3 *8%* *16%*	3 *8%* *16%*
7	**26** ***16%***	19 *23%* *74%* B	7 *9%* *26%*	3 *14%* *13%*	7 *17%* *28%*	6 *19%* *24%*	6 *19%* *22%*	3 *18%* *10%*	1 *3%* *2%*	* *1%* *1%*	23 *24%* *90%*	2 *6%* *9%*	4 *10%* *17%*	4 *11%* *17%*	12 *27%* *45%*
6	**21** ***13%***	12 *14%* *57%*	9 *12%* *43%*	3 *15%* *17%*	6 *15%* *30%*	3 *10%* *17%*	3 *10%* *15%*	2 *13%* *9%*	2 *15%* *12%*	4 *17%* *22%*	14 *15%* *70%*	2 *4%* *8%*	3 *8%* *17%*	6 *15%* *29%*	9 *20%* *43%*
5	**37** ***23%***	14 *17%* *39%*	23 *30%* *61%*	6 *25%* *16%*	14 *33%* *38%*	6 *17%* *15%*	2 *5%* *4%*	6 *38%* *15%*	4 *25%* *11%*	10 *39%* *28%*	19 *20%* *51%*	8 *20%* *21%*	8 *18%* *22%*	11 *28%* *30%*	10 *24%* *28%*
4	**11** ***7%***	7 *8%* *67%*	3 *5%* *33%*	* *1%* *2%*	4 *10%* *38%*	3 *8%* *27%*	1 *4%* *12%*	* *1%* *1%*	2 *13%* *20%*	2 *7%* *18%*	3 *3%* *28%*	6 *15%* *54%*	6 *13%* *55%*	- - -	1 *3%* *12%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 947

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**166**	95 *57%*	71 *43%*	21 *13%*	38 *23%*	42 *25%*	29 *17%*	17 *10%*	19 *11%*	26 *16%*	108 *65%*	31 *19%*	31 *19%*	21 *13%*	32 *19%*
Effective Total	**111**	64	48	15	24	30	21	12	13	18	77	20	28	20	30
3	**7** ***4%***	2 *2%* *27%*	5 *6%* *73%*	2 *7%* *24%*	1 *2%* *11%*	1 *4%* *19%*	3 *9%* *40%*	* *3%* *6%*	- - -	1 *4%* *14%*	6 *6%* *86%*	- - -	4 *9%* *61%*	- - -	1 *3%* *19%*
2	**3** ***2%***	3 *4%* *94%*	* * *6%*	2 *10%* *75%*	- - -	1 *2%* *25%*	- - -	- - -	- - -	- - -	2 *3%* *79%*	1 *2%* *21%*	- - -	2 *5%* *64%*	- - -
1	**2** ***1%***	1 *1%* *37%*	1 *2%* *63%*	- - -	* *1%* *11%*	2 *5%* *89%*	- - -	- - -	- - -	- - -	2 *2%* *100%*	- - -	1 *3%* *63%*	- - -	- - -
Don't know	**14** ***9%***	7 *8%* *49%*	7 *9%* *51%*	- - -	2 *5%* *15%*	1 *2%* *6%*	7 *21%* *46%*	* *3%* *3%*	4 *27%* *30%*	3 *10%* *19%*	5 *5%* *34%*	7 *17%* *47%*	2 *4%* *12%*	6 *16%* *46%*	3 *7%* *21%*
Net: 10/9/8/7	**67** ***42%***	39 *46%* *58%*	28 *37%* *42%*	10 *42%* *15%*	15 *35%* *22%*	17 *51%* *26%*	16 *51%* *23%*	6 *43%* *9%*	3 *19%* *4%*	6 *23%* *9%*	46 *47%* *68%*	16 *41%* *23%*	21 *46%* *31%*	14 *36%* *21%*	19 *44%* *28%*
Net: 10/9	**21** ***13%***	7 *8%* *33%*	14 *18%* *67%*	3 *13%* *15%*	7 *16%* *32%*	4 *13%* *22%*	5 *17%* *25%*	- - -	1 *9%* *7%*	3 *12%* *15%*	12 *12%* *57%*	6 *15%* *28%*	6 *13%* *29%*	7 *17%* *32%*	4 *9%* *18%*
Net: 6/5/4	**68** ***42%***	33 *39%* *49%*	35 *46%* *51%*	10 *41%* *14%*	24 *58%* *36%*	12 *35%* *18%*	6 *19%* *9%*	8 *52%* *11%*	8 *54%* *12%*	17 *63%* *24%*	36 *37%* *53%*	15 *40%* *22%*	17 *39%* *25%*	17 *43%* *25%*	20 *47%* *30%*
Net: 3/2/1	**12** ***7%***	6 *7%* *47%*	6 *8%* *53%*	4 *17%* *34%*	1 *2%* *8%*	4 *11%* *32%*	3 *9%* *23%*	* *3%* *3%*	- - -	1 *4%* *8%*	10 *10%* *86%*	1 *2%* *6%*	5 *12%* *45%*	2 *5%* *17%*	1 *3%* *11%*
Mean	**6.21**	6.22	6.20	5.97	6.10	6.18	6.81	6.22	5.93	5.93	6.20	6.45	6.12	6.35	6.33

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 947

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**166**	95 *57%*	71 *43%*	21 *13%*	38 *23%*	42 *25%*	29 *17%*	17 *10%*	19 *11%*	26 *16%*	108 *65%*	31 *19%*	31 *19%*	21 *13%*	32 *19%*
Effective Total	**111**	64	48	15	24	30	21	12	13	18	77	20	28	20	30
Standard Deviation	**1.92**	1.83	2.04	2.14	1.73	2.21	1.99	1.41	1.76	1.70	1.94	2.05	2.16	1.90	1.44

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 947

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**166**	29 *17%*	27 *16%*	26 *16%*	84 *51%*	154 *93%*	10 *6%*	165 *99%*	166 *100%*	166 *100%*
Total (Wtd)	**161**	17** *11%* **	10** *6%* **	6** *4%* **	128* *80%* *	148 *92%*	12** *8%* **	160 *99%*	161 *100%*	161 *100%*
Effective Total	**111**	26	26	22	76	103	8	110	111	111
10	**2** ***1%***	1 *5%* *46%*	1 *8%* *42%*	* *4%* *12%*	- - -	2 *1%* *80%*	* *3%* *20%*	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*
9	**19** ***12%***	2 *12%* *11%*	* *3%* *2%*	- - -	16 *13%* *88%*	19 *13%* *100%*	- - -	19 *12%* *100%*	19 *12%* *100%*	19 *12%* *100%*
8	**20** ***13%***	1 *7%* *6%*	2 *15%* *7%*	1 *15%* *4%*	17 *13%* *82%*	18 *12%* *90%*	2 *17%* *10%*	20 *13%* *100%*	20 *13%* *100%*	20 *13%* *100%*
7	**26** ***16%***	3 *17%* *11%*	1 *13%* *5%*	1 *22%* *5%*	20 *16%* *79%*	22 *15%* *85%*	4 *32%* *15%*	25 *16%* *95%*	26 *16%* *100%*	26 *16%* *100%*
6	**21** ***13%***	1 *6%* *5%*	1 *14%* *7%*	* *3%* *1%*	18 *14%* *88%*	17 *12%* *84%*	3 *26%* *16%*	21 *13%* *100%*	21 *13%* *100%*	21 *13%* *100%*
5	**37** ***23%***	5 *29%* *13%*	2 *25%* *7%*	- - -	29 *23%* *80%*	36 *24%* *98%*	1 *5%* *2%*	37 *23%* *100%*	37 *23%* *100%*	37 *23%* *100%*
4	**11** ***7%***	1 *4%* *6%*	1 *8%* *8%*	2 *35%* *20%*	7 *5%* *66%*	11 *7%* *100%*	- - -	11 *7%* *100%*	11 *7%* *100%*	11 *7%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 947

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**166**	29 *17%*	27 *16%*	26 *16%*	84 *51%*	154 *93%*	10 *6%*	165 *99%*	166 *100%*	166 *100%*
Effective Total	**111**	26	26	22	76	103	8	110	111	111
3	**7** ***4%***	1 *7%* *17%*	- - -	* *3%* *3%*	5 *4%* *80%*	7 *4%* *100%*	- - -	7 *4%* *100%*	7 *4%* *100%*	7 *4%* *100%*
2	**3** ***2%***	- - -	* *3%* *9%*	1 *14%* *27%*	2 *2%* *64%*	3 *2%* *88%*	* *3%* *12%*	3 *2%* *100%*	3 *2%* *100%*	3 *2%* *100%*
1	**2** ***1%***	1 *3%* *26%*	- - -	* *4%* *11%*	1 *1%* *63%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*
Don't know	**14** ***9%***	2 *11%* *13%*	1 *11%* *7%*	- - -	11 *9%* *79%*	12 *8%* *88%*	2 *14%* *12%*	14 *9%* *100%*	14 *9%* *100%*	14 *9%* *100%*
Net: 10/9/8/7	**67** ***42%***	7 *41%* *10%*	4 *40%* *6%*	2 *41%* *4%*	54 *42%* *80%*	61 *41%* *91%*	6 *51%* *9%*	66 *41%* *98%*	67 *42%* *100%*	67 *42%* *100%*
Net: 10/9	**21** ***13%***	3 *17%* *14%*	1 *11%* *5%*	* *4%* *1%*	16 *13%* *80%*	20 *14%* *98%*	* *3%* *2%*	21 *13%* *100%*	21 *13%* *100%*	21 *13%* *100%*
Net: 6/5/4	**68** ***42%***	6 *38%* *10%*	5 *47%* *7%*	2 *38%* *3%*	54 *43%* *80%*	64 *43%* *94%*	4 *32%* *6%*	68 *43%* *100%*	68 *42%* *100%*	68 *42%* *100%*
Net: 3/2/1	**12** ***7%***	2 *10%* *14%*	* *3%* *3%*	1 *21%* *11%*	9 *7%* *73%*	11 *8%* *97%*	* *3%* *3%*	12 *7%* *100%*	12 *7%* *100%*	12 *7%* *100%*
Mean	**6.21**	6.19	6.36	5.12	6.26	6.17	6.70	6.20	6.21	6.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 947

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky One**

Base : All who watch Sky One regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**166**	29 *17%*	27 *16%*	26 *16%*	84 *51%*	154 *93%*	10 *6%*	165 *99%*	166 *100%*	166 *100%*
Effective Total	**111**	26	26	22	76	103	8	110	111	111
Standard Deviation	**1.92**	2.22	2.03	2.58	1.85	1.96	1.43	1.93	1.92	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 948

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**90**	42 *47%*	48 *53%*	10 *11%*	22 *24%*	15 *17%*	24 *27%*	13 *14%*	6 *7%*	16 *18%*	55 *61%*	18 *20%*	16 *18%*	15 *17%*	19 *21%*
Total (Wtd)	**96**	40** *42%* **	56* *58%* *	13** *14%* **	31** *33%* **	10** *11%* **	21** *22%* **	13** *13%* **	7** *7%* **	15** *16%* **	47* *49%* *	33** *35%* **	23** *24%* **	29** *30%* **	31** *32%* **
Effective Total	**57**	26	31	6	16	9	12	12	5	10	37	14	14	13	17
10	**2** ***2%***	1 *3%* *58%*	1 *2%* *42%*	- - -	- - -	1 *12%* *58%*	1 *4%* *42%*	- - -	- - -	- - -	1 *3%* *58%*	1 *3%* *42%*	1 *5%* *58%*	- - -	- - -
9	**2** ***2%***	* *1%* *23%*	1 *2%* *77%*	- - -	1 *4%* *77%*	- - -	- - -	* *3%* *23%*	- - -	- - -	2 *4%* *100%*	- - -	- - -	- - -	- - -
8	**18** ***19%***	10 *25%* *56%*	8 *14%* *44%*	5 *38%* *29%*	7 *22%* *39%*	2 *17%* *10%*	3 *14%* *16%*	1 *7%* *5%*	- - -	3 *21%* *18%*	7 *15%* *39%*	8 *23%* *42%*	2 *9%* *12%*	2 *7%* *11%*	11 *36%* *61%*
7	**14** ***14%***	6 *16%* *48%*	7 *13%* *52%*	* *2%* *2%*	6 *20%* *47%*	2 *19%* *15%*	2 *9%* *14%*	1 *11%* *10%*	2 *24%* *12%*	4 *27%* *31%*	7 *15%* *52%*	2 *7%* *17%*	6 *24%* *41%*	4 *15%* *32%*	1 *4%* *9%*
6	**18** ***18%***	4 *10%* *22%*	14 *25%* *78%*	4 *28%* *21%*	3 *10%* *18%*	* *4%* *2%*	9 *45%* *53%*	1 *7%* *5%*	- - -	1 *4%* *4%*	6 *13%* *35%*	11 *33%* *62%*	5 *21%* *28%*	6 *19%* *31%*	5 *17%* *30%*
5	**14** ***15%***	5 *13%* *35%*	9 *16%* *65%*	- - -	2 *7%* *14%*	5 *44%* *32%*	2 *9%* *14%*	4 *28%* *25%*	2 *30%* *15%*	1 *9%* *10%*	9 *19%* *64%*	4 *11%* *27%*	3 *11%* *18%*	5 *18%* *37%*	5 *17%* *37%*
4	**11** ***12%***	6 *14%* *52%*	5 *10%* *48%*	2 *12%* *14%*	5 *17%* *49%*	- - -	* *2%* *3%*	2 *18%* *21%*	1 *20%* *13%*	6 *36%* *50%*	6 *12%* *50%*	- - -	3 *11%* *23%*	5 *18%* *46%*	3 *10%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 948

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**90**	42 *47%*	48 *53%*	10 *11%*	22 *24%*	15 *17%*	24 *27%*	13 *14%*	6 *7%*	16 *18%*	55 *61%*	18 *20%*	16 *18%*	15 *17%*	19 *21%*
Effective Total	**57**	26	31	6	16	9	12	12	5	10	37	14	14	13	17
3	**7** ***7%***	4 *11%* *60%*	3 *5%* *40%*	3 *20%* *38%*	2 *5%* *22%*	* *3%* *4%*	2 *8%* *22%*	1 *8%* *14%*	- - -	- - -	4 *9%* *62%*	3 *8%* *38%*	3 *12%* *38%*	2 *6%* *22%*	3 *8%* *36%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**1** ***1%***	1 *3%* *100%*	- - -	- - -	- - -	* *2%* *12%*	1 *6%* *88%*	- - -	- - -	- - -	1 *3%* *100%*	- - -	- - -	- - -	1 *4%* *88%*
Don't know	**9** ***9%***	2 *4%* *18%*	7 *13%* *82%*	- - -	4 *14%* *48%*	- - -	1 *3%* *8%*	2 *17%* *25%*	2 *26%* *20%*	* *1%* *2%*	4 *8%* *40%*	5 *16%* *58%*	2 *7%* *19%*	5 *17%* *53%*	1 *3%* *11%*
Net: 10/9/8/7	**35** ***37%***	18 *45%* *52%*	17 *31%* *48%*	5 *40%* *15%*	15 *47%* *42%*	5 *48%* *14%*	6 *27%* *16%*	3 *21%* *8%*	2 *24%* *5%*	7 *49%* *21%*	17 *36%* *48%*	11 *32%* *30%*	9 *38%* *25%*	6 *22%* *18%*	12 *40%* *35%*
Net: 10/9	**4** ***4%***	2 *4%* *43%*	2 *4%* *57%*	- - -	1 *4%* *34%*	1 *12%* *32%*	1 *4%* *23%*	* *3%* *10%*	- - -	- - -	3 *6%* *77%*	1 *3%* *23%*	1 *5%* *32%*	- - -	- - -
Net: 6/5/4	**43** ***45%***	15 *37%* *34%*	28 *51%* *66%*	5 *40%* *12%*	11 *34%* *25%*	5 *47%* *11%*	12 *56%* *27%*	7 *54%* *16%*	3 *50%* *8%*	8 *50%* *18%*	21 *44%* *48%*	15 *44%* *34%*	10 *43%* *23%*	16 *56%* *37%*	14 *45%* *32%*
Net: 3/2/1	**9** ***9%***	6 *14%* *66%*	3 *5%* *34%*	3 *20%* *31%*	2 *5%* *19%*	* *5%* *6%*	3 *13%* *33%*	1 *8%* *11%*	- - -	- - -	6 *12%* *69%*	3 *8%* *31%*	3 *12%* *31%*	2 *6%* *18%*	4 *12%* *44%*
Mean	**5.97**	5.90	6.03	5.95	6.25	6.39	5.89	5.36	5.37	5.88	5.78	6.32	5.95	5.50	5.92

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 948

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**90**	42 *47%*	48 *53%*	10 *11%*	22 *24%*	15 *17%*	24 *27%*	13 *14%*	6 *7%*	16 *18%*	55 *61%*	18 *20%*	16 *18%*	15 *17%*	19 *21%*
Effective Total	**57**	26	31	6	16	9	12	12	5	10	37	14	14	13	17
Standard Deviation	**1.84**	2.13	1.59	2.03	1.79	2.03	1.99	1.65	1.33	1.70	2.02	1.63	1.85	1.43	2.01

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 948

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**90**	8 *9%*	11 *12%*	21 *23%*	50 *56%*	85 *94%*	4 *4%*	90 *100%*	90 *100%*	37 *41%*	52 *58%*	52 *58%*
Total (Wtd)	**96**	5** *5%* **	4** *4%* **	4** *4%* **	83* *86%* *	90* *94%* *	6** *6%* **	96* *100%* *	96* *100%* *	31** *32%* **	65* *68%* *	65* *68%* *
Effective Total	**57**	8	11	20	43	53	4	57	57	24	34	34
10	**2** ***2%***	1 *18%* *42%*	- - -	- - -	1 *1%* *58%*	2 *2%* *100%*	- - -	2 *2%* *100%*	2 *2%* *100%*	1 *3%* *42%*	1 *2%* *58%*	1 *2%* *58%*
9	**2** ***2%***	2 *36%* *100%*	- - -	- - -	- - -	2 *2%* *100%*	- - -	2 *2%* *100%*	2 *2%* *100%*	- - -	2 *3%* *100%*	2 *3%* *100%*
8	**18** ***19%***	1 *23%* *6%*	1 *19%* *5%*	1 *20%* *5%*	15 *18%* *85%*	15 *16%* *82%*	3 *54%* *18%*	18 *19%* *100%*	18 *19%* *100%*	4 *12%* *20%*	14 *22%* *80%*	14 *22%* *80%*
7	**14** ***14%***	* *10%* *3%*	* *7%* *2%*	2 *38%* *12%*	11 *14%* *82%*	14 *15%* *100%*	- - -	14 *14%* *100%*	14 *14%* *100%*	5 *17%* *39%*	8 *13%* *61%*	8 *13%* *61%*
6	**18** ***18%***	1 *14%* *4%*	1 *23%* *5%*	* *9%* *2%*	16 *19%* *89%*	18 *20%* *100%*	- - -	18 *18%* *100%*	18 *18%* *100%*	5 *17%* *29%*	13 *19%* *71%*	13 *19%* *71%*
5	**14** ***15%***	- - -	* *10%* *3%*	1 *16%* *5%*	13 *16%* *92%*	13 *14%* *92%*	1 *20%* *8%*	14 *15%* *100%*	14 *15%* *100%*	12 *38%* *81%*	3 *4%* *19%*	3 *4%* *19%*
4	**11** ***12%***	- - -	* *8%* *3%*	- - -	11 *13%* *97%*	10 *11%* *86%*	2 *25%* *14%*	11 *12%* *100%*	11 *12%* *100%*	1 *4%* *12%*	10 *15%* *88%*	10 *15%* *88%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 948

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**90**	8 *9%*	11 *12%*	21 *23%*	50 *56%*	85 *94%*	4 *4%*	90 *100%*	90 *100%*	37 *41%*	52 *58%*	52 *58%*
Effective Total	**57**	8	11	20	43	53	4	57	57	24	34	34
3	**7** ***7%***	- - -	* *7%* *4%*	- - -	7 *8%* *96%*	7 *8%* *100%*	- - -	7 *7%* *100%*	7 *7%* *100%*	- - -	7 *11%* *96%*	7 *11%* *96%*
2	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
1	**1** ***1%***	- - -	- - -	* *4%* *12%*	1 *1%* *88%*	1 *2%* *100%*	- - -	1 *1%* *100%*	1 *1%* *100%*	* *1%* *12%*	1 *2%* *88%*	1 *2%* *88%*
Don't know	**9** ***9%***	- - -	1 *26%* *12%*	1 *12%* *6%*	7 *9%* *82%*	9 *10%* *100%*	- - -	9 *9%* *100%*	9 *9%* *100%*	2 *8%* *28%*	7 *10%* *72%*	7 *10%* *72%*
Net: 10/9/8/7	**35** ***37%***	4 *86%* *12%*	1 *27%* *3%*	2 *59%* *7%*	27 *33%* *78%*	32 *36%* *91%*	3 *54%* *9%*	35 *37%* *100%*	35 *37%* *100%*	10 *32%* *28%*	25 *39%* *72%*	25 *39%* *72%*
Net: 10/9	**4** ***4%***	3 *54%* *68%*	- - -	- - -	1 *1%* *32%*	4 *4%* *100%*	- - -	4 *4%* *100%*	4 *4%* *100%*	1 *3%* *23%*	3 *4%* *77%*	3 *4%* *77%*
Net: 6/5/4	**43** ***45%***	1 *14%* *1%*	2 *41%* *4%*	1 *25%* *3%*	40 *48%* *92%*	40 *45%* *94%*	3 *46%* *6%*	43 *45%* *100%*	43 *45%* *100%*	18 *59%* *42%*	25 *39%* *58%*	25 *39%* *58%*
Net: 3/2/1	**9** ***9%***	- - -	* *7%* *4%*	* *4%* *2%*	8 *10%* *94%*	9 *10%* *100%*	- - -	9 *9%* *100%*	9 *9%* *100%*	* *1%* *2%*	8 *12%* *94%*	8 *12%* *94%*
Mean	**5.97**	8.36	5.98	6.47	5.80	5.94	6.38	5.97	5.97	6.04	5.96	5.96

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 948

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - More4**

Base : All who watch More4 regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**90**	8 *9%*	11 *12%*	21 *23%*	50 *56%*	85 *94%*	4 *4%*	90 *100%*	90 *100%*	37 *41%*	52 *58%*	52 *58%*
Effective Total	**57**	8	11	20	43	53	4	57	57	24	34	34
Standard Deviation	**1.84**	1.42	1.94	1.84	1.79	1.84	1.98	1.84	1.84	1.43	2.02	2.02

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 949

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**153**	98 *64%*	55 *36%*	6 *4%*	19 *12%*	26 *17%*	28 *18%*	32 *21%*	42 *27%*	23 *15%*	90 *59%*	37 *24%*	29 *19%*	22 *14%*	34 *22%*
Total (Wtd)	**143**	89* *62%* *	55* *38%* *	7** *5%* **	16** *12%* **	22** *16%* **	27** *19%* **	25** *17%* **	45* *31%* *	23** *16%* **	70* *49%* *	50** *35%* **	38** *26%* **	35** *25%* **	46** *32%* **
Effective Total	**103**	66	37	4	11	18	18	22	32	17	64	28	28	20	29
10	**13** ***9%***	7 *8%* *57%*	6 *10%* *43%*	3 *37%* *21%*	3 *18%* *24%*	4 *16%* *27%*	* *2%* *4%*	3 *11%* *21%*	* *1%* *3%*	- - -	3 *4%* *23%*	10 *20%* *77%*	1 *3%* *9%*	- - -	10 *22%* *79%*
9	**7** ***5%***	4 *5%* *58%*	3 *6%* *42%*	- - -	1 *4%* *8%*	2 *8%* *24%*	2 *6%* *22%*	1 *4%* *13%*	2 *5%* *33%*	1 *6%* *19%*	5 *8%* *75%*	* *1%* *5%*	1 *3%* *13%*	3 *9%* *41%*	2 *5%* *30%*
8	**33** ***23%***	19 *22%* *58%*	14 *26%* *42%*	1 *9%* *2%*	2 *13%* *7%*	5 *23%* *16%*	6 *21%* *17%*	6 *23%* *17%*	14 *31%* *42%*	3 *12%* *9%*	16 *23%* *48%*	15 *29%* *44%*	19 *51%* *58%*	1 *4%* *4%*	7 *14%* *20%*
7	**23** ***16%***	16 *19%* *71%*	7 *12%* *29%*	2 *33%* *10%*	5 *30%* *21%*	4 *19%* *19%*	3 *13%* *15%*	2 *9%* *10%*	6 *13%* *25%*	5 *21%* *21%*	12 *18%* *53%*	6 *12%* *26%*	7 *18%* *29%*	7 *21%* *32%*	5 *11%* *21%*
6	**20** ***14%***	8 *9%* *41%*	12 *22%* *59%*	- - -	1 *8%* *6%*	3 *13%* *15%*	5 *18%* *25%*	4 *17%* *22%*	7 *15%* *33%*	5 *21%* *24%*	9 *13%* *43%*	7 *13%* *33%*	3 *8%* *15%*	7 *19%* *34%*	6 *13%* *30%*
5	**18** ***13%***	12 *14%* *66%*	6 *12%* *34%*	2 *21%* *9%*	1 *7%* *6%*	3 *12%* *15%*	2 *7%* *10%*	5 *19%* *26%*	6 *14%* *35%*	4 *18%* *23%*	8 *12%* *45%*	6 *12%* *32%*	1 *3%* *6%*	6 *18%* *34%*	7 *15%* *37%*
4	**8** ***6%***	8 *9%* *98%*	* * *2%*	- - -	- - -	- - -	- - -	3 *11%* *34%*	5 *12%* *66%*	3 *12%* *35%*	1 *2%* *18%*	4 *8%* *47%*	3 *7%* *32%*	4 *10%* *44%*	1 *2%* *14%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 949

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**153**	98 *64%*	55 *36%*	6 *4%*	19 *12%*	26 *17%*	28 *18%*	32 *21%*	42 *27%*	23 *15%*	90 *59%*	37 *24%*	29 *19%*	22 *14%*	34 *22%*
Effective Total	**103**	66	37	4	11	18	18	22	32	17	64	28	28	20	29
3	**5** ***4%***	5 *6%* *100%*	- - -	- - -	2 *10%* *29%*	1 *3%* *13%*	2 *6%* *32%*	* *2%* *7%*	1 *2%* *18%*	* *1%* *6%*	5 *6%* *84%*	1 *1%* *10%*	- - -	- - -	4 *8%* *70%*
2	**3** ***2%***	1 *1%* *41%*	2 *3%* *59%*	- - -	- - -	- - -	2 *7%* *59%*	- - -	1 *3%* *41%*	2 *8%* *59%*	1 *2%* *41%*	- - -	- - -	3 *9%* *100%*	- - -
1	**3** ***2%***	3 *3%* *100%*	- - -	- - -	2 *11%* *59%*	- - -	1 *5%* *41%*	- - -	- - -	- - -	3 *4%* *100%*	- - -	2 *4%* *52%*	- - -	1 *3%* *41%*
Don't know	**9** ***6%***	3 *4%* *40%*	5 *9%* *60%*	- - -	- - -	1 *5%* *14%*	4 *15%* *49%*	1 *5%* *14%*	2 *4%* *23%*	- - -	6 *8%* *68%*	3 *5%* *32%*	1 *3%* *14%*	4 *11%* *46%*	3 *7%* *37%*
Net: 10/9/8/7	**77** ***54%***	47 *53%* *62%*	29 *54%* *38%*	6 *79%* *8%*	11 *65%* *14%*	15 *66%* *19%*	11 *41%* *15%*	12 *46%* *15%*	23 *50%* *29%*	9 *40%* *12%*	37 *53%* *48%*	31 *61%* *40%*	28 *75%* *37%*	12 *33%* *15%*	24 *52%* *31%*
Net: 10/9	**20** ***14%***	12 *13%* *57%*	9 *16%* *43%*	3 *37%* *14%*	4 *22%* *18%*	5 *23%* *26%*	2 *8%* *10%*	4 *15%* *18%*	3 *6%* *14%*	1 *6%* *7%*	8 *12%* *42%*	10 *20%* *51%*	2 *6%* *11%*	3 *9%* *15%*	12 *27%* *61%*
Net: 6/5/4	**47** ***32%***	28 *32%* *61%*	18 *33%* *39%*	2 *21%* *3%*	2 *14%* *5%*	6 *25%* *12%*	7 *25%* *15%*	12 *47%* *25%*	18 *41%* *39%*	12 *51%* *25%*	18 *27%* *40%*	16 *32%* *35%*	7 *18%* *15%*	17 *47%* *36%*	14 *30%* *30%*
Net: 3/2/1	**11** ***8%***	10 *11%* *84%*	2 *3%* *16%*	- - -	3 *20%* *29%*	1 *3%* *6%*	5 *18%* *42%*	* *2%* *3%*	2 *5%* *19%*	2 *9%* *19%*	9 *13%* *77%*	1 *1%* *5%*	2 *4%* *14%*	3 *9%* *27%*	5 *11%* *44%*
Mean	**6.63**	6.39	7.06	7.77	6.52	7.38	6.04	6.67	6.41	5.86	6.43	7.28	7.06	5.79	6.91

Ofcom PSB Tracker : 2008

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Sample: Adults 16+ (nationally representative)

Table 949

Absolutes/col/row percents

9 Jul 2009

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	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**153**	98 *64%*	55 *36%*	6 *4%*	19 *12%*	26 *17%*	28 *18%*	32 *21%*	42 *27%*	23 *15%*	90 *59%*	37 *24%*	29 *19%*	22 *14%*	34 *22%*
Effective Total	**103**	66	37	4	11	18	18	22	32	17	64	28	28	20	29
Standard Deviation	**2.11**	2.24	1.82	2.06	2.82	1.80	2.40	1.93	1.82	1.85	2.22	1.93	1.84	1.88	2.47

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Total (Unwtd)	**153**	22 *14%*	20 *13%*	26 *17%*	85 *56%*	147 *96%*	5 *3%*	150 *98%*	153 *100%*	103 *67%*	50 *33%*	50 *33%*
Total (Wtd)	**143**	12** *8%* **	7** *5%* **	5** *4%* **	119* *83%* *	136* *95%* *	7** *5%* **	138 *96%*	143 *100%*	97* *68%* *	46* *32%* *	46* *32%* *
Effective Total	**103**	20	18	23	75	99	4	101	103	70	33	33
10	**13** ***9%***	- - -	1 *12%* *6%*	1 *12%* *5%*	11 *10%* *89%*	10 *7%* *79%*	3 *39%* *21%*	10 *7%* *79%*	13 *9%* *100%*	8 *8%* *64%*	5 *10%* *36%*	5 *10%* *36%*
9	**7** ***5%***	1 *4%* *7%*	- - -	1 *11%* *8%*	6 *5%* *85%*	7 *5%* *100%*	- - -	7 *5%* *100%*	7 *5%* *100%*	5 *5%* *64%*	3 *6%* *36%*	3 *6%* *36%*
8	**33** ***23%***	3 *28%* *10%*	2 *24%* *5%*	1 *23%* *4%*	27 *23%* *81%*	32 *24%* *96%*	1 *17%* *4%*	33 *24%* *100%*	33 *23%* *100%*	23 *24%* *68%*	11 *23%* *32%*	11 *23%* *32%*
7	**23** ***16%***	2 *21%* *11%*	* *4%* *1%*	1 *27%* *6%*	19 *16%* *82%*	23 *17%* *100%*	- - -	23 *17%* *100%*	23 *16%* *100%*	13 *13%* *56%*	10 *22%* *44%*	10 *22%* *44%*
6	**20** ***14%***	2 *17%* *10%*	2 *29%* *10%*	* *4%* *1%*	16 *13%* *79%*	19 *14%* *97%*	1 *9%* *3%*	20 *15%* *100%*	20 *14%* *100%*	17 *17%* *84%*	3 *7%* *16%*	3 *7%* *16%*
5	**18** ***13%***	3 *26%* *17%*	1 *11%* *4%*	* *4%* *1%*	14 *12%* *78%*	17 *13%* *94%*	1 *17%* *6%*	17 *12%* *93%*	18 *13%* *100%*	12 *13%* *68%*	6 *13%* *32%*	6 *13%* *32%*
4	**8** ***6%***	- - -	1 *7%* *6%*	* *5%* *3%*	7 *6%* *90%*	8 *6%* *100%*	- - -	8 *6%* *100%*	8 *6%* *100%*	4 *4%* *51%*	4 *9%* *49%*	4 *9%* *49%*

GfK NOP

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**153**	22 *14%*	20 *13%*	26 *17%*	85 *56%*	147 *96%*	5 *3%*	150 *98%*	153 *100%*	103 *67%*	50 *33%*	50 *33%*
Effective Total	**103**	20	18	23	75	99	4	101	103	70	33	33
3	**5** ***4%***	* *3%* *7%*	1 *13%* *16%*	* *6%* *7%*	4 *3%* *70%*	5 *4%* *100%*	- - -	5 *4%* *100%*	5 *4%* *100%*	4 *4%* *71%*	2 *3%* *29%*	2 *3%* *29%*
2	**3** ***2%***	- - -	- - -	- - -	3 *3%* *100%*	3 *2%* *100%*	- - -	3 *2%* *100%*	3 *2%* *100%*	3 *3%* *100%*	- - -	- - -
1	**3** ***2%***	- - -	- - -	* *4%* *7%*	3 *2%* *93%*	3 *2%* *100%*	- - -	3 *2%* *100%*	3 *2%* *100%*	2 *2%* *59%*	1 *3%* *41%*	1 *3%* *41%*
Don't know	**9** ***6%***	- - -	- - -	* *3%* *2%*	8 *7%* *98%*	7 *5%* *86%*	1 *18%* *14%*	7 *5%* *85%*	9 *6%* *100%*	7 *7%* *77%*	2 *4%* *23%*	2 *4%* *23%*
Net: 10/9/8/7	**77** ***54%***	6 *53%* *8%*	3 *39%* *3%*	4 *73%* *5%*	64 *53%* *83%*	73 *53%* *95%*	4 *56%* *5%*	74 *54%* *97%*	77 *54%* *100%*	49 *50%* *63%*	28 *61%* *37%*	28 *61%* *37%*
Net: 10/9	**20** ***14%***	1 *4%* *3%*	1 *12%* *4%*	1 *23%* *6%*	18 *15%* *87%*	17 *13%* *87%*	3 *39%* *13%*	17 *13%* *87%*	20 *14%* *100%*	13 *13%* *64%*	7 *16%* *36%*	7 *16%* *36%*
Net: 6/5/4	**47** ***32%***	5 *43%* *11%*	3 *48%* *7%*	1 *14%* *2%*	37 *31%* *81%*	45 *33%* *96%*	2 *26%* *4%*	45 *33%* *97%*	47 *32%* *100%*	33 *34%* *72%*	13 *29%* *28%*	13 *29%* *28%*
Net: 3/2/1	**11** ***8%***	* *3%* *3%*	1 *13%* *8%*	1 *10%* *5%*	10 *8%* *84%*	11 *8%* *100%*	- - -	11 *8%* *100%*	11 *8%* *100%*	9 *9%* *76%*	3 *6%* *24%*	3 *6%* *24%*
Mean	**6.63**	6.54	6.34	7.03	6.64	6.57	8.10	6.58	6.63	6.58	6.75	6.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 949

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - UKTV History**

Base : All who watch UKTV History regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**153**	22 *14%*	20 *13%*	26 *17%*	85 *56%*	147 *96%*	5 *3%*	150 *98%*	153 *100%*	103 *67%*	50 *33%*	50 *33%*
Effective Total	**103**	20	18	23	75	99	4	101	103	70	33	33
Standard Deviation	**2.11**	1.48	2.25	2.50	2.17	2.09	2.26	2.08	2.11	2.12	2.11	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 950

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**193**	110 *57%*	83 *43%*	10 *5%*	36 *19%*	32 *17%*	46 *24%*	32 *17%*	37 *19%*	33 *17%*	121 *63%*	39 *20%*	45 *23%*	18 *9%*	44 *23%*
Total (Wtd)	**185**	101* *55%* *	84* *45%* *	17** *9%* **	46** *25%* **	25** *13%* **	41* *22%* *	27** *15%* **	29** *15%* **	26** *14%* **	109* *59%* *	50** *27%* **	64* *34%* *	31** *17%* **	60* *32%* *
Effective Total	**129**	71	58	7	27	22	32	25	25	21	90	25	42	15	39
10	**15** ***8%***	9 *9%* *61%*	6 *7%* *39%*	3 *20%* *23%*	4 *9%* *27%*	2 *6%* *10%*	2 *4%* *10%*	3 *11%* *19%*	2 *6%* *11%*	- - -	6 *6%* *41%*	9 *18%* *59%*	2 *2%* *10%*	7 *21%* *43%*	5 *9%* *34%*
9	**32** ***17%***	19 *19%* *60%*	13 *15%* *40%*	2 *11%* *6%*	11 *23%* *34%*	7 *28%* *21%*	6 *14%* *19%*	4 *13%* *11%*	3 *10%* *9%*	4 *14%* *11%*	20 *18%* *63%*	8 *16%* *25%*	14 *23%* *45%*	3 *9%* *9%*	12 *20%* *38%*
8	**50** ***27%***	24 *24%* *48%*	26 *31%* *52%*	3 *16%* *6%*	9 *20%* *18%*	8 *31%* *15%*	10 *25%* *20%*	6 *24%* *13%*	14 *50%* *28%*	5 *18%* *9%*	33 *30%* *66%*	13 *25%* *25%*	16 *25%* *31%*	6 *18%* *11%*	18 *30%* *36%*
7	**31** ***17%***	22 *22%* *71%*	9 *11%* *29%*	2 *12%* *6%*	7 *15%* *23%*	3 *14%* *11%*	8 *18%* *24%*	4 *16%* *14%*	7 *23%* *21%*	3 *11%* *9%*	21 *19%* *68%*	7 *14%* *23%*	16 *25%* *52%*	2 *7%* *7%*	6 *10%* *20%*
6	**15** ***8%***	5 *5%* *32%*	11 *12%* *68%*	- - -	3 *7%* *22%*	3 *11%* *18%*	4 *10%* *27%*	5 *18%* *31%*	* *1%* *3%*	3 *13%* *21%*	9 *9%* *61%*	3 *5%* *18%*	1 *2%* *6%*	2 *5%* *10%*	11 *18%* *70%* L
5	**19** ***10%***	9 *9%* *49%*	10 *11%* *51%*	3 *20%* *19%*	6 *13%* *32%*	1 *5%* *6%*	6 *15%* *33%*	1 *4%* *6%*	1 *2%* *3%*	5 *19%* *26%*	8 *7%* *41%*	6 *12%* *33%*	7 *11%* *36%*	8 *25%* *42%*	2 *3%* *9%*
4	**6** ***3%***	3 *3%* *42%*	4 *4%* *58%*	2 *9%* *24%*	- - -	1 *2%* *9%*	2 *6%* *38%*	- - -	2 *6%* *28%*	1 *4%* *17%*	2 *1%* *24%*	4 *8%* *59%*	5 *8%* *83%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 950

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**193**	110 *57%*	83 *43%*	10 *5%*	36 *19%*	32 *17%*	46 *24%*	32 *17%*	37 *19%*	33 *17%*	121 *63%*	39 *20%*	45 *23%*	18 *9%*	44 *23%*
Effective Total	**129**	71	58	7	27	22	32	25	25	21	90	25	42	15	39
3	**4** ***2%***	4 *4%* *87%*	1 *1%* *13%*	- - -	2 *3%* *34%*	- - -	2 *4%* *41%*	1 *4%* *25%*	- - -	2 *6%* *38%*	3 *3%* *62%*	- - -	1 *2%* *27%*	- - -	3 *4%* *59%*
2	**1** *****	1 *1%* *100%*	- - -	- - -	- - -	1 *3%* *100%*	- - -	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**11** ***6%***	5 *5%* *45%*	6 *7%* *55%*	2 *12%* *19%*	4 *9%* *39%*	- - -	1 *3%* *12%*	3 *10%* *27%*	* *1%* *4%*	4 *15%* *37%*	6 *6%* *59%*	* *1%* *4%*	2 *2%* *15%*	5 *15%* *45%*	3 *5%* *28%*
Net: 10/9/8/7	**129** ***70%***	75 *74%* *58%*	54 *64%* *42%*	10 *59%* *8%*	31 *67%* *24%*	19 *79%* *15%*	25 *62%* *20%*	17 *63%* *13%*	25 *89%* *20%*	11 *43%* *9%*	81 *74%* *63%*	37 *74%* *29%*	48 *75%* *37%*	17 *55%* *13%*	42 *70%* *32%*
Net: 10/9	**47** ***26%***	29 *28%* *60%*	19 *22%* *40%*	5 *31%* *11%*	15 *32%* *32%*	8 *34%* *18%*	8 *18%* *16%*	6 *24%* *14%*	4 *16%* *10%*	4 *14%* *8%*	26 *24%* *56%*	17 *34%* *36%*	16 *25%* *34%*	9 *30%* *20%*	17 *29%* *37%*
Net: 6/5/4	**41** ***22%***	17 *17%* *42%*	24 *28%* *58%*	5 *29%* *12%*	9 *20%* *23%*	4 *18%* *11%*	13 *31%* *32%*	6 *22%* *15%*	3 *10%* *7%*	9 *36%* *23%*	19 *17%* *46%*	13 *25%* *31%*	13 *21%* *32%*	9 *30%* *23%*	13 *21%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 950

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**193**	110 *57%*	83 *43%*	10 *5%*	36 *19%*	32 *17%*	46 *24%*	32 *17%*	37 *19%*	33 *17%*	121 *63%*	39 *20%*	45 *23%*	18 *9%*	44 *23%*
Effective Total	**129**	71	58	7	27	22	32	25	25	21	90	25	42	15	39
Net: 3/2/1	**5** **3%**	5 *4%* *89%*	1 *1%* *11%*	- - -	2 *3%* *30%*	1 *3%* *13%*	2 *4%* *35%*	1 *4%* *22%*	- - -	2 *6%* *33%*	3 *3%* *67%*	- - -	1 *2%* *24%*	- - -	3 *4%* *52%*
Mean	**7.38**	7.42	7.34	7.36	7.51	7.64	6.89	7.44	7.63	6.49	7.47	7.59	7.22	7.53	7.59
Standard Deviation	**1.74**	1.81	1.66	2.18	1.78	1.70	1.81	1.73	1.33	1.86	1.61	1.87	1.72	2.00	1.66

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 950

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**193**	25 *13%*	26 *13%*	35 *18%*	107 *55%*	175 *91%*	16 *8%*	192 *99%*	193 *100%*	148 *77%*	45 *23%*	45 *23%*
Total (Wtd)	**185**	14** *8%* **	9** *5%* **	7* *4%* *	155* *83%* *	162 *88%*	23** *12%* **	183 *99%*	185 *100%*	140* *76%* *	45* *24%* *	45* *24%* *
Effective Total	**129**	24	24	32	95	116	14	129	129	97	32	32
10	**15** ***8%***	* *3%* *3%*	1 *16%* *10%*	- - -	14 *9%* *88%*	13 *8%* *83%*	3 *12%* *17%*	13 *7%* *83%*	15 *8%* *100%*	13 *10%* *86%*	2 *5%* *14%*	2 *5%* *14%*
9	**32** ***17%***	1 *4%* *2%*	1 *9%* *3%*	1 *16%* *4%*	29 *19%* *92%*	30 *19%* *95%*	2 *7%* *5%*	32 *17%* *100%*	32 *17%* *100%*	27 *19%* *84%*	5 *11%* *16%*	5 *11%* *16%*
8	**50** ***27%***	6 *45%* *13%*	2 *23%* *4%*	3 *36%* *5%*	39 *25%* *78%*	41 *25%* *80%*	10 *44%* *20%*	50 *28%* *100%*	50 *27%* *100%*	39 *28%* *78%*	11 *24%* *22%*	11 *24%* *22%*
7	**31** ***17%***	2 *16%* *7%*	3 *32%* *9%*	2 *24%* *6%*	24 *16%* *78%*	31 *19%* *100%*	- - -	31 *17%* *100%*	31 *17%* *100%*	23 *16%* *74%*	8 *18%* *26%*	8 *18%* *26%*
6	**15** ***8%***	1 *4%* *3%*	1 *8%* *5%*	1 *11%* *5%*	13 *9%* *87%*	13 *8%* *84%*	2 *11%* *16%*	15 *8%* *100%*	15 *8%* *100%*	9 *7%* *60%*	6 *14%* *40%*	6 *14%* *40%*
5	**19** ***10%***	2 *12%* *9%*	* *3%* *1%*	1 *8%* *3%*	16 *11%* *87%*	16 *10%* *85%*	3 *13%* *15%*	19 *10%* *100%*	19 *10%* *100%*	15 *11%* *81%*	3 *8%* *19%*	3 *8%* *19%*
4	**6** ***3%***	1 *4%* *9%*	* *4%* *5%*	* *2%* *2%*	5 *3%* *83%*	6 *4%* *100%*	- - -	6 *4%* *100%*	6 *3%* *100%*	5 *3%* *76%*	2 *3%* *24%*	2 *3%* *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 950

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**193**	25 *13%*	26 *13%*	35 *18%*	107 *55%*	175 *91%*	16 *8%*	192 *99%*	193 *100%*	148 *77%*	45 *23%*	45 *23%*
Effective Total	**129**	24	24	32	95	116	14	129	129	97	32	32
3	**4** ***2%***	1 *4%* *13%*	- - -	- - -	4 *2%* *87%*	3 *2%* *66%*	2 *7%* *34%*	4 *2%* *100%*	4 *2%* *100%*	1 *** *13%*	4 *9%* *87%* X	4 *9%* *87%* X
2	**1** *****	1 *4%* *74%*	- - -	* *2%* *26%* R	- - -	1 *** *100%*	- - -	1 *** *100%*	1 *** *100%*	1 *** *100%*	- - -	- - -
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**11** ***6%***	1 *5%* *7%*	* *4%* *4%*	* *2%* *1%*	9 *6%* *88%*	9 *5%* *83%*	2 *8%* *17%*	11 *6%* *100%*	11 *6%* *100%*	7 *5%* *66%*	4 *8%* *34%*	4 *8%* *34%*
Net: 10/9/8/7	**129** ***70%***	9 *67%* *7%*	7 *81%* *6%*	6 *75%* *4%*	107 *69%* *83%*	115 *71%* *89%*	14 *62%* *11%*	126 *69%* *98%*	129 *70%* *100%*	102 *73%* *79%*	26 *59%* *21%*	26 *59%* *21%*
Net: 10/9	**47** ***26%***	1 *6%* *2%*	2 *25%* *5%*	1 *16%* *2%*	43 *28%* *91%*	43 *26%* *91%*	4 *19%* *9%*	45 *24%* *94%*	47 *26%* *100%*	40 *29%* *85%*	7 *16%* *15%*	7 *16%* *15%*
Net: 6/5/4	**41** ***22%***	3 *20%* *7%*	1 *15%* *3%*	2 *21%* *4%*	35 *23%* *86%*	35 *22%* *87%*	5 *23%* *13%*	41 *22%* *100%*	41 *22%* *100%*	29 *21%* *72%*	11 *25%* *28%*	11 *25%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 950

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Sky News**

Base : All who watch Sky News regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**193**	25 *13%*	26 *13%*	35 *18%*	107 *55%*	175 *91%*	16 *8%*	192 *99%*	193 *100%*	148 *77%*	45 *23%*	45 *23%*
Effective Total	**129**	24	24	32	95	116	14	129	129	97	32	32
Net: 3/2/1	**5** **3%**	1 *8%* *21%*	- - -	* *2%* *3%*	4 *2%* *75%*	4 *2%* *70%*	2 *7%* *30%*	5 *3%* *100%*	5 *3%* *100%*	1 *1%* *25%*	4 *9%* *75%* X	4 *9%* *75%* X
Mean	**7.38**	6.86	7.69	7.23	7.42	7.39	7.32	7.34	7.38	7.55	6.86	6.86
Standard Deviation	**1.74**	1.93	1.58	1.59	1.75	1.72	1.96	1.72	1.74	1.67	1.89	1.89

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 951

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**204**	129 *63%*	75 *37%*	12 *6%*	29 *14%*	43 *21%*	46 *23%*	41 *20%*	32 *16%*	38 *19%*	124 *61%*	40 *20%*	39 *19%*	25 *12%*	42 *21%*
Total (Wtd)	**188**	117* *63%* *	70* *37%* *	16** *9%* **	29** *16%* **	35* *18%* *	44* *23%* *	31** *17%* **	33** *17%* **	35** *19%* **	105* *56%* *	48** *26%* **	56* *30%* *	41** *22%* **	56* *30%* *
Effective Total	**139**	89	50	10	17	31	33	28	25	26	87	29	37	24	37
10	**20** ***10%***	8 *7%* *42%*	11 *16%* *58%*	2 *10%* *8%*	6 *21%* *32%*	2 *6%* *11%*	4 *10%* *22%*	3 *9%* *14%*	2 *8%* *13%*	* *1%* *1%*	9 *9%* *47%*	10 *21%* *52%*	6 *10%* *29%*	2 *5%* *10%*	8 *14%* *41%*
9	**21** ***11%***	16 *14%* *79%*	4 *6%* *21%*	2 *12%* *10%*	2 *8%* *12%*	7 *19%* *33%*	4 *9%* *20%*	4 *12%* *19%*	2 *5%* *8%*	4 *11%* *18%*	15 *14%* *72%*	2 *4%* *10%*	3 *5%* *14%*	8 *19%* *38%*	6 *11%* *30%*
8	**48** ***26%***	29 *25%* *61%*	19 *27%* *39%*	1 *5%* *2%*	7 *23%* *14%*	10 *28%* *20%*	14 *31%* *28%*	4 *14%* *9%*	13 *39%* *27%*	8 *24%* *17%*	21 *20%* *44%*	19 *39%* *39%*	21 *38%* *43%*	8 *19%* *16%*	10 *17%* *20%*
7	**44** ***24%***	30 *26%* *68%*	14 *20%* *32%*	5 *33%* *12%*	6 *22%* *14%*	7 *19%* *15%*	13 *29%* *28%*	9 *30%* *21%*	4 *12%* *9%*	10 *29%* *23%*	24 *23%* *55%*	10 *20%* *22%*	14 *26%* *32%*	6 *15%* *14%*	16 *28%* *35%*
6	**18** ***10%***	6 *5%* *31%*	12 *18%* *69%* A	- - -	3 *10%* *16%*	4 *13%* *25%*	3 *8%* *19%*	4 *12%* *21%*	4 *11%* *20%*	4 *12%* *23%*	11 *10%* *61%*	3 *6%* *16%*	1 *2%* *7%*	8 *20%* *45%*	4 *7%* *22%*
5	**16** ***9%***	12 *10%* *75%*	4 *6%* *25%*	4 *22%* *22%*	2 *8%* *15%*	2 *5%* *11%*	2 *4%* *11%*	4 *12%* *23%*	3 *9%* *18%*	4 *10%* *22%*	11 *11%* *70%*	1 *3%* *7%*	1 *2%* *8%*	3 *8%* *20%*	8 *14%* *47%*
4	**6** ***3%***	6 *5%* *100%*	* * *	- - -	* * *	1 *4%* *19%*	- - -	1 *4%* *19%*	4 *12%* *62%*	- - -	5 *4%* *74%*	2 *3%* *26%*	5 *9%* *76%*	1 *3%* *20%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 951

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**204**	129 *63%*	75 *37%*	12 *6%*	29 *14%*	43 *21%*	46 *23%*	41 *20%*	32 *16%*	38 *19%*	124 *61%*	40 *20%*	39 *19%*	25 *12%*	42 *21%*
Effective Total	**139**	89	50	10	17	31	33	28	25	26	87	29	37	24	37
3	**2** ***1%***	2 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	2 *5%* *100%*	- - -	- - -	2 *3%* *100%*	2 *3%* *100%*	- - -	- - -
2	**6** ***3%***	4 *4%* *69%*	2 *3%* *31%*	- - -	2 *8%* *39%*	1 *2%* *10%*	3 *7%* *51%*	- - -	- - -	5 *13%* *79%*	1 *1%* *21%*	- - -	- - -	4 *10%* *70%*	1 *2%* *21%*
1	**2** ***1%***	2 *1%* *100%*	- - -	2 *9%* *100%*	- - -	- - -	- - -	- - -	- - -	- - -	2 *1%* *100%*	- - -	2 *3%* *100%*	- - -	- - -
Don't know	**5** ***3%***	2 *2%* *40%*	3 *5%* *60%*	2 *10%* *29%*	- - -	1 *4%* *22%*	1 *2%* *12%*	2 *6%* *36%*	- - -	- - -	5 *5%* *94%*	* *1%* *6%*	1 *2%* *22%*	- - -	4 *6%* *65%*
Net: 10/9/8/7	**133** ***71%***	84 *71%* *63%*	49 *70%* *37%*	10 *59%* *7%*	22 *74%* *16%*	25 *73%* *19%*	35 *80%* *26%*	20 *65%* *15%*	21 *64%* *16%*	23 *65%* *17%*	70 *67%* *53%*	40 *84%* *30%*	44 *79%* *33%*	24 *59%* *18%*	40 *71%* *30%*
Net: 10/9	**40** ***21%***	24 *21%* *61%*	16 *22%* *39%*	4 *22%* *9%*	9 *29%* *22%*	9 *26%* *22%*	8 *19%* *21%*	7 *21%* *16%*	4 *13%* *10%*	4 *12%* *10%*	24 *23%* *60%*	12 *25%* *30%*	9 *15%* *21%*	10 *24%* *25%*	14 *26%* *36%*
Net: 6/5/4	**40** ***22%***	24 *20%* *60%*	16 *23%* *40%*	4 *22%* *9%*	5 *18%* *13%*	7 *21%* *18%*	5 *12%* *13%*	9 *28%* *22%*	10 *31%* *25%*	8 *22%* *19%*	27 *26%* *67%*	6 *12%* *14%*	7 *13%* *18%*	13 *31%* *31%*	12 *21%* *29%*
Net: 3/2/1	**9** ***5%***	7 *6%* *80%*	2 *3%* *20%*	2 *9%* *17%*	2 *8%* *25%*	1 *2%* *6%*	3 *7%* *33%*	- - -	2 *5%* *18%*	5 *13%* *51%*	3 *3%* *30%*	2 *3%* *18%*	3 *6%* *35%*	4 *10%* *45%*	1 *2%* *13%*
Mean	**7.18**	7.01	7.48	6.54	7.37	7.46	7.29	7.18	6.88	6.48	7.16	7.76	7.18	6.77	7.40

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 951

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**204**	129 *63%*	75 *37%*	12 *6%*	29 *14%*	43 *21%*	46 *23%*	41 *20%*	32 *16%*	38 *19%*	124 *61%*	40 *20%*	39 *19%*	25 *12%*	42 *21%*
Effective Total	**139**	89	50	10	17	31	33	28	25	26	87	29	37	24	37
Standard Deviation	**1.92**	2.02	1.72	2.55	2.21	1.63	1.90	1.61	1.92	2.11	1.87	1.73	2.00	2.20	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 951

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**204**	32 *16%*	34 *17%*	32 *16%*	106 *52%*	194 *95%*	8 *4%*	202 *99%*	204 *100%*	204 *100%*
Total (Wtd)	**188**	18* *10%* *	11* *6%* *	6** *3%* **	152* *81%* *	174 *93%*	14** *7%* **	184 *98%*	188 *100%*	188 *100%*
Effective Total	**139**	30	31	28	98	133	7	138	139	139
10	**20** ***10%***	2 *14%* *13%*	1 *9%* *5%*	* *6%* *2%*	16 *10%* *81%*	15 *8%* *76%*	5 *35%* *24%*	17 *9%* *86%*	20 *10%* *100%*	20 *10%* *100%*
9	**21** ***11%***	2 *9%* *8%*	1 *5%* *3%*	1 *23%* *7%*	17 *11%* *83%*	19 *11%* *92%*	2 *12%* *8%*	21 *11%* *100%*	21 *11%* *100%*	21 *11%* *100%*
8	**48** ***26%***	5 *28%* *11%*	3 *28%* *7%*	1 *24%* *3%*	39 *25%* *80%*	47 *27%* *97%*	2 *11%* *3%*	47 *26%* *97%*	48 *26%* *100%*	48 *26%* *100%*
7	**44** ***24%***	4 *22%* *9%*	3 *27%* *7%*	1 *21%* *3%*	36 *24%* *81%*	43 *25%* *97%*	1 *9%* *3%*	44 *24%* *100%*	44 *24%* *100%*	44 *24%* *100%*
6	**18** ***10%***	1 *7%* *7%*	2 *21%* *13%* R	1 *16%* *6%*	13 *9%* *74%*	17 *10%* *93%*	1 *9%* *7%*	18 *10%* *100%*	18 *10%* *100%*	18 *10%* *100%*
5	**16** ***9%***	3 *17%* *19%*	1 *9%* *6%*	- - -	12 *8%* *75%*	13 *7%* *80%*	3 *24%* *20%*	16 *9%* *100%*	16 *9%* *100%*	16 *9%* *100%*
4	**6** ***3%***	- - -	* *2%* *4%	* * *	6 *4%* *96%*	6 *4%* *100%*	- - -	6 *3%* *100%*	6 *3%* *100%*	6 *3%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 951

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**204**	32 *16%*	34 *17%*	32 *16%*	106 *52%*	194 *95%*	8 *4%*	202 *99%*	204 *100%*	204 *100%*
Effective Total	**139**	30	31	28	98	133	7	138	139	139
3	**2** ***1%***	- - -	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*
2	**6** ***3%***	1 *3%* *10%*	- - -	- - -	5 *4%* *90%*	6 *3%* *100%*	- - -	6 *3%* *100%*	6 *3%* *100%*	6 *3%* *100%*
1	**2** ***1%***	- - -	- - -	- - -	2 *1%* *100%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*
Don't know	**5** ***3%***	- - -	- - -	1 *11%* *12%*	5 *3%* *88%*	5 *3%* *100%*	- - -	5 *3%* *100%*	5 *3%* *100%*	5 *3%* *100%*
Net: 10/9/8/7	**133** ***71%***	13 *72%* *10%*	8 *68%* *6%*	5 *73%* *3%*	107 *71%* *81%*	124 *71%* *93%*	9 *67%* *7%*	129 *70%* *97%*	133 *71%* *100%*	133 *71%* *100%*
Net: 10/9	**40** ***21%***	4 *22%* *10%*	2 *13%* *4%*	2 *28%* *4%*	33 *22%* *82%*	34 *19%* *84%*	6 *47%* *16%*	37 *20%* *93%*	40 *21%* *100%*	40 *21%* *100%*
Net: 6/5/4	**40** ***22%***	4 *24%* *11%*	4 *32%* *9%*	1 *16%* *3%*	31 *21%* *78%*	36 *21%* *89%*	4 *33%* *11%*	40 *22%* *100%*	40 *22%* *100%*	40 *22%* *100%*
Net: 3/2/1	**9** ***5%***	1 *3%* *6%*	- - -	- - -	9 *6%* *94%*	9 *5%* *100%*	- - -	9 *5%* *100%*	9 *5%* *100%*	9 *5%* *100%*
Mean	**7.18**	7.29	7.19	7.78	7.15	7.13	7.83	7.14	7.18	7.18

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 951

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Discovery Channel**

Base : All who watch Discovery Channel regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**204**	32 *16%*	34 *17%*	32 *16%*	106 *52%*	194 *95%*	8 *4%*	202 *99%*	204 *100%*	204 *100%*
Effective Total	**139**	30	31	28	98	133	7	138	139	139
Standard Deviation	**1.92**	1.88	1.47	1.32	1.99	1.90	2.11	1.91	1.92	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 952

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**112**	32 *29%*	80 *71%*	16 *14%*	12 *11%*	28 *25%*	30 *27%*	17 *15%*	9 *8%*	11 *10%*	71 *63%*	29 *26%*	21 *19%*	13 *12%*	27 *24%*
Total (Wtd)	**111**	33** *30%* **	78* *70%* *	21** *19%* **	13** *12%* **	25** *23%* **	31** *28%* **	13** *12%* **	8** *7%* **	11** *10%* **	58* *53%* *	41** *37%* **	32** *29%* **	24** *21%* **	35** *31%* **
Effective Total	**72**	22	51	12	7	18	19	13	6	8	49	20	19	12	21
10	**2** ***2%***	- - -	2 *3%* *100%*	- - -	* *3%* *16%*	- - -	1 *3%* *37%*	1 *5%* *29%*	* *5%* *18%*	- - -	* *1%* *16%*	2 *5%* *84%*	- - -	- - -	- - -
9	**7** ***6%***	1 *4%* *21%*	5 *7%* *79%*	- - -	- - -	3 *13%* *49%*	2 *7%* *31%*	1 *11%* *21%*	- - -	1 *12%* *21%*	5 *8%* *67%*	1 *2%* *13%*	1 *4%* *18%*	3 *13%* *44%*	1 *4%* *18%*
8	**17** ***15%***	3 *8%* *15%*	14 *18%* *85%*	3 *15%* *19%*	2 *17%* *13%*	3 *12%* *18%*	6 *21%* *38%*	- - -	2 *27%* *12%*	2 *20%* *13%*	4 *7%* *25%*	10 *25%* *62%*	6 *17%* *33%*	- - -	7 *21%* *44%*
7	**16** ***15%***	8 *26%* *51%*	8 *10%* *49%*	4 *19%* *25%*	* *2%* *2%*	4 *15%* *22%*	5 *17%* *31%*	3 *23%* *19%*	* *2%* *1%*	1 *9%* *6%*	10 *18%* *63%*	5 *12%* *30%*	4 *14%* *27%*	4 *18%* *27%*	4 *11%* *23%*
6	**20** ***18%***	7 *20%* *32%*	14 *18%* *68%*	4 *18%* *19%*	6 *45%* *28%*	2 *6%* *7%*	3 *9%* *14%*	5 *36%* *24%*	2 *22%* *8%*	2 *16%* *9%*	14 *24%* *68%*	5 *12%* *24%*	7 *22%* *35%*	6 *26%* *30%*	5 *15%* *25%*
5	**16** ***14%***	4 *12%* *25%*	12 *15%* *75%*	- - -	3 *27%* *22%*	2 *8%* *12%*	7 *24%* *48%*	2 *12%* *11%*	1 *16%* *8%*	2 *15%* *11%*	8 *13%* *48%*	6 *15%* *41%*	5 *15%* *31%*	4 *18%* *28%*	4 *10%* *23%*
4	**6** ***5%***	2 *6%* *34%*	4 *5%* *66%*	3 *13%* *45%*	* * *	2 *8%* *34%*	1 *4%* *20%*	- - -	- - -	- - -	3 *5%* *47%*	3 *8%* *53%*	1 *4%* *20%*	- - -	4 *10%* *61%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 952

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**112**	32 *29%*	80 *71%*	16 *14%*	12 *11%*	28 *25%*	30 *27%*	17 *15%*	9 *8%*	11 *10%*	71 *63%*	29 *26%*	21 *19%*	13 *12%*	27 *24%*
Effective Total	**72**	22	51	12	7	18	19	13	6	8	49	20	19	12	21
3	**8** ***7%***	3 *9%* *38%*	5 *6%* *62%*	3 *14%* *36%*	1 *6%* *9%*	4 *17%* *52%*	* *1%* *2%*	- - -	- - -	- - -	3 *5%* *33%*	5 *13%* *67%*	3 *8%* *33%*	3 *12%* *33%*	1 *4%* *15%*
2	**3** ***3%***	2 *5%* *48%*	2 *2%* *52%*	3 *14%* *95%*	- - -	- - -	* *1%* *5%*	- - -	- - -	- - -	3 *6%* *100%*	- - -	2 *5%* *48%*	- - -	2 *4%* *47%*
1	**8** ***7%***	- - -	8 *11%* *100%*	2 *7%* *19%*	- - -	5 *19%* *57%*	2 *6%* *24%*	- - -	- - -	3 *28%* *39%*	3 *5%* *36%*	2 *5%* *25%*	1 *4%* *15%*	2 *8%* *22%*	5 *14%* *61%*
Don't know	**7** ***6%***	3 *10%* *51%*	3 *4%* *49%*	* * *	- - -	1 *2%* *8%*	2 *8%* *36%*	2 *12%* *24%*	2 *29%* *32%*	- - -	6 *10%* *83%*	1 *3%* *17%*	2 *7%* *32%*	1 *5%* *18%*	2 *6%* *33%*
Net: 10/9/8/7	**42** ***38%***	12 *37%* *29%*	30 *39%* *71%*	7 *34%* *17%*	3 *22%* *7%*	10 *40%* *24%*	14 *47%* *34%*	5 *39%* *12%*	3 *34%* *6%*	5 *41%* *11%*	20 *34%* *46%*	18 *44%* *43%*	11 *35%* *27%*	7 *31%* *17%*	12 *36%* *29%*
Net: 10/9	**9** ***8%***	1 *4%* *15%*	8 *10%* *85%*	- - -	* *3%* *4%*	3 *13%* *36%*	3 *10%* *32%*	2 *16%* *23%*	* *5%* *4%*	1 *12%* *15%*	5 *8%* *54%*	3 *7%* *31%*	1 *4%* *13%*	3 *13%* *33%*	1 *4%* *13%*
Net: 6/5/4	**42** ***38%***	13 *38%* *30%*	30 *38%* *70%*	7 *30%* *16%*	9 *72%* *22%*	5 *22%* *13%*	12 *37%* *27%*	6 *49%* *15%*	3 *37%* *7%*	3 *30%* *8%*	24 *41%* *58%*	14 *35%* *34%*	13 *41%* *32%*	10 *44%* *25%*	12 *36%* *30%*
Net: 3/2/1	**20** ***18%***	5 *14%* *24%*	15 *19%* *76%*	8 *35%* *38%*	1 *6%* *4%*	9 *36%* *46%*	2 *8%* *12%*	- - -	- - -	3 *28%* *16%*	9 *15%* *45%*	8 *18%* *38%*	6 *17%* *28%*	5 *19%* *23%*	8 *22%* *40%*
Mean	**5.75**	5.80	5.73	4.89	6.03	5.08	6.23	6.73	6.86	5.29	5.71	5.92	5.72	5.63	5.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 952

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**112**	32 *29%*	80 *71%*	16 *14%*	12 *11%*	28 *25%*	30 *27%*	17 *15%*	9 *8%*	11 *10%*	71 *63%*	29 *26%*	21 *19%*	13 *12%*	27 *24%*
Effective Total	**72**	22	51	12	7	18	19	13	6	8	49	20	19	12	21
Standard Deviation	**2.31**	1.83	2.48	2.38	1.47	2.86	2.17	1.45	1.64	3.09	2.15	2.29	2.07	2.19	2.56

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 952

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**112**	16 *14%*	21 *19%*	14 *13%*	61 *54%*	97 *87%*	9 *8%*	110 *98%*	112 *100%*	112 *100%*
Total (Wtd)	**111**	9** *8%* **	8** *7%* **	3** *2%* **	91* *82%* *	97* *88%* *	14** *12%* **	108* *97%* *	111* *100%* *	111* *100%* *
Effective Total	**72**	13	20	12	52	65	8	71	72	72
10	**2** ***2%***	2 *17%* *67%*	1 *10%* *33%*	- - -	- - -	2 *2%* *84%*	* *3%* *16%*	2 *2%* *100%*	2 *2%* *100%*	2 *2%* *100%*
9	**7** ***6%***	1 *15%* *20%*	- - -	- - -	5 *6%* *80%*	7 *7%* *100%*	- - -	7 *6%* *100%*	7 *6%* *100%*	7 *6%* *100%*
8	**17** ***15%***	1 *15%* *8%*	2 *21%* *10%*	1 *27%* *4%*	13 *14%* *77%*	17 *17%* *100%*	- - -	16 *14%* *93%*	17 *15%* *100%*	17 *15%* *100%*
7	**16** ***15%***	2 *17%* *10%*	2 *23%* *11%*	* *14%* *2%*	13 *14%* *77%*	14 *15%* *87%*	2 *16%* *13%*	16 *15%* *100%*	16 *15%* *100%*	16 *15%* *100%*
6	**20** ***18%***	1 *10%* *4%*	1 *10%* *4%*	* *6%* *1%*	19 *20%* *91%*	18 *18%* *87%*	3 *19%* *13%*	20 *19%* *100%*	20 *18%* *100%*	20 *18%* *100%*
5	**16** ***14%***	1 *15%* *9%*	1 *11%* *6%*	* *15%* *3%*	13 *14%* *82%*	14 *15%* *92%*	1 *9%* *8%*	16 *14%* *100%*	16 *14%* *100%*	16 *14%* *100%*
4	**6** ***5%***	1 *12%* *19%*	- - -	* * *	5 *5%* *81%*	4 *4%* *66%*	2 *15%* *34%*	4 *4%* *66%*	6 *5%* *100%*	6 *5%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 952

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**112**	16 *14%*	21 *19%*	14 *13%*	61 *54%*	97 *87%*	9 *8%*	110 *98%*	112 *100%*	112 *100%*
Effective Total	**72**	13	20	12	52	65	8	71	72	72
3	**8** ***7%***	- - -	1 *13%* *13%*	* *15%* *5%*	7 *7%* *82%*	8 *8%* *100%*	- - -	8 *8%* *100%*	8 *7%* *100%*	8 *7%* *100%*
2	**3** ***3%***	- - -	- - -	* *6%* *5%*	3 *3%* *95%*	2 *2%* *53%*	2 *11%* *47%*	3 *3%* *100%*	3 *3%* *100%*	3 *3%* *100%*
1	**8** ***7%***	- - -	- - -	* *6%* *2%*	8 *9%* *98%*	5 *5%* *56%*	4 *27%* *44%*	8 *8%* *100%*	8 *7%* *100%*	8 *7%* *100%*
Don't know	**7** ***6%***	* * *	1 *11%* *14%*	* *9%* *4%*	6 *6%* *83%*	7 *7%* *100%*	- - -	7 *6%* *100%*	7 *6%* *100%*	7 *6%* *100%*
Net: 10/9/8/7	**42** ***38%***	6 *63%* *14%*	4 *54%* *10%*	1 *42%* *3%*	31 *34%* *73%*	40 *41%* *94%*	3 *19%* *6%*	41 *38%* *97%*	42 *38%* *100%*	42 *38%* *100%*
Net: 10/9	**9** ***8%***	3 *32%* *32%*	1 *10%* *9%*	- - -	5 *6%* *59%*	9 *9%* *96%*	* *3%* *4%*	9 *9%* *100%*	9 *8%* *100%*	9 *8%* *100%*
Net: 6/5/4	**42** ***38%***	3 *37%* *8%*	2 *22%* *4%*	1 *22%* *1%*	36 *40%* *86%*	36 *37%* *86%*	6 *43%* *14%*	40 *37%* *95%*	42 *38%* *100%*	42 *38%* *100%*
Net: 3/2/1	**20** ***18%***	- - -	1 *13%* *5%*	1 *28%* *4%*	18 *20%* *91%*	15 *15%* *74%*	5 *38%* *26%*	20 *18%* *100%*	20 *18%* *100%*	20 *18%* *100%*
Mean	**5.75**	7.19	6.60	5.46	5.52	5.99	4.09	5.75	5.75	5.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 952

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It's programmes offer a range of opinions of subjects and issues ** - Living**

Base : All who watch Living regularly - Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**112**	16 *14%*	21 *19%*	14 *13%*	61 *54%*	97 *87%*	9 *8%*	110 *98%*	112 *100%*	112 *100%*
Effective Total	**72**	13	20	12	52	65	8	71	72	72
Standard Deviation	**2.31**	2.11	2.17	3.06	2.28	2.17	2.57	2.32	2.31	2.31

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 953

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: It's programmes offer a range of opinions of subjects and issues - SUMMARY

Base : All who watch each channel regularly - Q4 only

	Q6g(c) - Summary							
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	Living
Total (Unwtd)	188	212	166	90	153	193	204	112
Total (Wtd)	196	236	161	96	143	185	188	111
Effective Total	117	136	111	57	103	129	139	72
10	11 *5%*	8 *3%*	2 *1%*	2 *2%*	13 *9%*	15 *8%*	20 *10%*	2 *2%*
9	9 *4%*	8 *3%*	19 *12%*	2 *2%*	7 *5%*	32 *17%*	21 *11%*	7 *6%*
8	16 *8%*	28 *12%*	20 *13%*	18 *19%*	33 *23%*	50 *27%*	48 *26%*	17 *15%*
7	32 *16%*	32 *13%*	26 *16%*	14 *14%*	23 *16%*	31 *17%*	44 *24%*	16 *15%*
6	26 *13%*	29 *12%*	21 *13%*	18 *18%*	20 *14%*	15 *8%*	18 *10%*	20 *18%*
5	44 *22%*	42 *18%*	37 *23%*	14 *15%*	18 *13%*	19 *10%*	16 *9%*	16 *14%*
4	15 *8%*	19 *8%*	11 *7%*	11 *12%*	8 *6%*	6 *3%*	6 *3%*	6 *5%*
3	11 *6%*	19 *8%*	7 *4%*	7 *7%*	5 *4%*	4 *2%*	2 *1%*	8 *7%*
2	1 *	17 *7%*	3 *2%*	- -	3 *2%*	1 *	6 *3%*	3 *3%*
1	8 *4%*	9 *4%*	2 *1%*	1 *1%*	3 *2%*	- -	2 *1%*	8 *7%*
Don't know	24 *12%*	25 *11%*	14 *9%*	9 *9%*	9 *6%*	11 *6%*	5 *3%*	7 *6%*
Net: 10/9/8/7	67 *34%*	76 *32%*	67 *42%*	35 *37%*	77 *54%*	129 *70%*	133 *71%*	42 *38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 953

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings: It's programmes offer a range of opinions of subjects and issues - SUMMARY

Base : All who watch each channel regularly - Q4 only

	Q6g(c) - Summary							
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	Living
Total (Unwtd)	188	212	166	90	153	193	204	112
Effective Total	117	136	111	57	103	129	139	72
Net: 10/9	19 *10%*	16 *7%*	21 *13%*	4 *4%*	20 *14%*	47 *26%*	40 *21%*	9 *8%*
Net: 6/5/4	85 *43%*	89 *38%*	68 *42%*	43 *45%*	47 *32%*	41 *22%*	40 *22%*	42 *38%*
Net: 3/2/1	20 *10%*	45 *19%*	12 *7%*	9 *9%*	11 *8%*	5 *3%*	9 *5%*	20 *18%*
Mean	5.88	5.50	6.21	5.97	6.63	7.38	7.18	5.75
Standard Deviation	2.12	2.26	1.92	1.84	2.11	1.74	1.92	2.31

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 954

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household**

Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**115**	53 *46%*	62 *54%*	4 *3%*	41 *36%*	49 *43%*	18 *16%*	2 *2%*	26 *23%*	67 *58%*	19 *17%*	15 *13%*	9 *8%*	33 *29%*
Total (Wtd)	**104**	40* *39%* *	64* *61%* *	6** *6%* **	40** *39%* **	42* *41%* *	14** *13%* **	1** *1%* **	24** *23%* **	54* *52%* *	26** *25%* **	22** *21%* **	21** *20%* **	39** *37%* **
Effective Total	**72**	33	40	2	25	35	12	1	20	45	12	14	8	30
10	**3** ***3%***	* *1%* *14%*	3 *4%* *86%*	- - -	- - -	3 *7%* *100%*	- - -	- - -	- - -	2 *3%* *62%*	1 *4%* *38%*	1 *7%* *48%*	- - -	1 *3%* *38%*
9	**4** ***4%***	3 *7%* *64%*	2 *3%* *36%*	- - -	* *1%* *8%*	2 *4%* *34%*	3 *19%* *57%*	- - -	- - -	2 *3%* *34%*	3 *11%* *66%*	4 *17%* *81%*	- - -	- - -
8	**4** ***4%***	2 *4%* *39%*	2 *4%* *61%*	1 *10%* *15%*	2 *6%* *63%*	1 *1%* *15%*	- - -	* *19%* *7%*	- - -	3 *6%* *78%*	1 *3%* *22%*	2 *7%* *41%*	- - -	- - -
7	**6** ***6%***	2 *4%* *25%*	5 *7%* *75%*	- - -	4 *10%* *66%*	2 *5%* *34%*	- - -	- - -	- - -	4 *7%* *60%*	3 *10%* *40%*	1 *7%* *23%*	- - -	1 *2%* *14%*
6	**14** ***14%***	9 *22%* *62%*	5 *8%* *38%*	- - -	8 *19%* *54%*	4 *9%* *28%*	2 *18%* *17%*	- - -	3 *11%* *19%*	11 *21%* *79%*	* *1%* *2%*	3 *14%* *22%*	4 *19%* *29%*	6 *15%* *40%*
5	**23** ***23%***	9 *21%* *37%*	15 *23%* *63%*	2 *34%* *9%*	8 *19%* *34%*	11 *26%* *47%*	1 *10%* *6%*	1 *81%* *5%*	7 *30%* *31%*	11 *21%* *49%*	5 *18%* *20%*	4 *20%* *18%*	7 *33%* *30%*	9 *24%* *39%*
4	**10** ***10%***	4 *10%* *39%*	6 *10%* *61%*	- - -	5 *13%* *49%*	3 *7%* *31%*	2 *15%* *20%*	- - -	2 *8%* *19%*	5 *9%* *48%*	3 *13%* *32%*	3 *15%* *31%*	5 *24%* *49%*	1 *3%* *12%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 954

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household**

Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**115**	53 *46%*	62 *54%*	4 *3%*	41 *36%*	49 *43%*	18 *16%*	2 *2%*	26 *23%*	67 *58%*	19 *17%*	15 *13%*	9 *8%*	33 *29%*
Effective Total	**72**	33	40	2	25	35	12	1	20	45	12	14	8	30
3	**6** ***5%***	2 *5%* *36%*	4 *6%* *64%*	- - -	1 *3%* *20%*	4 *10%* *80%*	- - -	- - -	2 *9%* *38%*	3 *6%* *62%*	- - -	- - -	- - -	3 *9%* *60%*
2	**11** ***11%***	7 *17%* *62%*	4 *7%* *38%*	- - -	4 *10%* *37%*	5 *12%* *46%*	2 *14%* *17%*	- - -	3 *12%* *26%*	5 *9%* *44%*	3 *13%* *30%*	2 *7%* *14%*	2 *8%* *16%*	5 *14%* *47%*
1	**12** ***12%***	2 *4%* *14%*	11 *17%* *86%*	3 *56%* *27%*	3 *7%* *24%*	6 *14%* *48%*	* *1%* *1%*	- - -	5 *19%* *38%*	4 *8%* *35%*	3 *13%* *27%*	- - -	3 *16%* *27%*	8 *20%* *63%*
Don't know	**9** ***9%***	2 *4%* *20%*	7 *11%* *80%*	* * *	4 *11%* *50%*	1 *3%* *16%*	3 *22%* *34%*	- - -	3 *10%* *28%*	3 *6%* *37%*	3 *12%* *35%*	2 *7%* *17%*	- - -	4 *11%* *47%*
Net: 10/9/8/7	**18** ***17%***	6 *16%* *36%*	11 *18%* *64%*	1 *10%* *3%*	7 *17%* *40%*	7 *17%* *41%*	3 *19%* *15%*	* *19%* *1%*	- - -	10 *19%* *58%*	7 *29%* *42%*	8 *37%* *46%*	- - -	2 *5%* *11%*
Net: 10/9	**7** ***7%***	3 *8%* *44%*	4 *7%* *56%*	- - -	* *1%* *5%*	4 *11%* *60%*	3 *19%* *35%*	- - -	- - -	3 *6%* *45%*	4 *16%* *55%*	5 *23%* *68%*	- - -	1 *3%* *15%*
Net: 6/5/4	**48** ***46%***	22 *53%* *45%*	26 *42%* *55%*	2 *34%* *4%*	21 *51%* *43%*	18 *43%* *38%*	6 *44%* *12%*	1 *81%* *2%*	12 *50%* *25%*	28 *51%* *58%*	8 *32%* *17%*	11 *48%* *22%*	16 *76%* *34%*	16 *41%* *33%*
Net: 3/2/1	**29** ***28%***	11 *27%* *36%*	19 *29%* *64%*	3 *56%* *11%*	8 *20%* *28%*	16 *37%* *53%*	2 *16%* *7%*	- - -	10 *40%* *34%*	13 *24%* *43%*	7 *26%* *23%*	2 *7%* *5%*	5 *24%* *17%*	16 *43%* *56%*
Mean	**4.64**	4.85	4.50	3.07	4.82	4.50	5.38	5.58	3.57	4.98	4.93	6.20	4.08	3.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 954

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household**

Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only

	TOTAL	Gender		Age					Social grade			Region in England		
		Male (A)	Female (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	AB (I)	C1C2 (J)	DE (K)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**115**	53 *46%*	62 *54%*	4 *3%*	41 *36%*	49 *43%*	18 *16%*	2 *2%*	26 *23%*	67 *58%*	19 *17%*	15 *13%*	9 *8%*	33 *29%*
Effective Total	**72**	33	40	2	25	35	12	1	20	45	12	14	8	30
Standard Deviation	**2.40**	2.22	2.52	2.70	2.04	2.59	2.58	-	1.84	2.28	2.90	2.34	1.73	2.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 954

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household**

Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**115**	15 *13%*	21 *18%*	22 *19%*	57 *50%*	100 *87%*	13 *11%*	115 *100%*	115 *100%*	115 *100%*
Total (Wtd)	**104**	9** *9%* **	8** *7%* **	5** *5%* **	82* *79%* *	93* *90%* *	10** *10%* **	104* *100%* *	104* *100%* *	104* *100%* *
Effective Total	**72**	13	20	20	48	62	11	72	72	72
10	**3** ***3%***	- - -	- - -	* *8%* *14%*	3 *3%* *86%*	2 *2%* *62%*	1 *11%* *38%*	3 *3%* *100%*	3 *3%* *100%*	3 *3%* *100%*
9	**4** ***4%***	- - -	- - -	1 *17%* *19%*	4 *4%* *81%*	4 *5%* *100%*	- - -	4 *4%* *100%*	4 *4%* *100%*	4 *4%* *100%*
8	**4** ***4%***	1 *6%* *15%*	1 *13%* *26%*	1 *15%* *19%*	2 *2%* *41%*	4 *4%* *100%*	- - -	4 *4%* *100%*	4 *4%* *100%*	4 *4%* *100%*
7	**6** ***6%***	2 *25%* *38%*	1 *14%* *17%*	* *10%* *8%*	2 *3%* *37%*	4 *4%* *63%*	2 *23%* *37%*	6 *6%* *100%*	6 *6%* *100%*	6 *6%* *100%*
6	**14** ***14%***	- - -	* *5%* *3%*	1 *20%* *7%*	13 *16%* *90%*	13 *13%* *89%*	2 *16%* *11%*	14 *14%* *100%*	14 *14%* *100%*	14 *14%* *100%*
5	**23** ***23%***	1 *13%* *5%*	2 *24%* *8%*	- - -	20 *25%* *87%*	23 *24%* *96%*	1 *8%* *4%*	23 *23%* *100%*	23 *23%* *100%*	23 *23%* *100%*
4	**10** ***10%***	1 *6%* *6%*	* *4%* *3%*	- - -	9 *12%* *91%*	10 *11%* *100%*	- - -	10 *10%* *100%*	10 *10%* *100%*	10 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 954

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household**

Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**115**	15 *13%*	21 *18%*	22 *19%*	57 *50%*	100 *87%*	13 *11%*	115 *100%*	115 *100%*	115 *100%*
Effective Total	**72**	13	20	20	48	62	11	72	72	72
3	**6** ***5%***	1 *14%* *23%*	1 *9%* *13%*	* *4%* *3%*	3 *4%* *60%*	5 *5%* *85%*	1 *8%* *15%*	6 *5%* *100%*	6 *5%* *100%*	6 *5%* *100%*
2	**11** ***11%***	2 *16%* *13%*	* *5%* *3%*	1 *14%* *6%*	9 *11%* *77%*	11 *11%* *93%*	1 *8%* *7%*	11 *11%* *100%*	11 *11%* *100%*	11 *11%* *100%*
1	**12** ***12%***	- - -	1 *9%* *6%*	1 *12%* *5%*	11 *14%* *89%*	11 *12%* *86%*	2 *16%* *14%*	12 *12%* *100%*	12 *12%* *100%*	12 *12%* *100%*
Don't know	**9** ***9%***	2 *20%* *21%*	1 *17%* *15%*	* * *	6 *7%* *64%*	8 *8%* *87%*	1 *11%* *13%*	9 *9%* *100%*	9 *9%* *100%*	9 *9%* *100%*
Net: 10/9/8/7	**18** ***17%***	3 *31%* *17%*	2 *27%* *12%*	2 *50%* *14%*	10 *12%* *57%*	14 *15%* *80%*	3 *33%* *20%*	18 *17%* *100%*	18 *17%* *100%*	18 *17%* *100%*
Net: 10/9	**7** ***7%***	- - -	- - -	1 *26%* *17%*	6 *8%* *83%*	6 *7%* *85%*	1 *11%* *15%*	7 *7%* *100%*	7 *7%* *100%*	7 *7%* *100%*
Net: 6/5/4	**48** ***46%***	2 *19%* *4%*	3 *33%* *5%*	1 *20%* *2%*	43 *52%* *89%*	45 *49%* *95%*	3 *24%* *5%*	48 *46%* *100%*	48 *46%* *100%*	48 *46%* *100%*
Net: 3/2/1	**29** ***28%***	3 *30%* *10%*	2 *23%* *6%*	1 *30%* *5%*	23 *28%* *79%*	26 *28%* *89%*	3 *32%* *11%*	29 *28%* *100%*	29 *28%* *100%*	29 *28%* *100%*
Mean	**4.64**	4.85	4.97	5.96	4.51	4.59	5.12	4.64	4.64	4.64

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 954

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Channel-specific ratings
**** It provides a wide range of high quality and UK-made programmes for children ** - Sky One and are parents/carers of children in household**

Base : All who watch Sky One and are parents/carers of children in household regularly - Q1 and Q2 only

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**115**	15 *13%*	21 *18%*	22 *19%*	57 *50%*	100 *87%*	13 *11%*	115 *100%*	115 *100%*	115 *100%*
Effective Total	**72**	13	20	20	48	62	11	72	72	72
Standard Deviation	**2.40**	2.28	2.42	3.40	2.36	2.34	3.03	2.40	2.40	2.40

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 955

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - ITV2 SUMMARY

Base : All who watch ITV2 regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	500	500	500	500	312	188	188
Total (Wtd)	510	510	510	510	314	196	196
Effective Total	326	326	326	326	210	117	117
10	16 *3%*	23 *4%*	22 *4%*	24 *5%*	11 *4%*	6 *3%*	11 *5%*
9	13 *3%*	18 *3%*	18 *4%*	16 *3%*	7 *2%*	13 *7%*	9 *4%*
8	47 *9%*	71 *14%*	83 *16%*	66 *13%*	37 *12%*	11 *6%*	16 *8%*
7	54 *11%*	61 *12%*	92 *18%*	86 *17%*	47 *15%*	33 *17%*	32 *16%*
6	68 *13%*	61 *12%*	75 *15%*	82 *16%*	58 *19%*	41 *21%*	26 *13%*
5	80 *16%*	76 *15%*	78 *15%*	91 *18%*	49 *16%*	25 *13%*	44 *22%*
4	32 *6%*	40 *8%*	37 *7%*	41 *8%*	31 *10%*	18 *9%*	15 *8%*
3	30 *6%*	24 *5%*	28 *5%*	22 *4%*	12 *4%*	12 *6%*	11 *6%*
2	36 *7%*	36 *7%*	16 *3%*	19 *4%*	14 *4%*	10 *5%*	1 *
1	56 *11%*	29 *6%*	9 *2%*	19 *4%*	12 *4%*	1 *1%*	8 *4%*
Don't know	77 *15%*	70 *14%*	52 *10%*	44 *9%*	36 *11%*	25 *13%*	24 *12%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 955

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - ITV2 SUMMARY

Base : All who watch ITV2 regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	500	500	500	500	312	188	188
Effective Total	326	326	326	326	210	117	117
Net: 10/9/8/7	130 *26%*	173 *34%*	215 *42%*	191 *38%*	102 *32%*	64 *33%*	67 *34%*
Net: 10/9	29 *6%*	40 *8%*	40 *8%*	40 *8%*	18 *6%*	19 *10%*	19 *10%*
Net: 6/5/4	180 *35%*	177 *35%*	190 *37%*	214 *42%*	138 *44%*	84 *43%*	85 *43%*
Net: 3/2/1	122 *24%*	89 *17%*	53 *10%*	60 *12%*	38 *12%*	23 *12%*	20 *10%*
Mean	5.06	5.61	6.12	5.90	5.73	5.87	5.88
Standard Deviation	2.50	2.42	2.03	2.12	2.09	2.00	2.12

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 956

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - E4 SUMMARY

Base : All who watch E4 regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	616	616	616	404	212	212
Total (Wtd)	668	668	668	433	236	236
Effective Total	416	416	416	281	136	136
10	7 *1%*	25 *4%*	37 *6%*	14 *3%*	10 *4%*	8 *3%*
9	10 *1%*	16 *2%*	35 *5%*	8 *2%*	10 *4%*	8 *3%*
8	31 *5%*	78 *12%*	117 *18%*	35 *8%*	18 *8%*	28 *12%*
7	47 *7%*	94 *14%*	82 *12%*	87 *20%*	41 *18%*	32 *13%*
6	66 *10%*	106 *16%*	110 *17%*	93 *22%*	27 *11%*	29 *12%*
5	92 *14%*	99 *15%*	92 *14%*	47 *11%*	33 *14%*	42 *18%*
4	61 *9%*	77 *12%*	75 *11%*	50 *11%*	27 *12%*	19 *8%*
3	51 *8%*	33 *5%*	33 *5%*	24 *5%*	14 *6%*	19 *8%*
2	66 *10%*	42 *6%*	25 *4%*	23 *5%*	19 *8%*	17 *7%*
1	124 *19%*	34 *5%*	27 *4%*	20 *5%*	8 *3%*	9 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 956

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - E4 SUMMARY

Base : All who watch E4 regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	616	616	616	404	212	212
Effective Total	416	416	416	281	136	136
Don't know	114 *17%*	64 *10%*	35 *5%*	32 *7%*	28 *12%*	25 *11%*
Net: 10/9/8/7	93 *14%*	213 *32%*	272 *41%*	144 *33%*	79 *34%*	76 *32%*
Net: 10/9	16 *2%*	41 *6%*	72 *11%*	22 *5%*	20 *8%*	16 *7%*
Net: 6/5/4	219 *33%*	283 *42%*	277 *41%*	190 *44%*	87 *37%*	89 *38%*
Net: 3/2/1	242 *36%*	108 *16%*	84 *13%*	66 *15%*	42 *18%*	45 *19%*
Mean	4.03	5.52	6.00	5.57	5.52	5.50
Standard Deviation	2.40	2.24	2.25	2.10	2.31	2.26

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 957

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Sky One SUMMARY

Base : All who watch Sky One regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It provides a wide range of high quality and UK-made programmes for children	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	492	492	492	492	326	166	115	166
Total (Wtd)	487	487	487	487	326	161	104	161
Effective Total	331	331	331	331	220	111	72	111
10	10 *2%*	26 *5%*	12 *2%*	11 *2%*	12 *4%*	5 *3%*	3 *3%*	2 *1%*
9	15 *3%*	30 *6%*	25 *5%*	29 *6%*	13 *4%*	16 *10%*	4 *4%*	19 *12%*
8	34 *7%*	65 *13%*	64 *13%*	90 *19%*	42 *13%*	16 *10%*	4 *4%*	20 *13%*
7	54 *11%*	78 *16%*	83 *17%*	96 *20%*	56 *17%*	28 *17%*	6 *6%*	26 *16%*
6	30 *6%*	69 *14%*	64 *13%*	65 *13%*	45 *14%*	24 *15%*	14 *14%*	21 *13%*
5	69 *14%*	73 *15%*	83 *17%*	50 *10%*	44 *14%*	19 *12%*	23 *23%*	37 *23%*
4	44 *9%*	40 *8%*	39 *8%*	50 *10%*	28 *9%*	9 *6%*	10 *10%*	11 *7%*
3	39 *8%*	29 *6%*	28 *6%*	24 *5%*	24 *7%*	12 *7%*	6 *5%*	7 *4%*
2	41 *9%*	21 *4%*	26 *5%*	17 *4%*	17 *5%*	6 *4%*	11 *11%*	3 *2%*
1	84 *17%*	27 *5%*	19 *4%*	22 *4%*	15 *5%*	9 *5%*	12 *12%*	2 *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 957

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Sky One SUMMARY

Base : All who watch Sky One regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It provides a wide range of high quality and UK-made programmes for children	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	492	492	492	492	326	166	115	166
Effective Total	331	331	331	331	220	111	72	111
Don't know	67 *14%*	29 *6%*	45 *9%*	32 *7%*	30 *9%*	15 *10%*	9 *9%*	14 *9%*
Net: 10/9/8/7	113 *23%*	199 *41%*	184 *38%*	226 *46%*	123 *38%*	65 *41%*	18 *17%*	67 *42%*
Net: 10/9	25 *5%*	56 *12%*	37 *8%*	40 *8%*	25 *8%*	21 *13%*	7 *7%*	21 *13%*
Net: 6/5/4	143 *29%*	181 *37%*	186 *38%*	166 *34%*	117 *36%*	53 *33%*	48 *46%*	68 *42%*
Net: 3/2/1	164 *34%*	77 *16%*	72 *15%*	63 *13%*	56 *17%*	27 *17%*	29 *28%*	12 *7%*
Mean	4.45	5.88	5.76	6.02	5.70	5.90	4.64	6.21
Standard Deviation	2.60	2.35	2.18	2.19	2.28	2.36	2.40	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Q6g(c) Reflecting real people in today's society - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	291	291	291	291	201	90	90
Total (Wtd)	298	298	298	298	203	96	96
Effective Total	196	196	196	196	141	57	57
10	4 *1%*	4 *1%*	6 *2%*	8 *3%*	5 *2%*	2 *2%*	2 *2%*
9	3 *1%*	2 *1%*	9 *3%*	4 *1%*	5 *2%*	2 *2%*	2 *2%*
8	18 *6%*	33 *11%*	50 *17%*	62 *21%*	31 *15%*	16 *17%*	18 *19%*
7	25 *8%*	30 *10%*	44 *15%*	46 *15%*	29 *14%*	17 *17%*	14 *14%*
6	31 *10%*	33 *11%*	39 *13%*	58 *20%*	34 *17%*	11 *12%*	18 *18%*
5	38 *13%*	41 *14%*	34 *11%*	43 *14%*	26 *13%*	14 *14%*	14 *15%*
4	33 *11%*	31 *10%*	25 *8%*	21 *7%*	13 *6%*	14 *15%*	11 *12%*
3	18 *6%*	30 *10%*	16 *5%*	24 *8%*	14 *7%*	5 *5%*	7 *7%*
2	37 *12%*	19 *7%*	17 *6%*	8 *3%*	4 *2%*	5 *5%*	- -
1	46 *16%*	29 *10%*	16 *5%*	13 *4%*	10 *5%*	2 *2%*	1 *1%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 958

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	291	291	291	291	201	90	90
Effective Total	196	196	196	196	141	57	57
Don't know	45 *15%*	47 *16%*	42 *14%*	11 *4%*	32 *16%*	8 *8%*	9 *9%*
Net: 10/9/8/7	50 *17%*	69 *23%*	110 *37%*	120 *40%*	70 *34%*	37 *38%*	35 *37%*
Net: 10/9	6 *2%*	6 *2%*	15 *5%*	12 *4%*	10 *5%*	4 *4%*	4 *4%*
Net: 6/5/4	102 *34%*	104 *35%*	98 *33%*	122 *41%*	73 *36%*	39 *41%*	43 *45%*
Net: 3/2/1	101 *34%*	78 *26%*	49 *16%*	45 *15%*	29 *14%*	12 *12%*	9 *9%*
Mean	4.22	4.83	5.69	5.87	5.78	5.73	5.97
Standard Deviation	2.41	2.33	2.29	2.08	2.17	2.07	1.84

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 959

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	473	473	473	320	153	153
Total (Wtd)	461	461	461	318	143	143
Effective Total	320	320	320	217	103	103
10	24 *5%*	31 *7%*	38 *8%*	21 *7%*	10 *7%*	13 *9%*
9	18 *4%*	31 *7%*	46 *10%*	19 *6%*	5 *3%*	7 *5%*
8	52 *11%*	85 *18%*	96 *21%*	53 *17%*	28 *20%*	33 *23%*
7	47 *10%*	86 *19%*	100 *22%*	67 *21%*	26 *18%*	23 *16%*
6	36 *8%*	50 *11%*	60 *13%*	37 *12%*	18 *12%*	20 *14%*
5	67 *15%*	51 *11%*	49 *11%*	33 *10%*	18 *12%*	18 *13%*
4	43 *9%*	27 *6%*	18 *4%*	17 *5%*	14 *10%*	8 *6%*
3	26 *6%*	22 *5%*	10 *2%*	8 *2%*	3 *2%*	5 *4%*
2	20 *4%*	21 *5%*	6 *1%*	10 *3%*	2 *1%*	3 *2%*
1	53 *11%*	11 *2%*	10 *2%*	17 *5%*	4 *3%*	3 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 959

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	473	473	473	320	153	153
Effective Total	320	320	320	217	103	103
Don't know	74 *16%*	47 *10%*	27 *6%*	37 *12%*	16 *11%*	9 *6%*
Net: 10/9/8/7	141 *31%*	233 *51%*	280 *61%*	159 *50%*	69 *48%*	77 *54%*
Net: 10/9	42 *9%*	62 *13%*	84 *18%*	40 *13%*	14 *10%*	20 *14%*
Net: 6/5/4	146 *32%*	128 *28%*	127 *28%*	86 *27%*	49 *34%*	47 *32%*
Net: 3/2/1	99 *22%*	54 *12%*	26 *6%*	35 *11%*	9 *7%*	11 *8%*
Mean	5.29	6.40	6.90	6.35	6.40	6.63
Standard Deviation	2.66	2.25	2.00	2.33	2.09	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 960

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(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 programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	568	568	568	375	193	193
Total (Wtd)	540	540	540	355	185	185
Effective Total	387	387	387	258	129	129
10	29 *5%*	102 *19%*	45 *8%*	32 *9%*	16 *9%*	15 *8%*
9	40 *7%*	118 *22%*	78 *14%*	57 *16%*	20 *11%*	32 *17%*
8	71 *13%*	140 *26%*	138 *26%*	82 *23%*	43 *23%*	50 *27%*
7	73 *14%*	64 *12%*	90 *17%*	64 *18%*	35 *19%*	31 *17%*
6	65 *12%*	44 *8%*	56 *10%*	28 *8%*	20 *11%*	15 *8%*
5	75 *14%*	21 *4%*	63 *12%*	34 *9%*	27 *14%*	19 *10%*
4	48 *9%*	15 *3%*	25 *5%*	18 *5%*	6 *4%*	6 *3%*
3	20 *4%*	11 *2%*	9 *2%*	11 *3%*	5 *3%*	4 *2%*
2	26 *5%*	6 *1%*	3 *1%*	4 *1%*	1 *	1 *
1	34 *6%*	5 *1%*	11 *2%*	3 *1%*	1 *	- -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 960

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(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 programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	568	568	568	375	193	193
Effective Total	387	387	387	258	129	129
Don't know	58 *11%*	14 *3%*	22 *4%*	21 *6%*	13 *7%*	11 *6%*
Net: 10/9/8/7	213 *39%*	424 *78%*	351 *65%*	235 *66%*	113 *61%*	129 *70%*
Net: 10/9	69 *13%*	220 *41%*	123 *23%*	89 *25%*	36 *19%*	47 *26%*
Net: 6/5/4	188 *35%*	81 *15%*	144 *27%*	80 *23%*	53 *29%*	41 *22%*
Net: 3/2/1	80 *15%*	22 *4%*	24 *4%*	19 *5%*	6 *3%*	5 *3%*
Mean	5.88	7.85	7.10	7.17	7.06	7.38
Standard Deviation	2.45	1.92	1.97	1.99	1.82	1.74

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 961

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	595	595	595	391	204	204
Total (Wtd)	564	564	564	377	188	188
Effective Total	393	393	393	255	139	139
10	30 *5%*	38 *7%*	45 *8%*	16 *4%*	15 *8%*	20 *10%*
9	33 *6%*	42 *7%*	82 *14%*	40 *11%*	12 *7%*	21 *11%*
8	65 *12%*	98 *17%*	143 *25%*	63 *17%*	35 *19%*	48 *26%*
7	51 *9%*	83 *15%*	89 *16%*	62 *16%*	36 *19%*	44 *24%*
6	51 *9%*	88 *16%*	59 *10%*	35 *9%*	20 *10%*	18 *10%*
5	53 *9%*	66 *12%*	49 *9%*	57 *15%*	18 *10%*	16 *9%*
4	43 *8%*	37 *6%*	43 *8%*	18 *5%*	16 *9%*	6 *3%*
3	30 *5%*	21 *4%*	11 *2%*	23 *6%*	9 *5%*	2 *1%*
2	46 *8%*	28 *5%*	3 *1%*	10 *3%*	6 *3%*	6 *3%*
1	83 *15%*	23 *4%*	18 *3%*	23 *6%*	4 *2%*	2 *1%*
Don't know	81 *14%*	42 *7%*	22 *4%*	29 *8%*	15 *8%*	5 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 961

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	595	595	595	391	204	204
Effective Total	393	393	393	255	139	139
Net: 10/9/8/7	178 *32%*	260 *46%*	359 *64%*	181 *48%*	99 *53%*	133 *71%*
Net: 10/9	62 *11%*	80 *14%*	127 *22%*	56 *15%*	27 *15%*	40 *21%*
Net: 6/5/4	147 *26%*	190 *34%*	151 *27%*	111 *29%*	54 *29%*	40 *22%*
Net: 3/2/1	158 *28%*	71 *13%*	32 *6%*	56 *15%*	20 *10%*	9 *5%*
Mean	5.12	6.25	6.98	6.16	6.46	7.18
Standard Deviation	2.88	2.33	2.11	2.40	2.24	1.92

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 962

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - MTV SUMMARY

Base : All who watch MTV regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK
Total (Unwtd)	208	208	208	208	208
Total (Wtd)	241	241	241	241	241
Effective Total	147	147	147	147	147
10	9 *4%*	23 *9%*	11 *4%*	15 *6%*	14 *6%*
9	8 *3%*	28 *12%*	13 *5%*	15 *6%*	12 *5%*
8	10 *4%*	29 *12%*	20 *8%*	22 *9%*	21 *9%*
7	23 *9%*	30 *13%*	27 *11%*	47 *20%*	24 *10%*
6	15 *6%*	22 *9%*	40 *16%*	30 *12%*	35 *15%*
5	22 *9%*	27 *11%*	31 *13%*	33 *14%*	33 *14%*
4	24 *10%*	29 *12%*	24 *10%*	22 *9%*	23 *10%*
3	21 *9%*	10 *4%*	15 *6%*	13 *5%*	29 *12%*
2	31 *13%*	14 *6%*	16 *7%*	17 *7%*	20 *8%*
1	58 *24%*	17 *7%*	26 *11%*	16 *7%*	16 *7%*
Don't know	20 *8%*	12 *5%*	18 *8%*	10 *4%*	13 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 962

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - MTV SUMMARY

Base : All who watch MTV regularly

	Q6g(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	Its programmes show different kinds of cultures and opinions within the UK
Total (Unwtd)	208	208	208	208	208
Effective Total	147	147	147	147	147
Net: 10/9/8/7	50 *21%*	110 *46%*	71 *29%*	99 *41%*	72 *30%*
Net: 10/9	17 *7%*	51 *21%*	23 *10%*	30 *12%*	26 *11%*
Net: 6/5/4	61 *25%*	78 *32%*	95 *39%*	86 *36%*	91 *38%*
Net: 3/2/1	110 *46%*	41 *17%*	58 *24%*	46 *19%*	65 *27%*
Mean	4.00	6.04	5.22	5.69	5.27
Standard Deviation	2.73	2.68	2.54	2.47	2.51

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 963

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Living SUMMARY

Base : All who watch Living regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	338	338	338	226	112	112
Total (Wtd)	328	328	328	217	111	111
Effective Total	221	221	221	149	72	72
10	4 *1%*	13 *4%*	18 *6%*	4 *2%*	4 *4%*	2 *2%*
9	11 *3%*	7 *2%*	27 *8%*	9 *4%*	7 *6%*	7 *6%*
8	23 *7%*	42 *13%*	57 *17%*	21 *10%*	12 *11%*	17 *15%*
7	33 *10%*	49 *15%*	50 *15%*	26 *12%*	20 *18%*	16 *15%*
6	19 *6%*	45 *14%*	46 *14%*	27 *12%*	11 *10%*	20 *18%*
5	41 *12%*	47 *14%*	35 *11%*	33 *15%*	12 *10%*	16 *14%*
4	38 *12%*	29 *9%*	24 *7%*	26 *12%*	9 *8%*	6 *5%*
3	21 *6%*	20 *6%*	10 *3%*	9 *4%*	3 *2%*	8 *7%*
2	30 *9%*	17 *5%*	20 *6%*	18 *9%*	7 *6%*	3 *3%*
1	60 *18%*	29 *9%*	21 *6%*	26 *12%*	14 *12%*	8 *7%*
Don't know	48 *15%*	29 *9%*	19 *6%*	17 *8%*	13 *12%*	7 *6%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 963

Absolutes/col/row percents

9 Jul 2009

Q6g(c) Reflecting real people in today's society - Living SUMMARY

Base : All who watch Living regularly

	Q6g(c) - Statements					
	It portrays my region well to the rest of the UK	Its entertainment and factual programmes show people from different parts of the UK	Its programmes reflect the interests and concerns of people like me	Its programmes show different kinds of cultures and opinions within the UK	Its programmes show different kinds of cultures within the UK	It's programmes offer a range of opinions of subjects and issues
Total (Unwtd)	338	338	338	226	112	112
Effective Total	221	221	221	149	72	72
Net: 10/9/8/7	71 *22%*	111 *34%*	152 *46%*	60 *28%*	43 *39%*	42 *38%*
Net: 10/9	15 *5%*	20 *6%*	46 *14%*	13 *6%*	11 *10%*	9 *8%*
Net: 6/5/4	98 *30%*	122 *37%*	106 *32%*	86 *40%*	31 *28%*	42 *38%*
Net: 3/2/1	111 *34%*	67 *20%*	51 *15%*	54 *25%*	23 *21%*	20 *18%*
Mean	4.31	5.42	6.07	4.96	5.47	5.75
Standard Deviation	2.59	2.42	2.47	2.47	2.69	2.31

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 964

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**42** ***8%***	14 *7%* *33%*	28 *9%* *67%*	16 *15%* *38%* D	6 *4%* *15%*	6 *8%* *16%*	9 *11%* *22%*	2 *5%* *4%*	2 *3%* *5%*	3 *4%* *6%*	15 *6%* *37%*	24 *15%* *57%* J	13 *10%* *32%*	7 *5%* *17%*	13 *9%* *31%*
9	**34** ***7%***	11 *5%* *31%*	23 *7%* *69%*	10 *9%* *29%* F	14 *10%* *42%* F	5 *6%* *15%*	* * *1%*	2 *6%* *6%*	2 *3%* *6%*	4 *6%* *12%*	20 *7%* *58%*	10 *6%* *29%*	12 *8%* *34%*	4 *3%* *13%*	9 *6%* *25%*
8	**93** ***18%***	35 *18%* *38%*	58 *19%* *62%*	16 *15%* *17%*	24 *17%* *25%*	19 *23%* *20%*	12 *15%* *13%*	6 *16%* *6%*	17 *27%* *18%*	16 *21%* *17%*	53 *19%* *56%*	25 *16%* *27%*	20 *15%* *22%*	25 *19%* *27%*	25 *18%* *27%*
7	**119** ***23%***	39 *20%* *33%*	81 *26%* *67%*	15 *14%* *13%*	47 *33%* *39%* CH	18 *21%* *15%*	20 *25%* *17%*	11 *30%* *9%*	9 *14%* *7%*	19 *25%* *16%*	70 *25%* *59%*	31 *19%* *26%*	36 *26%* *30%*	30 *23%* *25%*	32 *23%* *27%*
6	**78** ***15%***	34 *17%* *43%*	44 *14%* *57%*	19 *18%* *24%*	24 *17%* *30%*	12 *14%* *15%*	11 *14%* *14%*	4 *10%* *5%*	9 *14%* *11%*	13 *17%* *17%*	47 *17%* *60%*	18 *11%* *24%*	24 *17%* *30%*	22 *17%* *28%*	19 *13%* *25%*
5	**65** ***13%***	28 *14%* *42%*	38 *12%* *58%*	16 *15%* *25%*	17 *12%* *25%*	8 *10%* *13%*	9 *11%* *13%*	6 *16%* *9%*	10 *15%* *15%*	12 *16%* *18%*	31 *11%* *47%*	23 *14%* *35%*	18 *13%* *28%*	11 *9%* *17%*	26 *18%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 964

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**29** ***6%***	16 *8%* *57%*	13 *4%* *43%*	3 *3%* *12%*	4 *3%* *14%*	8 *9%* *27%*	7 *9%* *25%*	3 *8%* *11%*	3 *5%* *12%*	2 *3%* *9%*	15 *5%* *51%*	12 *7%* *40%*	1 *1%* *4%*	19 *15%* *66%* LN	4 *3%* *13%*
3	**21** ***4%***	11 *5%* *51%*	10 *3%* *49%*	8 *8%* *38%*	2 *1%* *8%*	4 *5%* *19%*	5 *6%* *21%*	1 *3%* *6%*	2 *3%* *9%*	3 *4%* *14%*	10 *4%* *47%*	8 *5%* *38%*	8 *6%* *36%*	7 *5%* *32%*	6 *4%* *30%*
2	**5** ***1%***	2 *1%* *44%*	3 *1%* *56%*	* * *8%*	* * *8%*	- - -	2 *3%* *43%*	1 *3%* *24%*	1 *1%* *18%*	- - -	4 *2%* *84%*	1 *1%* *16%*	1 *1%* *24%*	- - -	1 *1%* *24%*
1	**6** ***1%***	- - -	6 *2%* *100%*	2 *1%* *27%*	3 *2%* *48%*	1 *2%* *25%*	- - -	- - -	- - -	1 *1%* *16%*	2 *1%* *40%*	2 *2%* *44%*	2 *2%* *44%*	- - -	2 *1%* *27%*
Don't know	**17** ***3%***	9 *5%* *53%*	8 *3%* *47%*	2 *2%* *9%*	1 *1%* *4%*	2 *2%* *11%*	5 *6%* *26%*	1 *2%* *4%*	8 *13%* *46%* CDE	2 *2%* *9%*	8 *3%* *48%*	7 *5%* *43%*	3 *2%* *17%*	2 *2%* *13%*	7 *5%* *40%*
Net: 10/9/8/7	**288** ***57%***	98 *50%* *34%*	190 *61%* *66%* A	57 *53%* *20%*	91 *65%* *32%*	48 *58%* *17%*	41 *52%* *14%*	21 *57%* *7%*	30 *48%* *10%*	41 *56%* *14%*	157 *57%* *55%*	90 *56%* *31%*	81 *59%* *28%*	66 *52%* *23%*	79 *55%* *28%*
Net: 10/9	**76** ***15%***	24 *12%* *32%*	51 *17%* *68%*	26 *24%* *34%* H	21 *15%* *27%*	12 *14%* *15%*	9 *12%* *12%*	4 *11%* *5%*	4 *7%* *6%*	7 *9%* *9%*	35 *13%* *46%*	34 *21%* *45%*	25 *18%* *33%*	11 *9%* *15%*	22 *15%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 964

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**172** ***34%***	78 *39%* *45%*	95 *30%* *55%*	38 *36%* *22%*	44 *32%* *26%*	28 *34%* *16%*	27 *34%* *16%*	13 *34%* *7%*	22 *35%* *13%*	27 *37%* *16%*	92 *34%* *54%*	53 *33%* *31%*	43 *31%* *25%*	52 *41%* *30%*	49 *34%* *28%*
Net: 3/2/1	**32** ***6%***	13 *7%* *41%*	19 *6%* *59%*	10 *9%* *31%*	5 *3%* *15%*	5 *6%* *17%*	7 *8%* *21%*	2 *6%* *7%*	3 *4%* *9%*	4 *5%* *12%*	17 *6%* *52%*	11 *7%* *36%*	11 *8%* *35%*	7 *5%* *21%*	9 *6%* *28%*
Mean	**6.69**	6.50	6.81	6.80	6.83	6.66	6.47	6.46	6.59	6.59	6.66	6.78	6.77	6.40	6.70
Standard Deviation	**1.93**	1.89	1.94	2.20	1.68	1.98	2.05	1.88	1.76	1.71	1.83	2.18	1.98	1.81	1.93

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 964

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**42** ***8%***	5 *10%* *12%*	2 *6%* *5%*	1 *7%* *3%*	33 *8%* *80%*	36 *7%* *86%*	6 *18%* *14%*	42 *8%* *100%*	42 *8%* *100%*	30 *10%* *73%*	11 *6%* *27%*	11 *5%* *27%*
9	**34** ***7%***	6 *11%* *16%*	3 *8%* *8%*	1 *7%* *3%*	25 *6%* *72%*	30 *6%* *89%*	4 *12%* *11%*	34 *7%* *100%*	34 *7%* *100%*	16 *5%* *49%*	17 *9%* *51%*	19 *9%* *55%*
8	**93** ***18%***	13 *26%* *14%*	6 *18%* *6%*	4 *24%* *4%*	70 *17%* *75%*	91 *19%* *98%*	2 *6%* *2%*	93 *18%* *100%*	93 *18%* *100%*	61 *19%* *66%*	32 *16%* *34%*	34 *16%* *36%*
7	**119** ***23%***	9 *18%* *8%*	9 *26%* *7%*	3 *21%* *3%*	98 *24%* *82%*	110 *23%* *92%*	10 *31%* *8%*	119 *24%* *100%*	119 *23%* *100%*	79 *25%* *66%*	41 *21%* *34%*	44 *21%* *37%*
6	**78** ***15%***	5 *10%* *6%*	6 *19%* *8%*	2 *13%* *3%*	65 *16%* *83%*	73 *15%* *94%*	5 *14%* *6%*	77 *15%* *98%*	78 *15%* *100%*	48 *15%* *61%*	30 *16%* *39%*	34 *16%* *43%*
5	**65** ***13%***	4 *8%* *6%*	4 *11%* *6%*	3 *16%* *4%*	55 *13%* *84%*	63 *13%* *97%*	2 *6%* *3%*	62 *12%* *96%*	65 *13%* *100%*	41 *13%* *62%*	24 *13%* *37%*	26 *12%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 964

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**29** ***6%***	2 *5%* *8%*	2 *5%* *6%*	1 *5%* *3%*	24 *6%* *83%*	29 *6%* *100%*	- - -	29 *6%* *100%*	29 *6%* *100%*	19 *6%* *67%*	10 *5%* *33%*	11 *5%* *39%*
3	**21** ***4%***	- - -	* *1%* *1%*	* *1%* *1%*	21 *5%* *98%*	20 *4%* *92%*	2 *6%* *8%*	21 *4%* *100%*	21 *4%* *100%*	9 *3%* *41%*	13 *6%* *59%*	14 *7%* *66%*
2	**5** ***1%***	1 *2%* *22%*	1 *3%* *22%* R	* *2%* *7%*	2 *1%* *48%*	5 *1%* *92%*	* *1%* *7%*	5 *1%* *92%*	5 *1%* *100%*	3 *1%* *54%*	2 *1%* *46%*	2 *1%* *46%*
1	**6** ***1%***	1 *2%* *19%*	* *1%* *5%*	* *1%* *4%*	4 *1%* *71%*	4 *1%* *73%*	2 *5%* *27%*	5 *1%* *95%*	6 *1%* *100%*	2 *1%* *37%*	4 *2%* *63%*	4 *2%* *63%*
Don't know	**17** ***3%***	4 *8%* *23%* R	1 *2%* *4%*	* *3%* *2%*	12 *3%* *70%*	17 *4%* *100%*	- - -	17 *3%* *100%*	17 *3%* *100%*	7 *2%* *39%*	11 *5%* *61%*	11 *5%* *65%*
Net: 10/9/8/7	**288** ***57%***	33 *65%* *11%*	19 *58%* *7%*	10 *59%* *3%*	226 *55%* *79%*	267 *56%* *93%*	21 *68%* *7%*	288 *57%* *100%*	288 *57%* *100%*	187 *59%* *65%*	101 *52%* *35%*	108 *51%* *37%*
Net: 10/9	**76** ***15%***	11 *21%* *14%*	5 *14%* *6%*	2 *14%* *3%*	58 *14%* *77%*	66 *14%* *87%*	9 *30%* *13%*	76 *15%* *100%*	76 *15%* *100%*	47 *15%* *62%*	29 *15%* *38%*	30 *14%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 964

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**172** ***34%***	11 *23%* *7%*	12 *35%* *7%*	5 *34%* *3%*	144 *35%* *83%* O	166 *35%* *96%*	6 *21%* *4%*	168 *33%* *98%*	172 *34%* *100%*	108 *34%* *62%*	64 *33%* *37%*	71 *34%* *41%*
Net: 3/2/1	**32** ***6%***	2 *4%* *7%*	2 *5%* *5%*	1 *5%* *3%*	27 *7%* *85%*	28 *6%* *88%*	4 *12%* *11%*	31 *6%* *98%*	32 *6%* *100%*	13 *4%* *42%*	19 *10%* *58%*	20 *9%* *62%*
Mean	**6.69**	7.15	6.70	6.74	6.63	6.67	7.00	6.71	6.69	6.80	6.51	6.48
Standard Deviation	**1.93**	2.04	1.88	1.98	1.92	1.89	2.39	1.92	1.93	1.85	2.04	2.02

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 965

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**52** ***8%***	20 *7%* *38%*	32 *9%* *62%*	33 *17%* *63%* DE	9 *4%* *17%*	1 *1%* *2%*	7 *8%* *14%* E	* *1%* *	2 *8%* *4%*	* * *	31 *8%* *60%* I	21 *13%* *40%* I	23 *14%* *43%* N	8 *5%* *16%*	10 *5%* *20%*
9	**52** ***8%***	21 *7%* *39%*	32 *8%* *61%*	27 *14%* *52%* DF	12 *5%* *24%*	9 *9%* *18%*	3 *4%* *6%*	- - -	* *1%* *	10 *8%* *19%*	36 *9%* *68%*	6 *4%* *12%*	8 *5%* *15%*	8 *5%* *16%*	23 *10%* *43%*
8	**158** ***24%***	76 *26%* *48%*	82 *22%* *52%*	50 *26%* *31%*	58 *25%* *36%*	26 *26%* *17%*	20 *23%* *12%*	3 *10%* *2%*	2 *8%* *1%*	31 *26%* *20%*	90 *23%* *57%*	37 *23%* *23%*	39 *24%* *25%*	40 *24%* *26%*	54 *24%* *34%*
7	**131** ***20%***	64 *22%* *49%*	67 *18%* *51%*	33 *17%* *25%*	66 *28%* *50%* CE F	14 *14%* *11%*	9 *11%* *7%*	6 *18%* *4%*	3 *13%* *2%*	27 *23%* *21%*	84 *22%* *64%*	20 *12%* *15%*	22 *13%* *17%*	34 *21%* *26%*	50 *22%* *39%*
6	**100** ***15%***	38 *13%* *38%*	62 *16%* *62%*	25 *13%* *25%*	35 *15%* *35%*	16 *16%* *16%*	13 *15%* *13%*	9 *28%* *9%*	1 *3%* *1%*	16 *14%* *16%*	62 *16%* *62%*	22 *13%* *22%*	20 *12%* *20%*	34 *21%* *35%*	31 *14%* *31%*
5	**69** ***10%***	27 *9%* *39%*	42 *11%* *61%*	10 *5%* *15%*	23 *10%* *33%*	14 *14%* *20%* C	12 *13%* *17%*	5 *16%* *8%*	5 *24%* *8%*	12 *10%* *18%*	35 *9%* *51%*	21 *13%* *31%*	21 *13%* *30%*	10 *6%* *15%*	29 *13%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 965

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**40** ***6%***	17 *6%* *42%*	23 *6%* *58%*	9 *5%* *22%*	14 *6%* *34%*	7 *7%* *17%*	9 *11%* *23%*	* *1%* *1%*	1 *6%* *3%*	7 *5%* *16%*	13 *3%* *33%*	20 *13%* *51%* J	8 *5%* *20%*	14 *8%* *34%*	11 *5%* *28%*
3	**27** ***4%***	15 *5%* *56%*	12 *3%* *44%*	2 *1%* *8%*	13 *5%* *47%*	4 *4%* *14%*	5 *6%* *18%*	4 *11%* *13%*	- - -	8 *7%* *31%*	13 *3%* *50%*	5 *3%* *20%*	10 *6%* *39%*	8 *5%* *29%*	6 *3%* *24%*
2	**7** ***1%***	1 * *9%*	6 *2%* *91%*	- - -	4 *2%* *53%*	* * *	3 *4%* *47%* C	- - -	- - -	4 *3%* *53%*	3 *1%* *47%*	- - -	* * *	5 *3%* *72%*	1 *1%* *20%*
1	**8** ***1%***	5 *2%* *55%*	4 *1%* *45%*	3 *2%* *38%*	* * *3%*	5 *5%* *57%* D	- - -	* * *	* *1%* *2%*	1 *1%* *7%*	8 *2%* *93%*	- - -	4 *3%* *53%*	- - -	2 *1%* *28%*
Don't know	**24** ***4%***	9 *3%* *37%*	15 *4%* *63%*	* * *	2 *1%* *7%*	4 *4%* *17%* C	5 *6%* *22%* CD	5 *16%* *21%*	8 *36%* *33%*	3 *3%* *15%*	12 *3%* *48%*	9 *6%* *37%*	7 *4%* *28%*	4 *2%* *16%*	8 *3%* *33%*
Net: 10/9/8/7	**393** ***59%***	180 *62%* *46%*	213 *56%* *54%*	143 *74%* *36%* DE F	145 *62%* *37%* F	51 *51%* *13%*	39 *45%* *10%*	9 *28%* *2%*	7 *30%* *2%*	69 *57%* *18%*	241 *62%* *61%*	83 *52%* *21%*	91 *56%* *23%*	91 *55%* *23%*	137 *61%* *35%*
Net: 10/9	**104** ***16%***	40 *14%* *39%*	64 *17%* *61%*	60 *31%* *58%* DE F	21 *9%* *20%*	10 *10%* *10%*	10 *12%* *10%*	* *1%* *	2 *9%* *2%*	10 *9%* *10%*	67 *17%* *64%*	27 *17%* *26%*	30 *19%* *29%*	17 *10%* *16%*	33 *15%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 965

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 6/5/4	**208** ***31%***	81 *28%* *39%*	127 *34%* *61%*	44 *23%* *21%*	71 *30%* *34%*	37 *37%* *18%* C	34 *39%* *16%* C	15 *45%* *7%*	7 *33%* *4%*	35 *29%* *17%*	110 *28%* *53%*	63 *39%* *30%*	49 *30%* *23%*	58 *35%* *28%*	71 *31%* *34%*
Net: 3/2/1	**42** ***6%***	20 *7%* *48%*	22 *6%* *52%*	5 *3%* *13%*	17 *7%* *39%*	8 *8%* *20%*	8 *10%* *19%*	4 *11%* *8%*	* *1%* *	13 *10%* *30%*	25 *6%* *58%*	5 *3%* *12%*	15 *9%* *35%*	13 *8%* *30%*	10 *5%* *24%*
Mean	**6.79**	6.80	6.79	7.53 D EF	6.65	6.38	6.35	5.86	6.39	6.46	6.91	6.77	6.79	6.57	6.82
Standard Deviation	**1.95**	1.93	1.98	1.91	1.75	2.05	2.14	1.50	2.02	1.88	1.94	2.01	2.24	1.88	1.80

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 965

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**52** ***8%***	6 *9%* *11%*	2 *10%* *5%*	2 *10%* *5%*	41 *7%* *80%*	47 *8%* *91%*	5 *10%* *9%*	49 *8%* *94%*	52 *8%* *100%*	35 *9%* *68%*	16 *6%* *32%*	16 *6%* *32%*
9	**52** ***8%***	7 *12%* *14%*	3 *14%* *7%*	3 *12%* *6%*	38 *7%* *73%*	47 *8%* *89%*	6 *12%* *11%*	52 *8%* *100%*	52 *8%* *100%*	35 *9%* *66%*	18 *7%* *34%*	18 *7%* *34%*
8	**158** ***24%***	16 *24%* *10%* P	3 *10%* *2%*	6 *26%* *4%* P	134 *24%* *84%* P	146 *23%* *92%*	12 *26%* *8%*	152 *23%* *96%*	158 *24%* *100%*	93 *23%* *59%*	65 *25%* *41%*	65 *25%* *41%*
7	**131** ***20%***	14 *21%* *10%*	6 *25%* *5%*	5 *19%* *4%*	106 *19%* *81%*	119 *19%* *91%*	12 *25%* *9%*	129 *20%* *98%*	131 *20%* *100%*	80 *20%* *61%*	51 *20%* *39%*	53 *20%* *41%*
6	**100** ***15%***	8 *12%* *8%*	3 *12%* *3%*	4 *15%* *4%*	85 *15%* *85%*	94 *15%* *94%*	6 *13%* *6%*	98 *15%* *98%*	100 *15%* *100%*	66 *16%* *66%*	33 *13%* *34%*	33 *13%* *34%*
5	**69** ***10%***	4 *6%* *6%*	2 *10%* *4%*	2 *10%* *4%*	60 *11%* *87%*	65 *10%* *95%*	4 *8%* *5%*	64 *10%* *93%*	69 *10%* *100%*	40 *10%* *58%*	28 *11%* *41%*	28 *11%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 965

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**40** ***6%***	3 *5%* *8%*	3 *12%* *8%*	1 *3%* *2%*	33 *6%* *82%*	39 *6%* *97%*	1 *3%* *3%*	40 *6%* *100%*	40 *6%* *100%*	18 *4%* *44%*	23 *9%* *56%*	23 *9%* *56%*
3	**27** ***4%***	2 *3%* *7%*	- - -	* *1%* *1%*	25 *4%* *92%*	26 *4%* *97%*	1 *2%* *3%*	27 *4%* *100%*	27 *4%* *100%*	21 *5%* *77%*	6 *2%* *23%*	6 *2%* *23%*
2	**7** ***1%***	1 *1%* *9%*	- - -	- - -	6 *1%* *91%*	6 *1%* *85%*	1 *2%* *15%*	7 *1%* *100%*	7 *1%* *100%*	2 *1%* *35%*	5 *2%* *65%*	5 *2%* *65%*
1	**8** ***1%***	1 *1%* *6%*	1 *3%* *8%*	* *2%* *5%*	7 *1%* *81%*	8 *1%* *100%*	- - -	8 *1%* *98%*	8 *1%* *100%*	5 *1%* *57%*	4 *1%* *43%*	4 *1%* *43%*
Don't know	**24** ***4%***	4 *6%* *16%*	1 *6%* *6%*	* *1%* *1%*	18 *3%* *76%*	24 *4%* *100%*	- - -	24 *4%* *100%*	24 *4%* *100%*	13 *3%* *53%*	11 *4%* *47%*	11 *4%* *47%*
Net: 10/9/8/7	**393** ***59%***	42 *65%* *11%*	15 *58%* *4%*	17 *68%* *4%*	320 *58%* *81%*	359 *58%* *91%*	34 *72%* *9%*	383 *59%* *97%*	393 *59%* *100%*	243 *60%* *62%*	150 *58%* *38%*	153 *58%* *39%*
Net: 10/9	**104** ***16%***	13 *20%* *13%*	6 *23%* *6%*	5 *23%* *5%* R	80 *14%* *76%*	94 *15%* *90%*	10 *22%* *10%*	101 *16%* *97%*	104 *16%* *100%*	70 *17%* *67%*	34 *13%* *33%*	34 *13%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 965

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 6/5/4	**208** ***31%***	15 *24%* *7%*	9 *34%* *4%*	7 *28%* *3%*	178 *32%* *85%*	197 *32%* *95%*	11 *23%* *5%*	202 *31%* *97%*	208 *31%* *100%*	124 *30%* *59%*	84 *32%* *40%*	84 *32%* *40%*
Net: 3/2/1	**42** ***6%***	3 *5%* *7%*	1 *3%* *2%*	1 *3%* *2%*	38 *7%* *90%*	41 *7%* *95%*	2 *4%* *5%*	42 *6%* *100%*	42 *6%* *100%*	28 *7%* *66%*	14 *6%* *34%*	14 *5%* *34%*
Mean	**6.79**	7.12	6.83	7.22 R	6.74	6.76	7.24	6.78	6.79	6.86	6.69	6.69
Standard Deviation	**1.95**	1.90	2.10	1.86	1.96	1.96	1.79	1.96	1.95	1.95	1.96	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 966

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**34** ***7%***	21 *8%* *61%*	13 *6%* *39%*	7 *10%* *20%*	5 *4%* *16%*	10 *10%* *30%*	4 *5%* *13%*	3 *6%* *8%*	4 *7%* *12%*	3 *4%* *9%*	15 *5%* *44%*	16 *12%* *47%*	8 *8%* *25%*	5 *4%* *15%*	10 *6%* *29%*
9	**63** ***13%***	40 *15%* *63%*	23 *10%* *37%*	24 *34%* *38%* DE FGH	12 *9%* *19%*	9 *9%* *15%*	5 *6%* *8%*	6 *14%* *10%*	6 *11%* *10%*	8 *10%* *13%*	41 *15%* *65%*	14 *11%* *22%*	15 *14%* *24%*	19 *16%* *31%*	19 *11%* *30%*
8	**142** ***29%***	76 *29%* *54%*	66 *29%* *46%*	20 *28%* *14%*	40 *31%* *29%*	27 *26%* *19%*	29 *35%* *21%*	9 *20%* *7%*	16 *29%* *11%*	25 *31%* *18%*	80 *29%* *56%*	37 *28%* *26%*	35 *33%* *25%*	45 *36%* *32%*	38 *23%* *26%*
7	**98** ***20%***	48 *18%* *48%*	51 *22%* *52%*	5 *6%* *5%*	34 *27%* *35%* CH	28 *27%* *28%* CH	16 *19%* *16%*	10 *22%* *10%* C	6 *10%* *6%*	20 *24%* *20%*	61 *22%* *62%*	18 *14%* *18%*	19 *18%* *20%*	19 *16%* *20%*	39 *24%* *40%*
6	**56** ***12%***	23 *9%* *40%*	34 *15%* *60%*	5 *8%* *9%*	19 *15%* *34%*	14 *13%* *24%*	5 *6%* *9%*	4 *8%* *7%*	9 *16%* *16%*	11 *14%* *20%*	31 *11%* *55%*	14 *11%* *25%*	10 *10%* *19%*	5 *4%* *9%*	29 *18%* *51%* M
5	**46** ***9%***	28 *11%* *61%*	18 *8%* *39%*	2 *3%* *4%*	11 *8%* *23%*	10 *10%* *22%*	12 *15%* *27%* C	4 *9%* *9%*	7 *12%* *15%*	7 *9%* *16%*	21 *8%* *46%*	17 *13%* *38%*	8 *7%* *17%*	14 *11%* *30%*	15 *9%* *33%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 966

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**20** ***4%***	10 *4%* *50%*	10 *4%* *50%*	2 *2%* *8%*	4 *3%* *19%*	4 *3%* *18%*	4 *5%* *21%*	3 *7%* *16%*	4 *7%* *19%*	5 *7%* *27%*	7 *3%* *35%*	8 *6%* *38%*	3 *3%* *15%*	9 *7%* *44%*	6 *4%* *32%*
3	**8** ***2%***	6 *2%* *68%*	3 *1%* *32%*	2 *3%* *27%*	2 *2%* *29%*	- - -	2 *3%* *30%*	1 *3%* *14%*	- - -	- - -	7 *3%* *85%*	1 *1%* *15%*	1 *1%* *14%*	2 *2%* *27%*	4 *2%* *44%*
2	**3** ***1%***	2 *1%* *52%*	1 *1%* *48%*	2 *2%* *55%*	- - -	- - -	1 *2%* *45%*	- - -	- - -	* * *6%*	3 *1%* *82%*	* * *12%*	3 *2%* *82%*	- - -	- - -
1	**6** ***1%***	1 * *18%*	5 *2%* *82%*	3 *5%* *56%*	- - -	1 *1%* *9%*	- - -	1 *2%* *18%*	1 *2%* *17%*	- - -	3 *1%* *44%*	3 *3%* *56%*	- - -	3 *3%* *56%*	2 *1%* *35%*
Don't know	**11** ***2%***	5 *2%* *45%*	6 *3%* *55%*	* * *	1 *1%* *6%*	1 * *5%*	2 *3%* *20%*	4 *9%* *35%* CD E	4 *7%* *34%* D	2 *2%* *17%*	6 *2%* *51%*	4 *3%* *32%*	4 *4%* *35%*	2 *1%* *14%*	2 *1%* *19%*
Net: 10/9/8/7	**336** ***69%***	184 *71%* *55%*	153 *67%* *45%*	55 *77%* *16%*	92 *72%* *27%*	74 *72%* *22%*	54 *66%* *16%*	29 *62%* *8%*	32 *57%* *10%*	56 *68%* *17%*	196 *72%* *58%*	84 *64%* *25%*	78 *73%* *23%*	88 *72%* *26%*	105 *64%* *31%*
Net: 10/9	**97** ***20%***	60 *23%* *62%*	36 *16%* *38%*	30 *43%* *32%* DE FGH	18 *14%* *18%*	20 *19%* *20%*	10 *12%* *10%*	9 *20%* *9%*	10 *18%* *11%*	11 *14%* *12%*	56 *20%* *58%*	30 *23%* *31%*	23 *22%* *24%*	24 *20%* *25%*	28 *17%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 966

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**122** ***25%***	61 *24%* *50%*	62 *27%* *50%*	9 *13%* *7%*	33 *26%* *27%*	27 *27%* *22%*	22 *26%* *18%*	11 *25%* *9%*	20 *35%* *16%* C	24 *29%* *19%*	59 *22%* *49%*	39 *30%* *32%*	21 *20%* *17%*	28 *22%* *23%*	50 *31%* *41%*
Net: 3/2/1	**17** ***4%***	8 *3%* *48%*	9 *4%* *52%*	7 *10%* *42%* DE	2 *2%* *14%*	1 *1%* *3%*	4 *5%* *22%*	2 *5%* *13%*	1 *2%* *6%*	* * *1%*	12 *4%* *70%*	5 *4%* *29%*	4 *3%* *21%*	6 *4%* *32%*	6 *3%* *33%*
Mean	**7.16**	7.28	7.02	7.51	7.16	7.29	6.92	6.93	7.01	7.10	7.21	7.11	7.37	7.09	6.99
Standard Deviation	**1.79**	1.77	1.81	2.34	1.45	1.58	1.79	2.01	1.88	1.50	1.74	2.05	1.73	1.96	1.73

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 966

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**34** ***7%***	6 *12%* *18%*	3 *10%* *8%*	2 *11%* *5%*	23 *6%* *69%*	28 *6%* *83%*	6 *15%* *17%*	34 *7%* *100%*	34 *7%* *100%*	34 *7%* *100%*
9	**63** ***13%***	5 *10%* *8%*	3 *9%* *4%*	3 *16%* *4%*	53 *13%* *84%*	60 *13%* *95%*	3 *7%* *5%*	63 *13%* *100%*	63 *13%* *100%*	63 *13%* *100%*
8	**142** ***29%***	13 *26%* *9%*	7 *26%* *5%*	4 *23%* *3%*	118 *30%* *83%*	134 *30%* *94%*	8 *20%* *6%*	142 *29%* *100%*	142 *29%* *100%*	142 *29%* *100%*
7	**98** ***20%***	10 *19%* *10%*	8 *29%* *8%*	3 *19%* *3%*	78 *20%* *79%*	89 *20%* *91%*	9 *23%* *9%*	97 *20%* *99%*	98 *20%* *100%*	98 *20%* *100%*
6	**56** ***12%***	7 *14%* *13%*	3 *12%* *6%*	1 *9%* *3%*	44 *11%* *79%*	51 *11%* *91%*	5 *12%* *9%*	56 *12%* *100%*	56 *12%* *100%*	56 *12%* *100%*
5	**46** ***9%***	6 *11%* *12%*	2 *6%* *4%*	2 *12%* *4%*	37 *9%* *80%*	40 *9%* *87%*	6 *14%* *13%*	46 *9%* *100%*	46 *9%* *100%*	46 *9%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 966

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**20** ***4%***	1 *2%* *5%*	* *1%* *2%*	* *2%* *2%*	18 *5%* *91%*	20 *4%* *100%*	- - -	20 *4%* *100%*	20 *4%* *100%*	20 *4%* *100%*
3	**8** ***2%***	1 *2%* *12%*	- - -	* *2%* *4%*	7 *2%* *85%*	7 *2%* *88%*	1 *2%* *12%*	8 *2%* *100%*	8 *2%* *100%*	8 *2%* *100%*
2	**3** ***1%***	- - -	- - -	1 *3%* *18%* OR	3 *1%* *82%*	1 * *45%*	2 *4%* *55%* S	3 *1%* *100%*	3 *1%* *100%*	3 *1%* *100%*
1	**6** ***1%***	- - -	* *1%* *6%*	* *1%* *3%*	5 *1%* *91%*	6 *1%* *100%*	- - -	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
Don't know	**11** ***2%***	2 *4%* *17%*	1 *5%* *12%*	* *2%* *3%*	8 *2%* *68%*	10 *2%* *91%*	1 *2%* *9%*	11 *2%* *100%*	11 *2%* *100%*	11 *2%* *100%*
Net: 10/9/8/7	**336** ***69%***	34 *66%* *10%*	20 *74%* *6%*	11 *69%* *3%*	272 *69%* *81%*	311 *70%* *92%*	26 *64%* *8%*	335 *69%* *100%*	336 *69%* *100%*	336 *69%* *100%*
Net: 10/9	**97** ***20%***	11 *22%* *11%*	5 *19%* *5%*	4 *26%* *4%*	76 *19%* *79%*	88 *20%* *91%*	9 *22%* *9%*	97 *20%* *100%*	97 *20%* *100%*	97 *20%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 966

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**122** ***25%***	14 *28%* *12%*	5 *19%* *4%*	4 *23%* *3%*	99 *25%* *81%*	111 *25%* *91%*	11 *27%* *9%*	122 *25%* *100%*	122 *25%* *100%*	122 *25%* *100%*
Net: 3/2/1	**17** ***4%***	1 *2%* *6%*	* *1%* *2%*	1 *6%* *6%*	15 *4%* *86%*	15 *3%* *85%*	3 *7%* *15%*	17 *4%* *100%*	17 *4%* *100%*	17 *4%* *100%*
Mean	**7.16**	7.31	7.41	7.17	7.13	7.17	7.07	7.16	7.16	7.16
Standard Deviation	**1.79**	1.70	1.59	2.12	1.81	1.77	2.03	1.79	1.79	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 967

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**12** ***4%***	4 *3%* *30%*	9 *6%* *70%*	4 *9%* *30%*	4 *4%* *30%*	2 *3%* *13%*	1 *3%* *12%*	* * *1%*	2 *7%* *13%*	1 *3%* *11%*	6 *4%* *49%*	5 *6%* *40%*	7 *10%* *57%*	- - -	2 *2%* *20%*
9	**22** ***7%***	13 *9%* *60%*	9 *6%* *40%*	7 *18%* *34%*	11 *12%* *52%*	2 *4%* *8%*	1 *2%* *4%*	- - -	* *1%* *1%*	5 *10%* *25%*	14 *9%* *66%*	2 *2%* *9%*	7 *10%* *32%*	2 *3%* *10%*	7 *7%* *34%*
8	**69** ***23%***	40 *27%* *58%*	29 *19%* *42%*	11 *25%* *16%*	22 *23%* *32%*	18 *39%* *26%* F	6 *13%* *9%*	7 *16%* *10%*	5 *20%* *7%*	18 *34%* *26%*	36 *22%* *53%*	15 *18%* *21%*	14 *21%* *21%*	19 *27%* *27%*	22 *20%* *32%*
7	**56** ***19%***	28 *19%* *49%*	28 *19%* *51%*	7 *17%* *13%*	24 *25%* *43%*	5 *12%* *10%*	6 *12%* *10%*	8 *19%* *13%*	6 *24%* *11%*	10 *19%* *18%*	39 *24%* *70%* K	6 *8%* *11%*	8 *12%* *14%*	19 *28%* *34%*	20 *18%* *36%*
6	**44** ***15%***	23 *16%* *53%*	21 *14%* *47%*	7 *17%* *17%*	13 *13%* *29%*	8 *17%* *18%*	5 *10%* *12%*	7 *17%* *16%*	4 *16%* *9%*	5 *9%* *11%*	26 *16%* *59%*	13 *16%* *30%*	7 *10%* *16%*	10 *14%* *22%*	17 *16%* *39%*
5	**42** ***14%***	16 *11%* *38%*	26 *17%* *62%*	3 *8%* *8%*	5 *6%* *13%*	5 *12%* *13%*	12 *25%* *30%* D	11 *28%* *27%*	4 *16%* *9%*	6 *12%* *15%*	19 *11%* *45%*	16 *20%* *39%*	8 *12%* *19%*	10 *15%* *25%*	19 *17%* *46%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 967

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**23** ***8%***	8 *6%* *36%*	15 *10%* *64%*	3 *6%* *12%*	7 *8%* *32%*	3 *6%* *11%*	6 *12%* *25%*	3 *8%* *14%*	1 *5%* *6%*	4 *8%* *19%*	7 *4%* *28%*	12 *15%* *53%* J	3 *4%* *12%*	7 *11%* *32%*	12 *10%* *50%*
3	**9** ***3%***	5 *3%* *53%*	4 *3%* *47%*	- - -	2 *2%* *19%*	- - -	5 *10%* *55%*	2 *6%* *26%*	- - -	* * *	5 *3%* *53%*	4 *5%* *47%*	3 *5%* *37%*	2 *3%* *20%*	3 *3%* *35%*
2	**6** ***2%***	6 *4%* *97%*	* * *3%*	- - -	4 *5%* *68%*	1 *3%* *22%*	1 *1%* *10%*	- - -	- - -	- - -	4 *2%* *57%*	3 *3%* *43%*	3 *4%* *43%*	- - -	3 *2%* *44%*
1	**2** ***1%***	* * *11%*	1 *1%* *89%*	- - -	- - -	* *1%* *29%*	1 *2%* *71%*	- - -	- - -	- - -	2 *1%* *100%*	- - -	- - -	- - -	1 *1%* *71%*
Don't know	**14** ***5%***	5 *3%* *37%*	8 *6%* *63%*	- - -	2 *2%* *13%*	2 *4%* *14%*	5 *11%* *39%*	2 *5%* *14%*	3 *11%* *21%*	3 *5%* *19%*	7 *4%* *48%*	4 *6%* *33%*	7 *11%* *55%* M	- - -	3 *3%* *24%*
Net: 10/9/8/7	**159** ***53%***	84 *57%* *53%*	75 *50%* *47%*	29 *69%* *18%*	61 *65%* *38%* F	27 *58%* *17%* F	15 *29%* *9%*	14 *36%* *9%*	13 *52%* *8%*	35 *66%* *22%* K	96 *59%* *61%* K	28 *34%* *18%*	36 *54%* *23%*	40 *58%* *25%*	52 *47%* *33%*
Net: 10/9	**34** ***11%***	17 *11%* *49%*	17 *12%* *51%*	11 *26%* *33%*	15 *16%* *44%*	3 *7%* *10%*	2 *5%* *7%*	* * *	2 *8%* *6%*	7 *13%* *20%*	20 *12%* *60%*	7 *8%* *20%*	14 *21%* *41%* M	2 *3%* *6%*	10 *9%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 967

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**109** ***36%***	47 *32%* *44%*	61 *41%* *56%*	13 *31%* *12%*	25 *27%* *23%*	16 *34%* *15%*	23 *47%* *22%*	21 *53%* *20%*	9 *37%* *8%*	16 *30%* *14%*	51 *31%* *47%*	42 *51%* *38%* J	18 *26%* *16%*	28 *40%* *25%*	48 *43%* *44%*
Net: 3/2/1	**17** ***6%***	11 *7%* *65%*	6 *4%* *35%*	- - -	6 *6%* *35%*	2 *4%* *11%*	7 *14%* *40%*	2 *6%* *14%*	- - -	* * *	10 *6%* *59%*	7 *9%* *41%*	6 *9%* *36%*	2 *3%* *10%*	7 *6%* *42%*
Mean	**6.56**	6.63	6.50	7.35	6.81	6.78	5.54	5.90	6.76	7.04 K	6.70 K	5.96	6.85	6.47	6.26
Standard Deviation	**1.87**	1.88	1.86	1.66	1.91	1.80	1.99	1.49	1.55	1.57	1.82	2.02	2.21	1.50	1.88

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 967

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**12** ***4%***	2 *8%* *17%*	- - -	1 *8%* *7%*	10 *4%* *76%*	11 *4%* *91%*	1 *6%* *9%*	12 *4%* *100%*	12 *4%* *100%*	7 *5%* *56%*	6 *3%* *44%*	6 *3%* *44%*
9	**22** ***7%***	4 *14%* *18%*	1 *6%* *4%*	1 *7%* *3%*	16 *7%* *76%*	20 *7%* *93%*	2 *9%* *7%*	22 *7%* *100%*	22 *7%* *100%*	9 *7%* *43%*	12 *7%* *57%*	12 *7%* *57%*
8	**69** ***23%***	8 *30%* *12%*	3 *19%* *4%*	3 *25%* *4%*	56 *22%* *81%*	65 *23%* *94%*	4 *21%* *6%*	69 *23%* *100%*	69 *23%* *100%*	25 *19%* *36%*	44 *26%* *64%*	44 *26%* *64%*
7	**56** ***19%***	4 *14%* *7%*	3 *20%* *5%*	2 *22%* *4%*	47 *19%* *84%*	50 *18%* *89%*	6 *34%* *11%*	56 *19%* *100%*	56 *19%* *100%*	31 *24%* *56%*	25 *15%* *44%*	27 *16%* *48%*
6	**44** ***15%***	5 *19%* *11%*	3 *20%* *6%*	2 *22%* *5%*	34 *14%* *77%*	41 *15%* *94%*	3 *14%* *6%*	44 *15%* *100%*	44 *15%* *100%*	23 *18%* *53%*	21 *12%* *47%*	21 *12%* *47%*
5	**42** ***14%***	1 *4%* *2%*	3 *19%* *6%* O	1 *5%* *1%*	38 *15%* *90%*	40 *14%* *96%*	2 *9%* *4%*	42 *14%* *100%*	42 *14%* *100%*	12 *9%* *28%*	30 *17%* *71%*	30 *17%* *71%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 967

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**23** ***8%***	* *2%* *2%*	1 *6%* *4%*	* *2%* *1%*	22 *9%* *94%*	23 *8%* *98%*	* *2%* *2%*	23 *8%* *100%*	23 *8%* *100%*	8 *6%* *33%*	16 *9%* *67%*	16 *9%* *67%*
3	**9** ***3%***	1 *3%* *8%*	- - -	- - -	8 *3%* *92%*	9 *3%* *100%*	- - -	9 *3%* *100%*	9 *3%* *100%*	5 *4%* *53%*	4 *3%* *47%*	4 *3%* *47%*
2	**6** ***2%***	1 *2%* *10%*	- - -	* *2%* *3%*	5 *2%* *87%*	6 *2%* *100%*	- - -	6 *2%* *100%*	6 *2%* *100%*	3 *2%* *47%*	3 *2%* *53%*	3 *2%* *53%*
1	**2** ***1%***	- - -	* *2%* *19%*	* *2%* *11%*	1 * *71%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*	- - -	- - -
Don't know	**14** ***5%***	1 *5%* *9%*	1 *8%* *8%*	* *5%* *4%*	11 *4%* *79%*	13 *5%* *93%*	1 *5%* *7%*	14 *5%* *100%*	14 *5%* *100%*	4 *3%* *33%*	9 *5%* *67%*	9 *5%* *67%*
Net: 10/9/8/7	**159** ***53%***	18 *67%* *11%*	6 *44%* *4%*	6 *62%* *4%*	129 *52%* *81%*	146 *52%* *92%*	13 *71%* *8%*	159 *53%* *100%*	159 *53%* *100%*	72 *56%* *46%*	87 *51%* *54%*	89 *52%* *56%*
Net: 10/9	**34** ***11%***	6 *22%* *17%* R	1 *6%* *2%*	2 *15%* *4%*	26 *10%* *76%*	31 *11%* *92%*	3 *15%* *8%*	34 *11%* *100%*	34 *11%* *100%*	16 *13%* *48%*	18 *11%* *52%*	18 *10%* *52%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 967

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**109** ***36%***	6 *24%* *6%*	6 *45%* *6%* O	3 *29%* *3%*	93 *38%* *86%*	104 *37%* *96%*	5 *25%* *4%*	109 *36%* *100%*	109 *36%* *100%*	43 *33%* *39%*	66 *39%* *61%*	66 *38%* *61%*
Net: 3/2/1	**17** ***6%***	1 *5%* *8%*	* *2%* *2%*	* *4%* *2%*	15 *6%* *88%*	17 *6%* *100%*	- - -	17 *6%* *100%*	17 *6%* *100%*	9 *7%* *55%*	8 *5%* *45%*	8 *4%* *45%*
Mean	**6.56**	7.31 PR	6.34	7.05	6.47	6.52	7.20	6.56	6.56	6.60	6.53	6.54
Standard Deviation	**1.87**	1.80	1.69	1.87	1.88	1.89	1.39	1.87	1.87	1.92	1.84	1.83

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 968

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**81** ***18%***	44 *16%* *54%*	38 *19%* *46%*	5 *18%* *6%*	13 *19%* *15%*	11 *15%* *13%*	11 *14%* *13%*	20 *20%* *25%*	23 *18%* *28%*	5 *6%* *6%*	30 *15%* *37%*	46 *25%* *57%* IJ	23 *19%* *28%*	11 *11%* *14%*	38 *24%* *47%*
9	**61** ***13%***	37 *14%* *60%*	25 *13%* *40%*	4 *16%* *6%*	10 *15%* *16%*	15 *20%* *24%* G	12 *16%* *19%*	6 *6%* *10%*	15 *12%* *24%*	15 *20%* *25%* K	29 *14%* *47%*	18 *10%* *29%*	13 *11%* *22%*	12 *12%* *19%*	25 *16%* *41%*
8	**142** ***31%***	82 *31%* *58%*	59 *31%* *42%*	4 *15%* *3%*	22 *33%* *15%*	25 *34%* *17%*	22 *30%* *15%*	36 *36%* *26%*	33 *27%* *24%*	24 *33%* *17%*	63 *31%* *44%*	54 *30%* *38%*	40 *33%* *28%*	35 *35%* *24%*	43 *27%* *31%*
7	**91** ***20%***	52 *19%* *57%*	40 *20%* *43%*	5 *18%* *5%*	7 *11%* *8%*	14 *19%* *15%*	18 *25%* *20%*	24 *24%* *26%*	23 *19%* *25%*	15 *21%* *17%*	45 *22%* *50%*	31 *17%* *33%*	29 *24%* *32%*	23 *23%* *25%*	24 *15%* *27%*
6	**38** ***8%***	24 *9%* *62%*	15 *8%* *38%*	4 *15%* *10%*	9 *13%* *23%*	3 *4%* *7%*	4 *5%* *10%*	5 *5%* *12%*	15 *12%* *38%*	8 *10%* *20%*	15 *7%* *39%*	16 *9%* *41%*	8 *7%* *22%*	3 *3%* *7%*	19 *12%* *50%*
5	**22** ***5%***	16 *6%* *74%*	6 *3%* *26%*	* *1%* *2%*	4 *6%* *18%*	1 *1%* *3%*	5 *6%* *20%*	4 *4%* *17%*	9 *7%* *40%*	3 *4%* *14%*	13 *6%* *59%*	6 *3%* *27%*	4 *3%* *17%*	7 *7%* *32%*	6 *4%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 968

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**10** ***2%***	8 *3%* *86%*	1 *1%* *14%*	1 *3%* *7%*	1 *2%* *13%*	4 *6%* *47%*	* * *	2 *2%* *16%*	2 *1%* *18%*	2 *3%* *20%*	6 *3%* *57%*	2 *1%* *23%*	1 *1%* *12%*	3 *3%* *36%*	2 *1%* *18%*
3	**3** ***1%***	1 *1%* *50%*	1 *1%* *50%*	- - -	- - -	- - -	- - -	3 *3%* *100%*	- - -	- - -	- - -	3 *2%* *100%*	- - -	- - -	3 *2%* *100%*
2	**5** ***1%***	3 *1%* *53%*	2 *1%* *47%*	- - -	- - -	1 *1%* *12%*	3 *4%* *59%*	- - -	1 *1%* *29%*	2 *2%* *38%*	2 *1%* *33%*	1 *1%* *29%*	* * *	2 *2%* *38%*	1 *1%* *20%*
1	**4** ***1%***	* * *5%*	3 *2%* *95%*	3 *13%* *95%*	- - -	- - -	- - -	- - -	* * *5%*	- - -	* * *5%*	3 *2%* *95%*	- - -	3 *3%* *95%*	- - -
Don't know	**4** ***1%***	* * *4%*	4 *2%* *96%*	- - -	- - -	* * *9%*	- - -	* * *4%*	3 *3%* *87%*	- - -	* * *13%*	3 *2%* *87%*	3 *3%* *87%*	- - -	- - -
Net: 10/9/8/7	**376** ***81%***	214 *80%* *57%*	161 *83%* *43%*	17 *67%* *5%*	52 *79%* *14%*	64 *88%* *17%*	63 *85%* *17%*	86 *87%* *23%*	94 *76%* *25%*	59 *80%* *16%*	167 *82%* *45%*	149 *81%* *40%*	105 *86%* *28%*	80 *81%* *21%*	131 *81%* *35%*
Net: 10/9	**143** ***31%***	80 *30%* *56%*	62 *32%* *44%*	9 *34%* *6%*	23 *34%* *16%*	26 *35%* *18%*	22 *30%* *16%*	26 *27%* *18%*	37 *30%* *26%*	20 *27%* *14%*	59 *29%* *41%*	64 *35%* *45%*	37 *30%* *26%*	23 *23%* *16%*	63 *39%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 968

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**70** ***15%***	49 *18%* *69%*	22 *11%* *31%*	5 *19%* *7%*	14 *21%* *20%*	8 *11%* *11%*	8 *11%* *12%*	10 *10%* *14%*	25 *20%* *36%*	13 *17%* *18%*	33 *17%* *48%*	24 *13%* *34%*	13 *11%* *19%*	13 *14%* *19%*	27 *17%* *39%*
Net: 3/2/1	**11** ***2%***	4 *2%* *37%*	7 *4%* *63%*	3 *13%* *30%*	- - -	1 *1%* *5%*	3 *4%* *25%*	3 *3%* *26%*	2 *1%* *14%*	2 *2%* *16%*	2 *1%* *15%*	8 *4%* *68%*	* * *	5 *5%* *46%*	4 *2%* *35%*
Mean	**7.74**	7.70	7.81	6.96	7.90	7.91	7.68	7.81	7.71	7.54	7.72	7.86	7.98 M	7.35	7.95
Standard Deviation	**1.73**	1.68	1.81	2.82	1.56	1.59	1.75	1.62	1.69	1.61	1.59	1.93	1.37	2.01	1.71

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**81** ***18%***	3 *7%* *3%*	4 *15%* *5%*	3 *19%* *3%* O	73 *19%* *89%* O	74 *17%* *91%*	7 *38%* *9%*	78 *17%* *95%*	81 *18%* *100%*	57 *20%* *70%*	24 *14%* *30%*	24 *14%* *30%*
9	**61** ***13%***	6 *16%* *10%*	3 *10%* *4%*	3 *19%* *4%*	50 *13%* *82%*	59 *13%* *95%*	3 *14%* *5%*	61 *14%* *100%*	61 *13%* *100%*	43 *15%* *70%*	19 *11%* *30%*	19 *11%* *30%*
8	**142** ***31%***	13 *33%* *9%*	8 *31%* *6%*	3 *24%* *2%*	118 *31%* *83%*	138 *31%* *97%*	4 *20%* *3%*	142 *31%* *100%*	142 *31%* *100%*	76 *26%* *54%*	65 *38%* *46%* X	65 *38%* *46%* X
7	**91** ***20%***	9 *22%* *9%*	3 *13%* *4%*	3 *22%* *3%*	76 *20%* *84%*	89 *20%* *97%*	2 *13%* *3%*	90 *20%* *98%*	91 *20%* *100%*	62 *21%* *68%*	29 *17%* *32%*	29 *17%* *32%*
6	**38** ***8%***	3 *8%* *9%*	3 *14%* *9%*	1 *10%* *3%*	30 *8%* *79%*	37 *8%* *97%*	1 *6%* *3%*	37 *8%* *96%*	38 *8%* *100%*	25 *9%* *65%*	13 *8%* *35%*	13 *8%* *35%*
5	**22** ***5%***	2 *6%* *11%*	2 *10%* *11%*	* *1%* *1%*	17 *5%* *78%*	22 *5%* *100%*	- - -	21 *5%* *94%*	22 *5%* *100%*	11 *4%* *51%*	11 *6%* *49%*	11 *6%* *49%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 968

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**10** ***2%***	2 *5%* *20%*	1 *5%* *12%*	* *2%* *2%*	6 *2%* *65%*	8 *2%* *81%*	2 *9%* *19%*	9 *2%* *93%*	10 *2%* *100%*	5 *2%* *52%*	5 *3%* *48%*	5 *3%* *48%*
3	**3** ***1%***	- - -	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	- - -	3 *2%* *100%*	3 *2%* *100%*
2	**5** ***1%***	2 *4%* *32%* R	* *2%* *9%*	- - -	3 *1%* *59%*	5 *1%* *100%*	- - -	4 *1%* *91%*	5 *1%* *100%*	5 *2%* *100%*	- - -	- - -
1	**4** ***1%***	- - -	- - -	* *1%* *5%*	3 *1%* *95%*	4 *1%* *100%*	- - -	3 *1%* *95%*	4 *1%* *100%*	4 *1%* *100%*	- - -	- - -
Don't know	**4** ***1%***	- - -	* *1%* *9%*	* *1%* *4%*	3 *1%* *87%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	2 *1%* *57%*	2 *1%* *43%*	2 *1%* *43%*
Net: 10/9/8/7	**376** ***81%***	30 *77%* *8%*	17 *69%* *5%*	12 *85%* *3%* P	317 *83%* *84%* P	359 *81%* *96%*	16 *84%* *4%*	370 *82%* *99%*	376 *81%* *100%*	238 *82%* *63%*	137 *80%* *37%*	137 *80%* *37%*
Net: 10/9	**143** ***31%***	9 *22%* *6%*	6 *25%* *4%*	5 *38%* *4%* O	123 *32%* *86%*	133 *30%* *93%*	10 *52%* *7%*	139 *31%* *97%*	143 *31%* *100%*	100 *35%* *70%*	43 *25%* *30%*	43 *25%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 968

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**70** ***15%***	8 *19%* *11%*	7 *28%* *10%* QR	2 *13%* *2%*	54 *14%* *77%*	67 *15%* *96%*	3 *16%* *4%*	67 *15%* *95%*	70 *15%* *100%*	41 *14%* *59%*	29 *17%* *41%*	29 *17%* *41%*
Net: 3/2/1	**11** ***2%***	2 *4%* *14%*	* *2%* *4%*	* *1%* *2%*	9 *2%* *81%*	11 *3%* *100%*	- - -	11 *2%* *95%*	11 *2%* *100%*	8 *3%* *74%*	3 *2%* *26%*	3 *2%* *26%*
Mean	**7.74**	7.29	7.41	7.96 O	7.81 O	7.72	8.27	7.75	7.74	7.79	7.68	7.68
Standard Deviation	**1.73**	1.81	1.85	1.68	1.72	1.73	1.91	1.71	1.73	1.82	1.59	1.59

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 969

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**67** ***12%***	35 *12%* *52%*	32 *13%* *48%*	8 *16%* *12%*	14 *11%* *20%*	10 *11%* *15%*	12 *11%* *18%*	15 *19%* *22%*	8 *10%* *12%*	1 *1%* *2%*	35 *12%* *52%* I	31 *20%* *46%* I	18 *12%* *27%*	10 *10%* *15%*	27 *15%* *41%*
9	**76** ***14%***	35 *12%* *46%*	41 *16%* *54%*	5 *9%* *6%*	20 *17%* *27%*	16 *16%* *21%*	12 *11%* *15%*	11 *14%* *15%*	13 *16%* *17%*	10 *12%* *13%*	47 *16%* *61%*	19 *12%* *26%*	25 *16%* *32%*	16 *16%* *21%*	22 *12%* *29%*
8	**163** ***30%***	78 *27%* *48%*	85 *34%* *52%*	9 *18%* *5%*	41 *34%* *25%*	36 *37%* *22%*	29 *26%* *17%*	20 *24%* *12%*	29 *36%* *18%*	29 *34%* *18%*	81 *27%* *49%*	54 *34%* *33%*	43 *28%* *27%*	33 *33%* *20%*	55 *29%* *34%*
7	**101** ***19%***	65 *22%* *64%* B	37 *15%* *36%*	10 *20%* *10%*	24 *20%* *24%*	11 *12%* *11%*	28 *25%* *27%* E	16 *20%* *16%*	12 *14%* *12%*	12 *14%* *11%*	63 *21%* *62%*	27 *17%* *26%*	30 *19%* *29%*	18 *18%* *18%*	38 *20%* *37%*
6	**47** ***9%***	27 *9%* *57%*	20 *8%* *43%*	10 *20%* *22%*	6 *5%* *13%*	7 *8%* *16%*	12 *11%* *25%*	7 *9%* *16%*	4 *5%* *8%*	12 *14%* *25%*	26 *9%* *56%*	9 *6%* *19%*	13 *8%* *27%*	10 *10%* *21%*	16 *9%* *35%*
5	**39** ***7%***	20 *7%* *50%*	20 *8%* *50%*	5 *10%* *13%*	11 *9%* *27%*	7 *7%* *18%*	5 *5%* *14%*	4 *5%* *11%*	7 *9%* *18%*	8 *10%* *21%*	22 *7%* *55%*	9 *6%* *24%*	18 *11%* *45%*	3 *3%* *8%*	14 *7%* *35%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 969

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**10** ***2%***	7 *2%* *69%*	3 *1%* *31%*	1 *2%* *11%*	* * *3%*	3 *4%* *36%*	4 *4%* *42%*	* * *3%*	1 *1%* *6%*	4 *4%* *36%*	5 *2%* *55%*	1 *1%* *9%*	1 *1%* *12%*	- - -	3 *2%* *33%*
3	**6** ***1%***	5 *2%* *75%*	2 *1%* *25%*	- - -	3 *2%* *44%*	- - -	* * *6%*	3 *3%* *43%*	* *1%* *8%*	2 *3%* *41%*	2 *1%* *35%*	1 *1%* *24%*	- - -	- - -	5 *3%* *86%*
2	**3** ***1%***	2 *1%* *66%*	1 * *34%*	* *1%* *11%*	- - -	3 *3%* *89%*	- - -	- - -	- - -	2 *3%* *74%* J	1 * *15%*	* * *11%*	1 *1%* *40%*	- - -	1 *1%* *34%*
1	**7** ***1%***	6 *2%* *85%*	1 * *15%*	- - -	3 *2%* *37%*	* * *3%*	2 *2%* *25%*	- - -	3 *3%* *36%*	- - -	4 *1%* *60%*	3 *2%* *40%*	3 *2%* *45%*	3 *3%* *36%*	1 * *12%*
Don't know	**19** ***4%***	9 *3%* *45%*	10 *4%* *55%*	2 *4%* *11%*	1 *1%* *4%*	2 *2%* *10%*	6 *5%* *30%*	4 *5%* *20%*	5 *6%* *26%*	4 *5%* *22%*	13 *4%* *70%*	2 *1%* *8%*	3 *2%* *18%*	7 *7%* *35%*	6 *3%* *31%*
Net: 10/9/8/7	**408** ***76%***	213 *74%* *52%*	195 *77%* *48%*	32 *63%* *8%*	99 *81%* *24%*	73 *76%* *18%*	80 *73%* *20%*	62 *77%* *15%*	62 *76%* *15%*	51 *61%* *13%*	226 *75%* *55%* I	131 *84%* *32%* I	116 *75%* *28%*	77 *78%* *19%*	143 *75%* *35%*
Net: 10/9	**144** ***27%***	70 *24%* *49%*	73 *29%* *51%*	13 *25%* *9%*	34 *28%* *24%*	26 *27%* *18%*	24 *22%* *16%*	26 *33%* *18%*	21 *26%* *15%*	11 *13%* *8%*	82 *27%* *57%* I	51 *32%* *35%* I	43 *27%* *30%*	26 *26%* *18%*	49 *26%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

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9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**96** ***18%***	53 *18%* *55%*	43 *17%* *45%*	17 *33%* *17%*	17 *14%* *18%*	18 *18%* *18%*	21 *20%* *22%*	12 *15%* *12%*	12 *14%* *12%*	24 *28%* *25%* K	53 *18%* *56%*	19 *12%* *20%*	31 *20%* *33%*	13 *13%* *14%*	33 *18%* *35%*
Net: 3/2/1	**16** ***3%***	13 *4%* *77%*	4 *1%* *23%*	* *1%* *2%*	5 *4%* *32%*	3 *3%* *19%*	2 *2%* *13%*	3 *3%* *16%*	3 *4%* *18%*	5 *6%* *30%*	7 *2%* *42%*	5 *3%* *28%*	5 *3%* *28%*	3 *3%* *15%*	7 *4%* *44%*
Mean	**7.54**	7.37	7.73 A	7.34	7.57	7.54	7.40	7.79	7.55	6.88	7.55 I	7.85 I	7.46	7.69	7.53
Standard Deviation	**1.78**	1.90	1.61	1.73	1.80	1.83	1.73	1.71	1.88	1.80	1.73	1.78	1.85	1.68	1.79

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 969

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**67** ***12%***	6 *12%* *10%*	3 *10%* *4%*	3 *16%* *4%*	56 *13%* *83%*	56 *12%* *83%*	12 *16%* *17%*	65 *12%* *96%*	67 *12%* *100%*	60 *14%* *89%* YZ	8 *6%* *11%*	8 *6%* *11%*
9	**76** ***14%***	8 *15%* *11%*	4 *15%* *5%*	2 *11%* *2%*	62 *14%* *82%*	71 *15%* *93%*	5 *8%* *7%*	74 *14%* *98%*	76 *14%* *100%*	62 *15%* *81%*	14 *12%* *19%*	14 *11%* *19%*
8	**163** ***30%***	19 *34%* *11%*	8 *32%* *5%*	5 *32%* *3%*	132 *30%* *81%*	142 *30%* *87%*	21 *30%* *13%*	161 *30%* *99%*	163 *30%* *100%*	123 *29%* *75%*	40 *33%* *25%*	40 *32%* *25%*
7	**101** ***19%***	7 *13%* *7%*	5 *20%* *5%*	3 *19%* *3%*	86 *19%* *85%*	88 *19%* *87%*	14 *19%* *13%*	101 *19%* *100%*	101 *19%* *100%*	81 *19%* *80%*	20 *16%* *20%*	20 *16%* *20%*
6	**47** ***9%***	5 *10%* *11%*	2 *6%* *3%*	1 *7%* *2%*	39 *9%* *83%*	39 *8%* *83%*	8 *11%* *17%*	47 *9%* *100%*	47 *9%* *100%*	33 *8%* *70%*	14 *11%* *30%*	15 *12%* *32%*
5	**39** ***7%***	2 *4%* *5%*	2 *8%* *5%*	1 *6%* *2%*	35 *8%* *88%*	33 *7%* *83%*	7 *9%* *17%*	39 *7%* *100%*	39 *7%* *100%*	27 *6%* *69%*	12 *10%* *31%*	12 *10%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 969

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**10** ***2%***	4 *7%* *39%* R	1 *4%* *10%* R	1 *4%* *6%* R	4 *1%* *45%*	8 *2%* *82%*	2 *2%* *18%*	10 *2%* *100%*	10 *2%* *100%*	9 *2%* *88%*	1 *1%* *12%*	1 *1%* *12%*
3	**6** ***1%***	* *1%* *8%*	* *1%* *6%*	- - -	5 *1%* *86%*	5 *1%* *83%*	1 *1%* *17%*	6 *1%* *100%*	6 *1%* *100%*	1 * *23%*	5 *4%* *77%* X	5 *4%* *77%* X
2	**3** ***1%***	1 *1%* *15%*	- - -	* *2%* *11%*	2 *1%* *74%*	3 *1%* *89%*	* *1%* *11%*	3 *1%* *100%*	3 *1%* *100%*	3 *1%* *100%*	- - -	1 *1%* *40%*
1	**7** ***1%***	- - -	- - -	* *3%* *7%* O	7 *1%* *93%*	6 *1%* *88%*	1 *1%* *12%*	7 *1%* *100%*	7 *1%* *100%*	3 *1%* *43%*	4 *3%* *57%*	4 *3%* *57%*
Don't know	**19** ***4%***	2 *3%* *10%*	1 *3%* *4%*	* *2%* *2%*	16 *4%* *84%*	18 *4%* *93%*	1 *2%* *7%*	19 *4%* *100%*	19 *4%* *100%*	15 *4%* *78%*	4 *3%* *22%*	7 *5%* *34%*
Net: 10/9/8/7	**408** ***76%***	41 *74%* *10%*	19 *78%* *5%*	13 *77%* *3%*	336 *76%* *82%*	356 *76%* *87%*	52 *72%* *13%*	401 *75%* *98%* Z	408 *76%* *100%* Z	326 *78%* *80%* YZ	82 *67%* *20%*	82 *65%* *20%*
Net: 10/9	**144** ***27%***	15 *27%* *10%*	6 *26%* *4%*	4 *26%* *3%*	118 *27%* *82%*	126 *27%* *88%*	17 *24%* *12%*	139 *26%* *97%*	144 *27%* *100%*	122 *29%* *85%* YZ	22 *18%* *15%*	22 *17%* *15%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 969

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**96** ***18%***	11 *20%* *12%*	4 *18%* *5%*	3 *16%* *3%*	78 *18%* *81%*	80 *17%* *83%*	17 *23%* *17%*	96 *18%* *100%*	96 *18%* *100%*	69 *16%* *71%*	27 *22%* *29%*	28 *22%* *30%*
Net: 3/2/1	**16** ***3%***	1 *2%* *6%*	* *1%* *2%*	1 *5%* *5%*	14 *3%* *87%*	14 *3%* *86%*	2 *3%* *14%*	16 *3%* *100%*	16 *3%* *100%*	8 *2%* *47%*	9 *7%* *53%* X	10 *8%* *61%* VWX
Mean	**7.54**	7.55	7.57	7.43	7.54	7.56	7.42	7.52 YZ	7.54 YZ	7.68 YZ	7.06	6.99
Standard Deviation	**1.78**	1.77	1.64	2.14	1.78	1.77	1.87	1.78	1.78	1.70	1.97	2.03

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 970

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**104** ***18%***	54 *16%* *51%*	51 *21%* *49%*	6 *19%* *6%*	24 *19%* *23%*	24 *19%* *23%*	21 *17%* *20%*	15 *19%* *15%*	15 *18%* *14%*	7 *8%* *6%*	58 *19%* *56%* I	39 *23%* *38%* I	34 *24%* *32%* M	12 *9%* *12%*	37 *20%* *36%* M
9	**96** ***17%***	62 *19%* *64%*	34 *14%* *36%*	7 *20%* *7%*	29 *23%* *30%*	19 *16%* *20%*	15 *12%* *15%*	14 *17%* *14%*	13 *15%* *13%*	17 *20%* *18%*	48 *16%* *50%*	30 *18%* *32%*	24 *17%* *25%*	22 *16%* *23%*	32 *17%* *33%*
8	**181** ***32%***	108 *33%* *60%*	73 *30%* *40%*	6 *17%* *3%*	34 *27%* *19%*	42 *35%* *23%*	51 *42%* *28%* DH	27 *34%* *15%*	21 *25%* *11%*	30 *35%* *16%*	100 *32%* *55%*	52 *30%* *28%*	47 *33%* *26%*	51 *38%* *28%*	50 *27%* *28%*
7	**90** ***16%***	48 *15%* *54%*	41 *17%* *46%*	7 *20%* *8%*	19 *15%* *21%*	21 *17%* *24%*	14 *12%* *16%*	11 *14%* *12%*	18 *22%* *20%*	16 *19%* *18%*	56 *18%* *62%*	18 *10%* *20%*	22 *15%* *24%*	26 *20%* *29%*	26 *14%* *29%*
6	**49** ***9%***	28 *9%* *57%*	21 *9%* *43%*	- - -	11 *9%* *22%*	7 *6%* *14%*	13 *11%* *26%*	8 *10%* *15%*	11 *14%* *22%*	10 *12%* *20%*	19 *6%* *39%*	20 *12%* *41%*	9 *7%* *19%*	13 *9%* *25%*	21 *12%* *43%*
5	**14** ***2%***	11 *3%* *78%*	3 *1%* *22%*	- - -	3 *2%* *20%*	3 *2%* *21%*	4 *3%* *26%*	2 *2%* *12%*	3 *3%* *20%*	1 *1%* *5%*	11 *3%* *79%*	2 *1%* *16%*	1 *1%* *7%*	1 *1%* *9%*	6 *3%* *43%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 970

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**12** ***2%***	7 *2%* *58%*	5 *2%* *42%*	8 *23%* *64%*	- - -	4 *3%* *34%*	* * *	* * *2%*	- - -	2 *2%* *15%*	10 *3%* *83%*	* * *2%*	3 *2%* *24%*	5 *3%* *37%*	4 *2%* *32%*
3	**6** ***1%***	2 *1%* *34%*	4 *2%* *66%*	1 *2%* *11%*	3 *3%* *55%*	* * *6%*	- - -	2 *2%* *28%*	- - -	- - -	1 * *17%*	5 *3%* *83%*	- - -	3 *2%* *55%*	2 *1%* *28%*
2	**6** ***1%***	4 *1%* *57%*	3 *1%* *43%*	- - -	2 *2%* *31%*	1 * *9%*	2 *2%* *28%*	- - -	2 *3%* *32%*	2 *2%* *28%*	3 *1%* *40%*	2 *1%* *32%*	2 *1%* *26%*	2 *1%* *28%*	2 *1%* *31%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**5** ***1%***	1 * *27%*	4 *2%* *73%*	* * *	1 *1%* *13%*	1 *1%* *24%*	2 *1%* *30%*	1 *2%* *24%*	* *1%* *8%*	* *1%* *8%*	3 *1%* *50%*	2 *1%* *42%*	- - -	- - -	2 *1%* *45%*
Net: 10/9/8/7	**471** ***83%***	272 *84%* *58%*	199 *83%* *42%*	26 *75%* *6%*	106 *84%* *22%*	106 *87%* *23%*	101 *83%* *21%*	67 *84%* *14%*	66 *80%* *14%*	70 *82%* *15%*	262 *85%* *56%*	139 *81%* *30%*	126 *89%* *27%*	112 *83%* *24%*	146 *80%* *31%*
Net: 10/9	**200** ***35%***	115 *35%* *58%*	85 *35%* *42%*	13 *39%* *7%*	52 *42%* *26%*	43 *35%* *21%*	35 *29%* *18%*	29 *36%* *14%*	27 *33%* *14%*	24 *28%* *12%*	106 *34%* *53%*	70 *41%* *35%*	57 *41%* *29%* M	34 *25%* *17%*	69 *38%* *35%*
Net: 6/5/4	**75** ***13%***	46 *14%* *61%*	30 *12%* *39%*	8 *23%* *10%*	14 *11%* *18%*	14 *11%* *18%*	17 *14%* *22%*	10 *12%* *13%*	14 *17%* *18%*	13 *15%* *17%*	40 *13%* *53%*	23 *13%* *30%*	13 *9%* *18%*	18 *14%* *24%*	31 *17%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 970

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 3/2/1	**12** ***2%***	6 *2%* *46%*	7 *3%* *54%*	1 *2%* *5%*	5 *4%* *43%*	1 *1%* *7%*	2 *2%* *15%*	2 *2%* *14%*	2 *3%* *17%*	2 *2%* *15%*	4 *1%* *29%*	7 *4%* *57%*	2 *1%* *13%*	5 *4%* *41%*	4 *2%* *30%*
Mean	**7.92**	7.91	7.94	7.37	7.99	8.01	7.95	8.05	7.77	7.69	7.92	8.03	8.18 M	7.60	7.91
Standard Deviation	**1.64**	1.60	1.69	2.24	1.72	1.54	1.49	1.52	1.68	1.52	1.61	1.74	1.53	1.63	1.70

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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9 Jul 2009

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**104** ***18%***	9 *18%* *9%*	8 *21%* *8%*	4 *25%* *4%*	83 *18%* *80%*	94 *18%* *90%*	10 *25%* *10%*	100 *18%* *96%*	104 *18%* *100%*	104 *18%* *100%*
9	**96** ***17%***	9 *18%* *9%*	5 *13%* *5%*	4 *23%* *4%*	78 *17%* *81%*	91 *17%* *95%*	5 *12%* *5%*	94 *17%* *98%*	96 *17%* *100%*	96 *17%* *100%*
8	**181** ***32%***	17 *33%* *9%*	12 *31%* *6%*	5 *26%* *3%*	148 *32%* *82%*	174 *33%* *96%*	7 *19%* *4%*	181 *33%* *100%*	181 *32%* *100%*	181 *32%* *100%*
7	**90** ***16%***	6 *12%* *6%*	7 *19%* *8%*	2 *12%* *2%*	75 *16%* *83%*	85 *16%* *94%*	5 *13%* *6%*	88 *16%* *98%*	90 *16%* *100%*	90 *16%* *100%*
6	**49** ***9%***	3 *7%* *7%*	2 *5%* *4%*	1 *6%* *2%*	43 *9%* *87%*	45 *8%* *90%*	5 *12%* *10%*	49 *9%* *100%*	49 *9%* *100%*	49 *9%* *100%*
5	**14** ***2%***	2 *5%* *18%*	3 *8%* *21%* R	* *1%* *2%*	8 *2%* *59%*	11 *2%* *83%*	2 *6%* *17%*	12 *2%* *91%*	14 *2%* *100%*	14 *2%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 970

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**12** ***2%***	1 *1%* *5%*	* * *	* *1%* *2%*	11 *2%* *93%*	11 *2%* *88%*	2 *4%* *12%*	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
3	**6** ***1%***	1 *1%* *11%*	* *1%* *6%*	- - -	5 *1%* *83%*	6 *1%* *100%*	- - -	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
2	**6** ***1%***	1 *1%* *9%*	* *1%* *6%*	- - -	5 *1%* *85%*	4 *1%* *69%*	2 *5%* *31%*	6 *1%* *94%*	6 *1%* *100%*	6 *1%* *100%*
1	**-** **-**	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
Don't know	**5** ***1%***	2 *5%* *42%* R	* * *	1 *4%* *12%* PR	2 *1%* *45%*	4 *1%* *76%*	1 *3%* *24%*	5 *1%* *100%*	5 *1%* *100%*	5 *1%* *100%*
Net: 10/9/8/7	**471** ***83%***	40 *80%* *9%*	32 *85%* *7%*	15 *87%* *3%*	384 *83%* *81%*	444 *85%* *94%*	27 *69%* *6%*	464 *83%* *98%*	471 *83%* *100%*	471 *83%* *100%*
Net: 10/9	**200** ***35%***	18 *36%* *9%*	13 *34%* *6%*	8 *48%* *4%* R	161 *35%* *80%*	185 *35%* *93%*	14 *37%* *7%*	195 *35%* *97%*	200 *35%* *100%*	200 *35%* *100%*
Net: 6/5/4	**75** ***13%***	6 *12%* *8%*	5 *13%* *6%*	2 *9%* *2%*	63 *14%* *83%*	67 *13%* *88%*	9 *22%* *12%*	74 *13%* *98%*	75 *13%* *100%*	75 *13%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 970

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 3/2/1	**12** ***2%***	1 *2%* *10%*	1 *2%* *6%*	- - -	10 *2%* *84%*	10 *2%* *84%*	2 *5%* *16%*	12 *2%* *97%*	12 *2%* *100%*	12 *2%* *100%*
Mean	**7.92**	7.96	7.91	8.39 PR	7.90	7.95	7.58	7.92	7.92	7.92
Standard Deviation	**1.64**	1.68	1.66	1.42	1.64	1.59	2.22	1.63	1.64	1.64

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 971

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**15** ***6%***	5 *5%* *32%*	10 *8%* *68%*	9 *10%* *59%*	2 *3%* *14%*	4 *13%* *27%*	- - -	- - -	- - -	2 *6%* *10%*	9 *6%* *55%*	5 *9%* *35%*	1 *2%* *9%*	4 *6%* *26%*	7 *10%* *48%*
9	**21** ***9%***	8 *8%* *41%*	12 *9%* *59%*	10 *11%* *50%*	5 *6%* *24%*	1 *2%* *4%*	3 *15%* *16%*	* *2%* *1%*	1 *24%* *6%*	2 *9%* *11%*	17 *11%* *82%*	1 *2%* *7%*	4 *7%* *20%*	8 *11%* *38%*	5 *7%* *25%*
8	**37** ***15%***	15 *14%* *40%*	22 *16%* *60%*	16 *18%* *44%*	6 *7%* *16%*	9 *28%* *25%*	2 *7%* *4%*	2 *21%* *6%*	2 *37%* *5%*	11 *42%* *29%*	20 *13%* *56%*	6 *9%* *15%*	4 *7%* *11%*	12 *17%* *33%*	14 *19%* *39%*
7	**42** ***18%***	21 *21%* *50%*	21 *15%* *50%*	18 *20%* *42%*	17 *21%* *39%*	3 *10%* *8%*	5 *21%* *11%*	- - -	- - -	2 *6%* *4%*	26 *17%* *61%*	15 *24%* *35%*	8 *14%* *19%*	14 *19%* *32%*	13 *17%* *31%*
6	**42** ***17%***	15 *15%* *37%*	26 *19%* *63%*	17 *18%* *40%*	18 *22%* *43%*	4 *11%* *9%*	2 *10%* *5%*	1 *12%* *3%*	- - -	5 *20%* *12%*	26 *17%* *62%*	11 *17%* *26%*	16 *28%* *38%*	9 *12%* *21%*	11 *14%* *27%*
5	**31** ***13%***	17 *16%* *55%*	14 *10%* *45%*	5 *5%* *16%*	20 *25%* *66%* C	3 *10%* *11%*	2 *7%* *5%*	* *4%* *1%*	- - -	3 *10%* *8%*	26 *17%* *83%*	2 *4%* *8%*	7 *12%* *21%*	6 *8%* *18%*	14 *18%* *46%*
4	**22** ***9%***	10 *10%* *47%*	12 *8%* *53%*	4 *4%* *18%*	4 *5%* *20%*	5 *16%* *24%*	3 *14%* *15%*	5 *48%* *22%*	* *5%* *1%*	- - -	14 *9%* *66%*	7 *12%* *34%*	6 *11%* *28%*	8 *11%* *38%*	6 *8%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 971

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**3** ***1%***	2 *2%* *91%*	* * *9%*	* * *9%*	2 *3%* *91%*	- - -	- - -	- - -	- - -	- - -	3 *2%* *100%*	- - -	- - -	2 *3%* *91%*	- - -
2	**9** ***4%***	2 *2%* *26%*	6 *5%* *74%*	1 *1%* *15%*	3 *4%* *35%*	- - -	3 *14%* *36%*	1 *12%* *14%*	- - -	- - -	4 *3%* *45%*	5 *8%* *55%*	4 *8%* *52%*	3 *4%* *32%*	1 *1%* *12%*
1	**12** ***5%***	5 *5%* *42%*	7 *5%* *58%*	6 *7%* *53%*	3 *4%* *24%*	2 *7%* *18%*	1 *3%* *5%*	- - -	- - -	2 *7%* *16%*	7 *4%* *56%*	3 *5%* *28%*	2 *3%* *14%*	8 *11%* *64%*	1 *1%* *7%*
Don't know	**9** ***4%***	2 *2%* *18%*	7 *5%* *82%*	4 *4%* *41%*	* * *3%*	1 *4%* *13%*	2 *9%* *24%*	- - -	2 *33%* *19%*	- - -	3 *2%* *39%*	5 *9%* *61%*	4 *7%* *43%*	- - -	4 *6%* *50%*
Net: 10/9/8/7	**115** ***48%***	50 *48%* *43%*	66 *48%* *57%*	54 *59%* *46%* D	30 *37%* *26%*	17 *52%* *15%*	10 *43%* *8%*	2 *23%* *2%*	3 *61%* *3%*	16 *63%* *14%*	72 *47%* *62%*	27 *45%* *24%*	17 *31%* *15%*	38 *52%* *33%*	40 *52%* *35%*
Net: 10/9	**36** ***15%***	13 *13%* *37%*	23 *16%* *63%*	19 *21%* *54%*	7 *9%* *20%*	5 *15%* *13%*	3 *15%* *9%*	* *2%* *	1 *24%* *3%*	4 *15%* *11%*	25 *16%* *71%*	7 *11%* *19%*	5 *10%* *15%*	12 *16%* *33%*	13 *16%* *35%*
Net: 6/5/4	**94** ***39%***	42 *41%* *45%*	52 *37%* *55%*	26 *28%* *27%*	43 *53%* *45%* C	12 *37%* *13%*	7 *31%* *7%*	6 *65%* *7%*	* *5%* *	8 *30%* *8%*	66 *43%* *70%*	21 *34%* *22%*	28 *51%* *30%*	23 *31%* *24%*	31 *40%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 971

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Net: 3/2/1	**23** ***10%***	10 *9%* *42%*	14 *10%* *58%*	8 *9%* *34%*	8 *10%* *36%*	2 *7%* *9%*	4 *16%* *16%*	1 *12%* *5%*	- - -	2 *7%* *8%*	13 *9%* *57%*	8 *13%* *35%*	6 *11%* *26%*	13 *18%* *55%* N	2 *2%* *8%*
Mean	**6.27**	6.18	6.34	6.77 D	5.87	6.48	5.74	4.97	8.03	6.93	6.27	5.99	5.78	5.99	6.72 L
Standard Deviation	**2.26**	2.17	2.33	2.34	1.94	2.45	2.47	2.08	1.55	2.17	2.20	2.44	2.10	2.62	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 971

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - MTV**

Base : All who watch MTV regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**15** ***6%***	2 *12%* *16%*	- - -	* *4%* *2%*	13 *6%* *83%*	10 *5%* *62%*	6 *16%* *38%*	14 *6%* *89%*	15 *6%* *100%*	15 *6%* *100%*
9	**21** ***9%***	2 *9%* *9%*	1 *10%* *4%*	1 *11%* *4%*	17 *8%* *84%*	18 *9%* *89%*	2 *7%* *11%*	21 *9%* *100%*	21 *9%* *100%*	21 *9%* *100%*
8	**37** ***15%***	4 *19%* *11%*	1 *9%* *2%*	2 *25%* *5%*	31 *15%* *83%*	32 *15%* *86%*	5 *15%* *14%*	32 *14%* *87%*	37 *15%* *100%*	37 *15%* *100%*
7	**42** ***18%***	4 *22%* *10%*	3 *32%* *6%*	1 *14%* *2%*	35 *17%* *82%*	37 *18%* *87%*	5 *15%* *13%*	40 *18%* *95%*	42 *18%* *100%*	42 *18%* *100%*
6	**42** ***17%***	4 *22%* *11%*	1 *12%* *2%*	1 *10%* *2%*	36 *17%* *86%*	37 *18%* *89%*	5 *13%* *11%*	40 *17%* *97%*	42 *17%* *100%*	42 *17%* *100%*
5	**31** ***13%***	2 *10%* *7%*	1 *15%* *4%*	1 *17%* *4%*	26 *13%* *85%*	26 *13%* *86%*	4 *12%* *14%*	31 *13%* *100%*	31 *13%* *100%*	31 *13%* *100%*
4	**22** ***9%***	1 *4%* *3%*	* *3%* *1%*	* *6%* *2%*	20 *10%* *94%*	21 *10%* *95%*	1 *3%* *5%*	20 *9%* *93%*	22 *9%* *100%*	22 *9%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 971

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**3** ***1%***	- - -	- - -	* *3%* *9%*	2 *1%* *91%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	3 *1%* *100%*
2	**9** ***4%***	- - -	* *4%* *4%*	- - -	8 *4%* *96%*	4 *2%* *50%*	4 *12%* *50%*	9 *4%* *100%*	9 *4%* *100%*	9 *4%* *100%*
1	**12** ***5%***	1 *3%* *5%*	1 *10%* *6%*	* *6%* *4%*	10 *5%* *85%*	11 *5%* *93%*	1 *2%* *7%*	12 *5%* *100%*	12 *5%* *100%*	12 *5%* *100%*
Don't know	**9** ***4%***	* * *	* *5%* *4%*	* *3%* *3%*	8 *4%* *93%*	7 *3%* *81%*	2 *5%* *18%*	9 *4%* *100%*	9 *4%* *100%*	9 *4%* *100%*
Net: 10/9/8/7	**115** ***48%***	12 *61%* *11%*	4 *51%* *4%*	4 *54%* *3%*	95 *46%* *83%*	97 *47%* *84%*	19 *53%* *16%*	107 *46%* *93%*	115 *48%* *100%*	115 *48%* *100%*
Net: 10/9	**36** ***15%***	4 *20%* *12%*	1 *10%* *2%*	1 *15%* *3%*	30 *15%* *83%*	28 *14%* *77%*	8 *23%* *23%*	34 *15%* *95%*	36 *15%* *100%*	36 *15%* *100%*
Net: 6/5/4	**94** ***39%***	7 *36%* *8%*	2 *31%* *3%*	2 *33%* *2%*	82 *40%* *87%*	84 *41%* *89%*	10 *28%* *11%*	91 *40%* *97%*	94 *39%* *100%*	94 *39%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 971

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Net: 3/2/1	**23** ***10%***	1 *3%* *3%*	1 *14%* *5%*	1 *10%* *3%*	21 *10%* *90%*	18 *9%* *78%*	5 *15%* *22%*	23 *10%* *100%*	23 *10%* *100%*	23 *10%* *100%*
Mean	**6.27**	7.02	5.95	6.44	6.20	6.23	6.53	6.22	6.27	6.27
Standard Deviation	**2.26**	1.95	2.44	2.45	2.28	2.19	2.64	2.27	2.26	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 972

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**38** ***12%***	6 *6%* *15%*	32 *14%* *85%*	17 *28%* *44%* DE F	8 *10%* *21%*	4 *6%* *11%*	4 *6%* *10%*	3 *11%* *9%*	2 *8%* *6%*	3 *7%* *8%*	15 *8%* *39%*	20 *19%* *54%* J	11 *13%* *30%*	7 *11%* *17%*	14 *12%* *36%*
9	**30** ***9%***	10 *10%* *32%*	20 *9%* *68%*	3 *6%* *12%*	8 *10%* *27%*	8 *11%* *25%*	3 *5%* *11%*	* *1%* *1%*	7 *29%* *24%*	4 *9%* *13%*	15 *8%* *50%*	11 *11%* *37%*	6 *7%* *21%*	11 *18%* *38%*	6 *6%* *22%*
8	**77** ***23%***	24 *24%* *31%*	53 *23%* *69%*	15 *25%* *20%*	8 *10%* *10%*	23 *34%* *30%* D	16 *26%* *20%* D	13 *40%* *17%*	3 *10%* *3%*	7 *16%* *9%*	51 *28%* *66%*	19 *18%* *25%*	28 *32%* *36%*	11 *18%* *15%*	24 *21%* *31%*
7	**60** ***18%***	23 *23%* *39%*	36 *16%* *61%*	13 *21%* *21%*	14 *18%* *24%*	12 *18%* *20%*	14 *22%* *23%*	5 *16%* *8%*	2 *7%* *3%*	6 *15%* *11%*	38 *21%* *64%*	15 *14%* *25%*	11 *13%* *19%*	12 *19%* *20%*	23 *20%* *38%*
6	**44** ***13%***	12 *12%* *27%*	32 *14%* *73%*	3 *4%* *6%*	16 *20%* *37%* CE	2 *4%* *6%*	10 *17%* *24%* E	5 *17%* *12%*	7 *26%* *15%*	4 *9%* *9%*	30 *16%* *68%*	10 *10%* *23%*	12 *14%* *28%*	9 *14%* *19%*	14 *13%* *33%*
5	**46** ***14%***	18 *18%* *38%*	28 *12%* *62%*	3 *4%* *6%*	19 *24%* *42%* C	11 *16%* *24%*	6 *10%* *14%*	3 *9%* *6%*	4 *16%* *9%*	7 *16%* *15%*	22 *12%* *48%*	17 *16%* *37%*	10 *11%* *21%*	9 *14%* *19%*	19 *17%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 972

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**13** ***4%***	2 *2%* *18%*	11 *5%* *82%*	7 *12%* *53%* F	4 *5%* *33%*	2 *3%* *13%*	- - -	* *1%* *1%*	- - -	4 *9%* *28%* J	2 *1%* *17%*	7 *7%* *55%* J	5 *5%* *34%*	* * *	6 *5%* *47%*
3	**1** *****	- - -	1 *1%* *100%*	- - -	- - -	- - -	1 *2%* *100%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	1 *2%* *86%*	- - -
2	**11** ***3%***	4 *4%* *39%*	7 *3%* *61%*	- - -	3 *4%* *25%*	5 *7%* *44%*	2 *3%* *16%*	2 *5%* *15%*	- - -	5 *11%* *42%* J	3 *2%* *25%*	4 *4%* *33%*	3 *3%* *25%*	4 *6%* *31%*	5 *4%* *42%*
1	* *	* * *47%*	* * *53%*	- - -	- - -	- - -	* * *53%*	* *1%* *47%*	- - -	* * *47%*	* * *53%*	- - -	- - -	- - -	- - -
Don't know	**7** ***2%***	1 *1%* *18%*	6 *3%* *82%*	* * *	1 *1%* *10%*	1 *1%* *12%*	5 *8%* *65%*	- - -	1 *4%* *13%*	3 *8%* *48%* J	2 *1%* *35%*	1 *1%* *17%*	1 *1%* *18%*	- - -	4 *4%* *60%*
Net: 10/9/8/7	**205** ***62%***	62 *62%* *31%*	142 *62%* *69%*	48 *80%* *24%* D	38 *47%* *19%*	47 *69%* *23%* D	36 *60%* *18%*	21 *68%* *10%*	14 *54%* *7%*	20 *46%* *10%*	119 *66%* *58%* I	66 *62%* *32%*	57 *65%* *28%*	41 *65%* *20%*	67 *58%* *33%*
Net: 10/9	**68** ***21%***	15 *15%* *23%*	53 *23%* *77%*	20 *34%* *30%* F	16 *20%* *24%*	12 *17%* *17%*	7 *11%* *10%*	4 *12%* *5%*	9 *37%* *14%*	7 *16%* *10%*	30 *17%* *44%*	32 *30%* *46%* J	18 *20%* *26%*	18 *29%* *26%*	20 *17%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 972

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**103** ***31%***	32 *32%* *31%*	72 *31%* *69%*	12 *20%* *12%*	40 *49%* *39%* CE F	15 *22%* *15%*	17 *28%* *16%*	8 *27%* *8%*	11 *42%* *10%*	15 *34%* *14%*	54 *30%* *52%*	35 *33%* *34%*	27 *30%* *26%*	17 *27%* *17%*	40 *34%* *39%*
Net: 3/2/1	**13** ***4%***	5 *5%* *35%*	8 *4%* *65%*	- - -	3 *4%* *22%*	5 *7%* *39%*	3 *5%* *25%*	2 *6%* *14%*	- - -	5 *12%* *38%* J	4 *2%* *33%*	4 *4%* *29%*	3 *3%* *22%*	5 *7%* *35%*	5 *4%* *37%*
Mean	**7.03**	6.83	7.13	7.72 D	6.57	6.93	6.91	7.08	7.35	6.21	7.14 I	7.17	7.17	7.10	6.84
Standard Deviation	**1.94**	1.84	1.98	1.95	1.94	2.05	1.75	1.91	1.74	2.37	1.65	2.17	1.92	2.07	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 972

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**38** ***12%***	5 *17%* *13%*	1 *5%* *3%*	1 *5%* *1%*	32 *12%* *83%*	34 *12%* *90%*	4 *11%* *10%*	38 *12%* *100%*	38 *12%* *100%*	38 *12%* *100%*
9	**30** ***9%***	4 *12%* *12%*	1 *5%* *3%*	1 *11%* *4%*	24 *9%* *81%*	28 *9%* *92%*	2 *7%* *8%*	30 *9%* *100%*	30 *9%* *100%*	30 *9%* *100%*
8	**77** ***23%***	5 *16%* *6%*	5 *25%* *7%*	4 *32%* *5%*	63 *24%* *82%*	69 *24%* *90%*	8 *22%* *10%*	77 *24%* *100%*	77 *23%* *100%*	77 *23%* *100%*
7	**60** ***18%***	4 *13%* *6%*	7 *35%* *13%* OR	3 *23%* *4%*	46 *17%* *77%*	52 *18%* *88%*	7 *20%* *12%*	58 *18%* *97%*	60 *18%* *100%*	60 *18%* *100%*
6	**44** ***13%***	5 *17%* *11%*	2 *10%* *5%*	1 *11%* *3%*	35 *13%* *81%*	40 *14%* *91%*	4 *11%* *9%*	44 *13%* *100%*	44 *13%* *100%*	44 *13%* *100%*
5	**46** ***14%***	5 *18%* *12%*	2 *10%* *4%*	1 *10%* *2%*	37 *14%* *81%*	43 *15%* *94%*	3 *7%* *5%*	45 *14%* *97%*	46 *14%* *100%*	46 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 972

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**13** ***4%***	1 *5%* *11%*	1 *5%* *8%*	* *2%* *1%*	11 *4%* *80%*	11 *4%* *80%*	3 *8%* *20%*	13 *4%* *100%*	13 *4%* *100%*	13 *4%* *100%*
3	**1** *****	- - -	- - -	* *2%* *14%*	1 * *86%*	* * *14%*	1 *3%* *86%*	1 * *100%*	1 * *100%*	1 * *100%*
2	**11** ***3%***	- - -	- - -	* *2%* *2%*	11 *4%* *98%*	8 *3%* *73%*	3 *9%* *27%*	11 *4%* *100%*	11 *3%* *100%*	11 *3%* *100%*
1	***** *****	- - -	- - -	* *3%* *100%* R	- - -	* * *100%*	- - -	* * *100%*	* * *100%*	* * *100%*
Don't know	**7** ***2%***	* *1%* *5%*	1 *5%* *17%*	- - -	6 *2%* *78%*	6 *2%* *82%*	1 *3%* *17%*	7 *2%* *100%*	7 *2%* *100%*	7 *2%* *100%*
Net: 10/9/8/7	**205** ***62%***	17 *59%* *8%*	15 *70%* *7%*	8 *70%* *4%*	165 *62%* *80%*	183 *63%* *90%*	21 *60%* *10%*	202 *62%* *99%*	205 *62%* *100%*	205 *62%* *100%*
Net: 10/9	**68** ***21%***	9 *29%* *13%* P	2 *10%* *3%*	2 *16%* *3%*	56 *21%* *82%*	62 *21%* *91%*	6 *18%* *9%*	68 *21%* *100%*	68 *21%* *100%*	68 *21%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 972

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows well-made, high quality programmes ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**103** ***31%***	12 *40%* *11%*	5 *25%* *5%*	3 *23%* *2%*	84 *31%* *81%*	94 *32%* *91%*	9 *25%* *9%*	102 *31%* *99%*	103 *31%* *100%*	103 *31%* *100%*
Net: 3/2/1	**13** ***4%***	- - -	- - -	1 *7%* *6%* OP	12 *5%* *94%*	9 *3%* *68%*	4 *12%* *32%*	13 *4%* *100%*	13 *4%* *100%*	13 *4%* *100%*
Mean	**7.03**	7.24	7.05	6.97	7.01	7.08	6.63	7.04	7.03	7.03
Standard Deviation	**1.94**	1.91	1.43	2.03	1.99	1.89	2.33	1.95	1.94	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 973

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows well-made, high quality programmes - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	42 *8%*	52 *8%*	34 *7%*	12 *4%*	81 *18%*	67 *12%*	104 *18%*	15 *6%*	38 *12%*
9	34 *7%*	52 *8%*	63 *13%*	22 *7%*	61 *13%*	76 *14%*	96 *17%*	21 *9%*	30 *9%*
8	93 *18%*	158 *24%*	142 *29%*	69 *23%*	142 *31%*	163 *30%*	181 *32%*	37 *15%*	77 *23%*
7	119 *23%*	131 *20%*	98 *20%*	56 *19%*	91 *20%*	101 *19%*	90 *16%*	42 *18%*	60 *18%*
6	78 *15%*	100 *15%*	56 *12%*	44 *15%*	38 *8%*	47 *9%*	49 *9%*	42 *17%*	44 *13%*
5	65 *13%*	69 *10%*	46 *9%*	42 *14%*	22 *5%*	39 *7%*	14 *2%*	31 *13%*	46 *14%*
4	29 *6%*	40 *6%*	20 *4%*	23 *8%*	10 *2%*	10 *2%*	12 *2%*	22 *9%*	13 *4%*
3	21 *4%*	27 *4%*	8 *2%*	9 *3%*	3 *1%*	6 *1%*	6 *1%*	3 *1%*	1 *
2	5 *1%*	7 *1%*	3 *1%*	6 *2%*	5 *1%*	3 *1%*	6 *1%*	9 *4%*	11 *3%*
1	6 *1%*	8 *1%*	6 *1%*	2 *1%*	4 *1%*	7 *1%*	- -	12 *5%*	* *
Don't know	17 *3%*	24 *4%*	11 *2%*	14 *5%*	4 *1%*	19 *4%*	5 *1%*	9 *4%*	7 *2%*
Net: 10/9/8/7	288 *57%*	393 *59%*	336 *69%*	159 *53%*	376 *81%*	408 *76%*	471 *83%*	115 *48%*	205 *62%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 973

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows well-made, high quality programmes - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	76 *15%*	104 *16%*	97 *20%*	34 *11%*	143 *31%*	144 *27%*	200 *35%*	36 *15%*	68 *21%*
Net: 6/5/4	172 *34%*	208 *31%*	122 *25%*	109 *36%*	70 *15%*	96 *18%*	75 *13%*	94 *39%*	103 *31%*
Net: 3/2/1	32 *6%*	42 *6%*	17 *4%*	17 *6%*	11 *2%*	16 *3%*	12 *2%*	23 *10%*	13 *4%*
Mean	6.69	6.79	7.16	6.56	7.74	7.54	7.92	6.27	7.03
Standard Deviation	1.93	1.95	1.79	1.87	1.73	1.78	1.64	2.26	1.94

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 974

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**26** ***5%***	10 *5%* *40%*	16 *5%* *60%*	7 *6%* *26%*	3 *2%* *10%*	7 *8%* *26%*	8 *10%* *29%* D	- - -	2 *3%* *8%*	1 *1%* *3%*	10 *4%* *37%*	16 *10%* *60%* J	7 *5%* *25%*	7 *5%* *26%*	8 *6%* *32%*
9	**22** ***4%***	7 *4%* *34%*	14 *5%* *66%*	7 *7%* *34%*	13 *9%* *60%* EF	* *1%* *2%*	1 *1%* *3%*	- - -	* *1%* *2%*	2 *3%* *9%*	14 *5%* *63%*	6 *4%* *27%*	5 *4%* *23%*	4 *3%* *20%*	9 *6%* *41%*
8	**84** ***16%***	28 *14%* *33%*	56 *18%* *67%*	23 *22%* *28%*	17 *12%* *21%*	15 *18%* *17%*	15 *19%* *18%*	4 *12%* *5%*	9 *15%* *11%*	9 *13%* *11%*	47 *17%* *56%*	28 *17%* *33%*	21 *15%* *25%*	23 *18%* *28%*	22 *15%* *26%*
7	**81** ***16%***	31 *16%* *38%*	50 *16%* *62%*	12 *11%* *15%*	35 *25%* *43%* CEF	6 *7%* *8%*	7 *9%* *9%*	9 *24%* *11%*	12 *20%* *15%*	17 *23%* *21%*	47 *17%* *57%*	18 *11%* *22%*	27 *20%* *33%*	13 *10%* *16%*	23 *16%* *28%*
6	**81** ***16%***	26 *13%* *32%*	55 *18%* *68%*	24 *22%* *29%* H	19 *14%* *23%*	16 *19%* *19%* H	15 *19%* *19%*	4 *11%* *5%*	3 *5%* *4%*	12 *16%* *15%*	54 *20%* *66%* K	15 *9%* *19%*	27 *19%* *33%*	16 *13%* *20%*	24 *16%* *29%*
5	**74** ***14%***	29 *15%* *40%*	44 *14%* *60%*	11 *10%* *15%*	17 *12%* *24%*	17 *20%* *23%*	14 *18%* *19%*	9 *23%* *12%*	6 *10%* *8%*	12 *16%* *16%*	37 *13%* *50%*	25 *15%* *34%*	21 *15%* *28%*	20 *15%* *27%*	17 *12%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 974

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**46** ***9%***	24 *12%* *52%*	22 *7%* *48%*	10 *9%* *22%*	13 *9%* *29%*	8 *9%* *17%*	3 *4%* *7%*	3 *9%* *7%*	9 *14%* *19%*	4 *5%* *8%*	24 *9%* *52%*	19 *12%* *40%*	7 *5%* *15%*	21 *17%* *46%* L	10 *7%* *23%*
3	**21** ***4%***	9 *4%* *42%*	12 *4%* *58%*	6 *6%* *28%*	3 *2%* *14%*	2 *3%* *11%*	5 *7%* *25%*	1 *4%* *6%*	3 *5%* *15%*	4 *5%* *17%*	9 *3%* *41%*	9 *5%* *42%*	7 *5%* *33%*	6 *5%* *28%*	5 *4%* *24%*
2	**22** ***4%***	11 *6%* *52%*	10 *3%* *48%*	4 *3%* *17%*	9 *7%* *44%*	4 *5%* *18%*	1 *1%* *3%*	3 *9%* *15%*	* *1%* *2%*	4 *6%* *21%*	10 *4%* *47%*	7 *4%* *32%*	6 *5%* *30%*	8 *7%* *39%*	5 *4%* *24%*
1	**12** ***2%***	7 *3%* *56%*	5 *2%* *44%*	1 *1%* *6%*	1 *1%* *8%*	3 *4%* *26%*	4 *5%* *34%*	1 *4%* *12%*	2 *3%* *13%*	4 *5%* *31%* K	8 *3%* *69%*	* * *	5 *4%* *44%*	1 *1%* *12%*	1 *1%* *11%*
Don't know	**42** ***8%***	16 *8%* *38%*	26 *8%* *62%*	2 *2%* *6%*	10 *7%* *24%*	6 *7%* *14%*	7 *9%* *17%*	2 *5%* *4%*	15 *23%* *35%* CDE	6 *8%* *15%*	16 *6%* *38%*	20 *12%* *47%*	6 *4%* *14%*	7 *6%* *18%*	19 *13%* *45%* L
Net: 10/9/8/7	**213** ***42%***	77 *39%* *36%*	136 *44%* *64%*	49 *46%* *23%*	68 *48%* *32%*	28 *34%* *13%*	30 *38%* *14%*	13 *36%* *6%*	24 *39%* *11%*	29 *39%* *13%*	117 *43%* *55%*	67 *42%* *32%*	59 *43%* *28%*	47 *37%* *22%*	62 *43%* *29%*
Net: 10/9	**48** ***9%***	18 *9%* *37%*	30 *10%* *63%*	14 *13%* *30%*	16 *11%* *33%*	7 *9%* *15%*	8 *10%* *17%*	- - -	3 *4%* *5%*	3 *4%* *6%*	24 *9%* *49%*	22 *13%* *45%*	12 *8%* *24%*	11 *9%* *24%*	17 *12%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 974

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**201** ***39%***	79 *40%* *40%*	121 *39%* *60%*	45 *42%* *22%*	50 *35%* *25%*	40 *48%* *20%*	32 *41%* *16%*	16 *43%* *8%*	18 *29%* *9%*	27 *37%* *14%*	115 *42%* *57%*	59 *36%* *29%*	54 *39%* *27%*	57 *45%* *28%*	52 *36%* *26%*
Net: 3/2/1	**54** ***11%***	26 *13%* *49%*	28 *9%* *51%*	10 *10%* *19%*	13 *9%* *25%*	9 *11%* *17%*	10 *12%* *18%*	6 *16%* *11%*	5 *8%* *10%*	12 *16%* *22%*	27 *10%* *49%*	16 *10%* *29%*	19 *13%* *34%*	16 *12%* *29%*	12 *8%* *21%*
Mean	**6.10**	5.83	6.27	6.39	6.18	5.94	6.14	5.39	5.96	5.68	6.12	6.27	6.03	5.83	6.37
Standard Deviation	**2.13**	2.25	2.03	2.08	2.02	2.25	2.30	1.99	2.09	2.11	2.05	2.25	2.14	2.21	2.06

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 974

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**26** ***5%***	3 *6%* *13%*	1 *2%* *3%*	* *2%* *2%*	22 *5%* *83%*	23 *5%* *86%*	4 *11%* *14%*	26 *5%* *100%*	26 *5%* *100%*	23 *7%* *87%* YZ	3 *2%* *13%*	3 *2%* *13%*
9	**22** ***4%***	1 *1%* *3%*	2 *6%* *9%*	1 *4%* *3%*	18 *5%* *85%*	20 *4%* *93%*	2 *5%* *7%*	22 *4%* *100%*	22 *4%* *100%*	11 *4%* *52%*	10 *5%* *48%*	10 *5%* *48%*
8	**84** ***16%***	9 *19%* *11%*	6 *18%* *7%*	3 *17%* *3%*	66 *16%* *78%*	80 *17%* *96%*	4 *11%* *4%*	84 *17%* *100%*	84 *16%* *100%*	49 *16%* *59%*	35 *18%* *41%*	37 *18%* *45%*
7	**81** ***16%***	10 *20%* *12%*	5 *15%* *6%*	3 *20%* *4%*	63 *15%* *77%*	75 *16%* *93%*	6 *19%* *7%*	81 *16%* *100%*	81 *16%* *100%*	60 *19%* *74%* YZ	21 *11%* *26%*	22 *11%* *27%*
6	**81** ***16%***	7 *14%* *9%*	5 *16%* *6%*	2 *13%* *3%*	67 *16%* *82%*	75 *16%* *93%*	6 *19%* *7%*	78 *16%* *96%*	81 *16%* *100%*	59 *19%* *73%*	22 *11%* *27%*	25 *12%* *30%*
5	**74** ***14%***	8 *17%* *11%*	5 *14%* *6%*	3 *18%* *4%*	58 *14%* *78%*	71 *15%* *97%*	2 *7%* *3%*	72 *14%* *98%*	74 *14%* *100%*	44 *14%* *60%*	29 *15%* *40%*	31 *15%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 974

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**46** ***9%***	5 *10%* *11%*	2 *6%* *5%*	1 *4%* *1%*	38 *9%* *83%*	43 *9%* *94%*	3 *9%* *6%*	46 *9%* *100%*	46 *9%* *100%*	24 *8%* *52%*	22 *11%* *48%*	24 *11%* *51%*
3	**21** ***4%***	- - -	2 *5%* *9%* O	1 *8%* *6%* O	18 *4%* *86%*	19 *4%* *93%*	2 *5%* *7%*	20 *4%* *98%*	21 *4%* *100%*	10 *3%* *49%*	10 *5%* *50%*	10 *5%* *50%*
2	**22** ***4%***	* *1%* *2%*	1 *2%* *3%*	* *2%* *2%*	20 *5%* *93%*	19 *4%* *89%*	2 *7%* *11%*	22 *4%* *100%*	22 *4%* *100%*	13 *4%* *61%*	8 *4%* *39%*	11 *5%* *53%*
1	**12** ***2%***	2 *4%* *19%*	1 *4%* *12%*	* *1%* *2%*	8 *2%* *67%*	12 *2%* *100%*	- - -	11 *2%* *97%*	12 *2%* *100%*	5 *2%* *44%*	7 *3%* *56%*	8 *4%* *67%*
Don't know	**42** ***8%***	4 *8%* *10%*	4 *12%* *9%*	2 *10%* *4%*	32 *8%* *77%*	40 *8%* *96%*	2 *6%* *4%*	42 *8%* *100%*	42 *8%* *100%*	15 *5%* *36%*	27 *14%* *64%* X	27 *13%* *65%* X
Net: 10/9/8/7	**213** ***42%***	23 *46%* *11%*	14 *41%* *6%*	7 *44%* *3%*	169 *41%* *79%*	198 *41%* *93%*	15 *47%* *7%*	213 *42%* *100%*	213 *42%* *100%*	144 *46%* *67%*	69 *36%* *33%*	74 *35%* *35%*
Net: 10/9	**48** ***9%***	4 *8%* *8%*	3 *8%* *6%*	1 *7%* *2%*	40 *10%* *84%*	43 *9%* *89%*	5 *17%* *11%*	48 *10%* *100%*	48 *9%* *100%*	34 *11%* *71%*	14 *7%* *29%*	14 *7%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 974

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**201** ***39%***	21 *40%* *10%*	12 *36%* *6%*	6 *35%* *3%*	163 *40%* *81%*	190 *40%* *94%*	11 *35%* *6%*	196 *39%* *98%*	201 *39%* *100%*	127 *40%* *63%*	73 *38%* *37%*	79 *38%* *40%*
Net: 3/2/1	**54** ***11%***	3 *5%* *5%*	4 *11%* *7%*	2 *11%* *3%*	46 *11%* *84%*	50 *10%* *93%*	4 *12%* *7%*	53 *11%* *99%*	54 *11%* *100%*	28 *9%* *52%*	25 *13%* *47%*	30 *14%* *55%*
Mean	**6.10**	6.27	6.08	6.14	6.08	6.08	6.36	6.11	6.10	6.28 Z	5.79	5.71
Standard Deviation	**2.13**	2.07	2.16	2.01	2.14	2.11	2.31	2.13	2.13	2.06	2.20	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 975

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**45** ***7%***	22 *8%* *49%*	23 *6%* *51%*	24 *12%* *53%* E	13 *5%* *28%*	2 *2%* *5%*	4 *5%* *10%*	- - -	2 *8%* *4%*	- - -	31 *8%* *68%* I	15 *9%* *32%* I	27 *17%* *60%* MN	10 *6%* *22%*	3 *1%* *6%*
9	**45** ***7%***	26 *9%* *57%*	19 *5%* *43%*	24 *12%* *53%* EF	15 *6%* *34%*	4 *4%* *8%*	1 *1%* *1%*	- - -	2 *8%* *4%*	11 *9%* *24%*	23 *6%* *51%*	11 *7%* *24%*	9 *6%* *20%*	9 *5%* *19%*	18 *8%* *41%*
8	**116** ***17%***	47 *16%* *40%*	70 *18%* *60%*	38 *20%* *33%*	49 *21%* *42%* F	18 *18%* *16%*	8 *9%* *7%*	3 *11%* *3%*	* *1%* *	22 *18%* *19%*	64 *17%* *55%*	30 *19%* *26%*	20 *12%* *17%*	35 *21%* *30%*	41 *18%* *35%*
7	**97** ***14%***	43 *15%* *45%*	53 *14%* *55%*	27 *14%* *28%*	36 *16%* *38%*	12 *12%* *13%*	16 *19%* *17%*	3 *9%* *3%*	2 *9%* *2%*	17 *14%* *18%*	71 *18%* *73%* K	8 *5%* *9%*	15 *9%* *15%*	22 *13%* *23%*	43 *19%* *45%* L
6	**103** ***15%***	46 *16%* *44%*	57 *15%* *56%*	29 *15%* *28%*	37 *16%* *36%*	17 *17%* *17%*	8 *10%* *8%*	7 *22%* *7%*	4 *18%* *4%*	22 *18%* *21%*	48 *12%* *47%*	33 *21%* *32%*	32 *20%* *31%* N	28 *17%* *27%*	23 *10%* *23%*
5	**108** ***16%***	47 *16%* *44%*	61 *16%* *56%*	27 *14%* *24%*	43 *18%* *39%*	16 *16%* *14%*	16 *19%* *15%*	5 *16%* *5%*	2 *8%* *2%*	16 *13%* *15%*	68 *17%* *62%*	25 *15%* *23%*	23 *14%* *21%*	33 *20%* *30%*	37 *16%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 975

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**33** ***5%***	16 *6%* *49%*	17 *4%* *51%*	4 *2%* *11%*	13 *6%* *40%*	8 *8%* *25%* C	4 *5%* *13%*	2 *7%* *7%*	1 *5%* *3%*	9 *7%* *27%*	13 *3%* *38%*	12 *7%* *35%*	9 *5%* *26%*	5 *3%* *17%*	12 *5%* *36%*
3	**33** ***5%***	16 *6%* *49%*	17 *4%* *51%*	10 *5%* *31%*	11 *5%* *33%*	6 *6%* *18%*	5 *5%* *14%*	* *2%* *1%*	1 *6%* *4%*	5 *4%* *14%*	21 *6%* *65%*	7 *4%* *21%*	7 *4%* *21%*	7 *4%* *22%*	14 *6%* *42%*
2	**23** ***3%***	4 *1%* *17%*	19 *5%* *83%* A	4 *2%* *17%*	13 *5%* *56%*	3 *3%* *13%*	2 *2%* *7%*	2 *5%* *8%*	- - -	10 *8%* *44%* J	9 *2%* *38%*	4 *3%* *19%*	6 *4%* *26%*	2 *1%* *10%*	11 *5%* *47%*
1	**16** ***2%***	6 *2%* *36%*	10 *3%* *64%*	2 *1%* *10%*	1 * *4%*	5 *5%* *34%* CD	6 *7%* *37%* CD	* * *	2 *11%* *15%*	3 *3%* *20%*	11 *3%* *73%*	1 *1%* *7%*	5 *3%* *31%*	5 *3%* *31%*	3 *1%* *18%*
Don't know	**50** ***7%***	17 *6%* *35%*	32 *9%* *65%*	6 *3%* *11%*	5 *2%* *9%*	8 *8%* *17%* D	16 *19%* *33%* CD	9 *28%* *18%*	6 *27%* *12%*	6 *5%* *12%*	29 *7%* *58%*	15 *9%* *30%*	10 *6%* *21%*	10 *6%* *20%*	21 *9%* *42%*
Net: 10/9/8/7	**303** ***45%***	138 *47%* *46%*	165 *44%* *54%*	113 *58%* *37%* EF	113 *48%* *37%*	37 *37%* *12%*	29 *33%* *10%*	6 *20%* *2%*	6 *26%* *2%*	50 *42%* *17%*	189 *49%* *62%*	64 *40%* *21%*	70 *44%* *23%*	76 *46%* *25%*	106 *47%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 975

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
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Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 10/9	**90** ***13%***	48 *17%* *53%*	42 *11%* *47%*	48 *25%* *53%* DE F	28 *12%* *31%*	6 *6%* *7%*	5 *6%* *6%*	- - -	4 *16%* *4%*	11 *9%* *12%*	54 *14%* *60%*	25 *16%* *28%*	36 *22%* *40%* N	19 *11%* *21%*	21 *9%* *24%*
Net: 6/5/4	**244** ***37%***	109 *38%* *45%*	135 *36%* *55%*	59 *31%* *24%*	93 *40%* *38%*	41 *41%* *17%*	29 *34%* *12%*	15 *46%* *6%*	7 *31%* *3%*	46 *39%* *19%*	128 *33%* *52%*	69 *43%* *28%*	63 *39%* *26%*	66 *40%* *27%*	72 *32%* *30%*
Net: 3/2/1	**72** ***11%***	26 *9%* *36%*	46 *12%* *64%*	16 *8%* *22%*	24 *10%* *34%*	14 *14%* *20%*	12 *14%* *17%*	2 *7%* *3%*	4 *16%* *5%*	18 *15%* *25%*	41 *11%* *58%*	12 *8%* *17%*	18 *11%* *25%*	14 *9%* *20%*	27 *12%* *38%*
Mean	**6.32**	6.48	6.20	6.98 D EF	6.32	5.80	5.67	5.63	5.72	5.91	6.40	6.47	6.53	6.38	6.16
Standard Deviation	**2.17**	2.11	2.22	2.11	2.05	2.19	2.28	1.64	2.84	2.18	2.18	2.13	2.45	2.06	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 975

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**45** ***7%***	4 *6%* *9%*	* *1%* *1%*	1 *4%* *2%*	40 *7%* *88%*	45 *7%* *99%*	* *1%* *1%*	41 *6%* *92%*	45 *7%* *100%*	28 *7%* *63%*	17 *6%* *37%*	17 *6%* *37%*
9	**45** ***7%***	6 *9%* *12%*	2 *6%* *3%*	2 *7%* *4%*	36 *7%* *80%*	40 *6%* *89%*	5 *11%* *11%*	45 *7%* *100%*	45 *7%* *100%*	21 *5%* *46%*	24 *9%* *54%*	24 *9%* *54%*
8	**116** ***17%***	13 *20%* *11%* P	2 *8%* *2%*	5 *21%* *4%* P	96 *17%* *82%*	107 *17%* *92%*	9 *19%* *8%*	114 *18%* *98%*	116 *17%* *100%*	67 *17%* *58%*	49 *19%* *42%*	49 *19%* *42%*
7	**97** ***14%***	7 *12%* *8%*	4 *15%* *4%*	5 *20%* *5%*	80 *15%* *83%*	87 *14%* *90%*	10 *21%* *10%*	93 *14%* *96%*	97 *14%* *100%*	67 *16%* *69%*	30 *11%* *31%*	30 *11%* *31%*
6	**103** ***15%***	12 *19%* *12%*	4 *16%* *4%*	4 *16%* *4%*	83 *15%* *81%*	98 *16%* *96%*	4 *9%* *4%*	103 *16%* *100%*	103 *15%* *100%*	67 *16%* *66%*	35 *14%* *34%*	38 *14%* *37%*
5	**108** ***16%***	10 *15%* *9%*	4 *14%* *3%*	2 *10%* *2%*	93 *17%* *85%*	101 *16%* *94%*	7 *15%* *6%*	101 *15%* *93%*	108 *16%* *100%*	69 *17%* *64%*	39 *15%* *36%*	39 *15%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 975

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**33** ***5%***	4 *7%* *13%*	1 *4%* *3%*	2 *7%* *5%*	26 *5%* *79%*	32 *5%* *96%*	1 *3%* *4%*	33 *5%* *100%*	33 *5%* *100%*	24 *6%* *72%*	9 *4%* *28%*	9 *4%* *28%*
3	**33** ***5%***	* *1%* *1%*	3 *13%* *10%* OR	1 *5%* *3%* O	28 *5%* *85%*	30 *5%* *90%*	3 *7%* *10%*	33 *5%* *100%*	33 *5%* *100%*	17 *4%* *52%*	16 *6%* *47%*	16 *6%* *47%*
2	**23** ***3%***	2 *4%* *11%*	1 *4%* *4%*	* *2%* *2%*	19 *3%* *83%*	21 *3%* *93%*	2 *3%* *7%*	23 *4%* *100%*	23 *3%* *100%*	10 *2%* *42%*	13 *5%* *58%*	13 *5%* *58%*
1	**16** ***2%***	1 *1%* *3%*	2 *6%* *10%* O	1 *4%* *6%*	13 *2%* *80%*	13 *2%* *83%*	3 *6%* *17%*	16 *2%* *99%*	16 *2%* *100%*	10 *3%* *66%*	5 *2%* *34%*	5 *2%* *34%*
Don't know	**50** ***7%***	5 *7%* *10%*	3 *11%* *6%*	1 *6%* *3%*	41 *7%* *82%*	47 *8%* *95%*	3 *6%* *5%*	50 *8%* *100%*	50 *7%* *100%*	27 *7%* *54%*	23 *9%* *46%*	23 *9%* *46%*
Net: 10/9/8/7	**303** ***45%***	30 *47%* *10%*	8 *31%* *3%*	12 *51%* *4%* P	252 *46%* *83%* P	279 *45%* *92%*	24 *52%* *8%*	294 *45%* *97%*	303 *45%* *100%*	183 *45%* *61%*	120 *46%* *39%*	120 *46%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 975

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 10/9	**90** ***13%***	10 *15%* *11%*	2 *8%* *2%*	3 *10%* *3%*	76 *14%* *84%*	85 *14%* *94%*	5 *11%* *6%*	87 *13%* *96%*	90 *13%* *100%*	49 *12%* *54%*	41 *16%* *46%*	41 *16%* *46%*
Net: 6/5/4	**244** ***37%***	26 *40%* *11%*	9 *35%* *4%*	8 *33%* *3%*	201 *36%* *82%*	232 *37%* *95%*	13 *27%* *5%*	236 *36%* *97%*	244 *37%* *100%*	161 *39%* *66%*	84 *32%* *34%*	86 *33%* *35%*
Net: 3/2/1	**72** ***11%***	3 *5%* *5%*	6 *24%* *8%* OQR	3 *10%* *4%*	60 *11%* *83%*	64 *10%* *90%*	7 *16%* *10%*	71 *11%* *100%*	72 *11%* *100%*	37 *9%* *52%*	34 *13%* *48%*	34 *13%* *48%*
Mean	**6.32**	6.58 P	5.38	6.34 P	6.34 P	6.34	6.14	6.31	6.32	6.31	6.35	6.35
Standard Deviation	**2.17**	2.01	2.33	2.15	2.18	2.17	2.29	2.18	2.17	2.10	2.30	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 976

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**12** ***2%***	4 *1%* *30%*	8 *4%* *70%*	- - -	5 *4%* *39%*	4 *4%* *33%*	2 *3%* *19%*	- - -	1 *2%* *10%*	* * *2%*	9 *3%* *72%*	3 *2%* *26%*	1 *1%* *11%*	* * *	5 *3%* *45%*
9	**35** ***7%***	22 *8%* *61%*	14 *6%* *39%*	17 *24%* *48%* DE FGH	6 *4%* *16%*	5 *5%* *15%*	2 *2%* *4%*	2 *5%* *7%*	3 *6%* *9%*	9 *11%* *25%* K	23 *8%* *66%*	3 *2%* *9%*	5 *5%* *16%*	13 *11%* *38%*	12 *7%* *34%*
8	**89** ***18%***	39 *15%* *44%*	49 *21%* *56%*	11 *15%* *12%*	25 *19%* *28%*	17 *17%* *19%*	14 *17%* *16%*	6 *13%* *7%*	17 *29%* *19%*	15 *18%* *16%*	40 *15%* *46%*	34 *26%* *38%* J	19 *18%* *22%*	28 *23%* *32%*	22 *13%* *25%*
7	**98** ***20%***	58 *22%* *59%*	41 *18%* *41%*	10 *15%* *11%*	26 *20%* *27%*	32 *31%* *33%* CG H	17 *21%* *18%*	5 *11%* *5%*	7 *12%* *7%*	17 *21%* *18%*	61 *22%* *63%*	19 *15%* *20%*	24 *22%* *24%*	14 *11%* *14%*	41 *25%* *42%* M
6	**82** ***17%***	52 *20%* *63%*	30 *13%* *37%*	12 *18%* *15%*	27 *21%* *33%*	11 *11%* *14%*	16 *19%* *19%*	9 *19%* *11%*	7 *13%* *9%*	11 *14%* *14%*	57 *21%* *69%*	14 *11%* *17%*	18 *17%* *22%*	28 *23%* *34%*	21 *13%* *26%*
5	**66** ***13%***	35 *14%* *53%*	31 *13%* *47%*	8 *12%* *13%*	21 *16%* *32%*	11 *10%* *16%*	8 *10%* *12%*	8 *17%* *12%*	10 *18%* *15%*	11 *13%* *16%*	35 *13%* *53%*	20 *15%* *31%*	20 *18%* *30%*	9 *7%* *13%*	25 *15%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 976

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**35** ***7%***	18 *7%* *51%*	17 *7%* *49%*	4 *5%* *10%*	8 *6%* *24%*	9 *9%* *26%*	7 *8%* *19%*	5 *12%* *15%*	2 *3%* *5%*	6 *8%* *18%*	10 *4%* *30%*	18 *14%* *52%* J	7 *6%* *19%*	10 *8%* *29%*	13 *8%* *37%*
3	**21** ***4%***	10 *4%* *48%*	11 *5%* *52%*	5 *7%* *25%*	2 *1%* *9%*	6 *6%* *30%*	3 *4%* *16%*	2 *5%* *11%*	2 *3%* *8%*	1 *2%* *6%*	16 *6%* *75%*	4 *3%* *19%*	3 *3%* *13%*	9 *7%* *41%*	5 *3%* *23%*
2	**9** ***2%***	5 *2%* *56%*	4 *2%* *44%*	* *1%* *4%*	3 *2%* *33%*	3 *3%* *35%*	2 *3%* *28%*	- - -	- - -	4 *5%* *48%*	3 *1%* *36%*	1 *1%* *16%*	1 *1%* *14%*	- - -	5 *3%* *56%*
1	**8** ***2%***	2 *1%* *28%*	6 *3%* *72%*	1 *2%* *16%*	- - -	4 *3%* *44%*	- - -	2 *5%* *28%* D	1 *2%* *12%*	- - -	5 *2%* *60%*	3 *2%* *40%*	3 *2%* *31%*	3 *2%* *34%*	2 *1%* *25%*
Don't know	**33** ***7%***	14 *5%* *41%*	20 *9%* *59%*	1 *2%* *4%*	7 *6%* *22%*	* * *1%*	11 *14%* *33%* CE	6 *14%* *19%* CE	7 *12%* *20%* E	7 *9%* *21%*	15 *5%* *43%*	12 *9%* *36%*	5 *5%* *16%*	9 *7%* *27%*	13 *8%* *39%*
Net: 10/9/8/7	**234** ***48%***	122 *47%* *52%*	112 *49%* *48%*	38 *54%* *16%* G	61 *47%* *26%*	59 *57%* *25%* G	35 *42%* *15%*	13 *29%* *6%*	28 *49%* *12%*	41 *50%* *17%*	134 *49%* *57%*	59 *45%* *25%*	50 *47%* *21%*	56 *45%* *24%*	80 *49%* *34%*
Net: 10/9	**47** ***10%***	25 *10%* *54%*	22 *10%* *46%*	17 *24%* *36%* DE FG	10 *8%* *22%*	9 *9%* *20%*	4 *5%* *8%*	2 *5%* *5%*	4 *8%* *9%*	9 *11%* *19%*	32 *12%* *67%*	6 *5%* *14%*	7 *6%* *14%*	13 *11%* *28%*	17 *11%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 976

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**182** ***37%***	104 *40%* *57%*	78 *34%* *43%*	24 *34%* *13%*	56 *43%* *31%*	31 *30%* *17%*	30 *37%* *17%*	22 *47%* *12%*	19 *34%* *11%*	28 *35%* *16%*	102 *37%* *56%*	52 *39%* *29%*	45 *42%* *25%*	47 *38%* *26%*	59 *36%* *32%*
Net: 3/2/1	**38** ***8%***	17 *7%* *46%*	20 *9%* *54%*	7 *10%* *19%*	5 *4%* *13%*	13 *13%* *34%* D	6 *7%* *15%*	5 *10%* *12%*	3 *5%* *7%*	5 *7%* *14%*	24 *9%* *63%*	8 *6%* *23%*	6 *6%* *17%*	11 *9%* *30%*	12 *7%* *31%*
Mean	**6.34**	6.35	6.34	6.62	6.47 G	6.20	6.24	5.68	6.62 G	6.40	6.41	6.16	6.26	6.37	6.32
Standard Deviation	**1.90**	1.78	2.04	2.05	1.68	2.10	1.78	2.00	1.80	1.88	1.88	1.97	1.78	1.94	1.92

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 976

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**12** ***2%***	3 *7%* *29%* R	1 *4%* *10%*	1 *4%* *5%*	7 *2%* *56%*	10 *2%* *87%*	1 *4%* *13%*	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
9	**35** ***7%***	2 *4%* *5%*	1 *5%* *4%*	1 *9%* *4%*	31 *8%* *87%*	35 *8%* *100%*	- - -	35 *7%* *100%*	35 *7%* *100%*	35 *7%* *100%*
8	**89** ***18%***	10 *20%* *11%*	5 *19%* *6%*	3 *21%* *4%*	70 *18%* *79%*	83 *18%* *93%*	6 *15%* *7%*	89 *18%* *100%*	89 *18%* *100%*	89 *18%* *100%*
7	**98** ***20%***	9 *19%* *10%*	7 *25%* *7%*	3 *18%* *3%*	79 *20%* *81%*	89 *20%* *90%*	10 *24%* *10%*	98 *20%* *100%*	98 *20%* *100%*	98 *20%* *100%*
6	**82** ***17%***	8 *16%* *10%*	4 *16%* *5%*	2 *10%* *2%*	68 *17%* *83%*	77 *17%* *94%*	5 *13%* *6%*	82 *17%* *100%*	82 *17%* *100%*	82 *17%* *100%*
5	**66** ***13%***	6 *12%* *10%*	4 *14%* *6%*	3 *16%* *4%*	53 *13%* *81%*	60 *13%* *91%*	6 *14%* *9%*	66 *14%* *100%*	66 *13%* *100%*	66 *13%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 976

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**35** ***7%***	3 *6%* *9%*	1 *3%* *2%*	1 *8%* *4%*	30 *8%* *85%*	32 *7%* *92%*	3 *6%* *8%*	33 *7%* *96%*	35 *7%* *100%*	35 *7%* *100%*
3	**21** ***4%***	3 *6%* *14%*	1 *4%* *5%*	1 *5%* *4%*	16 *4%* *77%*	18 *4%* *89%*	2 *6%* *11%*	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
2	**9** ***2%***	2 *3%* *18%*	- - -	1 *6%* *12%* PR	6 *2%* *70%*	7 *2%* *85%*	1 *3%* *15%*	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
1	**8** ***2%***	- - -	1 *3%* *10%*	- - -	7 *2%* *90%*	7 *2%* *84%*	1 *3%* *16%*	8 *2%* *100%*	8 *2%* *100%*	8 *2%* *100%*
Don't know	**33** ***7%***	4 *8%* *11%*	2 *6%* *5%*	1 *4%* *2%*	27 *7%* *82%*	29 *6%* *86%*	5 *12%* *14%*	33 *7%* *100%*	33 *7%* *100%*	33 *7%* *100%*
Net: 10/9/8/7	**234** ***48%***	25 *49%* *11%*	15 *54%* *6%*	8 *51%* *4%*	186 *47%* *80%*	217 *49%* *93%*	17 *42%* *7%*	234 *48%* *100%*	234 *48%* *100%*	234 *48%* *100%*
Net: 10/9	**47** ***10%***	5 *10%* *11%*	3 *10%* *6%*	2 *13%* *4%*	37 *10%* *79%*	46 *10%* *97%*	1 *4%* *3%*	47 *10%* *100%*	47 *10%* *100%*	47 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 976

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**182** ***37%***	18 *35%* *10%*	9 *32%* *5%*	6 *34%* *3%*	150 *38%* *83%*	169 *38%* *93%*	14 *34%* *7%*	181 *37%* *99%*	182 *37%* *100%*	182 *37%* *100%*
Net: 3/2/1	**38** ***8%***	4 *9%* *12%*	2 *7%* *5%*	2 *11%* *5%*	29 *7%* *78%*	33 *7%* *87%*	5 *12%* *13%*	38 *8%* *100%*	38 *8%* *100%*	38 *8%* *100%*
Mean	**6.34**	6.45	6.54	6.33	6.32	6.38	5.93	6.35	6.34	6.34
Standard Deviation	**1.90**	1.99	1.91	2.16	1.89	1.89	2.07	1.90	1.90	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 977

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**8** ***3%***	4 *2%* *44%*	5 *3%* *56%*	1 *3%* *16%*	3 *3%* *32%*	1 *3%* *18%*	1 *2%* *11%*	* * *2%*	2 *7%* *21%*	* * *3%*	5 *3%* *65%*	3 *3%* *32%*	5 *7%* *57%*	- - -	1 *1%* *13%*
9	**13** ***4%***	7 *4%* *52%*	6 *4%* *48%*	4 *10%* *35%*	7 *7%* *53%*	1 *2%* *8%*	1 *1%* *5%*	- - -	- - -	4 *7%* *30%*	6 *4%* *48%*	3 *3%* *21%*	6 *9%* *49%*	- - -	3 *3%* *23%*
8	**57** ***19%***	33 *22%* *58%*	24 *16%* *42%*	16 *37%* *27%*	20 *21%* *34%*	7 *14%* *12%*	3 *7%* *6%*	7 *18%* *12%*	5 *19%* *8%*	14 *27%* *25%*	28 *17%* *49%*	15 *18%* *26%*	10 *15%* *18%*	15 *22%* *27%*	22 *20%* *38%*
7	**62** ***21%***	27 *18%* *44%*	35 *23%* *56%*	7 *16%* *11%*	27 *29%* *44%*	14 *30%* *23%*	6 *13%* *10%*	5 *12%* *8%*	3 *11%* *4%*	9 *17%* *14%*	48 *29%* *77%* K	6 *7%* *9%*	20 *29%* *32%*	15 *21%* *24%*	17 *16%* *28%*
6	**36** ***12%***	19 *12%* *51%*	18 *12%* *49%*	6 *14%* *16%*	8 *9%* *23%*	3 *6%* *8%*	11 *22%* *30%*	7 *16%* *18%*	2 *7%* *5%*	6 *11%* *16%*	20 *12%* *55%*	10 *13%* *28%*	6 *8%* *15%*	9 *12%* *24%*	15 *14%* *41%*
5	**47** ***16%***	23 *16%* *49%*	24 *16%* *51%*	3 *8%* *7%*	16 *17%* *33%*	9 *20%* *20%*	6 *11%* *12%*	8 *20%* *17%*	5 *20%* *11%*	11 *20%* *23%*	17 *10%* *36%*	19 *24%* *41%* J	8 *12%* *17%*	10 *15%* *22%*	23 *20%* *48%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 977

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**20** ***7%***	13 *9%* *66%*	7 *5%* *34%*	4 *9%* *18%*	3 *3%* *13%*	3 *6%* *13%*	7 *15%* *36%* D	3 *7%* *14%*	1 *4%* *5%*	4 *7%* *18%*	8 *5%* *37%*	9 *11%* *45%*	7 *10%* *34%*	4 *5%* *18%*	6 *6%* *30%*
3	**10** ***3%***	2 *1%* *16%*	8 *6%* *84%*	- - -	4 *5%* *43%*	2 *4%* *19%*	2 *4%* *22%*	1 *4%* *15%*	* *1%* *2%*	3 *5%* *26%*	5 *3%* *53%*	2 *3%* *21%*	- - -	2 *3%* *23%*	6 *5%* *59%*
2	**6** ***2%***	4 *3%* *66%*	2 *1%* *34%*	- - -	- - -	- - -	1 *2%* *21%*	2 *5%* *39%*	2 *9%* *40%*	- - -	1 *1%* *21%*	4 *6%* *79%*	- - -	2 *3%* *40%*	3 *2%* *47%*
1	**11** ***4%***	5 *3%* *44%*	6 *4%* *56%*	- - -	2 *2%* *14%*	4 *8%* *34%*	5 *10%* *43%*	- - -	1 *4%* *10%*	- - -	11 *7%* *100%*	- - -	2 *4%* *21%*	2 *3%* *17%*	6 *5%* *52%*
Don't know	**27** ***9%***	12 *8%* *44%*	15 *10%* *56%*	1 *3%* *5%*	5 *6%* *19%*	3 *7%* *11%*	7 *13%* *24%*	7 *17%* *25%*	4 *18%* *16%*	3 *5%* *10%*	14 *9%* *53%*	10 *13%* *37%*	4 *6%* *15%*	10 *15%* *38%*	9 *8%* *31%*
Net: 10/9/8/7	**140** ***47%***	71 *48%* *50%*	69 *46%* *50%*	28 *66%* *20%*	56 *60%* *40%* F	23 *49%* *17%* F	11 *22%* *8%*	12 *30%* *9%*	9 *36%* *6%*	27 *51%* *20%*	87 *53%* *62%* K	26 *32%* *18%*	41 *60%* *29%* N	30 *43%* *21%*	43 *39%* *31%*
Net: 10/9	**21** ***7%***	10 *7%* *49%*	11 *7%* *51%*	6 *13%* *28%*	9 *10%* *45%*	2 *5%* *12%*	1 *3%* *7%*	* * *1%*	2 *7%* *8%*	4 *8%* *20%*	11 *7%* *55%*	5 *7%* *25%*	11 *16%* *52%* MN	- - -	4 *4%* *20%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 977

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**104** ***35%***	55 *37%* *53%*	49 *32%* *47%*	13 *30%* *12%*	27 *28%* *26%*	15 *32%* *14%*	24 *48%* *23%*	18 *44%* *17%*	8 *32%* *8%*	20 *39%* *20%*	45 *27%* *43%*	39 *48%* *37%* J	21 *30%* *20%*	23 *33%* *22%*	44 *40%* *42%*
Net: 3/2/1	**27** ***9%***	10 *7%* *38%*	17 *11%* *62%*	- - -	6 *6%* *22%*	6 *12%* *21%*	8 *17%* *30%*	4 *9%* *14%*	4 *14%* *13%*	3 *5%* *10%*	18 *11%* *66%*	7 *8%* *24%*	2 *4%* *9%*	7 *9%* *24%*	14 *13%* *53%*
Mean	**6.18**	6.24	6.12	7.11	6.63	5.93	5.12	5.77	5.82	6.48	6.22	5.88	6.68 N	6.03	5.82
Standard Deviation	**2.04**	2.01	2.07	1.56	1.78	2.19	2.18	1.78	2.51	1.70	2.16	1.99	2.03	1.89	2.08

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 977

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**8** ***3%***	2 *6%* *19%*	- - -	1 *8%* *11%* PR	6 *2%* *70%*	7 *2%* *87%*	1 *6%* *13%*	8 *3%* *100%*	8 *3%* *100%*	5 *4%* *61%*	3 *2%* *39%*	3 *2%* *39%*
9	**13** ***4%***	3 *12%* *25%* R	- - -	* *4%* *3%*	9 *4%* *72%*	13 *5%* *100%*	- - -	13 *4%* *100%*	13 *4%* *100%*	4 *3%* *30%*	9 *5%* *70%*	9 *5%* *70%*
8	**57** ***19%***	5 *18%* *9%*	2 *17%* *4%*	2 *23%* *4%*	48 *19%* *83%*	54 *19%* *94%*	4 *20%* *6%*	57 *19%* *100%*	57 *19%* *100%*	23 *18%* *40%*	34 *20%* *60%*	34 *20%* *60%*
7	**62** ***21%***	5 *19%* *8%*	3 *19%* *4%*	3 *25%* *4%*	52 *21%* *84%*	57 *20%* *92%*	5 *26%* *8%*	62 *21%* *100%*	62 *21%* *100%*	30 *23%* *48%*	32 *19%* *52%*	32 *19%* *52%*
6	**36** ***12%***	5 *17%* *12%*	1 *11%* *4%*	1 *11%* *3%*	29 *12%* *81%*	36 *13%* *97%*	1 *5%* *3%*	36 *12%* *100%*	36 *12%* *100%*	19 *15%* *51%*	18 *10%* *49%*	20 *12%* *55%*
5	**47** ***16%***	3 *13%* *7%*	2 *12%* *3%*	1 *12%* *2%*	41 *16%* *87%*	41 *15%* *88%*	5 *30%* *12%*	47 *16%* *100%*	47 *16%* *100%*	23 *18%* *48%*	24 *14%* *52%*	24 *14%* *52%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 977

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**20** ***7%***	1 *5%* *6%*	2 *14%* *9%*	* *4%* *2%*	17 *7%* *83%*	20 *7%* *100%*	- - -	20 *7%* *100%*	20 *7%* *100%*	11 *8%* *53%*	10 *6%* *47%*	10 *6%* *47%*
3	**10** ***3%***	* *2%* *5%*	1 *7%* *9%*	* *4%* *4%*	8 *3%* *82%*	10 *4%* *100%*	- - -	10 *3%* *100%*	10 *3%* *100%*	2 *1%* *15%*	8 *5%* *82%*	8 *5%* *82%*
2	**6** ***2%***	1 *3%* *13%*	- - -	- - -	5 *2%* *87%*	6 *2%* *100%*	- - -	6 *2%* *100%*	6 *2%* *100%*	2 *2%* *40%*	3 *2%* *60%*	3 *2%* *60%*
1	**11** ***4%***	- - -	1 *7%* *8%* O	* *2%* *2%*	10 *4%* *90%*	11 *4%* *94%*	1 *4%* *6%*	11 *4%* *100%*	11 *4%* *100%*	6 *4%* *50%*	6 *3%* *50%*	6 *3%* *50%*
Don't know	**27** ***9%***	2 *7%* *7%*	2 *13%* *6%*	1 *8%* *3%*	23 *9%* *84%*	26 *9%* *93%*	2 *10%* *7%*	27 *9%* *100%*	27 *9%* *100%*	6 *5%* *22%*	22 *13%* *78%*	22 *13%* *78%*
Net: 10/9/8/7	**140** ***47%***	15 *55%* *11%*	5 *36%* *3%*	6 *60%* *4%* P	114 *46%* *82%*	130 *47%* *93%*	10 *52%* *7%*	140 *47%* *100%*	140 *47%* *100%*	61 *48%* *44%*	79 *46%* *56%*	79 *46%* *56%*
Net: 10/9	**21** ***7%***	5 *17%* *23%* PR	- - -	1 *12%* *6%* P	15 *6%* *71%*	20 *7%* *95%*	1 *6%* *5%*	21 *7%* *100%*	21 *7%* *100%*	9 *7%* *42%*	12 *7%* *58%*	12 *7%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 977

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**104** ***35%***	9 *34%* *9%*	5 *37%* *5%*	3 *26%* *3%*	87 *35%* *84%*	97 *35%* *94%*	6 *35%* *6%*	104 *35%* *100%*	104 *35%* *100%*	52 *40%* *50%*	52 *31%* *50%*	54 *32%* *52%*
Net: 3/2/1	**27** ***9%***	1 *5%* *5%*	2 *14%* *7%*	1 *6%* *2%*	23 *9%* *86%*	26 *9%* *97%*	1 *4%* *3%*	27 *9%* *100%*	27 *9%* *100%*	10 *7%* *35%*	17 *10%* *64%*	17 *10%* *64%*
Mean	**6.18**	6.81 P	5.50	6.84 PR	6.12	6.16	6.44	6.18	6.18	6.16	6.20	6.20
Standard Deviation	**2.04**	1.89	2.17	2.00	2.04	2.05	1.91	2.04	2.04	2.00	2.07	2.05

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 978

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**39** ***8%***	21 *8%* *55%*	18 *9%* *45%*	1 *4%* *3%*	7 *10%* *17%*	4 *5%* *10%*	7 *9%* *18%*	9 *9%* *24%*	11 *9%* *29%*	1 *1%* *2%*	14 *7%* *36%*	24 *13%* *62%* I	9 *7%* *23%*	2 *2%* *6%*	23 *14%* *58%* M
9	**43** ***9%***	26 *10%* *60%*	17 *9%* *40%*	1 *5%* *3%*	7 *10%* *15%*	7 *10%* *17%*	6 *8%* *14%*	6 *6%* *15%*	16 *13%* *36%*	4 *5%* *9%*	21 *10%* *48%*	19 *10%* *43%*	10 *8%* *23%*	4 *4%* *9%*	27 *17%* *62%* M
8	**96** ***21%***	55 *20%* *57%*	42 *22%* *43%*	5 *22%* *6%*	13 *20%* *14%*	17 *23%* *17%*	18 *25%* *19%*	16 *16%* *16%*	27 *22%* *28%*	15 *20%* *15%*	40 *20%* *41%*	42 *23%* *43%*	33 *27%* *35%* N	26 *27%* *27%* N	21 *13%* *22%*
7	**89** ***19%***	42 *16%* *47%*	47 *24%* *53%*	3 *12%* *3%*	8 *13%* *9%*	13 *18%* *15%*	15 *20%* *17%*	24 *24%* *27%*	26 *21%* *29%*	11 *15%* *13%*	42 *21%* *47%*	36 *19%* *40%*	27 *22%* *30%*	13 *13%* *15%*	33 *21%* *38%*
6	**60** ***13%***	39 *14%* *65%*	21 *11%* *35%*	6 *25%* *11%*	7 *10%* *11%*	13 *18%* *22%* H	12 *16%* *20%* H	15 *15%* *26%* H	6 *5%* *11%*	12 *16%* *19%*	31 *15%* *51%*	18 *10%* *29%*	16 *13%* *27%*	11 *11%* *19%*	19 *12%* *32%*
5	**53** ***12%***	41 *15%* *77%* B	12 *6%* *23%*	4 *16%* *7%*	10 *16%* *19%*	9 *13%* *18%*	9 *12%* *17%*	5 *5%* *10%*	16 *13%* *29%*	13 *17%* *24%*	25 *12%* *47%*	16 *8%* *29%*	16 *13%* *29%*	14 *14%* *26%*	14 *9%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 978

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**13** ***3%***	9 *3%* *67%*	4 *2%* *33%*	- - -	3 *5%* *24%*	1 *2%* *10%*	1 *2%* *11%*	2 *2%* *15%*	5 *4%* *40%*	2 *2%* *14%*	9 *4%* *66%*	3 *1%* *20%*	- - -	3 *3%* *23%*	5 *3%* *42%*
3	**12** ***3%***	9 *3%* *75%*	3 *2%* *25%*	- - -	6 *10%* *55%* H	3 *4%* *23%*	1 *1%* *5%*	2 *2%* *17%*	- - -	2 *3%* *20%*	5 *2%* *42%*	5 *2%* *38%*	3 *2%* *24%*	6 *6%* *47%* N	- - -
2	**5** ***1%***	3 *1%* *59%*	2 *1%* *41%*	- - -	- - -	1 *2%* *22%*	2 *2%* *34%*	2 *2%* *44%*	- - -	2 *2%* *34%*	1 *1%* *27%*	2 *1%* *39%*	* * *	2 *2%* *34%*	2 *1%* *31%*
1	**15** ***3%***	6 *2%* *40%*	9 *5%* *60%*	4 *16%* *27%*	2 *3%* *11%*	2 *3%* *16%*	1 *2%* *9%*	4 *4%* *26%*	2 *1%* *11%*	5 *6%* *30%*	6 *3%* *38%*	5 *3%* *32%*	1 *1%* *6%*	6 *6%* *40%*	6 *4%* *42%*
Don't know	**35** ***8%***	17 *6%* *48%*	18 *9%* *52%*	- - -	3 *4%* *8%*	2 *2%* *5%*	2 *2%* *5%*	14 *14%* *39%* EF	15 *12%* *44%* EF	9 *12%* *25%*	10 *5%* *28%*	16 *9%* *47%*	8 *7%* *23%*	11 *12%* *33%*	11 *7%* *32%*
Net: 10/9/8/7	**268** ***58%***	144 *54%* *54%*	124 *64%* *46%*	11 *43%* *4%*	35 *53%* *13%*	41 *56%* *15%*	46 *63%* *17%*	55 *55%* *21%*	80 *64%* *30%*	30 *41%* *11%*	117 *58%* *44%* I	120 *65%* *45%* I	79 *65%* *29%* M	46 *46%* *17%*	104 *64%* *39%* M
Net: 10/9	**82** ***18%***	47 *18%* *58%*	35 *18%* *42%*	2 *10%* *3%*	13 *20%* *16%*	11 *15%* *13%*	13 *18%* *16%*	16 *16%* *19%*	27 *22%* *33%*	5 *6%* *6%*	35 *17%* *42%* I	43 *23%* *52%* I	19 *15%* *23%*	6 *6%* *8%*	49 *31%* *60%* LM

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 978

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**126** ***27%***	89 *33%* *70%* B	38 *19%* *30%*	10 *41%* *8%*	20 *31%* *16%*	24 *33%* *19%*	22 *30%* *18%*	23 *23%* *18%*	27 *22%* *21%*	26 *35%* *21%* K	64 *32%* *51%* K	36 *19%* *28%*	31 *26%* *25%*	28 *28%* *22%*	38 *24%* *31%*
Net: 3/2/1	**32** ***7%***	18 *7%* *56%*	14 *7%* *44%*	4 *16%* *13%*	8 *12%* *25%* H	6 *9%* *20%* H	4 *5%* *12%*	8 *8%* *26%* H	2 *1%* *5%*	9 *12%* *27%*	12 *6%* *37%*	11 *6%* *35%*	4 *3%* *12%*	13 *14%* *42%* L	8 *5%* *25%*
Mean	**6.84**	6.75	6.96	5.93	6.58	6.65	6.96	6.79	7.28	6.03	6.77 I	7.22 I	7.14 M	6.15	7.22 M
Standard Deviation	**2.09**	2.05	2.15	2.56	2.30	2.05	1.95	2.19	1.82	2.17	2.00	2.09	1.65	2.27	2.19

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 978

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**39** ***8%***	1 *3%* *3%*	2 *8%* *5%*	2 *16%* *6%* O	34 *9%* *86%*	34 *8%* *86%*	5 *28%* *14%*	36 *8%* *93%*	39 *8%* *100%*	28 *10%* *71%*	11 *7%* *29%*	11 *7%* *29%*
9	**43** ***9%***	1 *3%* *3%*	1 *3%* *2%*	1 *7%* *2%*	41 *11%* *94%*	41 *9%* *94%*	3 *13%* *6%*	43 *10%* *100%*	43 *9%* *100%*	37 *13%* *84%* YZ	7 *4%* *16%*	7 *4%* *16%*
8	**96** ***21%***	8 *21%* *8%*	5 *18%* *5%*	2 *18%* *3%*	81 *21%* *84%*	92 *21%* *95%*	4 *22%* *5%*	96 *21%* *100%*	96 *21%* *100%*	58 *20%* *60%*	38 *22%* *40%*	38 *22%* *40%*
7	**89** ***19%***	7 *19%* *8%*	6 *23%* *7%*	2 *16%* *3%*	74 *19%* *83%*	88 *20%* *99%*	1 *6%* *1%*	88 *19%* *99%*	89 *19%* *100%*	62 *21%* *70%*	27 *16%* *30%*	27 *16%* *30%*
6	**60** ***13%***	6 *16%* *11%*	4 *17%* *7%*	3 *20%* *4%*	46 *12%* *78%*	58 *13%* *98%*	1 *7%* *2%*	59 *13%* *99%*	60 *13%* *100%*	31 *11%* *53%*	28 *17%* *47%*	28 *17%* *47%*
5	**53** ***12%***	6 *16%* *12%*	3 *11%* *5%*	1 *9%* *2%*	43 *11%* *81%*	52 *12%* *98%*	1 *6%* *2%*	53 *12%* *100%*	53 *12%* *100%*	31 *11%* *58%*	22 *13%* *42%*	22 *13%* *42%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 978

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**13** ***3%***	2 *6%* *19%*	1 *6%* *11%*	1 *5%* *6%*	8 *2%* *65%*	13 *3%* *100%*	- - -	13 *3%* *97%*	13 *3%* *100%*	9 *3%* *69%*	4 *2%* *31%*	4 *2%* *31%*
3	**12** ***3%***	2 *6%* *19%*	1 *5%* *10%*	- - -	8 *2%* *71%*	12 *3%* *100%*	- - -	10 *2%* *87%*	12 *3%* *100%*	5 *2%* *41%*	7 *4%* *59%*	7 *4%* *59%*
2	**5** ***1%***	1 *3%* *22%*	1 *3%* *12%*	- - -	4 *1%* *65%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	4 *2%* *83%*	1 *1%* *17%*	1 *1%* *17%*
1	**15** ***3%***	1 *3%* *8%*	* * *	1 *4%* *4%* P	13 *3%* *88%*	14 *3%* *92%*	1 *7%* *8%*	15 *3%* *99%*	15 *3%* *100%*	8 *3%* *55%*	7 *4%* *45%*	7 *4%* *45%*
Don't know	**35** ***8%***	2 *5%* *5%*	2 *7%* *5%*	1 *4%* *2%*	31 *8%* *88%*	33 *7%* *94%*	2 *11%* *6%*	33 *7%* *94%*	35 *8%* *100%*	16 *6%* *46%*	19 *11%* *54%*	19 *11%* *54%*
Net: 10/9/8/7	**268** ***58%***	18 *45%* *7%*	13 *52%* *5%*	8 *57%* *3%*	229 *60%* *86%* O	254 *58%* *95%*	13 *69%* *5%*	263 *58%* *98%*	268 *58%* *100%*	185 *64%* *69%* YZ	83 *49%* *31%*	83 *49%* *31%*
Net: 10/9	**82** ***18%***	2 *6%* *3%*	3 *11%* *3%*	3 *23%* *4%* OP	74 *19%* *90%* O	74 *17%* *90%*	8 *41%* *10%*	79 *18%* *96%*	82 *18%* *100%*	64 *22%* *78%* YZ	18 *11%* *22%*	18 *11%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 978

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**126** ***27%***	15 *38%* *12%* R	8 *34%* *7%*	5 *34%* *4%*	98 *26%* *78%*	123 *28%* *98%*	3 *13%* *2%*	125 *28%* *99%*	126 *27%* *100%*	71 *25%* *57%*	54 *32%* *43%*	54 *32%* *43%*
Net: 3/2/1	**32** ***7%***	5 *12%* *14%*	2 *7%* *6%*	1 *4%* *2%*	25 *7%* *78%*	31 *7%* *96%*	1 *7%* *4%*	30 *7%* *95%*	32 *7%* *100%*	18 *6%* *55%*	15 *9%* *45%*	15 *9%* *45%*
Mean	**6.84**	6.08	6.56	7.01 O	6.93 O	6.80	7.83	6.84	6.84	7.01	6.53	6.53
Standard Deviation	**2.09**	2.04	1.94	2.26	2.09	2.07	2.52	2.08	2.09	2.08	2.10	2.10

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 979

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**34** ***6%***	21 *7%* *61%*	13 *5%* *39%*	4 *9%* *13%*	9 *7%* *27%*	5 *6%* *16%*	8 *8%* *24%*	4 *4%* *11%*	3 *4%* *10%*	1 *1%* *3%*	14 *5%* *43%*	18 *12%* *54%* IJ	9 *6%* *27%*	5 *5%* *15%*	14 *7%* *41%*
9	**56** ***10%***	27 *10%* *49%*	28 *11%* *51%*	2 *5%* *4%*	15 *12%* *27%*	9 *10%* *17%*	9 *8%* *15%*	10 *13%* *19%*	10 *12%* *17%*	4 *5%* *8%*	39 *13%* *71%*	12 *8%* *21%*	21 *14%* *38%*	9 *9%* *16%*	18 *9%* *32%*
8	**119** ***22%***	61 *21%* *51%*	58 *23%* *49%*	5 *9%* *4%*	28 *23%* *23%*	25 *26%* *21%*	19 *17%* *16%*	17 *21%* *14%*	26 *32%* *22%* F	20 *23%* *17%*	61 *20%* *51%*	39 *25%* *33%*	31 *20%* *26%*	27 *27%* *23%*	41 *22%* *35%*
7	**120** ***22%***	64 *22%* *53%*	56 *22%* *47%*	12 *24%* *10%*	23 *19%* *19%*	25 *27%* *21%* H	34 *31%* *28%* H	17 *21%* *14%*	9 *11%* *8%*	18 *21%* *15%*	73 *24%* *61%*	30 *19%* *25%*	34 *22%* *29%*	20 *20%* *16%*	47 *25%* *39%*
6	**65** ***12%***	40 *14%* *62%*	25 *10%* *38%*	10 *20%* *15%*	22 *18%* *34%* E	6 *6%* *9%*	10 *9%* *15%*	9 *11%* *13%*	8 *10%* *13%*	11 *13%* *17%*	31 *10%* *48%*	23 *15%* *35%*	22 *14%* *34%*	13 *13%* *20%*	16 *8%* *24%*
5	**52** ***10%***	27 *9%* *52%*	25 *10%* *48%*	5 *10%* *10%*	14 *12%* *27%*	7 *7%* *14%*	8 *8%* *16%*	10 *12%* *18%*	8 *10%* *15%*	11 *13%* *22%*	28 *9%* *54%*	13 *8%* *24%*	21 *14%* *40%*	7 *7%* *14%*	16 *8%* *30%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 979

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**23** ***4%***	13 *5%* *56%*	10 *4%* *44%*	5 *9%* *21%*	1 *1%* *3%*	8 *8%* *35%* D	5 *5%* *21%*	3 *4%* *15%*	1 *2%* *6%*	6 *7%* *25%*	13 *4%* *57%*	4 *3%* *19%*	2 *1%* *9%*	1 *1%* *5%*	12 *6%* *53%*
3	**8** ***2%***	7 *2%* *79%*	2 *1%* *21%*	- - -	- - -	2 *3%* *30%*	4 *4%* *49%*	1 *1%* *13%*	1 *1%* *8%*	4 *5%* *51%* JK	4 *1%* *43%*	1 *** *6%*	* * *	2 *2%* *19%*	4 *2%* *52%*
2	**5** ***1%***	3 *1%* *54%*	2 *1%* *46%*	- - -	1 *1%* *17%*	2 *2%* *36%*	- - -	1 *2%* *28%*	1 *1%* *18%*	1 *1%* *17%*	3 *1%* *54%*	1 *1%* *28%*	1 *1%* *27%*	- - -	2 *1%* *46%*
1	**3** ***1%***	2 *1%* *55%*	1 *1%* *45%*	- - -	* * *8%*	1 *1%* *42%*	2 *1%* *51%*	- - -	- - -	2 *2%* *48%*	2 *1%* *52%*	- - -	3 *2%* *86%*	- - -	- - -
Don't know	**54** ***10%***	23 *8%* *43%*	31 *12%* *57%*	7 *15%* *14%*	9 *8%* *18%*	4 *4%* *7%*	10 *10%* *19%*	8 *10%* *15%*	14 *18%* *27%* E	7 *8%* *13%*	31 *10%* *58%*	16 *10%* *29%*	10 *6%* *19%*	16 *16%* *30%*	20 *10%* *36%*
Net: 10/9/8/7	**329** ***61%***	173 *60%* *53%*	156 *62%* *47%*	23 *46%* *7%*	74 *61%* *23%*	65 *68%* *20%*	70 *64%* *21%*	48 *60%* *15%*	48 *59%* *15%*	43 *50%* *13%*	187 *63%* *57%*	99 *63%* *30%*	96 *62%* *29%*	61 *61%* *19%*	119 *63%* *36%*
Net: 10/9	**90** ***17%***	48 *17%* *54%*	41 *16%* *46%*	7 *13%* *7%*	24 *20%* *27%*	15 *15%* *16%*	17 *15%* *19%*	14 *17%* *16%*	13 *16%* *15%*	5 *6%* *6%*	54 *18%* *60%* I	30 *19%* *34%* I	30 *20%* *34%*	14 *14%* *16%*	32 *17%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 979

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**141** ***26%***	80 *28%* *57%*	60 *24%* *43%*	20 *39%* *14%*	37 *30%* *26%*	21 *22%* *15%*	23 *21%* *17%*	22 *27%* *15%*	17 *21%* *12%*	28 *33%* *20%*	73 *24%* *52%*	40 *25%* *28%*	45 *29%* *32%*	21 *21%* *15%*	44 *23%* *31%*
Net: 3/2/1	**17** **3%**	11 *4%* *67%*	6 *2%* *33%*	- - -	1 *1%* *7%*	6 *6%* *34%*	6 *5%* *34%*	3 *3%* *15%*	2 *2%* *9%*	7 *8%* *40%* JK	8 *3%* *48%*	2 *1%* *12%*	4 *3%* *25%*	2 *2%* *9%*	7 *4%* *40%*
Mean	**7.03**	6.98	7.09	6.71	7.23	6.87	6.93	6.98	7.30	6.35	7.06 I	7.34 I	7.04	7.28	7.03
Standard Deviation	**1.76**	1.81	1.71	1.71	1.58	1.96	1.86	1.77	1.62	1.87	1.73	1.68	1.78	1.48	1.81

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 979

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**34** ***6%***	3 *6%* *10%*	2 *8%* *6%*	1 *4%* *2%*	28 *6%* *83%*	27 *6%* *79%*	7 *10%* *21%*	31 *6%* *91%*	34 *6%* *100%*	30 *7%* *88%*	4 *3%* *12%*	4 *3%* *12%*
9	**56** ***10%***	4 *7%* *7%*	2 *9%* *4%*	2 *11%* *3%*	48 *11%* *86%*	51 *11%* *92%*	4 *6%* *8%*	55 *10%* *99%*	56 *10%* *100%*	44 *10%* *79%*	12 *10%* *21%*	12 *9%* *21%*
8	**119** ***22%***	12 *21%* *10%*	6 *23%* *5%*	2 *14%* *2%*	100 *22%* *84%*	100 *21%* *84%*	19 *27%* *16%*	118 *22%* *99%* Z	119 *22%* *100%* Z	103 *25%* *87%* YZ	16 *13%* *13%*	16 *12%* *13%*
7	**120** ***22%***	11 *20%* *9%*	4 *15%* *3%*	5 *29%* *4%* P	101 *23%* *84%*	106 *23%* *88%*	14 *20%* *12%*	120 *23%* *100%*	120 *22%* *100%*	88 *21%* *73%*	32 *26%* *27%*	32 *25%* *27%*
6	**65** ***12%***	9 *16%* *13%*	3 *13%* *5%*	3 *16%* *4%*	50 *11%* *78%*	59 *13%* *91%*	6 *8%* *9%*	63 *12%* *97%*	65 *12%* *100%*	49 *12%* *75%*	16 *13%* *25%*	16 *13%* *25%*
5	**52** ***10%***	4 *7%* *8%*	3 *12%* *6%*	1 *8%* *3%*	44 *10%* *84%*	45 *10%* *87%*	7 *10%* *13%*	52 *10%* *100%*	52 *10%* *100%*	36 *9%* *70%*	16 *13%* *30%*	17 *13%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 979

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**23** ***4%***	5 *8%* *20%* R	2 *8%* *9%*	1 *6%* *4%*	16 *4%* *67%*	20 *4%* *86%*	3 *4%* *14%*	23 *4%* *100%*	23 *4%* *100%*	18 *4%* *75%*	6 *5%* *25%*	6 *5%* *25%*
3	**8** ***2%***	2 *3%* *20%*	1 *2%* *6%*	* *1%* *2%*	6 *1%* *71%*	8 *2%* *92%*	1 *1%* *8%*	8 *2%* *100%*	8 *2%* *100%*	5 *1%* *65%*	3 *2%* *35%*	3 *2%* *35%*
2	**5** ***1%***	1 *3%* *28%*	- - -	- - -	4 *1%* *72%*	4 *1%* *83%*	1 *1%* *17%*	5 *1%* *100%*	5 *1%* *100%*	3 *1%* *62%*	2 *2%* *38%*	2 *2%* *38%*
1	**3** ***1%***	- - -	- - -	* *3%* *14%* O	3 *1%* *86%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	2 * *49%*	2 *1%* *51%*	3 *2%* *92%*
Don't know	**54** ***10%***	4 *8%* *8%*	3 *10%* *5%*	1 *8%* *3%*	45 *10%* *85%*	44 *9%* *82%*	10 *13%* *18%*	54 *10%* *100%*	54 *10%* *100%*	39 *9%* *72%*	15 *12%* *28%*	17 *14%* *32%*
Net: 10/9/8/7	**329** ***61%***	30 *55%* *9%*	13 *54%* *4%*	10 *58%* *3%*	276 *62%* *84%*	284 *61%* *86%*	45 *62%* *14%*	324 *61%* *99%*	329 *61%* *100%*	266 *64%* *81%* YZ	63 *52%* *19%*	63 *50%* *19%*
Net: 10/9	**90** ***17%***	7 *13%* *8%*	4 *16%* *5%*	2 *15%* *3%*	76 *17%* *85%*	78 *17%* *87%*	12 *16%* *13%*	86 *16%* *96%*	90 *17%* *100%*	74 *18%* *82%*	16 *13%* *18%*	16 *12%* *18%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 979

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**141** ***26%***	17 *32%* *12%*	8 *33%* *6%*	5 *30%* *4%*	110 *25%* *78%*	124 *27%* *88%*	16 *22%* *12%*	138 *26%* *98%*	141 *26%* *100%*	103 *25%* *73%*	38 *31%* *27%*	39 *30%* *28%*
Net: 3/2/1	**17** ***3%***	3 *6%* *19%*	1 *2%* *3%*	1 *4%* *4%*	12 *3%* *75%*	15 *3%* *91%*	2 *2%* *9%*	17 *3%* *100%*	17 *3%* *100%*	10 *2%* *61%*	7 *5%* *39%*	8 *6%* *47%*
Mean	**7.03**	6.70	6.92	6.74	7.09	7.00	7.21	7.01 Z	7.03 YZ	7.16 YZ	6.58	6.50
Standard Deviation	**1.76**	1.92	1.86	1.88	1.74	1.76	1.77	1.76	1.76	1.72	1.85	1.94

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 980

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**62** ***11%***	35 *11%* *56%*	27 *11%* *44%*	5 *13%* *7%*	18 *14%* *29%*	12 *10%* *20%*	13 *11%* *21%*	6 *7%* *9%*	9 *10%* *14%*	6 *7%* *9%*	32 *10%* *52%*	24 *14%* *39%*	14 *10%* *23%*	12 *9%* *20%*	24 *13%* *38%*
9	**72** ***13%***	35 *11%* *49%*	36 *15%* *51%*	4 *11%* *5%*	17 *13%* *23%*	14 *11%* *19%*	15 *13%* *21%*	10 *12%* *14%*	12 *15%* *17%*	9 *10%* *12%*	38 *12%* *54%*	25 *14%* *34%*	17 *12%* *24%*	12 *9%* *16%*	28 *15%* *39%*
8	**130** ***23%***	83 *25%* *63%*	48 *20%* *37%*	5 *14%* *4%*	30 *24%* *23%*	28 *23%* *22%*	35 *29%* *27%*	17 *21%* *13%*	15 *19%* *12%*	23 *27%* *18%*	69 *22%* *53%*	39 *23%* *30%*	41 *29%* *32%* N	29 *21%* *22%*	32 *17%* *25%*
7	**116** ***21%***	65 *20%* *56%*	51 *21%* *44%*	6 *16%* *5%*	22 *18%* *19%*	32 *26%* *27%*	21 *17%* *18%*	22 *27%* *19%*	14 *17%* *12%*	14 *17%* *12%*	66 *21%* *57%*	36 *21%* *31%*	34 *24%* *29%*	23 *17%* *20%*	38 *20%* *32%*
6	**65** ***12%***	38 *12%* *58%*	27 *11%* *42%*	2 *6%* *3%*	15 *12%* *23%*	14 *12%* *22%*	13 *10%* *19%*	10 *13%* *16%*	11 *13%* *16%*	14 *17%* *22%*	36 *12%* *56%*	15 *9%* *23%*	11 *8%* *17%*	25 *19%* *39%*	18 *10%* *27%*
5	**44** ***8%***	31 *9%* *71%*	13 *5%* *29%*	5 *14%* *11%*	5 *4%* *11%*	9 *8%* *21%*	12 *10%* *28%*	6 *7%* *13%*	7 *8%* *15%*	6 *7%* *13%*	26 *8%* *60%*	12 *7%* *28%*	11 *8%* *25%*	7 *5%* *17%*	19 *10%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 980

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**17** ***3%***	10 *3%* *59%*	7 *3%* *41%*	3 *8%* *17%*	2 *2%* *14%*	7 *5%* *38%*	3 *3%* *20%*	* * *	2 *2%* *12%*	3 *3%* *15%*	12 *4%* *69%*	3 *2%* *16%*	2 *2%* *13%*	7 *5%* *39%*	6 *3%* *35%*
3	**11** ***2%***	6 *2%* *56%*	5 *2%* *44%*	- - -	3 *3%* *29%*	- - -	3 *2%* *27%*	3 *4%* *26%*	2 *3%* *18%*	* *1%* *4%*	5 *2%* *46%*	6 *3%* *50%*	3 *2%* *28%*	3 *2%* *29%*	3 *2%* *29%*
2	**6** ***1%***	3 *1%* *50%*	3 *1%* *50%*	- - -	2 *2%* *36%*	1 *1%* *20%*	2 *2%* *36%*	* *1%* *7%*	- - -	2 *2%* *33%*	3 *1%* *60%*	* * *7%*	- - -	2 *1%* *33%*	2 *1%* *36%*
1	**6** ***1%***	4 *1%* *71%*	2 *1%* *29%*	1 *2%* *13%*	4 *3%* *67%*	- - -	* * *3%*	1 *1%* *17%*	- - -	2 *3%* *41%*	3 *1%* *59%*	- - -	1 *1%* *17%*	2 *2%* *41%*	1 *1%* *26%*
Don't know	**36** ***6%***	15 *5%* *42%*	21 *9%* *58%*	6 *16%* *16%*	7 *6%* *19%*	5 *4%* *13%*	3 *3%* *9%*	5 *6%* *14%*	10 *12%* *29%* EF	6 *8%* *18%*	17 *6%* *48%*	12 *7%* *34%*	6 *4%* *17%*	13 *10%* *37%*	12 *7%* *34%*
Net: 10/9/8/7	**380** ***67%***	218 *67%* *57%*	162 *68%* *43%*	19 *54%* *5%*	87 *69%* *23%*	86 *70%* *23%*	84 *70%* *22%*	54 *68%* *14%*	50 *61%* *13%*	52 *61%* *14%*	205 *67%* *54%*	123 *72%* *32%*	107 *76%* *28%* M	75 *56%* *20%*	121 *66%* *32%*
Net: 10/9	**134** ***24%***	70 *22%* *53%*	64 *27%* *47%*	8 *24%* *6%*	35 *28%* *26%*	26 *22%* *20%*	28 *23%* *21%*	16 *20%* *12%*	21 *25%* *15%*	14 *17%* *11%*	71 *23%* *53%*	49 *29%* *37%*	31 *22%* *23%*	24 *18%* *18%*	52 *28%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 980

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**126** **22%**	79 *24%* *63%*	47 *20%* *37%*	10 *28%* *8%*	23 *18%* *18%*	30 *25%* *24%*	28 *23%* *22%*	16 *20%* *13%*	19 *24%* *15%*	22 *26%* *18%*	74 *24%* *59%*	30 *17%* *24%*	24 *17%* *19%*	39 *29%* *31%*	43 *23%* *34%*
Net: 3/2/1	**22** **4%**	13 *4%* *58%*	9 *4%* *42%*	1 *2%* *3%*	9 *7%* *40%* E	1 *1%* *5%*	5 *4%* *23%*	4 *5%* *19%*	2 *3%* *9%*	5 *5%* *20%*	12 *4%* *53%*	6 *4%* *27%*	4 *3%* *18%*	7 *6%* *33%*	7 *4%* *30%*
Mean	**7.28**	7.21	7.39	7.06	7.33	7.30	7.29	7.17	7.38	6.99	7.21	7.56	7.45	6.93	7.31
Standard Deviation	**1.87**	1.88	1.86	2.18	2.15	1.67	1.85	1.77	1.76	1.98	1.88	1.77	1.66	1.99	1.95

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 980

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**62** ***11%***	5 *10%* *8%*	4 *11%* *7%*	3 *15%* *4%*	51 *11%* *81%*	54 *10%* *87%*	8 *21%* *13%*	60 *11%* *95%*	62 *11%* *100%*	62 *11%* *100%*
9	**72** ***13%***	9 *18%* *13%*	4 *10%* *5%*	2 *12%* *3%*	57 *12%* *79%*	71 *13%* *99%*	1 *2%* *1%*	72 *13%* *100%*	72 *13%* *100%*	72 *13%* *100%*
8	**130** ***23%***	13 *27%* *10%*	9 *25%* *7%*	5 *30%* *4%*	102 *22%* *78%*	122 *23%* *93%*	9 *22%* *7%*	130 *23%* *100%*	130 *23%* *100%*	130 *23%* *100%*
7	**116** ***21%***	9 *17%* *7%*	9 *24%* *8%*	4 *24%* *4%*	94 *20%* *81%*	110 *21%* *95%*	6 *15%* *5%*	115 *21%* *99%*	116 *21%* *100%*	116 *21%* *100%*
6	**65** ***12%***	5 *9%* *7%*	6 *15%* *9%* *Q*	1 *3%* *1%*	54 *12%* *84%* *Q*	62 *12%* *95%*	3 *8%* *5%*	63 *11%* *98%*	65 *12%* *100%*	65 *12%* *100%*
5	**44** ***8%***	3 *7%* *7%*	2 *6%* *5%*	1 *5%* *2%*	37 *8%* *85%*	40 *8%* *91%*	4 *10%* *9%*	42 *8%* *97%*	44 *8%* *100%*	44 *8%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 980

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**17** ***3%***	1 *3%* *8%*	1 *2%* *4%*	* *1%* *1%*	15 *3%* *87%*	17 *3%* *100%*	- - -	17 *3%* *100%*	17 *3%* *100%*	17 *3%* *100%*
3	**11** ***2%***	1 *2%* *7%*	* *1%* *4%*	* *2%* *3%*	10 *2%* *86%*	11 *2%* *100%*	- - -	11 *2%* *96%*	11 *2%* *100%*	11 *2%* *100%*
2	**6** ***1%***	1 *1%* *10%*	1 *2%* *13%*	* *2%* *7%*	4 *1%* *69%*	4 *1%* *64%*	2 *5%* *36%*	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
1	**6** ***1%***	1 *1%* *13%*	- - -	* *1%* *3%*	5 *1%* *84%*	6 *1%* *100%*	- - -	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
Don't know	**36** ***6%***	2 *5%* *6%*	1 *4%* *4%*	1 *4%* *2%*	31 *7%* *88%*	29 *6%* *81%*	7 *17%* *19%*	35 *6%* *97%*	36 *6%* *100%*	36 *6%* *100%*
Net: 10/9/8/7	**380** ***67%***	37 *73%* *10%*	26 *70%* *7%*	14 *81%* *4%* R	303 *66%* *80%*	357 *68%* *94%*	24 *60%* *6%*	376 *68%* *99%*	380 *67%* *100%*	380 *67%* *100%*
Net: 10/9	**134** ***24%***	14 *29%* *11%*	8 *21%* *6%*	5 *27%* *3%*	107 *23%* *80%*	125 *24%* *93%*	9 *24%* *7%*	131 *24%* *98%*	134 *24%* *100%*	134 *24%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 980

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**126** ***22%***	9 *18%* *7%*	8 *23%* *7%* Q	2 *10%* *1%*	107 *23%* *85%* Q	119 *23%* *95%*	7 *17%* *5%*	123 *22%* *98%*	126 *22%* *100%*	126 *22%* *100%*
Net: 3/2/1	**22** ***4%***	2 *4%* *9%*	1 *3%* *5%*	1 *5%* *4%*	18 *4%* *81%*	20 *4%* *91%*	2 *5%* *9%*	22 *4%* *98%*	22 *4%* *100%*	22 *4%* *100%*
Mean	**7.28**	7.46	7.32	7.58	7.25	7.27	7.46	7.28	7.28	7.28
Standard Deviation	**1.87**	1.90	1.72	1.94	1.88	1.85	2.18	1.87	1.87	1.87

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 981

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**12** ***5%***	7 *7%* *60%*	5 *4%* *40%*	6 *7%* *51%*	4 *4%* *29%*	2 *7%* *17%*	- - -	- - -	* *8%* *3%*	2 *6%* *12%*	9 *6%* *72%*	2 *3%* *16%*	2 *4%* *17%*	5 *7%* *41%*	4 *5%* *33%*
9	**23** ***10%***	6 *6%* *28%*	17 *12%* *72%*	12 *13%* *50%*	6 *8%* *27%*	- - -	4 *19%* *18%*	- - -	1 *24%* *5%*	2 *9%* *10%*	16 *10%* *68%*	5 *9%* *23%*	3 *5%* *11%*	10 *13%* *41%*	9 *12%* *40%*
8	**27** ***11%***	10 *10%* *36%*	17 *13%* *64%*	9 *10%* *33%*	11 *13%* *39%*	4 *13%* *15%*	- - -	2 *21%* *7%*	1 *29%* *5%*	3 *11%* *11%*	17 *11%* *64%*	7 *11%* *25%*	9 *15%* *31%*	2 *3%* *8%*	11 *14%* *41%*
7	**30** ***12%***	9 *8%* *29%*	21 *15%* *71%*	14 *16%* *48%*	9 *11%* *30%*	4 *14%* *15%*	2 *9%* *7%*	* *2%* *1%*	- - -	9 *36%* *31%*	14 *9%* *45%*	7 *11%* *23%*	3 *6%* *12%*	10 *13%* *32%*	11 *14%* *37%*
6	**42** ***17%***	31 *30%* *74%* B	11 *8%* *26%*	19 *21%* *45%*	14 *17%* *33%*	3 *8%* *6%*	5 *23%* *13%*	1 *12%* *3%*	* *5%* *1%*	3 *11%* *7%*	29 *19%* *70%*	10 *16%* *23%*	11 *21%* *27%*	9 *13%* *22%*	14 *18%* *34%*
5	**37** ***15%***	18 *17%* *47%*	20 *14%* *53%*	16 *18%* *43%*	14 *17%* *37%*	6 *18%* *16%*	1 *6%* *4%*	* *4%* *1%*	- - -	3 *13%* *9%*	26 *17%* *69%*	8 *13%* *22%*	12 *22%* *32%*	13 *18%* *35%*	8 *11%* *23%*
4	**15** ***6%***	5 *5%* *33%*	10 *7%* *67%*	6 *6%* *37%*	6 *8%* *43%*	1 *4%* *9%*	* *1%* *1%*	2 *16%* *10%*	- - -	* *1%* *2%*	13 *8%* *83%*	2 *4%* *14%*	2 *3%* *12%*	8 *11%* *55%*	2 *3%* *13%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 981

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**13** ***5%***	7 *6%* *50%*	7 *5%* *50%*	- - -	9 *11%* *68%* C	3 *8%* *21%*	- - -	1 *15%* *11%*	- - -	- - -	9 *6%* *65%*	5 *8%* *35%*	2 *3%* *12%*	5 *7%* *37%*	6 *8%* *45%*
2	**14** ***6%***	3 *3%* *24%*	10 *7%* *76%*	1 *1%* *8%*	6 *7%* *41%*	* *1%* *1%*	5 *23%* *38%*	2 *17%* *12%*	- - -	3 *10%* *20%*	5 *4%* *40%*	6 *9%* *41%*	3 *6%* *24%*	5 *6%* *33%*	4 *5%* *28%*
1	**15** ***6%***	5 *5%* *37%*	9 *7%* *63%*	3 *3%* *19%*	2 *2%* *11%*	7 *21%* *46%*	2 *10%* *15%*	1 *12%* *8%*	- - -	* *2%* *3%*	11 *7%* *78%*	3 *5%* *19%*	4 *7%* *26%*	7 *9%* *46%*	1 *1%* *6%*
Don't know	**13** ***5%***	2 *2%* *12%*	12 *8%* *88%*	5 *6%* *41%*	1 *2%* *11%*	3 *8%* *20%*	2 *9%* *16%*	- - -	2 *33%* *13%*	- - -	6 *4%* *45%*	7 *12%* *55%*	5 *9%* *39%*	- - -	7 *9%* *53%*
Net: 10/9/8/7	**93** ***38%***	33 *32%* *35%*	60 *44%* *65%*	41 *45%* *44%*	29 *36%* *32%*	11 *33%* *12%*	6 *27%* *7%*	2 *23%* *2%*	3 *61%* *3%*	16 *62%* *17%*	56 *36%* *60%*	21 *35%* *23%*	17 *30%* *18%*	26 *36%* *29%*	35 *46%* *38%*
Net: 10/9	**36** ***15%***	14 *13%* *39%*	22 *16%* *61%*	18 *20%* *50%*	10 *12%* *27%*	2 *7%* *6%*	4 *19%* *12%*	- - -	2 *32%* *4%*	4 *15%* *11%*	25 *16%* *69%*	7 *12%* *20%*	5 *8%* *13%*	15 *20%* *41%*	13 *17%* *38%*
Net: 6/5/4	**94** ***39%***	54 *52%* *57%* B	40 *29%* *43%*	40 *44%* *43%*	34 *42%* *36%*	10 *30%* *10%*	7 *31%* *7%*	3 *32%* *3%*	* *5%* *	7 *26%* *7%*	67 *44%* *72%*	20 *33%* *21%*	25 *45%* *27%*	31 *42%* *33%*	25 *32%* *26%*

Ofcom PSB Tracker : 2008

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Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Net: 3/2/1	**42** ***17%***	15 *15%* *37%*	26 *19%* *63%*	4 *4%* *9%*	16 *20%* *39%* C	10 *30%* *23%*	7 *33%* *18%*	4 *45%* *11%*	- - -	3 *12%* *8%*	25 *17%* *61%*	13 *21%* *31%*	9 *16%* *21%*	16 *22%* *39%*	11 *14%* *25%*
Mean	**5.86**	5.90	5.84	6.55	5.74	5.01	5.06	4.31	8.44	6.43	5.84	5.67	5.69	5.54	6.39
Standard Deviation	**2.43**	2.26	2.57	2.05	2.28	2.83	2.89	2.57	1.18	2.20	2.46	2.47	2.34	2.64	2.23

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**12** ***5%***	1 *3%* *6%*	* *5%* *3%*	- - -	11 *5%* *91%*	6 *3%* *50%*	6 *17%* *50%*	12 *5%* *100%*	12 *5%* *100%*	12 *5%* *100%*
9	**23** ***10%***	1 *3%* *3%*	* *5%* *2%*	1 *12%* *3%*	22 *10%* *92%*	20 *10%* *86%*	3 *9%* *14%*	23 *10%* *97%*	23 *10%* *100%*	23 *10%* *100%*
8	**27** ***11%***	4 *19%* *14%*	1 *11%* *3%*	1 *13%* *3%*	22 *11%* *80%*	25 *12%* *93%*	2 *5%* *7%*	26 *11%* *96%*	27 *11%* *100%*	27 *11%* *100%*
7	**30** ***12%***	3 *14%* *10%*	2 *25%* *7%*	1 *13%* *3%*	24 *12%* *81%*	26 *13%* *88%*	4 *10%* *12%*	26 *11%* *88%*	30 *12%* *100%*	30 *12%* *100%*
6	**42** ***17%***	5 *24%* *12%*	2 *20%* *4%*	* *7%* *1%*	35 *17%* *84%*	36 *17%* *86%*	6 *16%* *14%*	40 *18%* *97%*	42 *17%* *100%*	42 *17%* *100%*
5	**37** ***15%***	2 *10%* *5%*	1 *10%* *2%*	1 *14%* *3%*	33 *16%* *90%*	32 *15%* *85%*	5 *15%* *15%*	34 *15%* *92%*	37 *15%* *100%*	37 *15%* *100%*
4	**15** ***6%***	2 *8%* *11%*	* *5%* *2%*	1 *14%* *6%*	12 *6%* *80%*	13 *6%* *87%*	2 *6%* *13%*	15 *7%* *100%*	15 *6%* *100%*	15 *6%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 981

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**13** ***5%***	- - -	* *5%* *3%*	* *6%* *3%*	12 *6%* *94%*	13 *6%* *100%*	* * *	12 *5%* *89%*	13 *5%* *100%*	13 *5%* *100%*
2	**14** ***6%***	2 *8%* *12%*	- - -	* *6%* *3%*	12 *6%* *85%*	12 *6%* *85%*	2 *6%* *15%*	14 *6%* *100%*	14 *6%* *100%*	14 *6%* *100%*
1	**15** ***6%***	2 *10%* *14%*	1 *9%* *5%*	* *7%* *3%*	11 *6%* *78%*	12 *6%* *85%*	2 *6%* *15%*	15 *6%* *100%*	15 *6%* *100%*	15 *6%* *100%*
Don't know	**13** ***5%***	* * *	* *5%* *3%*	1 *8%* *4%*	12 *6%* *93%*	10 *5%* *77%*	3 *9%* *23%*	13 *6%* *100%*	13 *5%* *100%*	13 *5%* *100%*
Net: 10/9/8/7	**93** ***38%***	8 *40%* *9%*	4 *47%* *4%*	2 *38%* *3%*	78 *38%* *85%*	78 *38%* *84%*	15 *42%* *16%*	87 *38%* *94%*	93 *38%* *100%*	93 *38%* *100%*
Net: 10/9	**36** ***15%***	1 *7%* *4%*	1 *10%* *2%*	1 *12%* *2%*	33 *16%* *92%*	26 *13%* *73%*	9 *27%* *27%*	35 *15%* *98%*	36 *15%* *100%*	36 *15%* *100%*
Net: 6/5/4	**94** ***39%***	9 *42%* *9%*	3 *35%* *3%*	2 *35%* *2%*	80 *39%* *86%*	81 *39%* *86%*	13 *37%* *14%*	89 *39%* *95%*	94 *39%* *100%*	94 *39%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 981

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Net: 3/2/1	**42** ***17%***	4 *18%* *9%*	1 *14%* *3%*	1 *19%* *3%*	36 *17%* *86%*	37 *18%* *90%*	4 *12%* *10%*	40 *17%* *96%*	42 *17%* *100%*	42 *17%* *100%*
Mean	**5.86**	5.66	6.07	5.53	5.89	5.77	6.41	5.86	5.86	5.86
Standard Deviation	**2.43**	2.48	2.43	2.67	2.44	2.37	2.73	2.47	2.43	2.43

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 982

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**17** ***5%***	5 *5%* *31%*	11 *5%* *69%*	3 *4%* *16%*	4 *5%* *22%*	6 *8%* *34%*	1 *1%* *5%*	* * *1%*	3 *14%* *21%*	- - -	6 *4%* *38%*	10 *10%* *62%*	8 *9%* *45%* N	3 *4%* *15%*	1 *1%* *7%*
9	**30** ***9%***	9 *9%* *31%*	20 *9%* *69%*	6 *10%* *20%*	10 *12%* *33%*	6 *9%* *22%*	1 *1%* *3%*	4 *11%* *12%*	3 *12%* *10%*	4 *10%* *14%*	13 *7%* *42%*	13 *12%* *43%*	7 *8%* *23%*	8 *13%* *28%*	12 *10%* *40%*
8	**52** ***16%***	12 *12%* *23%*	40 *18%* *77%*	7 *11%* *13%*	6 *8%* *12%*	16 *23%* *30%* D	14 *23%* *27%* D	5 *17%* *10%*	4 *15%* *7%*	4 *8%* *7%*	30 *17%* *58%*	18 *17%* *35%*	14 *16%* *28%*	12 *20%* *24%*	15 *13%* *28%*
7	**53** ***16%***	19 *19%* *36%*	34 *15%* *64%*	10 *17%* *19%*	20 *24%* *37%*	8 *12%* *15%*	6 *10%* *12%*	9 *28%* *17%*	* *1%* *1%*	6 *14%* *11%*	41 *23%* *76%* K	7 *7%* *13%*	19 *21%* *35%*	6 *9%* *11%*	18 *16%* *34%*
6	**51** ***15%***	17 *17%* *33%*	34 *15%* *67%*	10 *16%* *19%*	15 *18%* *29%*	7 *11%* *14%*	9 *15%* *18%*	5 *16%* *10%*	5 *19%* *10%*	5 *12%* *10%*	28 *16%* *55%*	18 *17%* *35%*	13 *15%* *26%*	10 *16%* *20%*	14 *12%* *28%*
5	**45** ***14%***	13 *13%* *29%*	32 *14%* *71%*	9 *15%* *20%*	12 *15%* *27%*	8 *12%* *18%*	14 *22%* *30%*	1 *2%* *2%*	2 *7%* *4%*	4 *10%* *9%*	25 *14%* *54%*	17 *16%* *37%*	14 *16%* *31%*	6 *9%* *12%*	18 *15%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 982

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**26** ***8%***	9 *9%* *35%*	17 *7%* *65%*	5 *8%* *18%*	7 *9%* *28%*	6 *9%* *24%*	4 *6%* *15%*	2 *5%* *6%*	2 *9%* *9%*	6 *14%* *23%*	10 *6%* *41%*	9 *9%* *36%*	3 *4%* *12%*	9 *14%* *35%*	10 *9%* *39%*
3	**9** ***3%***	* * *4%*	9 *4%* *96%*	* *1%* *4%*	5 *6%* *49%*	- - -	4 *7%* *43%*	* *1%* *4%*	- - -	- - -	6 *3%* *62%*	4 *3%* *38%*	2 *2%* *17%*	1 *2%* *11%*	4 *4%* *46%*
2	**12** ***4%***	4 *4%* *38%*	7 *3%* *62%*	3 *5%* *28%*	3 *4%* *26%*	2 *3%* *20%*	1 *1%* *8%*	2 *7%* *18%*	- - -	2 *5%* *20%*	7 *4%* *57%*	3 *3%* *24%*	2 *2%* *15%*	2 *3%* *15%*	6 *5%* *54%*
1	**17** ***5%***	4 *4%* *22%*	13 *6%* *78%*	3 *6%* *21%*	- - -	6 *9%* *38%* D	5 *8%* *28%* D	* *1%* *1%*	2 *8%* *12%*	6 *15%* *39%* JK	7 *4%* *43%*	3 *3%* *19%*	4 *4%* *22%*	4 *6%* *22%*	8 *7%* *47%*
Don't know	**17** ***5%***	7 *7%* *41%*	10 *4%* *59%*	4 *7%* *24%*	* * *2%*	2 *3%* *12%*	3 *5%* *17%*	4 *12%* *22%*	4 *15%* *22%*	5 *12%* *30%*	8 *5%* *48%*	4 *3%* *22%*	3 *3%* *17%*	3 *4%* *16%*	9 *8%* *56%*
Net: 10/9/8/7	**151** ***46%***	46 *46%* *30%*	106 *46%* *70%*	26 *43%* *17%*	40 *48%* *26%*	36 *53%* *24%*	22 *35%* *14%*	18 *57%* *12%*	11 *42%* *7%*	14 *32%* *9%*	89 *50%* *59%*	48 *46%* *32%*	47 *54%* *31%*	29 *46%* *19%*	46 *40%* *30%*
Net: 10/9	**46** ***14%***	14 *15%* *31%*	32 *14%* *69%*	9 *14%* *19%*	14 *17%* *29%* F	12 *18%* *26%* F	2 *3%* *4%*	4 *12%* *8%*	6 *26%* *14%*	4 *10%* *9%*	19 *10%* *41%*	23 *22%* *50%* J	14 *16%* *31%*	11 *17%* *24%*	13 *11%* *28%*
Net: 6/5/4	**122** ***37%***	39 *39%* *32%*	83 *36%* *68%*	24 *39%* *19%*	34 *42%* *28%*	21 *32%* *18%*	27 *44%* *22%*	7 *23%* *6%*	9 *35%* *7%*	15 *36%* *12%*	63 *35%* *52%*	44 *42%* *36%*	31 *35%* *25%*	25 *39%* *20%*	42 *36%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 982

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes with new ideas and different approaches ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 3/2/1	**38** ***12%***	8 *8%* *22%*	29 *13%* *78%*	7 *12%* *19%*	8 *9%* *20%*	9 *13%* *23%*	10 *16%* *26%*	3 *8%* *7%*	2 *8%* *5%*	9 *20%* *23%*	20 *11%* *52%*	9 *9%* *25%*	7 *8%* *19%*	6 *10%* *17%*	18 *16%* *49%*
Mean	**6.19**	6.25	6.16	6.05	6.30	6.31	5.64	6.61	6.66	5.15	6.22 I	6.50 I	6.55	6.23	5.74
Standard Deviation	**2.28**	2.19	2.33	2.34	1.99	2.61	2.19	1.96	2.71	2.65	2.12	2.32	2.16	2.39	2.36

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9 Jul 2009

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**** It shows programmes with new ideas and different approaches ** - Living**

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**17** ***5%***	3 *11%* *19%*	2 *10%* *12%*	* *3%* *2%*	11 *4%* *67%*	15 *5%* *91%*	1 *4%* *9%*	17 *5%* *100%*	17 *5%* *100%*	17 *5%* *100%*
9	**30** ***9%***	2 *5%* *5%*	1 *3%* *2%*	* *2%* *1%*	27 *10%* *91%*	28 *10%* *95%*	1 *4%* *5%*	30 *9%* *100%*	30 *9%* *100%*	30 *9%* *100%*
8	**52** ***16%***	5 *18%* *10%*	3 *13%* *5%*	3 *24%* *5%*	41 *15%* *79%*	51 *17%* *98%*	1 *3%* *2%*	52 *16%* *100%*	52 *16%* *100%*	52 *16%* *100%*
7	**53** ***16%***	4 *14%* *8%*	4 *21%* *8%*	2 *19%* *4%*	43 *16%* *80%*	47 *16%* *88%*	7 *18%* *12%*	53 *16%* *100%*	53 *16%* *100%*	53 *16%* *100%*
6	**51** ***15%***	6 *21%* *12%*	5 *24%* *10%*	2 *17%* *4%*	38 *14%* *74%*	45 *15%* *89%*	6 *16%* *11%*	49 *15%* *96%*	51 *15%* *100%*	51 *15%* *100%*
5	**45** ***14%***	4 *13%* *9%*	3 *13%* *6%*	1 *10%* *3%*	38 *14%* *83%*	42 *15%* *93%*	3 *9%* *7%*	44 *14%* *97%*	45 *14%* *100%*	45 *14%* *100%*

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	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**26** ***8%***	2 *6%* *7%*	1 *3%* *2%*	1 *9%* *4%*	22 *8%* *87%*	22 *8%* *86%*	4 *10%* *14%*	26 *8%* *100%*	26 *8%* *100%*	26 *8%* *100%*
3	**9** ***3%***	1 *4%* *11%*	1 *4%* *8%*	1 *5%* *6%*	7 *3%* *75%*	8 *3%* *89%*	1 *3%* *11%*	9 *3%* *100%*	9 *3%* *100%*	9 *3%* *100%*
2	**12** ***4%***	1 *2%* *5%*	1 *5%* *9%*	* *2%* *2%*	10 *4%* *84%*	7 *2%* *61%*	5 *13%* *39%*	12 *4%* *100%*	12 *4%* *100%*	12 *4%* *100%*
1	**17** ***5%***	1 *4%* *6%*	- - -	1 *5%* *3%*	15 *6%* *91%*	12 *4%* *73%*	4 *13%* *27%*	17 *5%* *100%*	17 *5%* *100%*	17 *5%* *100%*
Don't know	**17** ***5%***	* *1%* *2%*	1 *6%* *7%*	* *3%* *2%*	15 *6%* *88%*	14 *5%* *85%*	2 *7%* *15%*	17 *5%* *100%*	17 *5%* *100%*	17 *5%* *100%*
Net: 10/9/8/7	**151** ***46%***	14 *49%* *9%*	10 *46%* *7%*	5 *48%* *3%*	122 *46%* *81%*	141 *48%* *93%*	11 *30%* *7%*	151 *47%* *100%*	151 *46%* *100%*	151 *46%* *100%*
Net: 10/9	**46** ***14%***	5 *16%* *10%*	3 *13%* *6%*	1 *5%* *1%*	38 *14%* *82%*	43 *15%* *94%*	3 *8%* *6%*	46 *14%* *100%*	46 *14%* *100%*	46 *14%* *100%*
Net: 6/5/4	**122** ***37%***	12 *41%* *10%*	8 *39%* *7%*	4 *37%* *3%*	97 *37%* *80%*	109 *37%* *90%*	12 *35%* *10%*	119 *37%* *97%*	122 *37%* *100%*	122 *37%* *100%*

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 3/2/1	**38** ***12%***	3 *9%* *7%*	2 *9%* *5%*	1 *12%* *4%*	32 *12%* *85%*	28 *9%* *73%*	10 *28%* *27%*	38 *12%* *100%*	38 *12%* *100%*	38 *12%* *100%*
Mean	**6.19**	6.49	6.47	6.08	6.13	6.33	4.95	6.19	6.19	6.19
Standard Deviation	**2.28**	2.23	2.04	2.20	2.32	2.20	2.64	2.30	2.28	2.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 983

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows programmes with new ideas and different approaches - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	26 *5%*	45 *7%*	12 *2%*	8 *3%*	39 *8%*	34 *6%*	62 *11%*	12 *5%*	17 *5%*
9	22 *4%*	45 *7%*	35 *7%*	13 *4%*	43 *9%*	56 *10%*	72 *13%*	23 *10%*	30 *9%*
8	84 *16%*	116 *17%*	89 *18%*	57 *19%*	96 *21%*	119 *22%*	130 *23%*	27 *11%*	52 *16%*
7	81 *16%*	97 *14%*	98 *20%*	62 *21%*	89 *19%*	120 *22%*	116 *21%*	30 *12%*	53 *16%*
6	81 *16%*	103 *15%*	82 *17%*	36 *12%*	60 *13%*	65 *12%*	65 *12%*	42 *17%*	51 *15%*
5	74 *14%*	108 *16%*	66 *13%*	47 *16%*	53 *12%*	52 *10%*	44 *8%*	37 *15%*	45 *14%*
4	46 *9%*	33 *5%*	35 *7%*	20 *7%*	13 *3%*	23 *4%*	17 *3%*	15 *6%*	26 *8%*
3	21 *4%*	33 *5%*	21 *4%*	10 *3%*	12 *3%*	8 *2%*	11 *2%*	13 *5%*	9 *3%*
2	22 *4%*	23 *3%*	9 *2%*	6 *2%*	5 *1%*	5 *1%*	6 *1%*	14 *6%*	12 *4%*
1	12 *2%*	16 *2%*	8 *2%*	11 *4%*	15 *3%*	3 *1%*	6 *1%*	15 *6%*	17 *5%*
Don't know	42 *8%*	50 *7%*	33 *7%*	27 *9%*	35 *8%*	54 *10%*	36 *6%*	13 *5%*	17 *5%*
Net: 10/9/8/7	213 *42%*	303 *45%*	234 *48%*	140 *47%*	268 *58%*	329 *61%*	380 *67%*	93 *38%*	151 *46%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 983

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows programmes with new ideas and different approaches - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	48 *9%*	90 *13%*	47 *10%*	21 *7%*	82 *18%*	90 *17%*	134 *24%*	36 *15%*	46 *14%*
Net: 6/5/4	201 *39%*	244 *37%*	182 *37%*	104 *35%*	126 *27%*	141 *26%*	126 *22%*	94 *39%*	122 *37%*
Net: 3/2/1	54 *11%*	72 *11%*	38 *8%*	27 *9%*	32 *7%*	17 *3%*	22 *4%*	42 *17%*	38 *12%*
Mean	6.10	6.32	6.34	6.18	6.84	7.03	7.28	5.86	6.19
Standard Deviation	2.13	2.17	1.90	2.04	2.09	1.76	1.87	2.43	2.28

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 984

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**29** ***6%***	12 *6%* *41%*	17 *5%* *59%*	9 *8%* *31%*	5 *3%* *17%*	6 *7%* *22%*	5 *7%* *19%*	1 *2%* *3%*	2 *4%* *8%*	2 *2%* *6%*	11 *4%* *38%*	16 *10%* *56%*	8 *6%* *30%*	7 *5%* *24%*	7 *5%* *25%*
9	**9** ***2%***	4 *2%* *49%*	5 *1%* *51%*	2 *2%* *20%*	* * *4%*	1 *1%* *14%*	2 *2%* *17%*	2 *5%* *21%*	2 *3%* *24%*	- - -	3 *1%* *35%*	6 *4%* *65%*	2 *1%* *19%*	- - -	3 *2%* *31%*
8	**58** ***11%***	22 *11%* *37%*	37 *12%* *63%*	7 *6%* *12%*	16 *12%* *28%*	14 *17%* *25%*	7 *9%* *13%*	6 *16%* *10%*	8 *12%* *13%*	5 *7%* *9%*	38 *14%* *66%*	15 *9%* *25%*	15 *11%* *26%*	16 *12%* *27%*	15 *11%* *26%*
7	**99** ***19%***	27 *14%* *27%*	72 *23%* *73%* A	20 *19%* *21%*	28 *20%* *29%*	13 *15%* *13%*	17 *21%* *17%*	8 *21%* *8%*	14 *22%* *14%*	17 *23%* *17%*	52 *19%* *52%*	30 *19%* *30%*	32 *23%* *32%*	20 *15%* *20%*	30 *21%* *30%*
6	**94** ***18%***	46 *23%* *49%*	48 *15%* *51%*	22 *21%* *24%*	37 *26%* *39%* E	9 *11%* *10%*	11 *13%* *11%*	5 *13%* *5%*	10 *16%* *11%*	21 *28%* *22%* K	52 *19%* *55%*	21 *13%* *22%*	24 *17%* *26%*	24 *19%* *26%*	34 *23%* *36%*
5	**85** ***17%***	27 *13%* *31%*	58 *19%* *69%*	21 *19%* *24%*	24 *17%* *28%*	10 *13%* *12%*	14 *17%* *16%*	9 *24%* *10%*	8 *12%* *9%*	8 *11%* *9%*	37 *13%* *43%*	40 *25%* *47%* IJ	22 *16%* *26%*	29 *23%* *35%*	19 *13%* *22%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 984

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**34** ***7%***	9 *5%* *26%*	25 *8%* *74%*	7 *7%* *20%*	9 *6%* *26%*	8 *10%* *25%*	6 *8%* *18%*	1 *3%* *4%*	3 *4%* *7%*	4 *5%* *11%*	26 *9%* *76%* K	4 *3%* *13%*	10 *7%* *30%*	5 *4%* *14%*	10 *7%* *28%*
3	**21** ***4%***	13 *7%* *63%*	8 *2%* *37%*	4 *4%* *18%*	3 *2%* *16%*	8 *10%* *40%* D	3 *3%* *13%*	1 *3%* *6%*	2 *2%* *7%*	1 *2%* *6%*	12 *4%* *57%*	8 *5%* *36%*	8 *6%* *38%*	6 *5%* *29%*	3 *2%* *13%*
2	**19** ***4%***	10 *5%* *50%*	9 *3%* *50%*	1 *1%* *4%*	8 *6%* *44%*	3 *3%* *13%*	4 *6%* *23%*	2 *5%* *9%*	1 *2%* *7%*	5 *6%* *24%*	11 *4%* *58%*	3 *2%* *18%*	5 *4%* *25%*	8 *6%* *41%*	3 *2%* *18%*
1	**31** ***6%***	17 *9%* *55%*	14 *5%* *45%*	12 *12%* *40%* D	4 *3%* *14%*	4 *5%* *13%*	6 *7%* *18%*	3 *7%* *8%*	2 *4%* *8%*	7 *10%* *24%*	18 *7%* *58%*	6 *4%* *18%*	5 *4%* *16%*	9 *7%* *27%*	10 *7%* *32%*
Don't know	**31** ***6%***	12 *6%* *40%*	18 *6%* *60%*	2 *2%* *6%*	5 *4%* *17%*	6 *7%* *19%*	5 *7%* *17%*	1 *2%* *2%*	12 *19%* *38%* CD	4 *5%* *12%*	14 *5%* *46%*	13 *8%* *42%*	7 *5%* *22%*	4 *3%* *13%*	11 *8%* *37%*
Net: 10/9/8/7	**195** ***38%***	64 *32%* *33%*	130 *42%* *67%*	38 *36%* *20%*	50 *35%* *26%*	34 *41%* *18%*	31 *39%* *16%*	16 *44%* *8%*	25 *41%* *13%*	24 *33%* *13%*	104 *38%* *54%*	66 *41%* *34%*	57 *42%* *29%*	42 *33%* *22%*	55 *38%* *28%*
Net: 10/9	**37** ***7%***	16 *8%* *43%*	21 *7%* *57%*	11 *10%* *29%*	5 *4%* *14%*	7 *9%* *20%*	7 *9%* *19%*	3 *7%* *7%*	4 *7%* *12%*	2 *2%* *5%*	14 *5%* *38%*	22 *13%* *58%* IJ	10 *7%* *27%*	7 *5%* *18%*	10 *7%* *26%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 984

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**213** ***42%***	81 *41%* *38%*	131 *42%* *62%*	50 *47%* *23%*	70 *49%* *33%*	28 *34%* *13%*	31 *38%* *14%*	15 *39%* *7%*	20 *32%* *9%*	33 *44%* *15%*	114 *42%* *54%*	65 *41%* *31%*	56 *41%* *26%*	58 *46%* *27%*	62 *43%* *29%*
Net: 3/2/1	**71** ***14%***	40 *20%* *56%* B	31 *10%* *44%*	17 *16%* *24%*	16 *11%* *23%*	15 *18%* *21%*	13 *16%* *18%*	5 *15%* *8%*	5 *8%* *7%*	13 *18%* *19%*	41 *15%* *58%*	17 *10%* *23%*	18 *13%* *25%*	23 *18%* *32%*	16 *11%* *23%*
Mean	**5.81**	5.57	5.96	5.66	5.81	5.83	5.71	5.83	6.19	5.43	5.70	6.18	5.93	5.57	5.90
Standard Deviation	**2.22**	2.41	2.08	2.41	1.93	2.39	2.37	2.24	2.06	2.20	2.21	2.20	2.11	2.24	2.16

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Table 984

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**29** ***6%***	3 *6%* *12%*	2 *7%* *8%*	* *3%* *1%*	22 *5%* *79%*	23 *5%* *80%*	6 *18%* *20%*	29 *6%* *100%*	29 *6%* *100%*	23 *7%* *80%*	6 *3%* *20%*	6 *3%* *20%*
9	**9** ***2%***	2 *4%* *24%*	1 *4%* *15%* R	1 *6%* *12%* R	4 *1%* *49%*	9 *2%* *100%*	- - -	9 *2%* *100%*	9 *2%* *100%*	6 *2%* *62%*	3 *2%* *38%*	3 *2%* *38%*
8	**58** ***11%***	7 *13%* *12%*	3 *10%* *6%*	2 *11%* *3%*	46 *11%* *80%*	56 *12%* *96%*	2 *7%* *4%*	57 *11%* *98%*	58 *11%* *100%*	42 *13%* *73%*	16 *8%* *27%*	19 *9%* *32%*
7	**99** ***19%***	10 *20%* *10%*	5 *16%* *5%*	3 *16%* *3%*	81 *20%* *82%*	95 *20%* *96%*	4 *13%* *4%*	99 *20%* *100%*	99 *19%* *100%*	62 *20%* *63%*	37 *19%* *37%*	38 *18%* *38%*
6	**94** ***18%***	7 *13%* *7%*	2 *7%* *3%*	3 *17%* *3%*	82 *20%* *87%* P	88 *18%* *94%*	6 *18%* *6%*	94 *19%* *100%*	94 *18%* *100%*	53 *17%* *57%*	40 *21%* *43%*	40 *19%* *43%*
5	**85** ***17%***	8 *15%* *9%*	4 *13%* *5%*	3 *19%* *4%*	70 *17%* *82%*	81 *17%* *96%*	4 *12%* *4%*	85 *17%* *100%*	85 *17%* *100%*	54 *17%* *64%*	31 *16%* *36%*	33 *16%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 984

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**34** ***7%***	4 *8%* *12%*	5 *15%* *15%* QR	* *3%* *1%*	25 *6%* *72%*	31 *7%* *91%*	3 *10%* *9%*	31 *6%* *91%*	34 *7%* *100%*	23 *7%* *68%*	11 *6%* *32%*	13 *6%* *38%*
3	**21** ***4%***	1 *2%* *5%*	2 *5%* *8%*	1 *8%* *6%*	17 *4%* *81%*	20 *4%* *95%*	1 *3%* *5%*	21 *4%* *100%*	21 *4%* *100%*	10 *3%* *50%*	10 *5%* *49%*	12 *6%* *56%*
2	**19** ***4%***	1 *1%* *3%*	2 *5%* *8%*	1 *5%* *4%*	16 *4%* *85%*	18 *4%* *95%*	1 *3%* *5%*	19 *4%* *100%*	19 *4%* *100%*	13 *4%* *66%*	6 *3%* *34%*	8 *4%* *42%*
1	**31** ***6%***	5 *9%* *14%*	2 *6%* *7%*	1 *7%* *4%*	24 *6%* *75%*	27 *6%* *84%*	5 *16%* *16%*	31 *6%* *98%*	31 *6%* *100%*	16 *5%* *52%*	15 *8%* *48%*	17 *8%* *53%*
Don't know	**31** ***6%***	4 *8%* *13%*	4 *12%* *12%* R	1 *6%* *3%*	22 *5%* *71%*	31 *6%* *100%*	- - -	31 *6%* *100%*	31 *6%* *100%*	11 *4%* *37%*	19 *10%* *63%* X	21 *10%* *70%* X
Net: 10/9/8/7	**195** ***38%***	22 *44%* *11%*	12 *37%* *6%*	6 *35%* *3%*	155 *38%* *79%*	183 *38%* *94%*	12 *39%* *6%*	194 *38%* *99%*	195 *38%* *100%*	133 *42%* *68%* Z	62 *32%* *32%*	66 *31%* *34%*
Net: 10/9	**37** ***7%***	5 *11%* *15%*	4 *11%* *10%*	1 *9%* *4%*	27 *7%* *72%*	32 *7%* *85%*	6 *18%* *15%*	37 *7%* *100%*	37 *7%* *100%*	28 *9%* *75%*	9 *5%* *25%*	9 *4%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 984

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**213** ***42%***	18 *36%* *9%*	12 *35%* *5%*	6 *39%* *3%*	176 *43%* *83%*	200 *42%* *94%*	12 *39%* *6%*	209 *42%* *98%*	213 *42%* *100%*	131 *42%* *61%*	82 *42%* *39%*	86 *41%* *41%*
Net: 3/2/1	**71** ***14%***	6 *12%* *9%*	5 *16%* *7%*	3 *20%* *5%*	57 *14%* *79%*	65 *14%* *90%*	7 *22%* *10%*	71 *14%* *99%*	71 *14%* *100%*	39 *13%* *55%*	32 *16%* *44%*	36 *17%* *51%*
Mean	**5.81**	5.98	5.64	5.60	5.81	5.81	5.71	5.82	5.81	5.97	5.53	5.46
Standard Deviation	**2.22**	2.41	2.53	2.39	2.17	2.16	2.95	2.21	2.22	2.23	2.18	2.21

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 985

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**29** ***4%***	10 *3%* *34%*	19 *5%* *66%*	16 *8%* *56%* D	2 *1%* *7%*	3 *3%* *10%*	4 *5%* *15%*	* *1%* *1%*	3 *14%* *11%*	3 *3%* *11%*	14 *4%* *47%*	12 *8%* *42%*	11 *7%* *39%*	6 *3%* *19%*	8 *4%* *29%*
9	**21** ***3%***	12 *4%* *60%*	8 *2%* *40%*	11 *6%* *55%*	4 *2%* *19%*	3 *3%* *16%*	- - -	* *1%* *2%*	2 *8%* *8%*	6 *5%* *27%*	11 *3%* *50%*	5 *3%* *23%*	7 *4%* *32%*	4 *3%* *20%*	5 *2%* *25%*
8	**74** ***11%***	41 *14%* *56%*	33 *9%* *44%*	26 *13%* *35%*	31 *13%* *42%*	10 *10%* *14%*	7 *8%* *9%*	* *2%* *1%*	* *1%* *	9 *8%* *12%*	47 *12%* *64%*	17 *11%* *23%*	18 *11%* *24%*	12 *7%* *16%*	30 *13%* *41%*
7	**102** ***15%***	37 *13%* *37%*	64 *17%* *63%*	31 *16%* *30%*	41 *17%* *40%*	16 *16%* *16%*	8 *9%* *8%*	5 *15%* *5%*	2 *8%* *2%*	14 *11%* *14%*	60 *15%* *59%*	28 *18%* *28%*	29 *18%* *28%*	31 *19%* *31%*	27 *12%* *27%*
6	**127** ***19%***	61 *21%* *48%*	66 *17%* *52%*	34 *18%* *27%*	50 *21%* *39%*	17 *17%* *14%*	15 *18%* *12%*	7 *21%* *5%*	3 *15%* *3%*	21 *17%* *16%*	80 *21%* *63%*	26 *16%* *20%*	26 *16%* *20%*	42 *26%* *33%*	37 *16%* *29%*
5	**103** ***15%***	40 *14%* *39%*	63 *17%* *61%*	23 *12%* *23%*	38 *16%* *36%*	14 *14%* *14%*	19 *22%* *18%*	9 *28%* *9%*	- - -	15 *13%* *15%*	61 *16%* *59%*	27 *17%* *26%*	15 *9%* *15%*	29 *17%* *28%*	42 *19%* *41%* L

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 985

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**51** ***8%***	24 *8%* *48%*	27 *7%* *52%*	17 *9%* *33%*	19 *8%* *37%*	9 *9%* *17%*	3 *4%* *6%*	2 *6%* *4%*	1 *6%* *2%*	14 *12%* *28%*	28 *7%* *54%*	9 *6%* *18%*	10 *6%* *20%*	14 *8%* *26%*	17 *7%* *33%*
3	**48** ***7%***	24 *8%* *50%*	24 *6%* *50%*	16 *8%* *34%*	20 *8%* *41%*	7 *7%* *15%*	4 *4%* *8%*	1 *3%* *2%*	* *1%* *	13 *11%* *27%*	19 *5%* *40%*	16 *10%* *33%*	19 *12%* *40%*	9 *5%* *19%*	13 *6%* *28%*
2	**33** ***5%***	9 *3%* *27%*	25 *6%* *73%*	5 *3%* *16%*	14 *6%* *43%*	7 *7%* *22%*	3 *4%* *10%*	2 *6%* *6%*	1 *5%* *3%*	12 *10%* *37%* K	20 *5%* *60%*	1 *1%* *3%*	7 *4%* *21%*	6 *4%* *18%*	14 *6%* *41%*
1	**43** ***7%***	19 *7%* *45%*	24 *6%* *55%*	11 *6%* *25%*	13 *6%* *30%*	7 *7%* *16%*	9 *11%* *22%*	1 *2%* *2%*	2 *11%* *5%*	9 *7%* *20%*	29 *8%* *68%*	5 *3%* *12%*	10 *6%* *24%*	4 *2%* *9%*	19 *9%* *44%*
Don't know	**37** ***6%***	12 *4%* *33%*	25 *7%* *67%*	2 *1%* *7%*	4 *2%* *10%*	6 *6%* *15%*	13 *15%* *36%* CD	5 *15%* *13%*	7 *33%* *20%*	5 *4%* *14%*	18 *5%* *49%*	14 *9%* *37%*	9 *6%* *25%*	9 *6%* *25%*	13 *6%* *34%*
Net: 10/9/8/7	**226** ***34%***	101 *35%* *45%*	125 *33%* *55%*	84 *44%* *37%* F	78 *33%* *34%*	32 *32%* *14%*	19 *22%* *8%*	6 *19%* *3%*	7 *30%* *3%*	32 *26%* *14%*	131 *34%* *58%*	63 *39%* *28%*	65 *40%* *29%*	53 *32%* *24%*	71 *31%* *31%*
Net: 10/9	**50** ***7%***	22 *8%* *45%*	28 *7%* *55%*	28 *14%* *55%* D	6 *3%* *12%*	6 *6%* *13%*	4 *5%* *9%*	1 *2%* *1%*	5 *22%* *10%*	9 *7%* *17%*	24 *6%* *49%*	17 *11%* *34%*	18 *11%* *36%*	10 *6%* *20%*	14 *6%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 985

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 6/5/4	**281** ***42%***	125 *43%* *45%*	156 *41%* *55%*	74 *39%* *26%*	106 *45%* *38%*	40 *40%* *14%*	38 *44%* *13%*	18 *55%* *6%*	5 *21%* *2%*	50 *42%* *18%*	169 *44%* *60%*	62 *39%* *22%*	51 *32%* *18%*	85 *51%* *30%* L	96 *42%* *34%*
Net: 3/2/1	**125** ***19%***	52 *18%* *42%*	72 *19%* *58%*	32 *17%* *26%*	47 *20%* *38%*	21 *21%* *17%*	17 *19%* *13%*	4 *12%* *3%*	4 *16%* *3%*	34 *28%* *27%* JK	69 *18%* *55%*	22 *14%* *18%*	37 *23%* *29%*	19 *11%* *15%*	46 *21%* *37%*
Mean	**5.57**	5.65	5.51	6.00 D	5.42	5.37	5.19	5.28	6.05	5.02	5.57	6.02 I	5.71	5.78	5.39
Standard Deviation	**2.29**	2.26	2.31	2.40	2.09	2.32	2.40	1.69	3.29	2.36	2.27	2.18	2.47	1.89	2.36

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 985

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**29** ***4%***	2 *3%* *7%*	1 *3%* *2%*	1 *5%* *4%*	25 *5%* *87%*	29 *5%* *99%*	* *1%* *1%*	28 *4%* *96%*	29 *4%* *100%*	24 *6%* *84%* YZ	5 *2%* *16%*	5 *2%* *16%*
9	**21** ***3%***	2 *3%* *11%*	1 *5%* *6%*	1 *5%* *6%*	16 *3%* *77%*	19 *3%* *89%*	2 *5%* *11%*	20 *3%* *98%*	21 *3%* *100%*	12 *3%* *59%*	8 *3%* *41%*	8 *3%* *41%*
8	**74** ***11%***	8 *12%* *11%*	1 *5%* *2%*	5 *19%* *6%* PR	60 *11%* *81%*	68 *11%* *92%*	6 *13%* *8%*	69 *11%* *93%*	74 *11%* *100%*	44 *11%* *59%*	30 *12%* *41%*	30 *12%* *41%*
7	**102** ***15%***	8 *12%* *7%*	3 *12%* *3%*	4 *15%* *3%*	88 *16%* *86%*	93 *15%* *91%*	9 *19%* *9%*	102 *16%* *100%*	102 *15%* *100%*	64 *16%* *63%*	38 *15%* *37%*	38 *14%* *37%*
6	**127** ***19%***	16 *25%* *13%* P	2 *8%* *2%*	4 *15%* *3%*	105 *19%* *83%* P	125 *20%* *98%* T	2 *4%* *2%*	124 *19%* *98%*	127 *19%* *100%*	81 *20%* *64%*	45 *17%* *36%*	48 *18%* *38%*
5	**103** ***15%***	9 *14%* *9%*	5 *20%* *5%*	3 *11%* *3%*	86 *16%* *84%*	92 *15%* *89%*	11 *24%* *11%*	99 *15%* *96%*	103 *15%* *100%*	60 *15%* *59%*	43 *16%* *41%*	43 *16%* *41%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 985

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**51** ***8%***	7 *11%* *14%*	2 *7%* *4%*	1 *6%* *3%*	40 *7%* *79%*	47 *8%* *92%*	4 *9%* *8%*	50 *8%* *97%*	51 *8%* *100%*	35 *9%* *68%*	16 *6%* *32%*	16 *6%* *32%*
3	**48** ***7%***	2 *4%* *5%*	3 *10%* *6%*	1 *5%* *2%*	42 *8%* *87%*	43 *7%* *89%*	5 *11%* *11%*	48 *7%* *100%*	48 *7%* *100%*	30 *7%* *62%*	18 *7%* *37%*	18 *7%* *37%*
2	**33** ***5%***	3 *4%* *8%*	3 *10%* *7%*	1 *6%* *4%*	27 *5%* *80%*	33 *5%* *99%*	* *1%* *1%*	33 *5%* *100%*	33 *5%* *100%*	19 *5%* *56%*	15 *6%* *44%*	15 *6%* *44%*
1	**43** ***7%***	4 *6%* *9%*	4 *16%* *9%* OR	2 *9%* *5%*	33 *6%* *77%*	38 *6%* *87%*	5 *12%* *13%*	41 *6%* *95%*	43 *7%* *100%*	21 *5%* *48%*	22 *9%* *52%*	22 *9%* *52%*
Don't know	**37** ***6%***	4 *6%* *10%*	1 *5%* *3%*	1 *5%* *3%*	31 *6%* *83%*	36 *6%* *97%*	1 *2%* *3%*	37 *6%* *100%*	37 *6%* *100%*	18 *4%* *47%*	20 *8%* *53%*	20 *7%* *53%*
Net: 10/9/8/7	**226** ***34%***	20 *30%* *9%*	6 *24%* *3%*	11 *44%* *5%* P	189 *34%* *84%*	208 *34%* *92%*	17 *37%* *8%*	219 *34%* *97%*	226 *34%* *100%*	144 *35%* *64%*	81 *31%* *36%*	81 *31%* *36%*
Net: 10/9	**50** ***7%***	4 *6%* *8%*	2 *7%* *4%*	3 *10%* *5%*	41 *7%* *83%*	47 *8%* *95%*	3 *6%* *5%*	48 *7%* *97%*	50 *7%* *100%*	37 *9%* *74%*	13 *5%* *26%*	13 *5%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 985

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - E4**

Base : All who watch E4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 6/5/4	**281** ***42%***	32 *50%* *12%* Q	9 *35%* *3%*	8 *32%* *3%*	232 *42%* *82%*	263 *42%* *94%*	18 *37%* *6%*	273 *42%* *97%*	281 *42%* *100%*	176 *43%* *63%*	105 *40%* *37%*	107 *41%* *38%*
Net: 3/2/1	**125** ***19%***	9 *14%* *7%*	9 *36%* *7%* OQR	5 *19%* *4%*	102 *18%* *82%*	114 *18%* *91%*	11 *23%* *9%*	122 *19%* *98%*	125 *19%* *100%*	70 *17%* *56%*	55 *21%* *44%*	55 *21%* *44%*
Mean	**5.57**	5.63 P	4.57	5.83 P	5.60 P	5.60	5.24	5.56	5.57	5.71	5.35	5.36
Standard Deviation	**2.29**	2.17	2.59	2.58	2.27	2.28	2.36	2.28	2.29	2.27	2.30	2.29

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 986

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**16** ***3%***	4 *2%* *25%*	12 *5%* *75%*	2 *3%* *13%*	4 *3%* *24%*	5 *4%* *28%*	2 *3%* *14%*	1 *2%* *4%*	3 *5%* *16%*	2 *3%* *15%*	6 *2%* *35%*	8 *6%* *50%*	1 *1%* *8%*	7 *6%* *43%*	4 *2%* *25%*
9	**23** ***5%***	15 *6%* *66%*	8 *3%* *34%*	6 *8%* *25%*	2 *1%* *8%*	4 *4%* *19%*	5 *6%* *21%*	5 *10%* *20%* D	2 *3%* *8%*	4 *5%* *19%*	11 *4%* *48%*	8 *6%* *33%*	7 *7%* *31%*	6 *5%* *24%*	5 *3%* *20%*
8	**78** ***16%***	45 *17%* *57%*	34 *15%* *43%*	10 *15%* *13%*	27 *21%* *34%*	17 *17%* *22%*	12 *14%* *15%*	4 *9%* *5%*	8 *14%* *10%*	10 *12%* *13%*	49 *18%* *62%*	20 *15%* *25%*	15 *14%* *20%*	20 *16%* *26%*	26 *16%* *33%*
7	**76** ***16%***	45 *17%* *59%*	31 *14%* *41%*	14 *19%* *18%*	14 *11%* *18%*	13 *12%* *17%*	17 *21%* *23%*	10 *21%* *13%*	9 *16%* *12%*	13 *16%* *17%*	48 *17%* *63%*	15 *12%* *20%*	16 *15%* *21%*	17 *14%* *22%*	30 *18%* *39%*
6	**87** ***18%***	41 *16%* *47%*	46 *20%* *53%*	6 *9%* *7%*	36 *28%* *41%* CF	22 *21%* *25%*	8 *10%* *9%*	8 *16%* *9%*	8 *14%* *9%*	14 *18%* *17%*	55 *20%* *63%*	18 *13%* *20%*	24 *23%* *28%*	28 *23%* *33%*	20 *12%* *23%*
5	**66** ***14%***	41 *16%* *62%*	25 *11%* *38%*	2 *3%* *3%*	17 *13%* *26%*	14 *14%* *21%*	13 *16%* *20%* C	4 *9%* *6%*	15 *27%* *23%* C	13 *16%* *19%*	36 *13%* *54%*	18 *13%* *27%*	18 *17%* *27%*	9 *8%* *14%*	26 *16%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 986

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**45** ***9%***	18 *7%* *41%*	27 *12%* *59%*	10 *15%* *23%* H	13 *10%* *30%*	11 *11%* *25%*	5 *6%* *11%*	4 *9%* *9%*	1 *2%* *2%*	5 *6%* *11%*	24 *9%* *53%*	16 *12%* *36%*	8 *7%* *17%*	7 *5%* *15%*	21 *13%* *46%*
3	**24** ***5%***	13 *5%* *54%*	11 *5%* *46%*	11 *16%* *45%* DF H	3 *2%* *12%*	5 *5%* *21%*	3 *3%* *11%*	3 *6%* *11%*	- - -	4 *5%* *18%*	13 *5%* *54%*	7 *5%* *27%*	10 *10%* *42%*	5 *4%* *22%*	5 *3%* *20%*
2	**24** ***5%***	17 *7%* *71%*	7 *3%* *29%*	3 *5%* *14%*	6 *5%* *26%*	7 *6%* *28%*	2 *3%* *9%*	1 *3%* *5%*	5 *8%* *19%*	6 *7%* *24%*	9 *3%* *36%*	10 *7%* *40%*	3 *2%* *11%*	8 *6%* *33%*	9 *5%* *36%*
1	**15** ***3%***	6 *2%* *39%*	9 *4%* *61%*	2 *2%* *11%*	4 *3%* *23%*	5 *4%* *30%*	2 *2%* *12%*	3 *6%* *18%*	1 *2%* *6%*	5 *7%* *36%*	7 *2%* *42%*	3 *3%* *22%*	1 *1%* *8%*	4 *3%* *27%*	8 *5%* *50%*
Don't know	**31** ***6%***	11 *4%* *37%*	20 *9%* *63%*	4 *5%* *12%*	4 *3%* *11%*	* * *1%*	13 *16%* *42%* DE	5 *10%* *16%* E	5 *9%* *17%* E	4 *5%* *14%*	17 *6%* *55%*	10 *7%* *31%*	2 *2%* *7%*	11 *9%* *37%*	11 *7%* *37%*
Net: 10/9/8/7	**194** ***40%***	109 *42%* *56%*	85 *37%* *44%*	32 *45%* *17%*	46 *36%* *24%*	39 *38%* *20%*	36 *44%* *19%*	19 *41%* *10%*	22 *38%* *11%*	30 *36%* *15%*	113 *41%* *59%*	51 *39%* *26%*	40 *37%* *21%*	50 *40%* *26%*	65 *39%* *33%*
Net: 10/9	**40** ***8%***	20 *8%* *49%*	20 *9%* *51%*	8 *11%* *20%*	6 *4%* *14%*	9 *9%* *23%*	7 *9%* *18%*	5 *12%* *13%*	4 *8%* *11%*	7 *8%* *17%*	17 *6%* *43%*	16 *12%* *40%*	9 *8%* *22%*	13 *10%* *32%*	9 *5%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 986

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**199** ***41%***	101 *39%* *51%*	97 *42%* *49%*	19 *27%* *9%*	67 *52%* *34%* CF	47 *46%* *24%* C	26 *32%* *13%*	16 *34%* *8%*	24 *43%* *12%*	32 *39%* *16%*	115 *42%* *58%*	52 *39%* *26%*	50 *47%* *25%*	45 *36%* *22%*	66 *40%* *33%*
Net: 3/2/1	**64** ***13%***	36 *14%* *57%*	28 *12%* *43%*	16 *23%* *25%* F	13 *10%* *20%*	16 *16%* *26%*	7 *8%* *10%*	7 *14%* *10%*	6 *10%* *9%*	16 *19%* *25%*	28 *10%* *45%*	20 *15%* *31%*	14 *13%* *22%*	17 *14%* *27%*	21 *13%* *34%*
Mean	**5.92**	5.92	5.92	5.75	5.94	5.79	6.21	5.88	6.02	5.60	6.04	5.87	5.93	6.10	5.72
Standard Deviation	**2.14**	2.10	2.20	2.39	1.97	2.25	2.02	2.29	2.07	2.34	1.97	2.36	1.92	2.28	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 986

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**16** ***3%***	2 *5%* *14%*	1 *4%* *7%*	* *2%* *3%*	12 *3%* *77%*	15 *3%* *91%*	1 *4%* *9%*	16 *3%* *100%*	16 *3%* *100%*	16 *3%* *100%*
9	**23** ***5%***	3 *6%* *12%*	2 *6%* *6%*	1 *9%* *6%*	18 *4%* *75%*	22 *5%* *95%*	1 *3%* *5%*	23 *5%* *100%*	23 *5%* *100%*	23 *5%* *100%*
8	**78** ***16%***	8 *16%* *10%*	5 *19%* *6%*	3 *21%* *4%*	62 *16%* *79%*	74 *16%* *94%*	5 *11%* *6%*	78 *16%* *100%*	78 *16%* *100%*	78 *16%* *100%*
7	**76** ***16%***	7 *14%* *9%*	4 *15%* *5%*	2 *13%* *3%*	63 *16%* *83%*	68 *15%* *90%*	8 *19%* *10%*	75 *15%* *98%*	76 *16%* *100%*	76 *16%* *100%*
6	**87** ***18%***	7 *14%* *8%*	5 *18%* *6%*	2 *13%* *2%*	73 *19%* *84%*	81 *18%* *93%*	6 *15%* *7%*	87 *18%* *100%*	87 *18%* *100%*	87 *18%* *100%*
5	**66** ***14%***	8 *15%* *12%*	4 *15%* *6%*	1 *8%* *2%*	53 *14%* *80%*	65 *14%* *98%*	2 *4%* *2%*	66 *14%* *100%*	66 *14%* *100%*	66 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 986

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**45** ***9%***	6 *12%* *13%*	3 *12%* *7%*	1 *6%* *2%*	35 *9%* *78%*	37 *8%* *83%*	8 *19%* *17%* S	45 *9%* *100%*	45 *9%* *100%*	45 *9%* *100%*
3	**24** ***5%***	2 *4%* *9%*	- - -	2 *10%* *6%* P	21 *5%* *85%*	22 *5%* *91%*	2 *6%* *9%*	24 *5%* *100%*	24 *5%* *100%*	24 *5%* *100%*
2	**24** ***5%***	3 *6%* *13%*	1 *3%* *4%*	1 *5%* *3%*	19 *5%* *80%*	21 *5%* *89%*	3 *6%* *11%*	24 *5%* *100%*	24 *5%* *100%*	24 *5%* *100%*
1	**15** ***3%***	1 *1%* *4%*	* *1%* *2%*	1 *8%* *8%* OP	13 *3%* *86%*	12 *3%* *77%*	4 *9%* *23%*	15 *3%* *100%*	15 *3%* *100%*	15 *3%* *100%*
Don't know	**31** ***6%***	4 *7%* *11%*	2 *6%* *5%*	1 *5%* *2%*	25 *6%* *81%*	29 *7%* *95%*	2 *4%* *5%*	31 *6%* *100%*	31 *6%* *100%*	31 *6%* *100%*
Net: 10/9/8/7	**194** ***40%***	20 *40%* *11%*	12 *44%* *6%*	7 *45%* *4%*	154 *39%* *80%*	179 *40%* *92%*	15 *37%* *8%*	193 *40%* *99%*	194 *40%* *100%*	194 *40%* *100%*
Net: 10/9	**40** ***8%***	5 *10%* *13%*	3 *10%* *7%*	2 *11%* *5%*	30 *8%* *76%*	37 *8%* *93%*	3 *7%* *7%*	40 *8%* *100%*	40 *8%* *100%*	40 *8%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 986

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**199** ***41%***	21 *41%* *10%*	12 *46%* *6%* Q	5 *28%* *2%*	161 *41%* *81%*	183 *41%* *92%*	15 *38%* *8%*	199 *41%* *100%*	199 *41%* *100%*	199 *41%* *100%*
Net: 3/2/1	**64** ***13%***	6 *12%* *9%*	1 *4%* *2%*	4 *22%* *6%* P	53 *13%* *83%* P	55 *12%* *87%*	8 *21%* *13%*	64 *13%* *100%*	64 *13%* *100%*	64 *13%* *100%*
Mean	**5.92**	6.00	6.29	5.84	5.89	5.98	5.35	5.92	5.92	5.92
Standard Deviation	**2.14**	2.18	1.95	2.60	2.14	2.11	2.45	2.15	2.14	2.14

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 987

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**11** ***4%***	7 *5%* *61%*	4 *3%* *39%*	* *1%* *2%*	6 *6%* *51%*	2 *3%* *14%*	1 *2%* *8%*	- - -	3 *12%* *25%*	2 *3%* *15%*	7 *4%* *61%*	3 *3%* *24%*	7 *10%* *60%*	- - -	2 *2%* *20%*
9	**21** ***7%***	11 *7%* *53%*	10 *7%* *47%*	8 *19%* *39%*	11 *12%* *53%*	* * *1%*	1 *2%* *5%*	1 *1%* *3%*	- - -	6 *12%* *30%*	8 *5%* *36%*	7 *9%* *34%*	8 *12%* *37%*	2 *3%* *11%*	8 *7%* *36%*
8	**42** ***14%***	24 *16%* *57%*	18 *12%* *43%*	7 *16%* *16%*	20 *21%* *48%*	6 *12%* *14%*	5 *10%* *12%*	4 *10%* *10%*	* *2%* *1%*	10 *19%* *25%*	26 *16%* *63%*	5 *7%* *13%*	2 *3%* *5%*	11 *16%* *27%*	18 *17%* *44%* L
7	**50** ***17%***	25 *17%* *51%*	25 *17%* *49%*	9 *21%* *18%*	11 *11%* *21%*	14 *30%* *28%* D	8 *16%* *16%*	3 *8%* *6%*	5 *22%* *11%*	10 *19%* *20%*	25 *15%* *49%*	16 *19%* *31%*	16 *24%* *32%*	15 *21%* *29%*	11 *10%* *22%*
6	**47** ***16%***	20 *14%* *43%*	27 *18%* *57%*	9 *22%* *20%*	16 *17%* *34%*	8 *16%* *16%*	7 *14%* *14%*	7 *17%* *15%*	1 *2%* *1%*	7 *13%* *14%*	32 *19%* *67%*	9 *11%* *19%*	8 *12%* *17%*	14 *20%* *29%*	18 *16%* *38%*
5	**39** ***13%***	12 *8%* *32%*	26 *17%* *68%*	4 *9%* *10%*	10 *10%* *25%*	6 *13%* *15%*	8 *16%* *21%*	10 *24%* *25%*	2 *8%* *5%*	8 *15%* *21%*	21 *13%* *54%*	10 *12%* *26%*	7 *10%* *17%*	7 *10%* *19%*	17 *16%* *45%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 987

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**29** ***10%***	16 *11%* *54%*	13 *9%* *46%*	1 *2%* *4%*	12 *12%* *40%*	4 *10%* *15%*	4 *8%* *13%*	6 *16%* *21%*	2 *8%* *7%*	4 *7%* *13%*	10 *6%* *36%*	15 *18%* *51%* J	4 *6%* *15%*	8 *11%* *26%*	14 *13%* *48%*
3	**14** ***5%***	8 *5%* *55%*	6 *4%* *45%*	- - -	4 *5%* *31%*	3 *6%* *21%*	4 *7%* *27%*	2 *4%* *12%*	1 *5%* *9%*	3 *5%* *19%*	8 *5%* *61%*	3 *3%* *20%*	5 *7%* *35%*	4 *5%* *27%*	3 *2%* *20%*
2	**16** ***5%***	11 *7%* *67%*	5 *4%* *33%*	3 *6%* *17%*	2 *2%* *12%*	- - -	4 *9%* *27%*	2 *5%* *13%*	5 *20%* *31%*	1 *2%* *7%*	7 *4%* *40%*	9 *11%* *53%*	6 *9%* *36%*	2 *3%* *14%*	8 *7%* *48%*
1	**14** ***5%***	6 *4%* *46%*	7 *5%* *54%*	1 *2%* *5%*	1 *2%* *10%*	3 *6%* *19%*	5 *9%* *34%*	3 *8%* *23%*	1 *4%* *8%*	- - -	11 *7%* *77%*	3 *4%* *23%*	1 *2%* *8%*	4 *6%* *29%*	5 *5%* *39%*
Don't know	**15** ***5%***	7 *5%* *49%*	7 *5%* *51%*	1 *3%* *7%*	1 *1%* *9%*	2 *4%* *13%*	4 *7%* *25%*	2 *6%* *17%*	4 *17%* *29%*	3 *5%* *19%*	10 *6%* *70%*	2 *2%* *11%*	4 *6%* *27%*	3 *4%* *20%*	6 *5%* *39%*
Net: 10/9/8/7	**125** ***42%***	67 *46%* *54%*	57 *38%* *46%*	24 *56%* *19%*	48 *51%* *38%*	22 *46%* *17%*	15 *30%* *12%*	8 *20%* *6%*	9 *35%* *7%*	28 *53%* *23%*	65 *40%* *53%*	31 *38%* *25%*	33 *48%* *26%*	28 *41%* *23%*	39 *36%* *32%*
Net: 10/9	**32** ***11%***	18 *12%* *56%*	14 *10%* *44%*	8 *20%* *26%*	17 *18%* *52%*	2 *4%* *5%*	2 *4%* *6%*	1 *1%* *2%*	3 *12%* *9%*	8 *15%* *25%*	15 *9%* *45%*	10 *12%* *31%*	15 *22%* *45%* M	2 *3%* *7%*	10 *9%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 987

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**115** ***39%***	49 *33%* *42%*	67 *44%* *58%*	14 *33%* *12%*	38 *40%* *33%*	18 *38%* *15%*	19 *37%* *16%*	23 *57%* *20%*	4 *18%* *4%*	18 *35%* *16%*	63 *38%* *55%*	34 *42%* *29%*	19 *28%* *17%*	29 *41%* *25%*	49 *45%* *43%*
Net: 3/2/1	**44** ***15%***	25 *17%* *57%*	19 *13%* *43%*	3 *8%* *8%*	8 *8%* *18%*	6 *12%* *13%*	13 *26%* *29%* D	7 *18%* *16%*	7 *30%* *17%*	4 *7%* *9%*	26 *16%* *58%*	15 *18%* *33%*	12 *17%* *27%*	10 *14%* *23%*	16 *14%* *36%*
Mean	**5.89**	5.95	5.84	6.66	6.50	5.90	5.06	4.97	5.16	6.56 K	5.88	5.50	6.20	5.72	5.70
Standard Deviation	**2.28**	2.41	2.16	2.00	2.15	2.03	2.37	2.02	2.93	1.92	2.31	2.36	2.49	2.08	2.28

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 987

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**11** ***4%***	2 *6%* *14%*	- - -	1 *7%* *6%*	9 *4%* *80%*	11 *4%* *100%*	* * *	11 *4%* *100%*	11 *4%* *100%*	9 *7%* *82%* YZ	2 *1%* *18%*	2 *1%* *18%*
9	**21** ***7%***	2 *6%* *8%*	1 *9%* *6%*	1 *5%* *3%*	18 *7%* *84%*	19 *7%* *92%*	2 *9%* *8%*	21 *7%* *100%*	21 *7%* *100%*	3 *3%* *16%*	18 *10%* *84%* X	18 *10%* *84%* X
8	**42** ***14%***	7 *25%* *16%* PR	1 *5%* *2%*	2 *24%* *6%* P	32 *13%* *76%*	39 *14%* *93%*	3 *15%* *7%*	42 *14%* *100%*	42 *14%* *100%*	12 *9%* *29%*	30 *18%* *71%*	30 *17%* *71%*
7	**50** ***17%***	3 *13%* *7%*	2 *16%* *4%*	3 *29%* *6%* O	42 *17%* *83%*	48 *17%* *96%*	2 *12%* *4%*	50 *17%* *100%*	50 *17%* *100%*	23 *18%* *46%*	27 *16%* *54%*	27 *16%* *54%*
6	**47** ***16%***	4 *14%* *8%*	3 *19%* *5%*	1 *11%* *2%*	40 *16%* *84%*	47 *17%* *98%*	1 *5%* *2%*	47 *16%* *100%*	47 *16%* *100%*	29 *22%* *61%* Y	19 *11%* *39%*	21 *12%* *44%*
5	**39** ***13%***	4 *17%* *12%*	2 *16%* *5%*	1 *9%* *2%*	31 *13%* *81%*	34 *12%* *89%*	4 *24%* *11%*	39 *13%* *100%*	39 *13%* *100%*	16 *12%* *41%*	23 *14%* *59%*	23 *13%* *59%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 987

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**29** ***10%***	1 *4%* *4%*	2 *13%* *6%*	* *2%* *1%*	26 *11%* *89%*	27 *10%* *91%*	3 *14%* *9%*	29 *10%* *100%*	29 *10%* *100%*	15 *12%* *53%*	14 *8%* *47%*	14 *8%* *47%*
3	**14** ***5%***	1 *5%* *11%*	1 *4%* *4%*	* *4%* *3%*	11 *5%* *82%*	13 *5%* *97%*	* *2%* *3%*	14 *5%* *100%*	14 *5%* *100%*	7 *5%* *49%*	7 *4%* *48%*	7 *4%* *48%*
2	**16** ***5%***	- - -	* *3%* *2%*	- - -	16 *6%* *98%*	16 *6%* *100%*	- - -	16 *5%* *100%*	16 *5%* *100%*	5 *4%* *31%*	11 *7%* *69%*	11 *6%* *69%*
1	**14** ***5%***	2 *8%* *15%*	1 *7%* *7%*	* *3%* *3%*	11 *4%* *76%*	12 *4%* *89%*	2 *9%* *11%*	14 *5%* *100%*	14 *5%* *100%*	4 *3%* *29%*	10 *6%* *71%*	10 *6%* *71%*
Don't know	**15** ***5%***	1 *2%* *4%*	1 *8%* *7%*	1 *5%* *4%*	13 *5%* *86%*	13 *5%* *86%*	2 *11%* *14%*	15 *5%* *100%*	15 *5%* *100%*	5 *4%* *36%*	9 *6%* *64%*	9 *5%* *64%*
Net: 10/9/8/7	**125** ***42%***	13 *50%* *11%*	4 *30%* *3%*	7 *65%* *5%* PR	100 *41%* *81%*	118 *42%* *95%*	7 *36%* *5%*	125 *42%* *100%*	125 *42%* *100%*	48 *37%* *38%*	77 *45%* *62%*	77 *45%* *62%*
Net: 10/9	**32** ***11%***	3 *12%* *10%*	1 *9%* *4%*	1 *12%* *4%*	27 *11%* *83%*	31 *11%* *95%*	2 *9%* *5%*	32 *11%* *100%*	32 *11%* *100%*	13 *10%* *39%*	20 *12%* *61%*	20 *12%* *61%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 987

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**115** ***39%***	10 *35%* *8%*	6 *48%* *6%* Q	2 *22%* *2%*	97 *39%* *84%* Q	107 *38%* *93%*	8 *43%* *7%*	115 *39%* *100%*	115 *39%* *100%*	60 *47%* *52%* Y	55 *33%* *48%*	58 *34%* *50%*
Net: 3/2/1	**44** ***15%***	4 *13%* *8%*	2 *14%* *4%*	1 *7%* *2%*	38 *15%* *86%*	42 *15%* *95%*	2 *11%* *5%*	44 *15%* *100%*	44 *15%* *100%*	16 *12%* *36%*	28 *16%* *63%*	28 *16%* *63%*
Mean	**5.89**	6.25	5.47	6.81 PR	5.84	5.91	5.63	5.89	5.89	5.90	5.90	5.90
Standard Deviation	**2.28**	2.36	2.22	2.06	2.28	2.28	2.32	2.28	2.28	2.15	2.38	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 988

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**69** ***15%***	37 *14%* *53%*	32 *17%* *47%*	4 *16%* *6%*	11 *17%* *16%*	13 *18%* *19%*	9 *13%* *13%*	18 *18%* *26%*	13 *11%* *19%*	4 *6%* *6%*	26 *13%* *38%*	39 *21%* *56%* I	22 *18%* *32%*	8 *8%* *12%*	30 *19%* *43%*
9	**56** ***12%***	24 *9%* *43%*	32 *17%* *57%* A	3 *13%* *6%*	8 *12%* *14%*	15 *21%* *27%* GH	14 *20%* *25%* H	8 *8%* *15%*	8 *6%* *14%*	13 *18%* *23%*	26 *13%* *46%*	17 *9%* *31%*	7 *6%* *12%*	10 *11%* *18%*	30 *19%* *53%* L
8	**126** ***27%***	80 *30%* *63%*	46 *24%* *37%*	6 *23%* *5%*	19 *29%* *15%*	14 *19%* *11%*	19 *26%* *15%*	31 *31%* *25%*	37 *30%* *30%*	19 *25%* *15%*	57 *28%* *45%*	50 *27%* *40%*	44 *36%* *34%* N	28 *28%* *22%*	35 *22%* *28%*
7	**76** ***17%***	42 *16%* *56%*	34 *18%* *44%*	4 *17%* *6%*	7 *11%* *10%*	17 *23%* *22%*	18 *24%* *23%*	12 *12%* *16%*	17 *14%* *23%*	12 *16%* *15%*	40 *20%* *52%*	25 *13%* *32%*	23 *19%* *30%*	14 *14%* *19%*	22 *14%* *29%*
6	**46** ***10%***	27 *10%* *59%*	19 *10%* *41%*	2 *7%* *4%*	9 *14%* *20%* F	6 *8%* *12%*	* *1%* *1%*	9 *9%* *20%* F	20 *16%* *44%* F	7 *10%* *16%*	19 *9%* *41%*	20 *11%* *43%*	12 *10%* *27%*	12 *12%* *27%*	13 *8%* *28%*
5	**45** ***10%***	32 *12%* *71%*	13 *7%* *29%*	2 *8%* *5%*	9 *14%* *20%*	4 *6%* *9%*	7 *10%* *16%*	8 *8%* *18%*	15 *12%* *32%*	8 *11%* *18%*	21 *11%* *48%*	15 *8%* *34%*	6 *5%* *14%*	16 *16%* *35%*	17 *11%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 988

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**12** **3%**	7 *3%* *60%*	5 *2%* *40%*	* *2%* *3%*	2 *2%* *13%*	2 *3%* *19%*	2 *3%* *20%*	5 *5%* *39%*	1 *1%* *6%*	4 *6%* *37%*	5 *2%* *41%*	3 *1%* *22%*	6 *5%* *47%* N	4 *4%* *31%*	- - -
3	**9** **2%**	7 *3%* *80%*	2 *1%* *20%*	* *1%* *4%*	1 *1%* *7%*	- - -	1 *2%* *15%*	3 *3%* *32%*	4 *3%* *42%*	* * *4%*	2 *1%* *22%*	7 *4%* *74%*	- - -	2 *2%* *24%*	6 *4%* *63%*
2	**3** **1%**	* * *	3 *2%* *100%*	- - -	- - -	1 *2%* *39%*	2 *2%* *61%*	- - -	- - -	3 *4%* *100%* JK	- - -	- - -	* * *	2 *2%* *61%*	1 *1%* *39%*
1	**5** **1%**	4 *1%* *87%*	1 * *13%*	- - -	* * *5%*	1 *1%* *13%*	* * *4%*	2 *2%* *44%*	2 *1%* *34%*	- - -	3 *2%* *74%*	1 *1%* *26%*	1 *1%* *27%*	- - -	1 *1%* *21%*
Don't know	**13** **3%**	6 *2%* *49%*	7 *3%* *51%*	3 *13%* *25%*	- - -	- - -	- - -	3 *3%* *22%*	7 *5%* *53%*	3 *4%* *23%*	3 *1%* *23%*	7 *4%* *54%*	2 *1%* *13%*	3 *3%* *21%*	6 *4%* *47%*
Net: 10/9/8/7	**328** **71%**	184 *69%* *56%*	145 *75%* *44%*	17 *69%* *5%*	45 *69%* *14%*	59 *81%* *18%* H	60 *82%* *18%* H	70 *70%* *21%*	76 *61%* *23%*	48 *65%* *15%*	149 *74%* *45%*	131 *71%* *40%*	95 *78%* *29%* M	60 *61%* *18%*	118 *73%* *36%*
Net: 10/9	**126** **27%**	61 *23%* *49%*	64 *33%* *51%* A	7 *29%* *6%*	19 *29%* *15%*	28 *38%* *22%* H	24 *32%* *19%* H	26 *27%* *21%*	21 *17%* *17%*	17 *23%* *14%*	52 *26%* *41%*	56 *31%* *45%*	29 *23%* *23%*	18 *19%* *15%*	60 *37%* *48%* LM

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 988

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**103** ***22%***	66 *25%* *64%*	37 *19%* *36%*	4 *17%* *4%*	20 *30%* *19%*	12 *16%* *12%*	10 *13%* *9%*	22 *22%* *21%*	36 *29%* *35%* F	20 *27%* *19%*	45 *22%* *44%*	38 *21%* *37%*	24 *20%* *24%*	32 *32%* *31%*	30 *19%* *29%*
Net: 3/2/1	**17** ***4%***	11 *4%* *68%*	5 *3%* *32%*	* *1%* *2%*	1 *1%* *5%*	2 *2%* *10%*	3 *5%* *20%*	5 *5%* *29%*	6 *4%* *33%*	3 *5%* *20%*	5 *3%* *32%*	8 *4%* *48%*	1 *1%* *7%*	4 *4%* *24%*	8 *5%* *48%*
Mean	**7.44**	7.28	7.65	7.73	7.49	7.72	7.52	7.41	7.14	7.06	7.42	7.61	7.61	6.99	7.66
Standard Deviation	**1.90**	1.93	1.84	1.73	1.82	1.84	1.91	2.08	1.84	1.96	1.83	1.94	1.72	1.87	1.97

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 988

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**69** ***15%***	3 *8%* *4%*	3 *13%* *5%*	3 *21%* *4%* O	60 *16%* *87%*	60 *14%* *87%*	9 *46%* *13%*	65 *14%* *94%*	69 *15%* *100%*	49 *17%* *72%*	20 *11%* *28%*	20 *11%* *28%*
9	**56** ***12%***	4 *11%* *8%*	1 *6%* *3%*	3 *25%* *6%* OPR	47 *12%* *84%*	55 *12%* *97%*	2 *9%* *3%*	56 *12%* *100%*	56 *12%* *100%*	35 *12%* *63%*	21 *12%* *37%*	21 *12%* *37%*
8	**126** ***27%***	11 *27%* *8%* Q	8 *32%* *6%* Q	1 *11%* *1%*	106 *28%* *84%* Q	125 *28%* *99%*	2 *10%* *1%*	126 *28%* *100%*	126 *27%* *100%*	77 *27%* *61%*	49 *29%* *39%*	49 *29%* *39%*
7	**76** ***17%***	11 *27%* *14%* R	4 *16%* *5%*	2 *16%* *3%*	59 *15%* *78%*	76 *17%* *99%*	1 *4%* *1%*	74 *16%* *97%*	76 *17%* *100%*	56 *19%* *73%*	20 *12%* *27%*	20 *12%* *27%*
6	**46** ***10%***	4 *10%* *8%*	4 *14%* *8%*	1 *10%* *3%*	37 *10%* *81%*	45 *10%* *96%*	2 *9%* *4%*	46 *10%* *100%*	46 *10%* *100%*	22 *8%* *48%*	24 *14%* *52%*	24 *14%* *52%*
5	**45** ***10%***	3 *7%* *6%*	2 *8%* *4%*	* *3%* *1%*	40 *10%* *88%*	43 *10%* *95%*	2 *11%* *5%*	44 *10%* *97%*	45 *10%* *100%*	27 *9%* *61%*	18 *10%* *39%*	18 *10%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 988

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**12** ***3%***	1 *3%* *10%*	1 *4%* *9%*	* *3%* *3%*	9 *2%* *78%*	12 *3%* *100%*	- - -	10 *2%* *87%*	12 *3%* *100%*	8 *3%* *71%*	3 *2%* *29%*	3 *2%* *29%*
3	**9** ***2%***	1 *2%* *7%*	* *1%* *4%*	* *1%* *2%*	8 *2%* *87%*	9 *2%* *100%*	- - -	9 *2%* *100%*	9 *2%* *100%*	1 * *13%*	8 *5%* *87%* X	8 *5%* *87%* X
2	**3** ***1%***	- - -	- - -	- - -	3 *1%* *100%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *61%*	1 *1%* *39%*	1 *1%* *39%*
1	**5** ***1%***	1 *3%* *30%* R	* *2%* *9%*	1 *4%* *13%* R	2 *1%* *48%*	5 *1%* *100%*	- - -	4 *1%* *87%*	5 *1%* *100%*	4 *1%* *83%*	1 * *17%*	1 * *17%*
Don't know	**13** ***3%***	1 *2%* *6%*	1 *3%* *6%*	1 *7%* *7%*	10 *3%* *81%*	11 *2%* *82%*	2 *12%* *18%*	13 *3%* *100%*	13 *3%* *100%*	7 *3%* *57%*	6 *3%* *43%*	6 *3%* *43%*
Net: 10/9/8/7	**328** ***71%***	29 *73%* *9%*	17 *68%* *5%*	10 *72%* *3%*	273 *71%* *83%*	315 *71%* *96%*	13 *68%* *4%*	322 *71%* *98%*	328 *71%* *100%*	218 *75%* *66%* YZ	110 *64%* *34%*	110 *64%* *34%*
Net: 10/9	**126** ***27%***	7 *19%* *6%*	5 *19%* *4%*	6 *45%* *5%* OPR	107 *28%* *85%*	115 *26%* *91%*	11 *55%* *9%*	122 *27%* *97%*	126 *27%* *100%*	85 *29%* *68%*	41 *24%* *32%*	41 *24%* *32%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 988

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**103** ***22%***	8 *20%* *8%*	7 *26%* *6%*	2 *16%* *2%*	86 *23%* *84%*	99 *22%* *96%*	4 *20%* *4%*	100 *22%* *97%*	103 *22%* *100%*	58 *20%* *56%*	45 *26%* *44%*	45 *26%* *44%*
Net: 3/2/1	**17** ***4%***	2 *5%* *12%*	1 *3%* *5%*	1 *5%* *4%*	13 *3%* *79%*	17 *4%* *100%*	- - -	16 *4%* *97%*	17 *4%* *100%*	7 *2%* *40%*	10 *6%* *60%*	10 *6%* *60%*
Mean	**7.44**	7.12	7.26	7.72	7.47	7.39	8.52	7.44	7.44	7.56	7.23	7.23
Standard Deviation	**1.90**	1.93	1.89	2.33	1.88	1.88	1.92	1.87	1.90	1.87	1.93	1.93

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 989

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**54** ***10%***	28 *10%* *52%*	26 *10%* *48%*	9 *18%* *17%*	16 *13%* *29%*	9 *9%* *16%*	8 *8%* *15%*	7 *9%* *13%*	5 *7%* *10%*	6 *7%* *11%*	27 *9%* *51%*	21 *13%* *38%*	15 *10%* *29%*	7 *7%* *13%*	21 *11%* *38%*
9	**85** ***16%***	37 *13%* *43%*	48 *19%* *57%*	5 *10%* *6%*	19 *16%* *23%*	19 *19%* *22%*	17 *15%* *20%*	15 *18%* *17%*	11 *13%* *13%*	6 *7%* *7%*	57 *19%* *67%* I	22 *14%* *26%*	29 *18%* *34%*	22 *22%* *26%*	22 *12%* *26%*
8	**145** ***27%***	67 *23%* *46%*	78 *31%* *54%*	14 *28%* *10%*	39 *32%* *27%*	29 *30%* *20%*	28 *26%* *20%*	15 *18%* *10%*	20 *24%* *13%*	29 *35%* *20%* J	69 *23%* *48%*	47 *30%* *32%*	47 *30%* *32%*	21 *21%* *14%*	53 *28%* *36%*
7	**87** ***16%***	56 *19%* *64%*	31 *12%* *36%*	7 *14%* *8%*	19 *15%* *21%*	10 *10%* *12%*	21 *19%* *24%*	15 *19%* *18%*	15 *18%* *17%*	9 *11%* *10%*	60 *20%* *69%*	18 *11%* *20%*	28 *18%* *33%*	14 *14%* *16%*	30 *16%* *34%*
6	**51** ***9%***	31 *11%* *60%*	20 *8%* *40%*	3 *7%* *7%*	9 *7%* *17%*	11 *12%* *22%*	10 *9%* *19%*	12 *15%* *23%*	6 *8%* *12%*	10 *11%* *19%*	25 *8%* *49%*	16 *10%* *32%*	7 *4%* *13%*	11 *11%* *22%*	21 *11%* *41%*
5	**59** ***11%***	34 *12%* *58%*	25 *10%* *42%*	4 *7%* *6%*	17 *14%* *28%*	9 *9%* *15%*	10 *9%* *17%*	6 *8%* *11%*	13 *16%* *22%*	10 *11%* *16%*	31 *10%* *53%*	18 *11%* *30%*	20 *13%* *34%*	12 *12%* *20%*	19 *10%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 989

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**11** ***2%***	9 *3%* *79%*	2 *1%* *21%*	1 *3%* *13%*	- - -	2 *2%* *19%*	5 *4%* *42%*	1 *1%* *9%*	2 *2%* *16%*	3 *4%* *30%*	5 *2%* *47%*	3 *2%* *24%*	2 *1%* *15%*	2 *2%* *14%*	4 *2%* *40%*
3	**13** ***2%***	8 *3%* *64%*	5 *2%* *36%*	2 *4%* *18%*	2 *2%* *15%*	2 *2%* *13%*	3 *3%* *26%*	3 *3%* *20%*	1 *1%* *8%*	5 *6%* *37%* J	4 *1%* *34%*	4 *2%* *29%*	1 *1%* *10%*	2 *2%* *14%*	6 *3%* *45%*
2	**7** ***1%***	4 *1%* *56%*	3 *1%* *44%*	- - -	- - -	1 *1%* *8%*	1 *1%* *9%*	4 *5%* *63%* D	1 *2%* *21%*	1 *2%* *21%*	2 *1%* *34%*	3 *2%* *44%*	1 *1%* *18%*	1 *1%* *21%*	3 *2%* *44%*
1	**4** ***1%***	4 *1%* *90%*	* * *10%*	- - -	2 *1%* *38%*	2 *2%* *47%*	* * *5%*	- - -	* *1%* *10%*	2 *2%* *38%*	2 *1%* *52%*	* * *10%*	1 *1%* *33%*	- - -	2 *1%* *38%*
Don't know	**25** ***5%***	11 *4%* *44%*	14 *6%* *56%*	5 *10%* *20%*	1 *1%* *3%*	3 *3%* *13%*	6 *5%* *23%*	3 *4%* *12%*	7 *9%* *29%* D	4 *5%* *15%*	16 *5%* *64%*	5 *3%* *21%*	4 *3%* *16%*	8 *8%* *31%*	9 *5%* *36%*
Net: 10/9/8/7	**371** ***69%***	187 *65%* *51%*	183 *73%* *49%*	35 *69%* *9%*	93 *76%* *25%*	66 *69%* *18%*	75 *68%* *20%*	51 *64%* *14%*	50 *62%* *14%*	50 *60%* *14%*	213 *71%* *57%*	107 *69%* *29%*	119 *77%* *32%*	64 *65%* *17%*	125 *66%* *34%*
Net: 10/9	**139** ***26%***	65 *23%* *47%*	74 *29%* *53%*	14 *27%* *10%*	35 *29%* *25%*	27 *28%* *20%*	25 *23%* *18%*	22 *27%* *16%*	16 *20%* *12%*	12 *14%* *9%*	84 *28%* *60%* I	43 *27%* *31%*	44 *28%* *32%*	29 *29%* *21%*	43 *23%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 989

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**121** ***22%***	73 *26%* *61%*	47 *19%* *39%*	9 *17%* *7%*	25 *21%* *21%*	22 *23%* *18%*	24 *22%* *20%*	19 *24%* *16%*	21 *26%* *18%*	23 *27%* *19%*	61 *21%* *51%*	37 *23%* *30%*	28 *18%* *23%*	24 *24%* *20%*	45 *24%* *37%*
Net: 3/2/1	**23** ***4%***	15 *5%* *66%*	8 *3%* *34%*	2 *4%* *10%*	3 *3%* *15%*	4 *4%* *17%*	4 *4%* *18%*	7 *8%* *29%*	3 *3%* *12%*	8 *9%* *33%* J	9 *3%* *37%*	7 *5%* *30%*	4 *2%* *16%*	3 *3%* *14%*	10 *5%* *44%*
Mean	**7.33**	7.10	7.59 A	7.59	7.55	7.39	7.25	7.08	7.08	6.82	7.43 I	7.41	7.53	7.36	7.22
Standard Deviation	**1.88**	1.96	1.74	1.92	1.78	1.93	1.80	2.07	1.85	2.09	1.77	1.93	1.74	1.81	1.94

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 989

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**54** ***10%***	5 *9%* *9%*	5 *19%* *9%* R	1 *8%* *3%*	43 *10%* *79%*	45 *10%* *84%*	9 *12%* *16%*	51 *10%* *95%*	54 *10%* *100%*	44 *10%* *81%*	10 *8%* *19%*	10 *8%* *19%*
9	**85** ***16%***	6 *10%* *7%*	3 *11%* *3%*	3 *20%* *4%*	73 *17%* *86%*	76 *16%* *90%*	9 *12%* *10%*	83 *16%* *98%*	85 *16%* *100%*	70 *17%* *83%*	15 *12%* *17%*	15 *12%* *17%*
8	**145** ***27%***	14 *26%* *10%*	5 *21%* *4%*	6 *34%* *4%*	120 *27%* *83%*	126 *27%* *87%*	19 *26%* *13%*	143 *27%* *99%*	145 *27%* *100%*	119 *28%* *82%*	26 *21%* *18%*	26 *21%* *18%*
7	**87** ***16%***	9 *17%* *11%*	3 *13%* *4%*	2 *11%* *2%*	72 *16%* *84%*	77 *16%* *89%*	10 *14%* *11%*	87 *16%* *100%*	87 *16%* *100%*	68 *16%* *79%*	18 *15%* *21%*	18 *15%* *21%*
6	**51** ***9%***	7 *13%* *14%*	3 *14%* *7%*	2 *9%* *3%*	39 *9%* *76%*	46 *10%* *91%*	5 *6%* *9%*	51 *10%* *100%*	51 *9%* *100%*	31 *7%* *61%*	20 *16%* *39%* X	21 *16%* *41%* X
5	**59** ***11%***	4 *8%* *7%*	2 *10%* *4%*	1 *7%* *2%*	51 *11%* *87%*	45 *10%* *77%*	13 *18%* *23%* S	59 *11%* *100%*	59 *11%* *100%*	43 *10%* *74%*	15 *13%* *26%*	15 *12%* *26%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 989

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**11** ***2%***	2 *4%* *18%*	1 *5%* *11%*	* *1%* *1%*	8 *2%* *69%*	9 *2%* *83%*	2 *3%* *17%*	11 *2%* *100%*	11 *2%* *100%*	8 *2%* *75%*	3 *2%* *25%*	3 *2%* *25%*
3	**13** ***2%***	3 *6%* *27%* R	* *1%* *2%*	* *2%* *2%*	9 *2%* *69%*	12 *3%* *93%*	1 *1%* *7%*	13 *2%* *100%*	13 *2%* *100%*	6 *1%* *45%*	7 *6%* *55%* X	7 *5%* *55%* X
2	**7** ***1%***	1 *2%* *16%*	- - -	- - -	6 *1%* *84%*	7 *1%* *100%*	- - -	7 *1%* *100%*	7 *1%* *100%*	4 *1%* *56%*	3 *2%* *44%*	3 *2%* *44%*
1	**4** ***1%***	1 *1%* *14%*	* *2%* *10%*	* *1%* *5%*	3 *1%* *71%*	3 *1%* *62%*	2 *2%* *38%*	4 *1%* *100%*	4 *1%* *100%*	2 *1%* *57%*	2 *1%* *43%*	3 *2%* *76%*
Don't know	**25** ***5%***	2 *3%* *7%*	1 *4%* *4%*	1 *7%* *5%*	21 *5%* *84%*	21 *4%* *83%*	4 *6%* *17%*	25 *5%* *100%*	25 *5%* *100%*	22 *5%* *86%*	3 *3%* *14%*	6 *4%* *23%*
Net: 10/9/8/7	**371** ***69%***	34 *62%* *9%*	16 *64%* *4%*	12 *73%* *3%*	308 *70%* *83%*	325 *69%* *88%*	46 *63%* *12%*	364 *68%* *98%* YZ	371 *69%* *100%* YZ	301 *72%* *81%* YZ	70 *57%* *19%*	70 *55%* *19%*
Net: 10/9	**139** ***26%***	11 *20%* *8%*	7 *30%* *5%*	5 *28%* *3%*	116 *26%* *84%*	122 *26%* *88%*	17 *24%* *12%*	134 *25%* *97%*	139 *26%* *100%*	114 *27%* *82%*	25 *20%* *18%*	25 *20%* *18%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 989

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**121** ***22%***	14 *25%* *11%*	7 *29%* *6%*	3 *17%* *2%*	97 *22%* *80%*	101 *22%* *84%*	20 *27%* *16%*	121 *23%* *100%*	121 *22%* *100%*	83 *20%* *69%*	38 *31%* *31%* X	39 *31%* *32%* X
Net: 3/2/1	**23** ***4%***	5 *9%* *21%* R	1 *3%* *3%*	* *3%* *2%*	17 *4%* *73%*	21 *4%* *90%*	2 *3%* *10%*	23 *4%* *100%*	23 *4%* *100%*	12 *3%* *50%*	12 *9%* *50%* X	13 *10%* *55%* VWX
Mean	**7.33**	6.94	7.38	7.63 O	7.36	7.35	7.18	7.30 YZ	7.33 YZ	7.49 YZ	6.79	6.72
Standard Deviation	**1.88**	2.09	2.09	1.75	1.85	1.86	2.02	1.88	1.88	1.78	2.11	2.17

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 990

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**85** ***15%***	44 *13%* *52%*	41 *17%* *48%*	4 *13%* *5%*	21 *17%* *24%*	28 *23%* *34%* FH	11 *9%* *13%*	12 *15%* *14%*	7 *9%* *9%*	11 *14%* *14%*	48 *16%* *57%*	25 *15%* *29%*	22 *15%* *26%*	10 *7%* *11%*	36 *20%* *42%* M
9	**93** ***17%***	49 *15%* *52%*	45 *19%* *48%*	3 *9%* *4%*	23 *18%* *24%*	21 *17%* *23%*	29 *24%* *31%* G	7 *9%* *8%*	10 *13%* *11%*	19 *22%* *20%*	43 *14%* *46%*	32 *18%* *34%*	21 *15%* *23%*	28 *20%* *29%*	27 *15%* *29%*
8	**170** ***30%***	112 *34%* *65%* B	59 *25%* *35%*	4 *12%* *2%*	38 *30%* *22%*	32 *26%* *19%*	38 *31%* *22%*	29 *36%* *17%*	30 *36%* *18%*	24 *28%* *14%*	90 *29%* *53%*	56 *33%* *33%*	55 *39%* *32%* M	32 *23%* *19%*	52 *28%* *30%*
7	**109** ***19%***	64 *20%* *58%*	45 *19%* *42%*	13 *37%* *12%*	13 *10%* *12%*	23 *19%* *21%*	26 *22%* *24%*	18 *23%* *17%* D	16 *19%* *14%*	16 *19%* *15%*	64 *21%* *58%*	30 *17%* *27%*	22 *16%* *20%*	34 *25%* *32%*	37 *20%* *34%*
6	**33** ***6%***	14 *4%* *42%*	19 *8%* *58%*	2 *7%* *7%*	11 *9%* *33%*	7 *6%* *22%*	2 *2%* *7%*	5 *6%* *15%*	5 *6%* *14%*	3 *4%* *9%*	20 *7%* *61%*	10 *6%* *30%*	11 *8%* *33%*	5 *4%* *15%*	9 *5%* *28%*
5	**36** ***6%***	29 *9%* *80%* B	7 *3%* *20%*	2 *6%* *6%*	10 *8%* *26%*	7 *5%* *18%*	8 *6%* *21%*	3 *4%* *8%*	8 *9%* *21%*	6 *7%* *16%*	27 *9%* *75%* K	3 *2%* *9%*	6 *4%* *15%*	12 *9%* *34%*	12 *7%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 990

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**9** ***2%***	6 *2%* *68%*	3 *1%* *32%*	2 *4%* *17%*	2 *1%* *18%*	* * *2%*	* * *	3 *3%* *29%*	3 *4%* *34%*	2 *2%* *19%*	5 *2%* *55%*	2 *1%* *25%*	3 *2%* *28%*	- - -	4 *2%* *43%*
3	**9** ***2%***	3 *1%* *36%*	6 *3%* *64%*	2 *6%* *23%*	4 *3%* *42%*	1 * *6%*	3 *2%* *29%*	- - -	- - -	1 *1%* *6%*	3 *1%* *30%*	6 *4%* *64%*	- - -	8 *6%* *87%* LN	- - -
2	**4** ***1%***	1 * *27%*	3 *1%* *73%*	- - -	1 *1%* *27%*	- - -	2 *2%* *47%*	1 *1%* *25%*	- - -	2 *2%* *47%*	2 *1%* *53%*	- - -	- - -	2 *1%* *47%*	2 *1%* *53%*
1	**2** *****	* * *12%*	2 *1%* *88%*	- - -	- - -	* * *12%*	* * *10%*	- - -	1 *2%* *77%*	- - -	* * *23%*	1 *1%* *77%*	- - -	- - -	1 * *53%*
Don't know	**13** ***2%***	3 *1%* *25%*	10 *4%* *75%* A	2 *5%* *13%*	4 *3%* *31%*	2 *2%* *19%*	2 *2%* *14%*	1 *2%* *10%*	2 *2%* *13%*	1 *2%* *10%*	6 *2%* *44%*	6 *4%* *46%*	2 *1%* *13%*	5 *3%* *34%*	4 *2%* *27%*
Net: 10/9/8/7	**458** ***81%***	268 *82%* *59%*	190 *79%* *41%*	25 *71%* *5%*	94 *75%* *21%*	105 *86%* *23%*	104 *86%* *23%*	66 *84%* *14%*	63 *77%* *14%*	70 *83%* *15%*	245 *79%* *54%*	142 *83%* *31%*	120 *85%* *26%*	103 *76%* *23%*	151 *83%* *33%*
Net: 10/9	**178** ***32%***	93 *29%* *52%*	85 *36%* *48%*	8 *22%* *4%*	44 *35%* *24%*	49 *40%* *28%* GH	40 *33%* *23%*	19 *24%* *11%*	18 *22%* *10%*	30 *36%* *17%*	91 *30%* *51%*	57 *33%* *32%*	43 *30%* *24%*	37 *28%* *21%*	62 *34%* *35%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 990

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**79** ***14%***	49 *15%* *63%*	29 *12%* *37%*	6 *17%* *8%*	22 *18%* *28%*	14 *12%* *18%*	10 *8%* *13%*	11 *13%* *13%*	16 *19%* *20%*	11 *13%* *14%*	52 *17%* *67%*	16 *9%* *20%*	19 *14%* *25%*	17 *13%* *22%*	25 *14%* *32%*
Net: 3/2/1	**15** ***3%***	5 *1%* *31%*	10 *4%* *69%*	2 *6%* *15%*	5 *4%* *33%*	1 *1%* *5%*	5 *4%* *32%*	1 *1%* *6%*	1 *2%* *9%*	2 *3%* *16%*	5 *2%* *35%*	7 *4%* *49%*	- - -	10 *7%* *67%* L	3 *2%* *20%*
Mean	**7.74**	7.71	7.79	7.13	7.73	8.13 H	7.76	7.72	7.44	7.77	7.69	7.84	7.95 M	7.34	7.84
Standard Deviation	**1.69**	1.59	1.82	1.91	1.83	1.51	1.63	1.58	1.72	1.74	1.67	1.71	1.39	1.85	1.72

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 990

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**85** ***15%***	7 *14%* *8%*	7 *19%* *9%*	3 *20%* *4%*	67 *15%* *79%*	76 *14%* *89%*	9 *23%* *11%*	79 *14%* *94%*	85 *15%* *100%*	85 *15%* *100%*
9	**93** ***17%***	10 *19%* *10%*	5 *14%* *5%*	3 *18%* *3%*	76 *16%* *81%*	89 *17%* *96%*	4 *10%* *4%*	93 *17%* *100%*	93 *17%* *100%*	93 *17%* *100%*
8	**170** ***30%***	16 *33%* *10%*	11 *29%* *6%*	5 *26%* *3%*	139 *30%* *81%*	161 *31%* *95%*	9 *23%* *5%*	170 *31%* *100%*	170 *30%* *100%*	170 *30%* *100%*
7	**109** ***19%***	5 *10%* *4%*	8 *22%* *8%* O	2 *14%* *2%*	93 *20%* *86%* O	102 *19%* *94%*	7 *18%* *6%*	109 *20%* *100%*	109 *19%* *100%*	109 *19%* *100%*
6	**33** ***6%***	4 *8%* *13%*	3 *8%* *10%*	* *2%* *1%*	26 *6%* *77%*	30 *6%* *91%*	3 *8%* *9%*	32 *6%* *95%*	33 *6%* *100%*	33 *6%* *100%*
5	**36** ***6%***	4 *8%* *11%*	1 *3%* *3%*	1 *5%* *2%*	30 *7%* *83%*	35 *7%* *97%*	1 *3%* *3%*	35 *6%* *97%*	36 *6%* *100%*	36 *6%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 990

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**9** ***2%***	2 *3%* *18%*	1 *1%* *6%*	* *2%* *5%*	7 *1%* *72%*	8 *1%* *83%*	2 *4%* *17%*	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
3	**9** ***2%***	1 *2%* *13%*	- - -	- - -	8 *2%* *87%*	9 *2%* *100%*	- - -	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
2	**4** ***1%***	- - -	- - -	- - -	4 *1%* *100%*	3 *1%* *73%*	1 *3%* *27%*	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*
1	**2** *	- - -	* *1%* *24%*	* *2%* *23%* R	1 * *53%*	1 * *47%*	1 *2%* *53%*	1 * *76%*	2 * *100%*	2 * *100%*
Don't know	**13** ***2%***	1 *2%* *9%*	* *1%* *3%*	2 *10%* *13%* OPR	10 *2%* *75%*	11 *2%* *81%*	2 *6%* *19%*	13 *2%* *98%*	13 *2%* *100%*	13 *2%* *100%*
Net: 10/9/8/7	**458** ***81%***	38 *75%* *8%*	32 *84%* *7%*	14 *79%* *3%*	375 *82%* *82%*	429 *82%* *94%*	29 *74%* *6%*	452 *81%* *99%*	458 *81%* *100%*	458 *81%* *100%*
Net: 10/9	**178** ***32%***	17 *33%* *9%*	12 *33%* *7%*	7 *38%* *4%*	143 *31%* *80%*	165 *31%* *93%*	13 *33%* *7%*	173 *31%* *97%*	178 *32%* *100%*	178 *32%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 990

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**79** ***14%***	10 *20%* *13%*	5 *13%* *6%*	2 *9%* *2%*	62 *14%* *79%*	73 *14%* *93%*	6 *15%* *7%*	76 *14%* *96%*	79 *14%* *100%*	79 *14%* *100%*
Net: 3/2/1	**15** ***3%***	1 *2%* *8%*	* *1%* *3%*	* *2%* *3%*	13 *3%* *87%*	13 *2%* *87%*	2 *5%* *13%*	15 *3%* *97%*	15 *3%* *100%*	15 *3%* *100%*
Mean	**7.74**	7.69	7.90	8.00	7.73	7.75	7.63	7.74	7.74	7.74
Standard Deviation	**1.69**	1.76	1.63	1.92	1.68	1.65	2.20	1.67	1.69	1.69

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 991

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**11** ***5%***	4 *4%* *36%*	7 *5%* *64%*	3 *3%* *24%*	2 *2%* *18%*	6 *19%* *57%*	- - -	* *2%* *2%*	- - -	1 *3%* *6%*	5 *3%* *45%*	5 *9%* *49%*	2 *4%* *19%*	4 *6%* *37%*	3 *4%* *27%*
9	**5** ***2%***	4 *4%* *89%*	1 * *11%*	1 *2%* *29%*	* * *5%*	* *1%* *7%*	3 *13%* *59%*	- - -	- - -	- - -	5 *3%* *100%*	- - -	- - -	2 *3%* *41%*	2 *3%* *47%*
8	**19** ***8%***	11 *11%* *57%*	8 *6%* *43%*	7 *8%* *36%*	5 *7%* *27%*	3 *9%* *15%*	2 *9%* *11%*	* *2%* *1%*	2 *37%* *10%*	6 *23%* *30%*	10 *6%* *51%*	4 *6%* *19%*	5 *9%* *25%*	8 *10%* *39%*	4 *5%* *20%*
7	**39** ***16%***	23 *22%* *59%*	16 *11%* *41%*	13 *14%* *33%*	14 *18%* *37%*	6 *20%* *17%*	3 *11%* *7%*	1 *12%* *3%*	1 *29%* *4%*	3 *11%* *7%*	23 *15%* *61%*	12 *20%* *32%*	9 *15%* *22%*	8 *11%* *20%*	16 *21%* *43%*
6	**37** ***15%***	13 *13%* *36%*	24 *17%* *64%*	21 *23%* *56%*	8 *10%* *22%*	2 *7%* *6%*	4 *19%* *11%*	2 *19%* *5%*	- - -	4 *15%* *10%*	21 *14%* *58%*	12 *19%* *32%*	7 *13%* *19%*	17 *23%* *46%*	8 *10%* *22%*
5	**21** ***9%***	11 *11%* *54%*	10 *7%* *46%*	9 *9%* *41%*	7 *8%* *32%*	4 *12%* *18%*	1 *6%* *7%*	* *4%* *2%*	- - -	2 *7%* *8%*	17 *11%* *80%*	2 *4%* *12%*	3 *6%* *15%*	8 *11%* *38%*	8 *10%* *38%*
4	**25** ***10%***	10 *10%* *41%*	15 *11%* *59%*	14 *16%* *57%*	7 *8%* *26%*	3 *8%* *11%*	2 *7%* *6%*	- - -	- - -	4 *17%* *18%*	14 *9%* *55%*	7 *11%* *27%*	9 *16%* *35%*	6 *8%* *22%*	9 *12%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 991

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**25** ***10%***	7 *7%* *27%*	18 *13%* *73%*	7 *8%* *29%*	9 *11%* *36%*	1 *4%* *5%*	3 *12%* *11%*	5 *48%* *19%*	- - -	3 *12%* *13%*	15 *9%* *59%*	7 *11%* *28%*	5 *9%* *20%*	10 *13%* *39%*	7 *9%* *28%*
2	**19** ***8%***	4 *4%* *24%*	14 *10%* *76%*	5 *6%* *28%*	11 *14%* *61%*	* *1%* *1%*	2 *9%* *10%*	- - -	- - -	- - -	17 *11%* *92%*	1 *2%* *8%*	6 *11%* *34%*	2 *3%* *12%*	6 *8%* *33%*
1	**30** ***12%***	13 *13%* *45%*	16 *12%* *55%*	6 *7%* *21%*	16 *19%* *53%*	6 *17%* *19%*	1 *4%* *3%*	1 *12%* *4%*	- - -	3 *13%* *11%*	22 *14%* *73%*	5 *8%* *16%*	6 *11%* *21%*	9 *13%* *32%*	6 *8%* *22%*
Don't know	**12** ***5%***	2 *2%* *14%*	10 *7%* *86%*	5 *6%* *43%*	2 *2%* *14%*	1 *4%* *10%*	2 *9%* *18%*	- - -	2 *33%* *14%*	- - -	6 *4%* *51%*	6 *9%* *49%*	4 *7%* *32%*	- - -	7 *9%* *63%*
Net: 10/9/8/7	**74** ***31%***	42 *41%* *57%* B	32 *23%* *43%*	24 *26%* *32%*	22 *27%* *29%*	16 *49%* *22%*	8 *33%* *10%*	2 *16%* *2%*	3 *67%* *5%*	9 *36%* *13%*	43 *28%* *58%*	21 *35%* *29%*	16 *28%* *21%*	21 *29%* *29%*	26 *33%* *35%*
Net: 10/9	**16** ***7%***	8 *8%* *52%*	8 *5%* *48%*	4 *4%* *26%*	2 *3%* *14%*	7 *20%* *41%*	3 *13%* *18%*	* *2%* *1%*	- - -	1 *3%* *4%*	10 *6%* *62%*	5 *9%* *34%*	2 *4%* *13%*	6 *8%* *38%*	5 *7%* *33%*
Net: 6/5/4	**83** ***34%***	35 *34%* *42%*	48 *35%* *58%*	43 *48%* *52%* D	22 *27%* *26%*	9 *26%* *10%*	7 *33%* *9%*	2 *23%* *3%*	- - -	10 *39%* *12%*	52 *34%* *63%*	21 *35%* *25%*	19 *34%* *23%*	31 *42%* *37%*	25 *33%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 991

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Net: 3/2/1	**73** **30%**	24 *24%* *33%*	49 *35%* *67%*	19 *20%* *25%*	36 *44%* *49%* C	7 *21%* *10%*	6 *25%* *8%*	6 *61%* *8%*	- - -	6 *25%* *9%*	53 *35%* *73%*	13 *21%* *18%*	17 *31%* *24%*	21 *29%* *29%*	19 *25%* *27%*
Mean	**4.99**	5.39	4.68	5.20	4.27	5.90	5.52	4.12	7.56	5.25	4.74	5.55	4.76	5.20	5.13
Standard Deviation	**2.55**	2.54	2.52	2.20	2.58	3.07	2.47	2.22	0.59	2.48	2.56	2.48	2.50	2.52	2.44

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 991

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - MTV**

Base : All who watch MTV regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**11** ***5%***	2 *9%* *16%*	- - -	* *3%* *2%*	9 *4%* *83%*	7 *4%* *67%*	4 *10%* *33%*	10 *4%* *90%*	11 *5%* *100%*	11 *5%* *100%*
9	**5** ***2%***	- - -	* *4%* *7%*	* *3%* *5%*	4 *2%* *89%*	4 *2%* *82%*	1 *2%* *18%*	3 *1%* *71%*	5 *2%* *100%*	5 *2%* *100%*
8	**19** ***8%***	2 *10%* *10%*	1 *9%* *4%*	* *6%* *2%*	16 *8%* *84%*	19 *9%* *96%*	1 *2%* *4%*	19 *8%* *97%*	19 *8%* *100%*	19 *8%* *100%*
7	**39** ***16%***	3 *14%* *7%*	1 *15%* *3%*	2 *26%* *4%*	33 *16%* *85%*	32 *15%* *82%*	7 *19%* *18%*	36 *16%* *94%*	39 *16%* *100%*	39 *16%* *100%*
6	**37** ***15%***	3 *14%* *7%*	2 *19%* *4%*	* *7%* *1%*	32 *16%* *87%*	33 *16%* *90%*	4 *10%* *10%*	37 *16%* *100%*	37 *15%* *100%*	37 *15%* *100%*
5	**21** ***9%***	1 *4%* *3%*	* *5%* *2%*	1 *11%* *4%*	19 *9%* *91%*	16 *8%* *78%*	5 *13%* *22%*	19 *8%* *92%*	21 *9%* *100%*	21 *9%* *100%*
4	**25** ***10%***	1 *3%* *3%*	- - -	1 *13%* *3%*	24 *11%* *94%*	23 *11%* *91%*	2 *6%* *9%*	22 *10%* *88%*	25 *10%* *100%*	25 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 991

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**25** ***10%***	2 *12%* *10%*	1 *10%* *3%*	- - -	22 *10%* *87%*	20 *10%* *82%*	4 *12%* *18%*	23 *10%* *94%*	25 *10%* *100%*	25 *10%* *100%*
2	**19** ***8%***	2 *11%* *12%*	1 *10%* *4%*	1 *12%* *4%*	15 *7%* *79%*	17 *8%* *90%*	2 *5%* *10%*	19 *8%* *100%*	19 *8%* *100%*	19 *8%* *100%*
1	**30** ***12%***	5 *24%* *16%*	2 *28%* *8%*	1 *10%* *2%*	22 *11%* *74%*	24 *12%* *83%*	5 *14%* *17%*	30 *13%* *100%*	30 *12%* *100%*	30 *12%* *100%*
Don't know	**12** ***5%***	* * *	- - -	1 *9%* *5%*	11 *5%* *95%*	10 *5%* *86%*	2 *5%* *14%*	12 *5%* *100%*	12 *5%* *100%*	12 *5%* *100%*
Net: 10/9/8/7	**74** ***31%***	7 *32%* *9%*	2 *28%* *3%*	2 *38%* *3%*	63 *30%* *85%*	62 *30%* *83%*	12 *34%* *17%*	69 *30%* *93%*	74 *31%* *100%*	74 *31%* *100%*
Net: 10/9	**16** ***7%***	2 *9%* *11%*	* *4%* *2%*	* *6%* *2%*	13 *6%* *85%*	11 *5%* *71%*	5 *13%* *29%*	13 *6%* *84%*	16 *7%* *100%*	16 *7%* *100%*
Net: 6/5/4	**83** ***34%***	4 *20%* *5%*	2 *24%* *2%*	2 *31%* *2%*	75 *36%* *90%*	73 *35%* *87%*	10 *29%* *13%*	78 *34%* *94%*	83 *34%* *100%*	83 *34%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 991

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Net: 3/2/1	**73** ***30%***	10 *47%* *13%*	4 *48%* *5%*	1 *22%* *2%*	58 *28%* *80%*	61 *30%* *84%*	11 *32%* *16%*	71 *31%* *98%*	73 *30%* *100%*	73 *30%* *100%*
Mean	**4.99**	4.57	4.28	5.13	5.06	4.97	5.12	4.94	4.99	4.99
Standard Deviation	**2.55**	3.06	2.92	2.73	2.48	2.50	2.82	2.55	2.55	2.55

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 992

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**20** ***6%***	6 *6%* *30%*	14 *6%* *70%*	6 *9%* *28%*	7 *9%* *36%*	3 *5%* *16%*	1 *1%* *4%*	3 *8%* *13%*	1 *2%* *3%*	2 *5%* *10%*	7 *4%* *35%*	11 *10%* *54%*	6 *7%* *29%*	2 *3%* *10%*	7 *6%* *33%*
9	**21** ***6%***	10 *10%* *47%*	11 *5%* *53%*	3 *4%* *12%*	4 *5%* *18%*	6 *9%* *28%*	2 *4%* *12%*	2 *6%* *9%*	5 *18%* *21%*	3 *7%* *15%*	11 *6%* *50%*	7 *7%* *35%*	7 *8%* *35%*	3 *4%* *12%*	6 *5%* *30%*
8	**48** ***15%***	16 *16%* *34%*	32 *14%* *66%*	6 *9%* *11%*	8 *10%* *17%*	9 *13%* *18%*	13 *21%* *26%*	9 *27%* *18%*	5 *19%* *10%*	5 *11%* *10%*	21 *12%* *43%*	22 *21%* *47%*	14 *16%* *29%*	19 *31%* *40%*	8 *7%* *17%*
7	**52** ***16%***	15 *15%* *30%*	36 *16%* *70%*	7 *11%* *13%*	16 *19%* *30%*	14 *21%* *27%*	7 *11%* *13%*	5 *15%* *9%*	4 *15%* *7%*	5 *12%* *10%*	36 *20%* *69%*	11 *10%* *21%*	12 *13%* *23%*	8 *12%* *15%*	18 *16%* *36%*
6	**42** ***13%***	16 *16%* *37%*	27 *12%* *63%*	5 *9%* *13%*	15 *19%* *36%*	4 *7%* *11%*	9 *15%* *21%*	7 *22%* *16%*	1 *5%* *3%*	7 *16%* *16%*	31 *17%* *72%* K	5 *5%* *12%*	11 *12%* *25%*	7 *11%* *16%*	19 *17%* *45%*
5	**52** ***16%***	16 *16%* *30%*	36 *16%* *70%*	11 *18%* *21%*	12 *15%* *24%*	12 *18%* *24%*	11 *18%* *21%*	3 *9%* *6%*	3 *11%* *5%*	3 *8%* *6%*	25 *14%* *48%*	23 *22%* *45%*	18 *21%* *35%*	9 *14%* *17%*	14 *12%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 992

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**22** ***7%***	6 *6%* *29%*	16 *7%* *71%*	5 *8%* *23%*	9 *11%* *41%*	5 *7%* *23%*	2 *3%* *7%*	1 *4%* *6%*	- - -	1 *1%* *3%*	11 *6%* *48%*	11 *10%* *49%*	3 *4%* *14%*	6 *9%* *25%*	9 *7%* *39%*
3	**20** ***6%***	3 *3%* *17%*	16 *7%* *83%*	6 *10%* *31%*	3 *4%* *17%*	2 *3%* *12%*	4 *7%* *22%*	1 *2%* *3%*	3 *12%* *15%*	3 *8%* *18%*	10 *6%* *53%*	6 *5%* *29%*	3 *3%* *13%*	3 *6%* *18%*	10 *9%* *53%*
2	**18** ***6%***	5 *5%* *25%*	14 *6%* *75%*	6 *9%* *31%*	7 *9%* *38%*	3 *5%* *18%*	2 *4%* *13%*	- - -	- - -	3 *8%* *18%*	14 *8%* *76%*	1 *1%* *6%*	6 *7%* *33%*	3 *4%* *15%*	8 *7%* *41%*
1	**19** ***6%***	5 *5%* *27%*	13 *6%* *73%*	4 *6%* *21%*	* * *	8 *12%* *44%* D	4 *6%* *20%*	1 *3%* *5%*	2 *8%* *11%*	6 *15%* *35%* J	8 *4%* *42%*	4 *4%* *23%*	2 *3%* *13%*	4 *6%* *20%*	9 *8%* *50%*
Don't know	**14** ***4%***	1 *1%* *9%*	13 *6%* *91%*	3 *6%* *24%*	* * *2%*	* * *1%*	6 *10%* *44%* DE	1 *4%* *10%*	3 *11%* *19%*	4 *9%* *26%*	7 *4%* *52%*	3 *3%* *22%*	6 *6%* *39%*	- - -	7 *6%* *53%*
Net: 10/9/8/7	**141** ***43%***	48 *48%* *34%*	93 *41%* *66%*	21 *34%* *15%*	35 *42%* *24%*	32 *47%* *23%*	23 *37%* *16%*	18 *56%* *12%*	14 *54%* *10%*	15 *36%* *11%*	74 *41%* *53%*	52 *49%* *37%*	39 *45%* *28%*	32 *50%* *22%*	40 *34%* *28%*
Net: 10/9	**41** ***13%***	16 *16%* *39%*	25 *11%* *61%*	8 *14%* *20%*	11 *13%* *27%*	9 *14%* *22%*	3 *6%* *8%*	4 *14%* *11%*	5 *20%* *12%*	5 *12%* *13%*	18 *10%* *43%*	18 *18%* *45%*	13 *15%* *32%*	5 *7%* *11%*	13 *11%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 992

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**116** ***35%***	38 *38%* *33%*	78 *34%* *67%*	21 *35%* *18%*	37 *45%* *32%*	22 *32%* *19%*	21 *35%* *18%*	11 *35%* *10%*	4 *16%* *3%*	11 *25%* *9%*	66 *37%* *57%*	39 *37%* *34%*	32 *36%* *28%*	21 *34%* *18%*	41 *36%* *36%*
Net: 3/2/1	**57** ***17%***	13 *13%* *23%*	43 *19%* *77%*	15 *26%* *27%*	10 *13%* *18%*	14 *20%* *24%*	10 *17%* *19%*	1 *5%* *3%*	5 *20%* *9%*	13 *31%* *23%* K	32 *18%* *57%*	11 *10%* *20%*	11 *13%* *20%*	10 *16%* *17%*	27 *24%* *48%*
Mean	**5.91**	6.20	5.77	5.44	6.04	5.69	5.77	6.85	6.33	5.28	5.80	6.33	6.21	6.04	5.46
Standard Deviation	**2.42**	2.34	2.45	2.65	2.19	2.62	2.28	1.95	2.64	2.89	2.29	2.38	2.32	2.34	2.51

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 992

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**20** ***6%***	4 *13%* *19%*	1 *5%* *5%*	1 *5%* *3%*	15 *5%* *72%*	19 *6%* *93%*	1 *4%* *7%*	20 *6%* *100%*	20 *6%* *100%*	20 *6%* *100%*
9	**21** ***6%***	3 *11%* *15%*	1 *5%* *5%*	1 *6%* *3%*	16 *6%* *77%*	19 *7%* *91%*	2 *5%* *9%*	21 *7%* *100%*	21 *6%* *100%*	21 *6%* *100%*
8	**48** ***15%***	1 *2%* *1%*	3 *15%* *7%* O	3 *26%* *6%* O	41 *16%* *86%* O	48 *16%* *100%*	- - -	48 *15%* *100%*	48 *15%* *100%*	48 *15%* *100%*
7	**52** ***16%***	6 *22%* *12%*	6 *29%* *12%* QR	1 *10%* *2%*	38 *14%* *74%*	46 *16%* *89%*	6 *16%* *11%*	50 *15%* *96%*	52 *16%* *100%*	52 *16%* *100%*
6	**42** ***13%***	1 *4%* *3%*	3 *15%* *8%*	1 *13%* *3%*	37 *14%* *86%*	35 *12%* *82%*	8 *21%* *18%*	42 *13%* *100%*	42 *13%* *100%*	42 *13%* *100%*
5	**52** ***16%***	7 *23%* *13%*	3 *12%* *5%*	2 *16%* *3%*	41 *15%* *79%*	49 *17%* *95%*	3 *7%* *5%*	50 *16%* *98%*	52 *16%* *100%*	52 *16%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 992

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**22** ***7%***	3 *11%* *15%*	1 *4%* *4%*	1 *6%* *3%*	17 *7%* *79%*	17 *6%* *78%*	5 *13%* *22%*	22 *7%* *100%*	22 *7%* *100%*	22 *7%* *100%*
3	**20** ***6%***	1 *4%* *6%*	1 *6%* *6%*	1 *6%* *3%*	16 *6%* *84%*	17 *6%* *88%*	2 *7%* *12%*	19 *6%* *99%*	20 *6%* *100%*	20 *6%* *100%*
2	**18** ***6%***	1 *2%* *3%*	1 *5%* *6%*	* *3%* *2%*	16 *6%* *89%*	15 *5%* *83%*	3 *9%* *17%*	18 *6%* *100%*	18 *6%* *100%*	18 *6%* *100%*
1	**19** ***6%***	2 *6%* *10%*	1 *4%* *5%*	1 *6%* *4%*	15 *6%* *82%*	14 *5%* *76%*	4 *13%* *24%*	19 *6%* *100%*	19 *6%* *100%*	19 *6%* *100%*
Don't know	**14** ***4%***	* *1%* *3%*	* *1%* *2%*	* *4%* *3%*	13 *5%* *92%*	12 *4%* *88%*	2 *5%* *11%*	14 *4%* *100%*	14 *4%* *100%*	14 *4%* *100%*
Net: 10/9/8/7	**141** ***43%***	14 *48%* *10%*	11 *53%* *8%*	5 *47%* *4%*	110 *41%* *78%*	132 *45%* *94%*	9 *25%* *6%*	139 *43%* *99%*	141 *43%* *100%*	141 *43%* *100%*
Net: 10/9	**41** ***13%***	7 *24%* *17%* R	2 *10%* *5%*	1 *11%* *3%*	31 *12%* *75%*	38 *13%* *92%*	3 *9%* *8%*	41 *13%* *100%*	41 *13%* *100%*	41 *13%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 992

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes that make me stop and think ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**116** ***35%***	11 *38%* *10%*	7 *31%* *6%*	4 *34%* *3%*	95 *36%* *81%*	101 *35%* *87%*	15 *42%* *13%*	115 *35%* *99%*	116 *35%* *100%*	116 *35%* *100%*
Net: 3/2/1	**57** ***17%***	4 *12%* *6%*	3 *15%* *6%*	2 *15%* *3%*	48 *18%* *85%*	46 *16%* *82%*	10 *28%* *18%*	56 *17%* *100%*	57 *17%* *100%*	57 *17%* *100%*
Mean	**5.91**	6.16	6.17	6.12	5.85	6.03	4.89	5.91	5.91	5.91
Standard Deviation	**2.42**	2.57	2.23	2.49	2.42	2.38	2.53	2.43	2.42	2.42

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 993

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows programmes that make me stop and think - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	29 *6%*	29 *4%*	16 *3%*	11 *4%*	69 *15%*	54 *10%*	85 *15%*	11 *5%*	20 *6%*
9	9 *2%*	21 *3%*	23 *5%*	21 *7%*	56 *12%*	85 *16%*	93 *17%*	5 *2%*	21 *6%*
8	58 *11%*	74 *11%*	78 *16%*	42 *14%*	126 *27%*	145 *27%*	170 *30%*	19 *8%*	48 *15%*
7	99 *19%*	102 *15%*	76 *16%*	50 *17%*	76 *17%*	87 *16%*	109 *19%*	39 *16%*	52 *16%*
6	94 *18%*	127 *19%*	87 *18%*	47 *16%*	46 *10%*	51 *9%*	33 *6%*	37 *15%*	42 *13%*
5	85 *17%*	103 *15%*	66 *14%*	39 *13%*	45 *10%*	59 *11%*	36 *6%*	21 *9%*	52 *16%*
4	34 *7%*	51 *8%*	45 *9%*	29 *10%*	12 *3%*	11 *2%*	9 *2%*	25 *10%*	22 *7%*
3	21 *4%*	48 *7%*	24 *5%*	14 *5%*	9 *2%*	13 *2%*	9 *2%*	25 *10%*	20 *6%*
2	19 *4%*	33 *5%*	24 *5%*	16 *5%*	3 *1%*	7 *1%*	4 *1%*	19 *8%*	18 *6%*
1	31 *6%*	43 *7%*	15 *3%*	14 *5%*	5 *1%*	4 *1%*	2 *	30 *12%*	19 *6%*
Don't know	31 *6%*	37 *6%*	31 *6%*	15 *5%*	13 *3%*	25 *5%*	13 *2%*	12 *5%*	14 *4%*
Net: 10/9/8/7	195 *38%*	226 *34%*	194 *40%*	125 *42%*	328 *71%*	371 *69%*	458 *81%*	74 *31%*	141 *43%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 993

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows programmes that make me stop and think - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	37 *7%*	50 *7%*	40 *8%*	32 *11%*	126 *27%*	139 *26%*	178 *32%*	16 *7%*	41 *13%*
Net: 6/5/4	213 *42%*	281 *42%*	199 *41%*	115 *39%*	103 *22%*	121 *22%*	79 *14%*	83 *34%*	116 *35%*
Net: 3/2/1	71 *14%*	125 *19%*	64 *13%*	44 *15%*	17 *4%*	23 *4%*	15 *3%*	73 *30%*	57 *17%*
Mean	5.81	5.57	5.92	5.89	7.44	7.33	7.74	4.99	5.91
Standard Deviation	2.22	2.29	2.14	2.28	1.90	1.88	1.69	2.55	2.42

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 994

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**45** ***9%***	15 *7%* *33%*	30 *10%* *67%*	11 *10%* *24%*	11 *8%* *25%*	7 *9%* *16%*	8 *10%* *18%*	3 *7%* *6%*	5 *7%* *10%*	4 *6%* *10%*	22 *8%* *49%*	18 *11%* *41%*	10 *7%* *22%*	10 *8%* *23%*	16 *11%* *37%*
9	**43** ***8%***	16 *8%* *38%*	27 *9%* *62%*	12 *11%* *28%*	16 *12%* *38%*	4 *5%* *9%*	5 *7%* *12%*	3 *7%* *6%*	2 *4%* *6%*	5 *7%* *13%*	31 *11%* *72%*	6 *4%* *15%*	10 *7%* *23%*	10 *7%* *22%*	11 *8%* *26%*
8	**104** ***20%***	28 *14%* *27%*	76 *24%* *73%* A	19 *18%* *18%*	37 *26%* *36%*	20 *24%* *20%*	12 *15%* *12%*	6 *16%* *6%*	10 *15%* *9%*	19 *26%* *18%*	57 *21%* *55%*	27 *17%* *27%*	37 *27%* *36%*	17 *14%* *17%*	28 *20%* *27%*
7	**105** ***21%***	34 *17%* *33%*	71 *23%* *67%*	23 *22%* *22%*	25 *18%* *24%*	16 *19%* *15%*	15 *19%* *14%*	12 *32%* *11%*	15 *24%* *14%*	14 *19%* *13%*	52 *19%* *49%*	39 *24%* *37%*	37 *27%* *35%*	19 *15%* *18%*	31 *22%* *30%*
6	**79** ***16%***	37 *19%* *47%*	42 *14%* *53%*	22 *21%* *28%*	23 *16%* *29%*	9 *11%* *11%*	16 *20%* *20%*	1 *4%* *2%*	8 *12%* *10%*	10 *13%* *13%*	40 *15%* *50%*	29 *18%* *37%*	14 *10%* *18%*	30 *24%* *38%* L	23 *16%* *28%*
5	**69** ***13%***	41 *20%* *59%* B	28 *9%* *41%*	13 *13%* *20%*	12 *9%* *18%*	18 *21%* *26%* D	8 *10%* *12%*	8 *22%* *12%*	9 *14%* *13%*	9 *12%* *13%*	41 *15%* *59%*	19 *12%* *28%*	18 *13%* *26%*	17 *14%* *25%*	22 *16%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 994

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**27** ***5%***	9 *4%* *33%*	18 *6%* *67%*	- - -	5 *4%* *20%*	5 *6%* *19%* C	8 *10%* *31%* C	2 *6%* *9%*	6 *9%* *21%* C	5 *6%* *17%*	12 *4%* *45%*	10 *6%* *37%*	3 *3%* *13%*	15 *12%* *55%* LN	3 *2%* *11%*
3	**19** ***4%***	10 *5%* *53%*	9 *3%* *47%*	4 *3%* *19%*	7 *5%* *34%*	1 *1%* *6%*	4 *5%* *23%*	- - -	3 *5%* *18%*	6 *8%* *32%*	8 *3%* *41%*	5 *3%* *26%*	5 *3%* *24%*	9 *7%* *47%*	3 *2%* *18%*
2	**4** ***1%***	1 *1%* *31%*	3 *1%* *69%*	- - -	2 *2%* *62%*	* * *8%*	1 *2%* *31%*	- - -	- - -	- - -	2 *1%* *38%*	2 *2%* *62%*	2 *2%* *62%*	* * *	1 *1%* *31%*
1	**5** ***1%***	3 *1%* *61%*	2 *1%* *39%*	1 *1%* *23%*	* * *5%*	1 *1%* *23%*	1 *1%* *12%*	1 *3%* *26%*	* *1%* *11%*	1 *1%* *12%*	4 *1%* *80%*	* * *8%*	1 *1%* *26%*	- - -	- - -
Don't know	**11** ***2%***	5 *3%* *46%*	6 *2%* *54%*	2 *2%* *15%*	1 *1%* *12%*	2 *2%* *18%*	1 *1%* *10%*	1 *2%* *5%*	4 *7%* *40%* D	1 *2%* *13%*	6 *2%* *56%*	3 *2%* *31%*	1 *1%* *9%*	- - -	5 *3%* *41%*
Net: 10/9/8/7	**296** ***58%***	93 *47%* *31%*	204 *65%* *69%* A	65 *61%* *22%*	89 *64%* *30%*	47 *56%* *16%*	40 *50%* *14%*	23 *62%* *8%*	32 *51%* *11%*	43 *58%* *14%*	162 *59%* *55%*	91 *57%* *31%*	93 *68%* *32%* M	56 *44%* *19%*	87 *61%* *29%*
Net: 10/9	**88** ***17%***	31 *16%* *35%*	57 *18%* *65%*	23 *21%* *26%*	28 *20%* *32%*	11 *13%* *13%*	13 *17%* *15%*	5 *14%* *6%*	7 *11%* *8%*	10 *13%* *11%*	53 *19%* *61%*	25 *15%* *28%*	20 *14%* *23%*	20 *15%* *22%*	28 *19%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 994

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
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Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**175** ***34%***	86 *43%* *49%* B	88 *28%* *51%*	36 *33%* *20%*	41 *29%* *23%*	32 *38%* *18%*	32 *41%* *19%*	12 *33%* *7%*	22 *36%* *13%*	23 *31%* *13%*	93 *34%* *53%*	58 *36%* *34%*	35 *26%* *20%*	63 *49%* *36%* L	48 *33%* *27%*
Net: 3/2/1	**28** ***5%***	14 *7%* *51%*	14 *4%* *49%*	5 *4%* *17%*	9 *7%* *33%*	3 *3%* *9%*	6 *8%* *22%*	1 *3%* *4%*	4 *6%* *14%*	7 *9%* *24%*	13 *5%* *47%*	8 *5%* *28%*	8 *6%* *30%*	9 *7%* *32%*	5 *3%* *17%*
Mean	**6.80**	6.46	7.02 A	7.06	7.00	6.72	6.53	6.64	6.47	6.64	6.87	6.77	6.91	6.38	7.03 M
Standard Deviation	**1.92**	1.96	1.86	1.80	1.90	1.89	2.07	1.95	1.93	1.96	1.92	1.89	1.84	1.94	1.79

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 994

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**45** ***9%***	4 *8%* *9%*	3 *9%* *7%*	1 *7%* *3%*	36 *9%* *82%*	39 *8%* *87%*	6 *18%* *13%*	44 *9%* *99%*	45 *9%* *100%*	31 *10%* *70%*	13 *7%* *30%*	14 *6%* *31%*
9	**43** ***8%***	6 *12%* *14%*	5 *14%* *11%*	2 *11%* *4%*	31 *7%* *71%*	42 *9%* *97%*	2 *5%* *3%*	43 *9%* *100%*	43 *8%* *100%*	25 *8%* *59%*	18 *9%* *41%*	18 *8%* *41%*
8	**104** ***20%***	11 *22%* *11%*	6 *19%* *6%*	4 *22%* *3%*	82 *20%* *80%*	99 *21%* *96%*	5 *15%* *4%*	101 *20%* *97%*	104 *20%* *100%*	66 *21%* *64%*	38 *19%* *36%*	39 *18%* *37%*
7	**105** ***21%***	10 *20%* *10%*	5 *14%* *4%*	3 *19%* *3%*	87 *21%* *83%*	98 *21%* *94%*	7 *22%* *6%*	105 *21%* *100%*	105 *21%* *100%*	69 *22%* *66%*	36 *18%* *34%*	41 *19%* *39%*
6	**79** ***16%***	4 *8%* *5%*	6 *17%* *7%*	2 *15%* *3%*	67 *16%* *84%*	76 *16%* *96%*	4 *11%* *4%*	79 *16%* *100%*	79 *16%* *100%*	53 *17%* *67%*	26 *13%* *33%*	28 *13%* *35%*
5	**69** ***13%***	5 *11%* *8%*	2 *7%* *4%*	3 *19%* *4%* P	58 *14%* *84%*	63 *13%* *92%*	5 *17%* *8%*	67 *13%* *98%*	69 *13%* *100%*	37 *12%* *53%*	32 *16%* *47%*	37 *18%* *54%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 994

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**27** ***5%***	2 *5%* *9%*	3 *9%* *12%* Q	* *1%* *1%*	21 *5%* *79%*	25 *5%* *93%*	2 *6%* *7%*	27 *5%* *99%*	27 *5%* *100%*	15 *5%* *54%*	12 *6%* *46%*	14 *7%* *51%*
3	**19** ***4%***	* *1%* *2%*	2 *5%* *9%*	- - -	17 *4%* *88%*	18 *4%* *92%*	2 *5%* *8%*	19 *4%* *98%*	19 *4%* *100%*	10 *3%* *52%*	9 *5%* *48%*	9 *4%* *48%*
2	**4** ***1%***	- - -	* *1%* *8%*	- - -	4 *1%* *92%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	1 * *31%*	2 *1%* *62%*	2 *1%* *62%*
1	**5** ***1%***	3 *6%* *61%* R	- - -	1 *4%* *13%* PR	1 * *26%*	4 *1%* *92%*	* *1%* *8%*	5 *1%* *100%*	5 *1%* *100%*	2 *1%* *38%*	3 *1%* *62%*	3 *1%* *62%*
Don't know	**11** ***2%***	4 *8%* *36%* R	1 *4%* *12%*	* *2%* *3%*	5 *1%* *49%*	11 *2%* *100%*	- - -	11 *2%* *100%*	11 *2%* *100%*	5 *2%* *49%*	6 *3%* *51%*	6 *3%* *56%*
Net: 10/9/8/7	**296** ***58%***	32 *62%* *11%*	18 *56%* *6%*	10 *59%* *3%*	237 *58%* *80%*	278 *58%* *94%*	19 *60%* *6%*	293 *58%* *99%*	296 *58%* *100%*	191 *61%* *65%*	105 *54%* *35%*	111 *53%* *37%*
Net: 10/9	**88** ***17%***	10 *20%* *11%*	8 *23%* *9%*	3 *18%* *3%*	67 *16%* *77%*	80 *17%* *92%*	7 *23%* *8%*	87 *17%* *100%*	88 *17%* *100%*	56 *18%* *64%*	31 *16%* *35%*	31 *15%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 994

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**175** ***34%***	12 *23%* *7%*	11 *34%* *7%*	6 *35%* *3%*	146 *36%* *83%*	164 *34%* *94%*	11 *34%* *6%*	173 *34%* *99%*	175 *34%* *100%*	105 *33%* *60%*	70 *36%* *40%*	78 *37%* *45%*
Net: 3/2/1	**28** ***5%***	3 *7%* *12%*	2 *6%* *7%*	1 *4%* *2%*	22 *5%* *78%*	26 *5%* *93%*	2 *6%* *7%*	27 *5%* *99%*	28 *5%* *100%*	13 *4%* *46%*	15 *7%* *53%*	15 *7%* *53%*
Mean	**6.80**	6.88	6.88	6.87	6.79	6.80	6.90	6.80	6.80	6.95	6.58	6.54
Standard Deviation	**1.92**	2.23	2.06	1.98	1.87	1.90	2.16	1.92	1.92	1.83	2.03	1.99

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 995

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**88** ***13%***	35 *12%* *40%*	53 *14%* *60%*	47 *24%* *53%* DE F	22 *9%* *25%*	7 *7%* *8%*	9 *10%* *10%*	* *1%* *	3 *14%* *3%*	11 *9%* *13%*	51 *13%* *58%*	26 *16%* *30%*	34 *21%* *39%* N	19 *12%* *22%*	20 *9%* *23%*
9	**83** ***12%***	28 *10%* *33%*	55 *15%* *67%*	41 *21%* *50%* EF	29 *12%* *35%* F	10 *10%* *12%* F	1 *1%* *2%*	1 *4%* *2%*	- - -	15 *12%* *18%*	51 *13%* *61%*	17 *11%* *21%*	14 *8%* *17%*	16 *10%* *20%*	38 *17%* *46%*
8	**153** ***23%***	71 *24%* *46%*	82 *22%* *54%*	50 *26%* *33%*	58 *25%* *38%*	22 *22%* *14%*	12 *14%* *8%*	5 *16%* *3%*	6 *25%* *4%*	27 *23%* *18%*	90 *23%* *59%*	36 *22%* *23%*	37 *23%* *24%*	36 *22%* *23%*	52 *23%* *34%*
7	**126** ***19%***	68 *24%* *54%* B	58 *15%* *46%*	26 *14%* *21%*	56 *24%* *44%* C	18 *18%* *14%*	19 *22%* *15%*	7 *22%* *6%*	- - -	22 *18%* *18%*	73 *19%* *58%*	31 *19%* *24%*	30 *18%* *23%*	31 *19%* *25%*	48 *21%* *38%*
6	**66** ***10%***	29 *10%* *44%*	37 *10%* *56%*	4 *2%* *6%*	27 *11%* *41%* C	17 *17%* *25%* C	10 *11%* *15%* C	4 *13%* *6%*	4 *20%* *7%*	13 *11%* *20%*	39 *10%* *58%*	14 *9%* *22%*	16 *10%* *24%*	21 *13%* *32%*	21 *9%* *31%*
5	**76** ***11%***	34 *12%* *45%*	42 *11%* *55%*	16 *8%* *22%*	21 *9%* *27%*	13 *13%* *18%*	15 *18%* *20%*	7 *21%* *9%*	3 *15%* *4%*	13 *11%* *17%*	40 *10%* *53%*	23 *14%* *30%*	17 *11%* *23%*	17 *10%* *22%*	30 *13%* *40%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 995

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**30** ***4%***	9 *3%* *32%*	21 *5%* *68%*	6 *3%* *19%*	9 *4%* *30%*	4 *4%* *15%*	9 *10%* *29%*	2 *6%* *6%*	1 *3%* *2%*	6 *5%* *20%*	18 *5%* *61%*	6 *4%* *19%*	4 *2%* *12%*	12 *7%* *40%*	6 *3%* *19%*
3	**11** ***2%***	6 *2%* *52%*	5 *1%* *48%*	- - -	5 *2%* *44%*	4 *4%* *39%* C	2 *2%* *17%*	- - -	- - -	2 *2%* *21%*	7 *2%* *62%*	2 *1%* *17%*	3 *2%* *28%*	4 *2%* *33%*	3 *1%* *28%*
2	**11** ***2%***	2 *1%* *16%*	10 *3%* *84%*	- - -	6 *3%* *52%*	1 *1%* *7%*	4 *4%* *32%* C	1 *3%* *9%*	- - -	7 *6%* *65%* JK	4 *1%* *35%*	- - -	* * *	6 *4%* *53%*	4 *2%* *35%*
1	**5** ***1%***	3 *1%* *64%*	2 * *36%*	1 * *15%*	- - -	2 *2%* *33%*	2 *3%* *47%*	* *1%* *6%*	- - -	1 *1%* *20%*	4 *1%* *80%*	- - -	1 *1%* *30%*	- - -	1 * *19%*
Don't know	**19** ***3%***	6 *2%* *30%*	13 *4%* *70%*	2 *1%* *9%*	2 *1%* *12%*	2 *2%* *9%*	4 *5%* *21%*	4 *14%* *23%*	5 *22%* *26%*	2 *2%* *12%*	10 *3%* *54%*	7 *4%* *35%*	7 *4%* *36%*	4 *2%* *20%*	3 *2%* *18%*
Net: 10/9/8/7	**451** ***67%***	202 *70%* *45%*	248 *66%* *55%*	164 *85%* *36%* DE F	165 *70%* *37%* EF	57 *57%* *13%*	41 *48%* *9%*	14 *43%* *3%*	9 *39%* *2%*	75 *63%* *17%*	265 *69%* *59%*	110 *68%* *24%*	114 *71%* *25%*	103 *62%* *23%*	158 *70%* *35%*
Net: 10/9	**171** ***26%***	63 *22%* *37%*	108 *29%* *63%*	88 *46%* *52%* DE F	51 *22%* *30%*	17 *17%* *10%*	10 *11%* *6%*	2 *5%* *1%*	3 *14%* *2%*	26 *21%* *15%*	102 *26%* *59%*	44 *27%* *25%*	48 *30%* *28%*	35 *21%* *21%*	58 *26%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 995

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 6/5/4	**172** ***26%***	72 *25%* *42%*	100 *26%* *58%*	26 *13%* *15%*	56 *24%* *33%* C	35 *35%* *20%* C	34 *39%* *20%* CD	13 *40%* *7%*	9 *39%* *5%*	32 *27%* *19%*	97 *25%* *56%*	43 *26%* *25%*	36 *22%* *21%*	50 *30%* *29%*	56 *25%* *33%*
Net: 3/2/1	**27** ***4%***	10 *4%* *39%*	16 *4%* *61%*	1 *** *3%*	11 *5%* *40%* C	7 *7%* *24%* C	8 *9%* *29%* C	1 *4%* *5%*	- - -	11 *9%* *39%* K	14 *4%* *54%*	2 *1%* *7%*	4 *3%* *16%*	10 *6%* *36%*	8 *3%* *29%*
Mean	**7.23**	7.20	7.25	8.13 D EF	7.17 F	6.76	6.22	6.24	7.09	6.84	7.27	7.42	7.55	6.94	7.24
Standard Deviation	**1.97**	1.86	2.05	1.69	1.84	1.96	2.19	1.70	1.88	2.18	1.95	1.80	1.92	2.05	1.84

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 995

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**88** ***13%***	8 *12%* *9%*	3 *10%* *3%*	4 *18%* *5%*	74 *13%* *83%*	82 *13%* *93%*	7 *14%* *7%*	83 *13%* *94%*	88 *13%* *100%*	58 *14%* *65%*	30 *12%* *35%*	30 *12%* *35%*
9	**83** ***12%***	10 *15%* *12%*	3 *12%* *4%*	2 *8%* *2%*	68 *12%* *82%*	75 *12%* *91%*	8 *17%* *9%*	81 *12%* *98%*	83 *12%* *100%*	44 *11%* *53%*	38 *15%* *47%*	38 *15%* *47%*
8	**153** ***23%***	18 *27%* *11%*	5 *18%* *3%*	7 *28%* *4%*	124 *22%* *81%*	141 *23%* *92%*	12 *26%* *8%*	152 *23%* *99%*	153 *23%* *100%*	90 *22%* *58%*	64 *25%* *42%*	64 *24%* *42%*
7	**126** ***19%***	7 *11%* *5%*	5 *21%* *4%*	5 *20%* *4%*	109 *20%* *86%*	117 *19%* *92%*	9 *20%* *8%*	123 *19%* *97%*	126 *19%* *100%*	87 *21%* *69%*	39 *15%* *31%*	41 *16%* *33%*
6	**66** ***10%***	4 *6%* *6%*	2 *7%* *3%*	3 *12%* *5%*	58 *10%* *87%*	60 *10%* *91%*	6 *13%* *9%*	66 *10%* *100%*	66 *10%* *100%*	45 *11%* *67%*	22 *8%* *33%*	22 *8%* *33%*
5	**76** ***11%***	7 *11%* *9%*	3 *11%* *4%*	2 *9%* *3%*	64 *12%* *84%*	73 *12%* *96%*	3 *6%* *4%*	71 *11%* *93%*	76 *11%* *100%*	36 *9%* *48%*	40 *15%* *52%* X	40 *15%* *52%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 995

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**30** ***4%***	6 *9%* *20%* QR	2 *10%* *8%* QR	* *1%* *	21 *4%* *71%*	29 *5%* *96%*	1 *2%* *4%*	30 *5%* *100%*	30 *4%* *100%*	23 *6%* *75%*	7 *3%* *25%*	7 *3%* *25%*
3	**11** ***2%***	1 *1%* *6%*	- - -	* *2%* *4%*	10 *2%* *90%*	11 *2%* *100%*	- - -	11 *2%* *100%*	11 *2%* *100%*	9 *2%* *80%*	2 *1%* *20%*	2 *1%* *20%*
2	**11** ***2%***	1 *1%* *4%*	1 *3%* *6%*	* *1%* *2%*	10 *2%* *87%*	11 *2%* *100%*	- - -	11 *2%* *100%*	11 *2%* *100%*	6 *1%* *50%*	5 *2%* *48%*	5 *2%* *48%*
1	**5** ***1%***	1 *2%* *28%*	1 *4%* *20%* R	* *1%* *4%*	2 * *49%*	4 *1%* *81%*	1 *2%* *19%*	5 *1%* *100%*	5 *1%* *100%*	1 * *27%*	3 *1%* *73%*	3 *1%* *73%*
Don't know	**19** ***3%***	3 *5%* *17%*	1 *5%* *7%*	* *2%* *2%*	14 *3%* *73%*	19 *3%* *100%*	- - -	19 *3%* *100%*	19 *3%* *100%*	11 *3%* *55%*	9 *3%* *45%*	9 *3%* *45%*
Net: 10/9/8/7	**451** ***67%***	42 *65%* *9%*	16 *61%* *3%*	18 *73%* *4%*	375 *68%* *83%*	414 *67%* *92%*	36 *77%* *8%*	438 *67%* *97%*	451 *67%* *100%*	279 *68%* *62%*	172 *66%* *38%*	174 *66%* *39%*
Net: 10/9	**171** ***26%***	18 *27%* *10%*	6 *22%* *3%*	6 *26%* *4%*	141 *26%* *83%*	157 *25%* *92%*	14 *31%* *8%*	164 *25%* *96%*	171 *26%* *100%*	102 *25%* *60%*	69 *27%* *40%*	69 *26%* *40%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 995

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 6/5/4	**172** ***26%***	17 *26%* *10%*	7 *28%* *4%*	5 *22%* *3%*	143 *26%* *83%*	162 *26%* *94%*	10 *21%* *6%*	167 *26%* *97%*	172 *26%* *100%*	103 *25%* *60%*	69 *26%* *40%*	69 *26%* *40%*
Net: 3/2/1	**27** ***4%***	2 *4%* *9%*	2 *6%* *6%*	1 *4%* *3%*	22 *4%* *82%*	26 *4%* *97%*	1 *2%* *3%*	27 *4%* *100%*	27 *4%* *100%*	16 *4%* *58%*	11 *4%* *41%*	11 *4%* *41%*
Mean	**7.23**	7.20	6.77	7.49 P	7.24	7.20	7.58	7.22	7.23	7.24	7.21	7.21
Standard Deviation	**1.97**	2.15	2.31	1.86	1.94	1.98	1.78	1.97	1.97	1.93	2.02	2.01

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 996

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**39** ***8%***	20 *8%* *52%*	19 *8%* *48%*	10 *14%* *26%*	7 *6%* *19%*	8 *8%* *21%*	7 *8%* *17%*	3 *6%* *7%*	4 *7%* *10%*	5 *6%* *14%*	21 *8%* *54%*	13 *10%* *33%*	8 *7%* *20%*	9 *7%* *23%*	12 *7%* *30%*
9	**85** ***17%***	50 *19%* *58%*	35 *15%* *42%*	19 *27%* *22%* FH	30 *24%* *36%* FH	19 *19%* *23%* H	7 *9%* *9%*	7 *15%* *8%*	2 *3%* *2%*	15 *19%* *18%*	49 *18%* *57%*	21 *16%* *24%*	20 *19%* *24%*	23 *19%* *28%*	29 *18%* *34%*
8	**110** ***23%***	54 *21%* *49%*	55 *24%* *51%*	18 *26%* *17%*	22 *17%* *20%*	28 *28%* *26%*	19 *23%* *17%*	8 *18%* *7%*	14 *24%* *12%*	22 *27%* *20%*	69 *25%* *63%*	19 *14%* *17%*	31 *29%* *28%*	23 *19%* *21%*	32 *20%* *30%*
7	**99** ***20%***	51 *20%* *51%*	48 *21%* *49%*	8 *11%* *8%*	35 *27%* *36%* C	22 *22%* *22%*	15 *19%* *16%*	8 *17%* *8%*	11 *19%* *11%*	20 *24%* *20%*	50 *18%* *50%*	30 *23%* *30%*	18 *16%* *18%*	28 *22%* *28%*	36 *22%* *37%*
6	**68** ***14%***	35 *14%* *51%*	33 *14%* *49%*	7 *9%* *10%*	15 *11%* *22%*	12 *11%* *17%*	18 *21%* *26%*	9 *19%* *13%*	9 *15%* *13%*	10 *12%* *14%*	36 *13%* *52%*	23 *17%* *33%*	11 *11%* *17%*	16 *13%* *23%*	30 *18%* *44%*
5	**33** ***7%***	21 *8%* *63%*	12 *5%* *37%*	1 *1%* *2%*	8 *6%* *24%*	7 *7%* *20%*	9 *12%* *29%* C	1 *1%* *2%*	7 *13%* *23%* C	5 *6%* *15%*	18 *7%* *55%*	10 *8%* *31%*	7 *6%* *20%*	5 *4%* *15%*	13 *8%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 996

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**20** ***4%***	9 *4%* *47%*	10 *5%* *53%*	2 *3%* *11%*	6 *5%* *31%*	4 *4%* *22%*	1 *1%* *5%*	4 *8%* *19%*	2 *4%* *12%*	1 *2%* *6%*	9 *3%* *47%*	9 *7%* *47%*	3 *3%* *14%*	12 *9%* *58%* N	2 *1%* *11%*
3	**6** ***1%***	6 *2%* *94%*	* * *6%*	2 *2%* *28%*	2 *1%* *27%*	* * *5%*	* * *3%*	2 *4%* *30%*	* *1%* *7%*	- - -	5 *2%* *83%*	1 *1%* *17%*	2 *2%* *28%*	2 *1%* *26%*	1 *1%* *15%*
2	**7** ***1%***	2 *1%* *31%*	5 *2%* *69%*	2 *2%* *24%*	1 *1%* *22%*	2 *1%* *23%*	2 *2%* *31%*	- - -	- - -	- - -	7 *2%* *100%*	- - -	3 *3%* *42%*	- - -	3 *2%* *53%*
1	**9** ***2%***	4 *1%* *43%*	5 *2%* *57%*	3 *4%* *30%*	- - -	- - -	* * *2%*	3 *6%* *30%* DE	3 *6%* *38%* DE	* * *2%*	4 *2%* *50%*	4 *3%* *48%*	- - -	4 *4%* *52%*	4 *2%* *42%*
Don't know	**12** ***2%***	6 *2%* *48%*	6 *3%* *52%*	* * *	2 *1%* *14%*	- - -	3 *4%* *26%*	3 *6%* *24%* E	4 *8%* *37%* E	3 *4%* *27%*	6 *2%* *52%*	3 *2%* *21%*	5 *5%* *42%*	2 *1%* *13%*	2 *1%* *13%*
Net: 10/9/8/7	**332** ***68%***	175 *68%* *53%*	158 *69%* *47%*	55 *78%* *17%* FG H	95 *74%* *29%* GH	78 *76%* *23%* FG H	48 *59%* *15%*	25 *55%* *8%*	30 *53%* *9%*	62 *76%* *19%*	188 *69%* *57%*	82 *62%* *25%*	76 *71%* *23%*	83 *68%* *25%*	109 *67%* *33%*
Net: 10/9	**124** ***25%***	70 *27%* *56%*	54 *24%* *44%*	29 *41%* *24%* FH	38 *29%* *30%* H	27 *27%* *22%* H	14 *17%* *11%*	10 *21%* *8%*	6 *10%* *5%*	21 *25%* *17%*	70 *25%* *56%*	33 *25%* *27%*	28 *26%* *23%*	32 *26%* *26%*	40 *25%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 996

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**121** ***25%***	65 *25%* *54%*	56 *24%* *46%*	10 *13%* *8%*	29 *22%* *24%*	23 *22%* *19%*	28 *34%* *23%* C	13 *29%* *11%*	19 *33%* *15%* C	16 *20%* *13%*	63 *23%* *52%*	42 *32%* *35%*	21 *20%* *17%*	32 *26%* *27%*	45 *28%* *37%*
Net: 3/2/1	**21** ***4%***	12 *5%* *54%*	10 *4%* *46%*	6 *8%* *28%*	3 *2%* *15%*	2 *2%* *9%*	2 *3%* *11%*	5 *10%* *21%* E	4 *6%* *17%*	* * *1%*	16 *6%* *75%*	5 *4%* *24%*	5 *4%* *21%*	6 *5%* *28%*	8 *5%* *37%*
Mean	**7.19**	7.21	7.18	7.58 H	7.33 H	7.44 G H	7.03	6.66	6.57	7.56	7.19	6.98	7.39	7.03	7.12
Standard Deviation	**1.91**	1.90	1.93	2.24	1.69	1.66	1.73	2.30	2.12	1.41	1.97	2.03	1.80	2.08	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 996

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**39** ***8%***	5 *10%* *13%*	3 *12%* *8%*	2 *15%* *6%* R	28 *7%* *72%*	33 *7%* *86%*	5 *13%* *14%*	39 *8%* *100%*	39 *8%* *100%*	39 *8%* *100%*
9	**85** ***17%***	9 *17%* *10%*	2 *7%* *2%*	2 *12%* *2%*	72 *18%* *85%* P	81 *18%* *95%*	4 *11%* *5%*	85 *17%* *100%*	85 *17%* *100%*	85 *17%* *100%*
8	**110** ***23%***	12 *23%* *11%*	8 *28%* *7%*	4 *26%* *4%*	86 *22%* *79%*	102 *23%* *93%*	8 *19%* *7%*	110 *23%* *100%*	110 *23%* *100%*	110 *23%* *100%*
7	**99** ***20%***	8 *16%* *8%*	7 *24%* *7%*	3 *17%* *3%*	81 *21%* *82%*	88 *20%* *89%*	11 *28%* *11%*	99 *20%* *100%*	99 *20%* *100%*	99 *20%* *100%*
6	**68** ***14%***	7 *15%* *11%*	2 *7%* *3%*	1 *9%* *2%*	57 *15%* *84%*	63 *14%* *93%*	5 *12%* *7%*	68 *14%* *100%*	68 *14%* *100%*	68 *14%* *100%*
5	**33** ***7%***	4 *9%* *13%*	3 *10%* *8%*	1 *9%* *5%*	24 *6%* *74%*	30 *7%* *91%*	3 *7%* *9%*	32 *7%* *96%*	33 *7%* *100%*	33 *7%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 996

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**20** ***4%***	2 *4%* *10%*	1 *3%* *4%*	* *3%* *2%*	17 *4%* *84%*	20 *4%* *100%*	- - -	20 *4%* *100%*	20 *4%* *100%*	20 *4%* *100%*
3	**6** ***1%***	- - -	1 *4%* *18%* O	1 *5%* *13%* OR	4 *1%* *70%*	5 *1%* *85%*	1 *2%* *15%*	6 *1%* *100%*	6 *1%* *100%*	6 *1%* *100%*
2	**7** ***1%***	- - -	* *1%* *5%*	- - -	6 *2%* *95%*	6 *1%* *88%*	1 *2%* *12%*	7 *1%* *100%*	7 *1%* *100%*	7 *1%* *100%*
1	**9** ***2%***	- - -	- - -	1 *3%* *6%* O	8 *2%* *94%*	8 *2%* *96%*	* *1%* *4%*	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
Don't know	**12** ***2%***	3 *6%* *25%*	1 *2%* *5%*	* *1%* *1%*	8 *2%* *68%*	10 *2%* *87%*	2 *4%* *13%*	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
Net: 10/9/8/7	**332** ***68%***	34 *67%* *10%*	19 *72%* *6%*	11 *70%* *3%*	268 *68%* *81%*	304 *68%* *91%*	29 *71%* *9%*	332 *68%* *100%*	332 *68%* *100%*	332 *68%* *100%*
Net: 10/9	**124** ***25%***	14 *27%* *11%*	5 *19%* *4%*	4 *27%* *4%*	100 *26%* *81%*	114 *26%* *92%*	10 *24%* *8%*	124 *25%* *100%*	124 *25%* *100%*	124 *25%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 996

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**121** ***25%***	14 *28%* *11%*	6 *21%* *5%*	3 *20%* *3%*	98 *25%* *81%*	113 *25%* *94%*	8 *19%* *6%*	120 *25%* *99%*	121 *25%* *100%*	121 *25%* *100%*
Net: 3/2/1	**21** ***4%***	- - -	1 *5%* *7%* O	1 *8%* *6%* O	19 *5%* *87%*	19 *4%* *90%*	2 *5%* *10%*	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
Mean	**7.19**	7.46	7.20	7.21	7.16	7.19	7.30	7.20	7.19	7.19
Standard Deviation	**1.91**	1.64	1.88	2.26	1.94	1.92	1.90	1.91	1.91	1.91

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 997

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**14** ***5%***	5 *4%* *38%*	9 *6%* *62%*	5 *11%* *32%*	5 *5%* *36%*	1 *3%* *10%*	1 *2%* *6%*	* * *1%*	2 *8%* *14%*	2 *3%* *13%*	8 *5%* *55%*	4 *5%* *31%*	8 *12%* *56%* M	- - -	3 *2%* *19%*
9	**16** ***5%***	9 *6%* *53%*	7 *5%* *47%*	2 *4%* *11%*	10 *11%* *64%*	2 *4%* *12%*	1 *1%* *4%*	2 *4%* *9%*	- - -	5 *10%* *34%*	8 *5%* *49%*	3 *3%* *17%*	5 *8%* *32%*	- - -	6 *6%* *40%*
8	**70** ***23%***	36 *24%* *51%*	34 *23%* *49%*	13 *30%* *18%*	23 *24%* *33%*	11 *24%* *16%*	7 *15%* *11%*	8 *19%* *11%*	8 *32%* *11%*	16 *31%* *23%*	37 *22%* *52%*	17 *21%* *24%*	12 *18%* *18%*	24 *34%* *34%*	22 *20%* *31%*
7	**67** ***23%***	37 *25%* *55%*	30 *20%* *45%*	11 *25%* *16%*	27 *29%* *40%*	12 *27%* *18%*	8 *16%* *12%*	9 *22%* *13%*	* *2%* *1%*	8 *15%* *12%*	44 *27%* *66%*	15 *18%* *22%*	12 *17%* *18%*	14 *19%* *20%*	30 *27%* *44%*
6	**52** ***17%***	24 *16%* *47%*	27 *18%* *53%*	5 *12%* *10%*	9 *10%* *18%*	8 *18%* *16%*	18 *36%* *35%* D	4 *11%* *8%*	7 *26%* *13%*	7 *12%* *13%*	28 *17%* *53%*	18 *22%* *34%*	9 *14%* *18%*	23 *33%* *44%* N	14 *12%* *26%*
5	**28** ***9%***	10 *7%* *35%*	18 *12%* *65%*	2 *4%* *6%*	5 *5%* *17%*	4 *8%* *13%*	4 *8%* *15%*	12 *30%* *42%*	2 *7%* *6%*	9 *17%* *32%*	13 *8%* *45%*	7 *8%* *23%*	4 *6%* *15%*	5 *7%* *19%*	12 *11%* *43%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 997

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**27** ***9%***	18 *12%* *66%*	9 *6%* *34%*	4 *10%* *17%*	12 *13%* *45%*	2 *5%* *9%*	2 *4%* *8%*	4 *11%* *16%*	2 *6%* *6%*	3 *6%* *12%*	13 *8%* *48%*	11 *13%* *40%*	13 *20%* *50%* M	2 *3%* *9%*	9 *8%* *34%*
3	**13** ***4%***	6 *4%* *45%*	7 *5%* *55%*	2 *4%* *14%*	2 *2%* *15%*	2 *4%* *15%*	5 *10%* *37%*	* *1%* *2%*	2 *9%* *17%*	* *1%* *3%*	7 *4%* *51%*	6 *7%* *45%*	- - -	2 *3%* *17%*	9 *8%* *66%*
2	**1** *****	- - -	1 *1%* *100%*	- - -	- - -	* *1%* *20%*	1 *2%* *80%*	- - -	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	1 *1%* *80%*
1	**3** ***1%***	1 *1%* *41%*	1 *1%* *59%*	- - -	- - -	1 *3%* *54%*	1 *2%* *46%*	- - -	- - -	- - -	3 *2%* *100%*	- - -	- - -	- - -	2 *2%* *81%*
Don't know	**8** ***3%***	3 *2%* *35%*	5 *3%* *65%*	- - -	1 *1%* *11%*	2 *4%* *23%*	2 *3%* *19%*	1 *3%* *14%*	3 *11%* *33%*	2 *4%* *30%*	4 *2%* *50%*	2 *2%* *21%*	4 *6%* *50%*	- - -	3 *3%* *40%*
Net: 10/9/8/7	**167** ***56%***	87 *59%* *52%*	81 *54%* *48%*	30 *70%* *18%*	65 *69%* *39%* F	27 *58%* *16%*	17 *34%* *10%*	18 *45%* *11%*	10 *41%* *6%*	32 *60%* *19%*	97 *59%* *58%*	39 *48%* *23%*	37 *55%* *22%*	37 *53%* *22%*	60 *55%* *36%*
Net: 10/9	**30** ***10%***	14 *9%* *46%*	16 *11%* *54%*	6 *15%* *21%*	15 *16%* *51%*	3 *7%* *11%*	2 *3%* *5%*	2 *4%* *6%*	2 *8%* *6%*	7 *14%* *24%*	16 *9%* *52%*	7 *9%* *24%*	13 *19%* *43%* M	- - -	9 *8%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 997

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**106** ***36%***	52 *35%* *49%*	55 *36%* *51%*	11 *26%* *11%*	26 *28%* *24%*	14 *31%* *14%*	24 *49%* *23%* D	21 *51%* *19%*	10 *39%* *9%*	18 *35%* *17%*	53 *32%* *50%*	35 *43%* *33%*	27 *39%* *25%*	30 *44%* *29%*	35 *31%* *33%*
Net: 3/2/1	**17** ***6%***	7 *5%* *41%*	10 *7%* *59%*	2 *4%* *10%*	2 *2%* *12%*	4 *8%* *21%*	7 *14%* *42%* D	* *1%* *2%*	2 *9%* *13%*	* *1%* *2%*	11 *7%* *63%*	6 *7%* *35%*	- - -	2 *3%* *13%*	12 *11%* *70%* L
Mean	**6.60**	6.61	6.58	7.02	6.96 F	6.54	5.90	6.21	6.55	6.95	6.60	6.36	6.83	6.63	6.30
Standard Deviation	**1.81**	1.76	1.87	1.84	1.73	1.86	1.84	1.50	1.99	1.63	1.84	1.85	1.98	1.29	1.95

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 997

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**14** ***5%***	2 *8%* *16%*	- - -	1 *13%* *9%* PR	11 *4%* *75%*	11 *4%* *81%*	3 *15%* *19%*	14 *5%* *100%*	14 *5%* *100%*	7 *6%* *53%*	7 *4%* *47%*	7 *4%* *47%*
9	**16** ***5%***	3 *13%* *22%* R	* *3%* *2%*	1 *5%* *3%*	12 *5%* *73%*	16 *6%* *100%*	- - -	16 *5%* *100%*	16 *5%* *100%*	7 *6%* *44%*	9 *5%* *56%*	9 *5%* *56%*
8	**70** ***23%***	7 *27%* *10%*	3 *19%* *4%*	3 *28%* *4%*	57 *23%* *82%*	67 *24%* *95%*	4 *19%* *5%*	70 *23%* *100%*	70 *23%* *100%*	28 *22%* *40%*	42 *25%* *60%*	44 *26%* *63%*
7	**67** ***23%***	6 *21%* *9%*	3 *25%* *5%*	3 *27%* *4%*	55 *22%* *82%*	64 *23%* *95%*	3 *17%* *5%*	67 *23%* *100%*	67 *23%* *100%*	32 *25%* *47%*	35 *21%* *53%*	35 *21%* *53%*
6	**52** ***17%***	2 *9%* *5%*	2 *18%* *5%*	1 *11%* *2%*	46 *18%* *89%*	48 *17%* *94%*	3 *18%* *6%*	52 *17%* *100%*	52 *17%* *100%*	21 *16%* *41%*	31 *18%* *59%*	31 *18%* *59%*
5	**28** ***9%***	4 *14%* *13%*	2 *13%* *6%*	1 *11%* *4%*	21 *9%* *77%*	27 *10%* *96%*	1 *5%* *4%*	28 *9%* *100%*	28 *9%* *100%*	12 *9%* *44%*	16 *9%* *56%*	16 *9%* *56%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 997

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**27** ***9%***	* *2%* *2%*	1 *10%* *5%*	* *2%* *1%*	25 *10%* *93%*	25 *9%* *94%*	2 *8%* *6%*	27 *9%* *100%*	27 *9%* *100%*	12 *9%* *45%*	15 *9%* *55%*	15 *8%* *55%*
3	**13** ***4%***	1 *4%* *9%*	1 *7%* *8%*	- - -	11 *4%* *84%*	12 *4%* *89%*	1 *8%* *11%*	13 *4%* *100%*	13 *4%* *100%*	5 *4%* *42%*	8 *4%* *58%*	8 *4%* *58%*
2	**1** *****	- - -	* *2%* *20%*	- - -	1 * *80%*	1 *1%* *100%*	- - -	1 * *100%*	1 * *100%*	- - -	1 *1%* *80%*	1 *1%* *80%*
1	**3** ***1%***	- - -	* *2%* *12%*	* *2%* *7%*	2 *1%* *81%*	2 *1%* *66%*	1 *5%* *34%*	3 *1%* *100%*	3 *1%* *100%*	2 *1%* *66%*	1 *1%* *34%*	1 *1%* *34%*
Don't know	**8** ***3%***	1 *2%* *7%*	- - -	* *2%* *2%*	7 *3%* *90%*	7 *3%* *89%*	1 *5%* *11%*	8 *3%* *100%*	8 *3%* *100%*	2 *2%* *25%*	6 *4%* *75%*	6 *4%* *75%*
Net: 10/9/8/7	**167** ***56%***	19 *69%* *11%*	6 *47%* *4%*	7 *73%* *4%* PR	135 *54%* *81%*	158 *56%* *94%*	9 *51%* *6%*	167 *56%* *100%*	167 *56%* *100%*	74 *58%* *44%*	93 *55%* *56%*	95 *56%* *57%*
Net: 10/9	**30** ***10%***	6 *21%* *19%* PR	* *3%* *1%*	2 *18%* *6%* P	22 *9%* *74%*	27 *10%* *91%*	3 *15%* *9%*	30 *10%* *100%*	30 *10%* *100%*	15 *11%* *48%*	16 *9%* *52%*	16 *9%* *52%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 997

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**106** ***36%***	7 *25%* *6%*	5 *41%* *5%*	2 *24%* *2%*	92 *37%* *86%*	100 *36%* *94%*	6 *32%* *6%*	106 *36%* *100%*	106 *36%* *100%*	45 *35%* *43%*	61 *36%* *57%*	61 *35%* *57%*
Net: 3/2/1	**17** ***6%***	1 *4%* *7%*	2 *12%* *9%*	* *2%* *1%*	14 *6%* *83%*	15 *5%* *86%*	2 *13%* *14%*	17 *6%* *100%*	17 *6%* *100%*	7 *6%* *42%*	10 *6%* *56%*	10 *6%* *56%*
Mean	**6.60**	7.19 PR	5.97	7.29 PR	6.54	6.60	6.46	6.60	6.60	6.61	6.59	6.61
Standard Deviation	**1.81**	1.76	1.92	1.81	1.80	1.77	2.44	1.81	1.81	1.85	1.78	1.78

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 998

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**74** ***16%***	44 *16%* *59%*	31 *16%* *41%*	4 *15%* *5%*	12 *18%* *16%*	15 *20%* *20%*	9 *13%* *12%*	21 *21%* *28%*	14 *11%* *19%*	5 *7%* *7%*	29 *15%* *40%*	40 *22%* *54%* I	22 *18%* *29%* M	4 *4%* *5%*	39 *24%* *52%* M
9	**73** ***16%***	44 *16%* *60%*	29 *15%* *40%*	7 *30%* *10%*	11 *16%* *14%*	14 *19%* *19%*	18 *24%* *24%* G	9 *9%* *13%*	14 *12%* *20%*	11 *15%* *15%*	32 *16%* *44%*	30 *16%* *41%*	15 *12%* *21%*	18 *18%* *24%*	31 *19%* *42%*
8	**144** ***31%***	79 *30%* *55%*	65 *34%* *45%*	6 *25%* *4%*	19 *30%* *13%*	23 *31%* *16%*	22 *30%* *15%*	37 *38%* *26%*	36 *29%* *25%*	30 *40%* *20%*	65 *32%* *45%*	50 *27%* *35%*	50 *41%* *35%* N	30 *30%* *21%*	39 *24%* *27%*
7	**81** ***18%***	44 *17%* *55%*	36 *19%* *45%*	4 *17%* *5%*	11 *17%* *14%*	10 *14%* *13%*	13 *18%* *17%*	14 *14%* *17%*	28 *22%* *34%*	13 *18%* *16%*	42 *20%* *51%*	26 *14%* *32%*	20 *16%* *25%*	21 *21%* *26%*	25 *15%* *31%*
6	**38** ***8%***	24 *9%* *62%*	14 *7%* *38%*	* *2%* *1%*	7 *11%* *20%*	5 *7%* *14%*	5 *7%* *15%*	7 *7%* *17%*	13 *10%* *33%*	8 *11%* *22%*	13 *6%* *35%*	16 *9%* *43%*	6 *5%* *16%*	13 *14%* *36%*	10 *6%* *27%*
5	**25** ***5%***	17 *6%* *67%*	8 *4%* *33%*	- - -	4 *6%* *16%*	2 *3%* *8%*	2 *3%* *8%*	8 *8%* *31%*	9 *7%* *37%*	* *1%* *2%*	11 *5%* *44%*	14 *7%* *55%*	4 *3%* *17%*	5 *5%* *19%*	11 *7%* *44%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 998

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**9** ***2%***	5 *2%* *56%*	4 *2%* *44%*	2 *8%* *20%*	* *1%* *4%*	2 *3%* *20%*	1 *2%* *13%*	* * *5%*	3 *3%* *36%*	3 *4%* *29%*	4 *2%* *47%*	2 *1%* *24%*	1 *1%* *12%*	2 *2%* *24%*	3 *2%* *35%*
3	**9** ***2%***	4 *1%* *44%*	5 *3%* *56%*	1 *4%* *12%*	- - -	1 *2%* *13%*	2 *2%* *21%*	3 *3%* *30%*	2 *2%* *24%*	2 *2%* *21%*	3 *2%* *39%*	4 *2%* *40%*	4 *3%* *43%*	2 *2%* *21%*	3 *2%* *29%*
2	**4** ***1%***	4 *1%* *92%*	* * *8%*	- - -	- - -	* * *8%*	* * *9%*	- - -	3 *3%* *83%*	* * *9%*	1 *1%* *33%*	2 *1%* *58%*	* * *	2 *2%* *58%*	1 *1%* *25%*
1	**1** *****	1 * *100%*	- - -	- - -	* * *28%*	1 *1%* *72%*	- - -	- - -	- - -	- - -	1 * *100%*	- - -	- - -	- - -	- - -
Don't know	**3** ***1%***	3 *1%* *100%*	- - -	- - -	* *1%* *14%*	- - -	- - -	1 *1%* *32%*	2 *1%* *55%*	2 *2%* *55%*	1 * *20%*	1 * *26%*	- - -	2 *2%* *55%*	- - -
Net: 10/9/8/7	**372** ***81%***	211 *79%* *57%*	162 *84%* *43%*	22 *87%* *6%*	53 *81%* *14%*	62 *85%* *17%*	63 *85%* *17%*	81 *82%* *22%*	92 *74%* *25%*	59 *80%* *16%*	168 *83%* *45%*	145 *79%* *39%*	107 *88%* *29%*	73 *74%* *20%*	134 *83%* *36%*
Net: 10/9	**147** ***32%***	87 *33%* *59%*	60 *31%* *41%*	11 *45%* *8%*	22 *34%* *15%*	28 *39%* *19%* H	27 *37%* *18%*	30 *30%* *20%*	28 *23%* *19%*	16 *22%* *11%*	62 *30%* *42%*	69 *38%* *47%* I	37 *30%* *25%*	21 *22%* *15%*	69 *43%* *47%* M

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Base : All who watch UKTV History regularly

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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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**72** ***16%***	46 *17%* *63%*	26 *14%* *37%*	2 *9%* *3%*	12 *18%* *17%*	9 *13%* *13%*	9 *12%* *12%*	15 *15%* *21%*	25 *20%* *35%*	11 *15%* *16%*	28 *14%* *39%*	32 *18%* *45%*	11 *9%* *16%*	21 *21%* *29%*	24 *15%* *34%*
Net: 3/2/1	**14** ***3%***	8 *3%* *61%*	5 *3%* *39%*	1 *4%* *8%*	* * *2%*	2 *3%* *15%*	2 *3%* *16%*	3 *3%* *20%*	5 *4%* *39%*	2 *3%* *16%*	6 *3%* *41%*	6 *3%* *43%*	4 *3%* *28%*	4 *4%* *30%*	4 *2%* *26%*
Mean	**7.74**	7.70	7.78	7.88	7.88	7.96 H	7.86	7.85	7.33	7.56	7.72	7.83	7.92 M	7.29	7.99 M
Standard Deviation	**1.72**	1.78	1.63	1.88	1.54	1.75	1.59	1.68	1.81	1.53	1.68	1.82	1.56	1.66	1.76

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**** It shows programmes I want to watch ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**74** ***16%***	4 *9%* *5%*	3 *11%* *4%*	3 *25%* *5%* OP	64 *17%* *87%*	70 *16%* *94%*	5 *24%* *6%*	70 *16%* *95%*	74 *16%* *100%*	53 *18%* *72%*	21 *12%* *28%*	21 *12%* *28%*
9	**73** ***16%***	5 *13%* *7%*	2 *8%* *3%*	3 *19%* *4%*	63 *17%* *87%*	70 *16%* *96%*	3 *16%* *4%*	73 *16%* *100%*	73 *16%* *100%*	45 *15%* *61%*	28 *17%* *39%*	28 *17%* *39%*
8	**144** ***31%***	13 *34%* *9%*	8 *33%* *6%*	3 *24%* *2%*	120 *31%* *83%*	141 *32%* *98%*	3 *16%* *2%*	143 *32%* *99%*	144 *31%* *100%*	88 *30%* *61%*	56 *33%* *39%*	56 *33%* *39%*
7	**81** ***18%***	8 *22%* *10%*	4 *16%* *5%*	2 *15%* *2%*	66 *17%* *82%*	76 *17%* *94%*	4 *23%* *6%*	81 *18%* *100%*	81 *18%* *100%*	55 *19%* *68%*	26 *15%* *32%*	26 *15%* *32%*
6	**38** ***8%***	3 *7%* *8%*	4 *15%* *10%* R	1 *9%* *3%*	30 *8%* *79%*	37 *8%* *97%*	1 *5%* *3%*	36 *8%* *95%*	38 *8%* *100%*	22 *7%* *57%*	16 *9%* *43%*	16 *9%* *43%*
5	**25** ***5%***	3 *7%* *11%*	2 *7%* *7%*	1 *4%* *2%*	20 *5%* *80%*	25 *6%* *100%*	- - -	24 *5%* *95%*	25 *5%* *100%*	12 *4%* *48%*	13 *8%* *52%*	13 *8%* *52%*

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Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**9** ***2%***	2 *4%* *18%*	1 *3%* *8%*	* *2%* *2%*	7 *2%* *72%*	8 *2%* *91%*	1 *4%* *9%*	9 *2%* *93%*	9 *2%* *100%*	4 *1%* *44%*	5 *3%* *56%*	5 *3%* *56%*
3	**9** ***2%***	- - -	1 *3%* *8%*	- - -	8 *2%* *92%*	7 *1%* *75%*	2 *12%* *25%*	8 *2%* *95%*	9 *2%* *100%*	6 *2%* *68%*	3 *2%* *32%*	3 *2%* *32%*
2	**4** ***1%***	- - -	1 *3%* *17%*	- - -	3 *1%* *83%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*	- - -	- - -
1	**1** *	1 *1%* *72%* R	- - -	* *2%* *28%* R	- - -	1 * *100%*	- - -	1 * *100%*	1 * *100%*	1 * *100%*	- - -	- - -
Don't know	**3** ***1%***	1 *2%* *26%*	* *2%* *14%*	* *1%* *6%*	2 * *55%*	3 *1%* *100%*	- - -	3 *1%* *100%*	3 *1%* *100%*	* * *6%*	3 *2%* *94%*	3 *2%* *94%*
Net: 10/9/8/7	**372** ***81%***	31 *78%* *8%*	17 *68%* *5%*	11 *82%* *3%*	314 *82%* *84%* P	357 *81%* *96%*	15 *79%* *4%*	367 *81%* *99%*	372 *81%* *100%*	241 *83%* *65%*	131 *77%* *35%*	131 *77%* *35%*
Net: 10/9	**147** ***32%***	9 *23%* *6%*	5 *19%* *3%*	6 *44%* *4%* OP	128 *33%* *87%* P	139 *32%* *95%*	8 *40%* *5%*	143 *32%* *97%*	147 *32%* *100%*	98 *34%* *67%*	49 *29%* *33%*	49 *29%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 998

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**72** ***16%***	7 *19%* *10%*	6 *25%* *9%* R	2 *15%* *3%*	56 *15%* *78%*	70 *16%* *97%*	2 *10%* *3%*	68 *15%* *95%*	72 *16%* *100%*	38 *13%* *52%*	34 *20%* *48%*	34 *20%* *48%*
Net: 3/2/1	**14** ***3%***	1 *1%* *4%*	1 *5%* *10%*	* *2%* *2%*	11 *3%* *84%*	11 *3%* *83%*	2 *12%* *17%*	13 *3%* *97%*	14 *3%* *100%*	11 *4%* *79%*	3 *2%* *21%*	3 *2%* *21%*
Mean	**7.74**	7.46	7.21	8.05 P	7.79 P	7.75	7.54	7.74	7.74	7.80	7.63	7.63
Standard Deviation	**1.72**	1.70	1.90	1.85	1.70	1.69	2.29	1.70	1.72	1.76	1.64	1.64

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Table 999

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**65** ***12%***	36 *13%* *56%*	29 *11%* *44%*	7 *14%* *11%*	16 *13%* *25%*	13 *14%* *20%*	10 *9%* *16%*	9 *12%* *15%*	9 *11%* *14%*	4 *5%* *7%*	34 *11%* *52%*	27 *17%* *41%* I	16 *10%* *24%*	10 *10%* *15%*	29 *15%* *44%*
9	**78** ***14%***	36 *13%* *46%*	42 *16%* *54%*	2 *3%* *2%*	20 *17%* *26%*	13 *13%* *16%*	20 *18%* *25%*	13 *17%* *17%*	10 *12%* *13%*	4 *5%* *6%*	46 *15%* *59%* I	28 *18%* *35%* I	30 *19%* *38%*	15 *15%* *19%*	25 *13%* *32%*
8	**132** ***25%***	68 *24%* *51%*	64 *26%* *49%*	5 *10%* *4%*	29 *24%* *22%*	26 *27%* *19%*	28 *26%* *21%*	19 *24%* *15%*	24 *30%* *18%*	27 *32%* *20%*	69 *23%* *52%*	36 *23%* *27%*	36 *23%* *27%*	26 *26%* *20%*	44 *23%* *33%*
7	**98** ***18%***	55 *19%* *56%*	43 *17%* *44%*	16 *31%* *16%*	20 *16%* *20%*	20 *21%* *21%*	21 *19%* *21%*	14 *17%* *14%*	8 *10%* *9%*	21 *24%* *21%*	58 *19%* *58%*	20 *13%* *21%*	31 *20%* *32%*	19 *19%* *20%*	31 *16%* *31%*
6	**56** ***10%***	30 *10%* *53%*	26 *10%* *47%*	8 *16%* *14%*	14 *11%* *25%*	11 *11%* *19%*	8 *8%* *15%*	8 *10%* *14%*	7 *9%* *13%*	10 *12%* *17%*	32 *11%* *58%*	14 *9%* *24%*	15 *10%* *27%*	7 *7%* *13%*	20 *11%* *36%*
5	**52** ***10%***	28 *10%* *54%*	24 *9%* *46%*	7 *13%* *13%*	10 *8%* *20%*	5 *5%* *9%*	9 *8%* *17%*	11 *13%* *21%*	11 *13%* *21%*	9 *11%* *18%*	27 *9%* *52%*	16 *10%* *30%*	15 *10%* *29%*	8 *8%* *16%*	19 *10%* *38%*

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**8** ***2%***	5 *2%* *57%*	4 *1%* *43%*	- - -	1 *1%* *12%*	2 *3%* *30%*	4 *3%* *45%*	- - -	1 *1%* *13%*	3 *3%* *30%*	4 *1%* *44%*	2 *1%* *25%*	5 *3%* *56%*	* * *	3 *2%* *34%*
3	**15** ***3%***	9 *3%* *62%*	6 *2%* *38%*	4 *8%* *28%*	3 *3%* *21%*	2 *2%* *15%*	2 *2%* *14%*	3 *4%* *19%*	* *1%* *3%*	3 *3%* *18%*	8 *3%* *52%*	4 *3%* *29%*	1 *1%* *8%*	- - -	10 *5%* *66%*
2	**4** ***1%***	2 *1%* *53%*	2 *1%* *47%*	- - -	1 *1%* *24%*	1 *1%* *30%*	1 *1%* *31%*	- - -	* *1%* *14%*	- - -	4 *1%* *100%*	- - -	* * *	- - -	2 *1%* *47%*
1	**7** ***1%***	5 *2%* *77%*	2 *1%* *23%*	* *1%* *5%*	2 *2%* *27%*	2 *2%* *25%*	- - -	* *1%* *7%*	3 *3%* *36%*	* * *4%*	4 *1%* *55%*	3 *2%* *41%*	- - -	3 *3%* *36%*	3 *1%* *37%*
Don't know	**25** ***5%***	13 *4%* *52%*	12 *5%* *48%*	2 *4%* *8%*	6 *5%* *24%*	1 *1%* *5%*	6 *5%* *23%*	3 *4%* *11%*	7 *8%* *28%* E	4 *4%* *15%*	14 *5%* *58%*	7 *4%* *28%*	6 *4%* *23%*	12 *12%* *47%* N	4 *2%* *18%*
Net: 10/9/8/7	**374** ***69%***	196 *68%* *52%*	178 *71%* *48%*	30 *58%* *8%*	85 *70%* *23%*	72 *75%* *19%*	79 *72%* *21%*	56 *70%* *15%*	52 *64%* *14%*	56 *67%* *15%*	206 *69%* *55%*	111 *71%* *30%*	113 *73%* *30%*	70 *70%* *19%*	128 *68%* *34%*
Net: 10/9	**143** ***26%***	72 *25%* *51%*	70 *28%* *49%*	9 *17%* *6%*	36 *30%* *25%*	26 *27%* *18%*	30 *27%* *21%*	23 *28%* *16%*	19 *24%* *13%*	9 *10%* *6%*	80 *27%* *56%* I	54 *35%* *38%* I	46 *29%* *32%*	24 *25%* *17%*	54 *28%* *38%*

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Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 6/5/4	**116** ***21%***	62 *22%* *54%*	54 *21%* *46%*	15 *29%* *13%*	25 *20%* *22%*	18 *19%* *15%*	21 *19%* *18%*	18 *23%* *16%*	19 *24%* *17%*	21 *25%* *18%*	63 *21%* *55%*	31 *20%* *27%*	35 *23%* *30%*	16 *16%* *13%*	42 *22%* *36%*
Net: 3/2/1	**26** ***5%***	17 *6%* *65%*	9 *4%* *35%*	5 *9%* *18%*	6 *5%* *23%*	5 *5%* *20%*	3 *3%* *13%*	3 *4%* *13%*	3 *4%* *13%*	3 *4%* *12%*	15 *5%* *60%*	7 *5%* *28%*	1 *1%* *5%*	3 *3%* *10%*	14 *7%* *55%* L
Mean	**7.35**	7.26	7.45	6.80	7.45	7.40	7.45	7.41	7.28	7.01	7.32	7.57	7.52	7.52	7.27
Standard Deviation	**1.92**	2.00	1.81	1.99	1.94	1.95	1.76	1.83	2.05	1.61	1.93	2.02	1.63	1.79	2.09

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 999

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**65** ***12%***	6 *11%* *9%*	3 *14%* *5%*	2 *12%* *3%*	54 *12%* *83%*	54 *12%* *83%*	11 *15%* *17%*	62 *12%* *96%*	65 *12%* *100%*	53 *13%* *82%*	12 *10%* *18%*	12 *9%* *18%*
9	**78** ***14%***	4 *7%* *5%*	1 *6%* *2%*	2 *15%* *3%*	70 *16%* *90%* P	68 *15%* *87%*	10 *14%* *13%*	76 *14%* *98%*	78 *14%* *100%*	67 *16%* *86%*	11 *9%* *14%*	11 *8%* *14%*
8	**132** ***25%***	14 *26%* *11%*	8 *34%* *6%*	4 *23%* *3%*	106 *24%* *80%*	119 *25%* *90%*	14 *19%* *10%*	130 *24%* *98%*	132 *25%* *100%*	103 *25%* *78%*	29 *24%* *22%*	29 *23%* *22%*
7	**98** ***18%***	9 *17%* *10%*	4 *16%* *4%*	4 *23%* *4%*	81 *18%* *83%*	85 *18%* *87%*	13 *18%* *13%*	98 *18%* *100%*	98 *18%* *100%*	79 *19%* *80%*	19 *16%* *20%*	19 *15%* *20%*
6	**56** ***10%***	9 *17%* *17%* R	3 *11%* *5%*	1 *7%* *2%*	43 *10%* *76%*	48 *10%* *87%*	8 *10%* *13%*	56 *10%* *100%*	56 *10%* *100%*	38 *9%* *68%*	18 *15%* *32%*	18 *14%* *32%*
5	**52** ***10%***	5 *9%* *10%*	3 *12%* *6%*	1 *6%* *2%*	43 *10%* *83%*	44 *9%* *85%*	8 *11%* *15%*	52 *10%* *100%*	52 *10%* *100%*	43 *10%* *83%*	9 *7%* *17%*	10 *8%* *19%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 999

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**8** ***2%***	* *1%* *5%*	- - -	* *2%* *5%*	8 *2%* *90%*	7 *1%* *80%*	2 *2%* *20%*	8 *2%* *100%*	8 *2%* *100%*	6 *1%* *69%*	3 *2%* *31%*	4 *3%* *47%*
3	**15** ***3%***	2 *4%* *15%*	1 *4%* *7%*	1 *4%* *4%*	11 *2%* *74%*	10 *2%* *69%*	5 *6%* *31%*	15 *3%* *100%*	15 *3%* *100%*	7 *2%* *49%*	8 *6%* *51%* X	8 *6%* *51%* X
2	**4** ***1%***	2 *3%* *44%* R	* *1%* *9%*	- - -	2 * *47%*	2 * *53%*	2 *2%* *47%*	4 *1%* *100%*	4 *1%* *100%*	2 * *53%*	2 *1%* *47%*	2 *1%* *47%*
1	**7** ***1%***	1 *2%* *15%*	- - -	1 *5%* *12%* PR	5 *1%* *73%*	7 *1%* *95%*	* *1%* *5%*	7 *1%* *100%*	7 *1%* *100%*	3 *1%* *37%*	4 *4%* *63%* X	6 *4%* *79%* X
Don't know	**25** ***5%***	2 *3%* *8%*	* *2%* *2%*	1 *3%* *2%*	22 *5%* *88%*	23 *5%* *95%*	1 *2%* *5%*	25 *5%* *100%*	25 *5%* *100%*	16 *4%* *65%*	9 *7%* *35%*	10 *8%* *40%*
Net: 10/9/8/7	**374** ***69%***	33 *61%* *9%*	17 *69%* *5%*	12 *72%* *3%*	311 *70%* *83%*	326 *70%* *87%*	48 *66%* *13%*	367 *69%* *98%* Z	374 *69%* *100%* YZ	303 *73%* *81%* YZ	71 *58%* *19%*	71 *56%* *19%*
Net: 10/9	**143** ***26%***	10 *18%* *7%*	5 *20%* *3%*	4 *27%* *3%*	124 *28%* *87%*	122 *26%* *85%*	21 *29%* *15%*	138 *26%* *97%*	143 *26%* *100%*	121 *29%* *84%* YZ	22 *18%* *16%*	22 *18%* *16%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 999

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 6/5/4	**116** ***21%***	15 *27%* *13%*	6 *23%* *5%*	3 *15%* *2%*	93 *21%* *80%*	99 *21%* *85%*	17 *23%* *15%*	116 *22%* *100%*	116 *21%* *100%*	87 *21%* *75%*	29 *24%* *25%*	32 *25%* *27%*
Net: 3/2/1	**26** ***5%***	5 *9%* *19%*	1 *6%* *5%*	2 *9%* *6%* R	18 *4%* *70%*	19 *4%* *74%*	7 *9%* *26%*	26 *5%* *100%*	26 *5%* *100%*	12 *3%* *46%*	14 *11%* *54%* VWX	15 *12%* *58%* VWX
Mean	**7.35**	6.93	7.29	7.15	7.41 O	7.38	7.13	7.32 YZ	7.35 YZ	7.50 YZ	6.80	6.70
Standard Deviation	**1.92**	2.09	1.89	2.33	1.88	1.87	2.18	1.91	1.92	1.78	2.25	2.31

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1000

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**111** ***20%***	66 *20%* *60%*	45 *19%* *40%*	10 *28%* *9%*	33 *27%* *30%* H	28 *23%* *25%*	17 *14%* *15%*	14 *18%* *13%*	9 *11%* *8%*	8 *10%* *8%*	67 *22%* *60%* I	35 *21%* *32%*	26 *19%* *24%*	20 *15%* *18%*	41 *22%* *37%*
9	**114** ***20%***	69 *21%* *61%*	45 *19%* *39%*	4 *12%* *4%*	24 *19%* *21%*	25 *20%* *22%*	28 *23%* *25%*	15 *19%* *13%*	18 *22%* *16%*	21 *24%* *18%*	59 *19%* *51%*	35 *20%* *30%*	32 *22%* *28%*	30 *22%* *26%*	37 *20%* *32%*
8	**159** ***28%***	93 *29%* *59%*	66 *28%* *41%*	10 *29%* *6%*	28 *22%* *18%*	29 *24%* *18%*	37 *31%* *23%*	35 *44%* *22%* DE H	20 *24%* *13%*	24 *28%* *15%*	84 *27%* *53%*	51 *30%* *32%*	42 *30%* *26%*	38 *28%* *24%*	45 *24%* *28%*
7	**99** ***18%***	57 *18%* *58%*	42 *18%* *42%*	3 *8%* *3%*	24 *19%* *24%*	21 *17%* *21%*	25 *21%* *25%*	8 *10%* *8%*	19 *23%* *19%* G	20 *23%* *20%*	56 *18%* *56%*	24 *14%* *24%*	22 *15%* *22%*	28 *21%* *28%*	37 *20%* *37%*
6	**29** ***5%***	14 *4%* *50%*	14 *6%* *50%*	2 *4%* *5%*	6 *5%* *20%*	11 *9%* *38%* F	1 *1%* *2%*	1 *2%* *4%*	8 *10%* *30%* FG	3 *3%* *10%*	16 *5%* *58%*	9 *5%* *32%*	10 *7%* *36%*	3 *3%* *12%*	9 *5%* *32%*
5	**25** ***5%***	14 *4%* *55%*	11 *5%* *45%*	2 *7%* *10%*	5 *4%* *20%*	3 *3%* *12%*	8 *7%* *32%*	2 *2%* *6%*	5 *6%* *20%*	5 *6%* *21%*	12 *4%* *46%*	9 *5%* *34%*	3 *2%* *14%*	8 *6%* *32%*	8 *4%* *31%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1000

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**6** ***1%***	4 *1%* *67%*	2 *1%* *33%*	- - -	* * *	2 *2%* *33%*	2 *1%* *25%*	2 *3%* *34%*	* *1%* *7%*	1 *1%* *13%*	4 *1%* *62%*	2 *1%* *25%*	2 *2%* *35%*	- - -	1 *1%* *20%*
3	**7** ***1%***	2 *1%* *30%*	5 *2%* *70%*	2 *6%* *30%*	3 *3%* *45%*	- - -	2 *2%* *25%*	- - -	- - -	2 *2%* *25%*	2 *1%* *30%*	3 *2%* *45%*	- - -	7 *5%* *100%* LN	- - -
2	**1** *****	1 * *100%*	- - -	- - -	1 *1%* *100%*	- - -	- - -	- - -	- - -	- - -	1 * *100%*	* * *	- - -	* * *	1 *1%* *100%*
1	***** *****	* * *100%*	- - -	- - -	* * *100%*	- - -	- - -	- - -	- - -	- - -	* * *100%*	- - -	- - -	- - -	- - -
Don't know	**11** ***2%***	3 *1%* *24%*	9 *4%* *76%*	2 *5%* *15%*	1 *1%* *6%*	4 *3%* *33%*	2 *1%* *15%*	3 *3%* *23%*	1 *1%* *7%*	1 *1%* *10%*	6 *2%* *56%*	4 *2%* *34%*	3 *2%* *26%*	1 *1%* *11%*	5 *3%* *41%*
Net: 10/9/8/7	**484** ***86%***	286 *88%* *59%*	198 *83%* *41%*	27 *77%* *6%*	109 *87%* *23%*	102 *84%* *21%*	107 *89%* *22%*	72 *90%* *15%*	67 *82%* *14%*	73 *86%* *15%*	266 *86%* *55%*	145 *85%* *30%*	122 *87%* *25%*	115 *85%* *24%*	159 *87%* *33%*
Net: 10/9	**225** ***40%***	136 *42%* *60%*	90 *37%* *40%*	14 *40%* *6%*	57 *45%* *25%*	52 *43%* *23%*	45 *37%* *20%*	29 *36%* *13%*	28 *34%* *12%*	29 *34%* *13%*	126 *41%* *56%*	70 *41%* *31%*	58 *41%* *26%*	50 *37%* *22%*	78 *42%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1000

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**60** ***11%***	32 *10%* *54%*	28 *12%* *46%*	4 *11%* *7%*	11 *9%* *18%*	16 *13%* *27%*	10 *9%* *17%*	5 *6%* *8%*	14 *17%* *23%*	9 *10%* *15%*	32 *10%* *53%*	19 *11%* *32%*	16 *11%* *27%*	12 *9%* *19%*	18 *10%* *30%*
Net: 3/2/1	**9** ***2%***	4 *1%* *42%*	5 *2%* *58%*	2 *6%* *25%*	5 *4%* *54%*	- - -	2 *2%* *21%*	- - -	- - -	2 *2%* *21%*	4 *1%* *42%*	3 *2%* *38%*	- - -	7 *5%* *83%* LN	1 *1%* *12%*
Mean	**8.06**	8.11	7.98	7.98	8.11	8.17	7.97	8.26	7.80	7.81	8.11	8.09	8.17	7.80	8.16
Standard Deviation	**1.56**	1.53	1.60	2.00	1.78	1.48	1.50	1.30	1.41	1.51	1.55	1.59	1.38	1.74	1.50

Ofcom PSB Tracker : 2008

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Table 1000

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**111** ***20%***	12 *23%* *10%*	7 *18%* *6%*	6 *32%* *5%* PR	87 *19%* *78%*	101 *19%* *91%*	10 *27%* *9%*	106 *19%* *95%*	111 *20%* *100%*	111 *20%* *100%*
9	**114** ***20%***	8 *16%* *7%*	5 *14%* *4%*	3 *16%* *3%*	98 *21%* *86%*	108 *21%* *95%*	6 *15%* *5%*	114 *21%* *100%*	114 *20%* *100%*	114 *20%* *100%*
8	**159** ***28%***	17 *34%* *11%*	13 *35%* *8%*	5 *28%* *3%*	124 *27%* *78%*	155 *29%* *97%*	5 *12%* *3%*	158 *28%* *99%*	159 *28%* *100%*	159 *28%* *100%*
7	**99** ***18%***	5 *10%* *5%*	6 *16%* *6%*	2 *11%* *2%*	87 *19%* *87%*	90 *17%* *91%*	9 *24%* *9%*	99 *18%* *100%*	99 *18%* *100%*	99 *18%* *100%*
6	**29** ***5%***	2 *3%* *5%*	4 *10%* *13%*	1 *3%* *2%*	23 *5%* *80%*	24 *5%* *85%*	4 *11%* *15%*	29 *5%* *100%*	29 *5%* *100%*	29 *5%* *100%*
5	**25** ***5%***	3 *7%* *14%*	2 *5%* *7%*	1 *4%* *2%*	20 *4%* *77%*	25 *5%* *100%*	- - -	24 *4%* *95%*	25 *5%* *100%*	25 *5%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84	110	87	314	550	37	586	595	595
		14%	*18%*	*15%*	*53%*	*92%*	*6%*	*98%*	*100%*	*100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**6**	3	*	*	3	6	-	6	6	6
	1%	*5%*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*
		40%	*5%*	*	*54%*	*100%*	-	*100%*	*100%*	*100%*
		R								
3	**7**	-	-	-	7	7	-	7	7	7
	1%	-	-	-	*2%*	*1%*	-	*1%*	*1%*	*1%*
		-	-	-	*100%*	*100%*	-	*100%*	*100%*	*100%*
2	**1**	-	*	-	1	*	1	1	1	1
	*	-	*	-	*	*	*3%*	*	*	*
		-	*	-	*100%*	*	*100%*	*100%*	*100%*	*100%*
1	*	-	*	-	-	*	-	*	*	*
	*	-	*1%*	-	-	*	-	*	*	*
		-	*100%*	-	-	*100%*	-	*100%*	*100%*	*100%*
			R							
Don't know	**11**	1	*	1	9	8	3	11	11	11
	2%	*2%*	*1%*	*5%*	*2%*	*2%*	*8%*	*2%*	*2%*	*2%*
		10%	*4%*	*8%*	*78%*	*72%*	*28%*	*94%*	*100%*	*100%*
Net: 10/9/8/7	**484**	41	31	15	396	453	30	477	484	484
	86%	*83%*	*82%*	*88%*	*86%*	*86%*	*78%*	*86%*	*86%*	*86%*
		9%	*6%*	*3%*	*82%*	*94%*	*6%*	*99%*	*100%*	*100%*
Net: 10/9	**225**	20	12	8	185	209	16	220	225	225
	40%	*39%*	*32%*	*48%*	*40%*	*40%*	*42%*	*40%*	*40%*	*40%*
		9%	*5%*	*4%*	*82%*	*93%*	*7%*	*98%*	*100%*	*100%*
				P						

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1000

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**60** ***11%***	8 *15%* *12%*	6 *15%* *10%*	1 *7%* *2%*	46 *10%* *76%*	56 *11%* *93%*	4 *11%* *7%*	59 *11%* *98%*	60 *11%* *100%*	60 *11%* *100%*
Net: 3/2/1	**9** ***2%***	- - -	* *1%* *5%*	- - -	8 *2%* *95%*	8 *1%* *88%*	1 *3%* *12%*	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
Mean	**8.06**	8.05	7.89	8.55 PR	8.06	8.06	8.07	8.05	8.06	8.06
Standard Deviation	**1.56**	1.69	1.62	1.39	1.55	1.54	1.80	1.55	1.56	1.56

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1001

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**25** ***11%***	8 *8%* *32%*	17 *12%* *68%*	9 *10%* *35%*	9 *11%* *35%*	6 *19%* *24%*	1 *6%* *5%*	- - -	- - -	5 *20%* *20%*	14 *9%* *55%*	6 *10%* *24%*	6 *11%* *23%*	8 *11%* *32%*	8 *10%* *32%*
9	**27** ***11%***	9 *9%* *34%*	18 *13%* *66%*	16 *18%* *60%*	6 *7%* *22%*	2 *6%* *7%*	3 *11%* *10%*	- - -	* *5%* *1%*	2 *7%* *6%*	20 *13%* *75%*	5 *8%* *18%*	3 *6%* *11%*	11 *15%* *42%*	6 *7%* *21%*
8	**46** ***19%***	24 *23%* *52%*	22 *16%* *48%*	20 *22%* *42%*	16 *19%* *34%*	5 *15%* *10%*	- - -	3 *33%* *7%*	3 *61%* *7%*	5 *20%* *11%*	28 *18%* *60%*	13 *22%* *29%*	8 *14%* *16%*	13 *17%* *27%*	19 *24%* *40%*
7	**44** ***18%***	26 *25%* *60%*	18 *13%* *40%*	20 *22%* *46%*	12 *15%* *27%*	4 *13%* *10%*	6 *25%* *13%*	2 *17%* *4%*	- - -	5 *20%* *12%*	26 *17%* *60%*	12 *20%* *28%*	12 *22%* *28%*	12 *17%* *28%*	14 *19%* *33%*
6	**33** ***14%***	12 *12%* *36%*	21 *15%* *64%*	13 *14%* *39%*	12 *15%* *37%*	3 *10%* *10%*	5 *21%* *14%*	- - -	- - -	2 *9%* *7%*	22 *14%* *68%*	8 *14%* *25%*	9 *16%* *28%*	10 *13%* *30%*	9 *12%* *29%*
5	**25** ***10%***	8 *8%* *33%*	16 *12%* *67%*	6 *6%* *24%*	11 *14%* *46%*	4 *11%* *15%*	3 *15%* *14%*	* *4%* *2%*	- - -	3 *11%* *11%*	19 *13%* *79%*	2 *4%* *10%*	9 *16%* *35%*	4 *5%* *16%*	9 *12%* *37%*
4	**12** ***5%***	4 *4%* *33%*	8 *6%* *67%*	2 *2%* *18%*	3 *4%* *24%*	3 *8%* *21%*	3 *12%* *23%*	2 *18%* *14%*	- - -	- - -	7 *5%* *59%*	5 *8%* *41%*	2 *3%* *15%*	6 *9%* *54%*	2 *3%* *19%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1001

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**10** ***4%***	4 *4%* *41%*	6 *4%* *59%*	* * *2%*	5 *6%* *53%*	3 *9%* *30%*	- - -	1 *15%* *15%*	- - -	* *1%* *2%*	4 *3%* *44%*	5 *9%* *53%*	2 *3%* *16%*	5 *7%* *52%*	1 *2%* *15%*
2	**7** ***3%***	4 *4%* *55%*	3 *2%* *45%*	- - -	5 *6%* *61%*	2 *5%* *23%*	- - -	1 *12%* *16%*	- - -	3 *13%* *45%*	4 *3%* *55%*	- - -	3 *5%* *38%*	2 *2%* *23%*	2 *3%* *33%*
1	**6** ***2%***	2 *2%* *28%*	4 *3%* *72%*	1 *1%* *23%*	2 *3%* *40%*	- - -	2 *9%* *37%*	- - -	- - -	- - -	6 *4%* *100%*	- - -	1 *2%* *23%*	2 *2%* *31%*	2 *2%* *28%*
Don't know	**6** ***3%***	2 *2%* *26%*	4 *3%* *74%*	3 *4%* *53%*	- - -	1 *4%* *19%*	- - -	- - -	2 *33%* *28%*	- - -	3 *2%* *46%*	3 *5%* *54%*	2 *3%* *28%*	- - -	4 *6%* *72%*
Net: 10/9/8/7	**143** ***59%***	68 *66%* *47%*	75 *54%* *53%*	65 *72%* *46%* D	42 *52%* *30%*	17 *53%* *12%*	10 *43%* *7%*	5 *51%* *3%*	3 *67%* *2%*	17 *66%* *12%*	89 *57%* *62%*	37 *60%* *26%*	29 *52%* *20%*	44 *61%* *31%*	47 *60%* *33%*
Net: 10/9	**52** ***22%***	17 *17%* *33%*	35 *25%* *67%*	25 *28%* *48%*	15 *18%* *28%*	8 *25%* *15%*	4 *17%* *7%*	- - -	* *5%* *1%*	7 *27%* *13%*	34 *22%* *66%*	11 *18%* *21%*	9 *16%* *17%*	19 *26%* *37%*	14 *18%* *26%*
Net: 6/5/4	**70** ***29%***	24 *23%* *35%*	46 *33%* *65%*	21 *23%* *30%*	26 *33%* *38%*	10 *29%* *14%*	11 *48%* *15%*	2 *22%* *3%*	- - -	5 *19%* *7%*	49 *32%* *70%*	16 *26%* *23%*	19 *35%* *28%*	20 *28%* *29%*	21 *27%* *30%*
Net: 3/2/1	**23** ***10%***	10 *9%* *42%*	13 *10%* *58%*	2 *2%* *7%*	12 *15%* *52%* C	5 *14%* *20%*	2 *9%* *9%*	3 *28%* *12%*	- - -	4 *14%* *16%*	14 *9%* *61%*	5 *9%* *23%*	6 *10%* *25%*	9 *12%* *38%*	6 *7%* *24%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1001

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**6.77**	6.80	6.75	7.45 D	6.42	6.63	5.97	5.50	8.08	6.95	6.71	6.87	6.47	6.76	6.88
Standard Deviation	**2.23**	2.08	2.34	1.72	2.39	2.52	2.34	2.44	0.33	2.54	2.25	2.03	2.22	2.35	2.11

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**25** ***11%***	2 *12%* *9%*	- - -	1 *15%* *4%*	22 *11%* *87%*	21 *10%* *81%*	5 *13%* *19%*	24 *10%* *93%*	25 *11%* *100%*	25 *11%* *100%*
9	**27** ***11%***	4 *21%* *16%*	1 *15%* *5%*	1 *20%* *5%*	20 *10%* *74%*	23 *11%* *84%*	4 *12%* *16%*	27 *12%* *100%*	27 *11%* *100%*	27 *11%* *100%*
8	**46** ***19%***	4 *20%* *9%*	2 *29%* *5%*	1 *16%* *2%*	39 *19%* *84%*	39 *19%* *84%*	7 *20%* *16%*	41 *18%* *89%*	46 *19%* *100%*	46 *19%* *100%*
7	**44** ***18%***	3 *13%* *6%*	2 *20%* *4%*	1 *10%* *2%*	39 *19%* *89%*	36 *18%* *82%*	8 *22%* *18%*	44 *19%* *100%*	44 *18%* *100%*	44 *18%* *100%*
6	**33** ***14%***	2 *10%* *6%*	2 *21%* *5%*	1 *14%* *3%*	28 *14%* *86%*	29 *14%* *88%*	4 *11%* *12%*	32 *14%* *96%*	33 *14%* *100%*	33 *14%* *100%*
5	**25** ***10%***	2 *9%* *8%*	* *5%* *2%*	1 *10%* *3%*	22 *10%* *88%*	22 *11%* *90%*	2 *7%* *10%*	25 *11%* *100%*	25 *10%* *100%*	25 *10%* *100%*
4	**12** ***5%***	1 *5%* *9%*	- - -	* *5%* *3%*	11 *5%* *88%*	11 *5%* *91%*	1 *3%* *9%*	12 *5%* *100%*	12 *5%* *100%*	12 *5%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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**** It shows programmes I want to watch ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**10** ***4%***	1 *5%* *10%*	* * *	1 *10%* *7%*	8 *4%* *83%*	10 *5%* *100%*	* * *	8 *4%* *85%*	10 *4%* *100%*	10 *4%* *100%*
2	**7** ***3%***	- - -	* *5%* *5%*	- - -	7 *3%* *95%*	6 *3%* *86%*	1 *3%* *14%*	6 *2%* *77%*	7 *3%* *100%*	7 *3%* *100%*
1	**6** ***2%***	1 *4%* *12%*	* *4%* *5%*	- - -	5 *2%* *82%*	4 *2%* *77%*	1 *4%* *23%*	6 *2%* *100%*	6 *2%* *100%*	6 *2%* *100%*
Don't know	**6** ***3%***	* * *	- - -	- - -	6 *3%* *100%*	4 *2%* *73%*	2 *5%* *27%*	6 *3%* *100%*	6 *3%* *100%*	6 *3%* *100%*
Net: 10/9/8/7	**143** ***59%***	13 *67%* *9%*	5 *65%* *4%*	4 *61%* *3%*	120 *58%* *84%*	118 *57%* *83%*	24 *68%* *17%*	136 *59%* *95%*	143 *59%* *100%*	143 *59%* *100%*
Net: 10/9	**52** ***22%***	7 *33%* *13%*	1 *15%* *2%*	2 *35%* *4%*	42 *20%* *80%*	43 *21%* *82%*	9 *26%* *18%*	51 *22%* *97%*	52 *22%* *100%*	52 *22%* *100%*
Net: 6/5/4	**70** ***29%***	5 *25%* *7%*	2 *26%* *3%*	2 *30%* *3%*	61 *29%* *87%*	62 *30%* *89%*	7 *21%* *11%*	68 *30%* *98%*	70 *29%* *100%*	70 *29%* *100%*
Net: 3/2/1	**23** ***10%***	2 *9%* *8%*	1 *9%* *3%*	1 *10%* *3%*	20 *10%* *87%*	21 *10%* *90%*	2 *7%* *10%*	20 *9%* *86%*	23 *10%* *100%*	23 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1001

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**6.77**	7.12	6.80	7.10	6.73	6.71	7.16	6.79	6.77	6.77
Standard Deviation	**2.23**	2.33	2.12	2.40	2.23	2.22	2.23	2.20	2.23	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1002

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**44** ***13%***	10 *10%* *22%*	34 *15%* *78%*	20 *33%* *46%* DE F	11 *14%* *25%*	8 *11%* *17%*	3 *5%* *7%*	1 *4%* *3%*	1 *2%* *1%*	2 *5%* *5%*	27 *15%* *60%*	15 *14%* *34%*	15 *17%* *33%*	6 *10%* *14%*	13 *12%* *30%*
9	**47** ***14%***	15 *15%* *31%*	33 *14%* *69%*	12 *20%* *25%*	8 *10%* *17%*	11 *17%* *24%*	7 *12%* *15%*	6 *18%* *12%*	3 *12%* *6%*	3 *7%* *7%*	26 *15%* *55%*	18 *17%* *38%*	11 *13%* *23%*	13 *20%* *27%*	17 *15%* *36%*
8	**76** ***23%***	22 *22%* *29%*	54 *24%* *71%*	7 *12%* *9%*	15 *19%* *20%*	16 *23%* *21%*	16 *26%* *21%*	13 *42%* *17%*	9 *35%* *12%*	10 *24%* *13%*	42 *23%* *55%*	24 *23%* *31%*	26 *29%* *34%*	13 *21%* *17%*	21 *18%* *28%*
7	**43** ***13%***	15 *15%* *36%*	27 *12%* *64%*	4 *6%* *9%*	11 *13%* *26%*	11 *16%* *25%*	10 *16%* *23%*	5 *17%* *13%*	2 *8%* *5%*	4 *10%* *10%*	32 *18%* *74%* K	7 *6%* *15%*	10 *12%* *24%*	5 *9%* *13%*	18 *16%* *42%*
6	**38** ***12%***	15 *15%* *41%*	23 *10%* *59%*	3 *4%* *7%*	15 *19%* *40%*	7 *10%* *18%*	4 *7%* *12%*	4 *12%* *10%*	5 *20%* *13%*	7 *15%* *17%*	16 *9%* *41%*	16 *15%* *41%*	11 *13%* *29%*	6 *10%* *17%*	14 *12%* *38%*
5	**37** ***11%***	13 *13%* *37%*	23 *10%* *63%*	7 *12%* *19%*	8 *10%* *22%*	7 *11%* *19%*	9 *15%* *25%*	1 *4%* *3%*	4 *15%* *11%*	5 *11%* *12%*	18 *10%* *48%*	14 *14%* *40%*	6 *6%* *15%*	9 *15%* *25%*	12 *10%* *33%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1002

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**22** ***7%***	4 *4%* *17%*	19 *8%* *83%*	2 *3%* *7%*	12 *14%* *51%*	3 *5%* *14%*	4 *7%* *19%*	1 *3%* *4%*	1 *4%* *4%*	2 *6%* *11%*	9 *5%* *42%*	11 *10%* *47%*	4 *4%* *16%*	3 *5%* *15%*	14 *12%* *62%*
3	**6** ***2%***	1 *1%* *17%*	5 *2%* *83%*	1 *2%* *17%*	* * *4%*	1 *1%* *14%*	4 *7%* *66%*	- - -	- - -	4 *9%* *58%* JK	3 *1%* *42%*	- - -	1 *1%* *20%*	3 *5%* *46%*	1 *1%* *17%*
2	**2** ***1%***	1 *1%* *51%*	1 * *49%*	1 *2%* *49%*	1 *1%* *51%*	- - -	- - -	- - -	- - -	- - -	1 *1%* *51%*	1 *1%* *49%*	- - -	- - -	1 *1%* *51%*
1	**7** ***2%***	3 *3%* *44%*	4 *2%* *56%*	2 *4%* *34%*	- - -	3 *4%* *45%*	1 *2%* *21%*	- - -	- - -	3 *7%* *45%* K	4 *2%* *55%*	- - -	1 *1%* *19%*	4 *6%* *59%*	1 *1%* *19%*
Don't know	**5** ***2%***	* * *	5 *2%* *100%*	2 *3%* *32%*	- - -	1 *2%* *26%*	1 *2%* *25%*	- - -	1 *4%* *17%*	2 *6%* *43%* K	3 *2%* *57%*	* * *	3 *3%* *56%*	- - -	2 *2%* *44%*
Net: 10/9/8/7	**210** ***64%***	62 *62%* *30%*	148 *65%* *70%*	43 *71%* *21%*	46 *56%* *22%*	45 *67%* *22%*	36 *59%* *17%*	26 *81%* *12%*	15 *57%* *7%*	20 *47%* *10%*	127 *70%* *60%* I	64 *60%* *30%*	62 *70%* *29%*	37 *59%* *18%*	70 *60%* *33%*
Net: 10/9	**91** ***28%***	24 *24%* *27%*	67 *29%* *73%*	32 *53%* *35%* DE F	19 *24%* *21%*	19 *28%* *21%*	10 *17%* *11%*	7 *22%* *8%*	4 *14%* *4%*	5 *13%* *6%*	53 *29%* *58%*	33 *31%* *36%*	26 *29%* *28%*	19 *30%* *20%*	31 *26%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1002

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**97** ***30%***	33 *33%* *34%*	64 *28%* *66%*	11 *19%* *12%*	35 *43%* *36%* C	17 *25%* *18%*	18 *29%* *18%*	6 *19%* *6%*	10 *39%* *10%*	14 *32%* *14%*	43 *24%* *44%*	41 *39%* *42%* J	20 *23%* *21%*	19 *30%* *19%*	40 *35%* *41%*
Net: 3/2/1	**15** ***5%***	5 *5%* *34%*	10 *4%* *66%*	4 *7%* *29%*	1 *2%* *9%*	4 *6%* *26%*	6 *9%* *37%*	- - -	- - -	7 *16%* *44%* JK	7 *4%* *49%*	1 *1%* *7%*	3 *3%* *17%*	7 *11%* *45%*	3 *3%* *22%*
Mean	**7.15**	7.00	7.22	7.80 F	6.91	7.14	6.64	7.62	7.03	6.21	7.32 I	7.23 I	7.54	6.79	6.99
Standard Deviation	**2.11**	2.06	2.13	2.52	2.02	2.19	2.11	1.32	1.53	2.43	2.05	2.01	1.92	2.47	2.08

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1002

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**44** ***13%***	6 *20%* *13%*	3 *12%* *6%*	2 *14%* *4%*	34 *13%* *77%*	38 *13%* *87%*	6 *16%* *13%*	44 *14%* *100%*	44 *13%* *100%*	44 *13%* *100%*
9	**47** ***14%***	4 *15%* *9%*	1 *7%* *3%*	1 *6%* *1%*	41 *15%* *86%*	43 *15%* *91%*	4 *12%* *9%*	47 *15%* *100%*	47 *14%* *100%*	47 *14%* *100%*
8	**76** ***23%***	5 *19%* *7%*	7 *33%* *9%*	4 *34%* *5%*	60 *22%* *79%*	70 *24%* *92%*	6 *16%* *8%*	76 *23%* *100%*	76 *23%* *100%*	76 *23%* *100%*
7	**43** ***13%***	3 *11%* *8%*	4 *18%* *9%*	2 *17%* *4%*	34 *13%* *79%*	36 *12%* *85%*	6 *18%* *15%*	41 *13%* *95%*	43 *13%* *100%*	43 *13%* *100%*
6	**38** ***12%***	4 *13%* *10%*	1 *7%* *4%*	1 *10%* *3%*	32 *12%* *83%*	33 *11%* *87%*	5 *14%* *13%*	38 *12%* *100%*	38 *12%* *100%*	38 *12%* *100%*
5	**37** ***11%***	5 *17%* *14%*	3 *15%* *9%*	1 *13%* *4%*	27 *10%* *74%*	34 *12%* *94%*	2 *6%* *6%*	35 *11%* *97%*	37 *11%* *100%*	37 *11%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1002

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**22** ***7%***	- - -	1 *7%* *6%*	* *2%* *1%*	21 *8%* *93%*	20 *7%* *87%*	3 *8%* *13%*	22 *7%* *100%*	22 *7%* *100%*	22 *7%* *100%*
3	**6** ***2%***	1 *2%* *9%*	* *1%* *5%*	* *2%* *4%*	5 *2%* *83%*	4 *1%* *66%*	2 *6%* *34%*	6 *2%* *100%*	6 *2%* *100%*	6 *2%* *100%*
2	**2** ***1%***	1 *4%* *49%* R	- - -	- - -	1 * *51%*	1 * *49%*	1 *3%* *51%*	2 *1%* *100%*	2 *1%* *100%*	2 *1%* *100%*
1	**7** ***2%***	- - -	- - -	* *2%* *3%*	6 *2%* *97%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	7 *2%* *100%*
Don't know	**5** ***2%***	* * *	* * *	- - -	5 *2%* *100%*	5 *2%* *100%*	- - -	5 *2%* *100%*	5 *2%* *100%*	5 *2%* *100%*
Net: 10/9/8/7	**210** ***64%***	19 *65%* *9%*	15 *70%* *7%*	8 *71%* *4%*	168 *63%* *80%*	188 *64%* *89%*	22 *63%* *11%*	208 *64%* *99%*	210 *64%* *100%*	210 *64%* *100%*
Net: 10/9	**91** ***28%***	10 *35%* *11%*	4 *19%* *4%*	2 *20%* *2%*	75 *28%* *82%*	81 *28%* *89%*	10 *28%* *11%*	91 *28%* *100%*	91 *28%* *100%*	91 *28%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1002

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows programmes I want to watch ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**97** ***30%***	9 *30%* *9%*	6 *29%* *6%*	3 *25%* *3%*	79 *30%* *82%*	87 *30%* *90%*	10 *28%* *10%*	96 *30%* *99%*	97 *30%* *100%*	97 *30%* *100%*
Net: 3/2/1	**15** ***5%***	2 *5%* *11%*	* *1%* *2%*	* *4%* *3%*	13 *5%* *85%*	12 *4%* *79%*	3 *9%* *21%*	15 *5%* *100%*	15 *5%* *100%*	15 *5%* *100%*
Mean	**7.15**	7.36	7.20	7.27	7.12	7.17	6.99	7.16	7.15	7.15
Standard Deviation	**2.11**	2.15	1.81	1.97	2.15	2.10	2.26	2.12	2.11	2.11

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1003

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows programmes I want to watch - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	45 *9%*	88 *13%*	39 *8%*	14 *5%*	74 *16%*	65 *12%*	111 *20%*	25 *11%*	44 *13%*
9	43 *8%*	83 *12%*	85 *17%*	16 *5%*	73 *16%*	78 *14%*	114 *20%*	27 *11%*	47 *14%*
8	104 *20%*	153 *23%*	110 *23%*	70 *23%*	144 *31%*	132 *25%*	159 *28%*	46 *19%*	76 *23%*
7	105 *21%*	126 *19%*	99 *20%*	67 *23%*	81 *18%*	98 *18%*	99 *18%*	44 *18%*	43 *13%*
6	79 *16%*	66 *10%*	68 *14%*	52 *17%*	38 *8%*	56 *10%*	29 *5%*	33 *14%*	38 *12%*
5	69 *13%*	76 *11%*	33 *7%*	28 *9%*	25 *5%*	52 *10%*	25 *5%*	25 *10%*	37 *11%*
4	27 *5%*	30 *4%*	20 *4%*	27 *9%*	9 *2%*	8 *2%*	6 *1%*	12 *5%*	22 *7%*
3	19 *4%*	11 *2%*	6 *1%*	13 *4%*	9 *2%*	15 *3%*	7 *1%*	10 *4%*	6 *2%*
2	4 *1%*	11 *2%*	7 *1%*	1 *	4 *1%*	4 *1%*	1 *	7 *3%*	2 *1%*
1	5 *1%*	5 *1%*	9 *2%*	3 *1%*	1 *	7 *1%*	* *	6 *2%*	7 *2%*
Don't know	11 *2%*	19 *3%*	12 *2%*	8 *3%*	3 *1%*	25 *5%*	11 *2%*	6 *3%*	5 *2%*
Net: 10/9/8/7	296 *58%*	451 *67%*	332 *68%*	167 *56%*	372 *81%*	374 *69%*	484 *86%*	143 *59%*	210 *64%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1003

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows programmes I want to watch - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	88 *17%*	171 *26%*	124 *25%*	30 *10%*	147 *32%*	143 *26%*	225 *40%*	52 *22%*	91 *28%*
Net: 6/5/4	175 *34%*	172 *26%*	121 *25%*	106 *36%*	72 *16%*	116 *21%*	60 *11%*	70 *29%*	97 *30%*
Net: 3/2/1	28 *5%*	27 *4%*	21 *4%*	17 *6%*	14 *3%*	26 *5%*	9 *2%*	23 *10%*	15 *5%*
Mean	6.80	7.23	7.19	6.60	7.74	7.35	8.06	6.77	7.15
Standard Deviation	1.92	1.97	1.91	1.81	1.72	1.92	1.56	2.23	2.11

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1004

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**34** ***7%***	9 *5%* *28%*	25 *8%* *72%*	8 *8%* *24%*	4 *3%* *12%*	8 *9%* *23%*	8 *10%* *22%*	2 *5%* *5%*	4 *7%* *13%*	- - -	13 *5%* *38%*	21 *13%* *62%* IJ	7 *5%* *19%*	8 *6%* *24%*	15 *10%* *43%*
9	**22** ***4%***	8 *4%* *37%*	14 *4%* *63%*	10 *9%* *44%*	3 *2%* *13%*	5 *6%* *25%*	1 *1%* *3%*	- - -	3 *5%* *16%*	- - -	10 *4%* *44%*	12 *8%* *56%*	10 *7%* *43%*	2 *1%* *7%*	5 *3%* *23%*
8	**55** ***11%***	21 *11%* *38%*	34 *11%* *62%*	8 *8%* *15%*	18 *13%* *33%*	11 *14%* *20%*	8 *10%* *15%*	2 *6%* *4%*	7 *11%* *13%*	15 *20%* *27%* K	31 *11%* *56%*	10 *6%* *18%*	13 *10%* *24%*	13 *10%* *23%*	15 *10%* *27%*
7	**100** ***20%***	33 *16%* *33%*	67 *22%* *67%*	21 *20%* *21%*	45 *32%* *45%* EFH	9 *10%* *9%*	11 *14%* *11%*	8 *21%* *8%*	6 *10%* *6%*	19 *26%* *19%* K	62 *23%* *62%* K	19 *12%* *19%*	28 *20%* *28%*	30 *23%* *30%*	23 *16%* *23%*
6	**81** ***16%***	29 *15%* *36%*	51 *17%* *64%*	28 *26%* *34%* E	19 *13%* *23%*	9 *10%* *11%*	14 *17%* *17%*	5 *14%* *7%*	7 *11%* *9%*	9 *12%* *11%*	46 *17%* *57%*	26 *16%* *32%*	22 *16%* *27%*	15 *12%* *19%*	32 *22%* *40%*
5	**77** ***15%***	33 *17%* *43%*	44 *14%* *57%*	8 *8%* *10%*	26 *18%* *33%*	13 *15%* *17%*	11 *14%* *15%*	11 *30%* *14%*	8 *13%* *11%*	10 *14%* *14%*	40 *15%* *52%*	27 *17%* *35%*	19 *14%* *25%*	19 *15%* *24%*	24 *17%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1004

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**36** ***7%***	19 *9%* *52%*	17 *6%* *48%*	8 *7%* *21%*	12 *9%* *34%*	6 *7%* *17%*	7 *9%* *20%*	1 *4%* *4%*	1 *2%* *3%*	6 *8%* *16%*	18 *7%* *51%*	12 *7%* *33%*	9 *6%* *24%*	11 *9%* *32%*	6 *4%* *17%*
3	**28** ***5%***	16 *8%* *59%*	11 *4%* *41%*	9 *8%* *31%*	4 *3%* *15%*	3 *4%* *12%*	2 *3%* *8%*	2 *5%* *7%*	8 *12%* *27%* D	2 *2%* *6%*	12 *4%* *42%*	14 *9%* *52%*	10 *7%* *35%*	12 *9%* *44%* N	2 *2%* *9%*
2	**18** ***4%***	7 *3%* *37%*	12 *4%* *63%*	3 *3%* *17%*	2 *2%* *13%*	5 *6%* *28%*	5 *6%* *25%*	2 *4%* *8%*	2 *2%* *8%*	5 *7%* *28%*	11 *4%* *58%*	2 *2%* *13%*	6 *4%* *32%*	3 *2%* *17%*	5 *4%* *30%*
1	**16** ***3%***	10 *5%* *63%*	6 *2%* *37%*	- - -	2 *2%* *16%*	5 *5%* *29%*	2 *3%* *14%*	3 *7%* *17%*	4 *6%* *24%* C	3 *4%* *21%*	7 *2%* *44%*	6 *3%* *35%*	6 *5%* *40%*	4 *3%* *25%*	1 *1%* *6%*
Don't know	**43** ***9%***	13 *6%* *29%*	31 *10%* *71%*	4 *4%* *10%*	5 *3%* *11%*	10 *12%* *22%* D	11 *14%* *26%* D	1 *3%* *3%*	12 *20%* *28%* CD	5 *6%* *10%*	26 *9%* *59%*	13 *8%* *30%*	9 *7%* *21%*	11 *8%* *24%*	15 *11%* *36%*
Net: 10/9/8/7	**211** ***41%***	71 *36%* *34%*	140 *45%* *66%*	47 *44%* *22%*	70 *50%* *33%*	33 *40%* *16%*	27 *34%* *13%*	12 *32%* *6%*	21 *33%* *10%*	34 *46%* *16%*	115 *42%* *55%*	62 *38%* *29%*	57 *41%* *27%*	53 *41%* *25%*	58 *40%* *27%*
Net: 10/9	**56** ***11%***	18 *9%* *31%*	38 *12%* *69%*	18 *17%* *32%* D	7 *5%* *13%*	13 *16%* *24%* D	8 *10%* *15%*	2 *5%* *3%*	8 *12%* *14%*	- - -	23 *8%* *41%* I	33 *21%* *59%* IJ	16 *12%* *29%*	10 *8%* *17%*	20 *14%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1004

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**194** ***38%***	82 *41%* *42%*	113 *36%* *58%*	43 *41%* *22%*	57 *40%* *29%*	28 *33%* *14%*	32 *40%* *17%*	18 *48%* *9%*	17 *27%* *9%*	26 *35%* *13%*	104 *38%* *54%*	64 *40%* *33%*	50 *36%* *26%*	45 *36%* *23%*	62 *43%* *32%*
Net: 3/2/1	**61** ***12%***	33 *17%* *54%* B	28 *9%* *46%*	12 *11%* *19%*	9 *6%* *15%*	13 *16%* *21%*	9 *11%* *15%*	6 *16%* *10%*	13 *21%* *21%* D	10 *14%* *16%*	29 *11%* *47%*	22 *14%* *36%*	22 *16%* *35%* N	19 *15%* *31%*	9 *6%* *14%*
Mean	**6.06**	5.68	6.32 A	6.37	6.17	6.01	5.97	5.45	5.78	5.77	6.06	6.19	5.91	5.86	6.44
Standard Deviation	**2.18**	2.25	2.10	2.05	1.76	2.60	2.31	2.14	2.60	2.05	2.05	2.44	2.28	2.17	2.01

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1004

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**34** ***7%***	3 *5%* *8%*	2 *5%* *5%*	* *1%* *1%*	29 *7%* *86%*	29 *6%* *85%*	5 *17%* *15%*	34 *7%* *100%*	34 *7%* *100%*	28 *9%* *81%* Z	6 *3%* *19%*	7 *3%* *20%*
9	**22** ***4%***	2 *5%* *11%*	3 *8%* *12%*	1 *5%* *4%*	16 *4%* *73%*	22 *5%* *100%*	- - -	22 *4%* *100%*	22 *4%* *100%*	13 *4%* *58%*	9 *5%* *42%*	9 *4%* *42%*
8	**55** ***11%***	7 *13%* *12%*	5 *15%* *9%*	2 *14%* *4%*	41 *10%* *75%*	51 *11%* *93%*	4 *12%* *7%*	55 *11%* *99%*	55 *11%* *100%*	34 *11%* *61%*	21 *11%* *39%*	21 *10%* *39%*
7	**100** ***20%***	11 *21%* *11%*	5 *16%* *5%*	3 *21%* *3%*	81 *20%* *81%*	93 *19%* *93%*	7 *21%* *7%*	100 *20%* *100%*	100 *20%* *100%*	60 *19%* *60%*	40 *20%* *40%*	42 *20%* *43%*
6	**81** ***16%***	7 *13%* *8%*	3 *9%* *4%*	2 *13%* *3%*	69 *17%* *85%*	74 *15%* *91%*	7 *23%* *9%*	81 *16%* *100%*	81 *16%* *100%*	60 *19%* *74%* Z	21 *11%* *26%*	21 *10%* *26%*
5	**77** ***15%***	7 *14%* *9%*	4 *14%* *6%*	3 *20%* *4%*	62 *15%* *81%*	74 *15%* *95%*	3 *11%* *4%*	74 *15%* *96%*	77 *15%* *100%*	44 *14%* *57%*	34 *17%* *43%*	40 *19%* *52%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1004

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**36** ***7%***	4 *9%* *12%*	5 *14%* *13%* R	1 *7%* *3%*	26 *6%* *72%*	36 *8%* *100%*	- - -	36 *7%* *100%*	36 *7%* *100%*	22 *7%* *61%*	14 *7%* *39%*	14 *7%* *40%*
3	**28** ***5%***	2 *3%* *5%*	1 *4%* *5%*	1 *3%* *2%*	24 *6%* *87%*	26 *5%* *95%*	1 *4%* *5%*	26 *5%* *93%*	28 *5%* *100%*	16 *5%* *58%*	11 *6%* *41%*	12 *6%* *42%*
2	**18** ***4%***	2 *3%* *10%*	1 *4%* *8%*	1 *5%* *4%*	14 *4%* *79%*	16 *3%* *85%*	3 *9%* *15%*	18 *4%* *100%*	18 *4%* *100%*	10 *3%* *53%*	9 *4%* *47%*	10 *5%* *54%*
1	**16** ***3%***	3 *5%* *17%*	1 *4%* *9%*	* *2%* *2%*	11 *3%* *71%*	15 *3%* *94%*	1 *3%* *6%*	15 *3%* *98%*	16 *3%* *100%*	3 *1%* *20%*	12 *6%* *80%* X	12 *6%* *80%* X
Don't know	**43** ***9%***	5 *9%* *11%*	2 *7%* *5%*	1 *8%* *3%*	35 *9%* *81%*	43 *9%* *100%*	- - -	43 *9%* *100%*	43 *9%* *100%*	26 *8%* *61%*	17 *9%* *39%*	21 *10%* *47%*
Net: 10/9/8/7	**211** ***41%***	22 *44%* *11%*	15 *44%* *7%*	7 *41%* *3%*	167 *41%* *79%*	195 *41%* *93%*	16 *50%* *7%*	210 *42%* *100%*	211 *41%* *100%*	134 *43%* *64%*	77 *39%* *36%*	80 *38%* *38%*
Net: 10/9	**56** ***11%***	5 *10%* *9%*	4 *13%* *8%*	1 *6%* *2%*	45 *11%* *81%*	51 *11%* *91%*	5 *17%* *9%*	56 *11%* *100%*	56 *11%* *100%*	40 *13%* *72%*	16 *8%* *28%*	16 *8%* *29%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1004

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**194** ***38%***	18 *35%* *9%*	12 *37%* *6%*	7 *40%* *3%*	158 *38%* *81%*	183 *38%* *94%*	11 *34%* *6%*	191 *38%* *99%*	194 *38%* *100%*	125 *40%* *65%*	69 *35%* *35%*	76 *36%* *39%*
Net: 3/2/1	**61** ***12%***	6 *12%* *10%*	4 *13%* *7%*	2 *11%* *3%*	50 *12%* *81%*	56 *12%* *92%*	5 *16%* *8%*	59 *12%* *97%*	61 *12%* *100%*	29 *9%* *47%*	32 *17%* *53%* X	34 *16%* *56%*
Mean	**6.06**	6.03	5.97	5.94	6.08	6.04	6.38	6.08	6.06	6.30 YZ	5.68	5.65
Standard Deviation	**2.18**	2.27	2.39	2.03	2.16	2.16	2.45	2.18	2.18	2.07	2.30	2.27

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1005

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**34** ***5%***	12 *4%* *36%*	22 *6%* *64%*	22 *11%* *63%* DE	6 *3%* *19%*	* * *1%*	4 *5%* *13%*	* *1%* *1%*	1 *5%* *3%*	- - -	22 *6%* *65%* I	12 *7%* *35%* I	10 *6%* *28%*	14 *8%* *40%*	7 *3%* *20%*
9	**34** ***5%***	17 *6%* *50%*	17 *4%* *50%*	19 *10%* *56%* DF	6 *2%* *17%*	4 *4%* *13%*	- - -	- - -	5 *21%* *14%*	2 *1%* *5%*	16 *4%* *48%*	16 *10%* *47%* I	12 *8%* *36%*	5 *3%* *15%*	11 *5%* *32%*
8	**72** ***11%***	37 *13%* *51%*	35 *9%* *49%*	20 *10%* *27%*	36 *16%* *51%*	10 *10%* *14%*	5 *5%* *7%*	1 *3%* *1%*	* *1%* *	13 *11%* *18%*	50 *13%* *69%*	10 *6%* *13%*	19 *12%* *26%*	19 *12%* *27%*	20 *9%* *28%*
7	**95** ***14%***	34 *12%* *36%*	61 *16%* *64%*	27 *14%* *28%*	41 *17%* *43%*	11 *11%* *11%*	11 *13%* *12%*	5 *14%* *5%*	1 *3%* *1%*	20 *16%* *21%*	57 *15%* *60%*	18 *11%* *19%*	27 *17%* *28%*	21 *13%* *22%*	26 *12%* *28%*
6	**93** ***14%***	51 *18%* *55%*	42 *11%* *45%*	31 *16%* *33%*	35 *15%* *38%*	11 *11%* *12%*	8 *9%* *9%*	3 *8%* *3%*	5 *23%* *5%*	14 *12%* *15%*	55 *14%* *59%*	24 *15%* *26%*	25 *16%* *27%*	17 *10%* *18%*	34 *15%* *36%*
5	**106** ***16%***	43 *15%* *41%*	63 *17%* *59%*	26 *14%* *25%*	38 *16%* *36%*	16 *16%* *15%*	16 *18%* *15%*	9 *28%* *9%*	1 *4%* *1%*	25 *21%* *23%*	60 *15%* *56%*	22 *14%* *20%*	24 *15%* *22%*	28 *17%* *27%*	42 *18%* *39%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1005

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**67** ***10%***	35 *12%* *53%*	32 *8%* *47%*	21 *11%* *32%*	19 *8%* *29%*	13 *13%* *19%*	10 *11%* *14%*	2 *5%* *3%*	3 *13%* *4%*	9 *8%* *14%*	38 *10%* *56%*	20 *13%* *30%*	19 *11%* *28%*	25 *15%* *38%* N	12 *5%* *17%*
3	**49** ***7%***	16 *5%* *32%*	34 *9%* *68%*	9 *5%* *18%*	19 *8%* *39%*	10 *10%* *20%*	8 *9%* *15%*	4 *12%* *8%*	- - -	13 *11%* *26%*	24 *6%* *49%*	13 *8%* *25%*	7 *5%* *15%*	11 *6%* *22%*	23 *10%* *47%*
2	**30** ***4%***	10 *3%* *33%*	20 *5%* *67%*	7 *4%* *24%*	15 *6%* *51%*	4 *4%* *12%*	3 *3%* *8%*	* * *	1 *5%* *4%*	11 *9%* *37%* J	11 *3%* *37%*	8 *5%* *26%*	3 *2%* *11%*	7 *4%* *22%*	16 *7%* *54%*
1	**36** ***5%***	18 *6%* *51%*	17 *5%* *49%*	7 *4%* *21%*	5 *2%* *15%*	11 *11%* *32%* CD	9 *10%* *25%* D	1 *4%* *4%*	1 *6%* *4%*	6 *5%* *16%*	25 *6%* *69%*	5 *3%* *15%*	9 *6%* *26%*	4 *2%* *11%*	16 *7%* *46%*
Don't know	**52** ***8%***	17 *6%* *34%*	35 *9%* *66%*	4 *2%* *8%*	13 *6%* *25%*	9 *9%* *18%* C	14 *16%* *26%* CD	8 *24%* *15%*	4 *19%* *8%*	8 *7%* *16%*	30 *8%* *57%*	14 *9%* *28%*	7 *4%* *13%*	15 *9%* *29%*	19 *9%* *37%*
Net: 10/9/8/7	**235** ***35%***	100 *34%* *43%*	135 *36%* *57%*	87 *45%* *37%* EF	90 *38%* *38%*	25 *25%* *11%*	21 *24%* *9%*	6 *18%* *2%*	7 *31%* *3%*	34 *29%* *15%*	145 *38%* *62%*	55 *34%* *23%*	67 *42%* *29%* N	59 *35%* *25%*	64 *28%* *27%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1005

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 10/9	**68** ***10%***	29 *10%* *43%*	39 *10%* *57%*	40 *21%* *60%* DE F	12 *5%* *18%*	5 *5%* *7%*	4 *5%* *7%*	* *1%* *	6 *27%* *9%*	2 *1%* *2%*	38 *10%* *57%* I	28 *17%* *41%* I	22 *13%* *32%*	18 *11%* *27%*	17 *8%* *26%*
Net: 6/5/4	**267** ***40%***	130 *45%* *49%*	137 *36%* *51%*	79 *41%* *29%*	93 *40%* *35%*	40 *40%* *15%*	33 *38%* *12%*	13 *41%* *5%*	9 *39%* *3%*	48 *40%* *18%*	152 *39%* *57%*	66 *41%* *25%*	68 *42%* *25%*	71 *43%* *26%*	87 *38%* *33%*
Net: 3/2/1	**115** ***17%***	44 *15%* *38%*	71 *19%* *62%*	23 *12%* *21%*	39 *17%* *34%*	25 *25%* *22%* C	19 *22%* *17%*	5 *17%* *5%*	2 *11%* *2%*	29 *24%* *26%*	60 *15%* *52%*	26 *16%* *22%*	20 *12%* *18%*	21 *13%* *18%*	56 *25%* *48%* LM
Mean	**5.66**	5.69	5.63	6.25 E F	5.71 E	4.92	4.99	5.00	6.15	5.08	5.78 I	5.82	5.97 N	5.81	5.26
Standard Deviation	**2.33**	2.30	2.36	2.42	2.11	2.33	2.40	1.78	2.71	2.09	2.34	2.42	2.30	2.28	2.37

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1005

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**34** ***5%***	3 *4%* *8%*	* *1%* *1%*	1 *4%* *3%*	30 *5%* *88%*	30 *5%* *87%*	4 *9%* *13%*	33 *5%* *97%* YZ	34 *5%* *100%* YZ	33 *8%* *96%* YZ	1 * *4%*	1 * *4%*
9	**34** ***5%***	4 *6%* *11%*	1 *6%* *4%*	1 *3%* *2%*	28 *5%* *83%*	30 *5%* *89%*	4 *8%* *11%*	33 *5%* *99%*	34 *5%* *100%*	18 *4%* *54%*	15 *6%* *46%*	15 *6%* *46%*
8	**72** ***11%***	6 *9%* *8%*	3 *13%* *5%*	4 *18%* *6%* R	58 *11%* *81%*	69 *11%* *95%*	4 *7%* *5%*	70 *11%* *96%*	72 *11%* *100%*	46 *11%* *64%*	26 *10%* *36%*	26 *10%* *36%*
7	**95** ***14%***	13 *20%* *14%*	4 *15%* *4%*	4 *15%* *4%*	75 *13%* *79%*	86 *14%* *91%*	9 *18%* *9%*	95 *15%* *100%*	95 *14%* *100%*	66 *16%* *70%*	29 *11%* *30%*	29 *11%* *30%*
6	**93** ***14%***	11 *16%* *11%*	2 *10%* *3%*	4 *18%* *5%*	76 *14%* *81%*	86 *14%* *92%*	8 *17%* *8%*	91 *14%* *98%*	93 *14%* *100%*	56 *14%* *60%*	38 *14%* *40%*	40 *15%* *43%*
5	**106** ***16%***	7 *10%* *6%*	3 *12%* *3%*	3 *11%* *3%*	94 *17%* *88%*	98 *16%* *92%*	9 *18%* *8%*	104 *16%* *97%*	106 *16%* *100%*	63 *15%* *59%*	43 *17%* *41%*	43 *16%* *41%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1005

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**67** ***10%***	7 *11%* *11%*	3 *11%* *4%*	2 *7%* *3%*	55 *10%* *83%*	65 *10%* *97%*	2 *4%* *3%*	66 *10%* *98%*	67 *10%* *100%*	42 *10%* *63%*	25 *9%* *37%*	25 *9%* *37%*
3	**49** ***7%***	5 *8%* *10%*	1 *5%* *3%*	2 *6%* *3%*	41 *7%* *84%*	47 *8%* *96%*	2 *4%* *4%*	48 *7%* *97%*	49 *7%* *100%*	19 *5%* *39%*	30 *11%* *61%* X	30 *11%* *61%* X
2	**30** ***4%***	2 *3%* *6%*	1 *3%* *2%*	1 *4%* *4%*	26 *5%* *88%*	30 *5%* *100%*	- - -	26 *4%* *87%*	30 *4%* *100%*	17 *4%* *56%*	13 *5%* *44%*	13 *5%* *44%*
1	**36** ***5%***	2 *3%* *5%*	3 *10%* *7%* O	2 *7%* *5%*	30 *5%* *83%*	32 *5%* *91%*	3 *7%* *9%*	34 *5%* *96%*	36 *5%* *100%*	18 *4%* *50%*	18 *7%* *50%*	18 *7%* *50%*
Don't know	**52** ***8%***	6 *9%* *12%*	4 *14%* *7%*	1 *5%* *2%*	41 *7%* *79%*	49 *8%* *94%*	3 *6%* *6%*	52 *8%* *100%*	52 *8%* *100%*	30 *7%* *57%*	23 *9%* *43%*	23 *9%* *43%*
Net: 10/9/8/7	**235** ***35%***	25 *39%* *11%*	9 *35%* *4%*	10 *41%* *4%*	190 *34%* *81%*	214 *35%* *91%*	20 *43%* *9%*	230 *35%* *98%*	235 *35%* *100%*	163 *40%* *70%* YZ	71 *27%* *30%*	71 *27%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1005

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 10/9	**68** ***10%***	6 *10%* *9%*	2 *7%* *3%*	2 *7%* *3%*	58 *10%* *85%*	60 *10%* *88%*	8 *17%* *12%*	66 *10%* *98%*	68 *10%* *100%*	51 *12%* *75%* Z	17 *6%* *25%*	17 *6%* *25%*
Net: 6/5/4	**267** ***40%***	24 *38%* *9%*	9 *33%* *3%*	9 *37%* *3%*	225 *41%* *84%*	248 *40%* *93%*	19 *40%* *7%*	261 *40%* *98%*	267 *40%* *100%*	161 *40%* *60%*	106 *41%* *40%*	108 *41%* *40%*
Net: 3/2/1	**115** ***17%***	9 *14%* *8%*	5 *18%* *4%*	4 *18%* *4%*	97 *17%* *84%*	109 *18%* *95%*	5 *11%* *5%*	108 *17%* *94%*	115 *17%* *100%*	54 *13%* *47%*	61 *23%* *53%* X	61 *23%* *53%* X
Mean	**5.66**	5.89	5.44	5.80	5.64	5.62	6.20	5.69 YZ	5.66 YZ	5.95 YZ	5.20	5.21
Standard Deviation	**2.33**	2.17	2.50	2.38	2.34	2.32	2.37	2.31	2.33	2.33	2.25	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1006

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**17** ***3%***	8 *3%* *47%*	9 *4%* *53%*	2 *3%* *13%*	4 *3%* *26%*	2 *1%* *9%*	3 *4%* *18%*	3 *7%* *19%*	3 *5%* *16%*	5 *6%* *28%*	5 *2%* *29%*	7 *6%* *44%*	2 *2%* *10%*	6 *5%* *34%*	5 *3%* *31%*
9	**10** ***2%***	8 *3%* *79%*	2 *1%* *21%*	3 *4%* *26%*	1 *1%* *10%*	3 *3%* *31%*	1 *2%* *13%*	1 *1%* *7%*	1 *2%* *13%*	* * *1%*	8 *3%* *80%*	2 *1%* *19%*	3 *3%* *28%*	4 *3%* *38%*	- - -
8	**61** ***13%***	32 *12%* *52%*	29 *13%* *48%*	10 *14%* *17%*	10 *7%* *16%*	14 *14%* *23%*	9 *11%* *15%*	8 *16%* *12%*	10 *18%* *17%*	4 *5%* *6%*	39 *14%* *63%* I	19 *14%* *30%*	11 *10%* *17%*	21 *17%* *35%*	18 *11%* *29%*
7	**62** ***13%***	36 *14%* *58%*	26 *11%* *42%*	13 *18%* *20%*	20 *16%* *32%*	12 *12%* *20%*	9 *11%* *15%*	3 *6%* *5%*	5 *9%* *8%*	12 *15%* *20%*	38 *14%* *60%*	12 *9%* *20%*	16 *15%* *26%*	19 *15%* *30%*	18 *11%* *28%*
6	**64** ***13%***	32 *12%* *50%*	32 *14%* *50%*	9 *13%* *14%*	20 *15%* *31%*	10 *10%* *16%*	12 *15%* *19%*	4 *9%* *6%*	9 *15%* *13%*	15 *18%* *23%*	37 *14%* *58%*	12 *9%* *19%*	12 *11%* *19%*	15 *12%* *24%*	24 *15%* *37%*
5	**87** ***18%***	53 *20%* *60%*	35 *15%* *40%*	5 *7%* *5%*	31 *24%* *36%* C	22 *21%* *25%* C	12 *14%* *14%*	8 *17%* *9%*	10 *17%* *11%*	16 *20%* *19%*	46 *17%* *53%*	24 *18%* *28%*	25 *24%* *29%*	16 *13%* *18%*	31 *19%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1006

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**48** ***10%***	26 *10%* *54%*	22 *10%* *46%*	3 *5%* *7%*	16 *12%* *33%*	12 *11%* *24%*	9 *11%* *19%*	5 *10%* *9%*	4 *7%* *9%*	6 *7%* *12%*	28 *10%* *57%*	15 *11%* *31%*	13 *12%* *27%*	9 *7%* *18%*	16 *10%* *33%*
3	**38** ***8%***	22 *9%* *58%*	16 *7%* *42%*	14 *19%* *36%* DEH	2 *1%* *5%*	6 *6%* *17%*	8 *10%* *22%* D	6 *12%* *15%* D	2 *3%* *4%*	6 *7%* *15%*	21 *8%* *56%*	11 *8%* *29%*	9 *8%* *24%*	8 *7%* *22%*	16 *10%* *42%*
2	**21** ***4%***	12 *5%* *58%*	9 *4%* *42%*	5 *7%* *23%*	7 *6%* *33%*	5 *5%* *22%*	1 *2%* *7%*	2 *5%* *11%*	1 *2%* *5%*	3 *4%* *14%*	15 *5%* *69%*	4 *3%* *17%*	4 *4%* *20%*	2 *2%* *9%*	8 *5%* *38%*
1	**36** ***7%***	14 *6%* *40%*	21 *9%* *60%*	6 *9%* *17%*	10 *8%* *28%*	12 *12%* *34%*	4 *5%* *12%*	2 *4%* *6%*	1 *2%* *3%*	8 *9%* *21%*	22 *8%* *61%*	7 *5%* *18%*	6 *6%* *18%*	10 *8%* *28%*	13 *8%* *36%*
Don't know	**43** ***9%***	14 *5%* *32%*	29 *13%* *68%* A	1 *2%* *3%*	8 *6%* *19%*	5 *4%* *11%*	12 *14%* *27%* CE	5 *11%* *12%*	12 *20%* *27%* CDE	8 *9%* *18%*	16 *6%* *37%*	19 *15%* *45%* J	6 *5%* *13%*	13 *11%* *31%*	15 *9%* *36%*
Net: 10/9/8/7	**150** ***31%***	84 *33%* *56%*	66 *29%* *44%*	28 *39%* *18%*	35 *27%* *23%*	31 *30%* *21%*	23 *28%* *15%*	14 *31%* *9%*	19 *34%* *13%*	21 *26%* *14%*	89 *33%* *59%*	40 *30%* *27%*	31 *29%* *21%*	50 *40%* *33%* N	41 *25%* *27%*
Net: 10/9	**27** ***5%***	16 *6%* *59%*	11 *5%* *41%*	5 *7%* *18%*	5 *4%* *20%*	5 *4%* *17%*	4 *5%* *16%*	4 *8%* *14%*	4 *7%* *15%*	5 *6%* *18%*	13 *5%* *48%*	9 *7%* *34%*	4 *4%* *17%*	9 *8%* *36%*	5 *3%* *19%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1006

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky One**

Base : All who watch Sky One regularly

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Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**200** ***41%***	111 *43%* *56%*	89 *39%* *44%*	17 *24%* *9%*	67 *52%* *33%* C	44 *43%* *22%* C	33 *40%* *17%*	16 *36%* *8%*	22 *39%* *11%*	37 *45%* *18%*	111 *41%* *56%*	52 *39%* *26%*	50 *47%* *25%*	40 *32%* *20%*	71 *43%* *36%*
Net: 3/2/1	**95** ***19%***	49 *19%* *51%*	46 *20%* *49%*	25 *35%* *26%* DH	19 *15%* *20%*	23 *23%* *25%* H	14 *17%* *15%*	10 *22%* *11%* H	4 *6%* *4%*	16 *20%* *17%*	58 *21%* *61%*	21 *16%* *22%*	20 *18%* *21%*	21 *17%* *22%*	37 *22%* *39%*
Mean	**5.37**	5.44	5.29	5.24	5.28	5.10	5.45	5.47	6.19 DE	5.24	5.32	5.56	5.26	5.80	5.10
Standard Deviation	**2.30**	2.22	2.39	2.55	2.14	2.38	2.22	2.47	2.02	2.30	2.29	2.32	2.10	2.42	2.24

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1006

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**17** ***3%***	3 *5%* *15%*	1 *4%* *7%*	* *2%* *2%*	13 *3%* *75%*	15 *3%* *91%*	1 *4%* *9%*	17 *3%* *100%*	17 *3%* *100%*	17 *3%* *100%*
9	**10** ***2%***	1 *2%* *12%*	1 *3%* *9%*	1 *8%* *13%* R	7 *2%* *66%*	10 *2%* *100%*	- - -	10 *2%* *100%*	10 *2%* *100%*	10 *2%* *100%*
8	**61** ***13%***	5 *11%* *9%*	4 *14%* *6%*	2 *13%* *4%*	50 *13%* *82%*	55 *12%* *91%*	6 *14%* *9%*	61 *13%* *100%*	61 *13%* *100%*	61 *13%* *100%*
7	**62** ***13%***	5 *11%* *9%*	2 *7%* *3%*	2 *15%* *4%*	53 *13%* *84%*	56 *13%* *89%*	7 *16%* *11%*	62 *13%* *100%*	62 *13%* *100%*	62 *13%* *100%*
6	**64** ***13%***	8 *16%* *12%*	2 *9%* *4%*	3 *18%* *4%*	51 *13%* *79%*	58 *13%* *90%*	6 *16%* *10%*	64 *13%* *100%*	64 *13%* *100%*	64 *13%* *100%*
5	**87** ***18%***	9 *17%* *10%*	5 *19%* *6%* Q	1 *7%* *1%*	72 *18%* *83%* Q	79 *18%* *91%*	8 *19%* *9%*	87 *18%* *100%*	87 *18%* *100%*	87 *18%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1006

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**48** ***10%***	6 *13%* *13%*	3 *11%* *6%*	1 *7%* *2%*	38 *10%* *78%*	45 *10%* *92%*	4 *9%* *8%*	48 *10%* *100%*	48 *10%* *100%*	48 *10%* *100%*
3	**38** ***8%***	1 *1%* *2%*	3 *10%* *7%* O	1 *7%* *3%* O	33 *8%* *88%* O	35 *8%* *93%*	2 *6%* *7%*	36 *7%* *97%*	38 *8%* *100%*	38 *8%* *100%*
2	**21** ***4%***	5 *10%* *23%* R	1 *4%* *5%*	1 *7%* *5%*	14 *4%* *67%*	21 *5%* *100%*	- - -	21 *4%* *100%*	21 *4%* *100%*	21 *4%* *100%*
1	**36** ***7%***	4 *7%* *10%*	2 *6%* *5%*	1 *8%* *3%*	29 *7%* *82%*	31 *7%* *86%*	5 *13%* *14%*	36 *7%* *100%*	36 *7%* *100%*	36 *7%* *100%*
Don't know	**43** ***9%***	4 *7%* *9%*	3 *12%* *7%*	1 *8%* *3%*	34 *9%* *81%*	41 *9%* *98%*	1 *2%* *2%*	43 *9%* *100%*	43 *9%* *100%*	43 *9%* *100%*
Net: 10/9/8/7	**150** ***31%***	15 *29%* *10%*	8 *29%* *5%*	6 *39%* *4%*	121 *31%* *81%*	136 *30%* *91%*	14 *34%* *9%*	150 *31%* *100%*	150 *31%* *100%*	150 *31%* *100%*
Net: 10/9	**27** ***5%***	4 *7%* *14%*	2 *8%* *8%*	2 *11%* *6%*	19 *5%* *72%*	25 *6%* *94%*	1 *4%* *6%*	27 *5%* *100%*	27 *5%* *100%*	27 *5%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1006

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**200** ***41%***	23 *46%* *11%*	11 *40%* *5%*	5 *32%* *3%*	161 *41%* *81%*	182 *41%* *91%*	18 *44%* *9%*	200 *41%* *100%*	200 *41%* *100%*	200 *41%* *100%*
Net: 3/2/1	**95** ***19%***	9 *18%* *10%*	5 *20%* *6%*	4 *22%* *4%*	77 *20%* *81%*	87 *20%* *92%*	8 *19%* *8%*	94 *19%* *99%*	95 *19%* *100%*	95 *19%* *100%*
Mean	**5.37**	5.32	5.38	5.65	5.36	5.37	5.38	5.38	5.37	5.37
Standard Deviation	**2.30**	2.42	2.42	2.57	2.27	2.30	2.35	2.30	2.30	2.30

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1007

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**4** ***1%***	* * *4%*	4 *3%* *96%*	2 *4%* *37%*	- - -	- - -	1 *2%* *20%*	* * *4%*	2 *7%* *39%*	- - -	* * *4%*	4 *5%* *96%* J	2 *2%* *39%*	- - -	2 *1%* *37%*
9	**8** ***3%***	3 *2%* *38%*	5 *3%* *62%*	3 *7%* *42%*	3 *3%* *41%*	- - -	- - -	- - -	1 *5%* *18%*	* *1%* *6%*	4 *3%* *55%*	3 *4%* *39%*	6 *8%* *74%* N	- - -	- - -
8	**37** ***12%***	19 *13%* *53%*	18 *12%* *47%*	7 *17%* *20%*	15 *16%* *40%* F	9 *19%* *24%* F	* * *1%*	5 *12%* *13%*	1 *4%* *3%*	6 *12%* *17%*	26 *16%* *70%*	5 *6%* *13%*	8 *11%* *21%*	4 *6%* *11%*	17 *16%* *47%*
7	**51** ***17%***	24 *16%* *48%*	27 *18%* *52%*	12 *27%* *23%*	22 *23%* *43%* E	3 *7%* *6%*	7 *14%* *14%*	7 *17%* *13%*	* * *	12 *22%* *23%*	29 *18%* *56%*	11 *13%* *21%*	13 *19%* *25%*	9 *13%* *18%*	20 *18%* *39%*
6	**50** ***17%***	32 *22%* *65%*	18 *12%* *35%*	12 *28%* *24%*	14 *14%* *27%*	7 *16%* *15%*	5 *9%* *9%*	7 *18%* *15%*	5 *20%* *10%*	8 *15%* *16%*	29 *17%* *58%*	13 *16%* *26%*	13 *19%* *26%*	16 *23%* *33%*	12 *11%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1007

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
5	**48** ***16%***	17 *12%* *36%*	31 *21%* *64%*	2 *4%* *4%*	14 *15%* *29%*	9 *20%* *20%*	11 *21%* *22%*	10 *25%* *21%*	2 *8%* *4%*	13 *24%* *27%*	24 *15%* *50%*	11 *14%* *23%*	7 *10%* *14%*	13 *19%* *27%*	22 *20%* *45%*
4	**12** ***4%***	7 *4%* *55%*	6 *4%* *45%*	- - -	4 *4%* *29%*	2 *5%* *20%*	4 *8%* *32%*	1 *1%* *4%*	2 *7%* *15%*	1 *2%* *10%*	8 *5%* *63%*	3 *4%* *27%*	3 *4%* *25%*	- - -	6 *6%* *51%*
3	**19** ***7%***	8 *5%* *41%*	12 *8%* *59%*	1 *1%* *3%*	3 *3%* *17%*	4 *9%* *21%*	7 *13%* *34%*	5 *11%* *23%*	* *2%* *2%*	4 *7%* *20%*	7 *4%* *38%*	8 *10%* *42%*	1 *1%* *5%*	6 *8%* *29%*	8 *7%* *39%*
2	**14** ***5%***	12 *8%* *88%* B	2 *1%* *12%*	4 *9%* *27%*	3 *3%* *19%*	1 *1%* *4%*	4 *8%* *30%*	- - -	3 *11%* *20%*	2 *3%* *11%*	5 *3%* *37%*	7 *9%* *51%*	7 *11%* *51%*	4 *5%* *25%*	2 *2%* *15%*
1	**18** ***6%***	12 *8%* *67%*	6 *4%* *33%*	1 *2%* *4%*	3 *3%* *17%*	7 *15%* *40%* D	6 *12%* *33%*	1 *3%* *6%*	- - -	2 *3%* *9%*	12 *7%* *68%*	4 *5%* *24%*	2 *3%* *12%*	2 *3%* *11%*	11 *10%* *64%*
Don't know	**38** ***13%***	13 *9%* *36%*	24 *16%* *64%*	- - -	14 *15%* *38%*	4 *8%* *10%*	6 *12%* *16%*	5 *12%* *13%*	9 *36%* *24%*	6 *11%* *15%*	20 *12%* *54%*	12 *14%* *31%*	7 *10%* *18%*	16 *23%* *42%*	10 *9%* *26%*
Net: 10/9/8/7	**100** ***33%***	47 *32%* *47%*	53 *35%* *53%*	24 *56%* *24%*	40 *42%* *40%* F	12 *26%* *12%*	8 *17%* *8%*	12 *29%* *12%*	4 *16%* *4%*	18 *34%* *18%*	59 *36%* *59%*	23 *28%* *23%*	28 *41%* *28%* M	13 *19%* *13%*	39 *35%* *39%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1007

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 10/9	**12** ***4%***	3 *2%* *25%*	9 *6%* *75%*	5 *11%* *40%*	3 *3%* *26%*	- - -	1 *2%* *7%*	* * *1%*	3 *12%* *25%*	* *1%* *4%*	4 *3%* *36%*	7 *9%* *60%*	7 *11%* *61%* MN	- - -	2 *1%* *14%*
Net: 6/5/4	**110** ***37%***	56 *38%* *51%*	54 *36%* *49%*	14 *32%* *13%*	31 *33%* *28%*	19 *41%* *18%*	19 *38%* *17%*	18 *44%* *16%*	9 *35%* *8%*	22 *41%* *20%*	60 *37%* *55%*	27 *34%* *25%*	23 *34%* *21%*	30 *42%* *27%*	40 *37%* *37%*
Net: 3/2/1	**51** ***17%***	32 *22%* *63%*	19 *13%* *37%*	5 *12%* *10%*	9 *10%* *18%*	12 *25%* *23%* D	17 *33%* *32%* D	6 *14%* *11%*	3 *13%* *6%*	7 *13%* *14%*	25 *15%* *48%*	20 *24%* *38%*	10 *15%* *20%*	11 *16%* *22%*	21 *19%* *41%*
Mean	**5.58**	5.33	5.84	6.47	6.05 E	5.01	4.34	5.63	5.65	5.67	5.66	5.33	5.94	5.30	5.40
Standard Deviation	**2.17**	2.25	2.06	2.03	1.90	2.37	2.15	1.75	2.57	1.82	2.15	2.44	2.29	1.79	2.27

Ofcom PSB Tracker : 2008

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**4** ***1%***	1 *3%* *20%*	* * *	* *2%* *4%*	3 *1%* *76%*	3 *1%* *63%*	2 *9%* *37%*	4 *1%* *100%*	4 *1%* *100%*	4 *3%* *100%* Z	- - -	- - -
9	**8** ***3%***	1 *2%* *9%*	1 *6%* *11%*	* *5%* *6%*	6 *2%* *74%*	8 *3%* *100%*	- - -	8 *3%* *100%*	8 *3%* *100%*	3 *3%* *43%*	4 *3%* *57%*	4 *3%* *57%*
8	**37** ***12%***	4 *16%* *12%*	2 *18%* *6%*	1 *13%* *3%*	29 *12%* *78%*	36 *13%* *97%*	1 *6%* *3%*	37 *12%* *100%*	37 *12%* *100%*	16 *12%* *44%*	21 *12%* *56%*	21 *12%* *56%*
7	**51** ***17%***	5 *17%* *9%*	2 *12%* *3%*	3 *27%* *5%*	42 *17%* *83%*	46 *17%* *91%*	5 *25%* *9%*	51 *17%* *100%*	51 *17%* *100%*	22 *17%* *42%*	29 *17%* *58%*	29 *17%* *58%*
6	**50** ***17%***	5 *19%* *10%*	1 *4%* *1%*	2 *22%* *4%* P	42 *17%* *84%*	48 *17%* *96%*	2 *11%* *4%*	50 *17%* *100%*	50 *17%* *100%*	23 *18%* *47%*	26 *16%* *53%*	29 *17%* *58%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
5	**48** ***16%***	3 *11%* *6%*	3 *21%* *6%* Q	* *4%* *1%*	42 *17%* *87%* Q	43 *15%* *89%*	5 *27%* *11%*	48 *16%* *100%*	48 *16%* *100%*	17 *13%* *35%*	31 *18%* *65%*	31 *18%* *65%*
4	**12** ***4%***	1 *4%* *8%*	1 *8%* *9%*	1 *8%* *7%*	9 *4%* *76%*	12 *4%* *97%*	* *2%* *3%*	12 *4%* *100%*	12 *4%* *100%*	8 *6%* *68%*	4 *2%* *32%*	4 *2%* *32%*
3	**19** ***7%***	2 *9%* *13%*	2 *14%* *9%*	1 *8%* *4%*	14 *6%* *73%*	19 *7%* *100%*	- - -	19 *7%* *100%*	19 *7%* *100%*	8 *6%* *42%*	11 *6%* *56%*	11 *6%* *56%*
2	**14** ***5%***	1 *4%* *8%*	- - -	- - -	13 *5%* *92%*	13 *5%* *92%*	1 *6%* *8%*	14 *5%* *100%*	14 *5%* *100%*	6 *4%* *41%*	8 *5%* *59%*	8 *5%* *59%*
1	**18** ***6%***	1 *3%* *4%*	1 *7%* *5%*	1 *5%* *3%*	15 *6%* *87%*	16 *6%* *91%*	2 *9%* *9%*	18 *6%* *100%*	18 *6%* *100%*	8 *6%* *47%*	9 *6%* *53%*	9 *5%* *53%*
Don't know	**38** ***13%***	3 *11%* *8%*	1 *10%* *4%*	1 *7%* *2%*	33 *13%* *86%*	37 *13%* *98%*	1 *5%* *2%*	38 *13%* *100%*	38 *13%* *100%*	13 *10%* *34%*	25 *15%* *66%*	25 *15%* *66%*
Net: 10/9/8/7	**100** ***33%***	11 *39%* *11%*	5 *35%* *5%*	5 *46%* *5%*	80 *32%* *80%*	92 *33%* *93%*	7 *40%* *7%*	100 *33%* *100%*	100 *33%* *100%*	45 *35%* *45%*	55 *32%* *55%*	55 *32%* *55%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1007

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 10/9	**12** ***4%***	2 *6%* *13%*	1 *6%* *7%*	1 *6%* *6%*	9 *4%* *75%*	10 *4%* *86%*	2 *9%* *14%*	12 *4%* *100%*	12 *4%* *100%*	8 *6%* *64%*	4 *3%* *36%*	4 *3%* *36%*
Net: 6/5/4	**110** ***37%***	9 *33%* *8%*	4 *33%* *4%*	3 *34%* *3%*	93 *37%* *85%*	102 *37%* *93%*	7 *41%* *7%*	110 *37%* *100%*	110 *37%* *100%*	48 *38%* *44%*	61 *36%* *56%*	63 *37%* *58%*
Net: 3/2/1	**51** ***17%***	4 *16%* *9%*	3 *21%* *5%*	1 *14%* *3%*	43 *17%* *83%*	49 *17%* *95%*	3 *14%* *5%*	51 *17%* *100%*	51 *17%* *100%*	22 *17%* *43%*	29 *17%* *56%*	29 *17%* *56%*
Mean	**5.58**	5.92	5.45	6.00	5.53	5.57	5.73	5.58	5.58	5.64	5.53	5.54
Standard Deviation	**2.17**	2.17	2.38	2.18	2.17	2.16	2.43	2.17	2.17	2.27	2.10	2.08

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1008

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**30** ***7%***	20 *8%* *66%*	10 *5%* *34%*	4 *18%* *15%*	4 *7%* *14%*	5 *7%* *17%*	3 *4%* *9%*	5 *5%* *16%*	9 *7%* *30%*	* * *1%*	7 *4%* *24%*	23 *12%* *75%* IJ	8 *6%* *25%*	2 *2%* *7%*	17 *10%* *56%*
9	**30** ***7%***	13 *5%* *42%*	18 *9%* *58%*	- - -	3 *4%* *9%*	5 *7%* *16%*	8 *11%* *26%*	5 *5%* *16%*	10 *8%* *33%*	4 *5%* *12%*	13 *6%* *42%*	14 *7%* *46%*	9 *7%* *29%*	3 *3%* *11%*	12 *8%* *40%*
8	**97** ***21%***	59 *22%* *61%*	38 *19%* *39%*	5 *18%* *5%*	11 *17%* *12%*	20 *27%* *20%*	16 *21%* *16%*	19 *19%* *19%*	27 *22%* *28%*	10 *14%* *11%*	49 *24%* *51%*	37 *20%* *38%*	30 *24%* *31%*	17 *17%* *18%*	35 *22%* *37%*
7	**58** ***13%***	26 *10%* *45%*	32 *17%* *55%*	3 *12%* *5%*	5 *7%* *8%*	9 *12%* *15%*	3 *5%* *6%*	17 *17%* *29%* F	22 *18%* *37%* F	11 *15%* *19%*	23 *11%* *40%*	24 *13%* *41%*	17 *14%* *29%*	16 *16%* *28%*	17 *10%* *29%*
6	**57** ***12%***	33 *12%* *57%*	25 *13%* *43%*	1 *4%* *2%*	13 *19%* *22%*	10 *13%* *17%*	7 *9%* *11%*	11 *11%* *20%*	16 *13%* *27%*	11 *15%* *19%*	22 *11%* *38%*	24 *13%* *43%*	10 *9%* *18%*	11 *11%* *19%*	21 *13%* *37%*
5	**52** ***11%***	38 *14%* *73%*	14 *7%* *27%*	2 *9%* *4%*	3 *5%* *6%*	10 *14%* *19%*	14 *20%* *28%* DH	13 *13%* *25%*	9 *7%* *17%*	5 *6%* *9%*	31 *15%* *59%*	17 *9%* *32%*	18 *15%* *35%*	8 *8%* *16%*	16 *10%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1008

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**32** ***7%***	21 *8%* *67%*	11 *5%* *33%*	2 *10%* *8%*	8 *12%* *25%*	2 *3%* *8%*	5 *7%* *16%*	7 *7%* *21%*	7 *6%* *23%*	11 *15%* *35%* J	9 *5%* *29%*	11 *6%* *36%*	3 *2%* *8%*	8 *8%* *25%*	14 *9%* *43%*
3	**25** ***5%***	16 *6%* *63%*	9 *5%* *37%*	1 *4%* *4%*	7 *11%* *29%*	2 *2%* *6%*	5 *7%* *20%*	3 *3%* *10%*	7 *6%* *29%*	2 *3%* *8%*	14 *7%* *55%*	9 *5%* *37%*	9 *8%* *38%*	3 *3%* *11%*	8 *5%* *34%*
2	**14** ***3%***	11 *4%* *78%*	3 *2%* *22%*	1 *6%* *11%*	4 *6%* *30%*	2 *3%* *15%*	2 *3%* *18%*	3 *3%* *19%*	1 *1%* *7%*	3 *4%* *22%*	5 *2%* *35%*	6 *3%* *43%*	1 *1%* *9%*	5 *5%* *37%*	6 *3%* *42%*
1	**22** ***5%***	12 *5%* *55%*	10 *5%* *45%*	3 *13%* *15%*	3 *5%* *14%*	7 *10%* *33%* H	3 *4%* *14%*	5 *5%* *21%*	1 *1%* *3%*	8 *11%* *38%* K	10 *5%* *45%*	4 *2%* *17%*	4 *4%* *20%*	12 *12%* *55%* N	4 *2%* *18%*
Don't know	**44** ***10%***	20 *7%* *45%*	24 *13%* *55%*	2 *7%* *4%*	4 *7%* *10%*	2 *2%* *4%*	8 *11%* *18%*	14 *14%* *31%* E	15 *12%* *34%* E	8 *11%* *19%*	21 *10%* *47%*	15 *8%* *34%*	13 *11%* *30%*	13 *13%* *30%*	12 *7%* *27%*
Net: 10/9/8/7	**216** ***47%***	118 *44%* *55%*	98 *51%* *45%*	12 *47%* *6%*	23 *34%* *11%*	38 *53%* *18%*	29 *40%* *14%*	45 *45%* *21%*	68 *55%* *32%* D	26 *35%* *12%*	92 *45%* *43%*	98 *53%* *45%* I	63 *51%* *29%*	39 *39%* *18%*	81 *50%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1008

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 10/9	**61** ***13%***	33 *12%* *54%*	28 *14%* *46%*	4 *18%* *7%*	7 *11%* *11%*	10 *14%* *17%*	10 *14%* *17%*	10 *10%* *16%*	19 *16%* *32%*	4 *5%* *7%*	20 *10%* *33%*	37 *20%* *61%* IJ	16 *13%* *27%*	6 *6%* *9%*	29 *18%* *48%* M
Net: 6/5/4	**141** ***31%***	92 *34%* *65%*	50 *26%* *35%*	6 *22%* *4%*	24 *37%* *17%*	22 *31%* *16%*	26 *35%* *18%*	31 *31%* *22%*	32 *26%* *23%*	27 *36%* *19%*	62 *31%* *44%*	53 *29%* *37%*	31 *26%* *22%*	27 *27%* *19%*	51 *31%* *36%*
Net: 3/2/1	**60** ***13%***	38 *14%* *64%*	22 *11%* *36%*	6 *23%* *10%*	15 *22%* *24%* H	11 *15%* *18%*	11 *14%* *17%*	10 *10%* *16%*	9 *7%* *15%*	13 *18%* *22%*	28 *14%* *47%*	19 *10%* *31%*	15 *12%* *25%*	20 *20%* *33%*	18 *11%* *30%*
Mean	**6.27**	6.13	6.46	5.89	5.65	6.28	6.06	6.23	6.83 D	5.36	6.17 I	6.72 I	6.51 M	5.50	6.54 M
Standard Deviation	**2.37**	2.41	2.31	3.13	2.51	2.53	2.40	2.23	1.99	2.45	2.29	2.32	2.25	2.60	2.36

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1008

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**30** ***7%***	1 *2%* *3%*	1 *4%* *3%*	2 *12%* *5%* O	27 *7%* *88%*	25 *6%* *82%*	5 *28%* *18%*	28 *6%* *90%*	30 *7%* *100%*	17 *6%* *57%*	13 *8%* *43%*	13 *8%* *43%*
9	**30** ***7%***	3 *9%* *11%*	1 *5%* *4%*	1 *9%* *4%*	24 *6%* *81%*	28 *6%* *94%*	2 *9%* *6%*	30 *7%* *100%*	30 *7%* *100%*	22 *8%* *74%*	8 *5%* *26%*	8 *5%* *26%*
8	**97** ***21%***	8 *21%* *9%*	5 *20%* *5%*	1 *10%* *1%*	82 *21%* *85%*	92 *21%* *96%*	4 *21%* *4%*	97 *21%* *100%*	97 *21%* *100%*	66 *23%* *68%*	31 *18%* *32%*	31 *18%* *32%*
7	**58** ***13%***	4 *10%* *6%*	3 *11%* *5%*	2 *14%* *3%*	50 *13%* *86%*	57 *13%* *98%*	1 *5%* *2%*	58 *13%* *100%*	58 *13%* *100%*	38 *13%* *65%*	20 *12%* *35%*	20 *12%* *35%*
6	**57** ***12%***	8 *19%* *13%*	5 *19%* *9%*	2 *16%* *4%*	43 *11%* *74%*	55 *12%* *96%*	2 *11%* *4%*	57 *13%* *100%*	57 *12%* *100%*	29 *10%* *51%*	28 *16%* *48%*	28 *16%* *48%*
5	**52** ***11%***	5 *14%* *10%*	3 *13%* *6%*	1 *10%* *3%*	42 *11%* *81%*	50 *11%* *96%*	2 *11%* *4%*	49 *11%* *94%*	52 *11%* *100%*	39 *14%* *75%*	13 *7%* *25%*	13 *7%* *25%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1008

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**32** ***7%***	4 *9%* *11%*	3 *11%* *9%*	1 *7%* *3%*	24 *6%* *77%*	31 *7%* *99%*	* *2%* *1%*	32 *7%* *100%*	32 *7%* *100%*	12 *4%* *39%*	19 *11%* *61%* X	19 *11%* *61%* X
3	**25** ***5%***	2 *5%* *8%*	2 *7%* *7%*	1 *5%* *3%*	20 *5%* *82%*	25 *6%* *100%*	- - -	24 *5%* *98%* YZ	25 *5%* *100%* YZ	23 *8%* *94%* YZ	1 *1%* *6%*	1 *1%* *6%*
2	**14** ***3%***	- - -	1 *5%* *10%* O	* *3%* *3%*	12 *3%* *87%*	12 *3%* *90%*	1 *7%* *9%*	14 *3%* *100%*	14 *3%* *100%*	7 *2%* *53%*	6 *4%* *47%*	6 *4%* *47%*
1	**22** ***5%***	1 *3%* *5%*	* *2%* *2%*	* *1%* *1%*	20 *5%* *93%*	22 *5%* *100%*	- - -	20 *4%* *92%*	22 *5%* *100%*	15 *5%* *67%*	7 *4%* *33%*	7 *4%* *33%*
Don't know	**44** ***10%***	3 *8%* *7%*	1 *4%* *2%*	2 *12%* *4%*	38 *10%* *87%*	43 *10%* *97%*	1 *6%* *3%*	43 *10%* *98%*	44 *10%* *100%*	21 *7%* *47%*	23 *14%* *53%*	23 *14%* *53%*
Net: 10/9/8/7	**216** ***47%***	16 *42%* *8%*	10 *39%* *5%*	6 *45%* *3%*	183 *48%* *85%*	203 *46%* *94%*	12 *63%* *6%*	212 *47%* *99%*	216 *47%* *100%*	143 *49%* *66%*	73 *42%* *34%*	73 *42%* *34%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1008

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 10/9	**61** ***13%***	4 *11%* *7%*	2 *9%* *4%*	3 *20%* *5%*	51 *13%* *84%*	54 *12%* *88%*	7 *37%* *12%*	58 *13%* *95%*	61 *13%* *100%*	40 *14%* *65%*	21 *12%* *35%*	21 *12%* *35%*
Net: 6/5/4	**141** ***31%***	17 *42%* *12%* R	11 *43%* *8%* R	5 *33%* *3%*	109 *29%* *77%*	136 *31%* *97%*	5 *24%* *3%*	138 *31%* *98%*	141 *31%* *100%*	81 *28%* *57%*	60 *35%* *42%*	60 *35%* *42%*
Net: 3/2/1	**60** ***13%***	3 *8%* *5%*	3 *14%* *6%*	1 *9%* *2%*	52 *14%* *87%*	59 *13%* *98%*	1 *7%* *2%*	58 *13%* *96%*	60 *13%* *100%*	45 *16%* *75%*	15 *9%* *25%*	15 *9%* *25%*
Mean	**6.27**	6.30	5.97	6.57	6.27	6.21	7.56	6.27	6.27	6.26	6.28	6.28
Standard Deviation	**2.37**	2.02	2.19	2.39	2.42	2.36	2.41	2.34	2.37	2.39	2.34	2.34

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1009

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**52** ***10%***	28 *10%* *53%*	24 *10%* *47%*	9 *17%* *17%*	16 *13%* *32%*	9 *9%* *16%*	7 *6%* *13%*	6 *7%* *11%*	5 *7%* *10%*	4 *4%* *7%*	24 *8%* *47%*	24 *15%* *46%* I	12 *8%* *24%*	5 *5%* *10%*	26 *14%* *50%*
9	**56** ***10%***	31 *11%* *56%*	24 *10%* *44%*	2 *3%* *3%*	19 *16%* *35%*	10 *11%* *18%*	8 *7%* *14%*	11 *13%* *19%*	6 *7%* *11%*	7 *8%* *12%*	36 *12%* *64%*	13 *9%* *24%*	23 *15%* *41%*	13 *13%* *23%*	16 *8%* *28%*
8	**96** ***18%***	52 *18%* *54%*	44 *17%* *46%*	8 *15%* *8%*	20 *16%* *21%*	20 *20%* *20%*	18 *17%* *19%*	13 *16%* *13%*	18 *22%* *19%*	10 *12%* *11%*	59 *20%* *61%*	28 *18%* *29%*	20 *13%* *21%*	24 *24%* *25%*	34 *18%* *36%*
7	**94** ***17%***	48 *17%* *51%*	46 *18%* *49%*	6 *12%* *7%*	23 *19%* *25%*	17 *18%* *18%*	25 *23%* *26%*	12 *14%* *12%*	11 *14%* *12%*	20 *23%* *21%*	47 *16%* *50%*	28 *18%* *29%*	31 *20%* *33%*	10 *10%* *11%*	36 *19%* *38%*
6	**48** ***9%***	35 *12%* *73%* B	13 *5%* *27%*	6 *12%* *13%*	8 *7%* *17%*	12 *13%* *26%*	13 *12%* *28%*	4 *6%* *9%*	3 *4%* *7%*	7 *9%* *15%*	26 *9%* *55%*	14 *9%* *30%*	18 *11%* *37%* N	12 *12%* *25%*	8 *4%* *17%*
5	**51** ***10%***	29 *10%* *56%*	23 *9%* *44%*	4 *8%* *8%*	9 *8%* *18%*	7 *8%* *14%*	10 *9%* *19%*	9 *12%* *18%*	12 *14%* *22%*	4 *4%* *7%*	29 *10%* *57%*	18 *12%* *36%*	11 *7%* *22%*	8 *8%* *16%*	18 *10%* *36%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1009

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
4	**29** ***5%***	14 *5%* *48%*	15 *6%* *52%*	7 *15%* *26%*	5 *4%* *19%*	6 *6%* *20%*	2 *2%* *8%*	5 *6%* *17%*	3 *4%* *11%*	9 *11%* *32%* K	15 *5%* *53%*	4 *3%* *16%*	7 *5%* *25%*	7 *7%* *24%*	10 *5%* *36%*
3	**17** ***3%***	7 *2%* *40%*	10 *4%* *60%*	1 *2%* *6%*	3 *2%* *15%*	2 *2%* *13%*	4 *4%* *26%*	5 *6%* *28%*	2 *2%* *11%*	6 *7%* *37%* K	9 *3%* *51%*	2 *1%* *12%*	5 *3%* *29%*	3 *3%* *18%*	7 *4%* *44%*
2	**9** ***2%***	5 *2%* *60%*	3 *1%* *40%*	- - -	2 *2%* *28%*	4 *5%* *49%*	1 *** *6%*	- - -	1 *2%* *17%*	2 *2%* *21%*	6 *2%* *68%*	1 *1%* *11%*	* * *	- - -	4 *2%* *41%*
1	**18** ***3%***	5 *2%* *30%*	13 *5%* *70%*	2 *4%* *12%*	3 *2%* *16%*	5 *5%* *28%*	2 *2%* *11%*	5 *6%* *26%*	1 *2%* *7%*	4 *4%* *20%*	9 *3%* *50%*	5 *4%* *30%*	7 *4%* *36%*	- - -	10 *5%* *53%*
Don't know	**70** ***13%***	33 *11%* *47%*	38 *15%* *53%*	5 *11%* *8%*	12 *10%* *17%*	4 *4%* *6%*	19 *17%* *27%* E	12 *14%* *16%* E	18 *22%* *26%* DE	12 *15%* *17%*	40 *13%* *57%*	18 *12%* *26%*	21 *14%* *30%*	17 *17%* *24%*	20 *11%* *28%*
Net: 10/9/8/7	**298** ***55%***	160 *56%* *54%*	138 *55%* *46%*	24 *48%* *8%*	79 *65%* *27%*	55 *57%* *18%*	58 *53%* *19%*	41 *51%* *14%*	41 *50%* *14%*	40 *48%* *14%*	165 *55%* *55%*	92 *59%* *31%*	87 *56%* *29%*	52 *52%* *17%*	112 *59%* *38%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1009

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 10/9	**108** ***20%***	59 *21%* *55%*	48 *19%* *45%*	11 *21%* *10%*	36 *29%* *33%* FH	19 *19%* *17%*	15 *13%* *14%*	16 *20%* *15%*	12 *14%* *11%*	10 *12%* *10%*	60 *20%* *56%*	37 *24%* *35%*	35 *23%* *33%*	18 *18%* *16%*	42 *22%* *39%*
Net: 6/5/4	**128** ***24%***	78 *27%* *61%*	51 *20%* *39%*	18 *35%* *14%*	23 *19%* *18%*	25 *26%* *20%*	26 *24%* *20%*	19 *23%* *15%*	18 *22%* *14%*	20 *24%* *16%*	71 *24%* *55%*	37 *24%* *29%*	36 *23%* *28%*	27 *28%* *21%*	37 *19%* *29%*
Net: 3/2/1	**44** ***8%***	17 *6%* *40%*	26 *10%* *60%*	3 *6%* *7%*	8 *6%* *18%*	12 *12%* *27%*	7 *6%* *16%*	9 *12%* *21%*	5 *6%* *11%*	12 *14%* *27%*	24 *8%* *54%*	8 *5%* *19%*	11 *7%* *26%*	3 *3%* *7%*	21 *11%* *47%*
Mean	**6.80**	6.92	6.67	6.63	7.23	6.57	6.81	6.52	6.81	6.13	6.82 I	7.12 I	6.87	7.04	6.78
Standard Deviation	**2.27**	2.11	2.44	2.48	2.23	2.44	1.93	2.49	2.12	2.36	2.25	2.22	2.23	1.84	2.50

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1009

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**52** ***10%***	5 *10%* *10%*	2 *7%* *3%*	2 *10%* *3%*	43 *10%* *83%*	40 *9%* *77%*	12 *16%* *23%*	49 *9%* *94%*	52 *10%* *100%*	46 *11%* *88%*	6 *5%* *12%*	6 *5%* *12%*
9	**56** ***10%***	3 *6%* *6%*	1 *2%* *1%*	1 *5%* *1%*	51 *12%* *92%* P	49 *10%* *88%*	7 *9%* *12%*	56 *10%* *100%*	56 *10%* *100%*	47 *11%* *84%*	9 *7%* *16%*	9 *7%* *16%*
8	**96** ***18%***	9 *17%* *10%*	4 *17%* *4%*	4 *24%* *4%*	79 *18%* *82%*	82 *18%* *85%*	14 *20%* *15%*	95 *18%* *99%*	96 *18%* *100%*	81 *19%* *84%*	15 *13%* *16%*	15 *12%* *16%*
7	**94** ***17%***	10 *18%* *11%*	4 *16%* *4%*	2 *15%* *3%*	77 *17%* *82%*	78 *17%* *83%*	16 *22%* *17%*	91 *17%* *97%*	94 *17%* *100%*	77 *18%* *82%*	17 *14%* *18%*	17 *14%* *18%*
6	**48** ***9%***	6 *10%* *12%*	3 *10%* *5%*	2 *11%* *4%*	38 *9%* *79%*	43 *9%* *90%*	5 *7%* *10%*	48 *9%* *100%*	48 *9%* *100%*	33 *8%* *68%*	15 *13%* *32%*	15 *12%* *32%*
5	**51** ***10%***	6 *11%* *12%*	5 *20%* *10%* R	2 *14%* *5%*	38 *9%* *74%*	45 *10%* *87%*	6 *9%* *13%*	51 *10%* *100%*	51 *10%* *100%*	39 *9%* *76%*	12 *10%* *24%*	12 *10%* *24%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1009

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
4	**29** ***5%***	3 *5%* *10%*	1 *3%* *3%*	1 *4%* *2%*	24 *5%* *85%*	26 *6%* *92%*	2 *3%* *7%*	29 *5%* *100%*	29 *5%* *100%*	19 *5%* *68%*	9 *7%* *32%*	10 *8%* *36%*
3	**17** ***3%***	1 *1%* *3%*	1 *3%* *4%*	* *1%* *1%*	15 *3%* *91%*	15 *3%* *88%*	2 *3%* *12%*	17 *3%* *100%*	17 *3%* *100%*	10 *2%* *62%*	6 *5%* *38%*	6 *5%* *38%*
2	**9** ***2%***	4 *8%* *49%* R	1 *3%* *8%*	* *1%* *2%*	4 *1%* *41%*	8 *2%* *93%*	1 *1%* *7%*	9 *2%* *100%*	9 *2%* *100%*	7 *2%* *75%*	2 *2%* *25%*	2 *2%* *25%*
1	**18** ***3%***	* *1%* *3%*	1 *3%* *5%*	1 *4%* *4%*	16 *4%* *89%*	17 *4%* *94%*	1 *1%* *6%*	18 *3%* *100%*	18 *3%* *100%*	10 *3%* *57%*	8 *6%* *43%*	10 *8%* *56%* WX
Don't know	**70** ***13%***	7 *13%* *10%*	4 *15%* *5%*	2 *10%* *2%*	58 *13%* *82%*	63 *14%* *90%*	7 *10%* *10%*	70 *13%* *100%*	70 *13%* *100%*	48 *12%* *69%*	22 *18%* *31%*	23 *18%* *33%*
Net: 10/9/8/7	**298** ***55%***	28 *51%* *9%*	11 *43%* *4%*	9 *54%* *3%*	250 *56%* *84%* P	249 *53%* *84%*	48 *67%* *16%*	291 *55%* *98%* YZ	298 *55%* *100%* YZ	250 *60%* *84%* YZ	48 *39%* *16%*	48 *37%* *16%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1009

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 10/9	**108** ***20%***	8 *15%* *8%*	2 *9%* *2%*	2 *14%* *2%*	94 *21%* *88%* P	89 *19%* *83%*	18 *25%* *17%*	105 *20%* *97%*	108 *20%* *100%*	93 *22%* *86%* YZ	15 *12%* *14%*	15 *12%* *14%*
Net: 6/5/4	**128** ***24%***	15 *27%* *12%*	8 *33%* *6%*	5 *29%* *4%*	100 *23%* *78%*	115 *25%* *89%*	13 *19%* *10%*	128 *24%* *100%*	128 *24%* *100%*	92 *22%* *71%*	37 *30%* *29%*	38 *30%* *29%*
Net: 3/2/1	**44** ***8%***	5 *10%* *12%*	2 *9%* *5%*	1 *7%* *3%*	35 *8%* *80%*	40 *9%* *92%*	4 *5%* *8%*	44 *8%* *100%*	44 *8%* *100%*	27 *7%* *63%*	16 *13%* *37%* X	19 *15%* *43%* WX
Mean	**6.80**	6.55	6.26	6.72	6.87	6.72	7.33	6.78 YZ	6.80 YZ	7.02 YZ	6.02	5.88
Standard Deviation	**2.27**	2.30	2.22	2.28	2.27	2.30	2.06	2.27	2.27	2.18	2.44	2.53

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1010

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**23** ***4%***	10 *3%* *45%*	13 *5%* *55%*	- - -	7 *6%* *31%*	3 *2%* *13%*	5 *4%* *22%*	4 *4%* *15%*	4 *5%* *19%*	2 *2%* *9%*	6 *2%* *25%*	15 *9%* *66%* J	7 *5%* *31%*	4 *3%* *18%*	4 *2%* *18%*
9	**40** ***7%***	26 *8%* *66%*	14 *6%* *34%*	- - -	9 *7%* *22%*	6 *5%* *16%*	11 *9%* *28%*	3 *3%* *7%*	11 *13%* *27%*	1 *1%* *1%*	26 *8%* *65%* I	13 *8%* *33%*	6 *4%* *14%*	14 *10%* *35%*	17 *9%* *43%*
8	**98** ***17%***	59 *18%* *61%*	38 *16%* *39%*	2 *5%* *2%*	15 *12%* *16%*	28 *23%* *29%*	15 *13%* *15%*	18 *23%* *19%*	19 *23%* *20%*	14 *16%* *14%*	48 *15%* *49%*	36 *21%* *37%*	26 *19%* *27%*	16 *12%* *16%*	34 *18%* *35%*
7	**75** ***13%***	44 *14%* *59%*	31 *13%* *41%*	2 *5%* *2%*	20 *16%* *27%*	13 *11%* *18%*	19 *15%* *25%*	15 *19%* *20%*	7 *8%* *9%*	6 *7%* *8%*	38 *12%* *50%*	31 *18%* *41%*	22 *16%* *30%*	20 *15%* *27%*	19 *10%* *25%*
6	**67** ***12%***	40 *12%* *59%*	27 *11%* *41%*	4 *12%* *6%*	11 *9%* *17%*	15 *13%* *23%*	15 *12%* *22%*	12 *16%* *19%*	9 *11%* *13%*	14 *17%* *21%*	38 *12%* *57%*	15 *9%* *22%*	20 *14%* *30%*	8 *6%* *11%*	26 *14%* *39%*
5	**79** ***14%***	44 *14%* *56%*	35 *14%* *44%*	6 *17%* *8%*	18 *15%* *23%*	24 *19%* *30%*	15 *12%* *18%*	8 *11%* *11%*	8 *9%* *10%*	14 *17%* *18%*	49 *16%* *62%*	16 *9%* *20%*	22 *16%* *28%*	15 *11%* *18%*	28 *15%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1010

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**58** ***10%***	38 *12%* *66%*	20 *8%* *34%*	10 *28%* *17%*	15 *12%* *26%*	11 *9%* *19%*	10 *8%* *17%*	7 *8%* *11%*	6 *7%* *10%*	10 *12%* *18%*	39 *12%* *66%*	10 *6%* *16%*	13 *9%* *22%*	24 *18%* *41%* N	14 *7%* *23%*
3	**27** ***5%***	19 *6%* *69%*	8 *3%* *31%*	7 *19%* *25%*	1 *1%* *4%*	4 *3%* *14%*	6 *5%* *22%*	3 *4%* *11%*	7 *8%* *24%* D	2 *2%* *6%*	18 *6%* *66%*	8 *4%* *28%*	7 *5%* *24%*	5 *4%* *20%*	10 *5%* *36%*
2	**20** ***4%***	12 *4%* *59%*	8 *3%* *41%*	* *1%* *1%*	9 *7%* *45%*	2 *2%* *12%*	5 *4%* *22%*	2 *3%* *11%*	2 *2%* *8%*	2 *2%* *8%*	13 *4%* *61%*	6 *4%* *31%*	7 *5%* *32%*	7 *5%* *32%*	3 *1%* *12%*
1	**14** ***2%***	7 *2%* *49%*	7 *3%* *51%*	- - -	5 *4%* *35%*	6 *5%* *45%*	2 *2%* *14%*	1 *1%* *6%*	- - -	4 *4%* *25%*	8 *3%* *57%*	3 *1%* *18%*	4 *3%* *26%*	4 *3%* *27%*	4 *2%* *25%*
Don't know	**63** ***11%***	25 *8%* *39%*	38 *16%* *61%* A	5 *14%* *8%*	14 *11%* *23%*	8 *7%* *13%*	19 *15%* *29%*	6 *8%* *10%*	11 *13%* *17%*	16 *19%* *26%* J	28 *9%* *44%*	20 *11%* *31%*	7 *5%* *12%*	20 *15%* *31%*	26 *14%* *42%* L
Net: 10/9/8/7	**236** ***42%***	140 *43%* *60%*	95 *40%* *40%*	3 *10%* *1%*	51 *41%* *22%*	51 *42%* *22%*	50 *41%* *21%*	39 *50%* *17%*	41 *50%* *17%*	23 *27%* *10%*	117 *38%* *50%*	95 *56%* *41%* IJ	61 *44%* *26%*	54 *40%* *23%*	74 *40%* *31%*
Net: 10/9	**63** ***11%***	36 *11%* *58%*	26 *11%* *42%*	- - -	16 *13%* *25%*	9 *8%* *15%*	16 *13%* *26%*	6 *8%* *10%*	15 *18%* *24%* E	3 *3%* *4%*	32 *10%* *51%*	28 *17%* *45%* I	13 *9%* *20%*	18 *13%* *29%*	21 *12%* *34%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1010

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**204** ***36%***	122 *38%* *60%*	82 *34%* *40%*	20 *57%* *10%*	45 *36%* *22%*	51 *41%* *25%*	40 *33%* *19%*	27 *35%* *13%*	22 *27%* *11%*	39 *46%* *19%* K	125 *41%* *61%* K	40 *23%* *19%*	56 *39%* *27%*	46 *34%* *22%*	67 *37%* *33%*
Net: 3/2/1	**61** ***11%***	37 *12%* *61%*	24 *10%* *39%*	7 *20%* *11%*	15 *12%* *25%*	12 *10%* *20%*	13 *10%* *20%*	6 *8%* *10%*	8 *10%* *13%*	7 *8%* *11%*	38 *12%* *62%*	16 *10%* *27%*	17 *12%* *27%*	16 *12%* *26%*	16 *9%* *26%*
Mean	**6.11**	6.08	6.15	4.62	5.92	6.02	6.22	6.42	6.70	5.71	5.88	6.71 IJ	6.06	5.89	6.28
Standard Deviation	**2.20**	2.17	2.24	1.43	2.40	2.16	2.19	1.95	2.17	2.03	2.17	2.22	2.16	2.35	2.06

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1010

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**23** ***4%***	4 *8%* *17%*	2 *6%* *10%*	1 *8%* *6%* R	15 *3%* *67%*	20 *4%* *88%*	3 *7%* *12%*	20 *4%* *87%*	23 *4%* *100%*	23 *4%* *100%*
9	**40** ***7%***	1 *3%* *3%*	1 *1%* *1%*	1 *7%* *3%*	37 *8%* *92%* P	35 *7%* *88%*	5 *12%* *12%*	40 *7%* *100%*	40 *7%* *100%*	40 *7%* *100%*
8	**98** ***17%***	13 *25%* *13%*	7 *17%* *7%*	3 *15%* *3%*	76 *17%* *78%*	95 *18%* *97%*	3 *8%* *3%*	98 *18%* *100%*	98 *17%* *100%*	98 *17%* *100%*
7	**75** ***13%***	6 *12%* *8%*	5 *13%* *6%*	4 *21%* *5%*	61 *13%* *81%*	70 *13%* *93%*	5 *14%* *7%*	74 *13%* *98%*	75 *13%* *100%*	75 *13%* *100%*
6	**67** ***12%***	5 *10%* *8%*	6 *17%* *9%*	2 *11%* *3%*	54 *12%* *80%*	63 *12%* *94%*	4 *11%* *6%*	67 *12%* *100%*	67 *12%* *100%*	67 *12%* *100%*
5	**79** ***14%***	5 *10%* *6%*	7 *19%* *9%*	2 *14%* *3%*	65 *14%* *82%*	77 *15%* *98%*	2 *4%* *2%*	78 *14%* *98%*	79 *14%* *100%*	79 *14%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1010

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**58** ***10%***	6 *11%* *10%*	2 *5%* *3%*	1 *4%* *1%*	50 *11%* *86%*	53 *10%* *91%*	5 *13%* *9%*	58 *11%* *100%*	58 *10%* *100%*	58 *10%* *100%*
3	**27** ***5%***	3 *6%* *10%*	2 *6%* *8%*	* *2%* *2%*	22 *5%* *80%*	26 *5%* *96%*	1 *3%* *4%*	27 *5%* *100%*	27 *5%* *100%*	27 *5%* *100%*
2	**20** ***4%***	2 *4%* *10%*	2 *6%* *10%*	1 *4%* *4%*	16 *3%* *76%*	19 *4%* *95%*	1 *3%* *5%*	18 *3%* *90%*	20 *4%* *100%*	20 *4%* *100%*
1	**14** ***2%***	2 *3%* *12%*	* *1%* *3%*	1 *5%* *6%*	11 *2%* *79%*	13 *2%* *93%*	1 *2%* *7%*	14 *3%* *100%*	14 *2%* *100%*	14 *2%* *100%*
Don't know	**63** ***11%***	4 *9%* *7%*	3 *9%* *5%*	2 *10%* *3%*	54 *12%* *85%*	55 *10%* *86%*	9 *22%* *14%*	62 *11%* *99%*	63 *11%* *100%*	63 *11%* *100%*
Net: 10/9/8/7	**236** ***42%***	23 *47%* *10%*	14 *38%* *6%*	9 *50%* *4%*	189 *41%* *80%*	220 *42%* *93%*	16 *41%* *7%*	231 *42%* *98%*	236 *42%* *100%*	236 *42%* *100%*
Net: 10/9	**63** ***11%***	5 *10%* *8%*	3 *8%* *5%*	3 *15%* *4%*	52 *11%* *83%*	55 *11%* *88%*	7 *19%* *12%*	60 *11%* *95%*	63 *11%* *100%*	63 *11%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1010

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**204** ***36%***	16 *31%* *8%*	15 *41%* *7%*	5 *28%* *2%*	169 *37%* *83%*	193 *37%* *95%*	11 *28%* *5%*	203 *36%* *99%*	204 *36%* *100%*	204 *36%* *100%*
Net: 3/2/1	**61** ***11%***	7 *13%* *11%*	5 *12%* *7%*	2 *12%* *3%*	48 *10%* *78%*	58 *11%* *95%*	3 *8%* *5%*	59 *11%* *97%*	61 *11%* *100%*	61 *11%* *100%*
Mean	**6.11**	6.20	6.04	6.33	6.09	6.09	6.39	6.10	6.11	6.11
Standard Deviation	**2.20**	2.39	2.13	2.44	2.18	2.18	2.43	2.18	2.20	2.20

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1011

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**11** ***5%***	4 *4%* *37%*	7 *5%* *63%*	4 *5%* *37%*	3 *4%* *29%*	2 *8%* *22%*	1 *6%* *12%*	- - -	- - -	3 *12%* *28%*	6 *4%* *49%*	3 *4%* *23%*	3 *5%* *23%*	3 *5%* *29%*	4 *6%* *38%*
9	**6** ***3%***	4 *4%* *62%*	2 *2%* *38%*	3 *4%* *52%*	2 *2%* *26%*	1 *4%* *22%*	- - -	- - -	- - -	- - -	6 *4%* *94%*	* *1%* *6%*	1 *2%* *22%*	2 *3%* *36%*	2 *2%* *26%*
8	**17** ***7%***	7 *7%* *40%*	10 *7%* *60%*	6 *7%* *37%*	4 *5%* *23%*	1 *4%* *8%*	2 *9%* *12%*	* *2%* *1%*	3 *67%* *20%*	3 *11%* *17%*	8 *5%* *46%*	6 *10%* *37%*	1 *2%* *7%*	7 *10%* *43%*	6 *8%* *36%*
7	**24** ***10%***	10 *10%* *41%*	14 *10%* *59%*	9 *10%* *39%*	10 *12%* *40%*	3 *9%* *12%*	2 *9%* *8%*	* *2%* *1%*	- - -	1 *4%* *4%*	18 *12%* *77%*	5 *8%* *19%*	3 *5%* *13%*	5 *6%* *19%*	10 *13%* *42%*
6	**25** ***11%***	14 *14%* *57%*	11 *8%* *43%*	14 *15%* *54%*	6 *7%* *23%*	3 *8%* *11%*	1 *5%* *5%*	2 *19%* *7%*	- - -	3 *12%* *12%*	17 *11%* *68%*	5 *8%* *20%*	7 *12%* *26%*	5 *7%* *21%*	8 *11%* *32%*
5	**39** ***16%***	20 *19%* *51%*	19 *14%* *49%*	15 *16%* *38%*	15 *19%* *39%*	4 *12%* *10%*	3 *13%* *7%*	2 *22%* *5%*	- - -	5 *21%* *14%*	23 *15%* *58%*	11 *18%* *28%*	9 *16%* *24%*	13 *18%* *34%*	13 *17%* *34%*
4	**23** ***10%***	10 *10%* *43%*	13 *10%* *57%*	6 *7%* *27%*	11 *13%* *46%*	1 *4%* *5%*	4 *16%* *15%*	2 *16%* *7%*	- - -	1 *3%* *3%*	18 *12%* *77%*	5 *8%* *20%*	10 *18%* *43%*	5 *7%* *23%*	6 *7%* *24%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1011

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**26** ***11%***	10 *10%* *39%*	16 *12%* *61%*	8 *9%* *32%*	7 *8%* *25%*	5 *17%* *21%*	6 *27%* *23%*	- - -	- - -	2 *6%* *6%*	19 *12%* *72%*	6 *10%* *22%*	6 *11%* *23%*	8 *11%* *32%*	8 *10%* *30%*
2	**25** ***10%***	12 *12%* *49%*	13 *9%* *51%*	5 *5%* *20%*	15 *19%* *62%* C	2 *5%* *7%*	- - -	3 *28%* *11%*	- - -	4 *17%* *18%*	16 *11%* *66%*	4 *6%* *16%*	5 *10%* *22%*	6 *9%* *26%*	10 *13%* *40%*
1	**32** ***13%***	10 *10%* *31%*	22 *16%* *69%*	14 *15%* *43%*	9 *11%* *27%*	7 *21%* *22%*	1 *7%* *5%*	1 *12%* *4%*	- - -	4 *14%* *12%*	20 *13%* *62%*	8 *14%* *26%*	6 *11%* *19%*	15 *20%* *46%*	6 *7%* *18%*
Don't know	**12** ***5%***	2 *2%* *13%*	10 *7%* *87%*	5 *6%* *45%*	- - -	3 *8%* *23%*	2 *9%* *17%*	- - -	2 *33%* *14%*	- - -	3 *2%* *29%*	8 *14%* *71%*	4 *7%* *31%*	3 *4%* *23%*	5 *6%* *39%*
Net: 10/9/8/7	**59** ***24%***	25 *24%* *42%*	34 *24%* *58%*	23 *26%* *39%*	18 *23%* *31%*	8 *25%* *14%*	5 *24%* *9%*	* *3%* *1%*	3 *67%* *6%*	7 *27%* *12%*	38 *24%* *64%*	14 *23%* *24%*	8 *15%* *14%*	17 *24%* *30%*	22 *29%* *38%*
Net: 10/9	**18** ***7%***	8 *8%* *46%*	10 *7%* *54%*	7 *8%* *42%*	5 *6%* *28%*	4 *12%* *22%*	1 *6%* *8%*	- - -	- - -	3 *12%* *18%*	11 *7%* *65%*	3 *5%* *17%*	4 *7%* *23%*	6 *8%* *32%*	6 *8%* *34%*
Net: 6/5/4	**88** ***36%***	44 *43%* *51%*	43 *31%* *49%*	35 *39%* *40%*	32 *39%* *36%*	8 *24%* *9%*	8 *34%* *9%*	5 *57%* *6%*	- - -	9 *35%* *10%*	58 *38%* *66%*	21 *34%* *24%*	26 *47%* *30%*	24 *32%* *27%*	27 *35%* *31%*
Net: 3/2/1	**83** ***34%***	32 *31%* *39%*	51 *37%* *61%*	27 *30%* *33%*	31 *38%* *37%*	14 *43%* *17%*	7 *33%* *9%*	4 *40%* *5%*	- - -	10 *37%* *12%*	55 *36%* *67%*	18 *30%* *22%*	18 *32%* *21%*	29 *40%* *35%*	24 *30%* *28%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1011

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**4.68**	4.85	4.55	4.91	4.44	4.51	4.82	3.80	8.00	4.92	4.63	4.73	4.46	4.47	5.01
Standard Deviation	**2.56**	2.44	2.66	2.60	2.45	2.95	2.39	2.00	0.00	2.97	2.50	2.58	2.36	2.73	2.52

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1011

Absolutes/col/row percents

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Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**11** ***5%***	1 *5%* *9%*	- - -	- - -	10 *5%* *91%*	9 *4%* *75%*	3 *8%* *25%*	10 *5%* *91%*	11 *5%* *100%*	11 *5%* *100%*
9	**6** ***3%***	1 *3%* *11%*	- - -	* *5%* *6%*	5 *2%* *83%*	6 *3%* *100%*	- - -	5 *2%* *89%*	6 *3%* *100%*	6 *3%* *100%*
8	**17** ***7%***	1 *5%* *6%*	1 *14%* *6%*	* *3%* *1%*	15 *7%* *86%*	15 *7%* *89%*	2 *5%* *11%*	17 *7%* *100%*	17 *7%* *100%*	17 *7%* *100%*
7	**24** ***10%***	3 *16%* *14%*	2 *27%* *9%*	1 *13%* *4%*	18 *9%* *74%*	17 *8%* *73%*	7 *18%* *27%*	22 *10%* *91%*	24 *10%* *100%*	24 *10%* *100%*
6	**25** ***11%***	3 *16%* *13%*	* *4%* *1%*	2 *23%* *6%*	20 *10%* *80%*	22 *10%* *85%*	4 *11%* *15%*	24 *10%* *94%*	25 *11%* *100%*	25 *11%* *100%*
5	**39** ***16%***	1 *3%* *2%*	1 *18%* *4%*	1 *18%* *3%*	35 *17%* *92%*	34 *16%* *87%*	5 *14%* *13%*	39 *17%* *100%*	39 *16%* *100%*	39 *16%* *100%*
4	**23** ***10%***	2 *8%* *7%*	- - -	1 *10%* *3%*	21 *10%* *90%*	20 *10%* *86%*	3 *9%* *14%*	23 *10%* *100%*	23 *10%* *100%*	23 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1011

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**26** ***11%***	4 *19%* *14%*	- - -	* *3%* *1%*	22 *11%* *85%*	23 *11%* *87%*	3 *9%* *13%*	23 *10%* *89%*	26 *11%* *100%*	26 *11%* *100%*
2	**25** ***10%***	2 *11%* *9%*	1 *10%* *3%*	* *4%* *1%*	22 *10%* *87%*	24 *11%* *96%*	1 *3%* *4%*	21 *9%* *87%*	25 *10%* *100%*	25 *10%* *100%*
1	**32** ***13%***	3 *13%* *8%*	2 *24%* *6%*	1 *16%* *3%*	27 *13%* *83%*	26 *13%* *81%*	6 *17%* *19%*	32 *14%* *100%*	32 *13%* *100%*	32 *13%* *100%*
Don't know	**12** ***5%***	* * *	* *5%* *3%*	* *6%* *3%*	11 *5%* *94%*	10 *5%* *86%*	2 *5%* *14%*	12 *5%* *100%*	12 *5%* *100%*	12 *5%* *100%*
Net: 10/9/8/7	**59** ***24%***	6 *30%* *10%*	3 *40%* *6%*	1 *21%* *2%*	48 *23%* *82%*	47 *23%* *81%*	11 *32%* *19%*	55 *24%* *93%*	59 *24%* *100%*	59 *24%* *100%*
Net: 10/9	**18** ***7%***	2 *9%* *10%*	- - -	* *5%* *2%*	15 *7%* *88%*	15 *7%* *84%*	3 *8%* *16%*	16 *7%* *90%*	18 *7%* *100%*	18 *7%* *100%*
Net: 6/5/4	**88** ***36%***	6 *28%* *6%*	2 *22%* *2%*	3 *51%* *4%*	77 *37%* *88%*	76 *37%* *86%*	12 *34%* *14%*	86 *37%* *98%*	88 *36%* *100%*	88 *36%* *100%*
Net: 3/2/1	**83** ***34%***	9 *42%* *10%*	3 *33%* *3%*	1 *22%* *2%*	71 *34%* *85%*	73 *35%* *87%*	11 *30%* *13%*	77 *34%* *93%*	83 *34%* *100%*	83 *34%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1011

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**4.68**	4.74	4.75	4.88	4.67	4.63	4.98	4.67	4.68	4.68
Standard Deviation	**2.56**	2.69	2.89	2.48	2.56	2.54	2.72	2.55	2.56	2.56

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1012

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**6** ***2%***	* * *5%*	5 *2%* *95%*	- - -	1 *1%* *19%*	1 *2%* *25%*	1 *1%* *16%*	* * *3%*	2 *8%* *38%*	- - -	2 *1%* *34%*	4 *4%* *66%*	- - -	- - -	2 *1%* *27%*
9	**13** ***4%***	4 *4%* *34%*	8 *4%* *66%*	- - -	4 *4%* *29%*	6 *8%* *44%*	1 *2%* *8%*	2 *7%* *19%*	- - -	3 *7%* *25%*	6 *3%* *50%*	3 *3%* *26%*	6 *6%* *44%*	2 *3%* *16%*	3 *3%* *25%*
8	**40** ***12%***	13 *13%* *33%*	27 *12%* *67%*	7 *11%* *17%*	7 *9%* *18%*	7 *10%* *16%*	8 *13%* *19%*	3 *10%* *8%*	9 *33%* *21%*	3 *7%* *8%*	21 *11%* *51%*	17 *16%* *41%*	7 *8%* *19%*	17 *27%* *42%*	9 *8%* *22%*
7	**39** ***12%***	16 *16%* *40%*	24 *10%* *60%*	8 *13%* *20%*	5 *6%* *12%*	9 *13%* *23%*	7 *11%* *18%*	8 *25%* *20%*	3 *11%* *7%*	2 *5%* *6%*	26 *14%* *65%*	11 *11%* *29%*	18 *21%* *46%* N	4 *6%* *10%*	8 *7%* *21%*
6	**39** ***12%***	19 *19%* *49%* B	20 *9%* *51%*	5 *8%* *13%*	11 *13%* *28%*	5 *8%* *14%*	7 *11%* *17%*	7 *22%* *18%*	4 *16%* *10%*	3 *7%* *7%*	19 *10%* *48%*	17 *16%* *44%*	8 *9%* *20%*	7 *11%* *18%*	16 *14%* *40%*
5	**47** ***14%***	13 *13%* *27%*	34 *15%* *73%*	10 *16%* *21%*	17 *21%* *37%*	10 *15%* *22%*	6 *10%* *13%*	3 *10%* *7%*	* *1%* *	6 *15%* *14%*	28 *15%* *59%*	13 *12%* *27%*	21 *23%* *44%* N	5 *8%* *11%*	10 *9%* *22%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1012

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**42** ***13%***	5 *5%* *13%*	36 *16%* *87%* A	9 *16%* *23%*	16 *20%* *38%*	5 *8%* *12%*	7 *12%* *18%*	3 *8%* *6%*	1 *5%* *3%*	4 *9%* *9%*	22 *12%* *53%*	16 *15%* *38%*	7 *8%* *16%*	9 *15%* *23%*	22 *19%* *52%*
3	**21** ***6%***	6 *6%* *29%*	15 *7%* *71%*	6 *11%* *30%*	8 *9%* *36%*	1 *1%* *4%*	5 *9%* *25%*	1 *3%* *4%*	- - -	2 *4%* *8%*	15 *8%* *72%*	4 *4%* *20%*	3 *3%* *14%*	7 *12%* *35%*	7 *6%* *31%*
2	**26** ***8%***	6 *6%* *23%*	20 *9%* *77%*	6 *9%* *22%*	8 *10%* *31%*	4 *7%* *17%*	5 *8%* *19%*	1 *2%* *2%*	2 *9%* *9%*	4 *8%* *14%*	11 *6%* *41%*	12 *11%* *45%*	3 *3%* *12%*	- - -	20 *18%* *79%* L
1	**28** ***9%***	12 *12%* *42%*	16 *7%* *58%*	5 *9%* *19%*	1 *1%* *4%*	14 *20%* *48%* D	5 *8%* *17%*	1 *4%* *5%*	2 *8%* *7%*	9 *22%* *32%* JK	15 *8%* *52%*	4 *4%* *15%*	8 *9%* *29%*	5 *9%* *19%*	10 *9%* *36%*
Don't know	**27** ***8%***	5 *5%* *19%*	22 *10%* *81%*	4 *7%* *15%*	4 *5%* *14%*	5 *8%* *20%*	9 *15%* *33%*	3 *8%* *9%*	2 *9%* *8%*	7 *16%* *24%* K	16 *9%* *60%*	4 *4%* *16%*	7 *8%* *27%*	6 *9%* *21%*	9 *8%* *33%*
Net: 10/9/8/7	**98** ***30%***	33 *33%* *34%*	64 *28%* *66%*	15 *24%* *15%*	17 *21%* *17%*	22 *33%* *23%*	17 *27%* *17%*	14 *43%* *14%*	13 *53%* *14%*	8 *20%* *9%*	54 *30%* *56%*	35 *33%* *36%*	31 *35%* *32%* N	23 *36%* *23%*	22 *19%* *22%*
Net: 10/9	**18** ***6%***	5 *5%* *25%*	14 *6%* *75%*	- - -	5 *6%* *26%*	7 *10%* *38%* C	2 *3%* *11%*	3 *8%* *14%*	2 *8%* *12%*	3 *7%* *17%*	8 *5%* *45%*	7 *7%* *38%*	6 *6%* *30%*	2 *3%* *11%*	5 *4%* *26%*

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1012

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**127** **39%**	37 *37%* *29%*	90 *40%* *71%*	24 *40%* *19%*	44 *54%* *35%* EF	21 *31%* *16%*	20 *33%* *16%*	13 *40%* *10%*	5 *22%* *4%*	13 *31%* *10%*	69 *38%* *54%*	46 *43%* *36%*	35 *40%* *28%*	22 *34%* *17%*	47 *41%* *37%*
Net: 3/2/1	**75** **23%**	24 *24%* *32%*	51 *22%* *68%*	17 *29%* *23%*	17 *21%* *22%*	19 *28%* *25%*	15 *25%* *20%*	3 *9%* *4%*	4 *17%* *6%*	14 *34%* *19%*	41 *23%* *54%*	20 *19%* *27%*	14 *16%* *19%*	13 *20%* *17%*	37 *32%* *49%* L
Mean	**5.14**	5.25	5.08	4.66	5.03	4.95	5.01	6.09	6.26	4.29	5.13	5.45	5.42 N	5.48	4.46
Standard Deviation	**2.39**	2.42	2.38	2.18	2.04	2.83	2.40	1.95	2.70	2.74	2.31	2.33	2.24	2.38	2.34

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

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Absolutes/col/row percents

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**6** ***2%***	2 *8%* *44%* R	1 *5%* *20%* R	1 *5%* *9%* R	2 *1%* *27%*	5 *2%* *93%*	* *1%* *7%*	6 *2%* *100%*	6 *2%* *100%*	6 *2%* *100%*
9	**13** ***4%***	2 *5%* *12%*	* *1%* *2%*	- - -	11 *4%* *85%*	11 *4%* *88%*	1 *4%* *12%*	13 *4%* *100%*	13 *4%* *100%*	13 *4%* *100%*
8	**40** ***12%***	2 *6%* *4%*	4 *19%* *10%*	2 *14%* *4%*	33 *12%* *82%*	40 *14%* *100%*	- - -	40 *12%* *100%*	40 *12%* *100%*	40 *12%* *100%*
7	**39** ***12%***	5 *17%* *13%*	3 *13%* *7%*	1 *9%* *3%*	30 *11%* *77%*	36 *12%* *91%*	3 *10%* *9%*	39 *12%* *100%*	39 *12%* *100%*	39 *12%* *100%*
6	**39** ***12%***	3 *12%* *9%*	2 *11%* *6%*	2 *21%* *6%*	30 *11%* *79%*	32 *11%* *84%*	6 *17%* *16%*	39 *12%* *100%*	39 *12%* *100%*	39 *12%* *100%*
5	**47** ***14%***	7 *23%* *14%*	3 *12%* *5%*	2 *17%* *4%*	36 *13%* *77%*	42 *15%* *90%*	4 *13%* *10%*	46 *14%* *97%*	47 *14%* *100%*	47 *14%* *100%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1012

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**42** ***13%***	1 *2%* *1%*	3 *12%* *6%* O	1 *7%* *2%*	38 *14%* *90%* O	36 *12%* *85%*	6 *17%* *15%*	40 *12%* *95%*	42 *13%* *100%*	42 *13%* *100%*
3	**21** ***6%***	2 *7%* *10%*	1 *5%* *5%*	1 *7%* *4%*	17 *6%* *81%*	18 *6%* *83%*	4 *10%* *17%*	21 *7%* *100%*	21 *6%* *100%*	21 *6%* *100%*
2	**26** ***8%***	1 *4%* *5%*	1 *3%* *3%*	* *3%* *1%*	23 *9%* *91%*	22 *7%* *84%*	4 *11%* *16%*	25 *8%* *99%*	26 *8%* *100%*	26 *8%* *100%*
1	**28** ***9%***	2 *8%* *8%*	1 *5%* *4%*	1 *12%* *5%*	24 *9%* *83%*	26 *9%* *93%*	2 *6%* *7%*	28 *9%* *100%*	28 *9%* *100%*	28 *9%* *100%*
Don't know	**27** ***8%***	2 *7%* *8%*	3 *12%* *10%*	* *4%* *2%*	22 *8%* *81%*	23 *8%* *86%*	4 *11%* *14%*	27 *8%* *100%*	27 *8%* *100%*	27 *8%* *100%*
Net: 10/9/8/7	**98** ***30%***	11 *37%* *11%*	8 *38%* *8%*	3 *28%* *3%*	76 *28%* *77%*	92 *32%* *95%*	5 *15%* *5%*	98 *30%* *100%*	98 *30%* *100%*	98 *30%* *100%*
Net: 10/9	**18** ***6%***	4 *14%* *22%* R	1 *7%* *8%*	1 *5%* *3%*	12 *5%* *67%*	16 *6%* *90%*	2 *5%* *10%*	18 *6%* *100%*	18 *6%* *100%*	18 *6%* *100%*

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Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** It shows enough new programmes, made in the UK ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**127** ***39%***	11 *36%* *8%*	8 *35%* *6%*	5 *45%* *4%*	104 *39%* *82%*	111 *38%* *87%*	17 *47%* *13%*	124 *38%* *97%*	127 *39%* *100%*	127 *39%* *100%*
Net: 3/2/1	**75** ***23%***	6 *20%* *8%*	3 *14%* *4%*	3 *23%* *3%*	64 *24%* *85%*	66 *22%* *87%*	10 *27%* *13%*	75 *23%* *100%*	75 *23%* *100%*	75 *23%* *100%*
Mean	**5.14**	5.71	5.80	5.26	5.02	5.20	4.60	5.15	5.14	5.14
Standard Deviation	**2.39**	2.54	2.40	2.54	2.36	2.41	2.12	2.40	2.39	2.39

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1013

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: It shows enough new programmes, made in the UK - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	34 *7%*	34 *5%*	17 *3%*	4 *1%*	30 *7%*	52 *10%*	23 *4%*	11 *5%*	6 *2%*
9	22 *4%*	34 *5%*	10 *2%*	8 *3%*	30 *7%*	56 *10%*	40 *7%*	6 *3%*	13 *4%*
8	55 *11%*	72 *11%*	61 *13%*	37 *12%*	97 *21%*	96 *18%*	98 *17%*	17 *7%*	40 *12%*
7	100 *20%*	95 *14%*	62 *13%*	51 *17%*	58 *13%*	94 *17%*	75 *13%*	24 *10%*	39 *12%*
6	81 *16%*	93 *14%*	64 *13%*	50 *17%*	57 *12%*	48 *9%*	67 *12%*	25 *11%*	39 *12%*
5	77 *15%*	106 *16%*	87 *18%*	48 *16%*	52 *11%*	51 *10%*	79 *14%*	39 *16%*	47 *14%*
4	36 *7%*	67 *10%*	48 *10%*	12 *4%*	32 *7%*	29 *5%*	58 *10%*	23 *10%*	42 *13%*
3	28 *5%*	49 *7%*	38 *8%*	19 *7%*	25 *5%*	17 *3%*	27 *5%*	26 *11%*	21 *6%*
2	18 *4%*	30 *4%*	21 *4%*	14 *5%*	14 *3%*	9 *2%*	20 *4%*	25 *10%*	26 *8%*
1	16 *3%*	36 *5%*	36 *7%*	18 *6%*	22 *5%*	18 *3%*	14 *2%*	32 *13%*	28 *9%*
Don't know	43 *9%*	52 *8%*	43 *9%*	38 *13%*	44 *10%*	70 *13%*	63 *11%*	12 *5%*	27 *8%*
Net: 10/9/8/7	211 *41%*	235 *35%*	150 *31%*	100 *33%*	216 *47%*	298 *55%*	236 *42%*	59 *24%*	98 *30%*

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Base : All who watch each channel regularly

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	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	56 *11%*	68 *10%*	27 *5%*	12 *4%*	61 *13%*	108 *20%*	63 *11%*	18 *7%*	18 *6%*
Net: 6/5/4	194 *38%*	267 *40%*	200 *41%*	110 *37%*	141 *31%*	128 *24%*	204 *36%*	88 *36%*	127 *39%*
Net: 3/2/1	61 *12%*	115 *17%*	95 *19%*	51 *17%*	60 *13%*	44 *8%*	61 *11%*	83 *34%*	75 *23%*
Mean	6.06	5.66	5.37	5.58	6.27	6.80	6.11	4.68	5.14
Standard Deviation	2.18	2.33	2.30	2.17	2.37	2.27	2.20	2.56	2.39

GfK NOP

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Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1014

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Total (Wtd)	**510**	198 *39%*	311 *61%*	107* *21%* *	141* *28%* *	83* *16%* *	80* *16%* *	37** *7%* **	62* *12%* *	74* *15%* *	275 *54%*	161* *32%* *	138* *27%* *	127* *25%* *	144* *28%* *
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
10	**46** ***9%***	15 *8%* *33%*	31 *10%* *67%*	15 *14%* *33%*	12 *9%* *26%*	6 *8%* *14%*	7 *9%* *16%*	3 *8%* *7%*	2 *3%* *5%*	1 *1%* *1%*	21 *8%* *45%*	25 *15%* *53%* I	18 *13%* *40%*	7 *5%* *15%*	9 *6%* *19%*
9	**27** ***5%***	7 *4%* *27%*	20 *6%* *73%*	14 *14%* *54%* DE	3 *2%* *13%*	2 *2%* *8%*	2 *3%* *8%*	2 *6%* *8%*	2 *4%* *9%*	2 *3%* *8%*	11 *4%* *40%*	14 *8%* *51%*	8 *6%* *29%*	4 *3%* *14%*	9 *6%* *32%*
8	**83** ***16%***	34 *17%* *41%*	49 *16%* *59%*	10 *10%* *12%*	21 *15%* *26%*	18 *22%* *22%*	16 *20%* *19%*	7 *19%* *8%*	11 *17%* *13%*	13 *18%* *16%*	52 *19%* *63%*	18 *11%* *21%*	27 *20%* *33%*	20 *15%* *24%*	19 *13%* *23%*
7	**106** ***21%***	36 *18%* *34%*	70 *22%* *66%*	13 *12%* *12%*	38 *27%* *36%* C	16 *19%* *15%*	18 *23%* *17%*	9 *24%* *8%*	13 *20%* *12%*	18 *24%* *17%*	58 *21%* *54%*	31 *19%* *29%*	32 *23%* *30%*	20 *16%* *19%*	33 *23%* *31%*
6	**79** ***16%***	32 *16%* *40%*	48 *15%* *60%*	22 *20%* *27%*	25 *18%* *31%*	15 *18%* *19%*	8 *9%* *9%*	3 *9%* *4%*	7 *11%* *9%*	13 *17%* *16%*	49 *18%* *61%*	18 *11%* *23%*	19 *14%* *24%*	22 *18%* *28%*	26 *18%* *33%*
5	**61** ***12%***	27 *14%* *44%*	34 *11%* *56%*	7 *7%* *12%*	20 *14%* *33%*	7 *9%* *12%*	12 *15%* *20%*	4 *11%* *7%*	10 *16%* *17%*	12 *17%* *20%*	27 *10%* *45%*	21 *13%* *35%*	11 *8%* *18%*	23 *18%* *37%*	17 *12%* *28%*

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Table 1014

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
4	**36** ***7%***	12 *6%* *33%*	24 *8%* *67%*	9 *8%* *25%*	11 *8%* *32%*	5 *6%* *14%*	7 *8%* *18%*	1 *3%* *3%*	3 *5%* *8%*	6 *9%* *18%*	17 *6%* *48%*	12 *8%* *34%*	7 *5%* *19%*	14 *11%* *38%*	9 *7%* *26%*
3	**12** ***2%***	6 *3%* *46%*	7 *2%* *54%*	1 *1%* *12%*	3 *2%* *23%*	1 *2%* *12%*	4 *5%* *32%*	1 *4%* *11%*	1 *2%* *10%*	* * *1%*	10 *4%* *81%*	2 *1%* *17%*	6 *5%* *51%*	1 *1%* *10%*	2 *2%* *19%*
2	**16** ***3%***	9 *4%* *54%*	7 *2%* *46%*	8 *8%* *52%* D	1 *1%* *9%*	2 *2%* *11%*	* * *	3 *8%* *19%*	2 *2%* *10%*	1 *2%* *9%*	6 *2%* *40%*	8 *5%* *51%*	- - -	8 *6%* *50%* L	7 *5%* *47%* L
1	**20** ***4%***	10 *5%* *50%*	10 *3%* *50%*	4 *4%* *22%*	5 *3%* *24%*	3 *4%* *16%*	3 *4%* *15%*	1 *3%* *6%*	3 *5%* *17%*	3 *4%* *13%*	10 *4%* *51%*	7 *4%* *36%*	5 *4%* *25%*	5 *4%* *23%*	5 *4%* *26%*
Don't know	**24** ***5%***	11 *6%* *46%*	13 *4%* *54%*	2 *2%* *8%*	1 *1%* *5%*	7 *9%* *30%* D	4 *4%* *15%*	2 *5%* *7%*	8 *14%* *35%* CD	4 *5%* *16%*	14 *5%* *58%*	6 *4%* *26%*	5 *4%* *21%*	4 *3%* *17%*	8 *5%* *32%*
Net: 10/9/8/7	**262** ***51%***	93 *47%* *35%*	169 *54%* *65%*	53 *49%* *20%*	75 *53%* *29%*	43 *51%* *16%*	43 *54%* *17%*	21 *57%* *8%*	28 *44%* *11%*	34 *46%* *13%*	141 *51%* *54%*	87 *54%* *33%*	85 *62%* *32%* M	51 *40%* *19%*	69 *48%* *26%*
Net: 10/9	**73** ***14%***	23 *11%* *31%*	50 *16%* *69%*	30 *28%* *41%* DE FH	15 *11%* *21%*	8 *10%* *12%*	9 *12%* *13%*	5 *14%* *7%*	4 *7%* *6%*	3 *4%* *4%*	32 *12%* *43%*	38 *24%* *53%* IJ	26 *19%* *36%*	11 *8%* *15%*	17 *12%* *24%*

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Total (Unwtd)	**500**	199 *40%*	301 *60%*	85 *17%*	128 *26%*	90 *18%*	92 *18%*	40 *8%*	64 *13%*	77 *15%*	303 *61%*	113 *23%*	90 *18%*	62 *12%*	105 *21%*
Effective Total	**326**	124	202	55	86	63	55	29	44	54	212	77	83	56	91
Net: 6/5/4	**176** ***34%***	71 *36%* *40%*	105 *34%* *60%*	38 *36%* *22%*	56 *40%* *32%*	27 *33%* *16%*	26 *33%* *15%*	8 *23%* *5%*	20 *32%* *11%*	32 *43%* *18%*	93 *34%* *53%*	51 *32%* *29%*	37 *27%* *21%*	59 *46%* *33%* L	53 *36%* *30%*
Net: 3/2/1	**48** ***9%***	24 *12%* *50%*	24 *8%* *50%*	14 *13%* *29%*	9 *6%* *19%*	6 *8%* *13%*	7 *9%* *14%*	5 *15%* *11%*	6 *10%* *13%*	4 *6%* *9%*	27 *10%* *55%*	17 *11%* *36%*	11 *8%* *24%*	14 *11%* *29%*	15 *10%* *31%*
Mean	**6.42**	6.19	6.57	6.51	6.42	6.52	6.44	6.39	6.12	6.14	6.42	6.55	6.86 M	5.93	6.24
Standard Deviation	**2.22**	2.30	2.17	2.59	2.00	2.11	2.15	2.41	2.18	1.82	2.14	2.50	2.18	2.16	2.17

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		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Total (Wtd)	**510**	51* *10%* *	33* *7%* *	16* *3%* *	409 *80%*	478 *94%*	31** *6%* **	504 *99%*	510 *100%*	314 *62%*	195 *38%*	210 *41%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
10	**46** ***9%***	7 *14%* *15%*	4 *11%* *8%*	2 *10%* *3%*	34 *8%* *73%*	43 *9%* *92%*	4 *11%* *8%*	46 *9%* *100%*	46 *9%* *100%*	34 *11%* *73%*	13 *6%* *27%*	14 *7%* *30%*
9	**27** ***5%***	2 *5%* *9%*	4 *11%* *13%*	* *3%* *2%*	20 *5%* *76%*	25 *5%* *94%*	2 *5%* *6%*	27 *5%* *100%*	27 *5%* *100%*	19 *6%* *72%*	8 *4%* *28%*	10 *5%* *37%*
8	**83** ***16%***	8 *16%* *10%*	7 *20%* *8%*	3 *19%* *4%*	66 *16%* *79%*	79 *16%* *95%*	4 *14%* *5%*	83 *16%* *100%*	83 *16%* *100%*	53 *17%* *64%*	30 *15%* *36%*	30 *14%* *36%*
7	**106** ***21%***	14 *27%* *13%* P	4 *13%* *4%*	3 *18%* *3%*	85 *21%* *80%*	99 *21%* *93%*	7 *23%* *7%*	106 *21%* *100%*	106 *21%* *100%*	69 *22%* *65%*	37 *19%* *35%*	39 *19%* *37%*
6	**79** ***16%***	6 *12%* *7%*	3 *10%* *4%*	2 *14%* *3%*	68 *17%* *85%*	77 *16%* *98%*	2 *6%* *2%*	79 *16%* *100%*	79 *16%* *100%*	48 *15%* *60%*	32 *16%* *40%*	36 *17%* *46%*
5	**61** ***12%***	5 *9%* *8%*	2 *7%* *4%*	3 *17%* *5%*	51 *12%* *83%*	55 *12%* *91%*	5 *17%* *9%*	58 *11%* *95%*	61 *12%* *100%*	37 *12%* *62%*	23 *12%* *38%*	23 *11%* *38%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
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Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
4	**36** ***7%***	1 *3%* *4%*	4 *12%* *12%* O	* *3%* *1%*	30 *7%* *83%*	35 *7%* *99%*	* *1%* *1%*	36 *7%* *100%*	36 *7%* *100%*	19 *6%* *54%*	16 *8%* *45%*	16 *8%* *46%*
3	**12** ***2%***	1 *1%* *5%*	1 *3%* *9%*	1 *4%* *5%*	10 *2%* *81%*	11 *2%* *91%*	1 *3%* *9%*	12 *2%* *100%*	12 *2%* *100%*	9 *3%* *71%*	3 *2%* *29%*	3 *2%* *29%*
2	**16** ***3%***	- - -	* *1%* *2%*	* * *	15 *4%* *98%*	14 *3%* *90%*	2 *5%* *10%*	16 *3%* *100%*	16 *3%* *100%*	7 *2%* *46%*	9 *4%* *54%*	10 *5%* *63%*
1	**20** ***4%***	3 *6%* *14%*	2 *5%* *9%*	1 *4%* *3%*	15 *4%* *74%*	16 *3%* *78%*	4 *14%* *22%*	19 *4%* *96%*	20 *4%* *100%*	6 *2%* *29%*	14 *7%* *71%* X	14 *7%* *71%* X
Don't know	**24** ***5%***	4 *8%* *17%*	2 *6%* *8%*	1 *8%* *6%*	17 *4%* *69%*	24 *5%* *100%*	- - -	23 *4%* *94%*	24 *5%* *100%*	13 *4%* *53%*	11 *6%* *47%*	14 *7%* *57%*
Net: 10/9/8/7	**262** ***51%***	31 *61%* *12%*	18 *55%* *7%*	8 *49%* *3%*	205 *50%* *78%*	245 *51%* *94%*	17 *54%* *6%*	262 *52%* *100%*	262 *51%* *100%*	175 *56%* *67%* Z	87 *44%* *33%*	93 *44%* *35%*
Net: 10/9	**73** ***14%***	9 *18%* *13%*	7 *22%* *10%* R	2 *13%* *3%*	54 *13%* *74%*	68 *14%* *93%*	5 *17%* *7%*	73 *14%* *100%*	73 *14%* *100%*	53 *17%* *72%*	20 *10%* *28%*	24 *11%* *33%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1014

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - ITV2**

Base : All who watch ITV2 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**500**	81 *16%*	92 *18%*	70 *14%*	257 *51%*	464 *93%*	29 *6%*	494 *99%*	500 *100%*	322 *64%*	176 *35%*	189 *38%*
Effective Total	**326**	74	85	65	225	303	24	322	326	207	119	130
Net: 6/5/4	**176** ***34%***	12 *24%* *7%*	10 *30%* *6%*	6 *35%* *3%*	148 *36%* *84%*	168 *35%* *96%*	8 *24%* *4%*	173 *34%* *98%*	176 *34%* *100%*	105 *33%* *60%*	71 *36%* *40%*	76 *36%* *43%*
Net: 3/2/1	**48** ***9%***	3 *7%* *7%*	3 *10%* *7%*	1 *7%* *3%*	40 *10%* *83%*	41 *9%* *85%*	7 *22%* *14%*	47 *9%* *99%*	48 *9%* *100%*	22 *7%* *45%*	26 *13%* *55%*	28 *13%* *58%*
Mean	**6.42**	6.87	6.60	6.54	6.35	6.46	5.95	6.44	6.42	6.69 YZ	5.99	6.04
Standard Deviation	**2.22**	2.24	2.51	2.17	2.20	2.17	2.85	2.22	2.22	2.08	2.38	2.38

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1015

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Total (Wtd)	**668**	291 *44%*	378 *56%*	193 *29%*	235 *35%*	100* *15%* *	87* *13%* *	32** *5%* **	22** *3%* **	121* *18%* *	387 *58%*	161* *24%* *	162* *24%* *	166* *25%* *	226 *34%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
10	**40** ***6%***	22 *8%* *55%*	18 *5%* *45%*	20 *10%* *49%* D	9 *4%* *22%*	4 *4%* *10%*	6 *7%* *14%*	* *1%* *	2 *8%* *5%*	2 *1%* *4%*	22 *6%* *56%*	16 *10%* *39%* I	15 *9%* *37%*	8 *5%* *20%*	10 *4%* *24%*
9	**40** ***6%***	15 *5%* *37%*	25 *7%* *63%*	24 *13%* *62%* DE F	8 *4%* *21%*	3 *3%* *8%*	- - -	2 *7%* *6%*	2 *8%* *4%*	5 *4%* *12%*	17 *5%* *44%*	18 *11%* *44%* J	15 *9%* *37%*	4 *3%* *11%*	15 *7%* *39%*
8	**109** ***16%***	54 *19%* *49%*	56 *15%* *51%*	32 *17%* *29%*	41 *17%* *37%*	18 *19%* *17%*	15 *18%* *14%*	2 *6%* *2%*	1 *5%* *1%*	18 *15%* *17%*	77 *20%* *70%* K	14 *9%* *13%*	29 *18%* *27%*	34 *20%* *31%*	27 *12%* *24%*
7	**119** ***18%***	56 *19%* *47%*	64 *17%* *53%*	24 *13%* *20%*	57 *24%* *48%* C	16 *16%* *13%*	10 *12%* *8%*	9 *28%* *7%*	3 *12%* *2%*	26 *22%* *22%*	69 *18%* *58%*	24 *15%* *20%*	30 *18%* *25%*	28 *17%* *23%*	44 *20%* *37%*
6	**105** ***16%***	39 *14%* *38%*	65 *17%* *62%*	38 *20%* *36%*	37 *16%* *35%*	14 *14%* *13%*	12 *14%* *12%*	2 *6%* *2%*	2 *9%* *2%*	16 *13%* *15%*	64 *16%* *61%*	25 *16%* *24%*	14 *8%* *13%*	29 *18%* *28%*	43 *19%* *41%* L
5	**110** ***16%***	38 *13%* *35%*	72 *19%* *65%*	23 *12%* *21%*	38 *16%* *35%*	20 *20%* *19%*	17 *20%* *16%*	8 *26%* *8%*	3 *12%* *2%*	18 *15%* *16%*	62 *16%* *57%*	30 *19%* *27%*	28 *17%* *26%*	21 *13%* *20%*	38 *17%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1015

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
4	**44** ***7%***	25 *9%* *58%*	19 *5%* *42%*	9 *5%* *21%*	18 *8%* *41%*	6 *6%* *14%*	10 *11%* *22%*	- - -	1 *4%* *2%*	12 *10%* *27%* K	29 *7%* *65%*	4 *2%* *9%*	8 *5%* *17%*	18 *11%* *40%*	11 *5%* *26%*
3	**25** ***4%***	14 *5%* *58%*	10 *3%* *42%*	13 *7%* *53%*	6 *3%* *26%*	3 *3%* *12%*	* * *1%*	2 *6%* *7%*	- - -	5 *4%* *19%*	7 *2%* *30%*	13 *8%* *51%* J	6 *4%* *23%*	9 *6%* *37%*	7 *3%* *29%*
2	**28** ***4%***	6 *2%* *20%*	23 *6%* *80%* A	3 *2%* *12%*	13 *6%* *48%*	4 *4%* *14%*	4 *4%* *13%*	3 *8%* *9%*	1 *5%* *4%*	13 *11%* *45%* J	8 *2%* *27%*	8 *5%* *28%*	8 *5%* *27%*	10 *6%* *35%*	8 *3%* *28%*
1	**18** ***3%***	12 *4%* *65%*	6 *2%* *35%*	3 *2%* *17%*	4 *2%* *22%*	7 *7%* *40%* CD	4 *4%* *20%*	* * *	* *1%* *1%*	1 *1%* *8%*	15 *4%* *84%*	2 *1%* *8%*	6 *3%* *31%*	1 *1%* *6%*	8 *4%* *44%*
Don't know	**30** ***5%***	10 *3%* *32%*	21 *5%* *68%*	2 *1%* *8%*	2 *1%* *7%*	4 *4%* *14%*	9 *10%* *30%* CD	4 *14%* *15%*	8 *36%* *26%*	5 *4%* *18%*	17 *4%* *56%*	8 *5%* *27%*	6 *3%* *19%*	4 *2%* *12%*	14 *6%* *48%*
Net: 10/9/8/7	**309** ***46%***	146 *50%* *47%*	162 *43%* *53%*	100 *52%* *32%*	115 *49%* *37%*	41 *41%* *13%*	31 *36%* *10%*	13 *41%* *4%*	7 *33%* *2%*	51 *42%* *17%*	185 *48%* *60%*	72 *45%* *23%*	88 *54%* *28%*	74 *44%* *24%*	96 *43%* *31%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1015

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - E4**

Base : All who watch E4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**616**	269 *44%*	347 *56%*	162 *26%*	201 *33%*	112 *18%*	79 *13%*	37 *6%*	24 *4%*	116 *19%*	388 *63%*	100 *16%*	101 *16%*	79 *13%*	166 *27%*
Effective Total	**416**	179	237	107	140	79	55	25	17	82	277	73	93	74	144
Net: 10/9	**80** ***12%***	37 *13%* *46%*	43 *11%* *54%*	44 *23%* *55%* DE F	17 *7%* *21%*	7 *7%* *9%*	6 *7%* *7%*	2 *8%* *3%*	4 *16%* *4%*	7 *5%* *8%*	40 *10%* *50%*	33 *21%* *42%* IJ	29 *18%* *37%* M	12 *8%* *16%*	25 *11%* *32%*
Net: 6/5/4	**259** ***39%***	103 *35%* *40%*	156 *41%* *60%*	70 *36%* *27%*	94 *40%* *36%*	40 *40%* *16%*	39 *45%* *15%*	10 *32%* *4%*	5 *25%* *2%*	45 *38%* *17%*	154 *40%* *60%*	59 *37%* *23%*	49 *30%* *19%*	68 *41%* *26%*	92 *41%* *36%*
Net: 3/2/1	**71** ***11%***	32 *11%* *45%*	39 *10%* *55%*	20 *10%* *28%*	24 *10%* *33%*	14 *14%* *20%*	8 *9%* *11%*	4 *14%* *6%*	1 *6%* *2%*	19 *16%* *26%* J	30 *8%* *43%*	22 *14%* *31%*	19 *12%* *27%*	20 *12%* *28%*	23 *10%* *32%*
Mean	**6.22**	6.29	6.17	6.68 D EF	6.14	5.83	5.91	5.86	6.53	5.75	6.31 I	6.36	6.45	6.07	6.14
Standard Deviation	**2.15**	2.23	2.09	2.19	1.99	2.28	2.21	1.97	2.41	2.12	2.08	2.29	2.34	2.07	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1015

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Total (Wtd)	**668**	65* *10%* *	26* *4%* *	24* *4%* *	554 *83%*	621 *93%*	47* *7%* *	651 *97%*	668 *100%*	408 *61%*	260 *39%*	262 *39%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
10	**40** ***6%***	5 *8%* *13%*	1 *4%* *3%*	1 *6%* *4%*	32 *6%* *81%*	40 *6%* *99%*	* *1%* *1%*	39 *6%* *97%*	40 *6%* *100%*	26 *6%* *64%*	14 *5%* *36%*	14 *5%* *36%*
9	**40** ***6%***	3 *5%* *8%*	* *2%* *1%*	2 *8%* *5%*	34 *6%* *86%*	38 *6%* *95%*	2 *4%* *5%*	37 *6%* *92%*	40 *6%* *100%*	24 *6%* *62%*	15 *6%* *38%*	18 *7%* *44%*
8	**109** ***16%***	12 *19%* *11%*	4 *15%* *4%*	4 *16%* *4%*	89 *16%* *82%*	102 *16%* *93%*	8 *17%* *7%*	106 *16%* *97%*	109 *16%* *100%*	73 *18%* *67%*	36 *14%* *33%*	36 *14%* *33%*
7	**119** ***18%***	8 *13%* *7%*	3 *11%* *2%*	7 *27%* *5%* OP	102 *18%* *85%*	110 *18%* *92%*	10 *21%* *8%*	117 *18%* *98%*	119 *18%* *100%*	73 *18%* *62%*	46 *18%* *38%*	46 *17%* *38%*
6	**105** ***16%***	11 *18%* *11%*	4 *17%* *4%*	3 *12%* *3%*	86 *15%* *82%*	96 *15%* *91%*	9 *19%* *9%*	104 *16%* *100%*	105 *16%* *100%*	53 *13%* *51%*	51 *20%* *49%*	51 *20%* *49%*
5	**110** ***16%***	12 *19%* *11%*	6 *25%* *6%*	3 *14%* *3%*	88 *16%* *80%*	100 *16%* *91%*	10 *21%* *9%*	105 *16%* *96%*	110 *16%* *100%*	77 *19%* *70%*	32 *12%* *30%*	32 *12%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1015

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
4	**44** ***7%***	5 *8%* *12%*	1 *5%* *3%*	1 *4%* *2%*	37 *7%* *83%*	43 *7%* *96%*	2 *3%* *4%*	43 *7%* *97%*	44 *7%* *100%*	30 *7%* *69%*	14 *5%* *31%*	14 *5%* *31%*
3	**25** ***4%***	- - -	2 *9%* *9%* OQ	* *1%* *1%*	22 *4%* *90%*	25 *4%* *100%*	- - -	25 *4%* *100%*	25 *4%* *100%*	8 *2%* *33%*	16 *6%* *67%* X	16 *6%* *67%* X
2	**28** ***4%***	1 *2%* *5%*	1 *3%* *3%*	1 *3%* *2%*	25 *5%* *90%*	26 *4%* *92%*	2 *5%* *8%*	28 *4%* *100%*	28 *4%* *100%*	18 *4%* *63%*	10 *4%* *37%*	10 *4%* *37%*
1	**18** ***3%***	1 *2%* *7%*	1 *4%* *5%*	1 *5%* *7%*	15 *3%* *81%*	15 *2%* *80%*	4 *8%* *20%* S	17 *3%* *91%*	18 *3%* *100%*	8 *2%* *44%*	10 *4%* *56%*	10 *4%* *56%*
Don't know	**30** ***5%***	4 *6%* *13%*	1 *5%* *4%*	1 *5%* *4%*	24 *4%* *79%*	29 *5%* *96%*	1 *3%* *4%*	30 *5%* *100%*	30 *5%* *100%*	17 *4%* *55%*	13 *5%* *45%*	13 *5%* *45%*
Net: 10/9/8/7	**309** ***46%***	29 *45%* *9%*	8 *32%* *3%*	14 *57%* *4%* P	258 *47%* *84%* P	289 *47%* *94%*	20 *42%* *6%*	299 *46%* *97%*	309 *46%* *100%*	197 *48%* *64%*	112 *43%* *36%*	114 *44%* *37%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1015

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - E4**

Base : All who watch E4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**616**	96 *16%*	68 *11%*	106 *17%*	346 *56%*	563 *91%*	46 *7%*	602 *98%*	616 *100%*	399 *65%*	216 *35%*	217 *35%*
Effective Total	**416**	91	63	100	303	381	36	406	416	265	152	153
Net: 10/9	**80** ***12%***	8 *13%* *10%*	1 *6%* *2%*	3 *14%* *4%*	67 *12%* *84%*	78 *13%* *97%*	2 *5%* *3%*	76 *12%* *95%*	80 *12%* *100%*	50 *12%* *63%*	30 *11%* *37%*	32 *12%* *40%*
Net: 6/5/4	**259** ***39%***	29 *45%* *11%* Q	12 *48%* *5%* Q	7 *30%* *3%*	210 *38%* *81%*	238 *38%* *92%*	20 *43%* *8%*	252 *39%* *97%*	259 *39%* *100%*	161 *39%* *62%*	97 *37%* *38%*	97 *37%* *38%*
Net: 3/2/1	**71** ***11%***	3 *4%* *4%*	4 *16%* *6%* O	2 *9%* *3%*	62 *11%* *88%*	65 *10%* *92%*	6 *12%* *8%*	69 *11%* *98%*	71 *11%* *100%*	34 *8%* *48%*	37 *14%* *52%*	37 *14%* *52%*
Mean	**6.22**	6.45 P	5.68	6.49 P	6.21	6.25	5.83	6.22	6.22	6.31	6.08	6.10
Standard Deviation	**2.15**	2.03	2.11	2.20	2.16	2.15	2.14	2.14	2.15	2.09	2.23	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1016

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Total (Wtd)	**487**	257 *53%*	230 *47%*	71* *15%* *	129* *26%* *	103* *21%* *	82* *17%* *	46* *9%* *	57* *12%* *	82* *17%* *	274 *56%*	132* *27%* *	107* *22%* *	123* *25%* *	164 *34%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
10	**16** ***3%***	7 *3%* *46%*	9 *4%* *54%*	2 *3%* *15%*	6 *4%* *37%*	3 *3%* *18%*	2 *3%* *14%*	1 *3%* *9%*	1 *2%* *7%*	4 *5%* *27%*	7 *3%* *46%*	4 *3%* *28%*	1 *1%* *8%*	2 *2%* *13%*	5 *3%* *33%*
9	**56** ***11%***	36 *14%* *66%*	19 *8%* *34%*	22 *31%* *40%* DE FG	7 *6%* *13%*	8 *8%* *14%*	5 *6%* *9%*	4 *8%* *6%*	10 *17%* *17%* D	7 *8%* *12%*	29 *11%* *53%*	20 *15%* *35%*	12 *11%* *21%*	23 *19%* *42%*	15 *9%* *27%*
8	**106** ***22%***	50 *20%* *48%*	55 *24%* *52%*	13 *18%* *12%*	28 *22%* *26%*	24 *23%* *22%*	19 *23%* *18%*	13 *28%* *12%*	9 *17%* *9%*	18 *22%* *17%*	54 *20%* *51%*	33 *25%* *32%*	27 *25%* *25%*	31 *26%* *30%*	24 *15%* *23%*
7	**98** ***20%***	52 *20%* *54%*	45 *20%* *46%*	12 *16%* *12%*	32 *25%* *33%* H	20 *20%* *21%*	18 *22%* *19%* H	12 *26%* *12%* H	4 *7%* *4%*	19 *24%* *20%* K	66 *24%* *67%* K	13 *10%* *13%*	26 *24%* *26%*	21 *17%* *21%*	35 *22%* *36%*
6	**74** ***15%***	31 *12%* *42%*	43 *19%* *58%*	8 *11%* *11%*	20 *15%* *27%*	13 *13%* *17%*	13 *16%* *18%*	7 *14%* *9%*	13 *24%* *18%*	8 *10%* *11%*	43 *16%* *58%*	23 *17%* *31%*	21 *20%* *29%*	14 *11%* *19%*	25 *15%* *34%*
5	**68** ***14%***	45 *17%* *66%*	23 *10%* *34%*	3 *5%* *5%*	21 *16%* *30%* G	18 *17%* *26%* CG	11 *14%* *17%*	1 *2%* *2%*	14 *24%* *20%* CG	13 *16%* *20%*	33 *12%* *48%*	22 *16%* *32%*	11 *10%* *16%*	17 *14%* *25%*	30 *18%* *44%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1016

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
4	**24** ***5%***	13 *5%* *57%*	10 *5%* *43%*	4 *5%* *16%*	7 *5%* *28%*	6 *5%* *24%*	4 *5%* *17%*	* * *1%*	3 *6%* *15%*	2 *3%* *10%*	12 *5%* *52%*	9 *7%* *37%*	2 *2%* *7%*	8 *7%* *34%*	7 *5%* *31%*
3	**12** ***2%***	6 *2%* *54%*	5 *2%* *46%*	3 *4%* *22%*	2 *2%* *21%*	2 *2%* *15%*	2 *2%* *15%*	3 *7%* *26%*	- - -	2 *2%* *15%*	9 *3%* *77%*	1 *1%* *9%*	4 *4%* *34%*	- - -	5 *3%* *43%*
2	**7** ***1%***	4 *2%* *61%*	3 *1%* *39%*	- - -	2 *1%* *23%*	5 *5%* *73%*	* * *4%*	- - -	- - -	2 *3%* *32%*	4 *2%* *63%*	* * *4%*	- - -	- - -	6 *4%* *82%*
1	**9** ***2%***	2 *1%* *26%*	7 *3%* *74%*	* *1%* *4%*	2 *2%* *23%*	3 *3%* *33%*	- - -	3 *6%* *30%* F	1 *2%* *10%*	- - -	5 *2%* *48%*	5 *4%* *52%*	- - -	3 *2%* *29%*	5 *3%* *53%*
Don't know	**18** ***4%***	9 *3%* *48%*	10 *4%* *52%*	4 *5%* *21%*	3 *2%* *14%*	1 *1%* *8%*	7 *9%* *38%*	3 *6%* *15%*	1 *2%* *5%*	5 *7%* *29%*	11 *4%* *58%*	2 *2%* *13%*	4 *4%* *22%*	4 *3%* *21%*	6 *3%* *30%*
Net: 10/9/8/7	**275** ***56%***	146 *57%* *53%*	128 *56%* *47%*	49 *69%* *18%* H	73 *57%* *27%*	55 *53%* *20%*	44 *54%* *16%*	30 *64%* *11%*	24 *43%* *9%*	48 *59%* *18%*	156 *57%* *57%*	70 *53%* *25%*	65 *61%* *24%*	77 *63%* *28%*	80 *49%* *29%*
Net: 10/9	**71** ***15%***	44 *17%* *61%*	28 *12%* *39%*	24 *34%* *34%* DE FG	13 *10%* *18%*	11 *10%* *15%*	7 *9%* *10%*	5 *11%* *7%*	11 *19%* *15%*	11 *13%* *15%*	37 *13%* *51%*	24 *18%* *34%*	13 *12%* *18%*	25 *20%* *35%*	20 *12%* *28%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1016

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**492**	271 *55%*	221 *45%*	56 *11%*	121 *25%*	118 *24%*	83 *17%*	56 *11%*	57 *12%*	90 *18%*	296 *60%*	99 *20%*	73 *15%*	59 *12%*	129 *26%*
Effective Total	**331**	181	151	40	78	82	59	38	39	62	209	69	67	55	119
Net: 6/5/4	**166** ***34%***	89 *35%* *54%*	76 *33%* *46%*	15 *21%* *9%*	47 *37%* *28%* G	36 *35%* *22%* G	29 *35%* *17%*	8 *17%* *5%*	31 *54%* *18%* CG	24 *29%* *14%*	89 *32%* *53%*	53 *40%* *32%*	34 *31%* *20%*	39 *32%* *23%*	63 *38%* *38%*
Net: 3/2/1	**28** ***6%***	13 *5%* *46%*	15 *7%* *54%*	3 *4%* *11%*	6 *5%* *22%*	10 *10%* *35%*	2 *2%* *7%*	6 *13%* *21%* F	1 *2%* *3%*	4 *5%* *14%*	18 *7%* *64%*	6 *5%* *22%*	4 *4%* *14%*	3 *2%* *10%*	16 *10%* *56%*
Mean	**6.67**	6.69	6.64	7.38 D E	6.59	6.32	6.72	6.66	6.55	6.79	6.63	6.68	6.91 N	6.96 N	6.26
Standard Deviation	**1.90**	1.87	1.93	1.84	1.80	2.09	1.58	2.18	1.82	1.81	1.86	2.03	1.49	1.83	2.05

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1016

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Total (Wtd)	**487**	50* *10%* *	27* *6%* *	16* *3%* *	393 *81%*	447 *92%*	40* *8%* *	486 *100%*	487 *100%*	487 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
10	**16** ***3%***	4 *8%* *27%* R	2 *8%* *14%* R	1 *5%* *5%*	9 *2%* *54%*	13 *3%* *84%*	3 *6%* *16%*	16 *3%* *100%*	16 *3%* *100%*	16 *3%* *100%*
9	**56** ***11%***	3 *6%* *6%*	2 *7%* *3%*	1 *7%* *2%*	49 *13%* *89%*	52 *12%* *94%*	3 *8%* *6%*	56 *11%* *100%*	56 *11%* *100%*	56 *11%* *100%*
8	**106** ***22%***	14 *28%* *13%*	5 *17%* *4%*	5 *28%* *4%*	82 *21%* *78%*	99 *22%* *93%*	7 *17%* *7%*	104 *21%* *99%*	106 *22%* *100%*	106 *22%* *100%*
7	**98** ***20%***	7 *14%* *7%*	6 *21%* *6%*	3 *21%* *3%*	82 *21%* *83%*	93 *21%* *95%*	4 *11%* *5%*	98 *20%* *100%*	98 *20%* *100%*	98 *20%* *100%*
6	**74** ***15%***	7 *14%* *9%*	5 *17%* *6%*	2 *11%* *2%*	61 *15%* *82%*	69 *15%* *93%*	5 *13%* *7%*	74 *15%* *100%*	74 *15%* *100%*	74 *15%* *100%*
5	**68** ***14%***	7 *13%* *10%*	3 *9%* *4%*	1 *9%* *2%*	57 *15%* *84%*	56 *12%* *82%*	12 *31%* *18%* S	68 *14%* *100%*	68 *14%* *100%*	68 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1016

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky One**

Base : All who watch Sky One regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
4	**24** ***5%***	4 *7%* *16%*	2 *7%* *8%*	1 *6%* *4%*	17 *4%* *72%*	23 *5%* *96%*	1 *2%* *4%*	24 *5%* *100%*	24 *5%* *100%*	24 *5%* *100%*
3	**12** ***2%***	1 *2%* *10%*	1 *3%* *7%*	1 *5%* *6%*	9 *2%* *77%*	11 *2%* *91%*	1 *3%* *9%*	12 *2%* *100%*	12 *2%* *100%*	12 *2%* *100%*
2	**7** ***1%***	- - -	1 *3%* *10%*	1 *3%* *8%* O	6 *1%* *82%*	6 *1%* *86%*	1 *2%* *14%*	7 *1%* *100%*	7 *1%* *100%*	7 *1%* *100%*
1	**9** ***2%***	1 *1%* *7%*	* *1%* *3%*	1 *4%* *7%*	8 *2%* *82%*	9 *2%* *96%*	* *1%* *4%*	9 *2%* *100%*	9 *2%* *100%*	9 *2%* *100%*
Don't know	**18** ***4%***	3 *5%* *14%*	2 *7%* *10%*	* *2%* *2%*	14 *3%* *74%*	16 *4%* *88%*	2 *5%* *12%*	18 *4%* *100%*	18 *4%* *100%*	18 *4%* *100%*
Net: 10/9/8/7	**275** ***56%***	28 *56%* *10%*	14 *53%* *5%*	10 *60%* *4%*	222 *56%* *81%*	257 *58%* *94%*	17 *43%* *6%*	274 *56%* *100%*	275 *56%* *100%*	275 *56%* *100%*
Net: 10/9	**71** ***15%***	7 *14%* *10%*	4 *15%* *6%*	2 *12%* *3%*	58 *15%* *81%*	65 *15%* *92%*	6 *15%* *8%*	71 *15%* *100%*	71 *15%* *100%*	71 *15%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1016

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky One**

Base : All who watch Sky One regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**492**	82 *17%*	75 *15%*	74 *15%*	261 *53%*	446 *91%*	42 *9%*	491 *100%*	492 *100%*	492 *100%*
Effective Total	**331**	76	72	66	231	298	35	330	331	331
Net: 6/5/4	**166** ***34%***	18 *35%* *11%*	9 *33%* *5%*	4 *26%* *3%*	135 *34%* *82%*	147 *33%* *89%*	18 *46%* *11%*	166 *34%* *100%*	166 *34%* *100%*	166 *34%* *100%*
Net: 3/2/1	**28** ***6%***	2 *4%* *7%*	2 *7%* *6%*	2 *12%* *7%* O	23 *6%* *80%*	26 *6%* *92%*	2 *6%* *8%*	28 *6%* *100%*	28 *6%* *100%*	28 *6%* *100%*
Mean	**6.67**	6.83	6.66	6.51	6.65	6.69	6.41	6.66	6.67	6.67
Standard Deviation	**1.90**	1.93	2.06	2.28	1.87	1.89	1.99	1.90	1.90	1.90

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1017

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Total (Wtd)	**298**	148* *50%* *	150 *50%*	43** *14%* **	94* *32%* *	47* *16%* *	50* *17%* *	40** *13%* **	25** *8%* **	53* *18%* *	164 *55%*	81* *27%* *	68* *23%* *	70* *23%* *	110* *37%* *
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
10	**14** ***5%***	8 *6%* *59%*	6 *4%* *41%*	2 *5%* *15%*	5 *6%* *38%*	4 *8%* *27%*	1 *2%* *6%*	* * *1%*	2 *7%* *12%*	2 *4%* *15%*	7 *4%* *52%*	5 *6%* *33%*	5 *7%* *36%*	- - -	5 *5%* *38%*
9	**17** ***6%***	8 *5%* *43%*	10 *7%* *57%*	7 *16%* *39%*	7 *8%* *42%*	1 *2%* *6%*	- - -	2 *6%* *13%*	- - -	4 *8%* *25%*	6 *3%* *32%*	7 *9%* *43%*	10 *15%* *59%* N	2 *3%* *13%*	3 *2%* *16%*
8	**61** ***20%***	35 *24%* *58%*	26 *17%* *42%*	11 *26%* *18%*	24 *25%* *39%*	9 *19%* *14%*	6 *12%* *10%*	5 *11%* *8%*	6 *26%* *11%*	13 *24%* *21%*	37 *23%* *62%*	11 *13%* *18%*	10 *15%* *17%*	15 *22%* *25%*	21 *19%* *35%*
7	**64** ***21%***	31 *21%* *48%*	33 *22%* *52%*	8 *19%* *13%*	20 *22%* *32%*	11 *23%* *17%*	7 *15%* *11%*	13 *32%* *20%*	5 *19%* *7%*	11 *21%* *18%*	43 *26%* *66%*	10 *13%* *16%*	17 *25%* *27%*	13 *19%* *21%*	24 *22%* *38%*
6	**35** ***12%***	17 *11%* *48%*	18 *12%* *52%*	4 *10%* *13%*	10 *10%* *28%*	2 *5%* *7%*	11 *22%* *32%* E	3 *8%* *9%*	4 *16%* *11%*	3 *6%* *9%*	20 *12%* *59%*	11 *14%* *33%*	10 *14%* *28%*	8 *12%* *24%*	11 *10%* *33%*
5	**45** ***15%***	19 *13%* *44%*	25 *17%* *56%*	2 *5%* *4%*	16 *17%* *35%*	9 *19%* *20%*	10 *20%* *23%*	4 *10%* *9%*	4 *14%* *8%*	8 *15%* *18%*	16 *10%* *35%*	21 *26%* *46%* J	6 *9%* *14%*	16 *23%* *37%*	14 *13%* *32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1017

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
4	**33** ***11%***	20 *14%* *61%*	13 *9%* *39%*	6 *14%* *18%*	7 *7%* *21%*	5 *11%* *16%*	7 *13%* *20%*	8 *21%* *25%*	- - -	5 *9%* *15%*	17 *10%* *52%*	11 *14%* *33%*	8 *11%* *23%*	9 *14%* *29%*	14 *12%* *41%*
3	**2** ***1%***	* * *	2 *2%* *100%*	- - -	2 *2%* *64%*	1 *1%* *23%*	* *1%* *13%*	- - -	- - -	1 *1%* *24%*	2 *1%* *76%*	- - -	- - -	- - -	2 *1%* *64%*
2	**7** ***2%***	3 *2%* *38%*	4 *3%* *62%*	- - -	* * *4%*	- - -	2 *4%* *29%*	2 *5%* *33%*	2 *9%* *35%*	1 *3%* *22%*	* * *4%*	5 *6%* *75%* J	- - -	4 *5%* *56%*	2 *2%* *29%*
1	**8** ***3%***	3 *2%* *35%*	5 *3%* *65%*	1 *2%* *9%*	1 *1%* *12%*	2 *5%* *32%*	4 *7%* *47%*	- - -	* * *	1 *2%* *12%*	7 *4%* *88%*	- - -	- - -	- - -	6 *5%* *80%*
Don't know	**14** ***5%***	6 *4%* *40%*	8 *5%* *60%*	1 *3%* *11%*	2 *2%* *16%*	3 *6%* *22%*	2 *4%* *16%*	2 *6%* *18%*	2 *9%* *17%*	4 *7%* *29%*	9 *6%* *69%*	* * *2%*	1 *2%* *9%*	1 *2%* *9%*	8 *8%* *62%*
Net: 10/9/8/7	**156** ***52%***	81 *55%* *52%*	75 *50%* *48%*	28 *66%* *18%*	57 *60%* *36%* F	24 *52%* *16%* F	14 *28%* *9%*	20 *49%* *13%*	13 *52%* *8%*	30 *57%* *19%*	93 *56%* *59%*	33 *41%* *21%*	43 *63%* *27%*	31 *44%* *20%*	53 *48%* *34%*
Net: 10/9	**31** ***11%***	16 *11%* *50%*	16 *10%* *50%*	9 *21%* *28%*	13 *13%* *40%*	5 *11%* *16%*	1 *2%* *3%*	2 *6%* *8%*	2 *7%* *5%*	6 *12%* *21%*	13 *8%* *41%*	12 *15%* *38%*	15 *23%* *49%* MN	2 *3%* *7%*	8 *7%* *25%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1017

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - More4**

Base : All who watch More4 regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**291**	141 *48%*	150 *52%*	36 *12%*	78 *27%*	59 *20%*	53 *18%*	40 *14%*	25 *9%*	58 *20%*	180 *62%*	49 *17%*	43 *15%*	35 *12%*	82 *28%*
Effective Total	**196**	94	102	25	57	36	33	29	17	39	127	38	40	32	74
Net: 6/5/4	**112** ***38%***	56 *38%* *50%*	56 *37%* *50%*	12 *29%* *11%*	32 *34%* *29%*	16 *35%* *15%*	28 *56%* *25%* D	16 *39%* *14%*	8 *30%* *7%*	16 *30%* *14%*	53 *32%* *47%*	43 *53%* *38%* IJ	24 *35%* *21%*	34 *49%* *31%*	39 *35%* *35%*
Net: 3/2/1	**17** ***6%***	5 *3%* *31%*	11 *8%* *69%*	1 *2%* *4%*	3 *3%* *17%*	3 *6%* *18%*	6 *11%* *35%*	2 *5%* *13%*	2 *9%* *14%*	3 *5%* *18%*	9 *5%* *53%*	5 *6%* *29%*	- - -	4 *5%* *22%*	10 *9%* *57%*
Mean	**6.39**	6.51	6.27	7.01	6.77 F	6.31	5.44	6.00	6.52	6.57	6.47	6.12	7.01 MN	6.01	6.11
Standard Deviation	**2.00**	1.95	2.05	1.92	1.81	2.20	2.00	1.85	2.05	2.02	1.97	2.05	1.75	1.75	2.18

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1017

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Total (Wtd)	**298**	27* *9%* *	13* *4%* *	10* *3%* *	248 *83%*	280 *94%*	19** *6%* **	298 *100%*	298 *100%*	129* *43%* *	169 *57%*	172 *58%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
10	**14** ***5%***	2 *8%* *16%*	* *3%* *3%*	1 *10%* *8%*	10 *4%* *73%*	14 *5%* *100%*	* * *	14 *5%* *100%*	14 *5%* *100%*	8 *6%* *54%*	6 *4%* *46%*	6 *4%* *46%*
9	**17** ***6%***	2 *7%* *11%*	- - -	* *2%* *1%*	15 *6%* *87%*	17 *6%* *100%*	- - -	17 *6%* *100%*	17 *6%* *100%*	8 *6%* *47%*	9 *5%* *53%*	12 *7%* *66%*
8	**61** ***20%***	9 *32%* *14%*	3 *21%* *5%*	2 *22%* *4%*	47 *19%* *77%*	56 *20%* *93%*	4 *24%* *7%*	61 *20%* *100%*	61 *20%* *100%*	20 *16%* *33%*	40 *24%* *67%*	40 *24%* *67%*
7	**64** ***21%***	5 *17%* *7%*	2 *17%* *4%*	3 *26%* *4%*	55 *22%* *85%*	60 *21%* *94%*	4 *22%* *6%*	64 *21%* *100%*	64 *21%* *100%*	34 *26%* *53%*	30 *18%* *47%*	30 *18%* *47%*
6	**35** ***12%***	3 *9%* *7%*	2 *15%* *6%*	1 *7%* *2%*	29 *12%* *85%*	34 *12%* *97%*	1 *5%* *3%*	35 *12%* *100%*	35 *12%* *100%*	12 *9%* *34%*	23 *14%* *66%*	23 *13%* *66%*
5	**45** ***15%***	4 *14%* *9%*	3 *19%* *6%*	1 *13%* *3%*	37 *15%* *82%*	39 *14%* *88%*	5 *30%* *12%*	45 *15%* *100%*	45 *15%* *100%*	19 *15%* *43%*	25 *15%* *57%*	25 *15%* *57%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1017

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - More4**

Base : All who watch More4 regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
4	**33** ***11%***	* *2%* *1%*	1 *9%* *4%*	1 *6%* *2%*	31 *12%* *93%*	32 *11%* *97%*	1 *6%* *3%*	33 *11%* *100%*	33 *11%* *100%*	14 *11%* *43%*	19 *11%* *56%*	19 *11%* *56%*
3	**2** ***1%***	1 *2%* *23%*	* *2%* *13%*	- - -	2 *1%* *64%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	* * *13%*	2 *1%* *87%*	2 *1%* *87%*
2	**7** ***2%***	1 *3%* *11%*	- - -	* *2%* *4%*	6 *2%* *85%*	7 *2%* *100%*	- - -	7 *2%* *100%*	7 *2%* *100%*	4 *3%* *60%*	3 *2%* *40%*	3 *2%* *40%*
1	**8** ***3%***	1 *3%* *9%*	1 *5%* *8%*	* *2%* *2%*	6 *2%* *80%*	5 *2%* *67%*	3 *14%* *33%*	8 *3%* *100%*	8 *3%* *100%*	3 *3%* *44%*	4 *3%* *56%*	4 *2%* *56%*
Don't know	**14** ***5%***	1 *2%* *4%*	1 *8%* *8%*	1 *9%* *7%*	11 *4%* *81%*	14 *5%* *100%*	- - -	14 *5%* *100%*	14 *5%* *100%*	6 *5%* *47%*	7 *4%* *53%*	7 *4%* *53%*
Net: 10/9/8/7	**156** ***52%***	18 *65%* *11%* P	6 *42%* *4%*	6 *61%* *4%*	127 *51%* *81%*	147 *53%* *95%*	8 *46%* *5%*	156 *52%* *100%*	156 *52%* *100%*	70 *54%* *45%*	86 *51%* *55%*	89 *52%* *57%*
Net: 10/9	**31** ***11%***	4 *16%* *13%*	* *3%* *1%*	1 *13%* *4%*	25 *10%* *81%*	31 *11%* *100%*	* * *	31 *11%* *100%*	31 *11%* *100%*	16 *12%* *50%*	16 *9%* *50%*	18 *10%* *57%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1017

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - More4**

Base : All who watch More4 regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**291**	43 *15%*	38 *13%*	50 *17%*	160 *55%*	270 *93%*	19 *7%*	291 *100%*	291 *100%*	143 *49%*	147 *51%*	148 *51%*
Effective Total	**196**	42	36	47	143	181	15	196	196	94	103	104
Net: 6/5/4	**112** ***38%***	7 *26%* *6%*	6 *43%* *5%*	3 *26%* *2%*	97 *39%* *86%*	105 *37%* *93%*	7 *41%* *7%*	112 *38%* *100%*	112 *38%* *100%*	45 *35%* *40%*	67 *40%* *60%*	67 *39%* *60%*
Net: 3/2/1	**17** ***6%***	2 *7%* *12%*	1 *7%* *6%*	* *4%* *3%*	13 *5%* *80%*	14 *5%* *85%*	3 *14%* *15%*	17 *6%* *100%*	17 *6%* *100%*	8 *6%* *46%*	9 *5%* *54%*	9 *5%* *54%*
Mean	**6.39**	6.90	6.04	6.84	6.33	6.44	5.61	6.39	6.39	6.39	6.39	6.43
Standard Deviation	**2.00**	2.10	2.03	2.10	1.98	1.97	2.28	2.00	2.00	2.06	1.96	1.97

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1018

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Total (Wtd)	**461**	267 *58%*	194 *42%*	25** *5%* **	66* *14%* *	73* *16%* *	74* *16%* *	100* *22%* *	124* *27%* *	74* *16%* *	203 *44%*	184* *40%* *	122* *26%* *	99* *21%* *	162 *35%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
10	**64** ***14%***	39 *15%* *61%*	25 *13%* *39%*	6 *22%* *9%*	7 *10%* *10%*	10 *13%* *15%*	8 *11%* *13%*	19 *19%* *29%*	15 *12%* *23%*	2 *3%* *4%*	20 *10%* *32%*	41 *22%* *64%* IJ	14 *12%* *23%*	5 *5%* *7%*	36 *22%* *56%* M
9	**56** ***12%***	20 *8%* *36%*	36 *19%* *64%* A	6 *25%* *11%*	6 *9%* *10%*	11 *15%* *20%*	14 *19%* *26%* G	7 *7%* *12%*	12 *10%* *21%*	9 *12%* *15%*	30 *15%* *54%*	17 *9%* *30%*	12 *10%* *21%*	14 *14%* *25%*	23 *14%* *42%*
8	**135** ***29%***	78 *29%* *58%*	57 *29%* *42%*	4 *17%* *3%*	24 *36%* *18%*	16 *21%* *11%*	19 *26%* *14%*	39 *39%* *29%* E	34 *27%* *25%*	28 *38%* *21%*	55 *27%* *41%*	52 *28%* *38%*	41 *34%* *30%*	25 *25%* *19%*	46 *28%* *34%*
7	**93** ***20%***	49 *18%* *53%*	44 *23%* *47%*	5 *21%* *6%*	10 *16%* *11%*	21 *29%* *22%*	16 *21%* *17%*	15 *15%* *16%*	26 *21%* *28%*	13 *17%* *13%*	49 *24%* *52%*	32 *17%* *34%*	34 *28%* *36%* N	19 *19%* *21%*	25 *16%* *27%*
6	**39** ***8%***	30 *11%* *77%* B	9 *5%* *23%*	2 *7%* *5%*	9 *14%* *23%*	6 *8%* *15%*	8 *11%* *21%*	4 *4%* *10%*	11 *9%* *27%*	6 *8%* *15%*	16 *8%* *41%*	17 *9%* *44%*	4 *4%* *11%*	15 *15%* *39%* L	13 *8%* *34%*
5	**47** ***10%***	31 *12%* *66%*	16 *8%* *34%*	- - -	6 *9%* *12%*	6 *8%* *12%*	7 *10%* *16%*	13 *13%* *28%*	15 *12%* *32%*	8 *11%* *17%*	23 *11%* *48%*	16 *9%* *34%*	9 *8%* *20%*	15 *15%* *32%*	12 *8%* *26%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1018

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
4	**5** ***1%***	5 *2%* *92%*	* * *8%*	- - -	2 *4%* *44%*	2 *3%* *36%*	* * *7%*	* * *8%*	* * *5%*	3 *3%* *47%*	1 *1%* *25%*	1 *1%* *28%*	- - -	2 *2%* *36%*	* * *
3	**2** ***1%***	2 *1%* *79%*	* * *21%*	* *1%* *15%*	- - -	* * *8%*	* * *	- - -	2 *1%* *77%*	1 *1%* *23%*	* * *6%*	2 *1%* *71%*	- - -	- - -	2 *1%* *71%*
2	**5** ***1%***	3 *1%* *63%*	2 *1%* *37%*	- - -	2 *2%* *32%*	1 *1%* *18%*	- - -	1 *1%* *30%*	1 *1%* *20%*	- - -	3 *2%* *70%*	1 *1%* *30%*	2 *1%* *32%*	- - -	2 *2%* *50%*
1	**4** ***1%***	2 *1%* *37%*	3 *1%* *63%*	- - -	- - -	1 *2%* *31%*	- - -	1 *1%* *28%*	2 *1%* *40%*	2 *3%* *53%*	2 *1%* *37%*	* * *10%*	2 *2%* *55%*	- - -	1 *1%* *26%*
Don't know	**10** ***2%***	8 *3%* *83%*	2 *1%* *17%*	2 *7%* *18%*	* *1%* *4%*	- - -	* * *3%*	1 *1%* *7%*	7 *5%* *68%*	3 *4%* *31%*	3 *1%* *29%*	4 *2%* *40%*	3 *3%* *35%*	4 *4%* *39%*	1 *1%* *11%*
Net: 10/9/8/7	**348** ***76%***	187 *70%* *54%*	162 *83%* *46%* A	21 *84%* *6%*	47 *71%* *13%*	57 *78%* *16%*	58 *78%* *17%*	79 *79%* *23%*	87 *70%* *25%*	52 *70%* *15%*	155 *76%* *44%*	142 *77%* *41%*	101 *83%* *29%* M	63 *64%* *18%*	130 *80%* *37%* M
Net: 10/9	**120** ***26%***	59 *22%* *49%*	61 *31%* *51%*	12 *47%* *10%*	12 *19%* *10%*	21 *28%* *17%*	23 *31%* *19%*	26 *26%* *21%*	27 *22%* *22%*	11 *15%* *9%*	51 *25%* *42%*	58 *32%* *49%* I	26 *22%* *22%*	19 *19%* *16%*	59 *37%* *49%* LM

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

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Absolutes/col/row percents

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Total (Unwtd)	**473**	278 *59%*	195 *41%*	20 *4%*	62 *13%*	85 *18%*	75 *16%*	114 *24%*	116 *25%*	86 *18%*	247 *52%*	132 *28%*	87 *18%*	52 *11%*	125 *26%*
Effective Total	**320**	185	135	14	42	57	50	78	84	60	177	100	81	48	111
Net: 6/5/4	**91** ***20%***	66 *25%* *72%* B	25 *13%* *28%*	2 *7%* *2%*	17 *26%* *19%*	13 *18%* *15%*	16 *21%* *17%*	17 *17%* *19%*	26 *21%* *28%*	16 *22%* *18%*	40 *20%* *44%*	35 *19%* *38%*	14 *11%* *15%*	32 *33%* *35%* LN	26 *16%* *28%*
Net: 3/2/1	**12** ***3%***	7 *2%* *57%*	5 *3%* *43%*	* *1%* *3%*	2 *2%* *13%*	2 *3%* *21%*	* * *	3 *3%* *23%*	5 *4%* *39%*	3 *4%* *24%*	5 *3%* *45%*	4 *2%* *31%*	4 *3%* *34%*	- - -	5 *3%* *46%*
Mean	**7.51**	7.37	7.70	8.28	7.31	7.41	7.67	7.63	7.33	7.10	7.42	7.77 I	7.53	7.17	7.85 M
Standard Deviation	**1.77**	1.80	1.71	1.46	1.73	1.88	1.49	1.85	1.83	1.83	1.72	1.76	1.72	1.51	1.83

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1018

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Total (Wtd)	**461**	39* *8%* *	25* *5%* *	14* *3%* *	383 *83%*	441 *96%*	19** *4%* **	451 *98%*	461 *100%*	290 *63%*	171 *37%*	171 *37%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
10	**64** ***14%***	2 *6%* *4%*	3 *14%* *5%*	3 *20%* *4%* O	55 *14%* *87%*	57 *13%* *90%*	6 *33%* *10%*	59 *13%* *93%*	64 *14%* *100%*	46 *16%* *72%*	18 *10%* *28%*	18 *10%* *28%*
9	**56** ***12%***	3 *7%* *5%*	2 *6%* *3%*	3 *20%* *5%* OP	49 *13%* *87%*	53 *12%* *94%*	3 *18%* *6%*	56 *12%* *100%*	56 *12%* *100%*	38 *13%* *68%*	18 *11%* *32%*	18 *11%* *32%*
8	**135** ***29%***	14 *36%* *10%* Q	7 *27%* *5%*	3 *19%* *2%*	112 *29%* *83%*	132 *30%* *98%*	3 *16%* *2%*	135 *30%* *100%*	135 *29%* *100%*	87 *30%* *64%*	48 *28%* *36%*	48 *28%* *36%*
7	**93** ***20%***	8 *21%* *9%*	5 *20%* *5%*	2 *15%* *2%*	78 *20%* *84%*	89 *20%* *96%*	4 *22%* *4%*	93 *21%* *100%*	93 *20%* *100%*	57 *20%* *61%*	36 *21%* *39%*	36 *21%* *39%*
6	**39** ***8%***	2 *6%* *6%*	3 *10%* *7%*	1 *9%* *3%*	33 *9%* *84%*	39 *9%* *100%*	- - -	39 *9%* *99%*	39 *8%* *100%*	19 *7%* *49%*	20 *12%* *51%*	20 *12%* *51%*
5	**47** ***10%***	7 *17%* *14%*	3 *10%* *6%*	1 *7%* *2%*	37 *10%* *78%*	45 *10%* *96%*	2 *9%* *4%*	43 *9%* *91%*	47 *10%* *100%*	30 *10%* *64%*	17 *10%* *36%*	17 *10%* *36%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1018

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - UKTV History**

Base : All who watch UKTV History regularly

		Nation				Ethnic Origin		TV service(s) in h/hold				
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
4	**5** ***1%***	2 *4%* *33%* R	1 *5%* *24%* R	* *3%* *7%* R	2 *1%* *36%*	5 *1%* *93%*	* *2%* *7%*	5 *1%* *100%*	5 *1%* *100%*	3 *1%* *59%*	2 *1%* *41%*	2 *1%* *41%*
3	**2** ***1%***	- - -	* *1%* *15%*	* *2%* *14%*	2 * *71%*	2 *1%* *100%*	- - -	2 *1%* *100%*	2 *1%* *100%*	1 * *23%*	2 *1%* *77%*	2 *1%* *77%*
2	**5** ***1%***	1 *1%* *12%*	* *1%* *7%*	* * *	4 *1%* *82%*	5 *1%* *100%*	- - -	5 *1%* *100%*	5 *1%* *100%*	3 *1%* *70%*	1 *1%* *30%*	1 *1%* *30%*
1	**4** ***1%***	- - -	* *2%* *10%*	* *3%* *9%*	3 *1%* *81%*	4 *1%* *100%*	- - -	4 *1%* *86%*	4 *1%* *100%*	3 *1%* *73%*	1 *1%* *27%*	1 *1%* *27%*
Don't know	**10** ***2%***	1 *1%* *5%*	1 *3%* *7%*	* *2%* *3%*	8 *2%* *84%*	10 *2%* *100%*	- - -	10 *2%* *100%*	10 *2%* *100%*	2 *1%* *22%*	8 *4%* *78%* X	8 *4%* *78%* X
Net: 10/9/8/7	**348** ***76%***	28 *70%* *8%*	17 *67%* *5%*	10 *73%* *3%*	294 *77%* *84%*	331 *75%* *95%*	17 *89%* *5%*	344 *76%* *99%*	348 *76%* *100%*	228 *79%* *66%*	120 *70%* *34%*	120 *70%* *34%*
Net: 10/9	**120** ***26%***	5 *13%* *4%*	5 *20%* *4%*	5 *40%* *5%* OPR	104 *27%* *87%* O	110 *25%* *92%*	10 *51%* *8%*	115 *26%* *96%*	120 *26%* *100%*	84 *29%* *70%*	36 *21%* *30%*	36 *21%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1018

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - UKTV History**

Base : All who watch UKTV History regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**473**	67 *14%*	75 *16%*	67 *14%*	264 *56%*	448 *95%*	19 *4%*	462 *98%*	473 *100%*	317 *67%*	155 *33%*	155 *33%*
Effective Total	**320**	63	69	61	234	305	15	314	320	210	111	111
Net: 6/5/4	**91** ***20%***	11 *27%* *12%*	6 *26%* *7%*	3 *19%* *3%*	71 *19%* *78%*	89 *20%* *98%*	2 *11%* *2%*	87 *19%* *95%*	91 *20%* *100%*	52 *18%* *57%*	39 *23%* *43%*	39 *23%* *43%*
Net: 3/2/1	**12** ***3%***	1 *1%* *5%*	1 *4%* *10%*	1 *5%* *6%*	9 *2%* *79%*	12 *3%* *100%*	- - -	11 *2%* *95%*	12 *3%* *100%*	7 *2%* *61%*	4 *3%* *39%*	4 *3%* *39%*
Mean	**7.51**	7.09	7.13	7.62	7.58	7.48	8.27	7.52	7.51	7.61	7.34	7.34
Standard Deviation	**1.77**	1.67	2.04	2.22	1.74	1.76	1.72	1.73	1.77	1.79	1.71	1.71

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1019

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Total (Wtd)	**540**	287 *53%*	252 *47%*	51** *9%* **	122* *23%* *	96* *18%* *	109* *20%* *	80* *15%* *	82* *15%* *	84* *16%* *	299 *55%*	156* *29%* *	155 *29%*	100* *18%* *	189 *35%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
10	**80** ***15%***	45 *16%* *57%*	35 *14%* *43%*	9 *17%* *11%*	22 *18%* *27%*	15 *15%* *19%*	14 *13%* *18%*	11 *14%* *14%*	9 *11%* *12%*	7 *9%* *9%*	41 *14%* *51%*	32 *20%* *40%* I	22 *14%* *28%*	9 *9%* *11%*	32 *17%* *40%*
9	**109** ***20%***	56 *19%* *51%*	54 *21%* *49%*	9 *18%* *8%*	35 *29%* *32%* GH	22 *23%* *20%*	22 *20%* *20%*	12 *14%* *11%*	10 *13%* *9%*	13 *16%* *12%*	70 *23%* *64%*	26 *17%* *24%*	32 *20%* *29%*	24 *24%* *22%*	39 *21%* *36%*
8	**139** ***26%***	61 *21%* *44%*	78 *31%* *56%* A	9 *17%* *6%*	23 *18%* *16%*	28 *29%* *20%*	32 *30%* *23%*	21 *26%* *15%*	27 *33%* *20%* D	25 *30%* *18%*	74 *25%* *53%*	40 *25%* *29%*	39 *25%* *28%*	24 *24%* *17%*	50 *26%* *36%*
7	**82** ***15%***	56 *19%* *68%* B	26 *10%* *32%*	11 *21%* *13%*	16 *13%* *20%*	10 *10%* *12%*	17 *16%* *21%*	12 *14%* *14%*	16 *20%* *20%*	11 *13%* *14%*	39 *13%* *48%*	31 *20%* *38%*	24 *15%* *29%*	24 *25%* *30%* N	19 *10%* *23%*
6	**33** ***6%***	16 *6%* *48%*	17 *7%* *52%*	4 *8%* *12%*	7 *5%* *20%*	8 *8%* *24%*	4 *3%* *11%*	8 *10%* *24%*	3 *4%* *9%*	7 *8%* *20%*	23 *8%* *68%*	4 *3%* *12%*	11 *7%* *32%*	* * *	16 *9%* *49%* M

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1019

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
5	**43** ***8%***	21 *7%* *48%*	23 *9%* *52%*	6 *11%* *13%*	8 *6%* *17%*	5 *5%* *12%*	6 *5%* *13%*	10 *12%* *23%*	9 *11%* *21%*	12 *14%* *27%* J	18 *6%* *43%*	13 *8%* *30%*	18 *12%* *42%*	5 *5%* *12%*	12 *6%* *28%*
4	**12** ***2%***	7 *2%* *61%*	5 *2%* *39%*	* *1%* *3%*	2 *2%* *18%*	1 *1%* *10%*	5 *5%* *46%*	2 *2%* *16%*	1 *1%* *7%*	3 *3%* *22%*	6 *2%* *48%*	4 *2%* *30%*	1 *1%* *10%*	- - -	6 *3%* *47%*
3	**7** ***1%***	6 *2%* *78%*	2 *1%* *22%*	- - -	3 *3%* *46%*	2 *2%* *32%*	2 *1%* *22%*	- - -	- - -	2 *3%* *30%*	5 *2%* *70%*	- - -	* * *	2 *2%* *22%*	4 *2%* *53%*
2	**9** ***2%***	7 *2%* *71%*	3 *1%* *29%*	- - -	* * *	3 *3%* *33%*	- - -	5 *6%* *54%* DF	1 *1%* *13%*	1 *1%* *12%*	6 *2%* *70%*	2 *1%* *18%*	4 *2%* *39%*	* * *	5 *2%* *50%*
1	**10** ***2%***	7 *2%* *71%*	3 *1%* *29%*	* *1%* *4%*	4 *3%* *42%*	1 *1%* *9%*	2 *2%* *19%*	- - -	3 *3%* *26%*	- - -	7 *2%* *70%*	3 *2%* *30%*	2 *1%* *17%*	4 *4%* *45%*	2 *1%* *25%*
Don't know	**16** ***3%***	8 *3%* *48%*	8 *3%* *52%*	3 *7%* *22%*	3 *2%* *19%*	1 *1%* *8%*	6 *5%* *37%*	* * *2%*	2 *2%* *12%*	3 *4%* *20%*	10 *3%* *66%*	2 *1%* *14%*	3 *2%* *18%*	7 *7%* *41%*	5 *2%* *29%*
Net: 10/9/8/7	**410** ***76%***	217 *76%* *53%*	193 *76%* *47%*	37 *73%* *9%*	96 *78%* *23%*	74 *77%* *18%*	85 *78%* *21%*	55 *69%* *13%*	63 *77%* *15%*	57 *68%* *14%*	224 *75%* *55%*	129 *83%* *32%* I	117 *75%* *29%*	82 *82%* *20%*	140 *74%* *34%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1019

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**568**	302 *53%*	266 *47%*	39 *7%*	108 *19%*	108 *19%*	120 *21%*	97 *17%*	95 *17%*	103 *18%*	331 *58%*	121 *21%*	109 *19%*	56 *10%*	154 *27%*
Effective Total	**387**	199	188	29	78	78	79	67	62	69	249	84	101	48	138
Net: 10/9	**189** ***35%***	101 *35%* *53%*	88 *35%* *47%*	18 *35%* *9%*	57 *46%* *30%* GH	37 *38%* *19%*	36 *33%* *19%*	23 *28%* *12%*	20 *24%* *10%*	20 *24%* *11%*	110 *37%* *58%* I	58 *37%* *31%*	54 *35%* *29%*	33 *33%* *17%*	71 *37%* *37%*
Net: 6/5/4	**88** ***16%***	44 *15%* *49%*	45 *18%* *51%*	10 *19%* *11%*	16 *13%* *18%*	14 *15%* *16%*	15 *14%* *17%*	20 *25%* *22%*	13 *16%* *15%*	21 *25%* *24%*	47 *16%* *53%*	20 *13%* *23%*	30 *19%* *34%* M	5 *5%* *6%*	34 *18%* *39%* M
Net: 3/2/1	**26** ***5%***	19 *7%* *73%*	7 *3%* *27%*	* *1%* *1%*	7 *6%* *28%*	6 *7%* *24%*	3 *3%* *13%*	5 *6%* *19%*	4 *4%* *14%*	3 *4%* *13%*	18 *6%* *70%*	5 *3%* *18%*	5 *3%* *20%*	6 *6%* *23%*	11 *6%* *42%*
Mean	**7.59**	7.48	7.72	7.72	7.77	7.67	7.67	7.24	7.39	7.26	7.58	7.79	7.60	7.61	7.61
Standard Deviation	**2.01**	2.15	1.83	1.74	2.13	2.04	1.89	2.11	1.97	1.85	2.09	1.93	1.91	2.00	2.09

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1019

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Total (Wtd)	**540**	55* *10%* *	25* *5%* *	17* *3%* *	444 *82%*	467 *87%*	72* *13%* *	533 *99%*	540 *100%*	417 *77%*	123* *23%* *	127* *24%* *
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
10	**80** ***15%***	10 *18%* *12%*	4 *14%* *4%*	3 *17%* *3%*	63 *14%* *80%*	65 *14%* *82%*	14 *20%* *18%*	77 *14%* *96%*	80 *15%* *100%*	69 *16%* *86%*	11 *9%* *14%*	11 *9%* *14%*
9	**109** ***20%***	8 *15%* *7%*	4 *15%* *3%*	3 *18%* *3%*	94 *21%* *87%*	94 *20%* *87%*	15 *20%* *13%*	107 *20%* *98%*	109 *20%* *100%*	94 *23%* *86%* YZ	15 *12%* *14%*	15 *12%* *14%*
8	**139** ***26%***	14 *26%* *10%*	7 *29%* *5%*	5 *27%* *3%*	113 *26%* *81%*	121 *26%* *87%*	18 *25%* *13%*	137 *26%* *98%*	139 *26%* *100%*	98 *24%* *70%*	41 *34%* *30%*	41 *32%* *30%*
7	**82** ***15%***	8 *14%* *10%*	4 *15%* *5%*	3 *17%* *3%*	67 *15%* *82%*	77 *17%* *95%* T	4 *6%* *5%*	82 *15%* *100%*	82 *15%* *100%*	64 *15%* *78%*	18 *15%* *22%*	18 *14%* *22%*
6	**33** ***6%***	3 *6%* *10%*	2 *9%* *7%*	1 *5%* *3%*	27 *6%* *81%*	26 *6%* *77%*	8 *10%* *23%*	33 *6%* *100%*	33 *6%* *100%*	24 *6%* *73%*	9 *7%* *27%*	10 *8%* *30%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1019

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
5	**43** ***8%***	4 *7%* *9%*	2 *9%* *5%*	1 *8%* *3%*	36 *8%* *82%*	39 *8%* *90%*	4 *6%* *10%*	43 *8%* *100%*	43 *8%* *100%*	33 *8%* *77%*	10 *8%* *23%*	11 *9%* *26%*
4	**12** ***2%***	2 *5%* *21%*	2 *7%* *16%* R	1 *4%* *6%*	7 *2%* *57%*	11 *2%* *90%*	1 *2%* *10%*	12 *2%* *100%*	12 *2%* *100%*	7 *2%* *59%*	5 *4%* *41%*	5 *4%* *41%*
3	**7** ***1%***	2 *3%* *25%*	- - -	- - -	5 *1%* *75%*	6 *1%* *86%*	1 *1%* *14%*	7 *1%* *100%*	7 *1%* *100%*	4 *1%* *62%*	3 *2%* *38%*	3 *2%* *38%*
2	**9** ***2%***	1 *2%* *11%*	- - -	- - -	8 *2%* *89%*	9 *2%* *93%*	1 *1%* *7%*	9 *2%* *100%*	9 *2%* *100%*	8 *2%* *83%*	2 *1%* *17%*	3 *2%* *30%*
1	**10** ***2%***	1 *1%* *6%*	* *1%* *3%*	* *2%* *4%*	8 *2%* *87%*	7 *1%* *71%*	3 *4%* *29%*	10 *2%* *100%*	10 *2%* *100%*	2 * *19%*	8 *6%* *81%* VWX	8 *6%* *81%* VWX
Don't know	**16** ***3%***	1 *3%* *9%*	- - -	* *2%* *2%*	14 *3%* *89%*	12 *3%* *78%*	4 *5%* *22%*	16 *3%* *100%*	16 *3%* *100%*	14 *3%* *90%*	2 *1%* *10%*	3 *2%* *17%*
Net: 10/9/8/7	**410** ***76%***	40 *73%* *10%*	18 *73%* *4%*	13 *79%* *3%*	339 *76%* *83%*	359 *77%* *87%*	51 *71%* *13%*	403 *76%* *98%*	410 *76%* *100%*	325 *78%* *79%* Z	85 *70%* *21%*	85 *67%* *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1019

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Sky News**

Base : All who watch Sky News regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold				
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**568**	95 *17%*	71 *13%*	83 *15%*	319 *56%*	490 *86%*	71 *13%*	563 *99%*	568 *100%*	448 *79%*	120 *21%*	124 *22%*
Effective Total	**387**	88	67	73	279	329	58	384	387	302	85	89
Net: 10/9	**189** ***35%***	18 *33%* *9%*	7 *30%* *4%*	6 *34%* *3%*	158 *36%* *84%*	160 *34%* *85%*	29 *40%* *15%*	184 *35%* *98%* YZ	189 *35%* *100%* YZ	163 *39%* *86%* YZ	26 *21%* *14%*	26 *21%* *14%*
Net: 6/5/4	**88** ***16%***	10 *18%* *11%*	6 *25%* *7%*	3 *17%* *3%*	69 *16%* *79%*	75 *16%* *85%*	13 *18%* *15%*	88 *17%* *100%*	88 *16%* *100%*	65 *15%* *73%*	24 *19%* *27%*	26 *20%* *29%*
Net: 3/2/1	**26** ***5%***	3 *6%* *13%*	* *1%* *1%*	* *2%* *1%*	22 *5%* *84%*	21 *5%* *83%*	4 *6%* *17%*	26 *5%* *100%*	26 *5%* *100%*	14 *3%* *53%*	12 *10%* *47%* X	13 *10%* *51%* VWX
Mean	**7.59**	7.48	7.45	7.68	7.61	7.58	7.67	7.57 YZ	7.59 YZ	7.78 YZ	6.96	6.89
Standard Deviation	**2.01**	2.14	1.93	1.97	2.00	1.97	2.25	2.01	2.01	1.86	2.34	2.36

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1020

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Total (Wtd)	**564**	325 *58%*	239 *42%*	35** *6%* **	125* *22%* *	122 *22%*	121* *21%* *	79* *14%* *	82* *15%* *	85* *15%* *	309 *55%*	171* *30%* *	141* *25%* *	135* *24%* *	183 *32%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
10	**87** ***15%***	50 *15%* *58%*	37 *15%* *42%*	7 *21%* *8%*	27 *21%* *30%*	17 *14%* *20%*	13 *11%* *15%*	13 *16%* *15%*	11 *13%* *12%*	7 *8%* *8%*	42 *14%* *48%*	38 *22%* *44%* I	25 *18%* *29%* M	9 *7%* *11%*	36 *20%* *41%* M
9	**115** ***20%***	61 *19%* *53%*	54 *22%* *47%*	3 *8%* *2%*	24 *19%* *21%*	27 *22%* *24%*	30 *25%* *26%*	14 *18%* *13%*	16 *20%* *14%*	14 *17%* *13%*	68 *22%* *59%*	32 *19%* *28%*	27 *19%* *24%*	34 *25%* *30%*	35 *19%* *31%*
8	**158** ***28%***	97 *30%* *62%*	60 *25%* *38%*	3 *9%* *2%*	37 *30%* *24%*	34 *28%* *22%*	38 *31%* *24%*	21 *27%* *13%*	24 *29%* *15%*	27 *32%* *17%*	84 *27%* *53%*	47 *27%* *30%*	41 *29%* *26%*	36 *26%* *23%*	53 *29%* *34%*
7	**92** ***16%***	53 *16%* *57%*	40 *17%* *43%*	13 *37%* *14%*	15 *12%* *16%*	22 *18%* *24%*	18 *15%* *19%*	12 *15%* *13%*	12 *15%* *13%*	23 *28%* *25%* JK	50 *16%* *54%*	19 *11%* *21%*	21 *15%* *23%*	27 *20%* *29%*	26 *14%* *29%*
6	**37** ***7%***	21 *6%* *56%*	16 *7%* *44%*	1 *4%* *3%*	8 *6%* *21%*	9 *8%* *25%*	7 *6%* *19%*	8 *11%* *23%*	3 *4%* *8%*	3 *4%* *9%*	21 *7%* *57%*	13 *7%* *34%*	9 *7%* *25%*	13 *10%* *35%*	5 *3%* *14%*
5	**42** ***7%***	28 *9%* *67%*	14 *6%* *33%*	2 *6%* *5%*	6 *5%* *14%*	5 *4%* *13%*	8 *6%* *18%*	9 *11%* *20%*	12 *15%* *30%* DE	5 *6%* *12%*	26 *8%* *62%*	11 *6%* *26%*	13 *9%* *30%*	5 *3%* *11%*	16 *9%* *39%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1020

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
4	**8** ***1%***	3 *1%* *39%*	5 *2%* *61%*	2 *4%* *19%*	2 *1%* *21%*	2 *1%* *22%*	3 *2%* *35%*	- - -	* * *3%*	- - -	5 *2%* *65%*	3 *2%* *35%*	1 *1%* *15%*	3 *2%* *35%*	3 *1%* *32%*
3	**4** ***1%***	1 * *29%*	3 *1%* *71%*	- - -	- - -	1 *1%* *20%*	3 *3%* *80%*	- - -	- - -	2 *2%* *43%*	2 *1%* *37%*	1 *1%* *20%*	- - -	2 *1%* *43%*	1 *1%* *29%*
2	**4** ***1%***	1 * *24%*	3 *1%* *76%*	- - -	4 *3%* *100%*	- - -	- - -	- - -	- - -	- - -	1 * *24%*	3 *2%* *76%*	- - -	3 *2%* *76%*	1 *1%* *24%*
1	**2** ***	2 * *79%*	* * *21%*	- - -	- - -	2 *1%* *79%*	- - -	- - -	* *1%* *21%*	* * *10%*	1 * *69%*	* * *21%*	- - -	- - -	1 *1%* *59%*
Don't know	**15** ***3%***	8 *2%* *52%*	7 *3%* *48%*	4 *12%* *28%*	2 *2%* *15%*	2 *2%* *17%*	2 *2%* *14%*	2 *2%* *11%*	2 *3%* *15%*	2 *3%* *17%*	8 *3%* *55%*	4 *2%* *28%*	3 *2%* *22%*	4 *3%* *25%*	4 *2%* *31%*
Net: 10/9/8/7	**452** ***80%***	261 *80%* *58%*	191 *80%* *42%*	26 *74%* *6%*	103 *82%* *23%*	101 *83%* *22%*	98 *81%* *22%*	60 *76%* *13%*	64 *78%* *14%*	72 *85%* *16%*	244 *79%* *54%*	136 *80%* *30%*	115 *81%* *25%*	106 *78%* *23%*	151 *82%* *33%*
Net: 10/9	**202** ***36%***	111 *34%* *55%*	91 *38%* *45%*	10 *28%* *5%*	51 *40%* *25%*	44 *36%* *22%*	43 *35%* *21%*	27 *34%* *14%*	27 *33%* *13%*	21 *25%* *11%*	110 *36%* *55%*	70 *41%* *35%*	53 *37%* *26%*	43 *32%* *21%*	71 *39%* *35%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1020

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**595**	347 *58%*	248 *42%*	31 *5%*	111 *19%*	142 *24%*	118 *20%*	103 *17%*	85 *14%*	100 *17%*	354 *59%*	130 *22%*	96 *16%*	71 *12%*	147 *25%*
Effective Total	**393**	228	166	22	73	100	80	65	60	65	246	94	89	65	132
Net: 6/5/4	**87** ***15%***	52 *16%* *60%*	35 *15%* *40%*	5 *14%* *6%*	15 *12%* *18%*	16 *13%* *19%*	18 *15%* *20%*	17 *22%* *20%*	16 *19%* *18%*	8 *10%* *10%*	52 *17%* *60%*	26 *15%* *30%*	23 *16%* *27%*	21 *15%* *24%*	24 *13%* *28%*
Net: 3/2/1	**11** ***2%***	4 *1%* *36%*	7 *3%* *64%*	- - -	4 *3%* *41%*	2 *2%* *23%*	3 *3%* *32%*	- - -	* *1%* *4%*	2 *2%* *19%*	4 *1%* *38%*	5 *3%* *43%*	- - -	5 *4%* *49%*	3 *2%* *33%*
Mean	**7.82**	7.83	7.81	7.66	7.96	7.85	7.77	7.81	7.73	7.67	7.79	7.96	7.96	7.59	7.94
Standard Deviation	**1.68**	1.63	1.76	1.73	1.84	1.66	1.64	1.56	1.65	1.45	1.66	1.83	1.53	1.70	1.75

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1020

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Total (Wtd)	**564**	50* *9%* *	37* *7%* *	17* *3%* *	460 *81%*	525 *93%*	39** *7%* **	556 *98%*	564 *100%*	564 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
10	**87** ***15%***	8 *16%* *9%*	6 *15%* *7%*	3 *17%* *3%*	71 *15%* *81%*	76 *14%* *87%*	11 *29%* *13%*	83 *15%* *96%*	87 *15%* *100%*	87 *15%* *100%*
9	**115** ***20%***	10 *20%* *9%*	5 *14%* *4%*	3 *20%* *3%*	96 *21%* *84%*	113 *22%* *99%*	2 *4%* *1%*	115 *21%* *100%*	115 *20%* *100%*	115 *20%* *100%*
8	**158** ***28%***	13 *26%* *8%*	10 *26%* *6%*	5 *26%* *3%*	130 *28%* *82%*	145 *28%* *92%*	12 *32%* *8%*	158 *28%* *100%*	158 *28%* *100%*	158 *28%* *100%*
7	**92** ***16%***	7 *14%* *7%*	9 *24%* *10%* Q	2 *10%* *2%*	75 *16%* *81%*	88 *17%* *95%*	4 *11%* *5%*	91 *16%* *98%*	92 *16%* *100%*	92 *16%* *100%*
6	**37** ***7%***	4 *8%* *11%*	3 *9%* *9%*	2 *12%* *5%*	28 *6%* *74%*	36 *7%* *97%*	1 *3%* *3%*	36 *6%* *96%*	37 *7%* *100%*	37 *7%* *100%*
5	**42** ***7%***	5 *9%* *11%*	3 *7%* *6%*	1 *5%* *2%*	34 *7%* *81%*	41 *8%* *98%*	1 *2%* *2%*	41 *7%* *97%*	42 *7%* *100%*	42 *7%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1020

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
4	**8** ***1%***	1 *1%* *8%*	1 *2%* *7%*	* *1%* *3%*	7 *1%* *82%*	5 *1%* *68%*	3 *7%* *32%*	8 *1%* *100%*	8 *1%* *100%*	8 *1%* *100%*
3	**4** ***1%***	1 *2%* *20%*	* *1%* *7%*	- - -	3 *1%* *72%*	4 *1%* *100%*	- - -	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*
2	**4** ***1%***	- - -	- - -	- - -	4 *1%* *100%*	3 *1%* *76%*	1 *3%* *24%*	4 *1%* *100%*	4 *1%* *100%*	4 *1%* *100%*
1	**2** *	- - -	* *1%* *21%*	* *2%* *21%* R	1 * *59%*	2 * *100%*	* * *	2 * *79%*	2 * *100%*	2 * *100%*
Don't know	**15** ***3%***	2 *4%* *13%*	* *1%* *2%*	1 *6%* *7%* P	11 *2%* *77%*	11 *2%* *73%*	4 *10%* *27%*	14 *3%* *98%*	15 *3%* *100%*	15 *3%* *100%*
Net: 10/9/8/7	**452** ***80%***	38 *76%* *8%*	30 *80%* *7%*	13 *73%* *3%*	372 *81%* *82%*	423 *80%* *93%*	29 *75%* *7%*	447 *80%* *99%*	452 *80%* *100%*	452 *80%* *100%*
Net: 10/9	**202** ***36%***	18 *35%* *9%*	11 *29%* *5%*	6 *37%* *3%*	167 *36%* *83%*	189 *36%* *94%*	13 *33%* *6%*	198 *36%* *98%*	202 *36%* *100%*	202 *36%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1020

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Discovery Channel**

Base : All who watch Discovery Channel regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**595**	84 *14%*	110 *18%*	87 *15%*	314 *53%*	550 *92%*	37 *6%*	586 *98%*	595 *100%*	595 *100%*
Effective Total	**393**	78	99	80	278	364	30	388	393	393
Net: 6/5/4	**87** ***15%***	10 *19%* *11%*	6 *17%* *7%*	3 *18%* *4%*	68 *15%* *78%*	83 *16%* *95%*	5 *12%* *5%*	84 *15%* *97%*	87 *15%* *100%*	87 *15%* *100%*
Net: 3/2/1	**11** ***2%***	1 *2%* *8%*	1 *2%* *7%*	* *2%* *4%*	9 *2%* *81%*	10 *2%* *90%*	1 *3%* *10%*	10 *2%* *96%*	11 *2%* *100%*	11 *2%* *100%*
Mean	**7.82**	7.78	7.63	7.82	7.84	7.81	7.95	7.83	7.82	7.82
Standard Deviation	**1.68**	1.70	1.72	1.91	1.67	1.66	2.05	1.67	1.68	1.68

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1021

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Total (Wtd)	**241**	103* *43%* *	138* *57%* *	91* *38%* *	81* *34%* *	33** *14%* **	22** *9%* **	10** *4%* **	5** *2%* **	26** *11%* **	154 *64%*	61** *25%* **	56* *23%* *	73* *30%* *	78* *32%* *
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
10	**16** ***7%***	10 *10%* *62%*	6 *4%* *38%*	7 *8%* *45%*	5 *6%* *30%*	3 *8%* *16%*	1 *6%* *8%*	- - -	- - -	3 *12%* *19%*	11 *7%* *65%*	3 *4%* *16%*	4 *8%* *26%*	3 *4%* *18%*	6 *8%* *39%*
9	**15** ***6%***	9 *8%* *57%*	7 *5%* *43%*	8 *8%* *49%*	4 *5%* *26%*	- - -	3 *11%* *17%*	- - -	1 *24%* *8%*	2 *9%* *16%*	9 *6%* *61%*	4 *6%* *23%*	1 *2%* *8%*	10 *13%* *62%*	3 *3%* *16%*
8	**27** ***11%***	13 *12%* *47%*	15 *11%* *53%*	8 *9%* *28%*	10 *13%* *37%*	8 *25%* *30%*	1 *3%* *3%*	* *2%* *1%*	* *8%* *1%*	4 *15%* *14%*	19 *12%* *68%*	5 *8%* *17%*	4 *7%* *14%*	8 *11%* *29%*	8 *11%* *31%*
7	**40** ***16%***	18 *17%* *44%*	22 *16%* *56%*	15 *16%* *37%*	14 *17%* *34%*	4 *12%* *10%*	4 *18%* *10%*	2 *21%* *5%*	1 *29%* *4%*	6 *24%* *15%*	24 *15%* *60%*	10 *16%* *25%*	12 *21%* *29%*	8 *11%* *20%*	13 *16%* *32%*
6	**28** ***12%***	11 *11%* *39%*	17 *12%* *61%*	18 *20%* *64%*	6 *7%* *22%*	1 *3%* *4%*	3 *14%* *11%*	- - -	- - -	* *1%* *1%*	15 *10%* *55%*	12 *20%* *44%*	4 *7%* *14%*	17 *23%* *60%* N	5 *7%* *18%*
5	**36** ***15%***	14 *13%* *38%*	23 *16%* *62%*	12 *13%* *34%*	14 *17%* *38%*	7 *20%* *18%*	3 *14%* *8%*	* *4%* *1%*	* *5%* *1%*	3 *12%* *8%*	29 *19%* *81%*	4 *6%* *11%*	10 *18%* *28%*	10 *13%* *26%*	12 *16%* *34%*
4	**25** ***10%***	11 *11%* *44%*	14 *10%* *56%*	7 *8%* *29%*	7 *8%* *27%*	6 *19%* *25%*	* *1%* *1%*	5 *48%* *19%*	- - -	2 *8%* *8%*	15 *10%* *60%*	8 *13%* *32%*	5 *8%* *19%*	6 *9%* *26%*	13 *16%* *50%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1021

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
3	**14** ***6%***	8 *8%* *60%*	6 *4%* *40%*	7 *8%* *49%*	5 *7%* *39%*	* *1%* *3%*	- - -	1 *12%* *9%*	- - -	1 *5%* *10%*	11 *7%* *76%*	2 *3%* *14%*	7 *12%* *48%*	2 *3%* *17%*	3 *4%* *23%*
2	**13** ***6%***	6 *6%* *49%*	7 *5%* *51%*	* * *2%*	8 *10%* *64%* C	- - -	5 *20%* *34%*	- - -	- - -	2 *6%* *12%*	9 *6%* *67%*	3 *5%* *21%*	2 *3%* *12%*	7 *9%* *52%*	4 *5%* *31%*
1	**13** ***5%***	2 *2%* *15%*	11 *8%* *85%*	3 *3%* *23%*	5 *6%* *39%*	3 *8%* *21%*	1 *4%* *7%*	1 *12%* *9%*	- - -	2 *8%* *16%*	8 *5%* *60%*	3 *5%* *24%*	3 *5%* *19%*	3 *4%* *21%*	4 *6%* *33%*
Don't know	**13** ***5%***	2 *2%* *12%*	11 *8%* *88%*	5 *6%* *42%*	3 *3%* *20%*	1 *4%* *9%*	2 *9%* *16%*	- - -	2 *33%* *13%*	- - -	5 *3%* *36%*	8 *13%* *64%*	5 *9%* *41%*	- - -	6 *8%* *46%*
Net: 10/9/8/7	**99** ***41%***	49 *48%* *50%*	50 *36%* *50%*	37 *41%* *38%*	33 *40%* *33%*	15 *45%* *15%*	9 *38%* *9%*	2 *23%* *2%*	3 *61%* *3%*	15 *60%* *16%*	62 *40%* *63%*	21 *34%* *21%*	21 *38%* *21%*	28 *39%* *29%*	30 *39%* *30%*
Net: 10/9	**32** ***13%***	19 *18%* *60%*	13 *9%* *40%*	15 *17%* *47%*	9 *11%* *28%*	3 *8%* *8%*	4 *17%* *12%*	- - -	1 *24%* *4%*	6 *22%* *17%*	20 *13%* *63%*	6 *10%* *20%*	5 *10%* *17%*	12 *17%* *39%*	9 *12%* *28%*
Net: 6/5/4	**90** ***37%***	35 *34%* *40%*	54 *39%* *60%*	38 *41%* *42%*	26 *33%* *30%*	14 *42%* *15%*	6 *28%* *7%*	5 *52%* *6%*	* *5%* *	5 *20%* *6%*	60 *39%* *67%*	24 *40%* *27%*	19 *33%* *21%*	33 *45%* *37%*	30 *39%* *34%*
Net: 3/2/1	**40** ***17%***	17 *16%* *42%*	23 *17%* *58%*	10 *11%* *25%*	19 *24%* *47%*	3 *10%* *8%*	5 *24%* *14%*	2 *25%* *6%*	- - -	5 *20%* *13%*	27 *18%* *68%*	8 *13%* *19%*	11 *19%* *27%*	12 *16%* *30%*	12 *15%* *29%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1021

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**208**	83 *40%*	125 *60%*	73 *35%*	72 *35%*	29 *14%*	20 *10%*	9 *4%*	5 *2%*	26 *13%*	142 *68%*	37 *18%*	37 *18%*	33 *16%*	60 *29%*
Effective Total	**147**	62	86	49	54	21	14	7	4	18	108	27	34	30	56
Mean	**5.82**	6.13	5.57	6.22	5.52	5.90	5.62	4.24	7.67	6.22	5.77	5.78	5.63	5.90	5.69
Standard Deviation	**2.43**	2.43	2.41	2.21	2.56	2.45	2.76	1.94	1.43	2.79	2.42	2.31	2.37	2.38	2.47

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1021

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - MTV**

Base : All who watch MTV regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Total (Wtd)	**241**	20** *8%* **	8** *3%* **	7** *3%* **	207 *86%*	206 *85%*	36** *15%* **	230 *95%*	241 *100%*	241 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
10	**16** ***7%***	2 *12%* *15%*	- - -	* *4%* *2%*	14 *7%* *84%*	10 *5%* *61%*	6 *18%* *39%*	15 *6%* *89%*	16 *7%* *100%*	16 *7%* *100%*
9	**15** ***6%***	1 *6%* *8%*	* *5%* *2%*	1 *9%* *4%*	13 *6%* *86%*	14 *7%* *93%*	1 *3%* *7%*	15 *7%* *100%*	15 *6%* *100%*	15 *6%* *100%*
8	**27** ***11%***	5 *25%* *18%*	2 *20%* *6%*	* *6%* *1%*	20 *10%* *75%*	26 *13%* *95%*	1 *4%* *5%*	24 *10%* *86%*	27 *11%* *100%*	27 *11%* *100%*
7	**40** ***16%***	5 *26%* *13%*	2 *21%* *4%*	1 *13%* *2%*	32 *15%* *81%*	33 *16%* *84%*	6 *17%* *16%*	40 *17%* *100%*	40 *16%* *100%*	40 *16%* *100%*
6	**28** ***12%***	1 *3%* *2%*	1 *9%* *3%*	1 *14%* *3%*	26 *13%* *92%*	27 *13%* *97%*	1 *2%* *3%*	27 *12%* *95%*	28 *12%* *100%*	28 *12%* *100%*
5	**36** ***15%***	1 *6%* *4%*	2 *23%* *5%*	1 *17%* *3%*	32 *16%* *88%*	29 *14%* *79%*	7 *21%* *21%*	35 *15%* *96%*	36 *15%* *100%*	36 *15%* *100%*
4	**25** ***10%***	1 *3%* *3%*	- - -	1 *10%* *3%*	24 *11%* *95%*	25 *12%* *100%*	- - -	22 *10%* *88%*	25 *10%* *100%*	25 *10%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1021

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
3	**14** ***6%***	- - -	1 *10%* *6%*	1 *13%* *6%*	12 *6%* *88%*	10 *5%* *72%*	4 *11%* *28%*	14 *6%* *100%*	14 *6%* *100%*	14 *6%* *100%*
2	**13** ***6%***	- - -	* *5%* *3%*	* *3%* *2%*	13 *6%* *95%*	12 *6%* *92%*	1 *3%* *8%*	13 *6%* *100%*	13 *6%* *100%*	13 *6%* *100%*
1	**13** ***5%***	3 *14%* *21%*	* *4%* *2%*	* *6%* *3%*	10 *5%* *74%*	9 *4%* *68%*	4 *12%* *32%*	13 *6%* *100%*	13 *5%* *100%*	13 *5%* *100%*
Don't know	**13** ***5%***	1 *5%* *8%*	* *5%* *3%*	* *6%* *3%*	11 *5%* *86%*	10 *5%* *76%*	3 *9%* *24%*	13 *6%* *100%*	13 *5%* *100%*	13 *5%* *100%*
Net: 10/9/8/7	**99** ***41%***	14 *68%* *14%*	4 *45%* *4%*	2 *31%* *2%*	79 *38%* *80%*	84 *41%* *85%*	15 *42%* *15%*	93 *41%* *94%*	99 *41%* *100%*	99 *41%* *100%*
Net: 10/9	**32** ***13%***	4 *18%* *12%*	* *5%* *1%*	1 *12%* *3%*	27 *13%* *85%*	24 *12%* *76%*	7 *21%* *24%*	30 *13%* *95%*	32 *13%* *100%*	32 *13%* *100%*
Net: 6/5/4	**90** ***37%***	3 *13%* *3%*	3 *32%* *3%*	3 *41%* *3%*	82 *40%* *91%*	81 *39%* *91%*	8 *23%* *9%*	84 *36%* *93%*	90 *37%* *100%*	90 *37%* *100%*
Net: 3/2/1	**40** ***17%***	3 *14%* *7%*	1 *19%* *4%*	1 *22%* *4%*	35 *17%* *86%*	31 *15%* *77%*	9 *26%* *23%*	40 *18%* *100%*	40 *17%* *100%*	40 *17%* *100%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1021

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - MTV**

Base : All who watch MTV regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**208**	29 *14%*	21 *10%*	28 *13%*	130 *63%*	173 *83%*	33 *16%*	200 *96%*	208 *100%*	208 *100%*
Effective Total	**147**	27	19	27	114	120	29	140	147	147
Mean	**5.82**	6.64	5.82	5.45	5.75	5.82	5.80	5.78	5.82	5.82
Standard Deviation	**2.43**	2.78	2.26	2.55	2.40	2.33	3.02	2.44	2.43	2.43

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1022

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Total (Wtd)	**328**	100* *30%* *	228 *70%*	61* *18%* *	82* *25%* *	68* *21%* *	61* *19%* *	32** *10%* **	25** *8%* **	43* *13%* *	180 *55%*	105* *32%* *	88* *27%* *	63** *19%* **	116* *35%* *
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
10	**27** ***8%***	7 *7%* *25%*	20 *9%* *75%*	7 *11%* *24%*	7 *9%* *28%*	9 *13%* *32%* F	1 *1%* *3%*	3 *11%* *12%*	* *1%* *1%*	1 *2%* *3%*	14 *8%* *52%*	12 *11%* *45%*	12 *13%* *43%*	2 *3%* *7%*	6 *5%* *24%*
9	**19** ***6%***	8 *8%* *44%*	10 *5%* *56%*	4 *7%* *22%*	2 *3%* *13%*	3 *4%* *14%*	2 *3%* *10%*	2 *5%* *9%*	6 *24%* *33%*	4 *10%* *22%*	6 *3%* *32%*	9 *8%* *46%*	3 *4%* *17%*	10 *16%* *54%*	3 *3%* *17%*
8	**63** ***19%***	21 *21%* *33%*	43 *19%* *67%*	12 *21%* *20%*	13 *16%* *21%*	15 *22%* *24%*	12 *20%* *19%*	7 *22%* *11%*	3 *13%* *5%*	5 *12%* *8%*	35 *19%* *55%*	23 *22%* *37%*	16 *18%* *25%*	20 *32%* *32%*	17 *15%* *27%*
7	**50** ***15%***	19 *19%* *37%*	32 *14%* *63%*	7 *12%* *15%*	11 *13%* *22%*	10 *16%* *21%*	9 *14%* *17%*	10 *33%* *21%*	2 *10%* *5%*	1 *3%* *3%*	39 *22%* *78%* IK	10 *9%* *19%*	17 *20%* *34%*	7 *11%* *14%*	15 *13%* *30%*
6	**53** ***16%***	10 *10%* *19%*	43 *19%* *81%*	7 *12%* *14%*	16 *20%* *31%*	6 *10%* *12%*	16 *26%* *29%* E	2 *6%* *4%*	6 *22%* *10%*	7 *15%* *12%*	29 *16%* *54%*	18 *17%* *33%*	21 *24%* *39%*	8 *12%* *14%*	15 *13%* *27%*
5	**46** ***14%***	20 *20%* *43%*	26 *11%* *57%*	12 *20%* *26%*	9 *11%* *20%*	8 *12%* *18%*	8 *14%* *18%*	5 *15%* *11%*	3 *12%* *7%*	6 *15%* *14%*	26 *14%* *57%*	13 *13%* *29%*	6 *6%* *12%*	8 *12%* *17%*	23 *20%* *50%* L

GfK NOP

Prepared by GfK NOP Media (JN 400602)
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1022

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
4	**21** ***6%***	4 *4%* *19%*	17 *8%* *81%*	1 *2%* *5%*	13 *16%* *60%* C	3 *4%* *14%*	4 *7%* *19%*	* *1%* *1%*	* *1%* *1%*	3 *8%* *15%*	11 *6%* *51%*	7 *7%* *34%*	5 *6%* *24%*	3 *5%* *16%*	11 *9%* *50%*
3	**9** ***3%***	2 *2%* *27%*	7 *3%* *73%*	2 *4%* *24%*	5 *6%* *53%*	1 *2%* *15%*	- - -	1 *2%* *8%*	- - -	2 *6%* *27%*	4 *2%* *38%*	3 *3%* *35%*	2 *2%* *17%*	* * *	6 *5%* *67%*
2	**12** ***4%***	2 *2%* *20%*	10 *4%* *80%*	5 *8%* *41%*	3 *4%* *29%*	2 *3%* *20%*	* * *1%*	- - -	1 *4%* *9%*	2 *5%* *19%*	5 *3%* *44%*	4 *4%* *37%*	1 *1%* *9%*	- - -	9 *8%* *73%*
1	**11** ***3%***	3 *3%* *25%*	8 *4%* *75%*	1 *1%* *8%*	* * *2%*	5 *8%* *47%* D	3 *5%* *27%*	* *1%* *1%*	2 *7%* *15%*	7 *17%* *65%* JK	2 *1%* *21%*	2 *2%* *14%*	1 *1%* *11%*	5 *7%* *41%*	3 *3%* *29%*
Don't know	**16** ***5%***	4 *4%* *23%*	12 *5%* *77%*	2 *3%* *11%*	1 *2%* *8%*	4 *6%* *26%*	6 *10%* *37%*	1 *4%* *9%*	2 *6%* *10%*	3 *7%* *20%*	9 *5%* *54%*	4 *4%* *26%*	4 *5%* *27%*	- - -	8 *7%* *48%*
Net: 10/9/8/7	**159** ***49%***	55 *55%* *34%*	105 *46%* *66%*	31 *51%* *19%*	34 *41%* *21%*	37 *54%* *23%*	24 *39%* *15%*	22 *71%* *14%*	12 *48%* *8%*	11 *27%* *7%*	95 *53%* *59%* I	53 *51%* *34%* I	48 *55%* *30%* N	39 *63%* *25%*	42 *36%* *26%*
Net: 10/9	**46** ***14%***	15 *15%* *33%*	31 *13%* *67%*	11 *18%* *23%*	10 *12%* *21%*	11 *16%* *24%*	3 *5%* *6%*	5 *16%* *11%*	6 *25%* *14%*	5 *12%* *11%*	20 *11%* *44%*	21 *20%* *45%*	15 *17%* *32%*	12 *19%* *26%*	10 *8%* *21%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1022

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Living**

Base : All who watch Living regularly

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**338**	101 *30%*	237 *70%*	46 *14%*	81 *24%*	78 *23%*	64 *19%*	42 *12%*	25 *7%*	50 *15%*	203 *60%*	79 *23%*	58 *17%*	32 *9%*	92 *27%*
Effective Total	**221**	67	154	34	51	53	44	28	17	35	139	55	54	29	77
Net: 6/5/4	**120** ***37%***	34 *34%* *28%*	86 *38%* *72%*	20 *33%* *17%*	38 *47%* *32%* E	18 *26%* *15%*	28 *46%* *23%* E	7 *22%* *6%*	9 *35%* *8%*	16 *38%* *13%*	66 *37%* *55%*	38 *36%* *32%*	32 *36%* *26%*	19 *30%* *16%*	48 *42%* *40%*
Net: 3/2/1	**32** ***10%***	8 *8%* *24%*	25 *11%* *76%*	8 *13%* *25%*	9 *10%* *26%*	9 *13%* *28%*	3 *5%* *10%*	1 *3%* *3%*	3 *11%* *9%*	12 *28%* *37%* JK	11 *6%* *34%*	9 *9%* *29%*	4 *5%* *12%*	5 *7%* *14%*	18 *16%* *56%* L
Mean	**6.39**	6.56	6.31	6.45	6.12	6.45	6.18	7.14	6.49	5.03	6.54 I	6.66 I	6.88 N	6.77	5.73
Standard Deviation	**2.23**	2.11	2.28	2.36	2.15	2.59	1.88	1.69	2.40	2.77	1.96	2.26	1.97	2.24	2.26

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1022

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Total (Wtd)	**328**	29* *9%* *	21* *7%* *	11* *3%* *	266 *81%*	292 *89%*	36** *11%* **	324 *99%*	328 *100%*	328 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
10	**27** ***8%***	5 *17%* *19%* R	2 *8%* *6%*	* *3%* *1%*	20 *7%* *73%*	23 *8%* *85%*	4 *11%* *15%*	27 *8%* *100%*	27 *8%* *100%*	27 *8%* *100%*
9	**19** ***6%***	- - -	2 *9%* *10%* O	* *3%* *2%*	17 *6%* *88%*	19 *6%* *100%*	- - -	19 *6%* *100%*	19 *6%* *100%*	19 *6%* *100%*
8	**63** ***19%***	5 *17%* *8%*	2 *11%* *4%*	2 *21%* *4%*	54 *20%* *85%*	61 *21%* *96%*	3 *8%* *4%*	63 *20%* *100%*	63 *19%* *100%*	63 *19%* *100%*
7	**50** ***15%***	5 *16%* *9%*	5 *24%* *10%*	1 *12%* *3%*	39 *15%* *78%*	47 *16%* *94%*	3 *9%* *6%*	50 *16%* *100%*	50 *15%* *100%*	50 *15%* *100%*
6	**53** ***16%***	4 *14%* *8%*	4 *17%* *7%*	2 *21%* *4%*	43 *16%* *81%*	47 *16%* *87%*	7 *19%* *13%*	53 *16%* *100%*	53 *16%* *100%*	53 *16%* *100%*
5	**46** ***14%***	5 *16%* *10%*	4 *18%* *8%*	1 *8%* *2%*	36 *14%* *80%*	38 *13%* *83%*	8 *22%* *17%*	42 *13%* *93%*	46 *14%* *100%*	46 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1022

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Living**

Base : All who watch Living regularly

		Nation				Ethnic Origin		TV service(s) in h/hold		
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
4	**21** ***6%***	1 *2%* *3%*	1 *5%* *5%*	1 *7%* *4%*	19 *7%* *89%*	15 *5%* *71%*	6 *17%* *29%*	21 *7%* *100%*	21 *6%* *100%*	21 *6%* *100%*
3	**9** ***3%***	1 *2%* *8%*	- - -	1 *7%* *8%* P	8 *3%* *84%*	9 *3%* *100%*	* * *	9 *3%* *100%*	9 *3%* *100%*	9 *3%* *100%*
2	**12** ***4%***	1 *4%* *9%*	1 *3%* *6%*	* *4%* *4%*	10 *4%* *82%*	10 *3%* *82%*	2 *6%* *18%*	12 *4%* *100%*	12 *4%* *100%*	12 *4%* *100%*
1	**11** ***3%***	2 *5%* *14%*	- - -	1 *5%* *5%*	9 *3%* *81%*	9 *3%* *83%*	2 *5%* *17%*	11 *3%* *100%*	11 *3%* *100%*	11 *3%* *100%*
Don't know	**16** ***5%***	2 *7%* *12%*	1 *6%* *8%*	1 *8%* *5%*	12 *4%* *75%*	15 *5%* *92%*	1 *3%* *8%*	16 *5%* *100%*	16 *5%* *100%*	16 *5%* *100%*
Net: 10/9/8/7	**159** ***49%***	15 *51%* *9%*	11 *52%* *7%*	4 *40%* *3%*	129 *49%* *81%*	150 *51%* *94%*	10 *27%* *6%*	159 *49%* *100%*	159 *49%* *100%*	159 *49%* *100%*
Net: 10/9	**46** ***14%***	5 *17%* *11%*	3 *16%* *8%*	1 *7%* *2%*	36 *14%* *80%*	42 *14%* *91%*	4 *11%* *9%*	46 *14%* *100%*	46 *14%* *100%*	46 *14%* *100%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1022

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings
**** I trust this channel ** - Living**

Base : All who watch Living regularly

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold		
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)
Total (Unwtd)	**338**	46 *14%*	58 *17%*	52 *15%*	182 *54%*	293 *87%*	35 *10%*	335 *99%*	338 *100%*	338 *100%*
Effective Total	**221**	41	53	48	156	195	26	219	221	221
Net: 6/5/4	**120** ***37%***	9 *32%* *8%*	8 *39%* *7%*	4 *36%* *3%*	98 *37%* *82%*	99 *34%* *83%*	21 *58%* *17%*	117 *36%* *97%*	120 *37%* *100%*	120 *37%* *100%*
Net: 3/2/1	**32** ***10%***	3 *11%* *10%*	1 *3%* *2%*	2 *16%* *5%* P	27 *10%* *82%*	28 *10%* *87%*	4 *11%* *13%*	32 *10%* *100%*	32 *10%* *100%*	32 *10%* *100%*
Mean	**6.39**	6.55	6.68	5.93	6.37	6.49	5.60	6.40	6.39	6.39
Standard Deviation	**2.23**	2.52	1.86	2.38	2.22	2.19	2.36	2.23	2.23	2.23

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1023

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: I trust this channel - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Total (Wtd)	510	668	487	298	461	540	564	241	328
Effective Total	326	416	331	196	320	387	393	147	221
10	46 *9%*	40 *6%*	16 *3%*	14 *5%*	64 *14%*	80 *15%*	87 *15%*	16 *7%*	27 *8%*
9	27 *5%*	40 *6%*	56 *11%*	17 *6%*	56 *12%*	109 *20%*	115 *20%*	15 *6%*	19 *6%*
8	83 *16%*	109 *16%*	106 *22%*	61 *20%*	135 *29%*	139 *26%*	158 *28%*	27 *11%*	63 *19%*
7	106 *21%*	119 *18%*	98 *20%*	64 *21%*	93 *20%*	82 *15%*	92 *16%*	40 *16%*	50 *15%*
6	79 *16%*	105 *16%*	74 *15%*	35 *12%*	39 *8%*	33 *6%*	37 *7%*	28 *12%*	53 *16%*
5	61 *12%*	110 *16%*	68 *14%*	45 *15%*	47 *10%*	43 *8%*	42 *7%*	36 *15%*	46 *14%*
4	36 *7%*	44 *7%*	24 *5%*	33 *11%*	5 *1%*	12 *2%*	8 *1%*	25 *10%*	21 *6%*
3	12 *2%*	25 *4%*	12 *2%*	2 *1%*	2 *1%*	7 *1%*	4 *1%*	14 *6%*	9 *3%*
2	16 *3%*	28 *4%*	7 *1%*	7 *2%*	5 *1%*	9 *2%*	4 *1%*	13 *6%*	12 *4%*
1	20 *4%*	18 *3%*	9 *2%*	8 *3%*	4 *1%*	10 *2%*	2 *	13 *5%*	11 *3%*
Don't know	24 *5%*	30 *5%*	18 *4%*	14 *5%*	10 *2%*	16 *3%*	15 *3%*	13 *5%*	16 *5%*
Net: 10/9/8/7	262 *51%*	309 *46%*	275 *56%*	156 *52%*	348 *76%*	410 *76%*	452 *80%*	99 *41%*	159 *49%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1023

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Channel-specific ratings: I trust this channel - SUMMARY

Base : All who watch each channel regularly

	Q6g(d) - Summary								
	ITV2	E4	Sky One	More4	UKTV History	Sky News	Discovery Channel	MTV	Living
Total (Unwtd)	500	616	492	291	473	568	595	208	338
Effective Total	326	416	331	196	320	387	393	147	221
Net: 10/9	73 *14%*	80 *12%*	71 *15%*	31 *11%*	120 *26%*	189 *35%*	202 *36%*	32 *13%*	46 *14%*
Net: 6/5/4	176 *34%*	259 *39%*	166 *34%*	112 *38%*	91 *20%*	88 *16%*	87 *15%*	90 *37%*	120 *37%*
Net: 3/2/1	48 *9%*	71 *11%*	28 *6%*	17 *6%*	12 *3%*	26 *5%*	11 *2%*	40 *17%*	32 *10%*
Mean	6.42	6.22	6.67	6.39	7.51	7.59	7.82	5.82	6.39
Standard Deviation	2.22	2.15	1.90	2.00	1.77	2.01	1.68	2.43	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1024

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - ITV2 SUMMARY

Base : All who watch ITV2 regularly

	Q6g(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)	500	500	500	500	500	500
Total (Wtd)	510	510	510	510	510	510
Effective Total	326	326	326	326	326	326
10	42 *8%*	26 *5%*	29 *6%*	45 *9%*	34 *7%*	46 *9%*
9	34 *7%*	22 *4%*	9 *2%*	43 *8%*	22 *4%*	27 *5%*
8	93 *18%*	84 *16%*	58 *11%*	104 *20%*	55 *11%*	83 *16%*
7	119 *23%*	81 *16%*	99 *19%*	105 *21%*	100 *20%*	106 *21%*
6	78 *15%*	81 *16%*	94 *18%*	79 *16%*	81 *16%*	79 *16%*
5	65 *13%*	74 *14%*	85 *17%*	69 *13%*	77 *15%*	61 *12%*
4	29 *6%*	46 *9%*	34 *7%*	27 *5%*	36 *7%*	36 *7%*
3	21 *4%*	21 *4%*	21 *4%*	19 *4%*	28 *5%*	12 *2%*
2	5 *1%*	22 *4%*	19 *4%*	4 *1%*	18 *4%*	16 *3%*
1	6 *1%*	12 *2%*	31 *6%*	5 *1%*	16 *3%*	20 *4%*
Don't know	17 *3%*	42 *8%*	31 *6%*	11 *2%*	43 *9%*	24 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1024

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - ITV2 SUMMARY

Base : All who watch ITV2 regularly

	Q6g(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)	500	500	500	500	500	500
Effective Total	326	326	326	326	326	326
Net: 10/9/8/7	288 *57%*	213 *42%*	195 *38%*	296 *58%*	211 *41%*	262 *51%*
Net: 10/9	76 *15%*	48 *9%*	37 *7%*	88 *17%*	56 *11%*	73 *14%*
Net: 6/5/4	172 *34%*	201 *39%*	213 *42%*	175 *34%*	194 *38%*	176 *34%*
Net: 3/2/1	32 *6%*	54 *11%*	71 *14%*	28 *5%*	61 *12%*	48 *9%*
Mean	6.69	6.10	5.81	6.80	6.06	6.42
Standard Deviation	1.93	2.13	2.22	1.92	2.18	2.22

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1025

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - E4 SUMMARY

Base : All who watch E4 regularly

	Q6g(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)	616	616	616	616	616	616
Total (Wtd)	668	668	668	668	668	668
Effective Total	416	416	416	416	416	416
10	52 *8%*	45 *7%*	29 *4%*	88 *13%*	34 *5%*	40 *6%*
9	52 *8%*	45 *7%*	21 *3%*	83 *12%*	34 *5%*	40 *6%*
8	158 *24%*	116 *17%*	74 *11%*	153 *23%*	72 *11%*	109 *16%*
7	131 *20%*	97 *14%*	102 *15%*	126 *19%*	95 *14%*	119 *18%*
6	100 *15%*	103 *15%*	127 *19%*	66 *10%*	93 *14%*	105 *16%*
5	69 *10%*	108 *16%*	103 *15%*	76 *11%*	106 *16%*	110 *16%*
4	40 *6%*	33 *5%*	51 *8%*	30 *4%*	67 *10%*	44 *7%*
3	27 *4%*	33 *5%*	48 *7%*	11 *2%*	49 *7%*	25 *4%*
2	7 *1%*	23 *3%*	33 *5%*	11 *2%*	30 *4%*	28 *4%*
1	8 *1%*	16 *2%*	43 *7%*	5 *1%*	36 *5%*	18 *3%*
Don't know	24 *4%*	50 *7%*	37 *6%*	19 *3%*	52 *8%*	30 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1025

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - E4 SUMMARY

Base : All who watch E4 regularly

	Q6g(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)	616	616	616	616	616	616
Effective Total	416	416	416	416	416	416
Net: 10/9/8/7	393 *59%*	303 *45%*	226 *34%*	451 *67%*	235 *35%*	309 *46%*
Net: 10/9	104 *16%*	90 *13%*	50 *7%*	171 *26%*	68 *10%*	80 *12%*
Net: 6/5/4	208 *31%*	244 *37%*	281 *42%*	172 *26%*	267 *40%*	259 *39%*
Net: 3/2/1	42 *6%*	72 *11%*	125 *19%*	27 *4%*	115 *17%*	71 *11%*
Mean	6.79	6.32	5.57	7.23	5.66	6.22
Standard Deviation	1.95	2.17	2.29	1.97	2.33	2.15

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1026

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Sky One SUMMARY

Base : All who watch Sky One regularly

	Q6g(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)	492	492	492	492	492	492
Total (Wtd)	487	487	487	487	487	487
Effective Total	331	331	331	331	331	331
10	34 *7%*	12 *2%*	16 *3%*	39 *8%*	17 *3%*	16 *3%*
9	63 *13%*	35 *7%*	23 *5%*	85 *17%*	10 *2%*	56 *11%*
8	142 *29%*	89 *18%*	78 *16%*	110 *23%*	61 *13%*	106 *22%*
7	98 *20%*	98 *20%*	76 *16%*	99 *20%*	62 *13%*	98 *20%*
6	56 *12%*	82 *17%*	87 *18%*	68 *14%*	64 *13%*	74 *15%*
5	46 *9%*	66 *13%*	66 *14%*	33 *7%*	87 *18%*	68 *14%*
4	20 *4%*	35 *7%*	45 *9%*	20 *4%*	48 *10%*	24 *5%*
3	8 *2%*	21 *4%*	24 *5%*	6 *1%*	38 *8%*	12 *2%*
2	3 *1%*	9 *2%*	24 *5%*	7 *1%*	21 *4%*	7 *1%*
1	6 *1%*	8 *2%*	15 *3%*	9 *2%*	36 *7%*	9 *2%*
Don't know	11 *2%*	33 *7%*	31 *6%*	12 *2%*	43 *9%*	18 *4%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1026

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Sky One SUMMARY

Base : All who watch Sky One regularly

	Q6g(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)	492	492	492	492	492	492
Effective Total	331	331	331	331	331	331
Net: 10/9/8/7	336 *69%*	234 *48%*	194 *40%*	332 *68%*	150 *31%*	275 *56%*
Net: 10/9	97 *20%*	47 *10%*	40 *8%*	124 *25%*	27 *5%*	71 *15%*
Net: 6/5/4	122 *25%*	182 *37%*	199 *41%*	121 *25%*	200 *41%*	166 *34%*
Net: 3/2/1	17 *4%*	38 *8%*	64 *13%*	21 *4%*	95 *19%*	28 *6%*
Mean	7.16	6.34	5.92	7.19	5.37	6.67
Standard Deviation	1.79	1.90	2.14	1.91	2.30	1.90

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1027

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(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)	291	291	291	291	291	291
Total (Wtd)	298	298	298	298	298	298
Effective Total	196	196	196	196	196	196
10	12 *4%*	8 *3%*	11 *4%*	14 *5%*	4 *1%*	14 *5%*
9	22 *7%*	13 *4%*	21 *7%*	16 *5%*	8 *3%*	17 *6%*
8	69 *23%*	57 *19%*	42 *14%*	70 *23%*	37 *12%*	61 *20%*
7	56 *19%*	62 *21%*	50 *17%*	67 *23%*	51 *17%*	64 *21%*
6	44 *15%*	36 *12%*	47 *16%*	52 *17%*	50 *17%*	35 *12%*
5	42 *14%*	47 *16%*	39 *13%*	28 *9%*	48 *16%*	45 *15%*
4	23 *8%*	20 *7%*	29 *10%*	27 *9%*	12 *4%*	33 *11%*
3	9 *3%*	10 *3%*	14 *5%*	13 *4%*	19 *7%*	2 *1%*
2	6 *2%*	6 *2%*	16 *5%*	1 *	14 *5%*	7 *2%*
1	2 *1%*	11 *4%*	14 *5%*	3 *1%*	18 *6%*	8 *3%*
Don't know	14 *5%*	27 *9%*	15 *5%*	8 *3%*	38 *13%*	14 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1027

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - More4 SUMMARY

Base : All who watch More4 regularly

	Q6g(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)	291	291	291	291	291	291
Effective Total	196	196	196	196	196	196
Net: 10/9/8/7	159 *53%*	140 *47%*	125 *42%*	167 *56%*	100 *33%*	156 *52%*
Net: 10/9	34 *11%*	21 *7%*	32 *11%*	30 *10%*	12 *4%*	31 *11%*
Net: 6/5/4	109 *36%*	104 *35%*	115 *39%*	106 *36%*	110 *37%*	112 *38%*
Net: 3/2/1	17 *6%*	27 *9%*	44 *15%*	17 *6%*	51 *17%*	17 *6%*
Mean	6.56	6.18	5.89	6.60	5.58	6.39
Standard Deviation	1.87	2.04	2.28	1.81	2.17	2.00

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1028

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(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)	473	473	473	473	473	473
Total (Wtd)	461	461	461	461	461	461
Effective Total	320	320	320	320	320	320
10	81 *18%*	39 *8%*	69 *15%*	74 *16%*	30 *7%*	64 *14%*
9	61 *13%*	43 *9%*	56 *12%*	73 *16%*	30 *7%*	56 *12%*
8	142 *31%*	96 *21%*	126 *27%*	144 *31%*	97 *21%*	135 *29%*
7	91 *20%*	89 *19%*	76 *17%*	81 *18%*	58 *13%*	93 *20%*
6	38 *8%*	60 *13%*	46 *10%*	38 *8%*	57 *12%*	39 *8%*
5	22 *5%*	53 *12%*	45 *10%*	25 *5%*	52 *11%*	47 *10%*
4	10 *2%*	13 *3%*	12 *3%*	9 *2%*	32 *7%*	5 *1%*
3	3 *1%*	12 *3%*	9 *2%*	9 *2%*	25 *5%*	2 *1%*
2	5 *1%*	5 *1%*	3 *1%*	4 *1%*	14 *3%*	5 *1%*
1	4 *1%*	15 *3%*	5 *1%*	1 *	22 *5%*	4 *1%*
Don't know	4 *1%*	35 *8%*	13 *3%*	3 *1%*	44 *10%*	10 *2%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1028

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - UKTV History SUMMARY

Base : All who watch UKTV History regularly

	Q6g(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)	473	473	473	473	473	473
Effective Total	320	320	320	320	320	320
Net: 10/9/8/7	376 *81%*	268 *58%*	328 *71%*	372 *81%*	216 *47%*	348 *76%*
Net: 10/9	143 *31%*	82 *18%*	126 *27%*	147 *32%*	61 *13%*	120 *26%*
Net: 6/5/4	70 *15%*	126 *27%*	103 *22%*	72 *16%*	141 *31%*	91 *20%*
Net: 3/2/1	11 *2%*	32 *7%*	17 *4%*	14 *3%*	60 *13%*	12 *3%*
Mean	7.74	6.84	7.44	7.74	6.27	7.51
Standard Deviation	1.73	2.09	1.90	1.72	2.37	1.77

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1029

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(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)	568	568	568	568	568	568
Total (Wtd)	540	540	540	540	540	540
Effective Total	387	387	387	387	387	387
10	67 *12%*	34 *6%*	54 *10%*	65 *12%*	52 *10%*	80 *15%*
9	76 *14%*	56 *10%*	85 *16%*	78 *14%*	56 *10%*	109 *20%*
8	163 *30%*	119 *22%*	145 *27%*	132 *25%*	96 *18%*	139 *26%*
7	101 *19%*	120 *22%*	87 *16%*	98 *18%*	94 *17%*	82 *15%*
6	47 *9%*	65 *12%*	51 *9%*	56 *10%*	48 *9%*	33 *6%*
5	39 *7%*	52 *10%*	59 *11%*	52 *10%*	51 *10%*	43 *8%*
4	10 *2%*	23 *4%*	11 *2%*	8 *2%*	29 *5%*	12 *2%*
3	6 *1%*	8 *2%*	13 *2%*	15 *3%*	17 *3%*	7 *1%*
2	3 *1%*	5 *1%*	7 *1%*	4 *1%*	9 *2%*	9 *2%*
1	7 *1%*	3 *1%*	4 *1%*	7 *1%*	18 *3%*	10 *2%*
Don't know	19 *4%*	54 *10%*	25 *5%*	25 *5%*	70 *13%*	16 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1029

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Sky News SUMMARY

Base : All who watch Sky News regularly

	Q6g(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)	568	568	568	568	568	568
Effective Total	387	387	387	387	387	387
Net: 10/9/8/7	408 *76%*	329 *61%*	371 *69%*	374 *69%*	298 *55%*	410 *76%*
Net: 10/9	144 *27%*	90 *17%*	139 *26%*	143 *26%*	108 *20%*	189 *35%*
Net: 6/5/4	96 *18%*	141 *26%*	121 *22%*	116 *21%*	128 *24%*	88 *16%*
Net: 3/2/1	16 *3%*	17 *3%*	23 *4%*	26 *5%*	44 *8%*	26 *5%*
Mean	7.54	7.03	7.33	7.35	6.80	7.59
Standard Deviation	1.78	1.76	1.88	1.92	2.27	2.01

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1030

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(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)	595	595	595	595	595	595
Total (Wtd)	564	564	564	564	564	564
Effective Total	393	393	393	393	393	393
10	104 *18%*	62 *11%*	85 *15%*	111 *20%*	23 *4%*	87 *15%*
9	96 *17%*	72 *13%*	93 *17%*	114 *20%*	40 *7%*	115 *20%*
8	181 *32%*	130 *23%*	170 *30%*	159 *28%*	98 *17%*	158 *28%*
7	90 *16%*	116 *21%*	109 *19%*	99 *18%*	75 *13%*	92 *16%*
6	49 *9%*	65 *12%*	33 *6%*	29 *5%*	67 *12%*	37 *7%*
5	14 *2%*	44 *8%*	36 *6%*	25 *5%*	79 *14%*	42 *7%*
4	12 *2%*	17 *3%*	9 *2%*	6 *1%*	58 *10%*	8 *1%*
3	6 *1%*	11 *2%*	9 *2%*	7 *1%*	27 *5%*	4 *1%*
2	6 *1%*	6 *1%*	4 *1%*	1 *	20 *4%*	4 *1%*
1	- -	6 *1%*	2 *	* *	14 *2%*	2 *
Don't know	5 *1%*	36 *6%*	13 *2%*	11 *2%*	63 *11%*	15 *3%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1030

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Discovery Channel SUMMARY

Base : All who watch Discovery Channel regularly

	Q6g(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)	595	595	595	595	595	595
Effective Total	393	393	393	393	393	393
Net: 10/9/8/7	471 *83%*	380 *67%*	458 *81%*	484 *86%*	236 *42%*	452 *80%*
Net: 10/9	200 *35%*	134 *24%*	178 *32%*	225 *40%*	63 *11%*	202 *36%*
Net: 6/5/4	75 *13%*	126 *22%*	79 *14%*	60 *11%*	204 *36%*	87 *15%*
Net: 3/2/1	12 *2%*	22 *4%*	15 *3%*	9 *2%*	61 *11%*	11 *2%*
Mean	7.92	7.28	7.74	8.06	6.11	7.82
Standard Deviation	1.64	1.87	1.69	1.56	2.20	1.68

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1031

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - MTV SUMMARY

Base : All who watch MTV regularly

	Q6g(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)	208	208	208	208	208	208
Total (Wtd)	241	241	241	241	241	241
Effective Total	147	147	147	147	147	147
10	15 *6%*	12 *5%*	11 *5%*	25 *11%*	11 *5%*	16 *7%*
9	21 *9%*	23 *10%*	5 *2%*	27 *11%*	6 *3%*	15 *6%*
8	37 *15%*	27 *11%*	19 *8%*	46 *19%*	17 *7%*	27 *11%*
7	42 *18%*	30 *12%*	39 *16%*	44 *18%*	24 *10%*	40 *16%*
6	42 *17%*	42 *17%*	37 *15%*	33 *14%*	25 *11%*	28 *12%*
5	31 *13%*	37 *15%*	21 *9%*	25 *10%*	39 *16%*	36 *15%*
4	22 *9%*	15 *6%*	25 *10%*	12 *5%*	23 *10%*	25 *10%*
3	3 *1%*	13 *5%*	25 *10%*	10 *4%*	26 *11%*	14 *6%*
2	9 *4%*	14 *6%*	19 *8%*	7 *3%*	25 *10%*	13 *6%*
1	12 *5%*	15 *6%*	30 *12%*	6 *2%*	32 *13%*	13 *5%*
Don't know	9 *4%*	13 *5%*	12 *5%*	6 *3%*	12 *5%*	13 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1031

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - MTV SUMMARY

Base : All who watch MTV regularly

	Q6g(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)	208	208	208	208	208	208
Effective Total	147	147	147	147	147	147
Net: 10/9/8/7	115 *48%*	93 *38%*	74 *31%*	143 *59%*	59 *24%*	99 *41%*
Net: 10/9	36 *15%*	36 *15%*	16 *7%*	52 *22%*	18 *7%*	32 *13%*
Net: 6/5/4	94 *39%*	94 *39%*	83 *34%*	70 *29%*	88 *36%*	90 *37%*
Net: 3/2/1	23 *10%*	42 *17%*	73 *30%*	23 *10%*	83 *34%*	40 *17%*
Mean	6.27	5.86	4.99	6.77	4.68	5.82
Standard Deviation	2.26	2.43	2.55	2.23	2.56	2.43

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1032

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Living SUMMARY

Base : All who watch Living regularly

	Q6g(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)	338	338	338	338	338	338
Total (Wtd)	328	328	328	328	328	328
Effective Total	221	221	221	221	221	221
10	38 *12%*	17 *5%*	20 *6%*	44 *13%*	6 *2%*	27 *8%*
9	30 *9%*	30 *9%*	21 *6%*	47 *14%*	13 *4%*	19 *6%*
8	77 *23%*	52 *16%*	48 *15%*	76 *23%*	40 *12%*	63 *19%*
7	60 *18%*	53 *16%*	52 *16%*	43 *13%*	39 *12%*	50 *15%*
6	44 *13%*	51 *15%*	42 *13%*	38 *12%*	39 *12%*	53 *16%*
5	46 *14%*	45 *14%*	52 *16%*	37 *11%*	47 *14%*	46 *14%*
4	13 *4%*	26 *8%*	22 *7%*	22 *7%*	42 *13%*	21 *6%*
3	1 *	9 *3%*	20 *6%*	6 *2%*	21 *6%*	9 *3%*
2	11 *3%*	12 *4%*	18 *6%*	2 *1%*	26 *8%*	12 *4%*
1	* *	17 *5%*	19 *6%*	7 *2%*	28 *9%*	11 *3%*
Don't know	7 *2%*	17 *5%*	14 *4%*	5 *2%*	27 *8%*	16 *5%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1032

Absolutes/col/row percents

9 Jul 2009

Q6g(d) Programme quality - Living SUMMARY

Base : All who watch Living regularly

	Q6g(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)	338	338	338	338	338	338
Effective Total	221	221	221	221	221	221
Net: 10/9/8/7	205 *62%*	151 *46%*	141 *43%*	210 *64%*	98 *30%*	159 *49%*
Net: 10/9	68 *21%*	46 *14%*	41 *13%*	91 *28%*	18 *6%*	46 *14%*
Net: 6/5/4	103 *31%*	122 *37%*	116 *35%*	97 *30%*	127 *39%*	120 *37%*
Net: 3/2/1	13 *4%*	38 *12%*	57 *17%*	15 *5%*	75 *23%*	32 *10%*
Mean	7.03	6.19	5.91	7.15	5.14	6.39
Standard Deviation	1.94	2.28	2.42	2.11	2.39	2.23

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1033

Absolutes/col/row percents

9 Jul 2009

Age

Base : All

		TOTAL	Gender		Age						Social grade			Region in England		
			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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)		**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)		**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total		**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
16-24	**(20)**	**715** ***10%***	347 *11%* *49%*	368 *10%* *51%*	715 *100%* *100%* DEF GH	- - -	- - -	- - -	- - -	- - -	89 *7%* *12%*	415 *12%* *58%* IK	211 *10%* *30%* I	135 *8%* *19%*	168 *10%* *23%*	297 *13%* *42%* LM
25-34	**(29.5)**	**1400** ***20%***	595 *18%* *42%*	806 *23%* *58%* A	- - -	1400 *100%* *100%* CEF GH	- - -	- - -	- - -	- - -	336 *27%* *24%* JK	811 *24%* *58%* K	253 *12%* *18%*	330 *20%* *24%*	292 *17%* *21%*	551 *24%* *39%* LM
35-44	**(39.5)**	**1181** ***17%***	601 *18%* *51%*	579 *16%* *49%*	- - -	- - -	1181 *100%* *100%* CDF GH	- - -	- - -	- - -	267 *22%* *23%* K	703 *21%* *60%* K	210 *10%* *18%*	256 *16%* *22%*	297 *17%* *25%*	417 *18%* *35%*
45-54	**(49.5)**	**1220** ***18%***	603 *18%* *49%*	617 *17%* *51%*	- - -	- - -	- - -	1220 *100%* *100%* CDE GH	- - -	- - -	232 *19%* *19%* K	710 *21%* *58%* K	278 *13%* *23%*	301 *18%* *25%*	336 *20%* *28%* N	361 *16%* *30%*
55-64	**(59.5)**	**1026** ***15%***	481 *15%* *47%*	545 *15%* *53%*	- - -	- - -	- - -	- - -	1026 *100%* *100%* CDE FH	- - -	153 *12%* *15%*	471 *14%* *46%*	402 *18%* *39%* IJ	267 *16%* *26%* N	276 *16%* *27%* N	299 *13%* *29%*
65+	**(69.5)**	**1302** ***19%***	658 *20%* *51%*	644 *18%* *49%*	- - -	- - -	- - -	- - -	- - -	1302 *100%* *100%* CDEF G	155 *13%* *12%* J	313 *9%* *24%*	834 *38%* *64%* IJ	353 *21%* *27%* N	343 *20%* *26%*	400 *17%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1033

Absolutes/col/row percents

9 Jul 2009

Age

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Refused	**2** *	* * *7%*	2 * *93%*	- - -	- - -	- - -	- - -	- - -	- - -	* * *2%*	* * *1%*	2 * *97%*	* * *	* * *2%*	2 * *92%*
Mean	**45.90**	46.40 B	45.44	20.00	29.50	39.50	49.50	59.50	69.50	43.50 J	42.33	52.84 IJ	47.42 N	47.08 N	43.92
Standard Deviation	**16.38**	16.37	16.37	0.00	0.00	0.00	0.00	0.00	0.00	14.85	14.82	17.31	16.29	16.17	16.57

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1033

Absolutes/col/row percents

9 Jul 2009

Age

Base : All

		TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
			Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)		**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)		**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total		**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
16-24	**(20)**	**715** ***10%***	61 *10%* *8%*	27 *8%* *4%*	28 *13%* *4%* OPR	599 *11%* *84%* P	585 *9%* *82%*	130 *28%* *18%* S	98 *9%* *14%*	605 *11%* *85%* YZ	613 *11%* *86%* YZ	439 *12%* *61%* UYZ	173 *8%* *24%*	184 *8%* *26%*
25-34	**(29.5)**	**1400** ***20%***	113 *18%* *8%*	65 *19%* *5%*	49 *24%* *4%* OPR	1173 *21%* *84%*	1227 *19%* *88%*	173 *37%* *12%* S	154 *14%* *11%*	1211 *21%* *86%* UYZ	1232 *21%* *88%* UYZ	855 *24%* *61%* UVWYZ	376 *18%* *27%*	393 *17%* *28%*
35-44	**(39.5)**	**1181** ***17%***	114 *19%* *10%*	56 *16%* *5%*	39 *19%* *3%*	971 *17%* *82%*	1084 *17%* *92%*	97 *20%* *8%*	136 *13%* *11%*	1029 *18%* *87%* UY	1038 *18%* *88%* U	700 *19%* *59%* UYZ	337 *16%* *29%*	370 *16%* *31%* U
45-54	**(49.5)**	**1220** ***18%***	112 *18%* *9%*	69 *20%* *6%*	40 *19%* *3%*	999 *18%* *82%*	1175 *18%* *96%* T	44 *9%* *4%*	144 *14%* *12%*	1063 *19%* *87%* U	1071 *19%* *88%* U	676 *19%* *55%* U	390 *18%* *32%* U	418 *18%* *34%* U
55-64	**(59.5)**	**1026** ***15%***	98 *16%* *10%*	60 *17%* *6%* QR	26 *13%* *3%*	842 *15%* *82%*	1012 *16%* *99%* T	14 *3%* *1%*	183 *17%* *18%* X	829 *15%* *81%*	842 *15%* *82%*	478 *13%* *47%*	360 *17%* *35%* VWX	388 *17%* *38%* VWX
65+	**(69.5)**	**1302** ***19%***	119 *19%* *9%* Q	64 *19%* *5%* Q	24 *12%* *2%*	1095 *19%* *84%* Q	1288 *20%* *99%* T	14 *3%* *1%*	352 *33%* *27%* VWXY Z	935 *16%* *72%* X	948 *17%* *73%* X	448 *12%* *34%*	495 *23%* *38%* VWX	514 *23%* *39%* VWX

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1033

Absolutes/col/row percents

9 Jul 2009

Age

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Refused	**2** *	* * *1%*	* * *4%*	* * *1%*	2 * *94%*	2 * *98%*	- - -	2 * *94%* VW	* * *6%*	* * *6%*	* * *5%*	* * *	* * *
Mean	**45.90**	46.53 Q	47.15 QR	42.40	45.89 Q	46.87 T	32.88	50.93 VW XYZ	45.03 X	45.02 X	43.02	48.34 VWX	48.25 VWX
Standard Deviation	**16.38**	16.19	15.80	15.55	16.45	16.24	12.07	17.26	16.03	16.04	15.56	16.29	16.21

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1034

Absolutes/col/row percents

9 Jul 2009

Marital status

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Married/Living with partner	**3919** ***57%***	1911 *58%* *49%*	2008 *56%* *51%*	123 *17%* *3%*	861 *61%* *22%* CH	807 *68%* *21%* CD H	803 *66%* *20%* CH	671 *65%* *17%* CH	652 *50%* *17%* C	860 *70%* *22%* JK	2089 *61%* *53%* K	970 *44%* *25%*	965 *59%* *25%* N	1024 *60%* *26%* N	1266 *54%* *32%*
Have partner, but not living together	**228** ***3%***	109 *3%* *48%*	119 *3%* *52%*	70 *10%* *31%* DE FGH	80 *6%* *35%* EF GH	34 *3%* *15%* GH	25 *2%* *11%* H	14 *1%* *6%* H	6 *** *3%*	45 *4%* *20%*	131 *4%* *57%* K	53 *2%* *23%*	51 *3%* *22%*	49 *3%* *22%*	92 *4%* *40%*
Single	**1588** ***23%***	858 *26%* *54%* B	730 *21%* *46%*	516 *72%* *32%* DE FGH	408 *29%* *26%* EF GH	220 *19%* *14%* GH	213 *17%* *13%* GH	118 *11%* *7%*	114 *9%* *7%*	224 *18%* *14%*	832 *24%* *52%* I	531 *24%* *33%* I	316 *19%* *20%*	359 *21%* *23%*	633 *27%* *40%* LM
Separated/Divorced	**518** ***8%***	219 *7%* *42%*	299 *8%* *58%* A	6 *1%* *1%*	42 *3%* *8%* C	96 *8%* *19%* CD	148 *12%* *29%* CD EH	127 *12%* *24%* CD EH	99 *8%* *19%* CD	56 *5%* *11%*	222 *6%* *43%* I	240 *11%* *46%* IJ	137 *8%* *26%*	130 *8%* *25%*	154 *7%* *30%*
Widowed	**556** ***8%***	174 *5%* *31%*	381 *11%* *69%* A	- - -	3 *** *1%*	13 *1%* *2%* CD	28 *2%* *5%* CD E	90 *9%* *16%* CD EF	422 *32%* *76%* CDEFG	44 *4%* *8%*	137 *4%* *25%*	374 *17%* *67%* IJ	167 *10%* *30%* N	141 *8%* *25%*	164 *7%* *29%*
Refused	**37** ***1%***	15 *** *41%*	21 *1%* *59%*	* * *1%*	6 *** *17%*	11 *1%* *30%*	3 *** *9%*	7 *1%* *18%*	9 *1%* *24%*	3 *** *9%*	12 *** *32%*	22 *1%* *59%* IJ	7 *** *20%*	8 *** *23%*	18 *1%* *48%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1034

Absolutes/col/row percents

9 Jul 2009

Marital status

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Married/Living with partner	**3919** ***57%***	352 *57%* *9%*	201 *59%* *5%*	112 *54%* *3%*	3255 *57%* *83%*	3677 *58%* *94%* T	242 *51%* *6%*	515 *48%* *13%*	3355 *59%* *86%* UYZ	3390 *59%* *87%* UYZ	2191 *61%* *56%* UYZ	1190 *56%* *30%* U	1263 *56%* *32%* U
Have partner, but not living together	**228** ***3%***	14 *2%* *6%*	15 *4%* *6%* O	7 *4%* *3%*	192 *3%* *84%*	203 *3%* *89%*	25 *5%* *11%* S	27 *2%* *12%*	197 *3%* *86%*	199 *3%* *87%*	137 *4%* *60%*	62 *3%* *27%*	68 *3%* *30%*
Single	**1588** ***23%***	148 *24%* *9%*	71 *21%* *4%*	61 *30%* *4%* OPR	1308 *23%* *82%*	1407 *22%* *89%*	181 *38%* *11%* S	270 *25%* *17%*	1285 *23%* *81%*	1307 *23%* *82%*	816 *23%* *51%*	488 *23%* *31%*	520 *23%* *33%*
Separated/Divorced	**518** ***8%***	54 *9%* *10%* Q	30 *9%* *6%* Q	13 *6%* *2%*	421 *7%* *81%*	507 *8%* *98%* T	10 *2%* *2%*	79 *7%* *15%*	434 *8%* *84%*	436 *8%* *84%*	244 *7%* *47%*	189 *9%* *36%* X	201 *9%* *39%* X
Widowed	**556** ***8%***	47 *8%* *9%*	25 *7%* *4%*	12 *6%* *2%*	472 *8%* *85%* Q	545 *9%* *98%* T	10 *2%* *2%*	164 *15%* *30%* VWXY Z	378 *7%* *68%* X	389 *7%* *70%* X	193 *5%* *35%*	195 *9%* *35%* VWX	205 *9%* *37%* VWX
Refused	**37** ***1%***	1 *** *3%*	1 *** *3%*	1 *** *3%*	33 *1%* *91%*	33 *1%* *90%*	4 *1%* *10%*	13 *1%* *34%* VWXY Z	22 *** *61%*	23 *** *62%*	15 *** *41%*	8 *** *21%*	10 *** *28%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1035

Absolutes/col/row percents

9 Jul 2009

Number of adults (16+) in household

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
One	**1808** ***26%***	855 *26%* *47%*	952 *27%* *53%*	75 *10%* *4%*	303 *22%* *17%* C	233 *20%* *13%* C	285 *23%* *16%* C	291 *28%* *16%* CD EF	622 *48%* *34%* CDEF G	210 *17%* *12%*	710 *21%* *39%* I	887 *40%* *49%* IJ	462 *28%* *26%* M	408 *24%* *23%*	605 *26%* *33%*
Two	**3573** ***52%***	1744 *53%* *49%*	1828 *51%* *51%*	261 *36%* *7%*	929 *66%* *26%* CE FGH	707 *60%* *20%* CF GH	519 *43%* *15%* C	543 *53%* *15%* CF H	613 *47%* *17%* C	766 *62%* *21%* JK	1824 *53%* *51%* K	982 *45%* *27%*	882 *54%* *25%*	938 *55%* *26%* N	1159 *50%* *32%*
Three	**911** ***13%***	419 *13%* *46%*	492 *14%* *54%*	194 *27%* *21%* DE FGH	110 *8%* *12%* H	168 *14%* *18%* DH	267 *22%* *29%* DE GH	132 *13%* *14%* DH	40 *3%* *4%*	161 *13%* *18%* K	534 *16%* *59%* K	215 *10%* *24%*	194 *12%* *21%*	237 *14%* *26%*	320 *14%* *35%*
Four	**414** ***6%***	201 *6%* *49%*	213 *6%* *51%*	146 *20%* *35%* DEF GH	31 *2%* *7%*	53 *4%* *13%* DH	121 *10%* *29%* DE GH	49 *5%* *12%* DH	15 *1%* *4%*	71 *6%* *17%* K	268 *8%* *65%* IK	75 *3%* *18%*	79 *5%* *19%*	107 *6%* *26%*	171 *7%* *41%* L
Five	**89** ***1%***	47 *1%* *53%*	42 *1%* *47%*	29 *4%* *33%* DE FGH	20 *1%* *22%* H	9 *1%* *10%* H	25 *2%* *29%* EGH	5 *1%* *6%* H	- - -	17 *1%* *19%* K	63 *2%* *71%* K	9 *** *10%*	21 *1%* *23%*	9 *1%* *10%*	45 *2%* *51%* M
Six or more	**30** ***	14 *** *47%*	16 *** *53%*	7 *1%* *24%* GH	9 *1%* *29%*	7 *1%* *25%*	3 *** *9%*	2 *** *5%*	2 *** *8%*	6 *1%* *21%*	15 *** *49%*	9 *** *30%*	1 *** *5%*	6 *** *19%*	16 *1%* *53%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1035

Absolutes/col/row percents

9 Jul 2009

Number of adults (16+) in household

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Refused	**21** *	5 * *21%*	17 * *79%* A	3 * *16%* D	* * *	4 * *18%*	* * *	4 * *18%*	10 *1%* *48%* DF	- - -	8 * *38%*	13 *1%* *62%* I	4 * *20%*	7 * *32%*	10 * *47%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1035

Absolutes/col/row percents

9 Jul 2009

Number of adults (16+) in household

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
One	**1808** ***26%***	190 *31%* *11%* QR	94 *28%* *5%* Q	48 *23%* *3%*	1475 *26%* *82%*	1724 *27%* *95%* T	83 *18%* *5%*	414 *39%* *23%* VWXY Z	1359 *24%* *75%* X	1381 *24%* *76%* X	750 *21%* *42%*	624 *29%* *35%* VWX	666 *29%* *37%* VWX
Two	**3573** ***52%***	320 *52%* *9%* Q	183 *53%* *5%* Q	90 *44%* *3%*	2979 *52%* *83%* Q	3354 *53%* *94%* T	218 *46%* *6%*	473 *44%* *13%*	3053 *54%* *85%* U	3090 *54%* *86%* U	1986 *55%* *56%* UYZ	1097 *51%* *31%* U	1157 *51%* *32%* U
Three	**911** ***13%***	75 *12%* *8%*	44 *13%* *5%*	40 *19%* *4%* OPR	752 *13%* *83%*	828 *13%* *91%*	83 *18%* *9%* S	107 *10%* *12%*	794 *14%* *87%* U	796 *14%* *87%* U	530 *15%* *58%* UYZ	263 *12%* *29%*	283 *12%* *31%*
Four	**414** ***6%***	21 *3%* *5%*	17 *5%* *4%*	19 *9%* *5%* OPR	356 *6%* *86%* O	356 *6%* *86%*	58 *12%* *14%* S	46 *4%* *11%*	360 *6%* *87%* U	368 *6%* *89%* U	249 *7%* *60%* U	119 *6%* *29%*	126 *6%* *30%*
Five	**89** ***1%***	6 *1%* *7%*	2 *1%* *3%*	5 *2%* *5%* OPR	75 *1%* *85%*	70 *1%* *79%*	18 *4%* *21%* S	8 *1%* *9%*	77 *1%* *87%*	79 *1%* *89%*	58 *2%* *65%*	21 *1%* *24%*	26 *1%* *29%*
Six or more	**30** *	3 * *9%*	2 * *5%*	3 *1%* *9%* OPR	23 * *77%*	18 * *59%*	12 *3%* *41%* S	11 *1%* *38%* VWXY Z	18 * *59%*	19 * *62%*	13 * *43%*	6 * *19%*	6 * *21%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1035

Absolutes/col/row percents

9 Jul 2009

Number of adults (16+) in household

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Refused	**21** *	* * *	* * *	* * *1%*	21 * *98%*	21 * *100%*	- - -	8 *1%* *38%* VWYZ	12 * *55%*	12 * *55%*	11 * *50%*	1 * *6%*	4 * *18%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1036

Absolutes/col/row percents

9 Jul 2009

Q10a Presence of children (under 16) in household

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Yes	**1950** ***28%***	791 *24%* *41%*	1158 *33%* *59%* A	214 *30%* *11%* GH	628 *45%* *32%* CF GH	690 *58%* *35%* CD FGH	363 *30%* *19%* GH	44 *4%* *2%* H	10 *1%* *1%*	398 *32%* *20%* K	1161 *34%* *60%* K	390 *18%* *20%*	438 *27%* *22%*	477 *28%* *24%*	703 *30%* *36%* L
No	**4895** ***72%***	2494 *76%* *51%* B	2401 *67%* *49%*	501 *70%* *10%* DE	772 *55%* *16%* E	490 *42%* *10%*	857 *70%* *17%* DE	982 *96%* *20%* CD EF	1292 *99%* *26%* CDEF G	834 *68%* *17%*	2261 *66%* *46%*	1800 *82%* *37%* IJ	1205 *73%* *25%* N	1235 *72%* *25%*	1624 *70%* *33%*
Refused	* *	* * *90%*	* * *10%*	- - -	* * *10%*	- - -	- - -	* * *90%*	- - -	- - -	- - -	* * *90%*	- - -	* * *10%*	* * *90%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1036

Absolutes/col/row percents

9 Jul 2009

Q10a Presence of children (under 16) in household

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Yes	**1950** ***28%***	158 *26%* *8%*	103 *30%* *5%* O	71 *34%* *4%* OR	1618 *28%* *83%*	1728 *27%* *89%*	221 *47%* *11%* S	200 *19%* *10%*	1717 *30%* *88%* UYZ	1741 *30%* *89%* UYZ	1251 *35%* *64%* UVWYZ	485 *23%* *25%* U	519 *23%* *27%* U
No	**4895** ***72%***	458 *74%* *9%* PQ	239 *70%* *5%*	135 *66%* *3%*	4063 *72%* *83%* Q	4644 *73%* *95%* T	251 *53%* *5%*	869 *81%* *18%* VWXY Z	3955 *70%* *81%* X	4002 *70%* *82%* X	2345 *65%* *48%*	1646 *77%* *34%* VWX	1748 *77%* *36%* VWX
Refused	* *	- - -	- - -	- - -	* * *100%*	- - -	* * *10%*	- - -	* * *10%*	* * *10%*	* * *10%*	- - -	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1037

Absolutes/col/row percents

9 Jul 2009

Q10b Number of children (under 16) in household

Base : All with children under 16 in household

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1956**	805 *41%*	1151 *59%*	200 *10%*	556 *28%*	752 *38%*	375 *19%*	56 *3%*	11 *1%*	411 *21%*	1232 *63%*	269 *14%*	297 *15%*	251 *13%*	550 *28%*
Total (Wtd)	**1950**	791 *41%*	1158 *59%*	214 *11%*	628 *32%*	690 *35%*	363 *19%*	44* *2%* *	10** *1%* **	398 *20%*	1161 *60%*	390 *20%*	438 *22%*	477 *24%*	703 *36%*
Effective Total	**1325**	549	776	130	380	527	260	38	8	302	888	185	268	231	493
1	**871** ***45%***	353 *45%* *41%*	518 *45%* *59%*	120 *56%* *14%* DE	261 *42%* *30%*	244 *35%* *28%*	202 *56%* *23%* DE	37 *83%* *4%* CDE F	7 *69%* *1%*	182 *46%* *21%*	507 *44%* *58%*	181 *46%* *21%*	176 *40%* *20%*	216 *45%* *25%*	331 *47%* *38%*
2	**780** ***40%***	313 *40%* *40%*	467 *40%* *60%*	66 *31%* *8%* G	256 *41%* *33%* CG	328 *47%* *42%* CD FG	123 *34%* *16%* G	5 *11%* *1%*	3 *30%* *	162 *41%* *21%*	474 *41%* *61%*	144 *37%* *18%*	198 *45%* *25%* N	191 *40%* *24%*	258 *37%* *33%*
3	**219** ***11%***	92 *12%* *42%*	127 *11%* *58%*	23 *11%* *10%*	84 *13%* *38%* F	85 *12%* *39%* F	26 *7%* *12%*	1 *2%* *	* *2%* *	43 *11%* *20%*	128 *11%* *59%*	48 *12%* *22%*	46 *11%* *21%*	54 *11%* *25%*	83 *12%* *38%*
4	**55** ***3%***	17 *2%* *31%*	38 *3%* *69%*	4 *2%* *8%*	19 *3%* *34%*	21 *3%* *38%*	9 *3%* *17%*	1 *3%* *3%*	- - -	8 *2%* *15%*	35 *3%* *63%*	12 *3%* *22%*	10 *2%* *19%*	11 *2%* *20%*	23 *3%* *41%*
5	**18** ***1%***	9 *1%* *53%*	8 *1%* *47%*	2 *1%* *9%*	6 *1%* *33%*	8 *1%* *45%*	2 *1%* *13%*	- - -	- - -	3 *1%* *16%*	10 *1%* *56%*	5 *1%* *29%*	4 *1%* *22%*	4 *1%* *20%*	8 *1%* *43%*
6	**4** *	4 * *89%*	* * *11%*	- - -	2 * *38%*	3 * *62%*	- - -	- - -	- - -	- - -	3 * *77%*	1 * *23%*	2 * *38%*	2 * *39%*	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1037

Absolutes/col/row percents

9 Jul 2009

Q10b Number of children (under 16) in household

Base : All with children under 16 in household

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1956**	805 *41%*	1151 *59%*	200 *10%*	556 *28%*	752 *38%*	375 *19%*	56 *3%*	11 *1%*	411 *21%*	1232 *63%*	269 *14%*	297 *15%*	251 *13%*	550 *28%*
Effective Total	**1325**	549	776	130	380	527	260	38	8	302	888	185	268	231	493
7	**2** *	2 * * *100%*	- - - -	- - - -	2 * * *100%*	- - - -	- - - -	- - - -	- - - -	- - - -	2 * * *100%*	- - - -	2 * * *100%*	- - - -	- - - -
8	**1** *	1 * * *100%*	- - - -	- - - -	- - - -	1 * * *100%*	- - - -	- - - -	- - - -	- - - -	1 * * *100%*	- - - -	- - - -	- - - -	1 * * *100%*
9	* *	* * * *100%*	- - - -	- - - -	- - - -	* * * *100%*	- - - -	- - - -	- - - -	- - - -	* * * *100%*	- - - -	- - - -	- - - -	- - - -
Refused	* *	- - - -	* * * *100%*	- - - -	- - - -	* * * *	* * * *100%*	- - - -	- - - -	* * * *100%*	- - - -	- - - -	- - - -	- - - -	- - - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1037

Absolutes/col/row percents

9 Jul 2009

Q10b Number of children (under 16) in household

Base : All with children under 16 in household

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1956**	252 *13%*	280 *14%*	326 *17%*	1098 *56%*	1722 *88%*	205 *10%*	202 *10%*	1727 *88%*	1745 *89%*	1255 *64%*	483 *25%*	522 *27%*
Total (Wtd)	**1950**	158 *8%*	103 *5%*	71 *4%*	1618 *83%*	1728 *89%*	221 *11%*	200 *10%*	1717 *88%*	1741 *89%*	1251 *64%*	485 *25%*	519 *27%*
Effective Total	**1325**	234	259	298	968	1156	171	136	1170	1183	847	331	358
1	**871** ***45%***	73 *46%* *8%*	44 *43%* *5%*	31 *44%* *4%*	723 *45%* *83%*	787 *46%* *90%*	84 *38%* *10%*	79 *40%* *9%*	782 *46%* *90%*	791 *45%* *91%*	550 *44%* *63%*	238 *49%* *27%*	249 *48%* *29%*
2	**780** ***40%***	66 *42%* *8%*	41 *39%* *5%*	26 *37%* *3%*	647 *40%* *83%*	702 *41%* *90%*	77 *35%* *10%*	93 *47%* *12%*	672 *39%* *86%*	681 *39%* *87%*	490 *39%* *63%*	189 *39%* *24%*	202 *39%* *26%*
3	**219** ***11%***	13 *8%* *6%*	14 *13%* *6%*	9 *13%* *4%*	183 *11%* *83%*	182 *11%* *83%*	37 *17%* *17%* S	17 *9%* *8%*	195 *11%* *89%*	200 *12%* *92%*	151 *12%* *69%*	50 *10%* *23%*	56 *11%* *26%*
4	**55** ***3%***	5 *3%* *9%*	3 *3%* *5%*	3 *5%* *6%*	44 *3%* *80%*	39 *2%* *71%*	16 *7%* *29%* S	7 *4%* *13%*	48 *3%* *87%*	48 *3%* *87%*	40 *3%* *73%*	8 *2%* *14%*	10 *2%* *18%*
5	**18** ***1%***	1 *1%* *6%*	1 *1%* *4%*	1 *1%* *5%*	15 *1%* *85%*	10 *1%* *57%*	8 *3%* *43%* S	2 *1%* *11%*	16 *1%* *89%*	16 *1%* *89%*	15 *1%* *82%*	1 *** *7%*	2 *** *11%*
6	**4** ***	- - -	1 *1%* *23%* R	- - -	3 *** *77%*	4 *** *100%*	- - -	1 *1%* *23%*	3 *** *77%*	3 *** *77%*	3 *** *77%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1037

Absolutes/col/row percents

9 Jul 2009

Q10b Number of children (under 16) in household

Base : All with children under 16 in household

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1956**	252 *13%*	280 *14%*	326 *17%*	1098 *56%*	1722 *88%*	205 *10%*	202 *10%*	1727 *88%*	1745 *89%*	1255 *64%*	483 *25%*	522 *27%*
Effective Total	**1325**	234	259	298	968	1156	171	136	1170	1183	847	331	358
7	**2** *	- - -	- - -	- - -	2 * *100%*	2 * *100%*	- - -	- - -	2 * *100%*	2 * *100%*	2 * *100%*	- - -	- - -
8	**1** *	- - -	- - -	- - -	1 * *100%*	1 * *100%*	- - -	- - -	- - -	- - -	- - -	- - -	- - -
9	* *	- - -	- - -	* * *100%* R	- - -	* * *100%*	- - -	- - -	* * *100%*	* * *100%*	* * *100%*	- - -	- - -
Refused	* *	- - -	* * *	* * *100%* R	- - -	* * *100%*	* * *	* * *100%*	- - -	- - -	- - -	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1038

Absolutes/col/row percents

9 Jul 2009

Q10c Age of children under 16 in household

Base : All with children under 16 in household

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1956**	805 *41%*	1151 *59%*	200 *10%*	556 *28%*	752 *38%*	375 *19%*	56 *3%*	11 *1%*	411 *21%*	1232 *63%*	269 *14%*	297 *15%*	251 *13%*	550 *28%*
Total (Wtd)	**1950**	791 *41%*	1158 *59%*	214 *11%*	628 *32%*	690 *35%*	363 *19%*	44* *2%* *	10** *1%* **	398 *20%*	1161 *60%*	390 *20%*	438 *22%*	477 *24%*	703 *36%*
Effective Total	**1325**	549	776	130	380	527	260	38	8	302	888	185	268	231	493
0-4	**863** ***44%***	344 *43%* *40%*	519 *45%* *60%*	86 *40%* *10%* FG	463 *74%* *54%* CE FG	261 *38%* *30%* FG	44 *12%* *5%*	9 *21%* *1%*	* *2%* *	201 *50%* *23%* J	471 *41%* *55%*	191 *49%* *22%* J	214 *49%* *25%* M	188 *40%* *22%*	325 *46%* *38%*
5-11	**1048** ***54%***	416 *53%* *40%*	632 *55%* *60%*	89 *41%* *8%*	323 *51%* *31%* C	444 *64%* *42%* CD FG	170 *47%* *16%*	17 *38%* *2%*	5 *55%* *1%*	193 *48%* *18%*	636 *55%* *61%*	219 *56%* *21%*	238 *54%* *23%*	255 *54%* *24%*	376 *53%* *36%*
12-15	**735** ***38%***	315 *40%* *43%*	420 *36%* *57%*	100 *47%* *14%* D	77 *12%* *10%*	288 *42%* *39%* D	243 *67%* *33%* CDE G	21 *48%* *3%* D	6 *62%* *1%*	130 *33%* *18%*	483 *42%* *66%* IK	122 *31%* *17%*	150 *34%* *20%*	196 *41%* *27%*	253 *36%* *34%*
Refused	**15** ***1%***	3 * *21%*	11 *1%* *79%*	- - -	4 *1%* *27%*	5 *1%* *31%*	6 *2%* *42%*	- - -	- - -	4 *1%* *27%*	8 *1%* *56%*	2 *1%* *17%*	4 *1%* *29%*	5 *1%* *36%*	4 *1%* *27%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1038

Absolutes/col/row percents

9 Jul 2009

Q10c Age of children under 16 in household

Base : All with children under 16 in household

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1956**	252 *13%*	280 *14%*	326 *17%*	1098 *56%*	1722 *88%*	205 *10%*	202 *10%*	1727 *88%*	1745 *89%*	1255 *64%*	483 *25%*	522 *27%*
Total (Wtd)	**1950**	158 *8%*	103 *5%*	71 *4%*	1618 *83%*	1728 *89%*	221 *11%*	200 *10%*	1717 *88%*	1741 *89%*	1251 *64%*	485 *25%*	519 *27%*
Effective Total	**1325**	234	259	298	968	1156	171	136	1170	1183	847	331	358
0-4	**863** ***44%***	65 *41%* *7%*	44 *43%* *5%*	27 *38%* *3%*	727 *45%* *84%* Q	748 *43%* *87%*	115 *52%* *13%* S	71 *35%* *8%*	770 *45%* *89%* U	785 *45%* *91%* U	588 *47%* *68%* U	197 *41%* *23%*	213 *41%* *25%*
5-11	**1048** ***54%***	79 *50%* *7%*	61 *59%* *6%* O	39 *55%* *4%*	869 *54%* *83%*	915 *53%* *87%*	133 *60%* *13%*	123 *62%* *12%*	907 *53%* *87%*	922 *53%* *88%*	660 *53%* *63%*	259 *53%* *25%*	283 *54%* *27%*
12-15	**735** ***38%***	63 *40%* *9%*	41 *40%* *6%*	32 *45%* *4%* R	600 *37%* *82%*	659 *38%* *90%*	76 *34%* *10%*	78 *39%* *11%*	649 *38%* *88%*	655 *38%* *89%*	468 *37%* *64%*	183 *38%* *25%*	199 *38%* *27%*
Refused	**15** ***1%***	- - -	1 *1%* *4%*	* *1%* *3%*	13 *1%* *92%*	13 *1%* *88%*	2 *1%* *12%*	4 *2%* *26%*	11 *1%* *74%*	11 *1%* *74%*	9 *1%* *62%*	2 * *12%*	2 * *12%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1039

Absolutes/col/row percents

9 Jul 2009

Q10d Whether respondent parent/carer of children (under 16) in household

Base : All with children under 16 in household

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**1954**	805 *41%*	1149 *59%*	200 *10%*	556 *28%*	751 *38%*	374 *19%*	56 *3%*	11 *1%*	410 *21%*	1232 *63%*	269 *14%*	297 *15%*	251 *13%*	550 *28%*
Total (Wtd)	**1949**	791 *41%*	1158 *59%*	214 *11%*	628 *32%*	690 *35%*	363 *19%*	44* *2%* *	10** *1%* **	398 *20%*	1161 *60%*	390 *20%*	438 *22%*	477 *24%*	703 *36%*
Effective Total	**1325**	549	776	130	380	527	259	38	8	302	888	185	268	231	493
Yes	**1774** ***91%***	716 *90%* *40%*	1058 *91%* *60%*	84 *39%* *5%*	615 *98%* *35%* CG	682 *99%* *38%* CG	353 *97%* *20%* CG	35 *80%* *2%* C	6 *62%* *	373 *94%* *21%* J	1034 *89%* *58%*	367 *94%* *21%* J	413 *94%* *23%* N	439 *92%* *25%*	617 *88%* *35%*
No	**172** ***9%***	75 *10%* *44%*	96 *8%* *56%*	131 *61%* *76%* DEF G	11 *2%* *6%*	7 *1%* *4%*	10 *3%* *6%*	9 *20%* *5%* DEF	4 *38%* *2%*	25 *6%* *15%*	126 *11%* *73%* IK	21 *5%* *12%*	24 *5%* *14%*	37 *8%* *22%*	84 *12%* *49%* L
Refused	**4** *	- - -	4 * *100%*	- - -	2 * *60%*	1 * *40%*	- - -	- - -	- - -	- - -	1 * *40%*	2 *1%* *60%*	1 * *40%*	- - -	2 * *60%*

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	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**1954**	252 *13%*	279 *14%*	325 *17%*	1098 *56%*	1721 *88%*	204 *10%*	200 *10%*	1727 *88%*	1745 *89%*	1255 *64%*	483 *25%*	522 *27%*
Total (Wtd)	**1949**	158 *8%*	103 *5%*	70 *4%*	1618 *83%*	1728 *89%*	221 *11%*	200 *10%*	1717 *88%*	1741 *89%*	1251 *64%*	485 *25%*	519 *27%*
Effective Total	**1325**	234	259	297	968	1156	171	136	1170	1183	847	331	358
Yes	**1774** ***91%***	146 *93%* *8%*	97 *94%* *5%* Q	62 *88%* *4%*	1469 *91%* *83%*	1598 *92%* *90%* T	176 *80%* *10%*	168 *84%* *9%*	1577 *92%* *89%* U	1598 *92%* *90%* U	1151 *92%* *65%* U	443 *91%* *25%* U	474 *91%* *27%* U
No	**172** ***9%***	11 *7%* *7%*	7 *6%* *4%*	8 *12%* *5%* P	145 *9%* *85%*	126 *7%* *74%*	45 *20%* *26%* S	30 *15%* *17%* VWXY Z	139 *8%* *81%*	142 *8%* *83%*	99 *8%* *58%*	42 *9%* *24%*	45 *9%* *26%*
Refused	**4** ***	- - -	- - -	- - -	4 * *100%*	4 * *100%*	- - -	2 *1%* *60%* VWX	1 * *40%*	1 * *40%*	1 * *40%*	- - -	- - -

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1040

Absolutes/col/row percents

9 Jul 2009

Q10e Channels respondents' children watch regularly

Base : All parents/carers of children under 16 in household - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**869**	361 *42%*	508 *58%*	31 *4%*	262 *30%*	368 *42%*	184 *21%*	20 *2%*	3 *	176 *20%*	562 *65%*	117 *13%*	136 *16%*	116 *13%*	228 *26%*
Total (Wtd)	**880**	368 *42%*	512 *58%*	36** *4%* **	302 *34%*	342 *39%*	182 *21%*	15** *2%* ** * **	2**	181 *21%*	514 *58%*	184* *21%* *	201 *23%*	216 *25%*	311 *35%*
Effective Total	**590**	249	341	20	180	255	127	14	2	134	404	82	123	107	204
CBBC	**409** ***46%***	182 *49%* *44%*	227 *44%* *56%*	25 *68%* *6%*	140 *46%* *34%*	161 *47%* *39%*	76 *42%* *19%*	8 *51%* *2%*	- - -	76 *42%* *19%*	239 *47%* *59%*	93 *51%* *23%*	81 *41%* *20%*	111 *52%* *27%*	143 *46%* *35%*
CBeebies	**440** ***50%***	185 *50%* *42%*	256 *50%* *58%*	31 *87%* *7%*	194 *64%* *44%* EF	153 *45%* *35%* F	57 *31%* *13%*	6 *37%* *1%*	- - -	92 *51%* *21%*	250 *49%* *57%*	99 *54%* *22%*	103 *51%* *23%*	104 *48%* *24%*	159 *51%* *36%*
CITV	**286** ***33%***	112 *30%* *39%*	175 *34%* *61%*	11 *30%* *4%*	104 *34%* *36%*	120 *35%* *42%*	48 *27%* *17%*	3 *22%* *1%*	- - -	47 *26%* *16%*	176 *34%* *61%*	64 *35%* *22%*	60 *30%* *21%*	84 *39%* *29%*	89 *29%* *31%*
Nickelodeon channels	**304** ***35%***	129 *35%* *42%*	175 *34%* *58%*	14 *39%* *5%*	120 *40%* *39%* F	119 *35%* *39%*	46 *26%* *15%*	4 *28%* *1%*	- - -	55 *30%* *18%*	189 *37%* *62%*	59 *32%* *19%*	76 *38%* *25%*	74 *34%* *24%*	96 *31%* *31%*
Disney channels	**322** ***37%***	128 *35%* *40%*	194 *38%* *60%*	15 *41%* *5%*	125 *41%* *39%* F	124 *36%* *39%*	51 *28%* *16%*	6 *38%* *2%*	2 *75%* *1%*	54 *30%* *17%*	205 *40%* *64%* I	63 *34%* *20%*	79 *39%* *24%*	86 *40%* *27%*	94 *30%* *29%*
BBC1	**436** ***50%***	197 *54%* *45%*	239 *47%* *55%*	6 *15%* *1%*	111 *37%* *26%*	182 *53%* *42%* D	122 *67%* *28%* DE	12 *82%* *3%*	2 *94%* *1%*	74 *41%* *17%*	275 *53%* *63%* I	88 *48%* *20%*	88 *44%* *20%*	128 *59%* *29%* LN	143 *46%* *33%*

GfK NOP

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

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Table 1040

Absolutes/col/row percents

9 Jul 2009

Q10e Channels respondents' children watch regularly

Base : All parents/carers of children under 16 in household - Q3 and Q4 only

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**869**	361 *42%*	508 *58%*	31 *4%*	262 *30%*	368 *42%*	184 *21%*	20 *2%*	3 *	176 *20%*	562 *65%*	117 *13%*	136 *16%*	116 *13%*	228 *26%*
Effective Total	**590**	249	341	20	180	255	127	14	2	134	404	82	123	107	204
BBC2	**238** ***27%***	106 *29%* *44%*	132 *26%* *56%*	9 *24%* *4%*	51 *17%* *21%*	93 *27%* *39%* D	76 *42%* *32%* DE	7 *47%* *3%*	2 *75%* *1%*	45 *25%* *19%*	142 *28%* *60%*	51 *28%* *22%*	49 *24%* *20%*	65 *30%* *27%*	80 *26%* *34%*
ITV1	**386** ***44%***	170 *46%* *44%*	216 *42%* *56%*	11 *30%* *3%*	98 *32%* *25%*	160 *47%* *41%* D	104 *57%* *27%* D	11 *72%* *3%*	2 *94%* *1%*	60 *33%* *16%*	239 *47%* *62%* I	86 *47%* *22%* I	86 *43%* *22%*	111 *51%* *29%* N	122 *39%* *32%*
Channel 4	**308** ***35%***	139 *38%* *45%*	169 *33%* *55%*	6 *17%* *2%*	75 *25%* *24%*	120 *35%* *39%* D	95 *52%* *31%* DE	10 *68%* *3%*	2 *75%* *1%*	53 *29%* *17%*	195 *38%* *63%*	60 *33%* *19%*	61 *31%* *20%*	96 *45%* *31%* LN	99 *32%* *32%*
S4C	**9** ***1%***	2 *1%* *24%*	7 *1%* *76%*	1 *3%* *11%*	3 *1%* *27%*	4 *1%* *39%*	2 *1%* *23%*	- - -	- - -	2 *1%* *18%*	7 *1%* *69%*	1 *1%* *13%*	- - -	- - -	- - -
Five	**243** ***28%***	114 *31%* *47%*	129 *25%* *53%*	3 *9%* *1%*	66 *22%* *27%*	90 *26%* *37%*	74 *41%* *31%* DE	7 *49%* *3%*	2 *75%* *1%*	50 *28%* *21%*	145 *28%* *60%*	47 *26%* *19%*	54 *27%* *22%*	74 *34%* *30%*	74 *24%* *31%*
My children do not watch TV	**58** ***7%***	31 *8%* *53%*	27 *5%* *47%*	* * *	33 *11%* *56%* F	20 *6%* *34%*	6 *3%* *10%*	* *2%* *	- - -	19 *10%* *32%* J	24 *5%* *42%*	15 *8%* *26%*	9 *5%* *16%*	15 *7%* *25%*	27 *9%* *46%*
I am not sure what channels my children watch	**15** ***2%***	8 *2%* *54%*	7 *1%* *46%*	- - -	1 * *4%*	6 *2%* *38%*	7 *4%* *49%* D	1 *7%* *7%*	* *6%* *1%*	3 *2%* *20%*	10 *2%* *67%*	2 *1%* *13%*	4 *2%* *25%*	* * *	8 *3%* *54%*

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Table 1040

Absolutes/col/row percents

9 Jul 2009

Q10e Channels respondents' children watch regularly

Base : All parents/carers of children under 16 in household - Q3 and Q4 only

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**869**	121 *14%*	139 *16%*	129 *15%*	480 *55%*	788 *91%*	66 *8%*	60 *7%*	792 *91%*	803 *92%*	577 *66%*	223 *26%*	236 *27%*
Total (Wtd)	**880**	74 *8%*	51 *6%*	28 *3%*	727 *83%*	798 *91%*	81* *9%* *	65* *7%* *	795 *90%*	809 *92%*	577 *66%*	229 *26%*	237 *27%*
Effective Total	**590**	112	127	118	428	535	55	41	538	545	387	155	163
CBBC	**409** ***46%***	32 *43%* *8%*	29 *57%* *7%* OR	12 *45%* *3%*	335 *46%* *82%*	359 *45%* *88%*	50 *61%* *12%* S	35 *54%* *9%*	364 *46%* *89%*	373 *46%* *91%*	249 *43%* *61%*	123 *54%* *30%* X	128 *54%* *31%* X
CBeebies	**440** ***50%***	32 *44%* *7%*	28 *55%* *6%*	14 *50%* *3%*	366 *50%* *83%*	391 *49%* *89%*	49 *60%* *11%*	32 *49%* *7%*	395 *50%* *90%*	407 *50%* *92%*	292 *51%* *66%*	114 *50%* *26%*	117 *49%* *26%*
CITV	**286** ***33%***	25 *34%* *9%*	18 *36%* *6%*	10 *36%* *4%*	233 *32%* *81%*	257 *32%* *90%*	29 *36%* *10%*	16 *24%* *6%*	265 *33%* *93%*	271 *33%* *94%*	171 *30%* *60%*	99 *43%* *35%* UVWX	102 *43%* *36%* UVWX
Nickelodeon channels	**304** ***35%***	25 *34%* *8%*	20 *39%* *7%*	13 *46%* *4%* R	246 *34%* *81%*	271 *34%* *89%*	33 *41%* *11%*	12 *18%* *4%*	283 *36%* *93%* UYZ	292 *36%* *96%* UYZ	273 *47%* *90%* UVWYZ	19 *8%* *6%*	19 *8%* *6%*
Disney channels	**322** ***37%***	33 *44%* *10%*	18 *36%* *6%*	12 *44%* *4%*	259 *36%* *80%*	279 *35%* *87%*	42 *52%* *13%* S	11 *17%* *3%*	303 *38%* *94%* UYZ	311 *38%* *97%* UYZ	290 *50%* *90%* UVWYZ	21 *9%* *7%*	24 *10%* *7%*
BBC1	**436** ***50%***	36 *49%* *8%*	28 *55%* *6%*	14 *50%* *3%*	358 *49%* *82%*	404 *51%* *93%*	32 *39%* *7%*	31 *47%* *7%*	399 *50%* *92%*	405 *50%* *93%*	265 *46%* *61%*	137 *60%* *31%* VWX	142 *60%* *33%* VWX

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BBC2	**238** ***27%***	21 *28%* *9%*	15 *30%* *6%*	8 *29%* *3%*	194 *27%* *82%*	218 *27%* *91%*	20 *25%* *9%*	19 *29%* *8%*	213 *27%* *89%*	220 *27%* *92%*	135 *23%* *57%*	82 *36%* *34%* VWX	83 *35%* *35%* VWX
ITV1	**386** ***44%***	33 *44%* *8%*	23 *45%* *6%*	12 *44%* *3%*	318 *44%* *82%*	359 *45%* *93%*	27 *33%* *7%*	34 *53%* *9%*	343 *43%* *89%*	351 *43%* *91%*	239 *41%* *62%*	111 *49%* *29%*	115 *48%* *30%*
Channel 4	**308** ***35%***	26 *35%* *8%*	15 *30%* *5%*	11 *40%* *4%*	256 *35%* *83%*	288 *36%* *93%*	21 *25%* *7%*	25 *38%* *8%*	279 *35%* *90%*	283 *35%* *92%*	192 *33%* *62%*	88 *38%* *28%*	93 *39%* *30%*
S4C	**9** ***1%***	- - -	9 *19%* *100%* OQR	- - -	- - -	9 *1%* *100%*	- - -	2 *3%* *17%*	7 *1%* *79%*	8 *1%* *83%*	5 *1%* *52%*	3 *1%* *31%*	3 *1%* *31%*
Five	**243** ***28%***	20 *27%* *8%*	14 *29%* *6%*	6 *23%* *3%*	201 *28%* *83%*	226 *28%* *93%*	17 *21%* *7%*	17 *26%* *7%*	219 *28%* *90%*	226 *28%* *93%*	134 *23%* *55%*	89 *39%* *37%* VWX	93 *39%* *38%* VWX
My children do not watch TV	**58** ***7%***	4 *5%* *6%*	2 *5%* *4%*	1 *4%* *2%*	51 *7%* *88%*	53 *7%* *91%*	5 *6%* *9%*	6 *9%* *10%*	48 *6%* *83%*	48 *6%* *83%*	31 *5%* *53%*	17 *7%* *29%*	18 *8%* *31%*
I am not sure what channels my children watch	**15** ***2%***	2 *2%* *11%*	1 *2%* *7%*	1 *2%* *4%*	12 *2%* *79%*	15 *2%* *98%*	* * *2%*	2 *3%* *14%*	13 *2%* *86%*	13 *2%* *86%*	9 *2%* *63%*	4 *2%* *24%*	4 *1%* *24%*

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1041

Absolutes/col/row percents

9 Jul 2009

Q11 Ethnic origin

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
White British	**5909** ***86%***	2808 *85%* *48%*	3101 *87%* *52%*	537 *75%* *9%*	1105 *79%* *19%*	993 *84%* *17%* CD	1102 *90%* *19%* CD E	968 *94%* *16%* CD EF	1201 *92%* *20%* CDE	1051 *85%* *18%*	2922 *85%* *49%*	1936 *88%* *33%* IJ	1578 *96%* *27%* MN	1587 *93%* *27%* N	1786 *77%* *30%*
White Irish	**135** ***2%***	70 *2%* *51%*	66 *2%* *49%*	15 *2%* *11%*	28 *2%* *21%*	30 *3%* *23%*	25 *2%* *19%*	15 *1%* *11%*	21 *2%* *16%*	21 *2%* *15%*	67 *2%* *49%*	48 *2%* *35%*	8 *** *6%*	10 *1%* *7%*	35 *2%* *26%* LM
Other White background	**328** ***5%***	155 *5%* *47%*	173 *5%* *53%*	33 *5%* *10%*	94 *7%* *29%* FG	60 *5%* *18%* G	48 *4%* *15%*	28 *3%* *9%*	65 *5%* *20%* G	68 *5%* *21%*	158 *5%* *48%*	102 *5%* *31%*	25 *1%* *7%*	48 *3%* *15%*	149 *6%* *45%* LM
Black Caribbean	**79** ***1%***	42 *1%* *53%*	37 *1%* *47%*	20 *3%* *25%* FG H	25 *2%* *31%* GH	18 *1%* *22%* GH	13 *1%* *16%* GH	1 *** *1%*	3 *** *4%*	7 *1%* *8%*	41 *1%* *52%*	31 *1%* *39%*	5 *** *6%*	11 *1%* *14%*	63 *3%* *79%* LM
Black African	**67** ***1%***	42 *1%* *63%* B	25 *1%* *37%*	25 *3%* *37%* DE FGH	20 *1%* *30%* GH	14 *1%* *21%* GH	7 *1%* *11%* H	1 *** *2%*	- - -	7 *1%* *10%*	48 *1%* *71%* IK	13 *1%* *19%*	1 *** *2%*	1 *** *2%*	63 *3%* *94%* LM
Other Black background	**21** ***	8 *** *41%*	12 *** *59%*	7 *1%* *32%* GH	8 *1%* *41%* GH	3 *** *16%*	2 *** *11%*	* * *1%*	- - -	2 *** *10%*	12 *** *60%*	6 *** *30%*	4 *** *20%*	3 *** *14%*	13 *1%* *64%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1041

Absolutes/col/row percents

9 Jul 2009

Q11 Ethnic origin

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Indian	**108** ***2%***	73 *2%* *67%* B	35 *1%* *33%*	17 *2%* *16%* GH	50 *4%* *46%* EF GH	22 *2%* *20%* GH	12 *1%* *11%*	4 * *4%*	4 * *4%*	36 *3%* *33%* JK	56 *2%* *52%* K	16 *1%* *15%*	6 * *6%*	28 *2%* *26%* L	71 *3%* *66%* LM
Pakistani	**52** ***1%***	21 *1%* *41%*	31 *1%* *59%*	23 *3%* *45%* DE FGH	14 *1%* *27%* FG H	12 *1%* *22%* FGH	2 * *4%*	1 * *1%*	1 * *1%*	13 *1%* *25%*	28 *1%* *54%*	11 * *20%*	9 *1%* *17%*	10 *1%* *19%*	31 *1%* *60%* L
Bangladeshi	**14** *	11 * *79%*	3 * *21%*	6 *1%* *39%* FG H	7 *1%* *52%* FH	1 * *9%*	- - -	- - -	- - -	3 * *18%*	6 * *44%*	6 * *38%*	- - -	- - -	14 *1%* *97%* LM
Other Asian background	**59** ***1%***	28 *1%* *48%*	30 *1%* *52%*	13 *2%* *22%* FG H	22 *2%* *37%* FG H	17 *1%* *29%* FGH	4 * *6%*	3 * *4%*	1 * *1%*	13 *1%* *22%*	35 *1%* *60%*	11 *1%* *19%*	2 * *3%*	5 * *9%*	49 *2%* *84%* LM
Mixed Race	**31** *	8 * *26%*	23 *1%* *74%* A	13 *2%* *43%* EF GH	9 *1%* *30%* F	4 * *14%*	1 * *3%*	1 * *4%*	2 * *6%*	3 * *10%*	24 *1%* *78%* K	3 * *11%*	* * *	4 * *13%*	25 *1%* *81%* LM
Chinese	**10** *	3 * *33%*	6 * *67%*	3 * *34%*	4 * *44%*	1 * *8%*	- - -	1 * *7%*	1 * *8%*	1 * *9%*	9 * *91%*	- - -	1 * *7%*	- - -	8 * *87%*
Other ethnic group	**32** *	16 * *50%*	16 * *50%*	3 * *10%*	14 *1%* *44%* H	5 * *16%*	4 * *12%*	3 * *9%*	3 * *10%*	9 *1%* *28%*	15 * *48%*	8 * *24%*	5 * *16%*	4 * *12%*	19 *1%* *59%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1041

Absolutes/col/row percents

9 Jul 2009

Q11 Ethnic origin

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Refused	**1**	* * *59%*	* * *41%*	* * *13%*	* * *13%*	* * *8%*	* * *31%*	* * *20%*	* * *10%*	* * *7%*	* * *50%*	* * *42%*	* * *16%*	* * *14%*	* * *61%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1041

Absolutes/col/row percents

9 Jul 2009

Q11 Ethnic origin

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
White British	**5909** ***86%***	537 *87%* *9%* Q	297 *87%* *5%* Q	124 *61%* *2%*	4950 *87%* *84%* Q	5909 *93%* *100%* T	- - -	888 *83%* *15%*	4940 *87%* *84%* UX	5000 *87%* *85%* UX	3055 *85%* *52%*	1931 *91%* *33%* UVWX	2050 *90%* *35%* UVWX
White Irish	**135** ***2%***	6 *1%* *5%*	2 *1%* *2%*	73 *36%* *54%* OPR	53 *1%* *39%*	135 *2%* *100%* T	- - -	27 *2%* *20%*	107 *2%* *79%*	108 *2%* *80%*	68 *2%* *51%*	39 *2%* *29%*	42 *2%* *31%*
Other White background	**328** ***5%***	61 *10%* *19%* QR	40 *12%* *12%* QR	6 *3%* *2%*	222 *4%* *68%*	328 *5%* *100%* T	- - -	56 *5%* *17%*	261 *5%* *80%*	265 *5%* *81%*	174 *5%* *53%*	89 *4%* *27%*	99 *4%* *30%*
Black Caribbean	**79** ***1%***	- - -	- - -	* * *	79 *1%* *100%* OPQ	- - -	79 *17%* *100%* S	18 *2%* *22%* YZ	55 *1%* *70%*	60 *1%* *76%*	46 *1%* *59%* Z	14 *1%* *17%*	14 *1%* *17%*
Black African	**67** ***1%***	1 * *2%*	- - -	- - -	66 *1%* *98%* OPQ	- - -	67 *14%* *100%* S	12 *1%* *18%* YZ	55 *1%* *82%* YZ	55 *1%* *82%* YZ	51 *1%* *75%* YZ	5 * *7%*	5 * *7%*
Other Black background	**21** *	- - -	- - -	* * *2%*	20 * *98%*	- - -	21 *4%* *100%* S	1 * *5%*	20 * *95%*	20 * *95%*	14 * *67%*	6 * *28%*	7 * *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1041

Absolutes/col/row percents

9 Jul 2009

Q11 Ethnic origin

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Indian	**108** ***2%***	2 * *2%*	1 * *1%*	* * *	105 *2%* *97%* OPQ	- - -	108 *23%* *100%* S	27 *2%* *24%* VWYZ	80 *1%* *74%* YZ	80 *1%* *74%* YZ	66 *2%* *61%* YZ	15 *1%* *14%*	16 *1%* *14%*
Pakistani	**52** ***1%***	2 * *4%*	- - -	* * *	50 *1%* *96%* PQ	- - -	52 *11%* *100%* S	14 *1%* *27%* YZ	37 *1%* *71%* YZ	38 *1%* *73%* YZ	34 *1%* *66%* YZ	4 * *7%*	4 * *7%*
Bangladeshi	**14** *	- - -	* * *3%*	- - -	14 * *97%*	- - -	14 *3%* *100%* S	1 * *8%*	12 * *86%*	12 * *86%*	12 * *86%* YZ	- - -	- - -
Other Asian background	**59** ***1%***	2 * *3%*	1 * *1%*	* * *	56 *1%* *96%* OPQ	- - -	59 *12%* *100%* S	10 *1%* *17%*	48 *1%* *83%*	49 *1%* *83%*	38 *1%* *64%*	11 *1%* *19%*	12 *1%* *21%*
Mixed Race	**31** *	1 * *2%*	1 * *2%*	1 * *2%*	29 *1%* *95%*	- - -	31 *7%* *100%* S	6 *1%* *18%*	24 * *79%*	24 * *79%*	18 * *57%*	7 * *21%*	7 * *22%*
Chinese	**10** *	1 * *7%*	- - -	- - -	9 * *93%*	- - -	10 *2%* *100%* S	5 * *48%* VWYZ	5 * *52%*	5 * *52%*	4 * *41%*	1 * *11%*	1 * *11%*
Other ethnic group	**32** *	3 *1%* *10%*	1 * *2%*	* * *	28 * *87%*	- - -	32 *7%* *100%* S	5 * *17%*	26 * *83%*	26 * *83%*	17 * *52%*	10 * *31%*	11 * *35%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1041

Absolutes/col/row percents

9 Jul 2009

Q11 Ethnic origin

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002	979	982	3882	6322	433	1104	5639	5709	3672	2018	2166
		15%	*14%*	*14%*	*57%*	*92%*	*6%*	*16%*	*82%*	*83%*	*54%*	*29%*	*32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Refused	**1**	*	*	*	1	-	-	*	1	1	*	*	*
	*	*	*	*	*	-	-	*	*	*	*	*	*
		2%	*3%*	*4%*	*90%*	-	-	*8%*	*87%*	*87%*	*58%*	*29%*	*32%*

GfK NOP

Prepared by GfK NOP Media (JN 400602)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1042

Absolutes/col/row percents

9 Jul 2009

Q11a Whether can speak/understand Welsh

Base : All in Welsh sample

	TOTAL	Gender		Age						Social grade		
		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)
Total (Unwtd)	**979**	445 *45%*	534 *55%*	63 *6%*	156 *16%*	163 *17%*	203 *21%*	199 *20%*	191 *20%*	173 *18%*	525 *54%*	264 *27%*
Total (Wtd)	**342**	155 *45%*	188 *55%*	27* *8%* *	65 *19%*	56 *16%*	69 *20%*	60 *17%*	64 *19%*	54 *16%*	166 *49%*	122 *36%*
Effective Total	**894**	404	490	58	146	153	190	184	176	168	508	251
Yes	**156** ***46%***	69 *45%* *44%*	87 *47%* *56%*	16 *58%* *10%* H	28 *43%* *18%*	26 *47%* *17%*	33 *48%* *21%*	26 *44%* *17%*	27 *42%* *17%*	28 *53%* *18%* K	77 *46%* *49%*	51 *42%* *33%*
No	**186** ***54%***	86 *55%* *46%*	100 *53%* *54%*	12 *42%* *6%*	38 *57%* *20%*	30 *53%* *16%*	36 *52%* *19%*	34 *56%* *18%*	37 *58%* *20%* C	25 *47%* *14%*	89 *54%* *48%*	71 *58%* *38%* I
Don't know	* *	* * *	* * *100%*	- - -	* * *	- - -	* * *99%*	- - -	* * *1%*	- - -	* * *99%*	* * *1%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1042

Absolutes/col/row percents

9 Jul 2009

Q11a Whether can speak/understand Welsh

Base : All in Welsh sample

		Nation	Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Wales (P)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**979**	979 *100%*	957 *98%*	14 *1%*	142 *15%*	824 *84%*	834 *85%*	577 *59%*	256 *26%*	285 *29%*
Total (Wtd)	**342**	342 *100%*	339 *99%*	3** *1%* **	49 *14%*	289 *84%*	292 *85%*	202 *59%*	90 *26%*	100 *29%*
Effective Total	**894**	894	883	10	130	753	761	528	233	258
Yes	**156** ***46%***	156 *46%* *100%*	156 *46%* *100%*	1 *18%* *	24 *49%* *15%*	131 *45%* *84%*	132 *45%* *84%*	90 *44%* *57%*	42 *47%* *27%*	47 *47%* *30%*
No	**186** ***54%***	186 *54%* *100%*	183 *54%* *98%*	3 *82%* *2%*	25 *51%* *13%*	158 *55%* *85%*	161 *55%* *87%*	113 *56%* *61%*	48 *53%* *26%*	53 *53%* *29%*
Don't know	* *	* * *100%*	* * *99%*	- - -	* *1%* *100%* VW	* * *	* * *	- - -	* * *	* * *

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1043

Absolutes/col/row percents

9 Jul 2009

Q12 Chief income earner (CIE)

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Self	**4416** ***65%***	2681 *82%* *61%* B	1735 *49%* *39%*	215 *30%* *5%*	884 *63%* *20%* C	759 *64%* *17%* C	810 *66%* *18%* C	680 *66%* *15%* C	1068 *82%* *24%* CDEF G	770 *62%* *17%*	2073 *61%* *47%*	1574 *72%* *36%* IJ	1026 *62%* *23%*	1115 *65%* *25%*	1527 *66%* *35%*
Spouse/partner	**1823** ***27%***	313 *10%* *17%*	1510 *42%* *83%* A	99 *14%* *5%*	433 *31%* *24%* CH	391 *33%* *21%* CH	378 *31%* *21%* CH	316 *31%* *17%* CH	205 *16%* *11%*	377 *31%* *21%* K	1005 *29%* *55%* K	441 *20%* *24%*	497 *30%* *27%* MN	444 *26%* *24%*	554 *24%* *30%*
Other adult	**606** ***9%***	292 *9%* *48%*	314 *9%* *52%*	402 *56%* *66%* DE FGH	84 *6%* *14%* EFG H	31 *3%* *5%*	31 *3%* *5%*	29 *3%* *5%*	29 *2%* *5%*	85 *7%* *14%*	345 *10%* *57%* IK	175 *8%* *29%*	120 *7%* *20%*	152 *9%* *25%*	245 *11%* *41%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1043

Absolutes/col/row percents

9 Jul 2009

Q12 Chief income earner (CIE)

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Self	**4416** ***65%***	405 *66%* *9%* Q	220 *64%* *5%*	123 *60%* *3%*	3669 *65%* *83%* Q	4149 *65%* *94%* T	267 *57%* *6%*	775 *73%* *18%* VWXY Z	3567 *63%* *81%*	3616 *63%* *82%*	2208 *61%* *50%*	1401 *66%* *32%* X	1491 *66%* *34%* VX
Spouse/partner	**1823** ***27%***	177 *29%* *10%*	97 *28%* *5%*	54 *26%* *3%*	1495 *26%* *82%*	1732 *27%* *95%* T	91 *19%* *5%*	216 *20%* *12%*	1585 *28%* *87%* U	1600 *28%* *88%* U	1019 *28%* *56%* U	574 *27%* *31%* U	609 *27%* *33%* U
Other adult	**606** ***9%***	35 *6%* *6%*	25 *7%* *4%*	28 *14%* *5%* OPR	517 *9%* *85%* O	491 *8%* *81%*	114 *24%* *19%* S	77 *7%* *13%*	521 *9%* *86%* YZ	527 *9%* *87%* YZ	370 *10%* *61%* UYZ	157 *7%* *26%*	166 *7%* *27%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1044

Absolutes/col/row percents

9 Jul 2009

Q13 Respondent's working status

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Working full time (30+ hrs)	**3688** ***54%***	1990 *61%* *54%* B	1698 *48%* *46%*	385 *54%* *10%* GH	1095 *78%* *30%* CF GH	887 *75%* *24%* CG H	872 *72%* *24%* CG H	394 *38%* *11%* H	55 *4%* *1%*	853 *69%* *23%* K	2385 *70%* *65%* K	449 *21%* *12%*	852 *52%* *23%*	928 *54%* *25%*	1296 *56%* *35%*
Working part time (8-29 hrs)	**626** ***9%***	191 *6%* *30%*	436 *12%* *70%* A	97 *14%* *16%* DF H	110 *8%* *17%* H	140 *12%* *22%* DH	117 *10%* *19%* H	126 *12%* *20%* DH	37 *3%* *6%*	98 *8%* *16%*	362 *11%* *58%* IK	166 *8%* *27%*	147 *9%* *23%*	163 *10%* *26%*	202 *9%* *32%*
Working part time (under 8 hrs)	**54** ***1%***	22 *1%* *40%*	32 *1%* *60%*	6 *1%* *11%*	5 *** *9%*	4 *** *8%*	15 *1%* *27%* D	10 *1%* *19%*	14 *1%* *26%*	8 *1%* *15%*	27 *1%* *50%*	19 *1%* *35%*	11 *1%* *21%*	17 *1%* *31%*	15 *1%* *28%*
Unemployed	**593** ***9%***	216 *7%* *36%*	377 *11%* *64%* A	64 *9%* *11%* H	159 *11%* *27%* GH	120 *10%* *20%* H	137 *11%* *23%* GH	79 *8%* *13%* H	35 *3%* *6%*	51 *4%* *9%*	110 *3%* *19%*	432 *20%* *73%* IJ	130 *8%* *22%*	133 *8%* *22%*	223 *10%* *38%*
Student	**198** ***3%***	82 *2%* *41%*	116 *3%* *59%*	156 *22%* *79%* DE FGH	25 *2%* *13%* FGH	11 *1%* *6%* GH	5 *** *3%*	- - -	* * *	24 *2%* *12%*	137 *4%* *70%* IK	36 *2%* *18%*	45 *3%* *23%*	42 *2%* *21%*	84 *4%* *42%*
Retired	**1686** ***25%***	785 *24%* *47%*	901 *25%* *53%*	7 *1%* ***	7 *1%* ***	18 *1%* *1%* D	74 *6%* *4%* CD E	417 *41%* *25%* CD EF	1161 *89%* *69%* CDEF G	198 *16%* *12%* J	400 *12%* *24%*	1088 *50%* *65%* IJ	458 *28%* *27%* N	429 *25%* *25%*	507 *22%* *30%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1044

Absolutes/col/row percents

9 Jul 2009

Q13 Respondent's working status

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Working full time (30+ hrs)	**3688** ***54%***	321 *52%* *9%*	173 *51%* *5%*	118 *57%* *3%* OP	3076 *54%* *83%*	3401 *53%* *92%*	286 *61%* *8%* S	422 *40%* *11%*	3209 *57%* *87%* UYZ	3243 *56%* *88%* UYZ	2162 *60%* *59%* UVWYZ	1073 *50%* *29%* U	1131 *50%* *31%* U
Working part time (8-29 hrs)	**626** ***9%***	58 *9%* *9%*	37 *11%* *6%*	19 *9%* *3%*	512 *9%* *82%*	574 *9%* *92%*	52 *11%* *8%*	94 *9%* *15%*	523 *9%* *83%*	527 *9%* *84%*	351 *10%* *56%*	175 *8%* *28%*	193 *9%* *31%*
Working part time (under 8 hrs)	**54** ***1%***	7 *1%* *12%*	2 *1%* *4%*	2 *1%* *4%*	43 *1%* *80%*	48 *1%* *88%*	6 *1%* *12%*	7 *1%* *14%*	45 *1%* *84%*	47 *1%* *86%*	21 *1%* *38%*	26 *1%* *48%* X	26 *1%* *49%* X
Unemployed	**593** ***9%***	52 *8%* *9%*	34 *10%* *6%*	20 *10%* *3%*	487 *9%* *82%*	537 *8%* *91%*	56 *12%* *9%* S	96 *9%* *16%*	484 *9%* *82%*	494 *9%* *83%*	304 *8%* *51%*	189 *9%* *32%*	210 *9%* *35%*
Student	**198** ***3%***	11 *2%* *6%*	8 *2%* *4%*	8 *4%* *4%* OP	170 *3%* *86%*	143 *2%* *72%*	55 *12%* *28%* S	39 *4%* *20%*	155 *3%* *79%*	158 *3%* *80%*	107 *3%* *54%*	51 *2%* *26%*	59 *3%* *30%*
Retired	**1686** ***25%***	167 *27%* *10%* Q	88 *26%* *5%* Q	38 *18%* *2%*	1393 *25%* *83%* Q	1668 *26%* *99%* T	18 *4%* *1%*	410 *38%* *24%* VWXY Z	1256 *22%* *74%* X	1274 *22%* *76%* X	652 *18%* *39%*	617 *29%* *37%* VWX	647 *29%* *38%* VWX

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1045

Absolutes/col/row percents

9 Jul 2009

Social grade

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
A	**125** ***2%***	77 *2%* *61%* B	49 *1%* *39%*	8 *1%* *6%*	31 *2%* *25%*	30 *3%* *24%*	23 *2%* *18%*	15 *1%* *12%*	19 *1%* *15%*	125 *10%* *100%* JK	- - -	- - -	29 *2%* *23%*	25 *1%* *20%*	51 *2%* *41%*
B	**1107** ***16%***	530 *16%* *48%*	577 *16%* *52%*	81 *11%* *7%*	305 *22%* *28%* CF GH	237 *20%* *21%* CG H	209 *17%* *19%* CG H	138 *13%* *12%*	136 *10%* *12%*	1107 *90%* *100%* JK	- - -	- - -	243 *15%* *22%*	270 *16%* *24%*	423 *18%* *38%* L
C1	**2048** ***30%***	988 *30%* *48%*	1060 *30%* *52%*	244 *34%* *12%* GH	502 *36%* *25%* GH	419 *36%* *20%* GH	411 *34%* *20%* GH	279 *27%* *14%* H	192 *15%* *9%*	- - -	2048 *60%* *100%* IK	- - -	479 *29%* *23%*	459 *27%* *22%*	786 *34%* *38%* LM
C2	**1374** ***20%***	699 *21%* *51%* B	675 *19%* *49%*	171 *24%* *12%* GH	309 *22%* *22%* H	284 *24%* *21%* GH	299 *24%* *22%* GH	192 *19%* *14%* H	120 *9%* *9%*	- - -	1374 *40%* *100%* IK	- - -	322 *20%* *23%*	368 *21%* *27%* N	422 *18%* *31%*
D	**723** ***11%***	354 *11%* *49%*	369 *10%* *51%*	134 *19%* *19%* DE FGH	142 *10%* *20%* H	106 *9%* *15%* H	140 *11%* *19%* H	122 *12%* *17%* EH	80 *6%* *11%*	- - -	- - -	723 *33%* *100%* IJ	183 *11%* *25%* N	210 *12%* *29%* N	195 *8%* *27%*
E	**1467** ***21%***	638 *19%* *43%*	829 *23%* *57%* A	77 *11%* *5%*	111 *8%* *8%*	105 *9%* *7%*	138 *11%* *9%* D	280 *27%* *19%* CD EF	754 *58%* *51%* CDEFG	- - -	- - -	1467 *67%* *100%* IJ	387 *24%* *26%* N	381 *22%* *26%*	449 *19%* *31%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1045

Absolutes/col/row percents

9 Jul 2009

Social grade

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Refused/Not classified	*	*	*	*	*	*	*	*	*	-	-	-	*	*	*
	*	*	*	*	*	*	*	*	*	-	-	-	*	*	*
		46%	*54%*	*14%*	*28%*	*17%*	*19%*	*11%*	*11%*	-	-	-	*24%*	*22%*	*38%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1045

Absolutes/col/row percents

9 Jul 2009

Social grade

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
A	**125** ***2%***	11 *2%* *9%*	6 *2%* *5%*	4 *2%* *3%*	104 *2%* *83%*	112 *2%* *89%*	13 *3%* *11%*	15 *1%* *12%*	109 *2%* *86%*	109 *2%* *86%*	68 *2%* *54%*	39 *2%* *31%*	41 *2%* *33%*
B	**1107** ***16%***	90 *15%* *8%*	48 *14%* *4%*	32 *16%* *3%*	936 *16%* *85%*	1027 *16%* *93%*	79 *17%* *7%*	161 *15%* *15%*	930 *16%* *84%*	940 *16%* *85%*	580 *16%* *52%*	359 *17%* *32%*	377 *17%* *34%*
C1	**2048** ***30%***	178 *29%* *9%*	86 *25%* *4%*	61 *30%* *3%* P	1724 *30%* *84%* P	1876 *29%* *92%*	172 *36%* *8%* S	286 *27%* *14%*	1732 *31%* *85%* U	1749 *30%* *85%* U	1132 *31%* *55%* U	613 *29%* *30%*	659 *29%* *32%*
C2	**1374** ***20%***	132 *21%* *10%*	81 *24%* *6%* R	49 *24%* *4%* R	1112 *20%* *81%*	1270 *20%* *92%*	104 *22%* *8%*	182 *17%* *13%*	1177 *21%* *86%* UYZ	1187 *21%* *86%* UYZ	825 *23%* *60%* UVWYZ	355 *17%* *26%*	383 *17%* *28%*
D	**723** ***11%***	72 *12%* *10%*	43 *13%* *6%*	21 *10%* *3%*	587 *10%* *81%*	670 *11%* *93%*	54 *11%* *7%*	82 *8%* *11%*	629 *11%* *87%* U	635 *11%* *88%* U	407 *11%* *56%* U	228 *11%* *32%* U	236 *10%* *33%* U
E	**1467** ***21%***	133 *22%* *9%*	79 *23%* *5%* Q	38 *18%* *3%*	1217 *21%* *83%*	1416 *22%* *97%* T	51 *11%* *3%*	341 *32%* *23%* VWXY Z	1097 *19%* *75%* X	1124 *20%* *77%* X	585 *16%* *40%*	537 *25%* *37%* VWX	569 *25%* *39%* VWX

GfK NOP

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K - L/M/N - O/P/Q/R - S/T - U/V/W/X/Y/Z

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1045

Absolutes/col/row percents

9 Jul 2009

Social grade

Base : All

		Nation				Ethnic Origin		TV service(s) in h/hold					
	TOTAL	Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002	979	982	3882	6322	433	1104	5639	5709	3672	2018	2166
		15%	*14%*	*14%*	*57%*	*92%*	*6%*	*16%*	*82%*	*83%*	*54%*	*29%*	*32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Refused/Not classified	*	*	*	*	*	*	*	*	*	*	*	*	*
	*	*	*	*	*	*	*	*	*	*	*	*	*
		6%	*5%*	*5%*	*84%*	*89%*	*11%*	*14%*	*83%*	*85%*	*47%*	*39%*	*40%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1046

Absolutes/col/row percents

9 Jul 2009

Region/Nation

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
North East	**352** ***5%***	167 *5%* *47%*	185 *5%* *53%*	29 *4%* *8%*	61 *4%* *17%*	59 *5%* *17%*	74 *6%* *21%*	58 *6%* *16%*	72 *6%* *20%*	52 *4%* *15%*	168 *5%* *48%*	133 *6%* *38%*	352 *21%* *100%* MN	- - -	- - -
North West	**740** ***11%***	343 *10%* *46%*	397 *11%* *54%*	74 *10%* *10%*	156 *11%* *21%*	103 *9%* *14%*	128 *11%* *17%*	122 *12%* *17%* E	156 *12%* *21%* E	142 *12%* *19%*	360 *11%* *49%*	238 *11%* *32%*	740 *45%* *100%* MN	- - -	- - -
Yorkshire and Humberside	**550** ***8%***	221 *7%* *40%*	329 *9%* *60%* A	32 *4%* *6%*	113 *8%* *21%* C	94 *8%* *17%* C	99 *8%* *18%* C	87 *8%* *16%* C	125 *10%* *23%* C	78 *6%* *14%*	273 *8%* *50%*	199 *9%* *36%* I	550 *33%* *100%* MN	- - -	- - -
Northern Ireland	**205** ***3%***	100 *3%* *48%*	106 *3%* *52%*	28 *4%* *13%* H	49 *4%* *24%* H	39 *3%* *19%* H	40 *3%* *19%*	26 *3%* *13%*	24 *2%* *12%*	36 *3%* *18%*	110 *3%* *54%*	59 *3%* *29%*	- - -	- - -	- - -
Scotland	**616** ***9%***	275 *8%* *45%*	341 *10%* *55%*	61 *8%* *10%*	113 *8%* *18%*	114 *10%* *19%*	112 *9%* *18%*	98 *10%* *16%*	119 *9%* *19%*	102 *8%* *17%*	310 *9%* *50%*	205 *9%* *33%*	- - -	- - -	- - -
East Anglia	**358** ***5%***	193 *6%* *54%*	165 *5%* *46%*	19 *3%* *5%*	48 *3%* *14%*	64 *5%* *18%* CD	75 *6%* *21%* CD	69 *7%* *19%* CD	83 *6%* *23%* CD	52 *4%* *14%*	189 *6%* *53%*	117 *5%* *33%*	- - -	358 *21%* *100%* LN	- - -

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1046

Absolutes/col/row percents

9 Jul 2009

Region/Nation

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
East Midlands	**605** ***9%***	319 *10%* *53%* B	285 *8%* *47%*	68 *9%* *11%*	110 *8%* *18%*	100 *8%* *16%*	116 *9%* *19%*	100 *10%* *17%*	112 *9%* *19%*	109 *9%* *18%*	260 *8%* *43%*	236 *11%* *39%* J	- - -	605 *35%* *100%* LN	- - -
West Midlands	**748** ***11%***	380 *12%* *51%*	368 *10%* *49%*	81 *11%* *11%*	134 *10%* *18%*	134 *11%* *18%*	145 *12%* *19%*	107 *10%* *14%*	148 *11%* *20%*	134 *11%* *18%*	378 *11%* *50%*	237 *11%* *32%*	- - -	748 *44%* *100%* LN	- - -
Wales	**342** ***5%***	155 *5%* *45%*	188 *5%* *55%*	27 *4%* *8%*	65 *5%* *19%*	56 *5%* *16%*	69 *6%* *20%*	60 *6%* *17%*	64 *5%* *19%*	54 *4%* *16%*	166 *5%* *49%*	122 *6%* *36%*	- - -	- - -	- - -
Greater London	**751** ***11%***	377 *11%* *50%*	373 *10%* *50%*	139 *19%* *19%* EF GH	221 *16%* *29%* FG H	152 *13%* *20%* FG H	109 *9%* *14%* GH	62 *6%* *8%*	67 *5%* *9%*	153 *12%* *20%* K	412 *12%* *55%* K	185 *8%* *25%*	- - -	- - -	751 *32%* *100%* LM
South East	**1064** ***16%***	494 *15%* *46%*	570 *16%* *54%*	112 *16%* *11%*	232 *17%* *22%* G	195 *17%* *18%* G	172 *14%* *16%*	131 *13%* *12%*	220 *17%* *21%* G	225 *18%* *21%* K	534 *16%* *50%*	305 *14%* *29%*	- - -	- - -	1064 *46%* *100%* LM
South West	**513** ***7%***	260 *8%* *51%*	252 *7%* *49%*	46 *6%* *9%*	98 *7%* *19%*	70 *6%* *14%*	81 *7%* *16%*	106 *10%* *21%* CD EF	112 *9%* *22%* E	96 *8%* *19%*	262 *8%* *51%*	154 *7%* *30%*	- - -	- - -	513 *22%* *100%* LM

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1046

Absolutes/col/row percents

9 Jul 2009

Region/Nation

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
England	**5681** ***83%***	2756 *84%* *49%*	2925 *82%* *51%*	599 *84%* *11%*	1173 *84%* *21%*	971 *82%* *17%*	999 *82%* *18%*	842 *82%* *15%*	1095 *84%* *19%*	1040 *84%* *18%*	2836 *83%* *50%*	1805 *82%* *32%*	1643 *100%* *29%*	1711 *100%* *30%*	2327 *100%* *41%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1046

Absolutes/col/row percents

9 Jul 2009

Region/Nation

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
North East	**352** ***5%***	- - -	- - -	- - -	352 *6%* *100%* OPQ	350 *5%* *99%* T	3 *1%* *1%*	49 *5%* *14%*	301 *5%* *85%*	303 *5%* *86%*	193 *5%* *55%*	109 *5%* *31%*	113 *5%* *32%*
North West	**740** ***11%***	- - -	- - -	- - -	740 *13%* *100%* OPQ	727 *11%* *98%* T	13 *3%* *2%*	77 *7%* *10%*	653 *12%* *88%* U	658 *11%* *89%* U	408 *11%* *55%* U	249 *12%* *34%* U	264 *12%* *36%* U
Yorkshire and Humberside	**550** ***8%***	- - -	- - -	- - -	550 *10%* *100%* OPQ	534 *8%* *97%* T	17 *4%* *3%*	84 *8%* *15%*	456 *8%* *83%*	463 *8%* *84%*	266 *7%* *48%*	193 *9%* *35%*	200 *9%* *36%*
Northern Ireland	**205** ***3%***	- - -	- - -	205 *100%* *100%* OPR	- - -	203 *3%* *99%* T	2 *** *1%*	42 *4%* *20%* Y	160 *3%* *78%*	163 *3%* *79%*	112 *3%* *55%*	50 *2%* *25%*	55 *2%* *27%*
Scotland	**616** ***9%***	616 *100%* *100%* PQR	- - -	- - -	- - -	605 *9%* *98%* T	11 *2%* *2%*	95 *9%* *15%*	517 *9%* *84%*	521 *9%* *85%*	339 *9%* *55%*	180 *8%* *29%*	191 *8%* *31%*
East Anglia	**358** ***5%***	- - -	- - -	- - -	358 *6%* *100%* OPQ	355 *6%* *99%* T	3 *1%* *1%*	66 *6%* *18%*	289 *5%* *81%*	289 *5%* *81%*	187 *5%* *52%*	100 *5%* *28%*	104 *5%* *29%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1046

Absolutes/col/row percents

9 Jul 2009

Region/Nation

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
East Midlands	**605** ***9%***	- - -	- - -	- - -	605 *11%* *100%* OPQ	568 *9%* *94%*	37 *8%* *6%*	110 *10%* *18%*	490 *9%* *81%*	495 *9%* *82%*	317 *9%* *52%*	178 *8%* *29%*	195 *9%* *32%*
West Midlands	**748** ***11%***	- - -	- - -	- - -	748 *13%* *100%* OPQ	722 *11%* *96%* T	27 *6%* *4%*	121 *11%* *16%*	624 *11%* *83%*	627 *11%* *84%*	356 *10%* *48%*	271 *13%* *36%* X	277 *12%* *37%* X
Wales	**342** ***5%***	- - -	342 *100%* *100%* OQR	- - -	- - -	339 *5%* *99%* T	3 *1%* *1%*	49 *5%* *14%*	289 *5%* *84%*	292 *5%* *85%*	202 *6%* *59%*	90 *4%* *26%*	100 *4%* *29%*
Greater London	**751** ***11%***	- - -	- - -	- - -	751 *13%* *100%* OPQ	479 *8%* *64%*	271 *57%* *36%* S	118 *11%* *16%*	606 *11%* *81%* Y	624 *11%* *83%* Y	435 *12%* *58%* YZ	186 *9%* *25%*	209 *9%* *28%*
South East	**1064** ***16%***	- - -	- - -	- - -	1064 *19%* *100%* OPQ	984 *15%* *93%*	79 *17%* *7%*	174 *16%* *16%*	867 *15%* *81%*	884 *15%* *83%*	549 *15%* *52%*	334 *16%* *31%*	352 *16%* *33%*
South West	**513** ***7%***	- - -	- - -	- - -	513 *9%* *100%* OPQ	507 *8%* *99%* T	6 *1%* *1%*	85 *8%* *17%*	420 *7%* *82%*	425 *7%* *83%*	233 *6%* *46%*	191 *9%* *37%* X	205 *9%* *40%* VWX

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1046

Absolutes/col/row percents

9 Jul 2009

Region/Nation

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
England	**5681** ***83%***	- - -	- - -	- - -	5681 *100%* *100%* OPQ	5225 *82%* *92%*	456 *97%* *8%* S	884 *83%* *16%*	4706 *83%* *83%*	4768 *83%* *84%*	2943 *82%* *52%*	1811 *85%* *32%* X	1921 *85%* *34%* X

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1047

Absolutes/col/row percents

9 Jul 2009

QB Gender

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Male	**3285** ***48%***	3285 *100%* *100%* B	- - -	347 *49%* *11%* D	595 *42%* *18%*	601 *51%* *18%* D	603 *49%* *18%* D	481 *47%* *15%*	658 *51%* *20%* D	606 *49%* *18%*	1687 *49%* *51%* K	992 *45%* *30%*	732 *45%* *22%*	893 *52%* *27%* L	1132 *49%* *34%* L
Female	**3560** ***52%***	- - -	3560 *100%* *100%* A	368 *51%* *10%*	806 *58%* *23%* CE FH	579 *49%* *16%*	617 *51%* *17%*	545 *53%* *15%*	644 *49%* *18%*	626 *51%* *18%*	1735 *51%* *49%*	1199 *55%* *34%* J	911 *55%* *26%* MN	819 *48%* *23%*	1195 *51%* *34%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1047

Absolutes/col/row percents

9 Jul 2009

QB Gender

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Male	**3285** ***48%***	275 *45%* *8%*	155 *45%* *5%*	100 *48%* *3%*	2756 *49%* *84%* O	3032 *48%* *92%*	253 *54%* *8%* S	498 *47%* *15%*	2735 *48%* *83%*	2764 *48%* *84%*	1748 *49%* *53%*	1014 *48%* *31%*	1083 *48%* *33%*
Female	**3560** ***52%***	341 *55%* *10%* R	188 *55%* *5%*	106 *52%* *3%*	2925 *51%* *82%*	3340 *52%* *94%* T	219 *46%* *6%*	570 *53%* *16%*	2938 *52%* *83%*	2979 *52%* *84%*	1849 *51%* *52%*	1117 *52%* *31%*	1184 *52%* *33%*

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1048

Absolutes/col/row percents

9 Jul 2009

Q14 Whether happy to be re-contacted for future research for Ofcom

Base : All

	TOTAL	Gender		Age						Social grade			Region in England		
		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)	North (L)	Midlands (M)	South (N)
Total (Unwtd)	**6845**	3251 *47%*	3594 *53%*	614 *9%*	1231 *18%*	1248 *18%*	1274 *19%*	1180 *17%*	1270 *19%*	1320 *19%*	3747 *55%*	1640 *24%*	1131 *17%*	916 *13%*	1835 *27%*
Total (Wtd)	**6845**	3285 *48%*	3560 *52%*	715 *10%*	1400 *20%*	1181 *17%*	1220 *18%*	1026 *15%*	1302 *19%*	1232 *18%*	3422 *50%*	2190 *32%*	1643 *24%*	1711 *25%*	2327 *34%*
Effective Total	**4698**	2227	2471	415	861	881	866	809	911	969	2714	1173	1034	839	1649
Yes	**5261** ***77%***	2575 *78%* *49%* B	2685 *75%* *51%*	531 *74%* *10%*	1072 *77%* *20%* H	942 *80%* *18%* CH	978 *80%* *19%* CH	801 *78%* *15%* H	937 *72%* *18%*	965 *78%* *18%* K	2677 *78%* *51%* K	1618 *74%* *31%*	1283 *78%* *24%* N	1334 *78%* *25%*	1738 *75%* *33%*
No	**1584** ***23%***	710 *22%* *45%*	874 *25%* *55%* A	184 *26%* *12%* EF	329 *23%* *21%*	238 *20%* *15%*	242 *20%* *15%*	225 *22%* *14%*	364 *28%* *23%* DEFG	267 *22%* *17%*	746 *22%* *47%*	572 *26%* *36%* IJ	360 *22%* *23%*	377 *22%* *24%*	589 *25%* *37%* L

GfK NOP

Ofcom PSB Tracker : 2008

Fieldwork dates: January, April, July, October 2008

Sample: Adults 16+ (nationally representative)

Table 1048

Absolutes/col/row percents

9 Jul 2009

Q14 Whether happy to be re-contacted for future research for Ofcom

Base : All

	TOTAL	Nation				Ethnic Origin		TV service(s) in h/hold					
		Scotland (O)	Wales (P)	N. Ireland (Q)	England (R)	White (S)	Other (T)	Terrestrial TV only (U)	Digital TV (V)	Multi-channel TV (W)	Cable/ Satellite (X)	Freeview Only (Y)	Freeview /Freesat Only (Z)
Total (Unwtd)	**6845**	1002 *15%*	979 *14%*	982 *14%*	3882 *57%*	6322 *92%*	433 *6%*	1104 *16%*	5639 *82%*	5709 *83%*	3672 *54%*	2018 *29%*	2166 *32%*
Total (Wtd)	**6845**	616 *9%*	342 *5%*	205 *3%*	5681 *83%*	6372 *93%*	472 *7%*	1068 *16%*	5673 *83%*	5744 *84%*	3597 *53%*	2131 *31%*	2267 *33%*
Effective Total	**4698**	926	894	887	3439	4338	364	749	3882	3929	2492	1424	1523
Yes	**5261** ***77%***	471 *77%* *9%*	273 *80%* *5%* R	160 *78%* *3%*	4355 *77%* *83%*	4927 *77%* *94%* T	334 *71%* *6%*	802 *75%* *15%*	4378 *77%* *83%*	4434 *77%* *84%*	2805 *78%* *53%*	1615 *76%* *31%*	1723 *76%* *33%*
No	**1584** ***23%***	145 *23%* *9%*	69 *20%* *4%*	45 *22%* *3%*	1326 *23%* *84%* P	1445 *23%* *91%*	139 *29%* *9%* S	267 *25%* *17%*	1295 *23%* *82%*	1310 *23%* *83%*	792 *22%* *50%*	516 *24%* *33%*	544 *24%* *34%*

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